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The Influence of Green Packaging Awarenes on Personal Benefit And Environmental Benefit Mediated by Green Packaging Initiatives And Behavior of Subway Customers In Bandung City

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A R T I C L E I N F O

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A B S T R A C T

This research investigates the effect of green packaging awareness on personal and environmental benefits, mediated by green packaging initiatives and behavior among Subway customers in Bandung. Employing a quantitative method with a causal-descriptive approach, primary data were collected through online questionnaires from respondents at three Subway branches in Buah Batu, Pasir Kaliki, and Dipatiukur between January and March 2025. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The findings reveal significant positive relationships among variables, indicating that higher awareness leads to stronger initiatives, behaviors, and perceived benefits. These results highlight the importance of raising consumer awareness to support sustainable packaging adoption, contributing to environmental sustainability and aligning with future SDGs.

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INTRODUCTION

The increasing use of environmentally friendly packaging by major companies reflects a growing global concern for environmental sustainability. This shift in production is paralleled by a notable rise in consumer awareness regarding the environmental impact of conventional packaging (Mardiyah et al., 2022; George et al., 2023). Over the past two decades, sustainable packaging has attracted substantial academic and industrial attention, driven by governmental regulations and consumer demand for more eco-conscious practices (Binus University, 2017). Despite positive developments, the transition to green packaging still faces challenges, especially in consumer awareness and behavioral change (Ecopaack, 2024).

This study responds to the global and national urgency for sustainable practices by examining consumer behavior related to green packaging in an emerging market context, focusing specifically on Subway customers in Bandung, Indonesia. Indonesia presents a unique case with a high volume of packaging waste, exacerbated by rapid e-commerce growth and low recycling rates (mediaindonesia, 2022; liputan6.com, 2021). In this context, green packaging awareness and consumer behavior could play a pivotal role in achieving multiple Sustainable Development Goals (SDGs), including responsible consumption (SDG 12), urban sustainability (SDG 11), and ecosystem preservation (SDG 14 and SDG 15) (Sustainabl, 2023).

The novelty of this research lies in its integrated model that explores the mediating role of *green packaging initiatives* and *green packaging behavior* in the relationship between awareness and perceived personal as well as environmental benefits. By capturing behavior-specific data from a niche population Subway consumers in Bandung who are directly exposed to sustainable packaging practices this study contributes to theory enrichment in sustainable consumer behavior. Furthermore, the findings are expected to provide actionable insights for companies and policymakers in designing more effective strategies to promote eco-friendly consumption patterns in urban areas of developing countries.

THEORETICAL REVIEW

Green Packaging Awareness

Green packaging awareness is the willingness to pay for environmentally friendly products that affect consumer purchasing decisions so managers must utilize green packaging in their packaging design to meet market segments (Mahmoud et al., 2022). With the awareness of the use of green packaging, it will trigger users to take the initiative to use the packaging (George et al., 2023).

H1: Green packaging awareness has a significant influence on green packaging initiatives.

H6: Green packaging awareness has a significant influence on green packaging behavior through green packaging initiatives.

Green packaging Initiatives

Green packaging initiatives are using packaging that reduces the negative impact on the environment and packaging that can be reused and recycled

(George et al., 2023). Green packaging initiatives are deemed necessary as a mediating variable because they can reduce ambiguity by providing concrete facts about the two variables.
H2: Green packaging initiatives have a significant influence on green packaging behavior.

Green packaging behavior

Behavior is the formation of individual behavior based on beliefs and evaluations to foster attitude towards subjective norms, and behavioral control, namely perceived behavior in decision making (Anisah., 2024). Green packaging behavior helps reduce the toxicity of waste materials and results in less waste being disposed of in landfills (George et al., 2023). The results that arise with green packaging awareness and initiatives are positive behaviors or habits that have a good impact on the environment, such as using environmentally friendly packaging every time you shop, disposing of waste properly, and being able to process used product packaging yourself so that it does not become waste (George et al., 2023).
H3: Green packaging behavior has a significant influence on personal benefits.
H4: Green packaging behavior has a significant influence on environmental benefits.

Personal Benefit

Personal benefits are individuals who show green packaging and pro-environmental behavior tend to get intrinsic satisfaction from being a good environmental citizen (George et al., 2023). Personal benefits have a direct relationship with green packaging behavior because people feel more satisfied and responsible when choosing products with environmentally friendly packaging (George et al., 2023).
H5 : Green packaging awareness has a significant influence on personal benefits through green packaging initiatives and green packaging behavior.

Environmental Banefit

Environmental benefits include reducing carbon footprint, protecting soil fertility, and reducing toxicity in waste materials (George et al., 2023). The application of green packaging behavior and good waste management is a positive impact on the environment. This indicates that environmental benefits have a relationship with green packaging behavior (George et al., 2023).
H7: Green packaging awareness has a significant influence on environmental benefits through green packaging initiatives and green packaging behavior.

After the hypothesis section, if your study is quantitative, please provide the contextual framework here, or your mind maps, if it is qualitative.

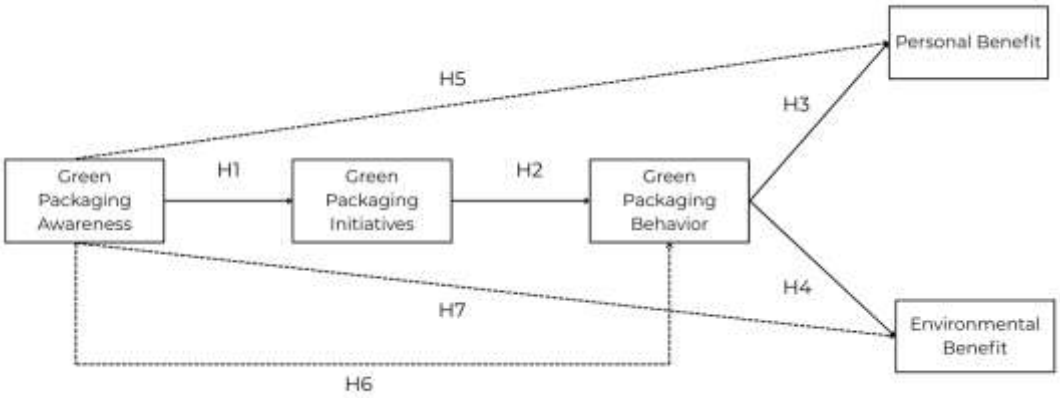

Figure 1. Conceptual Framework

METHODOLOGY

Research Methodology

1. Research Approach

This study employs a quantitative research method, which involves the use of numerical data and statistical analysis to collect and analyze measurable data. According to (Sugiyono., 2022), quantitative research is suitable for describing large population conditions based on sample data and for testing hypotheses, including descriptive, comparative, associative, and structural hypotheses. The quantitative approach is chosen to measure causal relationships between independent and dependent variables, allowing systematic and objective data collection through reliable instruments such as questionnaires. Furthermore, this approach facilitates hypothesis testing and provides empirical evidence to support cause-effect relationships.

2. Type of Research

This study is categorized as descriptive-causal research. Descriptive research aims to describe characteristics, estimate percentages, and measure perceptions of users of a product or service (Indrawati, 2015). The causal aspect assumes the existence of cause-and-effect relationships between variables, which aligns with the objective of identifying contributing factors to observed phenomena (Indrawati, 2015).

3. Data Sources

Both primary and secondary data are utilized. Data refers to information obtained directly by the researcher for specific study objectives (Sekaran and Bougie., 2017). In this research, primary data was collected using an online questionnaire google form. Secondary data were gathered from relevant literature, journals, and supporting references.

4. Unit of Analysis and Respondents

The unit of analysis is individual consumers who have previously purchased Subway products. The research focuses on Subway consumers in Bandung, specifically those from three branches: 23 Paskal, Jalan Dipatiukur, and Jalan Buah Batu. These individuals may have purchased the products on-site or online, with a specific emphasis on those exposed to green packaging, in line with Subway's global policy (Rupal Pujara, 2023).

5. Measurement Scale

This study applies a Likert scale to measure attitudes, opinions, and perceptions (Sugiyono, 2013). The indicators are rated using a five-point scale: Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).

6. Sampling Technique

The sampling technique used is non-probability sampling with the purposive sampling method. This technique involves selecting respondents based on specific criteria (Sugiyono, 2022). The required minimum sample size is 384 respondents, derived from sample size estimation formulas suitable for SEM analysis.

Data Analysis Technique

1. Descriptive Analysis

Descriptive analysis is used to characterize the collected data without making generalizations or inferences (Sugiyono, 2022). Responses are evaluated based on percentage criteria across five Likert categories to develop an assessment for each item.

2. Measurement Model Evaluation (Outer Model)

The outer model evaluation assesses the reliability and validity of the constructs through:

- Convergent Validity: Indicators are valid if outer loading > 0.60 or t-statistic > 1.96 (Amrita, 2023).
- Discriminant Validity: Ensured when the correlation between a construct and its indicators is higher than that with other constructs (Amrita, 2023).
- Composite Reliability: A construct is considered reliable if composite reliability > 0.70 (Lathan & Ghozali, 2012; Chin, 1998).

3. Structural Model Evaluation (Inner Model)

The inner model assesses the model's predictive power and the significance of relationships among latent variables through:

- R-Squared (R^2): Indicates the percentage of variance explained by independent variables. $R^2 > 0.50$ is considered strong (Hair & Alamer, 2022).
- Path Coefficients: Show the strength and direction of relationships. A coefficient is significant if $t > 1.96$.
- Effect Size (f^2): Evaluates the contribution of independent variables: small (0.02), medium (0.15), large (0.35) (Hair & Alamer, 2022).
- Predictive Relevance (Q^2): Assessed through blindfolding. A $Q^2 > 0$ indicates adequate predictive relevance.

Mediation Analysis

A mediating variable acts as an intermediary in the relationship between an independent and a dependent variable. This study examines green packaging behavior as a mediator between green packaging awareness and its outcomes, such as personal benefit and environmental benefit. Mediation effects are classified into:

- Indirect Effect ($a \times b$)

- Direct Effect (c′)
- Total Effect (c = c′ + a × b)

(Solimun et al., 2017)

Hypothesis Testing

Hypothesis testing involves making statistical decisions based on data analysis. A result is considered statistically significant if the probability of it occurring by chance is very low (Sutisno, 2022). The null hypothesis is tested to validate or reject initial assumptions, typically using a significance level (p-value) threshold of 0.05.

RESULTS

Descriptive Analysis Summary

The descriptive analysis results across all variables (Green Packaging Awareness, Green Packaging Initiatives, Green Packaging Behavior, Personal Benefit, and Environmental Benefit) showed scores ranging from 82% to 89%. These scores fall under the "very good" category, indicating that respondents had a strong awareness, initiative, and behavior towards green packaging, as well as positive perceptions of its personal and environmental benefits.

Outer Model

1. Convergent Validity

All the results of the loading factor value of 30 indicators and 5 variables in this study are more than 0.7, so it can be said that all indicator points are included in the valid category, here are the results:

Table 1. Convergent Validity

Indicator	Outer Loading	Average Variance Extracted (AVE)	Description
Green Packaging Awareness			
X.1	0,858	0,563	Valid
X.2	0,813		Valid
X.3	0,784		Valid
X.4	0,796		Valid
X.5	0,825		Valid
X.6	0,820		Valid
Green Packaging Initiatives			
Z1.1	0,770	0,667	Valid
Z1.2	0,789		Valid
Z1.3	0,741		Valid
Z1.4	0,770		Valid

Z1.5	0,760		Valid
Z1.6	0,765		Valid
Green Packaging Behavior			
Z2.1	0,823	0,621	Valid
Z2.2	0,755		Valid
Z2.3	0,777		Valid
Z2.4	0,788		Valid
Z2.5	0,767		Valid
Z2.6	0,818		Valid
Personal Benefit			
Y1.1	0,805	0,587	Valid
Y1.2	0,755		Valid
Y1.3	0,729		Valid
Y1.4	0,757		Valid
Y1.5	0,749		Valid
Y1.6	0,743		Valid
Environmental Benefit			
Y2.1	0,779	0,573	Valid
Y2.2	0,731		Valid
Y2.3	0,744		Valid
Y2.4	0,749		Valid
Y2.5	0,740		Valid
Y2.6	0,757		Valid

2. Discriminant Validity

Table 2. Discriminant Validity

Indikator	GPA (X1)	GPI (Z1)	GPB (Z2)	PB (Y1)	EB (Y2)
X.1	**0,858**	0,447	0,627	0,442	0,221
X.2	**0,813**	0,337	0,577	0,361	0,130
X.3	**0,784**	0,333	0,526	0,349	0,205
X.4	**0,796**	0,365	0,609	0,389	0,234
X.5	**0,825**	0,388	0,583	0,377	0,197
X.6	**0,820**	0,369	0,517	0,408	0,242
Y1.1	0,395	0,611	0,409	**0,805**	0,519
Y1.2	0,338	0,577	0,358	**0,755**	0,508
Y1.3	0,344	0,499	0,344	**0,729**	0,602
Y1.4	0,356	0,598	0,409	**0,757**	0,420
Y1.5	0,354	0,567	0,389	**0,749**	0,579
Y1.6	0,379	0,546	0,362	**0,743**	0,506
Y2.1	0,217	0,434	0,296	0,533	**0,779**
Y2.2	0,165	0,409	0,222	0,467	**0,731**
Y2.3	0,153	0,407	0,229	0,523	**0,744**

Y2.4	0,198	0,425	0,219	0,499	**0,749**
Y2.5	0,203	0,408	0,251	0,525	**0,740**
Y2.6	0,190	0,436	0,230	0,540	**0,757**
Z1.1	0,338	**0,770**	0,400	0,558	0,375
Z1.2	0,355	**0,789**	0,370	0,575	0,403
Z1.3	0,328	**0,741**	0,348	0,529	0,486
Z1.4	0,378	**0,770**	0,406	0,621	0,391
Z1.5	0,369	**0,760**	0,439	0,629	0,489
Z1.6	0,344	**0,765**	0,360	0,524	0,429
Z2.1	0,570	0,404	**0,823**	0,394	0,265
Z2.2	0,578	0,387	**0,755**	0,374	0,265
Z2.3	0,521	0,420	**0,777**	0,422	0,272
Z2.4	0,546	0,384	**0,788**	0,364	0,199
Z2.5	0,561	0,411	**0,767**	0,420	0,292
Z2.6	0,550	0,388	**0,818**	0,391	0,233

In the discriminant validity table above, the results show that each indicator is greater than the correlation value between variables so that the indicators used have met the requirements for the discriminant validity test results.

3. Composite Reliability

Table 3. Composite Reliability

	Cronbach's Alpha	**Composite Reliability**	**Average Variance Extracted (AVE)**
EB	0,845	0,885	0,563
GPA	0,900	0,923	0,667
GPB	0,878	0,908	0,621
GPI	0,859	0,895	0,587
PB	0,851	0,889	0,573

From the reliability test above, it is known that all variables are reliable after meeting the minimum requirements, where Cronbach alpha, composite reliability values are above 0.7 and AVE values are above 0.5 so that all variables are declared reliable.

Inner Model

1. R-Square

Table 4. R Square

Model	***R Square***	***R Square Adjusted***	**Description**
GPA => GPI	0,212	0,210	Low
GPA, GPI =>GPB	0,258	0,256	Low
GPA, GPI , GPB =>PB	0,252	0,250	Low
GPA, GPI , GPB =>EB	0,105	0,103	Low

The R Square value of Green Packaging Awareness (X) on Green Packaging Initiatives (Z1) has a value of 0.212 or 21.2%. R Square value of Green Packaging Awareness (X), Green Packaging Initiatives (Z1) on Green Packaging Behavior (Z2) together has a value of 0.258 or 25.8%. R Square value of Green Packaging Awareness (X), Green Packaging Initiatives (Z1), Green Packaging Behavior (Z2) to Personal Benefit (Y1) together has a value of 0.252 or 25.2%. The R Square value of Green Packaging Awareness (X), Green Packaging Initiatives (Z1), Green Packaging Behavior (Z2) to Environmental Benefit (Y2) together has a value of 0.105 or 10.5%.

2. F-Square

Table 5. F Square

	EB	**GPA**	**GPB**	**GPI**	**PB**
EB					
GPA				0,269	
GPB	0.118				0,337
GPI			0,347		
PB					

The green packaging awareness variable has a moderate effect on green packaging initiatives, with an effect size of 0.269. Green packaging initiatives, in turn, have a moderate effect on green packaging behavior, with an effect size of 0.347. Furthermore, green packaging behavior has a moderate effect on personal benefit, with an effect size of 0.337. Lastly, green packaging behavior has a small effect on environmental benefit, with an effect size of 0.118.

3. Q-Square

Table 6. Q-square

	SSO	**SSE**	**Q^2 (=1-SSE/SSO)**
EB	2.310.000	2.181.174	0,056
GPA	2.310.000	2.310.000	
GPB	2.310.000	1.946.037	0,158
GPI	2.310.000	2.028.452	0,122
PB	2.310.000	1.983.120	0,142

Based on table 4.13 above, the green packaging behavior variable has a Q Square value of 0.158, green packaging initiatives has a Q Square value of 0.122, environmental benefit has a Q Square value of 0.056, and personal benefit has a Q Square value of 0.142. All Q Square values in this study are greater than 0, indicating that the variables have predictive relevance.

Hypothesis Testing

Table 5 Hypothesis Testing

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Keputusan
GPA -> GPI	H1	0,461	0,462	0,053	8,748	0,000	Diterima
GPI -> GPB	H2	0,508	0,508	0,051	9.869	0,000	Diterima
GPB -> PB	H3	0,502	0,506	0,056	8,936	0,000	Diterima
GPB -> EB	H4	0,325	0,328	0,073	4,440	0,000	Diterima

Hypothesis 1: Green packaging awareness (X1) has a positive and significant effect on green packaging initiatives (Y1), with a path coefficient of 0.461, t-statistic = 8.748 > 1.96, and p-value < 0.05.
Hypothesis 2: Green packaging initiatives (Y1) have a positive and significant effect on green packaging behavior (Y2), with a path coefficient of 0.508, t-statistic = 9.869 > 1.96, and p-value < 0.05.
Hypothesis 3: Green packaging behavior (Y2) positively and significantly affects personal benefit (Z1), with a path coefficient of 0.502, t-statistic = 8.936 > 1.96, and p-value < 0.05.
Hypothesis 4: Green packaging behavior (Y2) also has a positive and significant effect on environmental benefit (Z2), with a path coefficient of 0.325, t-statistic = 4.440 > 1.96, and p-value < 0.05.

Mediation Effect

Table 6 Mediation Effect

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Keputusan
GPA -> GPI -> GPB -> PB	H5	0,117	0,121	0,034	3,425	0,001	Diterima
GPA -> GPI -> GPB	H6	0,234	0,236	0,046	5,073	0,000	Diterima
GPA -> GPI -> GPB -> EB	H7	0,076	0,080	0,030	2,500	0,013	Diterima

Hypothesis 5: The P value of 0.013 < 0.05 indicates that green packaging awareness has a significant effect on environmental benefit through green packaging initiatives and green packaging behavior. Therefore, both variables serve as effective mediators.
Hypothesis 6: With a P value of 0.000 < 0.05, green packaging awareness significantly influences green packaging behavior through green packaging initiatives, confirming its role as a good mediating variable.
Hypothesis 7: The P value of 0.001 < 0.05 shows that green packaging awareness significantly affects personal benefit when mediated by green packaging initiatives and green packaging behavior, supporting their function as effective mediators.

DISCUSSION

Descriptive Analysis

Green Packaging Awareness recorded high scores across all dimensions, with the highest score for the statement "Green packaging is free from air, water, and soil pollution". Green Packaging Initiatives also showed high scores, especially for statements related to reducing excessive packaging and selecting more eco-friendly packaging, with the highest score for "I buy products with reduce packaging". Green Packaging Behavior achieved excellent scores for environmentally friendly behaviors, such as using disposable packaging and avoiding plastic bags, with the highest score for "I use packaging that is easy to dispose of". Personal Benefit also showed very high scores, with statements related to savings through using less packaging and reusing containers receiving high marks. Environmental Benefit recorded high scores in reducing negative environmental impacts, particularly for the statement "Green packaging does not reduce soil fertility".

Hypothesis Testing Analysis

1. The Influence of Green Packaging Awareness on Green Packaging Initiatives

   The greater the initiatives taken by consumers to choose products with eco-friendly packaging. This indicates that consumer awareness is a main driver of green initiatives. This finding is consistent with previous studies that also found a positive and significant relationship between these two variables.
2. The Influence of Green Packaging Initiatives on Green Packaging Behavior

   The more environmentally friendly behavior is exhibited. Initiatives taken by consumers, such as choosing reduce, reuse, and recycle packaging, strengthen their commitment to adopting broader eco-friendly behaviors. This also supports previous research that suggests that green initiatives enhance green behavior.
3. The Influence of Green Packaging Behavior on Personal Benefit

   Consistent environmentally friendly behavior provides personal benefits, both in the form of emotional satisfaction (such as a sense of pride in contributing to the environment) and cost savings through reduced purchases of excess packaging. This suggests that personal benefits are one of the factors that strengthen consumers' commitment to environmentally friendly behavior.
4. The Influence of Green Packaging Behavior on Environmental Benefit

   The eco-friendly packaging behaviors carried out by consumers have a positive impact on the environment, such as reducing carbon footprints, pollution, and preserving natural resources. This suggests that consumer behavior directly contributes to environmental sustainability.
5. Green Packaging Awareness on Personal Benefit through Green Packaging Initiatives and Green Packaging Behavior

   This result shows that green packaging awareness not only directly affects personal benefits but also influences initiatives and behavior that ultimately lead to personal benefits. This reinforces that consumer awareness of eco-friendly packaging is a key factor driving initiatives and behaviors that lead to personal benefits.

6. Green Packaging Awareness on Green Packaging Behavior through Green Packaging Initiatives

This result shows that awareness of green packaging influences consumer behavior through the initiatives they take. This emphasizes the importance of raising awareness to encourage consumers to take more initiatives that support the use of eco-friendly packaging.

7. Green Packaging Awareness on Environmental Benefit through Green Packaging Initiatives and Green Packaging Behavior

That green packaging awareness indirectly provides benefits to the environment through the initiatives and behavior of consumers. This indicates that consumer awareness plays an important role in reducing negative environmental impacts through eco-friendly behavior.

CONCLUSIONS AND RECOMMENDATIONS

The results indicate that green packaging awareness has a positive and significant effect on green packaging initiatives, which in turn promotes green packaging behavior. This behavior contributes directly to both personal and environmental benefits. Furthermore, green packaging initiatives serve as a key mediator in strengthening the impact of awareness on behavior, personal benefits, and environmental outcomes. Therefore, enhancing consumer awareness is essential in encouraging initiatives and behaviors that result in individual satisfaction and environmental sustainability. The results based on responses from 385 participants determined using the Lemeshow sampling formula for an unknown population size. The study by George et al. (2023) in rural southern India and the current study in Bandung differ significantly in terms of location, population, methodology, and variables. George et al. focused on rural residents using a simple survey approach and examined only the direct relationship between awareness and behavior, while this study involved 385 urban respondents, applied the SEM-PLS method, and analyzed five variables including initiatives, personal benefits, and environmental benefits. Although both studies found that awareness positively influences behavior, the current study highlights the mediating role of initiatives and recommends broader coverage and additional variables for future research. Expanding the study to other regions would improve generalizability, while exploring factors like green branding, eco-labeling, and advertising could reveal their impact on consumer behavior. Additionally, considering socio-economic, cultural differences, and using a longitudinal approach would provide deeper insights into green packaging practices.

FURTHER STUDY

Future research is recommended to include additional variables such as environmental knowledge, subjective norms, or perceived behavioral control to gain a more comprehensive understanding of the factors influencing green packaging behavior. Expanding the research area beyond Subway consumers in Bandung to other cities or regions is also suggested to increase generalizability and allow regional comparisons. Additionally, future studies could explore the influence of external factors like branding, green advertising, or eco-labeling on consumer awareness and behavior.

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