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Purchasing Decisions on Eco-Friendly Products: A Study on Reusable Tumblers

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Abstract
The tumbler is considered an eco-friendly product because it can be refilled and reused multiple times, thereby reducing reliance on single-use plastic bottles. This research investigates how environmental awareness and perceived value affect students' purchasing decisions for eco-friendly tumblers at Kutai Kartanegara University, with trust serving as a mediating variable. Using a quantitative, purposive sampling approach, data were collected from 92 active tumbler users via a structured questionnaire and analyzed using software SmartPLS 4.1.1.6. The study found that both environmental awareness and perceived value significantly and positively impact purchasing decisions and trust. This suggests that individuals with higher environmental awareness are more inclined to buy eco-friendly tumblers and are more likely to trust the environmental claims and qualities of these products. However, trust itself does not significantly influence purchasing decisions and does not mediate the link between environmental awareness, perceived value, and purchasing behavior. Therefore, the primary drivers of reusable tumbler purchases in this study were environmental awareness and perceived value.

Kata Kunci: Produk Ramah Lingkungan; Kesadaran Lingkungan; Nilai yang Dirasakan; Keputusan Pembelian; Kepercayaan; Tumbler.

Abstrak
Tumbler dianggap sebagai produk ramah lingkungan karena dapat diisi ulang dan digunakan berulang kali, sehingga mengurangi ketergantungan pada botol plastik sekali pakai. Penelitian ini menyelidiki bagaimana kesadaran lingkungan dan nilai yang dirasakan memengaruhi keputusan pembelian mahasiswa terhadap tumbler ramah lingkungan di Universitas Kutai Kartanegara, dengan kepercayaan sebagai variabel mediasi. Menggunakan pendekatan sampling kuantitatif dan purposif, data dikumpulkan dari 92 pengguna tumbler aktif melalui kuesioner terstruktur serta dianalisis menggunakan perangkat lunak SmartPLS 4.1.1.6. Studi ini menemukan bahwa baik kesadaran lingkungan maupun nilai yang dirasakan secara signifikan dan positif mempengaruhi keputusan pembelian dan kepercayaan. Hal ini menunjukkan bahwa individu dengan kesadaran lingkungan yang lebih tinggi cenderung lebih memilih membeli tumbler ramah lingkungan dan lebih mungkin mempercayai klaim lingkungan serta kualitas produk tersebut. Namun, kepercayaan itu sendiri tidak secara signifikan mempengaruhi keputusan pembelian dan tidak memediasi hubungan antara kesadaran lingkungan, nilai yang dirasakan, dan perilaku pembelian. Oleh karena itu, faktor utama yang mendorong pembelian tumbler reusable dalam penelitian ini adalah kesadaran lingkungan dan nilai yang dirasakan.

INTRODUCTION

One of the most prominent global environmental issues is concerning single-use plastics, such as beverage bottles and common consumer packaging (Wilts et al., 2020). The prevalence of single-use plastics is alarming since these materials are inherently resistant to natural decomposition processes, resulting in considerable environmental pollution (Y. Chen et al., 2021). For instance, plastic bags can take approximately 10 to 20 years to decompose, whereas plastic bottles can persist in ecosystems for as long as 450 years due to their robust polymer structure (Dey et al., 2024). This alarming longevity underscores the seriousness of plastic waste accumulation as an ecological threat, indicating an urgent need for innovative solutions and modifications in public consumption behavior to effectively mitigate the adverse impact of plastic pollution especially in Indonesia. In recent years, efforts to reduce reliance on single-use plastics have increased. According to Relawati et al., (2023), adopting environmentally friendly materials is crucial to advancing sustainable development. However, the fast-paced lifestyle of modern society has intensified plastic waste generation because of the widespread use of disposable products (Putri et al., 2023). Consequently, it is essential to shift consumption toward reusable, low-impact alternatives. This transition reflects a broader paradigm shift toward more sustainable and responsible consumption practices.

One form of applying the green product concept is the use of tumblers as a substitute for disposable plastic bottles (Rahmawati & Destiana, 2024). According to Dataintelo, the global tumbler market is projected to reach US$7.3 billion by 2032, with a Compound Annual Growth Rate (CAGR) of approximately 9.1% from 2024 to 2032. This growth is attributed to rising consumer awareness of the health benefits associated with proper hydration and heightened concern for environmental sustainability (https://dataintelo.com/report/tumbler-market). In response to the global plastic crisis, the significance of eco-friendly tumblers has increased substantially. These reusable products, often made from materials such as glass, bamboo, stainless steel, or recycled substances, serve as sustainable alternatives to single-use plastic cups and bottles. Additionally, tumbler use has been effectively encouraged by corporate and educational programs that employ brand narrative and incentives, as Starbucks' "Bring Your Own Tumbler" effort (Darmawan & Suasana, 2020). These initiatives demonstrate that the integration of sustainable goods into daily routines and culture increases their likelihood of long-term adoption.

Tumblers have transcended their ordinary function as mere reusable containers and have become symbols of an environmentally conscious lifestyle, particularly among Generation Z (Fitri et al., 2024). This group, born between 1995 and 2012, shows a strong commitment to sustainability, significantly influenced by their active engagement with social media, which serves as a platform for sharing and promoting eco-friendly behaviors and products (Yudda et al., 2025). Noted that social media activity is a significant predictor of adopting a zero-waste lifestyle among Generation Z, particularly in terms of recycling behaviors (Casalegno et al., 2022; Ham et al., 2022; Michel et al., 2022).

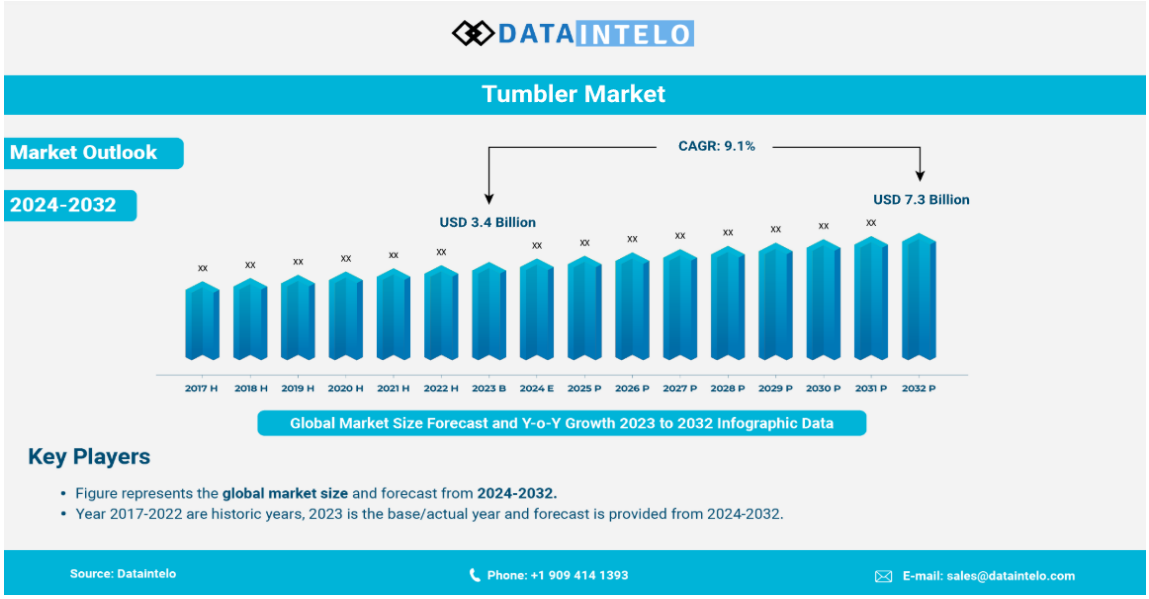

Figure 1. Global Tumbler Market

Source: https://dataintelo.com/report/tumbler-market

In consumer behaviour, purchasing decisions emerge from a multifaceted consideration process that integrates rational evaluation and emotional influences. Masluhah et al., (2023), describes buying decisions as a sequence in which consumers evaluate different alternatives before choosing a specific product. This decision-making process is shaped not only by consumers' preferences and needs but also by their perceptions of a product's benefits, value, and reliability. As a factor supporting environmental sustainability, purchasing decisions can also reflect consumers' environmentally conscious actions by choosing eco-friendly products, where environmental concern becomes a central element in every decision (Mostafa, 2007). Prior research has identified several crucial determinants underlying purchasing behaviour. Studies reveal that environmental awareness positively and significantly influences consumers' purchasing decisions (Ansu-Mensah, 2021; Prayoga et al., 2020). Likewise, other scholars highlight that perceived value significantly and positively affects purchasing choices (Alamsyah & Salim, 2024; Hartanto et al., 2023). Moreover, this research introduces trust as a mediating factor conceptualised as the pursuit of opportunities. At the same time, previous findings confirm that trust has a positive, significant relationship with purchasing decisions (Firdaus, 2023). Trust is crucial for validating consumer choices regarding eco-friendly products and services. Trust in sustainability claims is vital for determining how well these products are accepted in the market.

Although consumers express considerable concern for environmental issues, translating this concern into tangible purchases of eco-friendly products remains challenging (S. Chen et al., 2021). This gap between consumers' desire for sustainable products and their actual purchasing behavior is referred to as the "green attitude-behavior gap" (Kamalanon et al., 2022), highlighting that high environmental awareness does not necessarily lead to green product purchases. In light of this context, the primary research question emerges: how can decision-making regarding tumbler purchases be enhanced by considering factors such as environmental awareness, perceived value, and trust? This study aims to improve the likelihood of purchasing tumblers, contributing to governmental initiatives aimed at mitigating plastic waste.

METHODS

This study uses a quantitative research approach with a purposive sampling technique. The respondents in this study are students at Kutai Kartanegara University who use Tumblr. The population of this study is Tumblr users, so the exact number is unknown. According to Hair, the number of samples needed for each estimated parameter of exogenous and endogenous variables is five to ten observations. The study's SEM model has 17 indicators, so the range of respondents is (17x5 = 75) to (17x10 = 170). Therefore, the sample size was determined by multiplying 5 by the number of indicators in each variable to be studied (Hair et al., 2021). There were 17 x 5 = 75 respondents. The amount of data collected exceeded the minimum limit, but all data entered was still analyzed. A total of 92 respondents voluntarily completed the questionnaire in this study. A modified Likert scale was used, ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The data was processed using Smart-PLS version 4.1.1.6.

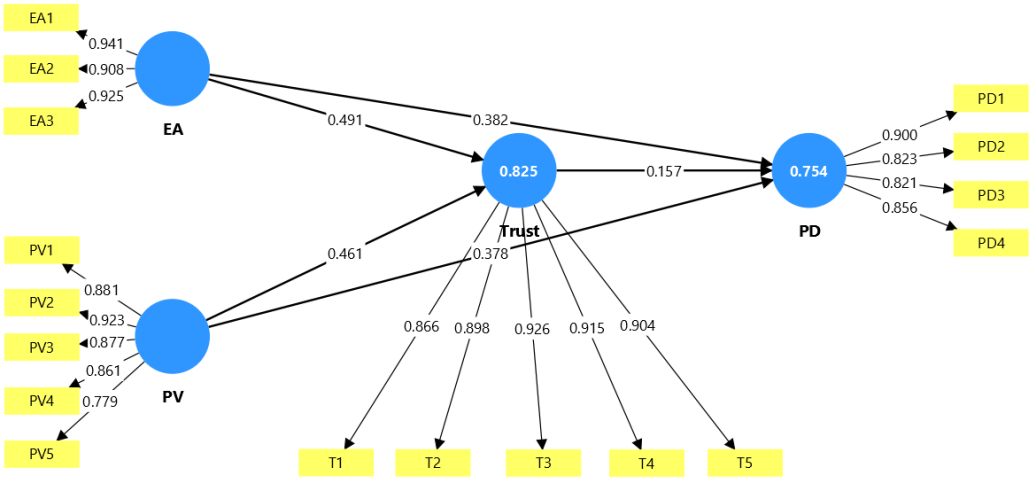

Figure 2. Research Methodology
Source: Smartpls 4.1.1.6

RESULT AND DISCUSSION

Respondent Demographics

The characteristics of the respondents show that the majority of participants in this study were women (65, 71%), while men numbered 27 (29%), indicating that the proportion of female respondents was dominant. Based on faculty origin, most respondents came from the Faculty of Economics and Business, with 68 people (43%), followed by the Faculty of Social and Political Sciences with 8 people (6%), the Faculty of Teacher Training and Education with 6 people (5%), the Faculty of Engineering with 6 people (6%), and the Faculty of Islamic Studies with 4 people (4%).

Outer Model Output

Table 1. Outer Model Measurement Results

Variable	Indicator Code	Outer Loadings	AVE	Composite Realiability	Composite Realiability
Purchasing Decision (PD)	PD1	0.9	0.723	0.879	0.913
	PD2	0.823			
	PD3	0.821			
	PD4	0.856			

Trust (TR)	TR1	0.866	0.814	0.943	0.956
	TR2	0.898			
	TR3	0.926			
	TR4	0.915			
	TR5	0.904			
Enviromental Awareness (EA)	EA1	0.941	0.855	0.916	0.946
	EA2	0.908			
	EA3	0.925			
Perceived Value (PV)	PV1	0.881	0.749	0.925	0.937
	PV2	0.923			
	PV3	0.877			
	PV4	0.861			
	PV5	0.779			

Source: Data Processed (2025)

The validity and reliability test results (Table 1) indicate that all indicators have outer loadings above 0.70, suggesting that each indicator represents its construct well and meets the criteria for convergent validity. The Average Variance Extracted (AVE) values for all variables are above 0.50, indicating that the proportion of variance explained by the indicators is greater than the variance error. In addition, the Composite Reliability and Cronbach's Alpha values for all constructs exceed the threshold of 0.70, indicating excellent internal consistency. Thus, all constructs in this model are deemed valid and reliable for further structural analysis.

Table 2. Results of Inner Model Measurement

Variable	R-Squared
Purchasing Decision (PD)	0.754
Trust (TR)	0.825

Source: Data Processed (2025)

Based on the model determination test results (Table 2) the R-Squared value for the Purchase Decision (PD) variable is 0.754, indicating that 75.4% of the variation in purchase decisions can be explained by the independent variables in the model, including Environmental Awareness, Trust, and Perceived Value. The remaining 24.6% is associated with other factors not included in the model. This R-Squared value indicates strong explanatory power, exceeding the threshold of 0.67.

Table 3. Fit Model

	Saturated model	Estimated model
SRMR	0.064	0.064
d_ULS	0.619	0.619
d_G	0.630	0.630
Chi-square	311.127	311.127
NFI	0.821	0.821

Source: Data Processed (2025)

The model fit test results (table 3) show that the SRMR value of 0.064 is below the 0.08 limit, indicating a good fit between the empirical data and the estimated model. The relatively small d_ULS (0.619) and d_G (0.630) values indicate a low distance between empirical and model covariances, thereby strengthening the structural validity of the model. The Chi-square value of 311.127, although significant, remains acceptable given the test's sensitivity to sample size. Meanwhile, the NFI value of 0.821 indicates that the model has a good fit. Overall, the similarity of values between the Saturated Model and the Estimated Model indicates the stability and consistency of parameter estimation, making the model valid for further analysis.

Hypothesis Test

Table 4. Hypothesis Test

	Original sample (O)	T statistics (|O/STDEV|)	P values	Information
EA -> PD	0.382	3,252	0.001	Accepted
EA -> TR	0.491	5,249	0.000	Accepted
PV -> PD	0.378	4,293	0.000	Accepted
PV -> TR	0.461	5,216	0.000	Accepted
TR -> PD	0.157	1,166	0.244	Rejected
EA -> TR -> PD	0.077	0.065	0.24	Rejected
PV -> TR -> PD	0.072	0.067	0.278	Rejected

Source: Data Processed (2025)

The Effect of Environmental Awareness on Purchasing Decisions

The study's findings reveal that environmental awareness positively and significantly affects purchasing decisions. Environmental awareness refers to an individual's understanding and concern regarding ecological issues and the consequences of personal actions on the (Ansu-Mensah, 2021; Chamas et al., 2020). Individuals who are concerned about environmental issues tend to develop a deeper understanding of existing ecological challenges, fostering greater self-awareness and a more substantial commitment to environmental preservation. Recent studies indicate that as individuals perceive a decline in environmental conditions, they are increasingly motivated to purchase products that benefit the environment (S. Chen et al., 2021; Lukacs et al., 2023; Nguyen et al., 2020; Sh. Ahmad et al., 2022; Vinoth et al., 2024; Winarni, 2024). This awareness encourages individuals to adopt environmentally friendly behaviours, leading them to prefer products that do not contribute to pollution (Yuriev et al., 2020). A noticeable trend, particularly among the younger generation, is the growing use of reusable items, such as bottles and tumblers, made from materials like glass, aluminum, stainless steel, or durable plastic. These items can be refilled and reused multiple times, thereby reducing reliance on single-use plastic bottles and promoting sustainability (Pacheco-vega, 2019). The transition toward reusable bottles (tumblr) is primarily motivated by the perception that these items offer a more environmentally sustainable option. By using refillable bottles, consumers can significantly reduce their plastic waste and contribute to reducing plastic pollution. This trend aligns with a larger initiative focused on sustainable practices and on reducing reliance on petroleum-derived plastics (Gomes et al., 2019).

The Effect of Environmental Awareness on Trust

The analysis reveals that environmental awareness positively and significantly affects trust. This indicates that individuals with higher levels of environmental awareness are more likely to trust environmental practices and initiatives. Environmental awareness acts as a catalyst, shaping various trust dynamics between consumers and products perceived as sustainable. Additionally, trust plays a critical role in fostering consumer interest in eco-friendly products, which is often rooted in increased environmental awareness and a sense of social responsibility (Li et al., 2023). These findings are consistent with the existing literature (Apriliyanto et al., 2024), which indicates that increased environmental awareness positively contributes to trust. Indicators of trust, such as a commitment to protecting the environment, the belief that tumbler use can reduce negative impacts, and the perception that specific products like tumblers offer credible solutions to environmental crises, are essential in establishing trust between consumers and products. Consumers perceive tumbler use as a credible claim of environmental friendliness. This aligns with Mezger et al., (2020), who demonstrate that rising concerns about global warming heighten consumer trust in green energy offerings, suggesting that environmental awareness is crucial for encouraging sustainable consumption. Similarly, Yang et al., (2024) found that higher education students' environmental awareness directly influences their trust and intention to purchase circular economy products, reinforcing the premise that enhanced awareness translates into increased trust.

The Effect of Perceived Value on Purchasing Decisions

The analysis shows that perceived value has a significant and positive influence on purchasing decisions. As a multi-dimensional construct, perceived value- encompassing functional, emotional, and social value- plays a crucial role in shaping consumer behavior. These findings suggest that respondents' purchasing decisions are strongly driven by the value they perceive in the product. When consumers perceive high value, whether in terms of product quality, environmental benefits, or social image, they exhibit a greater willingness to pay a premium price (De Medeiros et al., 2016). A high level of alignment between a product's price and its perceived benefits indicates that the product offers high value; consequently, such products are more likely to be prioritized in consumers' purchase decisions (Lutfie & Marcelino, 2020). This perspective is supported by previous studies by (Alamsyah & Salim, 2024; Hartanto et al., 2023; Lutfie & Marcelino, 2020). Moreover, Hidayat & Anggara, (2024) found that perceived value, together with trust, positively influences consumers' decisions to purchase. Their findings underscore the interconnectedness of perceived value and trust, suggesting that when consumers feel confident in a product's value, they are more likely to engage in purchase behavior.

The Effect of Perceived Value on Trust

This finding suggests that consumers, anchor their trust in eco-friendly products to the value they perceive, particularly in relation to environmental benefits. According to Delso-Vicente et al., (2024), perceived value is not only a key factor in sustaining interpersonal relationships but also plays an essential role in shaping trustworthiness. Buyers evaluate products to determine their reliability, and this evaluative process enhances trust by increasing their desire to fulfil expectations and derive value from their purchases (Roh et al., 2022; Yum

& Kim, 2024). Based on Monfort et al., (2025), perceived value enhances trust because consumers who perceive that a product offers superior functional, emotional, and social benefits relative to its costs tend to view the brand as more competent and beneficial, thereby increasing their sense of security and strengthening their willingness to rely on it. In this study, perceived value is measured using five indicators: usefulness, fulfilment of expectations, reflection of environmental concern, fulfilment of quality standards, and price fairness, all of which jointly contribute to consumer trust in Tumblr products.

The Effect of Trust on Purchase Decisions

The analysis shows that trust does not significantly influence purchasing decisions. Although trust is generally acknowledged as an important factor shaping consumer behavior, its role can become minimal or negligible under certain situational and contextual conditions. In this study, the findings indicate that factors beyond trust influence respondents' purchasing decisions; they tend to buy tumblers for reasons other than trust itself. Given their familiarity and prior knowledge of the product, respondents' purchasing choices no longer depend on trust. Instead, these decisions are primarily driven by environmental awareness and perceived value. This conclusion contradicts the findings of previous studies (Apriliyanto et al., 2024; Asti et al., 2021; Thakur et al., 2023), which report a positive and significant relationship between trust and purchasing decisions.

The Effect of Environmental Awareness Mediating with Trust on Purchasing Decision

The analysis shows that trust does not mediate the relationship between environmental awareness and purchasing decisions. These findings suggest that consumer choices regarding eco-friendly tumblers are not significantly influenced by trust. Although consumers may have strong environmental awareness, this does not necessarily translate into greater trust in products or into their purchasing behavior. This finding contradicts research by Apriliyanto et al., (2024); Vinoth et al., (2024), which found that trust serves as an important bridge between environmental awareness and the purchase of environmentally friendly products. Instead, this study shows that consumers motivated by environmental concerns, such as reducing plastic waste and promoting sustainability, tend to make purchasing decisions directly rather than relying on trust. In addition, the growing number of tumblers on the market means consumers can base their purchasing decisions on personal preferences, practical needs, and environmental considerations rather than relying solely on trust. This trend suggests that trust does not play a significant mediating role in decision-making.

The Effect of Perceived Value Mediating with Trust on Purchasing Decision

The results of this study indicate that trust does not mediate the effect of perceived value on purchasing decisions for eco-friendly tumblers. These findings confirm that even though consumers perceive tumblers as having specific uses, benefits, or advantages, this perception does not automatically increase trust in tumblers, and trust is not a determining factor in converting perceived value into purchasing decisions. This contradicts the findings of Apriliyanto et al., (2024); Giang et al. (2024), who found that consumers need trust to feel the value and benefits of a product before deciding to buy. In this study, consumers do not need trust as a psychological intermediary. Consumers who have seen the value of tumbler, such as

environmental benefits, tend to make purchasing decisions directly, without needing additional assurance that the brand will not disappoint.

CONCLUSION

Consumer purchasing decisions regarding eco-friendly products such as reusable tumblers are significantly influenced by environmental awareness and perceived value. The higher the environmental awareness and perceived value of the product, the greater the tendency for consumers to purchase reusable tumblers. Perceived value is also shown to have a positive, significant impact on purchasing decisions and trust. This means that when consumers perceive reusable tumblers as high in quality, functionality, price, and environmental benefits, they will have greater trust and be more inclined to purchase. However, trust does not have a significant effect on purchasing decisions and does not mediate the influence of environmental awareness or perceived value on purchasing decisions. In the context of reusable tumblers, consumers are already quite confident in the product's functionality and environmental impact, so they focus on awareness and value rather than trust as a separate factor.

This study mainly involved college students, which may introduce bias since educated respondents tend to give socially desirable answers. The use of closed-ended questions also limited understanding of actual motivations. Future research is recommended to include variables such as product quality, attitudes, price awareness, and perceptions of eco-friendly products, as well as to test the model on other categories to gain a more comprehensive understanding of the factors influencing eco-friendly purchasing decisions.

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