

The Moderating Role of Green Price on the Influence of Environmental Awareness and Product Uniqueness on Ecoprint Product Purchase Decisions in Malang Regency

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ABSTRACT

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Introduction; This research aims to explore how the moderating role of green price influences the relationship between environmental awareness and product uniqueness on the purchasing decisions of ecoprint products in Malang Regency. Method; The study adopts a quantitative approach and applies purposive sampling to select a sample of 106 respondents. Data were analyzed using multiple linear regression techniques, facilitated by the Statistical Package for the Social Sciences (SPSS) version 25. Results; The findings indicate that environmental awareness has a statistically significant effect on purchasing decisions, whereas product uniqueness does not show a significant influence. Moreover, green price is confirmed to moderate both the relationship between environmental awareness and purchasing decisions, and the relationship between product uniqueness and purchasing decisions. Conclusion; The study highlights that green price plays a critical moderating role in amplifying the impact of environmental awareness and product uniqueness on consumer purchasing decisions for ecoprint products in Malang Regency.

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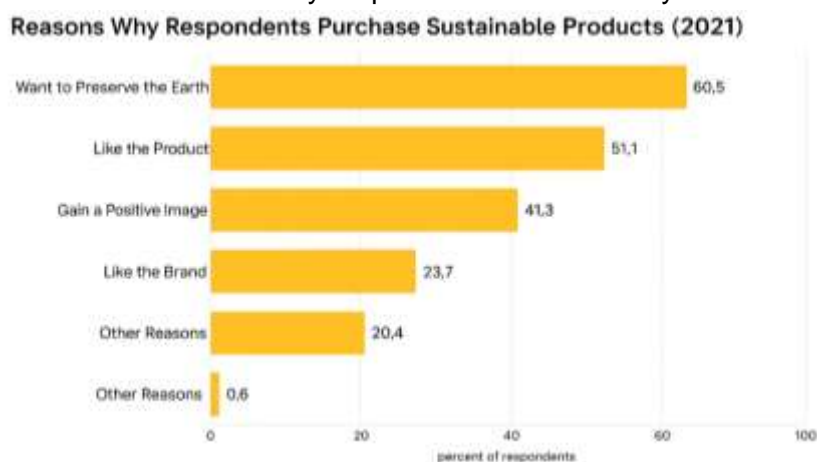
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1. Introduction

Consumer awareness of environmentally friendly products continues to increase. This change is reflected in daily consumer purchasing decisions. More consumers are choosing to support products that are produced with attention to environmental impacts, both in the production process and in product usage. In addition, awareness of global warming issues has become an important factor in increasing demand for eco-friendly products. As more people become aware of human contributions to climate change, the desire to take steps to reduce negative impacts also grows.

A stronger emphasis on the selection of ecoprint as the research object is necessary. Ecoprint emerges as a relevant focus in Malang Regency due to the area's growing creative economy sector and the increasing interest of local communities in environmentally friendly textile innovations. Malang is known as a center for creative industries, including batik and textile crafts, making ecoprint a significant part of the local green economy movement. Furthermore, ecoprint products in Malang possess unique cultural and aesthetic values that differentiate them from other eco-friendly products such as reusable bags or organic food. The artistic touch of using natural dyes derived from leaves, flowers, and tree bark, combined with growing environmental awareness in the region, makes ecoprint not only an environmentally conscious choice but also a product with strong local identity and economic potential.

Although ecoprint holds significant potential in Malang Regency, in reality, its market penetration remains relatively low, and overall, the local market tends to be sluggish. This is evident from the results of a community service activity conducted by Pancapalaga et al., (2022), which found that in Bululawang Village, product diversification had stagnated despite the presence of innovation—indicating substantial barriers to market expansion. This reflects a disparity: while a few producers are thriving, the majority of artisans face serious challenges such as low consumer awareness, high price perceptions, and limited economies of scale. These conditions make the research focus highly relevant: exploring how green price, environmental awareness, and product uniqueness can help address real obstacles in advancing the ecoprint market in Malang Regency. Ecoprint offers a sustainable and low-carbon alternative in textile printing processes. As a reaction to concerns about the negative impacts of chemical dyes and textile waste on the environment, ecoprint focuses on the use of organic materials, such as leaves, flowers, and plant skins as natural dyes, promoting a more sustainable and environmentally responsible textile industry.



Source: (Katadata Insight Center, 2021)

Figure 1. Reasons Why Respondents Purchase Sustainable Products

From Figure 1, it is known that 62.9% of respondents reported having purchased sustainable products. When exploring the reasons, the majority of respondents stated that their main motivation was to help preserve the Earth (60.5%). Others bought these products because they liked or were satisfied with sustainable products (51.1%), felt they gained a positive personal image (41.3%), or because the products came from their favorite brands (20.4%). Additionally, 23.7% bought sustainable products without prior planning.

A deeper explanation of the concept of green price is essential. Green price plays a pivotal role in moderating the influence of environmental awareness on consumers' purchasing decisions. As environmental awareness increases, consumers tend to seek environmentally friendly products and show willingness to pay more. However, higher prices for green products often become a critical factor in their decision-making process. When consumers perceive the green product price as fair and aligned with environmental benefits, they are more likely to make purchases. On the other hand, if the price is perceived as too high, consumers may choose cheaper alternatives. Competitive pricing can enhance positive perceptions and drive green product purchases. Therefore, producers must balance between setting environmentally justified prices and making products financially accessible to attract consumers, build loyalty, and expand market share.

Recent empirical evidence supports the critical role of green price in consumer decisions. Farzin et al., (2023) found that individuals adopting green lifestyles were willing to pay a premium—typically 10–25% higher—for green convenience goods in Indonesia, driven by environmental attitudes and purchase intention. In China, Zhan et al., (2025) demonstrated that recognition of carbon labels increases consumers' willingness to pay premium prices, mediated by their perceived quality value. These findings indicate that consumers perceive green price not merely as a cost but as a signal of environmental and product value. Therefore, strategically setting green prices can strengthen the link between sustainable attributes, consumer perceptions, and purchase actions—validating its moderating role in this study.

Green price also plays a crucial role in moderating the impact of product uniqueness on purchasing decisions. Product uniqueness, including distinctive features or added value, often attracts consumer interest but may be hindered by high pricing. Green price, or the competitive and affordable pricing of environmentally friendly products, helps bridge this gap. By setting reasonable prices, consumers are more encouraged to choose unique products that are also eco-friendly, thereby increasing purchasing decisions.

Moreover, green price can shift the perception that unique and eco-friendly products are always expensive. Consumers often assume that added value from product uniqueness should come with higher prices. However, through green pricing strategies, producers can offer unique, environmentally friendly products at more competitive prices, capturing the attention of consumers seeking both uniqueness and environmental impact. This approach helps reduce financial barriers, expands the market for unique green products, and drives sustainable innovation among producers.

Without reasonable pricing, product uniqueness may not be sufficient to shift consumer preferences. Green price acts as a critical determinant in overcoming financial barriers and encouraging ecoprint purchasing decisions. By offering competitive or even more attractive prices, green price provides added value that makes the uniqueness of ecoprint products more accessible to consumers. Through the combination of product uniqueness and green price, ecoprint producers can create strong appeal, boost consumer interest, and ultimately drive purchase decisions.

2. Theoretical Framework

Green price refers to the amount paid by consumers for environmentally friendly products (Robby & Angery, 2021). It represents a price determined by balancing the cost and quality of the product while considering its environmental impact and added value. Green products typically carry a higher price than conventional products due to additional costs involved in modifying production processes, using advanced packaging technology, and managing waste.

Environmental awareness is a complex construct that influences individuals' understanding, attitudes, actions, and willingness to demonstrate concern for the environment (Mishal, Dubey, Gupta, & Luo, 2017). Individuals with high environmental awareness are expected to be more environmentally conscious, including by altering their purchasing behavior. Consumers believe that buying eco-friendly products will generate profits for companies, thereby encouraging businesses to care more about the environment and improve their green product performance. Environmental awareness is part of internal consumer factors that include values, personality, attitudes, and emotional responses.

Product uniqueness refers to the added value that distinguishes a product from its competitors. Unique products provide a competitive advantage as they are difficult to compare directly with other products. This uniqueness often makes products harder to imitate, especially when competitors have limited access to the required knowledge. Unique products can create distinctive specifications, giving companies better bargaining positions compared to their competitors. Moreover, unique products often offer a different appearance and higher perceived value.

Purchase decision is the cognitive process through which consumers decide whether to buy a product, including determining which product to purchase or not to purchase, based on previous activities. A purchase decision reflects the actions taken by consumers to buy a specific product. Producers generally employ various strategies to encourage consumers to choose their products. To gain a clearer understanding of the moderating role of green price on the influence of environmental awareness and product uniqueness on the purchase decision of ecoprint products among SMEs in Malang Regency, a conceptual framework is outlined as follows.

2.1 The Influence of Environmental Awareness on Purchase Decision

Consumer environmental awareness plays a significant role in shaping purchase decisions, especially for environmentally friendly products such as ecoprint. Consumers with high levels of environmental awareness tend to prioritize sustainability aspects in their purchasing behavior. They prefer products with eco-labels, recycled materials, and those produced through environmentally responsible processes. The study by Abeysekera et al., (2022) shows that environmental awareness significantly increases consumers' green purchase intentions and behaviors. This finding is reinforced by Sinaga et al., (2024), who found that environmentally aware consumers are more likely to purchase green products. Similarly, Shang et al., (2024) revealed that sustainability awareness strengthens the relationship between attitude, subjective norms, perceived behavioral control, and green purchase intention.

Additionally, research by Muqorrobin et al., (2019) in the context of bottled drinking water (AQUA brand) found that green advertising campaigns and strengthened green product attributes significantly enhance brand image and purchasing decisions among environmentally conscious consumers.

H1: *Environmental Awareness (X1) has an effect on Purchase Decision (Y).*

2.2 The Influence of Product Uniqueness on Purchase Decision

Product uniqueness is one of the key determinants of consumer purchasing decisions. Products with distinctive characteristics, exclusive designs, or additional benefits compared to similar products tend to attract more consumers. In the context of ecoprint, uniqueness can be reflected in motifs, colors, and the production techniques, making each piece of fabric one-of-a-kind. Tan et al., (2025) found that perceived product uniqueness positively influences consumers' green purchase intentions, especially when the product has unique qualities that competitors cannot easily imitate. This finding aligns with Muqorrobin et al., (2019), who showed that product differentiation based on environmentally friendly attributes enhances consumer purchase decisions.

H2: *Product Uniqueness (X2) has an effect on Purchase Decision (Y)*

2.3 The Moderating Effect of Green Price on the Relationship Between Environmental Awareness and Purchase Decision

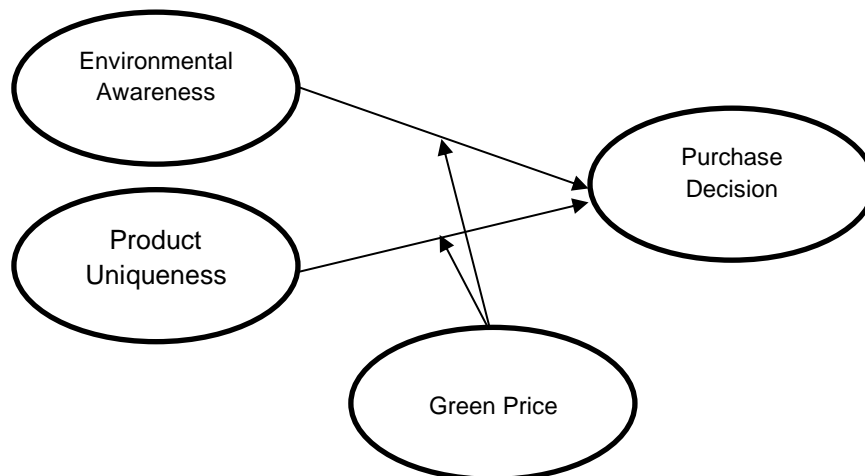
Green product price plays a role in strengthening or weakening the influence of environmental awareness on purchase decisions. Sinaga et al., (2024), in their study in Indonesia, confirmed that green product price is a critical factor influencing green product purchase decisions. Environmentally conscious consumers are more likely to make a purchase if the green product price is considered reasonable and proportional to the environmental benefits offered. However, when green price is perceived as too high or not aligned with the environmental value provided, the positive influence of environmental awareness on purchase decisions may decrease. This demonstrates that green price acts as a moderating variable in the relationship between environmental awareness and purchase decision.

H3: *Green Price (Z) moderates the relationship between Environmental Awareness (X1) and Purchase Decision (Y).*

2.4 The Moderating Effect of Green Price on the Relationship Between Product Uniqueness and Purchase Decision

In addition to moderating the influence of environmental awareness, green price also moderates the relationship between product uniqueness and purchase decision. Tan et al., (2025) emphasized that consumers' price sensitivity plays a crucial role in determining whether they will purchase a unique green product even if it is priced higher. Consumers tend to be willing to pay more if they perceive the product's uniqueness as equivalent to the price and the environmental benefits received. However, if the green price is considered unreasonable, the positive effect of product uniqueness on purchase decisions may weaken. This highlights that green price is a key factor in strengthening or diminishing the appeal of environmentally unique products.

H4: *Green Price (Z) moderates the relationship between Product Uniqueness (X2) and Purchase Decision (Y).*



Source: (Abeysekera et al., 2022; Sinaga et al., 2024; Shang et al., 2024; Muqorrobin et al., 2019)

Figure 2. Conceptual Framework

3. Methods

This study employs a quantitative research approach, where data are collected in numerical form or transformed into numbers for analysis purposes. The research population consists of consumers who have purchased ecoprint products in Malang Regency, with the exact population size remaining unknown.

The sampling technique used in this study is non-probability sampling with purposive sampling method. Purposive sampling was chosen to ensure that respondents meet specific inclusion criteria, namely consumers who have experience purchasing ecoprint products. This method was deemed most appropriate because the research aims to target individuals who have relevant knowledge and experience related to the studied variables (environmental awareness, product uniqueness, green price perception, and purchase decision).

Considering that the exact population size is unknown, the determination of the sample size refers to the Lemeshow formula (1990), which is commonly used in social research when population parameters are not available. The formula is as follows:

$$n = \frac{Z^2 \times p \times (1 - p)}{d^2}$$

Where:

n = required sample size

Z = Z-value for 95% confidence level (1.96)

P = Estimated proportion of the population (0.5, assuming maximum variability)

d = Margin of error (0.095 or 9.5%)

Substituting the values:

$$n = \frac{(1.96^2) \times 0.5 \times 0.5}{(0.095^2)} = \frac{3.8416 \times 0.25}{0.009025} = \frac{0.9604}{0.009025} = 106$$

By rounding and considering field constraints and data availability, the final sample size used in this study was 106 respondents, which is considered statistically acceptable and meets the minimum requirement for this type of analysis. However, it should be noted that the use of purposive sampling presents certain limitations, such as the risk of sampling bias, where respondents who fit the selection criteria but are more easily accessible or willing to participate may be overrepresented. Additionally, as the data collection was conducted online, there is a possibility of self-selection bias, meaning that more active internet users may dominate the sample, potentially limiting the generalizability of the findings.

The study used primary data collected through an online questionnaire distributed to the target respondents via various social media platforms and online communities related to ecoprint products. The questionnaire consisted of structured statements measured using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

To ensure the validity of the research instrument, a content validity test was conducted by involving academic experts in marketing and consumer behavior to assess item relevance and clarity. Furthermore, construct validity was evaluated using Pearson's Product-Moment Correlation, where each questionnaire item was tested against its total score. Items were considered valid if the correlation coefficient (r -count) exceeded the critical value (r -table) at a significance level of 5% ($p < 0.05$).

For testing instrument reliability, the Cronbach's Alpha coefficient was calculated for each research variable. The threshold value used was 0.7, indicating an acceptable level of internal consistency. Variables with Cronbach's Alpha values above this threshold were considered reliable, suggesting that the items consistently measured the intended constructs.

The data were analyzed using multiple linear regression analysis with the help of SPSS version 25. This method was selected to test both the direct effects of environmental awareness and product uniqueness on purchase decision and the moderating effect of green price on these relationships.

4. Results and Discussion

4.1 Respondent Profile Description

Data were collected through the distribution of questionnaires to 106 respondents. The questionnaires were distributed using both online and offline methods to consumers who had previously purchased ecoprint products from MSMEs (Micro, Small, and Medium Enterprises) in Malang Regency.

Table 1. Respondent Profile Description

Respondent Characteristics	N	%
Gender		
Male	25	24,27
Female	78	75,73
Age		
< 20 Years	12	11,65
21–30 Years	53	51,46
31–40 Years	15	14,56
> 41 Years	23	22,33
Education Level		
Elementary School	2	1,94
Junior High School	3	2,91

Respondent Characteristics	N	%
Senior High School / Vocational School	63	61,17
Diploma (D3)	3	1,94
Bachelor's Degree (S1)	32	31,07
Occupation		
Civil Servant	12	11,65
Student	8	7,77
Private Employee	25	24,27
Entrepreneur	26	25,24
Others	32	31,07
Monthly Income		
< 1 Million IDR	33	32,04
1–2 Million IDR	27	26,21
3–4 Million IDR	31	30,10
> 4 Million IDR	12	11,65

4.2 Validity Test

In this validity test, the researcher used data from 106 respondents. A questionnaire item is considered valid if the calculated correlation coefficient (r-count) is greater than the critical r-table value. For a sample size of 106 respondents, the r-table value is 0.193. An indicator is declared valid if its r-count > 0.193, and invalid if the r-count ≤ 0.193 (Anggraini et al., 2020).

Table 2. Validity Test Results of Variable Items

Indicator	r-table	r-count	Description
Z1.1	0,193	0,921	Valid
Z1.2	0,193	0,874	Valid
X1.1	0,193	0,674	Valid
X1.2	0,193	0,777	Valid
X1.3	0,193	0,806	Valid
X1.4	0,193	0,809	Valid
X2.1	0,193	0,81	Valid
X2.2	0,193	0,832	Valid
X2.3	0,193	0,848	Valid
X2.4	0,193	0,781	Valid
Y1.1	0,193	0,775	Valid
Y1.2	0,193	0,811	Valid
Y1.3	0,193	0,761	Valid
Y1.4	0,193	0,864	Valid
Y1.5	0,193	0,748	Valid

Source: Primary data processed in 2025

A study is considered reliable if the Cronbach's Alpha value is greater than 0.60. The reliability test criterion states that if the Alpha value is greater than or equal to the r-table value, the research instrument can be considered reliable. Conversely, if the Alpha value is less than the r-table value, the instrument is considered not reliable (Anggraini et al., 2020)

Table 3. Reliability Test Results

No	Variable	Alpha Value (Calculated)	Alpha Threshold	Description
1	Green Price (Z)	0.750	0.60	Reliable
2	Environmental Awareness (X1)	0.763	0.60	Reliable
3	Product Uniqueness (X2)	0.835	0.60	Reliable
4	Purchase Decision (Y)	0.849	0.60	Reliable

Source: Primary data processed in 2025

4.3 Classical Assumption Test

Based on the results of the normality test, the obtained significance value was 0.200, which is greater than 0.05. Therefore, it can be concluded that the residuals in this study are normally distributed (Purba, Tarigan, Sinaga, & Tarigan, 2021).

Table 4. Normality Test

Test Statistic	,072
Asymp. Sig. (2-tailed)	,200 ^{c,d}

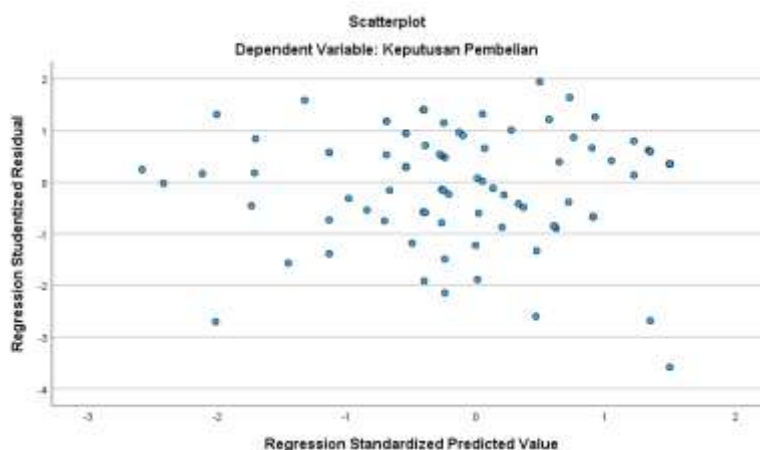
a. Test distribution is Normal.

b. Calculated from data.

Source: Primary data processed in 2025

4.4 Heteroscedasticity Test

The results of the heteroscedasticity test indicate that heteroscedasticity does not occur in this study. This conclusion is based on the scatterplot pattern, where the data points are randomly distributed above and below or around the value of 0 and do not form any specific wavy or clear pattern. Therefore, it can be stated that heteroscedasticity is not present in this study.



Source: Primary data processed in 2025

Figure 3. Heteroscedasticity Test

4.5 Analisis Regresi Moderasi (MRA)

a. Regression Equation 1

Table 5. Regression Equation 1

Model		Coefficients ^a		Standardized Coefficients	t	Sig.
		Unstandardized Coefficients	Std. Error			
		B		Beta		
1	(Constant)	3,165	,981		3,225	,002
	Environmental Awareness	,808	,115	,483	7,059	,000
	Product Uniqueness	,430	,065	,450	6,575	,000

a. Dependent Variable: Purchase Decision
 Source: Primary data processed in 2025

The significance value for the Environmental Awareness variable is 0.000 (< 0.05), indicating that Environmental Awareness has a significant effect on the Purchase Decision variable. Additionally, the significance value for the Product Uniqueness variable is less than 0.001 (< 0.05), which leads to the conclusion that Product Uniqueness significantly influences the Purchase Decision variable.

Table 6. Coefficient Determination (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,825 ^a	,680	,674	1,18645

a. Predictors: (Constant), Keunikan Produk, Kesadaran Lingkungan
 Source: Primary data processed in 2025

The analysis produced a coefficient of determination (R²) of 0.67, indicating that Environmental Awareness and Product Uniqueness together account for 67% of the variation in Purchase Satisfaction. The remaining 33% is attributed to other influencing factors not examined within the scope of this research.

b. Moderation Regression Analysis (MRA)

Table 7. Moderation Regression Analysis

Model		Coefficients ^a		Standardized Coefficients	t	Sig.
		Unstandardized Coefficients	Std. Error			
		B		Beta		
1	(Constant)	-2,488	5,104		-,487	,627
	Environmental Awareness	2,620	,892	1,565	2,938	,004
	Product Uniqueness	-,513	,373	-,538	-1,376	,172
	Green Price	,538	,254	,739	2,120	,037
	X1Z	-,100	,042	-2,217	-2,383	,019
	X2Z	,036	,018	1,498	2,002	,048

a. dependent variable: purchase Decision
 Source: Primary data processed in 2025

From the table above, the multiple regression equation can be formulated as follows:
 $Y = 3.165 + 0.808X_1 + 0.430X_2$
 $Y = 3.165 + 0.808X_1 + 0.430X_2$

Based on the regression analysis results, it is known that the purchase decision has a constant value of 3.165 when both Environmental Awareness and Product Uniqueness are zero. The regression coefficients for each independent variable are as follows:

- a) Environmental Awareness has a regression coefficient of 0.808, meaning that for every one-unit increase in Environmental Awareness, the purchase decision value increases by 0.808.
- b) Product Uniqueness has a regression coefficient of 0.430, meaning that for every one-unit increase in Product Uniqueness, the purchase decision value increases by 0.430.

Table 8. Coefficient Determination (R²) MRA

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,873 ^a	,761	,749	1,04113

a. Predictors: (Constant), X2Z, Kesadaran Lingkungan, Keunikan Produk, Green Price, X1Z

Source: Primary data processed in 2025

The coefficient of determination obtained was 0.76, which indicates that the independent variables, Environmental Awareness and Product Uniqueness, explain 76% of the variance in the dependent variable, Purchase Satisfaction, while the remaining 24% is explained by other variables not included in this study.

c. t-Test

The partial hypothesis testing (t-test) results demonstrate several key findings. First, the Environmental Awareness variable shows a significant influence on Purchase Decision, as indicated by a t-value of 2.938 and a p-value of 0.004, which is below the 0.05 threshold. Conversely, the Product Uniqueness variable does not significantly affect Purchase Decision, with a t-value of -1.376 and a significance level of 0.172. Furthermore, the interaction between Environmental Awareness and Green Price yields a t-value of -2.383 with a significance of 0.019, confirming that Green Price significantly moderates the relationship between Environmental Awareness and Purchase Decision. Lastly, the interaction between Product Uniqueness and Green Price is also significant, with a t-value of 1.498 and a p-value of 0.048, indicating that Green Price enhances the effect of Product Uniqueness on consumers' Purchase Decisions.

d. F-Test

Table 9. F-Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	335,265	5	67,053	61,860	,000 ^b
	Residual	105,143	97	1,084		
	Total	440,408	102			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), X2Z, Environmental Awareness, Product Uniqueness, Green Price, X1Z

Source: Primary data processed in 2025

Based on the table above, the F-value is 61.860 with a significance level of 0.000 ($0.000 < 0.05$). This indicates that, simultaneously, there is a significant effect of the independent variables, Environmental Awareness and Product Uniqueness, on the dependent variable, Purchase Decision.

4.6 Discussion

a. The Influence of Environmental Awareness on Purchase Decision

Based on the results of the t-test, the significance value obtained for environmental awareness was 0.004, which is smaller than 0.05, indicating a statistically significant partial effect. This means that environmental awareness positively influences consumer purchase decisions for ecoprint products in Malang Regency. Consumers who are more aware of environmental issues tend to choose products that are environmentally friendly, including ecoprint products that use natural dyes and sustainable production techniques.

This finding aligns with Abeysekera et al., (2022) who reported that environmental awareness significantly affects green purchasing behavior in the Philippines. Likewise, Sinaga et al., (2024) also found that consumers in Indonesia with higher environmental concern showed stronger purchase intentions for eco-friendly products. Moreover, Puspitasari et al., (2021) demonstrated that environmental and health awareness significantly influenced the purchase decisions of organic food products in Indonesia, reinforcing that consumer environmental concerns extend across various product categories.

In the specific context of ecoprint products, this positive influence is likely due to the uniqueness of the production process and the alignment with consumer values for environmental sustainability (Faridatun, 2022). This confirms that education and social campaigns that increase environmental awareness can play a pivotal role in driving green product sales (Sanjayanti & Alamsyah, 2025).

b. The Influence of Product Uniqueness on Purchase Decision

The t-test results for product uniqueness show a significance value of 0.172, which is greater than 0.05, indicating that product uniqueness does not have a significant direct effect on purchase decisions in this study context. This suggests that although ecoprint products often possess unique designs and production techniques, these factors alone may not be sufficient to influence consumer purchasing behavior without being accompanied by other motivators such as price fairness or environmental benefits.

This result differs from the findings of Muqorrobin et al., (2019), who found that product uniqueness positively affects purchase decisions in the bottled water sector (AQUA brand). Similarly, Permana et al., (2019) and Nofrizal, (2021) also reported that uniqueness played a role in driving purchase decisions for fashion and food souvenirs.

The inconsistency may be due to the different nature of the product categories, where consumers of bottled water or souvenirs may prioritize uniqueness, while buyers of ecoprint products might place higher importance on environmental benefits and pricing considerations. Furthermore, Poli, (2015) highlighted that in souvenir purchasing contexts, product uniqueness directly influenced consumer behavior, but such patterns may not directly apply to niche products like ecoprint fashion.

c. The Moderating Effect of Green Price on the Relationship between Environmental Awareness and Purchase Decision

The interaction test between environmental awareness and green price yielded a significance value of 0.019, smaller than 0.05, confirming that green price significantly moderates the relationship between environmental awareness and purchase decision. This finding demonstrates a real condition observed in the field: consumers in Malang Regency who are highly aware of environmental issues tend to proceed with purchasing ecoprint products only when the price is perceived as fair and reflects the environmental value offered. For example, during field observations and respondent feedback, many consumers explicitly stated that they were willing to support sustainable products, but only if the price remained within their financial reach and comparable to conventional alternatives.

This indicates that green price does not merely serve as a symbolic value but has a tangible role in consumer decision-making. Respondents showed reluctance to purchase when green products were significantly more expensive, despite their environmental benefits. This supports the idea that the green price can either strengthen or weaken the influence of environmental awareness, depending on consumers' perception of price fairness.

Mechanistically, when environmentally conscious consumers find that the higher price of ecoprint products is justified by their eco-benefits—such as the use of natural dyes, reduced chemical waste, and support for local artisans—they are more inclined to (Sofwan & Wijayangka, 2021). However, if the product is priced disproportionately high, their purchase intention weakens, consistent with the price sensitivity model proposed by Tan et al., (2025).

This finding aligns with Khoiruman & Purba, (2020), who found that green price acts as a critical determinant in the purchase of eco-friendly products like essential oils. Likewise, Kristiana, (2018) and Chryсна et al., (2022) affirm that green pricing policies directly affect the extent to which environmental concern is translated into real purchasing behavior. Therefore, in the context of ecoprint products, the perceived fairness of green pricing is not only a theoretical consideration but a real factor that determines market acceptance.

d. The Moderating Effect of Green Price on the Relationship between Product Uniqueness and Purchase Decision

The t-test for the interaction between product uniqueness and green price yielded a significance value of 0.048, smaller than 0.05, indicating a significant moderating effect. This result reflects a real condition observed in the field: green price strengthens the influence of product uniqueness on purchase decisions. In practice, consumers of ecoprint products in Malang Regency responded positively to unique products only when the price was perceived as fair and proportional to the uniqueness and eco-friendly attributes of the product.

Based on questionnaire responses and field observations, it was found that consumers appreciated unique elements such as natural patterns, traditional dyeing techniques, and the artistic value embedded in ecoprint products. However, high purchase interest only occurred when they felt that the price matched the added value offered in terms of both aesthetics and sustainability. If the product was priced too high without a clear explanation of its unique and environmental benefits, uniqueness alone was not enough to drive a purchase decision.

Thus, green price in this context does not merely complement product uniqueness but plays a decisive role in whether uniqueness can truly convert interest into actual purchase behavior. In the case of ecoprint products that combine artistic and environmental values, consumers' perception of fair pricing becomes a key determinant of sales success (Juan et al., 2017).

This finding is consistent with Shang et al., (2024), who noted that sustainability awareness amplifies the effect of product attributes on green purchase intention. Similarly, Hasman et al., (2024) found that green price positively moderates purchase decisions for Wikstea green products, confirming that price perception is a crucial factor in green consumer behavior.

From a practical standpoint, this implies that ecoprint producers should carefully formulate pricing strategies that reflect not only the uniqueness but also the environmental value of their products. Fair and transparent pricing can enhance product appeal and help bridge consumer willingness to pay a premium for value they perceive as justified (Azalia & Anisa, 2021).

5. Conclusion

This research set out to examine the effects of Environmental Awareness and Product Uniqueness on consumers' Purchase Decisions, with Green Price serving as a moderating variable, within the context of ecoprint product consumers in Malang Regency. The findings from the multiple regression and moderation analyses indicate that Environmental Awareness has a significant positive influence on Purchase Decisions. In contrast, Product Uniqueness does not exhibit a direct significant effect. However, Green Price significantly moderates the relationships between Environmental Awareness and Purchase Decisions, as well as between Product Uniqueness and Purchase Decisions. These results underscore the crucial role of Green Price in strengthening the influence of both independent variables on consumer buying behavior, particularly for sustainable and unique products.

Despite these findings, the study has several limitations. First, the research was confined to the geographic area of Malang Regency, which may limit the extent to which the results can be generalized to other regions. Second, the data relied solely on self-reported responses via questionnaires, which may be subject to response bias. Third, the relatively small sample size of 106 respondents, selected through purposive sampling, may not adequately represent the wider population of ecoprint consumers. Lastly, the study focused only on three primary variables and did not explore other potential determinants, such as brand image, perceived product quality, or consumer lifestyle.

For future research, it is recommended to broaden the study's geographical scope and increase the sample size to enhance the generalizability of the findings. Utilizing random sampling techniques could also help reduce sampling bias. Moreover, future studies should consider incorporating additional relevant variables, such as perceived value, brand trust, and environmental attitudes, to develop a more comprehensive understanding of consumer behavior toward eco-friendly products. Qualitative approaches, including in-depth interviews or focus group discussions, may also be valuable in exploring consumer perceptions more deeply—particularly regarding how they interpret the fairness of green pricing and the distinctiveness of products in the context of sustainable purchasing behavior.

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