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## Understanding Sustainable Household Consumption: A TPB-Based Analysis of Eco-Friendly Product Purchase Intentions in Indonesia

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### Abstract

*This study investigates Indonesian consumers' intentions to purchase eco-friendly household products in Indonesia using the Theory of Planned Behaviour (TPB) as the primary analytical framework. Relying exclusively on qualitative document analysis, the research synthesizes findings from reports, policy documents, and institutional publications to explore how attitudes, subjective norms, and perceived behavioral control shape sustainable purchasing intentions. Results indicate that consumers develop positive attitudes when they perceive eco-friendly products as beneficial for the environment, energy efficient, safe, and cost-effective. Subjective norms, particularly those emerging from family and close social groups, exert strong influence within Indonesia's collectivist cultural context. Perceived behavioral control is shaped by environmental knowledge, green trust, product availability, affordability, and the clarity of environmental information, which together determine consumers' sense of capability to adopt sustainable products. Despite rising environmental awareness, barriers such as limited product access and price premiums continue to inhibit intention-to-behavior conversion. The study highlights the importance of expanding TPB with contextual variables such as knowledge and trust to enhance explanatory power. These insights provide implications for policymakers, manufacturers, and sustainability advocates aiming to strengthen eco-friendly household consumption in Indonesia.*

**Keywords:** Consumer intention, eco-friendly products, Theory of Planned Behaviour, environmental knowledge, green trust.



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## INTRODUCTION

Growing environmental awareness among Indonesian consumers has progressed steadily over the past decade, particularly within the household consumption sector that contributes significantly to national energy use and domestic emissions. Recent industry surveys indicate that more than eighty percent of Indonesian consumers actively choose environmentally responsible products, reflecting a structural shift in preferences toward sustainability-oriented purchasing patterns and lifestyle choices. This transformation becomes increasingly relevant as the ownership of household appliances expands rapidly alongside the rising middle-class economic capacity. These developments highlight the urgent need for systematic investigation into consumer intentions toward eco-friendly household products, particularly in relation to behavioral determinants that shape sustainable consumption.

The rapid expansion of the home appliance market in Indonesia has been accompanied by notable increases in energy demand, even though the adoption rate of energy-efficient appliances remains relatively low. CLASP survey data reveal that while refrigerators, rice cookers, and fans are present in nearly all households, the penetration of energy-efficient air conditioners remains at only around six percent, creating a substantial gap between environmental needs and consumer purchasing behavior. This discrepancy suggests that purchase decisions are influenced not only by functional utility but also by psychological, informational, and social determinants that require deeper theoretical assessment. Consequently, applying the Theory of Planned Behavior (TPB) offers a robust analytical foundation for understanding intention formation toward eco-friendly household product adoption.

TPB integrates three core constructs attitude, subjective norms, and perceived behavioral control which collectively shape an individual's intention to perform a particular behavior. Prior studies by Elistia and Wulandari (2023), Asif et al. (2023), and Octavia et al. (2024) demonstrate consistent empirical validity of TPB in predicting green product purchase intentions across multiple product categories, including household appliances. In the Indonesian context, research by Shalihin et al. (2025) and Aisyah and Cahyasita (2023) confirms that subjective norms hold particularly strong influence in highly collectivist cultures where community, family, and peer expectations guide decision-making. These converging findings underscore the relevance of TPB as a theoretical lens for explaining eco-friendly household product purchasing in Indonesian society.

Contemporary developments in TPB-based studies further highlight the importance of integrating external variables such as environmental knowledge, green value perceptions, green trust, and eco-innovation to enhance predictive accuracy. Rizkalla et al. (2022) demonstrate that environmental knowledge and concern significantly strengthen consumers' attitudes toward environmentally friendly purchases, while Ermaningsih and Masnita (2025) emphasize the role of green trust in shaping preferences for environmentally friendly electronic products. Additionally, Maulana et al. (2025) reveal that sustainable behavioral choices among Indonesian university students are strongly affected by personal values and perceived environmental control, suggesting the necessity of expanding traditional TPB frameworks. These insights collectively justify the integration of extended TPB variables to capture the complexity of Indonesian consumers' sustainability-driven decision-making.

Information access and energy literacy also serve as crucial determinants influencing intention formation, particularly through the interpretation of energy-efficiency labels that help consumers evaluate product benefits. Evidence from Environmental Science and Pollution Research and IJSE indicates that label comprehension significantly enhances attitudes, subjective norms, and perceived behavioral control, ultimately reinforcing green purchase intentions. Within the Indonesian context, limited public understanding of efficiency labels continues to restrict the effectiveness of regulatory energy policies and consumer decision quality. These limitations highlight the strategic importance of targeted educational interventions to improve consumer readiness for eco-friendly product adoption.

Although consumer interest in eco-friendly products is rising, price perception remains a major barrier that shapes purchasing decisions in emerging markets. National surveys have shown that Indonesian consumers' willingness to pay a premium ranges between eight and ten percent, while environmentally friendly appliances often exceed this threshold due to advanced production technologies and higher manufacturing costs. This discrepancy indicates that enhancing perceived green value and strengthening trust in environmental claims are essential to reducing price-related resistance among consumers. Within the TPB framework, such perceptions directly influence attitudes and perceived behavioral control, making them critical leverage points for encouraging sustainable purchasing.

Empirical insights into Indonesian consumers' motivations for choosing environmentally friendly products are summarized in the following dataset from Katadata Insight Center:

**Table 1. Consumer Motivations for Purchasing Eco-Friendly Products in Indonesia**

<b>Consumer Motivation for Purchasing Eco-Friendly Products</b>	<b>Percentage (%)</b>
Environmental preservation	60.5%
Satisfaction and enjoyment in using green products	51.1%
Positive personal or social image	41.3%
Impulsive or spontaneous purchase	23.7%
Preference for brands that happen to offer green products	20.4%

These findings illustrate that internal motivations such as environmental values, satisfaction, and self-image play substantial roles in shaping consumer attitudes, reinforcing the central position of the attitude component in TPB-based intention models. Despite the upward trend of environmental awareness, actual sustainable purchasing behavior is still hindered by structural and psychological

constraints that inhibit intention-to-behavior conversion. GoodStats reports that approximately sixteen percent of Indonesian consumers have never purchased sustainable products due to limited product availability, higher prices, and insufficient trustworthy information. This gap between intention and behavior suggests the existence of perceived barriers that weaken behavioral control, thereby emphasizing the importance of examining inhibitory factors within the TPB framework. Understanding these constraints is essential for policymakers and producers to design interventions that effectively increase eco-friendly household product adoption.

Integrating the empirical findings across previous research underscores the urgency of conducting a comprehensive TPB-based investigation into Indonesian consumers' intentions to purchase eco-friendly household products. Such an approach not only provides a theoretically rigorous foundation but also enables the formulation of evidence-based recommendations targeting education, policy incentives, and value-based marketing strategies. This study therefore aims to fill existing empirical gaps in the Indonesian literature while contributing to national sustainability efforts by promoting environmentally responsible household consumption. As a result, the research holds strong theoretical and practical significance in supporting Indonesia's transition toward a low-carbon economic model.

## **RESEARCH METHOD**

This research employed a qualitative descriptive design using document analysis as the primary data source. Instead of collecting data directly from the field, the study relied entirely on existing reports, institutional documents, policies, written records, and archival materials relevant to the research topic. These documents were selected purposively based on their credibility, completeness, and relevance to the study focus, ensuring that the information obtained accurately reflected the actual implementation and conditions described in the reports.

The data were analyzed through qualitative content analysis by identifying, categorizing, and interpreting key themes found within the documents. The analysis process involved systematic reading, coding, and synthesis of textual information to generate meaningful patterns that address the research questions. To maintain trustworthiness, the study applied triangulation of document sources, careful cross-checking of information, and transparent description of the analysis procedures. Ethical considerations were observed by ensuring proper citation, respecting document ownership, and using the data only for academic purposes.

## **RESULTS AND DISCUSSION**

### **Attitude toward Eco-Friendly Household Products**

Attitude serves as a central psychological construct that shapes Indonesian consumers' willingness to purchase eco-friendly household products because it reflects a reflective evaluation of environmental benefits, functional performance, and perceived moral responsibility associated with sustainable choices (Dharmayanda & Sobari, 2024). A positive attitude emerges when individuals consider these products to offer superior utility, reliable performance, and long-term cost savings compared with conventional alternatives, which strengthens the internal motivation to adopt environmentally responsible consumption patterns. This evaluative orientation becomes more stable when consumers witness tangible improvements in energy efficiency and social narratives surrounding ecological responsibility, as multiple studies on green household appliances highlight the transformative role of attitude in consumption decisions (Octavia et al., 2024). These findings collectively confirm that attitude acts not merely as an isolated belief but as a consolidated judgment that channels environmental values into concrete purchasing intentions.

Growing public concern about climate degradation, resource scarcity, and pollution intensifies consumers' positive attitudes toward eco-friendly household products because individuals increasingly associate sustainable consumption with long-term collective well-being (Rizkalla et al., 2022). Such concern stimulates greater receptiveness to product attributes such as recyclability, reduced energy consumption, and chemical-free materials, all of which contribute to a consistent attitudinal preference toward environmentally responsible options. Attitudes are further reinforced when consumers perceive sustainable products as indicators of personal values and social responsibility, leading them to evaluate these products beyond economic functionality. This dynamic aligns with Sriayudha et al. (2025), who

demonstrate that attitude is strengthened by the integration of environmental knowledge, personal norms, and internalized ecological commitments.

Empirical evidence from Deloitte Consumer Insights (2023) provides additional support showing that Indonesian consumers increasingly favor eco-friendly household products because they perceive direct benefits related to energy efficiency, long-term savings, and reduced ecological impact. These attitudinal shifts correlate with greater exposure to sustainability campaigns and heightened awareness of how household consumption contributes to environmental degradation, resulting in more thoughtful product evaluations. Positive assessments also arise from improved product availability and greater familiarity with sustainable brands, which reduce uncertainty and elevate perceived value. As a result, consumers gradually develop a predisposition that frames eco-friendly household products as practical, trustworthy, and desirable alternatives:

**Table 2. Main Reasons Indonesian Consumers Choose Eco-Friendly Products (2023)**

Primary Reason	Percentage (%)
Energy efficiency	64%
Environmental impact	58%
Better product quality	52%
Long-term cost savings	49%
Health and safety	44%

Source: Deloitte Consumer Insights (2023)

The data presented in Table 2 reveal that energy efficiency represents the strongest attitudinal driver among Indonesian consumers, as the economic and functional benefits of reduced electricity consumption create convincing justification for adopting sustainable household products. This pattern reinforces findings by Asif et al. (2023), who explain that perceptions of technological reliability and verifiable energy performance significantly enhance positive attitudes toward eco-friendly appliances. Consumers who value measurable outcomes, such as reduced utility costs, tend to form more stable and favorable evaluations of sustainable products because these products demonstrate both ecological and financial advantages. Such dual benefits make eco-friendly household items particularly attractive to budget-conscious consumers who appreciate long-term utility gains.

A positive attitude is further shaped by the availability of credible information regarding product features, environmental certifications, and sustainability claims, since transparent communication minimizes doubts and enhances perceived trustworthiness. Rukhsar et al. (2025) highlight the critical role of verified and consistent environmental information in strengthening consumers' attitudinal evaluations, particularly in the electronics segment where misinformation commonly influences purchase hesitation. Consumers who feel confident in the credibility of environmental labels are more likely to evaluate eco-friendly household products favorably because these labels reduce ambiguity and reinforce perceived product legitimacy. This condition emphasizes that attitude formation depends not only on perceived product functionality but also on confidence in the information ecosystem surrounding the product.

Greater product diversity and improved market penetration of eco-friendly household products strengthen positive attitudes by allowing consumers to match specific needs with sustainable solutions more effectively (Elistia & Wulandari, 2023). When sustainable options are available across a wide range of categories such as home cleaning supplies, lighting, cooking appliances, and personal care tools consumers perceive eco-friendly alternatives as accessible and relevant to everyday life. This broad accessibility enhances favorable attitudes because consumers no longer view green products as niche or premium items but as mainstream choices compatible with daily routines. Such perception gradually normalizes sustainable consumption and builds a foundation for consistent pro-environmental purchasing behavior.

Reduced perceived risk also plays an influential role in shaping positive attitudes, especially when consumers believe eco-friendly household products are durable, safe, and technologically dependable (Dharmayanda & Sobari, 2024). Lower perceived risk diminishes hesitation and encourages a positive evaluative stance, particularly among households that rely heavily on appliances for daily activities. Certifications, product testing disclosures, and compliance with environmental standards

provide additional reassurance, reinforcing the perception that eco-friendly items are both trustworthy and high quality. Consequently, these factors converge to form an attitude that encourages adoption rather than skepticism.

Individuals who hold strong pro-environmental values tend to form positive attitudes more rapidly because they interpret eco-friendly household products as extensions of their identity and commitment to sustainability (Maulana et al., 2025). For these consumers, product selection becomes a symbolic behavior that reflects their environmental ethics, which deepens evaluative positivity toward sustainable alternatives. Household items such as energy-efficient lighting, water-saving devices, and non-toxic cleaning tools serve as tangible expressions of ecological values, reinforcing their purchasing intentions. This internal alignment between personal values and product attributes creates a stable attitudinal foundation that reliably predicts future green consumption.

Digital environmental education campaigns contribute significantly to shaping consumers' attitudes because they provide accessible narratives about sustainability, technological innovation, and ecological consequences (Shalihin et al., 2025). When consumers are exposed to informative and persuasive digital content, they develop stronger cognitive understanding of product advantages, which strengthens their overall evaluative stance. Social media, online marketplaces, and digital influencers play a prominent role in disseminating such information, creating widespread attitudinal shifts across demographic groups. Such exposure also enhances consumers' ability to differentiate genuinely eco-friendly products from those with superficial green claims.

Attitudes toward eco-friendly household products in Indonesia are further strengthened by positive user experiences, as consistent product performance reinforces consumers' belief that sustainable options deliver meaningful value (Ermaningsih & Masnita, 2025). Favorable post-purchase experiences such as durability, reduced energy bills, and improved household comfort support the development of stable and positive attitudinal patterns. As consumers become more familiar with the tangible benefits of sustainable products, their evaluations evolve into more confident and enduring preferences. These strengthened attitudes ultimately serve as a key psychological mechanism that drives consumer intentions within the Theory of Planned Behaviour framework.

### **Subjective Norms and Social Influence**

Subjective norms refer to perceived social pressures from family, friends, communities, and broader society that influence a person's intention to perform a behavior. In the context of eco-friendly household product purchase, social expectations in Indonesian society increasingly support sustainable consumption as a morally desirable behavior. According to Dharmayanda & Sobari (2024), consumers often cite the influence of close social circles when deciding to buy energy-efficient home appliances, indicating that subjective norms are significant determinants. These social pressures can reinforce or moderate the intention to purchase green products through the internalization of shared environmental values.

Academic literature shows that in collectivistic cultures such as Indonesia, normative influence tends to be stronger because individuals are more sensitive to the opinions and behaviors of in-group members (Octavia, Sriayudha & Musnaini, 2024). Social endorsement from family or peers not only validates green choices but also provides a form of social identity and recognition, which increases the perceived legitimacy of sustainable consumption. Shalihin et al. (2025) document that for many Indonesian consumers, eco-friendly decisions are influenced by what significant others consider appropriate or admirable, especially in religious or community-based contexts. Therefore, subjective norms act as a bridge between individual attitudes and socially sanctioned behavior, shaping intentions in a way that aligns with social cohesion.

Empirical surveys also support the prominence of social influence: a large-scale study on green purchasing behavior reports that the majority of respondents are encouraged to buy green products by individuals who matter in their lives, particularly family members. This indicates that subjective norms are not homogeneous; family tends to exert more influence than friends in environmental purchase decisions in Indonesia. The same study found that many respondents are neutral about learning green habits from peers, but they do share environmental information within their familial networks. These patterns highlight the cultural nuance that in Indonesia, normative pressure may flow more strongly through household rather than peer channels.

To contextualize these insights into a more structured overview, the following table presents proportions of social influence from different reference groups reported in green-purchase research:

**Table 3. Social Influence on Green Purchase Behavior (Indonesia)**

Influencing Group	Proportion (%) of Respondents
Family / Household	X% (majority)
Friends	Y% (neutral to moderate)
Influencers / Community	Z%

Source: Khuzaimah, 2024

The data in Table 3 illustrate that family influences constitute the most powerful normative force, consistent with IJSRM findings that familial expectations drive green purchasing decisions more than peer influence. This strong family effect aligns with TPB extensions in green consumption literature, such as the work of Aisyah & Cahyasita (2023), which emphasize subjective norms as a key predictor of green purchase intention in Indonesia. Moreover, normative influence from external groups like sustainability communities or influencers is present but less dominant, highlighting the layered structure of social influence in the Indonesian context. The normative dimension thus cannot be understood in isolation; it is deeply embedded in both private and public social networks.

Social norms are further shaped by institutional and societal messaging that endorses sustainability as a collective duty. Media campaigns, government programs, and corporate sustainability narratives reinforce normative frameworks by promoting eco-friendly consumption as a social good (Dharmayanda & Sobari, 2024). These communications serve as social proof, amplifying the perception that caring for the environment is a shared responsibility, and thereby strengthening normative pressures. When individuals perceive that their reference groups endorse eco-friendly products, their intention to purchase such products tends to increase.

Normative influence does not always uniformly translate into intention, as documented in some green purchasing studies. For instance, a study in the context of halal eco-food by Shalihin et al. (2025) suggests that while subjective norms influence intentions, their effect may be mediated by other constructs like trust and behavioral control. In other words, normative pressure alone might not drive behavior if consumers doubt the environmental credibility or feasibility of green products. This insight underscores that subjective norms interact with other TPB constructs in shaping intentions, rather than acting as an isolated predictor.

There is also evidence that social influence can be moderated by environmental knowledge and concern, such that better-informed consumers interpret normative cues through a more critical lens. Rizkalla et al. (2022) found that environmental knowledge amplifies the effect of normative influence, meaning that social prescriptions become more persuasive when consumers understand ecological principles. Similarly, Sriyudha, Octavia & Lubis (2025) argue that subjective norms are more effective when aligned with personal ecological values, thereby reinforcing the internalization of social expectations. Consequently, normative influence does not act solely as external pressure but gets internalized into the consumer's own value system.

The presence of greenwashing or misleading sustainability claims may weaken or distort subjective norms. Recent journalistic accounts reveal that many Indonesian consumers have become wary of superficial or false environmental messaging, which can erode trust in normative appeals (Ikhsan, 2024). This skepticism implies that normative pressure must be credible and supported by authentic environmental claims in order to influence behavior positively. When normative messages are perceived as greenwashing, they may backfire, leading consumers to discount social endorsements altogether.

Subjective norms constitute a complex and influential dimension in predicting green purchase intentions for eco-friendly household products in Indonesia. They operate through close social networks such as family, and their influence is shaped by public and media discourse as well as individual cognition of knowledge and trust. Normative impacts are not deterministic; rather, their strength depends on the credibility of environmental claims and the consumer's capacity to evaluate them. Integrating subjective norms into an extended TPB model is therefore necessary to accurately capture social drivers of eco-friendly household product intentions in the Indonesian context.

### Perceived Behavioral Control, Knowledge, and Green Trust

Perceived behavioral control (PBC) refers to consumers' beliefs about the ease or difficulty of performing the behavior, in this case purchasing eco-friendly household products, given internal and external obstacles. In Indonesia, PBC is strongly influenced by factors such as product availability, price premium, technological complexity, and trust in environmental claims, as documented by Dharmayanda & Sobari (2024). Consumers who feel capable of navigating these barriers are more likely to form firm behavioral intentions because they believe they can actualize their pro-environmental choice. This perceived capacity is enhanced when individuals also possess environmental knowledge and green trust, forming a synergy that strengthens control perceptions.

Environmental knowledge plays a vital role in shaping both perceived control and trust: consumers who understand environmental issues, product lifecycle impacts, and energy-saving mechanisms are better positioned to assess the feasibility and credibility of green household products. Asif et al. (2023) confirm this in their extended TPB model, showing that environmental knowledge positively influences green trust and perceived behavioral control. When consumers are well-informed, they feel more confident in discerning genuine eco-friendly features and thus perceive fewer risks associated with green purchasing. This cognitive empowerment translates into higher PBC, which in turn fosters stronger intentions.

Green trust, defined as the extent to which consumers believe that a brand's environmental claims are truthful and reliable, is equally critical in shaping perceived behavioral control. When consumers trust that product manufacturers genuinely deliver on sustainability promises, they perceive fewer barriers in committing to green purchases. Ermaningsih & Masnita (2025) show that trust in eco-friendly electronic products is a significant mediator between knowledge and purchase intention in Indonesia, reinforcing the proposition that green trust enhances perceived control. Hence, green trust functions as a psychological enabler that allows consumers to overcome skepticism and commit to sustainable consumption.

To illustrate these interactions empirically, consider data from a quantitative green-purchase study in Jakarta which measured environmental knowledge, green trust, and purchase intention among consumers. The collected data reveal meaningful averages for each construct, suggesting that higher knowledge correlates with greater trust and perceived behavioral capacity. These patterns highlight the interdependent nature of knowledge, trust, and PBC in fostering green purchase intention. The following table summarizes key metrics from that study:

**Table 4. Means of Key Constructs in Green Purchase Study (Jakarta, Indonesia)**

Construct	Mean (M)	Standard Deviation (SD)
Environmental Knowledge	3.96	0.69
Green Trust	3.99	0.61
Green Purchase Intention	4.01	0.60

Source: Vironika & Maulida (2025)

The data in Table 4 show that, on average, respondents display moderately high environmental knowledge ( $M = 3.96$ ) and green trust ( $M = 3.99$ ), both of which are positively associated with their stated green purchase intentions ( $M = 4.01$ ). This suggests that knowledge and trust are not marginal but rather central components of perceived behavioral control in this population. When consumers are knowledgeable and trust the sustainability claims, they perceive fewer obstacles and a greater internal capacity to act, which aligns with TPB's assertion that perceived control influences intentions. Therefore, any theoretical model of green intention in Indonesia must include these extended constructs to reflect normative realities.

Barriers to perceived behavioral control remain critical: even informed and trusting consumers may still feel constrained by practical limitations such as high upfront cost or limited distribution of green household products. Dharmayanda & Sobari (2024) note that many eco-friendly appliances remain premium-priced in the Indonesian market, which may inhibit PBC despite strong knowledge and trust. When price is perceived as prohibitive, consumers may doubt their ability to follow through

on their green intentions, reducing behavioral control. This gap between willingness and capacity underscores the need to address affordability in strategies aimed at boosting green adoption.

Infrastructure and access issues exacerbate control challenges: for instance, consumers may know about and trust eco-friendly products, but if these products are not widely available in retail channels, their perceived behavioral control diminishes. Octavia, Sriayudha & Musnaini (2024) emphasize that limited distribution of green home appliances in less urbanized regions restricts consumer agency. When logistical constraints or scarcity create real or perceived unavailability, even motivated consumers may feel powerless to act sustainably. Addressing these distribution bottlenecks is therefore essential for strengthening PBC across diverse Indonesian markets.

Cognitive load and perceived complexity of “green” product features can undermine control: consumers may worry about how to maintain, repair, or dispose of eco-friendly appliances, reducing their confidence to adopt them. Jose & Sia (2022) highlight that perceived technical risk or unfamiliarity with sustainable technology frustrates consumer confidence, even when trust and knowledge are high. This concern may lead to hesitation, lowering perceived behavioral control and weakening the intention behavior link. Clear user guidance, warranty schemes, and recycling support systems could mitigate these fears and boost PBC.

Policy and institutional support also shape perceived behavioral control by mitigating external constraints and reducing perceived risk. Government incentives, energy-efficiency rebates, labeling programs, and public education campaigns increase consumers’ capacity to act sustainably and strengthen control beliefs. Dharmayanda & Sobari (2024) find that regulatory frameworks and certification systems can signal legitimacy, thereby reducing uncertainty and enhancing perceived control. When such enabling conditions are present, consumers feel more empowered to translate intention into actual purchase behavior.

Perceived behavioral control in the context of eco-friendly household product purchase in Indonesia is significantly shaped by environmental knowledge and green trust, while also being constrained by economic, infrastructural, and cognitive barriers. These extended TPB constructs interact in a way that renders control perceptions dynamic, not static, influencing the strength of intention. The integration of knowledge and trust into perceived behavioral control enhances the explanatory power of the TPB model in this context. Addressing real-world barriers through accessible pricing, availability, and institutional support will be critical to converting intentions into actual purchases.

## CONCLUSION

The findings of this study demonstrate that consumer intentions toward eco-friendly household products in Indonesia are shaped by a multidimensional interaction of attitudes, subjective norms, and perceived behavioral control, as explained by the Theory of Planned Behaviour. Positive attitudes arise from perceived environmental benefits, energy efficiency, health considerations, and long-term financial savings, all of which reinforce consumers’ internal motivation to adopt sustainable household products. Subjective norms especially those originating from family and close social networks further strengthen intention formation by framing environmentally responsible purchasing as a socially desirable behavior aligned with collective values.

Perceived behavioral control is influenced by consumers’ environmental knowledge, trust in sustainability claims, affordability, market availability, and the perceived complexity of eco-friendly technologies. Knowledge and green trust act as enablers that increase confidence, whereas price premiums, limited distribution, and informational gaps serve as barriers that restrict behavioral capacity. These results underscore the need for integrated strategies involving education, market interventions, credible labeling, and accessible product offerings to convert consumer intentions into consistent sustainable purchasing behavior. Strengthening these enabling conditions can significantly support Indonesia’s broader transition toward eco-conscious household consumption.

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