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BALANCING WALLET AND PLANET: THE FINANCIAL, AND ENVIRONMENTAL DRIVERS OF ECO-FRIENDLY COFFEE PURCHASE INTENTION

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ABSTRACT: This study examines the effects of financial literacy, knowledge awareness, price affordability, and trust in eco-labels on the intention to buy eco-friendly coffee in Indonesia. Using an explanatory quantitative approach with Partial Least Squares Structural Equation Modeling (PLS-SEM) and data from 300 respondents, the findings reveal that price affordability significantly affects green purchase intention, while financial literacy has no direct effect. Knowledge awareness enhances trust in eco-labels, which mediates the relationship between knowledge awareness and green purchase intention. Moreover, price affordability moderates the effect of knowledge awareness on green purchase intention. These results highlight the importance of balancing financial considerations and ecological awareness to promote sustainable coffee consumption.

Keywords: Financial Literacy, Price Affordability, Environmental Awareness, Trust in Eco-Labels, Green Purchase Intention

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INTRODUCTION

Sustainability issues have become an important focus in global development, especially as awareness of the impacts of climate change, environmental degradation, and overconsumption increases. The shift in consumer value from purely functional to social and ecological responsibility is driving the growing demand for eco-friendly products (Adhitiya & Astuti, 2019; Amalia et al., 2021). One of the sectors most relevant to this phenomenon is the coffee industry, because in addition to having high economic value, coffee is also closely related to agricultural practices and supply chains that affect the balance of the ecosystem (Bilen et al., 2023; Wright et al., 2024).

The growing trend of eco-friendly coffee highlights sustainable production, certification, and transparency in distribution. However, previous studies have identified a persistent gap between consumers' environmental attitudes and their actual purchasing behavior, often referred to as the attitude–behavior gap. Although many consumers express environmental concern, they may not consistently translate this concern into purchase decisions for eco-labeled products. This gap is frequently attributed to financial considerations, such as limited purchasing power or perceptions of high prices (ElHaffar et al., 2020; Margariti et al., 2024; Witek, 2019). Understanding this phenomenon requires examining both psychological and economic factors that shape sustainable consumption behavior.

Understanding sustainable consumer behavior requires financial literacy. Financial literacy is the ability of individuals to understand and manage financial resources wisely, including in the context of purchasing decision-making. Consumers who have good financial literacy tend to be better able to rationally assess the value of a product, distinguish between price and long-term benefits, and consider sustainability aspects as part of their economic decisions (Muñoz-Céspedes et al., 2021; Stolper & Walter, 2017). In the context of eco-friendly coffee, financial literacy can help consumers assess that premium prices are not just a burden, but an investment in health and natural sustainability.

In addition to financial literacy and affordability, price is an important factor that determines green purchase intention. The perception of a fair price commensurate with the quality of the product often determines whether or not consumers are willing to buy eco-friendly coffee (Ansu-Mensah, 2021; Del Prete & Samoggia, 2023; Zhong & Chen, 2019). When prices are considered too high, even environmentally conscious consumers can delay a purchase. On the other hand, if the product is considered affordable and valuable, the green purchase intention will increase. Therefore, price affordability serves not only as an economic variable, but also as a link between environmental awareness and actual consumer behavior.

Another factor that is no less important is environmental awareness, where a person understands environmental issues, has concerns, and feels responsible for the impact of his behavior. Consumers with a high level of environmental awareness are more likely to show a preference for products that support sustainability, such as organic coffee, fair-trade-certified coffee, or coffee produced through eco-friendly farming practices (Maaya et al., 2018; Tamaki & Batt, 2013). However, this level of awareness does not necessarily lead to real action if it is not supported by financial ability or appropriate price perception.

Indonesia is one of the largest coffee producers and consumers in the world, with an increasing trend of domestic consumption (Attaché Postpone (GAIN), 2025; Nurhayati & Wolff, 2023; Purwanto, 2025). Public awareness of sustainable lifestyles is also starting to grow, especially among the younger generation and urban consumers (Agustina et al., 2024; Sari et al., 2023). However, the level of financial literacy in Indonesia is still moderate, and price perceptions of eco-friendly products tend to be high (Oesman et al., 2024; OJK, 2024). The combination of the desire to behave in an environmentally friendly manner and economic limitations creates an interesting dilemma to explore, especially in understanding how financial factors and environmental awareness together affect the intention to buy eco-friendly coffee.

Most previous research on the green purchase intention of eco-friendly products emphasized psychological aspects such as attitudes, subjective norms, or perceived control of behavior (based on the Theory of Planned Behavior) (Kamalanon et al., 2022; Maharani et al., 2021; Maichum et al., 2016; Paul et al., 2016; Rahayu et al., 2025; Wardana et al., 2025; Wijekoon

& Sabri, 2021). However, there is still little research that explicitly links financial literacy and affordability to environmental awareness and green purchase intention in the context of eco-friendly products. In fact, in developing countries such as Indonesia, financial factors are often the main determinants of consumption behavior. Therefore, an approach is needed that combines the financial dimension (wallet) and the environmental dimension (planet) in one conceptual framework.

This research seeks to bridge these two aspects through an integrative approach. Financial literacy is seen as a cognitive resource that influences the way consumers assess the economic and social benefits of eco-friendly products. Price affordability is a situational factor that determines the consumer's ability to realize his or her good intentions in real action. Meanwhile, environmental awareness acts as a link between personal value and actual purchasing decisions.

An integrative conceptual framework (Figure 1) was developed to connect the “wallet” dimension represented by financial literacy and price affordability with the “planet” dimension represented by knowledge awareness and trust in eco-labels. The model clarifies both the mediation and moderation mechanisms that explain how financial and environmental factors jointly shape consumers’ green purchase intention.

THEORETICAL REVIEW

Theoretical Framework

This study integrates the Theory of Planned Behavior (TPB), Consumer Knowledge Theory, Price Sensitivity Theory, and Trust Theory to explain green purchase intention for eco-friendly coffee. TPB provides the behavioral foundation, explaining how attitudes, subjective norms, and perceived behavioral control shape purchase intentions. However, TPB alone cannot fully explain financial and cognitive factors that influence sustainable consumption. Therefore, this study extends TPB with Price Sensitivity Theory and Trust Theory, incorporating affordability and trust in eco-labels as contextual and psychological variables. Consumer Knowledge Theory serves as a linking mechanism, connecting awareness with trust and moderating financial perceptions. Together, these theories offer a comprehensive framework that captures the interplay between cognition, trust, and affordability in shaping sustainable consumer behavior.

Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) (Ajzen, 1991) explains that individual behavior is determined by behavioral intentions, which are influenced by attitudes, subjective norms, and perceptions of behavior control. In the context of eco-friendly consumption, TPB is often used to explain product purchase intention Environmentally friendly, because consumers' decisions to buy eco-friendly products are influenced by awareness, affordability, and trust in claims such as eco-labels (Alam et al., 2023; Hoo et al., 2025; Lukmawan & Wulandari, 2024; Zhang & Dong, 2020). Previous studies have confirmed that behavioral intentions towards sustainable products are strongly influenced by knowledge and perception of control such as the ability to purchase the product (Ruangkanjanases et al., 2020; Wijekoon & Sabri, 2021; Zhang & Dong, 2020; Zhuang et al., 2021).

In this study, TPB is positioned as the central theoretical framework, while the supporting theories consumer knowledge, price sensitivity, and trust in eco-labels are integrated as contextual mechanisms that reinforce or constrain specific components of TPB rather than functioning as independent theoretical pillars.

H1: Awareness of knowledge has a positive effect on the intention to buy eco-friendly coffee.

Consumer Knowledge Theory

Consumer Knowledge Theory explains that consumers' cognitive understanding of a product's attributes influences the decision-making process. (Alba & Hutchinson, 1987, 2012).

When individuals have adequate environmental knowledge, they are better able to understand the meaning of eco-labels and make decisions that align with sustainability values. Previous research (Abeysekera et al., 2022; Stirpe et al., 2013; Vironika & Maulida, 2025) shows that consumer knowledge increases trust in environmental labels, which in turn reinforces attitudes towards purchasing eco-friendly products.

Consumer environmental knowledge is aligned with the attitude component of the Theory of Planned Behavior (TPB), as higher knowledge enhances the formation of positive evaluations toward eco-friendly products.

H2: Awareness of knowledge has a positive effect on trust in environmentally friendly labels.Explanation of theory here

Price Sensitivity Theory

According to Price Sensitivity Theory, consumers' willingness to buy is influenced by the perception of a balance between product value and affordability (Alenazi, 2025; Chatterjee et al., 1988; Yao & Oppewal, 2015). In the context of sustainable consumption, affordability is an important factor because eco-friendly products often have higher prices than conventional products (Joshi & Rahman, 2015; Wijekoon & Sabri, 2021; Zhang & Dong, 2020). Previous studies (Authors, 2016; Biswas & Roy, 2015; P. Wang et al., 2013; Yadav & Pathak, 2017) found that affordability has a significant effect on product green purchase intention. Price sensitivity is incorporated as a boundary condition that shapes consumers' perceived behavioral control (PBC) within the Theory of Planned Behavior (TPB), where the perceived affordability of eco-friendly products strengthens or weakens consumers' sense of capability to act on their purchase intentions.

H3: Price affordability has a positive effect on the intention to buy eco-friendly coffee.

Trust Theory

Trust Theory states that consumer trust in product information, such as eco-labels, can reduce uncertainty and increase the likelihood of a purchase (Mayer & Davis, 1995; Panopoulos et al., 2023; Riskos et al., 2021). In the context of sustainability, trust in environmental labels reflects consumer confidence that a product truly meets eco-friendly standards. Previous research (Chen, 2010; Testa et al., 2015) show that trust in labels is an important factor that influences product green purchase intention.

Consistent with this, eco-labels can function as credible marketing tools that enhance consumers' confidence and reduce perceived risk in green purchasing decisions (Testa et al., 2015). This emphasizes that trust in eco-labels not only reduces uncertainty but also directly supports consumers' willingness to choose environmentally friendly products. This highlights that trust in eco-labels not only reduces uncertainty and perceived risk but also strengthens consumers' confidence in environmentally friendly products through their perception of brand credibility and effective green communication(Nguyen-viet, 2022). Within the TPB framework, trust in eco-labels functions as a reinforcing mechanism that strengthens both attitudes and subjective norms, by enhancing consumers' confidence in product claims and increasing perceived social approval for choosing environmentally responsible products.

H4: Trust in eco-labels has a positive effect on the intention to buy eco-friendly coffee.

Moderation Role of Knowledge Awareness

Knowledge awareness can act as a moderator variable that strengthens or weakens the influence of other factors on the intention to buy eco-friendly coffee. Individuals with a high level of environmental knowledge tend to judge price affordability not only in terms of cost, but also in terms of the environmental benefits obtained. Empirical evidence (Zhang et al., 2021; Han & Yoon, 2015) showed that knowledge can moderate the relationship between price perception and purchasing behavior of eco-friendly products.

H5: Knowledge awareness moderates the relationship between affordability and intention to buy eco-friendly coffee.

Integration Summary

By integrating these theories within the TPB structure, the model positions TPB as the primary behavioral framework, strengthened by three contextual mechanisms (see Figure 1). Consumer knowledge reinforces the formation of positive attitudes toward eco-friendly products, trust in eco-labels enhances both attitudes and subjective norms by reducing uncertainty and increasing confidence, and price sensitivity functions as a boundary condition that shapes consumers perceived behavioral control (PBC) based on the perceived affordability of green products. Together, these theoretical components provide a coherent and hierarchical explanation of green purchase intention, where attitudes, subjective norms, and perceived behavioral control are influenced by knowledge, trust, and affordability considerations.

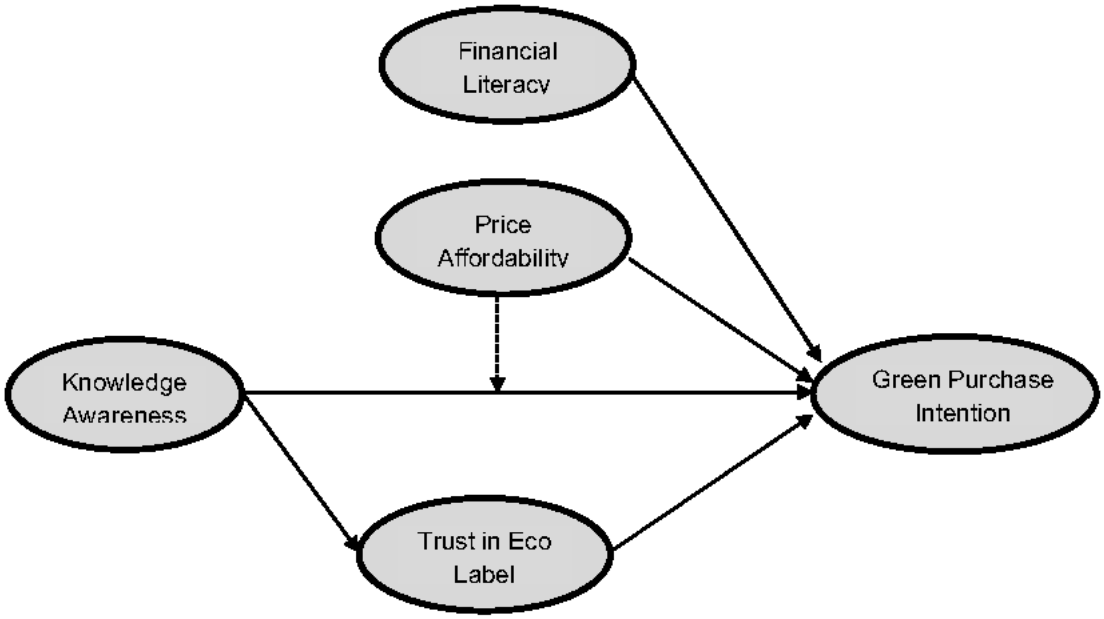

Figure 1. Conceptual Framework

RESEARCH METHOD

This study uses a quantitative approach with an explanatory design, which aims to analyze the relationship between several variables, namely financial literacy, environmental awareness, affordability, trust in environmental labels, and purchase intention of eco-friendly products among Indonesian consumers. The design of this study is associative and causal comparative, because it examines the direct and indirect influence between variables established in the conceptual model. The cross-sectional approach is used because data are collected over only one period of time without any treatment or manipulation of the study variables (Hair Jr. et al., 2014). The focus of the research is directed at consumers who have experience buying eco-friendly products in the last six months, so that respondents have experiences that are relevant to the research context.

Population and Sample

Purposive sampling techniques are used to ensure the suitability of respondents with the research objectives. The respondents' criteria include: (1) at least 18 years old, (2) domiciled in Indonesia, and (3) have experience buying or getting to know eco-friendly products. The basis for this selection considers the increasing interest of consumers in sustainable consumption in

Indonesia. Although purposive sampling does not aim for full representativeness, it is appropriate for capturing informed consumers who are aware of sustainability issues and able to evaluate green product attributes.

The sample size is determined based on guidelines on five to ten times the number of indicators in the measurement model (Hair Jr. et al., 2014). With a total of 40 indicators, a minimum of 200 respondents is required. To strengthen the statistical power, this study collected data from 300 respondents, in accordance with the recommendations for Structural Equation Modeling (SEM) analysis (Cohen, 1992; Hair et al., 2021). The manuscript has been revised to clarify that 40 indicators were initially included in the measurement model. During the reliability and validity assessment, indicators with outer loadings below 0.70 were removed, resulting in 10 indicators that met the required psychometric standards. Only these valid indicators are reported in the final outer loading results.

This study adhered to the ethical research standards of Universitas Muhammadiyah Bandung. All participants were informed about the study's purpose, and their participation was voluntary with full assurance of anonymity and confidentiality. No personal or sensitive data were collected, and all responses were used solely for academic purposes.

Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed in this study not only because the data did not meet normality assumptions but also due to the model's predictive orientation and structural complexity. The model includes five latent constructs—financial literacy, price affordability, knowledge awareness, trust in eco-labels, and green purchase intention—with both mediation and moderation relationships. PLS-SEM is therefore considered appropriate for analyzing complex models with multiple paths and predictive purposes rather than covariance-based model fit (Hair et al., 2021). Most respondents were urban consumers from major Indonesian cities, which may introduce a potential bias in representing the wider population. This limitation is acknowledged, as urban respondents tend to have higher exposure to eco-friendly products compared to rural consumers.

Research Instruments

Data were collected using an online-based structured questionnaire that was disseminated through social media that is commonly used by Indonesian consumers. The instrument was measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

The measurement item of each construct is adapted from previous research: financial literacy (Muñoz-Céspedes et al., 2021; Stolper & Walter, 2017), environmental awareness (Maaya et al., 2018; Tamaki & Batt, 2013), price affordability (Ansu-Mensah, 2021; Del Prete & Samoggia, 2023; Zhong & Chen, 2019); Trust in environmental labels (Mayer & Davis, 1995; Panopoulos et al., 2023; Riskos et al., 2021), and purchase intention (Ajzen, 1991) eco-friendly products. All items were adapted through forward translation, expert review, and backward translation to ensure conceptual equivalence and contextual relevance to Indonesian consumers. Wording refinements were made to improve clarity without altering the underlying conceptual meaning. Before being disseminated, the questionnaire was tested on a small number of respondents to ensure the clarity and validity of the content.

Data Analysis Techniques

Data analysis was carried out using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software version 4.0. PLS-SEM was chosen because it is able to handle complex models with a large number of latent variables, and does not require the assumption of multivariate normality (Hair Jr. et al., 2014).

The analysis is carried out in two main stages:

1) Evaluation of the outer model through the reliability test of the indicators, Cronbach's alpha and composite reliability, convergent validity (Average Variance Extracted/AVE), and discriminant validity of the Fornell–Larcker criteria (Henseler et al., 2015).

2) Internal evaluation of the model by assessing path coefficients, determination values (R^2), effect size (f^2), predictive relevance (Q^2), and model suitability (Standardized Root Mean Square Residual / SRMR).

As part of the moderation procedure, the revised manuscript clarifies that the interaction term between price affordability and knowledge awareness was constructed using the two-stage approach in SmartPLS. Before creating the interaction construct, all indicators were mean centered to reduce multicollinearity. The mean-centered scores were then used to generate the interaction term (price affordability × knowledge awareness), and VIF values were examined to ensure that no multicollinearity issues were present in the moderation model. Mediation and moderation tests were performed using nonparametric bootstrapping procedures to ensure the accuracy of indirect influence testing.

RESULTS

Data Description and Respondent Profile

This study involved 300 respondents from various provinces in Indonesia. Data were collected through an online survey questionnaire that was distributed nationally. Most of the respondents were women (54.7%), aged between 20-39 years old (71.7%), and domiciled in urban areas on the island of Java such as Bandung, Jakarta, Surabaya, and Yogyakarta, (see Table 1, and 2 for clarification).

Table 1. Distribution of Respondents by Gender and Age

Characteristics	Category	Quantity (n)	Percentage (%)
Gender	Man	136	45.3
	Woman	164	54.7
Age	< 20 years old	4	1.3
	20–29 years old	128	42.7
	30–39 years old	87	29
	40–49 years old	57	19
	≥ 50 years old	24	8
Total		300	100

Table 2. Distribution of respondents by region of the Squadron

Territory	Dominant Province/City	Quantity (n)	%
West Java	Bandung, Bekasi, Bogor	84	28
Jakarta	South, East, West, Central, North Jakarta	43	14.3
East Java	Surabaya, Malang, Kediri	36	12.0
Central Java	Semarang, Solo, Purwokerto	28	9.3
D.I Yogyakarta	Yogyakarta, Sleman, Bantul	24	8
Other	Bali, Riau, Sulawesi, Kalimantan, Nusa Tenggara, Sumatra, Papua	85	28.4
Total		300	100

Table 1 and Table 2 show that the study respondents are dominated by young women of productive age (20–39 years) from urban areas on the island of Java. This group is considered to have a high level of awareness of sustainability and green lifestyle issues, so it is an important representation for this study.

Evaluation of the Outer Model

An evaluation of the outer model is carried out to ensure that each latent construct has adequate validity and reliability before proceeding to the testing of the structural model (inner model). The test was carried out on four main aspects, namely indicator reliability, internal reliability, convergent validity, and discriminant validity.

The indicator reliability test was carried out by assessing the value of the outer loading between the indicator and the latent construct (see Table 3). A loading factor value of ≥ 0.70 indicates good reliability, while an indicator with a value between 0.40–0.70 can still be maintained if it does not reduce the overall reliability of the construct (Hair Jr. et al., 2014).

Table 3. Outer Loadings Assessment

Construct	Indicator Code	Outer Loading ≥0.70	Information
Fiancial Literacy	FL-1	0.881	Valid
	FL-3	0.797	Valid
Green Purchase Intention	GPI-1	0.818	Valid
	GPI-3	0.845	Valid
Knowledge Awareness	KA-1	0.856	Valid
	KA-3	0.816	Valid
Price Affordability	PA-1	0.845	Valid
	PA-3	0.767	Valid
Trust Eco Label	TEL-1	0.707	Valid
	TEL-2	0.858	Valid

Internal reliability measures the consistency between indicators in a single construct. The test was conducted using two main measures, namely Cronbach's Alpha (CA) and Composite Reliability (CR) (see Table 4). According to Hair et al. (2019), good CA and CR values must be greater than 0.70, which indicates that the indicators in the construct are consistent in measuring the same concept. Values between 0.60–0.70 are still acceptable for exploratory research.

Table 4. Construct Reliability Assessment (CR)

Construct	Cronbach's Alpha (CA) >0.70	Composite Reliability (CR) >0.70	Information
Financial Literacy	0.761	0.863	Reliable
Green Purchase Intention	0.784	0.870	Reliable
Knowledge Awareness	0.801	0.883	Reliable
Price Affordability	0.742	0.848	Reliable
Trust in Eco Label	0.713	0.835	Reliable

The results in Table 4 show that the entire construct has a Cronbach's Alpha (CA) value above 0.70 and a Composite Reliability (CR) above 0.80. This means that each construct exhibits an excellent level of internal consistency, so it can be concluded that the entire construct is internally reliable and stable.

Convergent validity indicates the extent to which the indicators in a single construct are able to adequately explain the variants of that construct. Convergent validity testing is performed by looking at the Average Variance Extracted (AVE) value as in Table 5. According to Hair et al. (2019), a good AVE value should ≥ 0.50, which means that at least 50% of the indicator's variance can be explained by latent constructs. The higher the AVE value, the better the convergent validity of a construct. Table 5 explains that all constructs have an AVE value > 0.50, indicating that each construct has adequate ability to explain the variance of its indicators. The highest AVE value is found in the Financial Literacy construct (0.706), which shows that the indicator is best at explaining the variance of the construct. The lowest value is at Trust in Eco Label (0.617), but it is still above the minimum limit of 0.50, so it still meets the criteria for convergent validity. Thus, all constructs can be declared to have good convergent validity, and these results strengthen the reliability of the measurement model before the discriminant validity test is performed.

Table 5. Value of Average Variance Extracted (AVE)

Construct	Average Variance Extracted (AVE) ≥0.50	Information
Financial Literacy	0.706	Valid
Green Purchase Intention	0.692	Valid
Knowledge Awareness	0.699	Valid
Price Affordability	0.652	Valid
Trust in Eco Label	0.617	Valid

Discriminant validity is used to ensure that each construct in a model is empirically different from the other. The test in Table 6 was performed using the Fornell-Larcker criterion, where the square root of the Average Variance Extracted (AVE) value for each construct must be greater than the correlation between constructs (Fornell & Larcker, 1981; Hair et al., 2019).

Table 6. The Discriminant Validity Test using Fornell–Larcker Criterion

Construct	Financial Literacy	Green Purchase Intention	Knowledge Awareness	Price Affordability	Trust in Eco Label
Financial Literacy	0.841				
Green Purchase Intention	0.400	0.832			
Knowledge Awareness	0.473	0.409	0.836		
Price Affordability	0.513	0.507	0.450	0.807	
Trust in Eco Label	0.435	0.368	0.423	0.463	0.786

Notes: (Diagonal elements > off-diagonal elements indicate adequate discriminant validity)

Table 6 shows that the entire square root value of AVE is higher than the correlation between other constructs, thus meeting the Fornell–Larcker criteria. The correlation between constructs shows a strong relationship but remains below the diagonal value, indicating that there is no problem of discrimination between constructs.

The Variance Inflation Factor (VIF) test is used to ensure that there is no multicollinearity between exogenous constructs in the model. The recommended VIF value is 5.0 (Hair et al., 2021), indicating that the free variables do not influence each other excessively. Table 7 presents the information.

Table 7. Multicollinearity Test (VIF) Results

Indicator	Description (VIF < 5.0 indicates no multicollinearity concern)
FL-1	1.212
FL-3	1.212
GPI-1	1.173
GPI-3	1.173
KA-1	1.190
KA-3	1.190
PA-1	1.103
PA-3	1.103
TEL-1	1.062
TEL-2	1.062
Prc_Afdble × Knw_Awrnss	1.000

Table 7 shows that all VIF values are below 5.0, so it can be concluded that there is no multicollinearity between constructs in the model. These outer model measurements provide confidence that the model can be proceeded to the structural model evaluation stage (Inner Model).

Inner Model Evaluation

Structural model evaluation (inner model) was carried out to assess the relationship between latent constructs in the study, determination coefficient (R^2), and effect size (f^2). The first is the correlation as evidenced in the R-square test (see Table 8).

Table 8. Determination Coefficient (R^2) Test Results

Variable endogenous	R-square	R-square Adjusted	Information $R^2 < 0.19$ (Very weak); $0.19 <= R^2 < 0.33$ (Weak); $0.33 <= R^2 < 0.67$ (Moderate); $R^2 >= 0.67$ (Substantial)(Xu et al., 2023)(Chin, 1998)
Green Purchase Intention	0.334	0.323	Moderate
Trust in Eco Label	0.179	0.176	Very Weak

Table 8 shows an R^2 Green Purchase Intention value of 0.334 indicating that 33.4% variation in green purchase intention can be explained by the variables Financial Literacy, Knowledge Awareness, Price Affordability, Trust in Eco Label, and the interaction of Price Affordability × Knowledge Awareness. The R^2 Trust in Eco Label value of 0.179 indicates that 17.9% of the variation in trust in environmental labels can be explained by the Knowledge Awareness variable. Based on the criteria (Chin, 1998), these results indicate that the model has medium to weak explainability, but still meets the criteria of a good predictive model. The effect size (f^2) test was performed to assess the contribution of each exogenous variable to the endogenous variable as in Table 9. According to Cohen (1988), the criteria for the value of f^2 are; 0.02 = small, 0.15 = medium, and 0.35 = large.

Table 9. Effect Size Test Results (f^2)

Relationships Between Constructs	f^2	Information f^2=0.02 (small); f^2=0.15 (moderate); f^2=0.35 (large) (Cohen, 1988)
Financial Literacy → Green Purchase Intention	0.003	Very small effect
Knowledge Awareness → Green Purchase Intention	0.007	Very small effect
Knowledge Awareness → Trust Eco in Label	0.218	Moderate effects
Price Affordability → Green Purchase Intention	0.058	Small effects
Trst_Eco_Lbl → Green Purchase Intention	0.003	Very small effect
Price Affordability × Knowledge Awareness → Green Purchase Intention	0.028	Small effects

The results of the analysis in Table 9 show that the variable Knowledge Awareness to Trust in Eco Label has a moderate effect ($f^2 = 0.218$), meaning that increased knowledge awareness contributes significantly to increasing trust in environmentally friendly labels. In addition, Price Affordability ($f^2 = 0.058$) and Price Affordability × Knowledge Awareness moderation interaction ($f^2 = 0.028$) had a small effect on green purchase intention, suggesting that price affordability perception and consumer knowledge play a role in strengthening purchase intention for eco-

friendly products. Meanwhile, the variables Financial Literacy and Trust in Eco Label on Green Purchase Intention had a very small effect, indicating that their direct effect on purchase intent was still limited.

Overall, the results of the structural model evaluation show that there is no problem of multicollinearity between constructs, the model has moderate predictive ability towards green buying intentions and weak towards eco-label trust. The biggest contribution in the model comes from Knowledge Awareness to Trust in Eco Labels, as well as Price Affordability to Green Purchase Intention. The model can be continued to the path coefficient evaluation stage as in Table 10 to evaluate the direction and strength of influence between latent variables. The Q^2predict value in Table 10 results in greater than zero across the endogenous construct indicating that the model has predictive relevance (Hair et al., 2019).

Table 10. Predictive Relevance Test Results

Endogenous constructs	Q^2predict > 0 Indicates Predictive Relevance(Hair et al., 2021)	RMSE	MAE	Information
Green Purchase Intention	0.303	0.848	0.668	Strong predictive relevance
Trust in Eco-Label	0.169	0.921	0.751	Moderate predictive relevance

DISCUSSION

The results of this study confirm that consumers' decision to buy eco-friendly coffee is not only determined by environmental awareness, but also by financial factors and the perception of affordable prices. These findings confirm the importance of a balance between the "wallet" and "planetary" dimensions as presented in the sustainable consumption literature (Muñoz-Céspedes et al., 2021; Stolper & Walter, 2017). Consumers with higher levels of financial literacy are able to understand the economic value of the eco-friendly product, but the direct effect of financial literacy on purchase intent is still relatively small. This shows that the ability to manage finances is not enough to encourage sustainable purchasing actions if it is not accompanied by awareness of environmental values. This suggests that financial literacy alone does not translate into pro-environmental action because consumer decisions are more influenced by emotional and moral motivations than by purely rational financial considerations.

The role of knowledge awareness has proven to be important in forming trust in environmentally friendly labels. The higher the consumer's understanding of sustainability issues, the greater their level of trust in labeled product claims Environmentally friendly. These findings are in line with the theory of consumer knowledge (Gorton et al., 2021; Taufique et al., 2017; Xin & Long, 2023), which states that a good understanding of product attributes increases confidence in the credibility of the label. In the context of eco-friendly coffee, consumers who understand the meaning and function of eco-labels are more likely to believe that the product is actually produced through sustainable practices, thereby indirectly increasing green purchasing intentions.

Price affordability emerged as a factor that had a real effect on the intention to buy eco-friendly coffee. This supports the theory of price sensitivity (Sheikh et al., 2023), which states that consumers will be more likely to buy products Environmentally friendly when the perception of value is proportional to his financial ability. In Indonesian society, price perception is still the main consideration in green consumption behavior, because consumers often judge eco-friendly products as premium goods. Therefore, companies need to prioritize a fair and transparent pricing strategy so that purchase intent increases, for example through economical packaging, discounts, or sustainability-based loyalty programs.

Another interesting finding is the moderation effect of knowledge awareness on the relationship between affordability and purchase intent. Consumers who have a high level of

environmental knowledge tend to be less sensitive to price because they understand the ecological benefits of purchasing products Environmentally friendly. This supports several studies that have found that while knowledge can strengthen the relationship between price perception and green purchasing behavior, consumer education plays an important role in lowering psychological barriers to sustainable product pricing (Castillo-plaza et al., 2025; Simanjuntak et al., 2023; J. Wang et al., 2020).

Meanwhile, trust in environmental labels has not shown a significant influence on purchase intention. This condition illustrates that even though consumers are familiar with the symbol or logo Environmentally friendly, not all believe in its authenticity and credibility. This phenomenon is consistent with findings that the issue of greenwashing lowers public trust in environmental labels (Persakis et al., 2025; Yawalkar, 2025). Therefore, stricter supervision and certification are needed so that eco-labels can truly become a source of consumer trust.

The results of PLSpredict show that the research model has a strong predictive relevance to green buying intentions and a moderate to confidence in eco-labels. This means that the model can realistically predict green purchasing behavior in the field. In a practical context, these results confirm that the policy of promoting eco-friendly coffee in Indonesia should not only highlight the sustainability aspect, but also adjust financial strategies and consumer education to strengthen purchase intentions. The combination of financial literacy, knowledge awareness, and affordable price perception has proven to be an important foundation in encouraging sustainable consumption behaviors of eco-friendly products.

CONCLUSION AND FURTHER STUDY

This study provides new insights into the determinants of sustainable consumer behavior in the context of eco-friendly coffee purchasing. The results indicate that financial literacy alone is insufficient to predict green purchase intention because consumers' sustainable choices are shaped more by ecological concern and affective motivation rather than rational financial reasoning. This suggests that emotional and environmental values play a stronger role in driving eco-friendly purchasing decisions compared to purely financial considerations.

By positioning environmental and financial literacy as dual cognitive frameworks, this study contributes to the behavioral theory of sustainable decision-making. It highlights that sustainable consumption behavior arises from the interaction between rational knowledge and ecological awareness. Theoretically, this study extends the Theory of Planned Behavior (TPB) by incorporating financial literacy and price affordability as financial capability constructs within the TPB framework. This extension provides a more contextually grounded understanding of consumer behavior in developing economies such as Indonesia, where affordability and financial awareness significantly shape green purchase intention.

Future research could refine this theoretical model by examining cultural and contextual moderators that shape the balance between rational and ecological considerations in consumer decisions. In doing so, subsequent studies may deepen the theoretical foundations of sustainable behavior and provide a more comprehensive understanding of literacy-based determinants of green consumption.

ETHICAL DISCLOSURE

This study was conducted in accordance with ethical research standards. Participation was voluntary, and informed consent was obtained from all respondents prior to data collection. The confidentiality and anonymity of participants were strictly maintained, and all data were used solely for academic purposes.

CONFLICT OF INTERESTS

The authors declare no conflict of interest.

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