

ABSTRACT

Environmental awareness is a must for everyone since environmental conditions will affect human life in the present and in the future. Therefore, it is important to educate consumers about being environmentally friendly. Through environmentally friendly labels on a product, it will indirectly increase consumer knowledge about environmentally friendly products.

The aim of this study is to determine the effect of eco-label on green purchases through the mediating role of product attributes and environmental awareness among the younger generation in Bandung. Furthermore, this study was a quantitative research. The data was collected through a survey method using an online questionnaire and distributed to 100 residents of the city of Bandung in accordance with the criteria of the respondents of this study. Meanwhile, the data analysis technique in this study used SEM-PLS on the SmartPLS 3.2.9 software with model measurements and hypothesis testing using the bootstrapping technique.

Based on the results of data analysis which has been conducted using SmartPLS, it shows that eco-labels have a positive and significant effect on environmental attitudes, product attributes, and green purchases. However, they do not have a positive and significant effect on environmental concern. Moreover, product attributes have a positive and significant effect on environmental attitudes, but they do not have a positive and significant effect on environmental concerns. Environmental attitude has a positive and significant effect on environmental concern. In addition, environmental attitudes and environmental concerns have a positive and significant effect on green purchases.

This study provides new insights and suggestions for environmentally friendly product industries or companies, based on the results of data analysis to apply eco-labelling of products and provide education regards to green products and environmentally friendly labels. The object of this study is the green product in the household product industry, for further research can apply the same research model in other industries; for example, the fashion industry, cosmetics, automotive, and so on.

Key words: *eco-label, green purchase, environmental attitude, environmental concern, product attributes*