

ABSTRACT

Alongside the many claims of corporate green initiatives, the impact on the environment has not been significant. Consumers are beginning to perceive greenwashing practices in environmentally friendly products. Using the C-A-B paradigm, this study aims to examine the effect of greenwashing perceptions on purchase intention of environmentally friendly packaging products, with the role of green concern as a mediator and religiosity as a moderating relationship. The sample used was consumers of environmentally friendly packaging products of various types of products, totalling 280 respondents. The sampling method in this study is non-probability sampling using purposive sampling type with the aim of obtaining a representative sample according to the specified criteria. The results showed that consumer greenwashing perceptions not only have a direct negative impact on green purchase intentions, but also have an indirect negative effect with partial mediation through green concern. However, religiosity is empirically proven to be unable to strengthen the negative relationship between perceived greenwashing and green purchase intention. Therefore, this study suggests that companies should convey information and implement true green strategies instead of greenwashing practices. In addition, the government as a policy maker should be deeply involved in promoting the development of green markets in Indonesia.

Keywords: Greenwashing Perception, Green Concern, Religiosity, Green Purchase Intention.