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The Role of E-WOM in Mediating the Effect of Digital Green Marketing on Sustainable Purchase Decisions:

Evidence from Eco-Friendly Tumbler Consumers at UBP Karawang

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Introduction

Research Objectives :

1. Analyze the effect of Digital Green Marketing on E-WOM.
2. Analyze the effect of Digital Green Marketing on Sustainable Purchase Decisions.
3. Analyze the effect of E-WOM on Sustainable Purchase Decisions.
4. Examine the mediating role of E-WOM between Digital Green Marketing and Sustainable Purchase Decisions.



Purchase Decisions

Environmental awareness influences consumer purchasing behavior (Nielsen, 2023).



Green Marketing

Digital green marketing emphasizes eco-friendly products for competitive advantage (Kilbourne, 1998; Mishra Pavan & Sharma Payal, 2014).



E-WOM

E-WOM plays a key role in shaping consumer trust in the digital era (Romadhany & Hakim, 2024).



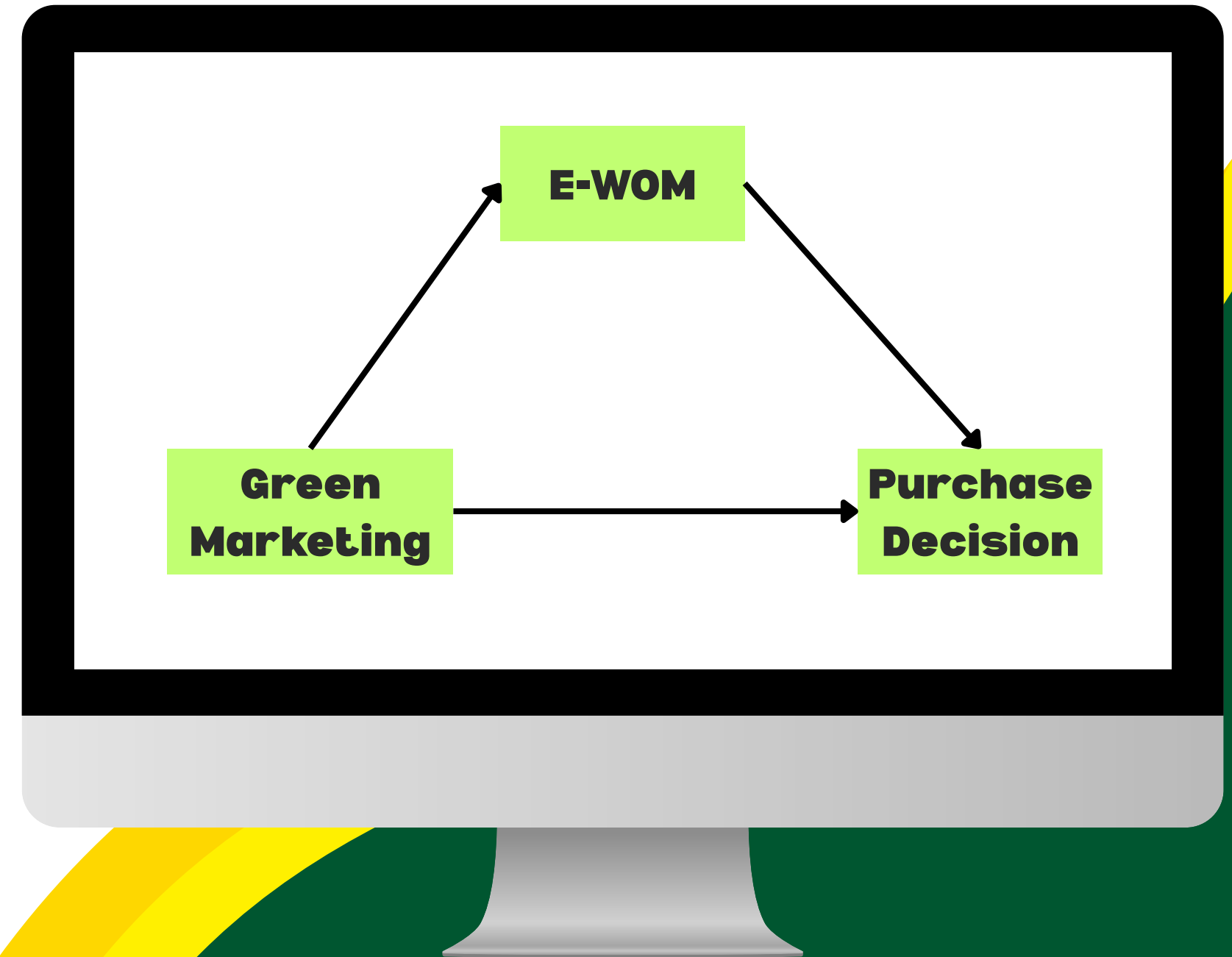
Research

This study examines how digital green marketing affects sustainable purchase decisions via E-WOM (Mubarok & Muhammad Sholahuddin, 2023).

Conceptual Framework

Hypotesis

1. Green Marketing has a significant positive effect on Electronic Word of Mouth (E-WOM) among eco-friendly tumbler consumers at UBP Karawang.
2. Green Marketing has a significant positive effect on Sustainable Purchase Decisions among eco-friendly tumbler consumers at UBP Karawang.
3. Electronic Word of Mouth (E-WOM) has a significant positive effect on Sustainable Purchase Decisions among eco-friendly tumbler consumers at UBP Karawang.
4. Electronic Word of Mouth (E-WOM) mediates the effect of Green Marketing on Sustainable Purchase Decisions among eco-friendly tumbler consumers at UBP Karawang.



Research Method



Design

Quantitative descriptive-
verificative

Participants

The research was conducted among 52 Management students of Universitas Buana Perjuangan Karawang, selected through convenience sampling, focusing on respondents who had purchased eco-friendly products such as certified green tumblers.

Instrument and Analysis

Data were collected through an online questionnaire using a five-point Likert scale. The data were analyzed using Structural Equation Modeling (SEM-PLS) to test the direct and indirect effects among variables.

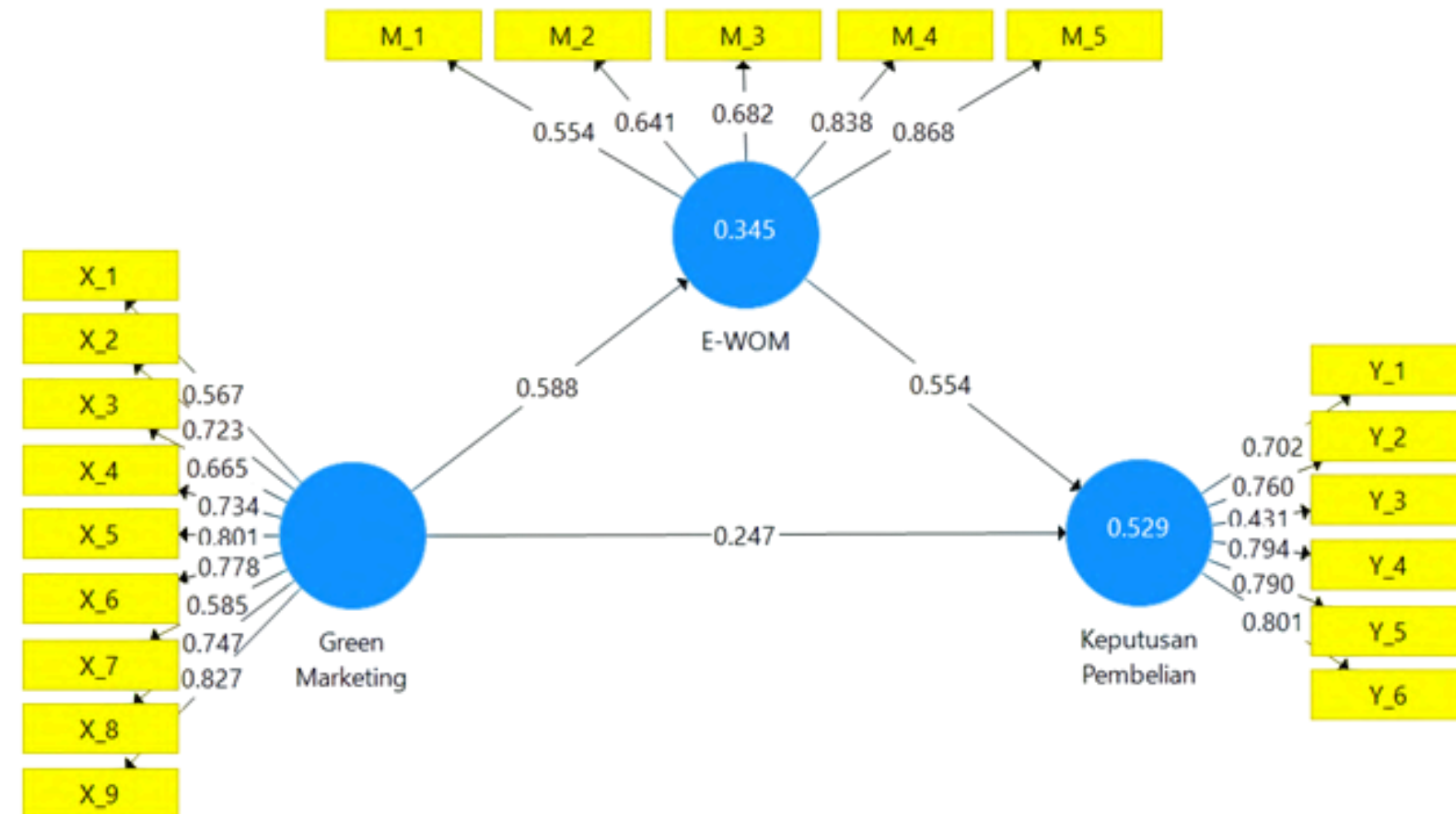
Measurement Model (Outer Model)

- All indicators met reliability and validity criteria:
 - Cronbach's Alpha > 0.7
 - Composite Reliability > 0.8
 - AVE > 0.5
- Discriminant validity confirmed via Fornell-Larcker criterion.

Structural Model (Inner Model)

- R² and Q² indicate good model fit.
- Predictive relevance confirmed (Q² > 0.30).
- Direct and indirect effects analyzed using bootstrapping.

Results



Hypotesis Testing Results

Hypothesis	Path	Coefficient (O)	t-Statistic	p-Value	Result
H1	Green Marketing → E-WOM	0.53	6.137	p < 0.001**	Accepted
H2	Green Marketing → Purchase Decision	0.298	1.58	p = 0.115	Rejected
H3	E-WOM → Purchase Decision	0.511	3.024	p = 0.003*	Accepted
H4	Green Marketing → E-WOM → Purchase Decision	0.271	3.088	p = 0.002*	Accepted

From these results, three scientific **insights emerge**:

1. Indirect Digital Influence: Green marketing affects consumer decisions primarily through online communication (E-WOM), not directly.
2. Digital Mediation Mechanism: E-WOM acts as a crucial mediator that transforms awareness of sustainability into purchase intention.
3. AI-Driven Enhancement Potential: Integration of AI-based sentiment analysis and digital engagement analytics could amplify E-WOM's mediating role, providing data-driven strategies for promoting eco-friendly products more effectively.

Discussion

- Digital green marketing positively influences both E-WOM and sustainable purchase decisions, aligning with prior studies (Mishra & Sharma, 2014).
- E-WOM enhances consumer trust and mediates the effect of green marketing on purchase behavior.
- Consumers at UBP Karawang demonstrate growing eco-awareness and responsiveness to sustainability-focused digital campaign



Conclusion

First

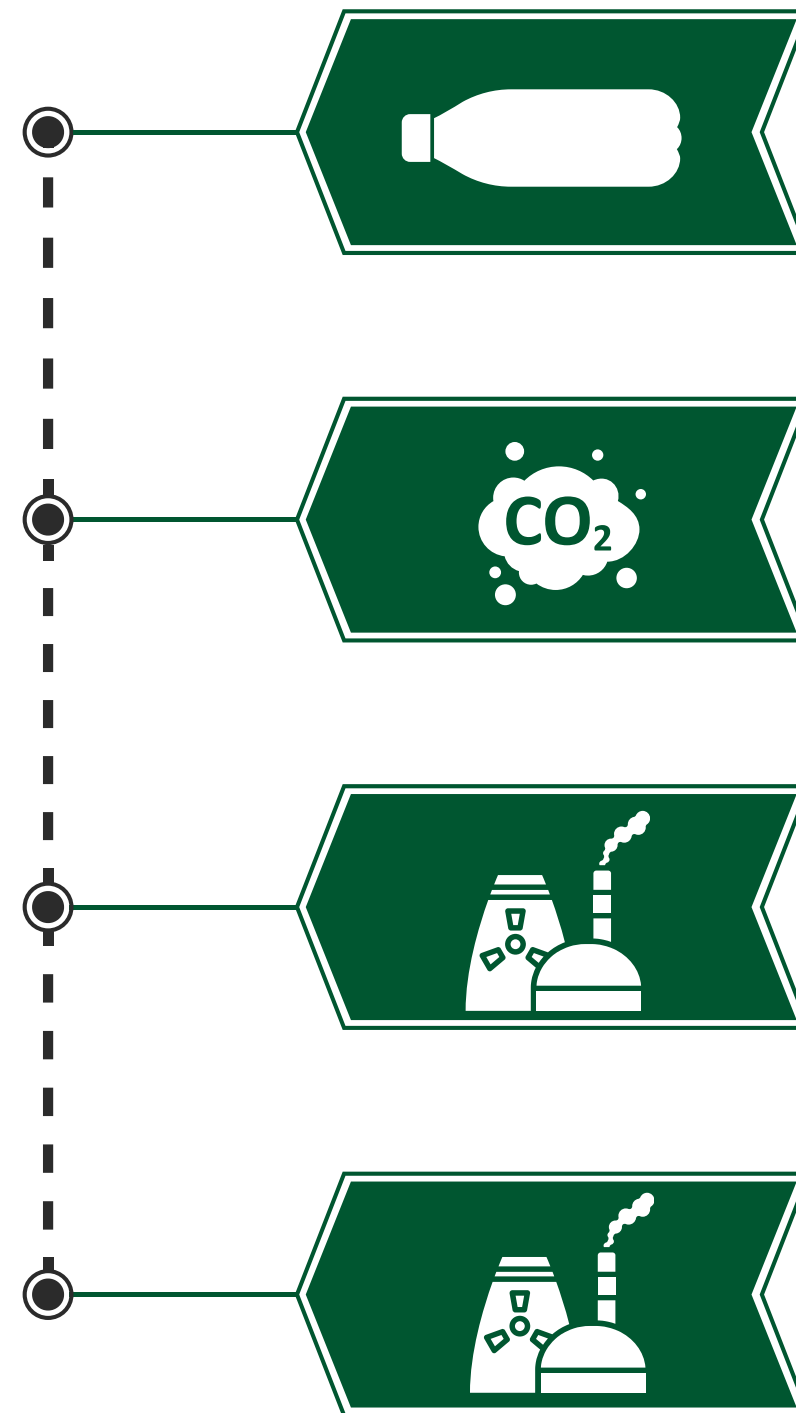
This study confirms that E-WOM significantly mediates the relationship between Digital Green Marketing and Sustainable Purchase Decisions among eco-friendly tumbler consumers.

Second

The findings highlight the importance of integrating AI-driven digital marketing strategies with sustainability values to encourage responsible consumption.

Third

Future research can expand sample size and explore the role of AI-based consumer analytics in promoting green product adoption.



Implications & Recommendations

- For Marketers: Use AI tools to personalize green campaigns and encourage positive E-WOM.
- For Businesses: Strengthen eco-label certifications and transparency.
- For Researchers: Investigate AI's role in enhancing digital sustainability marketing effectiveness.



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Thank You

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