# The Impact of SDG 30 on Eco-Literacy and Green Purchase Maqashid Syariah Perspective

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*Abstract. This study aims to analyze the impact of Sustainable Development Goals (SDGs) 2030 on eco-literacy and green purchase behaviour from the perspective of Maqashid Syariah. Climate change and the need for sustainability highlight the importance of eco-literacy in fostering consumer environmental awareness. This research employs a quantitative method using a survey of 96 respondents selected through purposive sampling. Data were analyzed using Structural Equation Modeling (SEM) with a Partial Least Square (PLS) approach. The findings indicate that eco-literacy significantly influences the brand image and green product knowledge. These variables mediate the relationship between eco-literacy and green purchase behaviour. The results emphasize that consumers with higher levels of eco-literacy tend to prefer sustainable brands and environmentally friendly products. From the perspective of maqashid syariah, these findings align with the principles of hifz al-'aql (protection of intellect) and hifz al-maal (protection of wealth).*

*Keywords: Eco Literacy, Green Purchase, Brand Image, SDGs, Maqashid Sharia*

## 1. INTRODUCTION

Climate change and global warming have been observed by the National Centers for Environmental Information (NCEI) for 175 years (1850–2024), revealing a consistent rise in global temperatures. From January to September 2024, global surface temperatures recorded an extreme increase of 1.28°C (2.30°F), surpassing the 20th-century average of 15.0°C (59.0°F) (National Centers for Environmental Information, 2024). This temperature rise has led to a higher frequency of extreme climate events, such as heatwaves, tropical storms, and floods, resulting in severe damage to ecosystems, disruptions in human life, and global economic instability. The issue of climate change and global warming has become a central topic of international discussions, including in Indonesia, a country known for its rich biodiversity but vulnerable to the impacts of climate change and global warming (Sudarti, 2022, pp. 1–2). According to data from the Indonesian Environmental Statistics Report (2024), the Environmental Quality Index (IKLH) stands at 72.54%, indicating less-than-ideal progress in environmental protection, necessitating planned actions to address these issues (Central Statistics Agency (BPS - Statistics Indonesia), 2024). Environmental degradation is driven by uncontrolled consumption patterns, population growth, and various human activities, such as improper disposal of plastic waste, deforestation, excessive motor vehicle use, and industrial practices that neglect proper waste management (Mulyani, 2021, p. 23). The Indonesian government is promoting a Green Economy approach to mitigate these impacts as part of its

sustainable development strategy. The 2030 Sustainable Development Goals (SDGs), established by the United Nations (UN), are a framework for achieving human welfare through poverty eradication, environmental protection, and ensuring a safe and prosperous life for all (A. R. P. A. F. A. I. F. Rachman, 2024, pp. 216–217). These SDGs, consisting of 17 goals and 169 targets, focus on critical areas such as health, education, and economic growth, requiring the participation of governments, communities, private sectors, and individuals. However, the implementation of sustainable development programs in Indonesia remains inconsistent, as the allocation of funds for these programs is still insufficient compared to actual investment needs, which creates a gap between governmental commitments and policies (Angorani, 2024, p. 79). Furthermore, research by Hilal (2023) reveals that public awareness of environmental issues remains relatively low, which, despite development efforts, hinders the understanding of the Green Economy among the Indonesian population. Based on previous findings, one of the key challenges is the low level of eco-literacy (A. R. P. A. F. A. I. F. Rachman, 2024, p. 217). Indonesia has been striving to address these gaps by promoting eco-literacy, which is understanding ecological principles (A. Nurul Suci Amaliah & Gunawan, 2023, p. 116). According to Abdillah (2020, pp. 1–2), the emergence of eco-literacy plays a vital role in increasing public awareness of the Green Economy, fostering a balance between community needs and environmental sustainability. Eco-literacy enables individuals to acquire environmental knowledge, thus triggering participation in conservation efforts, starting with a shift in consumer behaviour. Studies (Salim, 2023, p. 38; A. Nurul Suci Amaliah & Gunawan, 2023, p. 118) show that eco-literacy significantly influences consumer behaviour, encouraging green purchases. Those with higher eco-literacy levels tend to be more active in seeking information to select products that meet sustainability standards. Abdillah (2020, p. 5) further found that eco-literacy knowledge encourages individuals to make green purchases, as they know the need to balance daily consumption with environmental preservation. However, other studies (Sari, 2022, p. 25921; Lavuri, 2022) indicate that eco-literacy does not significantly affect green purchasing but moderates the relationship between environmental attitudes and green purchasing behaviour. Additionally, Hadiwidjojo's (2020, pp. 11–12) research found no significant influence of brand image on green purchasing due to insufficient information to shape consumer perceptions. Based on these inconsistencies in previous research, the researcher proposes incorporating the perspective of Maqashid Shariah. This concept aligns with sustainable development by aiming to protect life, the environment, and natural resources. Actions that harm the environment contradict sustainability principles and violate Shariah objectives (Khaery, 2021, p. 4). According to Bahri (2022, p. 14), the five main principles of

Maqashid Shariah—protection of religion (Hifdz al-Din), protection of life (Hifdz al-Nafs), protection of intellect (Hifdz al-Aql), protection of offspring (Hifdz al-Nasl), and protection of wealth (Hifdz al-Maal)—must be maintained. Any actions that damage the environment threaten the balance of these principles, potentially endangering the sustainability of human life in spiritual, physical, and economic terms. Therefore, this article aims to analyze the impact of the development of SDGs 2030 on eco-literacy and green purchasing from a Maqashid Shariah perspective.

## 2. LITERATURE REVIEW

### Green Economy

The green economy is an economic concept aimed at improving human well-being, promoting social equality, and reducing negative environmental impacts. It refers to an economic system that minimizes carbon emissions and pollution while maximizing the efficient use of natural resources, emphasizing fairness (Masduqie, 2022, pp. 58–59). "green economy" was introduced in 1989 in Edward Barbie's book Blueprint for a Green Economy (R. N. C. R. V. S. A. Et al., 2024, p. 5). The concept has since been discussed in various works, including that of Molly Scott Cato, a professor of strategy and sustainability at the University of Roehampton. Her book emphasizes the importance of sustainable development to ensure the transfer of natural resources, environmental assets, and technology to future generations (S. et al. al., 2022, p. 65). According to research by Khoirunisa Wahida and Hoirul Uyun (2023, p. 18), the green economy must support environmental policy.

The environmentally friendly approach is often associated with the green economy, including using renewable energy, pollution reduction, and recycling. However, the green economy also involves sustainable development across social and economic sectors. This aligns with the definition of green economy proposed by Bayangkara (2024, p. 291), which describes it as a sustainable model that supports development by integrating economic, social, and environmental dimensions. The United Nations Environment Programme (UNEP) defines the green economy as an economic system focused on distributing, producing, and consuming goods and services to improve long-term well-being without harming the environment or depleting natural resources (Firmansyah, 2022, p. 142). The United Nations Conference on Trade and Development (UNCTAD) further defines the green economy as a sustainable economy that enhances the quality of life for all while safeguarding the environment (Budiyanti, 2019, pp. 14–15).

Based on the above definitions, the green economy refers to an economic system that prioritizes environmental sustainability, aiming to benefit future generations in the long term. The foundation of the green economy lies in an approach focused on sustainable growth and the prudent use of natural resources. Fundamental principles of the green economy include 1) sustainable growth that does not deplete or harm natural resources; 2) resource efficiency, including the use of renewable energy, material recycling, waste reduction, and the development of efficient technologies; 3) environmental protection through the preservation and restoration of ecosystems and biodiversity; 4) clean innovation and technology, such as renewable energy, waste management, and cleaner production processes; 5) a lifecycle-based approach from production to the end of a product's life; 6) community involvement in decision-making and the implementation of environmental policies; and 7) collaboration and partnerships to develop comprehensive solutions to environmental challenges.

**Sustainable Development Goals (SDGs) 2030**

Sustainable development is currently seen as a solution to address human life challenges related to economic, social, and environmental interests. The outcome of an agreement among countries involved in the United Nations (UN) led to the establishment of a plan called the Sustainable Development Goals (SDGs) (Retnowati, 2022, p. 1). The SDGs, consisting of 17 goals and 169 indicators, are global targets that must be achieved by 2030, addressing various issues modern societies face (S. K. M. H. C. D. Et al., 2022, p. 92). One of Indonesia's commitments to implementing the SDGs is through Presidential Regulation (Perpres) No. 59 of 2017 on implementing Sustainable Development Goals (Tasya, 2024, p. 130).

The SDGs represent economic activities focused on fulfilling current needs without compromising the ability of future generations to meet their own needs (Soehardi, 2022, pp. 34–35). According to research by Emil Salim (Astuti, 2023, p. 26), sustainable development is a form of development aimed at improving community well-being, ensuring needs are met, and preventing violations of intergenerational equity. This aligns with the provisions of Law No. 32 of 2009 of the Republic of Indonesia on Environmental Protection and Management (Prathama & Risca Evia Nuraini, 2020, pp. 31–32). The core values of sustainable development include economic sustainability, environmental sustainability, social sustainability, and the overall goal of sustainable development (N. M. P. W. L. I. F. Rachman, 2024, pp. 350–351).

**Maqashid Syariah**

The term maqashid as-syariah is a combination of two words, maqashid and as-syariah, where maqashid, in the plural form, originates from (قصد) meaning to bring about something, demand, discrepancy, and goal (Ahyani, 2022, p. 36). According to Ibn al-Manzhur, maqshid is a plural form of istuqamah al-thariq and al-itimad (Busyro, 2019, p. 7). Furthermore, the word as-Syariah etymologically means agama, millah, method, path, and sunnah. Thus, its other meaning refers to the laws of Allah prescribed about creed and laws of action ('aliyah).

Ulama Ibn Asyur mentions the meaning of maqashid syariah as the goal and wisdom desired by Allah SWT (God Almighty) in all implementations of syariah or mostly, where its goal is not specific to a particular issue, but instead has a universal nature (worldly and afterlife). Syatibi Ulama also interprets maqashid syariah as a form of legal piety, as a manifestation of the welfare and goodness of human beings. Based on the above explanation, maqashid syariah is the meaning of wisdom, 'Allah, intention, or benefit that becomes the goal of legal piety by providing comprehensive information to stakeholders (Ali Abdurroziq, Naysa Buri, Muhammad Arief Pramana, 2022, p. 4).

Hukum maqāṣid al-sharī'ah consists of al-Darūrīyah, al-Hājīyah, and al-Taḥsīnīyah. Al-Darūrīyah refers to the essential needs for basic, primary, or most fundamental needs in human life (primary needs), whether related to the maintenance of religious well-being or worldly well-being. Al-Hājīyah refers to supporting needs (secondary) or those needed to avoid difficulties (mashallah). If these needs are unmet, they will not harm human life but will only cause difficulties. Al-Taḥsīnīyah refers to supplementary needs (tertiary) that include complementary well-being and perfection of the two preceding well-being. If these well-being goals are not met, they will not make life difficult or harm human life; they will only make the acquired well-being incomplete or imperfect (Helim, 2019, pp. 25–29).

**Hypothesis Development**

**H1a: Eco Literacy Has a significant positive effect on Brand Image**

The ability to understand natural systems working using restraints is a form of creating sustainable use. In line with research (Hermawan, 2024, p. 1011), good environmental knowledge can affect Brand Image because consumers view Brand Image as the essential part of a product. Research (Salim, 2023, p. 37) shows that consumers with high eco-literacy tend to value brands more in terms of environmental sustainability, resulting in a positive and significant influence. Brands that have consistency in the implementation of sustainable development and transparency about environmental impacts will be easier for consumers to trust, with eco-literacy high, which has a positive and significant effect (Aqmala, 2021). This

is also reinforced by the research conducted (Hermawan, 2024) that eco-literacy positively affects Brand Image, highlighting the commitment to the environment so that consumers can distinguish other brands that are interested in environmental issues.

**H1b: Eco Literacy have a significant positive effect on Green Product Knowledge**

Ecoliteracy is a level of awareness that can influence humans in maintaining and preserving the environment. Research (Hayu, 2024, p. 472) found that environmental knowledge (eco-literacy) significantly influences Green Purchase Intention. Other research found that the value of the estimated parameter eco-literacy towards Green Product Knowledge shows significant influence (Najib, 2020, p. 28). This shows that consumers who are strongly concerned about the environment will tend to consume green products. Different research (Saleky & Souisa, 2019, p. 19)mention eco-literacy and Green Products have an indirect influence on purchasing decisions through Green Lifestyle because Green Lifestyle is not a good mediator for eco-literacy and Green Purchase Knowledge in consumer decision-making on environmentally friendly products.

**H2a: Brand Image has a significant positive effect on Green Purchasing**

The image formed in the consumer's mind of a product brand is one of the critical components in attracting more customers, which is in line with the findings made by (Aqmala, 2021, p. 73); Green Brand Image has a positive and significant effect on purchasing decisions on use The Body Shop in Semarang City. Research (Hadiwidjojo, 2020, p. 11) explains that Brand Image product The Body Shop has a positive effect that is not significant to Green Purchase Intention Because there is a lack of adequate information to shape consumer perceptions, even though The Body Shop has a brand image as environmental conservation by recycling used packaging. A study conducted by (Zusrony et al., 2024, p. 6263) states that the variable Brand Image has a positive and significant influence on the purchase decision of multinational companies in the F&B sector in the city of Semarang. Research findings (Sutar, 2020, p. 45) show that variable brand image positively and significantly influences purchase decisions. When a brand image shows higher levels of brand image, the purchase decision improves.

**H2B: Green Product Knowledge have a positive effect on Green Purchasing**

Consumers' ability to find information about the use of environmentally friendly products plays a vital role in preventing environmental pollution. There have been many forms of consideration from various products on the market that apply environmentally friendly concepts, such as glasses, clothing, cosmetics, drinks, food, and others. Research conducted by (Hashim Zameer, 2022, p. 635), the role of green innovation, environmental awareness and

knowledge of green products on the purchase intention of green products is determined by the significant relationship between knowledge about green products and purchase intention. Research (Wulandari & Miswanto, 2022, p. 15) explaining more and more information that consumers have about Green Product will further convince them of the benefits provided by Green Product.

A study by (Mensah, 2021, p. 8) also mentioned that consumer intention plays a vital role in encouraging commitment, which refers to thinking towards their purchase planning. The scope of aspects that trigger consumers' thinking about green products, price, availability, value, and quality significantly affect green purchase intentions. Therefore, consumers who consider environmental issues will tend to pay more for green products, so a level of awareness of green products must be created to bring consumers towards sustainable development Green Product. This is also reinforced by the research conducted (Jialing Lin, Yubo Huang, 2023, p. 9) that the more people know the characteristics of green products, the greater their desire to buy these products. However, research shows that the practice of greenwashing can cause consumer scepticism, which will reduce Green Purchasing even though consumers have Green Product Knowledge (Chang, 2013, pp. 492–493).

**H3: Eco-literacy significantly strengthens the relationship between green product knowledge and green purchasing.**

Has been reported in a study entitled "Green Life Style As a Mediator Ecoliteracy and Green Product Knowledge On Consumer Purchase Decisions in Ambon City" shows that the direct influence of eco-literacy and green Product Knowledge turns out to be greater than the indirect influence through Green Lifestyle. This means that the consumer's decision to purchase a green product is more influenced by eco-literacy and green product knowledge than by a green lifestyle (Saleky & Souisa, 2019, p. 19). Research studies (Abdillah, 2020, p. 5) show that variable eco-literacy influences variables such as green purchasing, given the importance of maintaining a balance between the environment and daily needs. Research (Wulandari & Miswanto, 2022, p. 240), eco-literacy has a positive influence in helping to strengthen a desire that is not just about finding out about Green Product Knowledge but also directly practising Green Purchasing. A study conducted by (Hayu, 2024, p. 472) also mentions that individuals with higher ecological literacy tend to understand better the environmental benefits of green products, which in turn positively influences their purchasing decisions. Thus, encouraging consumers to make purchases of green products will make it better and more accessible for marketers and manufacturers to improve eco-literacy and green product knowledge among consumers.

**H4: Eco-literacy significantly strengthens the relationship between brand image and green purchasing**

Research studies (Wibisono, 2024, p. 70) found a positive and significant influence of eco-literacy in moderating the relationship between Brand Image and Green Purchase of Green Products, which is that eco-literacy strengthens the relationship between Brand Image and also Green Purchase of Green Products. A study found that the influence of eco-friendly brands has a positive effect on environmentally friendly purchase intentions, while eco-friendly brand associations and attitudes to eco-literacy mediate the relationship between eco-brand influence and eco-friendly product purchase intent (Putri, 2023, pp. 884–885). Findings that are in line with previous findings (Novia, 2020, p. 94), such as ecological labelling, environmental awareness, and eco-friendly brand image, significantly influence consumers' purchasing decisions towards eco-friendly products. This study emphasizes the role of environmental awareness and ecological labelling in strengthening the image of environmentally friendly brands and influencing consumer behaviour towards sustainable products.
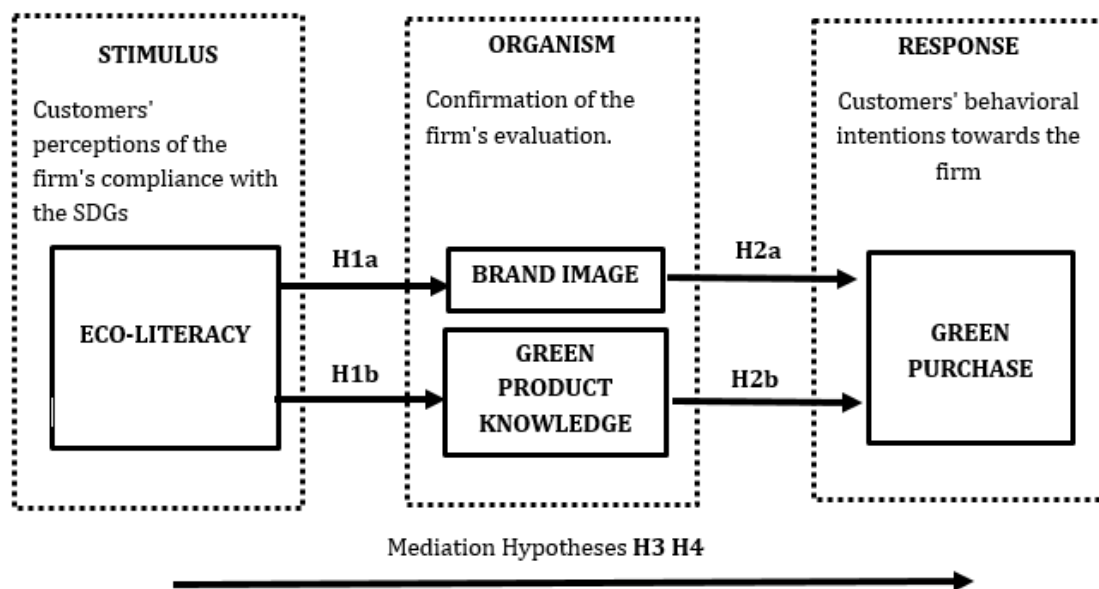
## 3. METHODS

This research employs quantitative methods and an inductive analytical approach. Data collection is conducted through surveys

**Table 1 Indicators of variable questions**

| Variable | Indicator | Statement | Survey Instrument |
|---|---|---|---|
| Eco-Literacy (X) | 1. Knowledge | 1. I know green products.<br>2. I actively participate in protecting the environment. | Likert Scale |
| | 2. Attitude | 3. I am aware of environmental issues.<br>4. I prefer products made with green materials. | Likert Scale |
| | 3. Behavior | 5. I choose food from places with a healthy environment.<br>6. I prefer natural and green products. | Likert Scale |
| Brand Image (M1) | 1. Recognition | 1. I choose to use products from well-known brands. | Likert Scale |
| | 2. Reputation | 2. The product I use has a good reputation. | Likert Scale |
| | 3. Affinity | 3. I repurchase products that I have used before. | Likert Scale |
| Green Product Knowledge (M2) | 1. Product Perception | 1. I use products made from green raw materials.<br>2. I ensure that the product I use does not harm the environment. | Likert Scale |
| | 2. Packaging | 3. I appreciate products made from green materials.<br>4. I reuse product packaging for recycling purposes. | Likert Scale |
| | 3. Product Label | 5. I buy products that have slogans promoting green practices.<br>6. I trust products with a reputation for green sustainability. | Likert Scale |
| Green Purchase (Y) | 1. Transaction Interest | 1. I often buy green products that are safe for the environment.<br>2. I prefer products with certifications for being green and sustainable. | Likert Scale |
| | 2. Reference Interest | 3. I frequently buy green products that are considered environmentally friendly.<br>4. I recommend green products to my friends and family. | Likert Scale |
| | 3. Explorative Interest | 5. I choose products with green packaging.<br>6. I look for more information about green products that support sustainability. | Likert Scale |

The data analysis method uses SEM (Structural Equation Modeling). This study was conducted on individuals engaging in the consumption of essential goods. Since the population size is not precisely known, the sample size was determined using the formula for unknown populations as follows:

$$n = \frac{Z^2}{4\mu^2}$$

Explanation :
N = Sample Size
Z = The level of confidence required for the sample in the research
μ = margin of error, a tolerated error rate (5%)

Therefore, the sample size for this study is calculated as:

$$n = \frac{1,96^2}{4(0,5)^2}$$

= 96.4 or 96 respondents

The sampling method used is purposive sampling, a non-random technique in which samples are selected based on specific considerations (Sedarmayanti & Hidayat, 2017:124).

## 4. RESULTS AND DISCUSSION

The results section summarizes the data collected for the study using descriptive statistics and reports the outcomes of relevant inferential statistical analyses (e.g., hypothesis tests) conducted on the data. Report the results in sufficient detail so that the reader can understand which statistical analyses were performed, why they were conducted, and to justify your conclusions. Mention all relevant results, including those that contradict the stated hypotheses.

There is no fixed formula for presenting a study's findings. Therefore, we will first consider general guidelines and then focus on options for reporting descriptive statistics and the results of hypothesis tests.

Present your findings as concisely as possible while providing enough detail to justify your conclusions and enable the reader to understand precisely what you did in terms of data analysis and why. Figures and tables, detached from the main body of the manuscript, often allow for a clear and concise presentation of findings.

**Discussion**

Hypothesis testing in this research is conducted using the Structural Equation Model (SEM) with the Partial Least Squares (PLS) approach. The criteria for accepting or rejecting hypotheses are based on the original sample value. If the original sample value shows a positive number, it can be concluded that there is a positive effect, while a negative number indicates a negative effect. This effect is considered significant if the p-value is less than 0.05 (Jogiyanto & Abdillah, 2019:97). The following presents the results of the hypothesis testing that was conducted with the help of SmartPLS software.

**Table 2 Total Effects**

| Proposal of Hypothesis | | | Original sample | Sample mean | Standard deviation | T statistics | P values |
|---|---|---|---|---|---|---|---|
| H1 | A | Ecolliteracy -> Brand Image | 0.772 | 0.775 | 0.046 | 16.876 | 0.000 |
| | B | Ecolliteracy > Green Product Knowledge | 0.763 | 0.767 | 0.045 | 17.116 | 0.000 |
| H2 | A | Brand Image -> Green procurement | 0.603 | 0.608 | 0.115 | 5.244 | 0.000 |
| | B | Green Product Knowledge > Green Purchasing | 0.333 | 0.329 | 0.114 | 2,919 | 0.004 |
| H3 | | Ecolliteracy -> Green Product Knowledge -> Green Purchasing | 0.254 | 0.252 | 0.088 | 2,874 | 0.004 |
| H4 | | Ecolliteracy -> Brand Image -> Green Purchasing | 0.465 | 0.472 | 0.096 | 4,853 | 0.000 |

**The Effect of Eco-Literacy on Green Product Knowledge**

The test results reveal that the Original Sample value is 0.763, with a p-value of 0.000, indicating a highly significant and positive relationship between eco-literacy and green product knowledge. Eco-literacy plays a pivotal role in shaping consumers' understanding of sustainability-supporting products, aligning with the objectives of Sustainable Development Goal (SDG) 12, which emphasizes responsible consumption and production. Consumers with heightened environmental awareness are more proactive in seeking information about eco-friendly products. They are better equipped to understand the attributes of green products, including their environmental impacts, material compositions, and production processes.

This finding underscores that eco-literacy not only enhances consumer awareness but also deepens their knowledge of green products. Consequently, consumers with high levels of green product knowledge are better equipped to recognize and appreciate the benefits of such products within the framework of sustainability, thereby supporting both SDG 12 and broader environmental sustainability objectives.

The positive relationship between eco-literacy and green product knowledge is closely associated with the principles of hifz al-'aql (protection of intellect) and hifz al-maal (protection of wealth). Eco-literacy empowers consumers to make informed and responsible decisions, safeguarding their wealth by avoiding harmful products and maximizing the advantages of eco-friendly alternatives. This also reflects the prudent use of intellect in acquiring and disseminating beneficial knowledge.

**The Effect of Brand Image on Green Purchase**

The test results indicate an Original Sample value of 0.603, with a p-value of 0.000, demonstrating a significant positive relationship between brand image and green purchasing behaviour. A strong brand image, particularly one reflecting a commitment to sustainability and environmentally conscious practices, is instrumental in fostering consumer trust.

This finding highlights that consumers are more likely to favour products from brands with a strong, positive image over those from less distinguished brands. As such, brand image has a substantial influence on purchasing decisions, particularly within the context of green consumerism.

The impact of brand image on green purchasing behaviour can also be interpreted through the principles of hifz al-maal (protection of wealth) and hifz an-nafs (protection of the soul). A strong brand image tied to sustainability encourages consumers to select environmentally responsible products, safeguarding their wealth by ensuring long-term value and mitigating potential financial losses associated with inferior or environmentally harmful goods. Additionally, green purchasing behaviour associated with reputable, sustainability-driven brands aligns with hifz an-nafs by reducing consumers' exposure to products that may pose health risks or negatively affect their well-being.

**The Mediating Role of Brand Image in the Relationship Between Eco-Literacy and Green Purchase**

The analysis reveals an Original Sample value of 0.465, with a p-value of 0.000, highlighting the significant mediating role of brand image in the relationship between eco-literacy and green purchasing behaviour.

Eco-literacy is an independent variable representing consumers' understanding and awareness of environmental issues. Highly eco-literate consumers tend to be more sensitive to the environmental implications of their choices and are more adept at recognizing brands committed to sustainability. This awareness fosters the development of positive perceptions of such brands, making the brand image a critical mediator. A robust and sustainability-oriented brand image enhances the brand's appeal, encouraging eco-literate consumers to make green purchases.

This mediating relationship underscores the role of brand image in bridging eco-literacy and green purchasing decisions. Eco-literate consumers, equipped with knowledge and guided by a positive brand image, demonstrate greater confidence in purchasing products that align with their sustainability values.

The interplay between eco-literacy, brand image, and green purchasing can be viewed through the lens of Hifz al-'aql and Hifz al-maal. Eco-literate consumers who recognize the value of sustainability-driven brands utilize their intellect to make well-reasoned decisions, reflecting hifz al-'aql. Meanwhile, their commitment to supporting brands with strong sustainability credentials safeguards their wealth by ensuring value-oriented and environmentally responsible purchases.

**The Mediating Role of Green Product Knowledge in the Relationship Between Eco-Literacy and Green Purchase**

The test results yield an Original Sample value of 0.254, with a p-value of 0.004, demonstrating that green product knowledge significantly mediates the relationship between eco-literacy and green purchasing behaviour.

This finding suggests that eco-literacy directly influences green purchasing behaviour and indirectly enhances it by improving consumers' understanding of green products. Increased eco-literacy contributes to higher levels of green product knowledge, which in turn strengthens consumers' intentions to engage in green purchasing.

This mediation effect underscores the critical role of eco-literacy in shaping consumers' comprehension of green products, thereby promoting environmentally responsible consumption practices.

## 5. CONCLUSION AND LIMITATION

**Conclusion**

Based on the research findings, eco-literacy significantly impacts several critical aspects of consumer behaviour related to environmentally friendly products. Firstly, consumers with a high level of ecological understanding tend to perceive the brand image of environmentally conscious brands more positively. This indicates that eco-literacy plays a pivotal role in cultivating a favourable brand image. Furthermore, eco-literacy enhances green product knowledge, increasing consumers' awareness of eco-friendly products. This knowledge is critical, as a strong understanding of green products significantly influences purchasing decisions—consumers with more excellent knowledge about green products are likelier to purchase them.

A positive brand image also mediates the relationship between eco-literacy and green purchasing behaviour. A robust ecological understanding fosters a positive brand image and motivates consumers to select and purchase environmentally friendly products. Likewise,

green product knowledge is a mediator; the enhanced understanding derived from eco-literacy further encourages consumers to make environmentally conscious purchasing decisions.

## Limitation

Nonetheless, this study is limited by its small sample size, which may not adequately represent the broader population. Future research should include a larger, more diverse sample to improve the generalizability of these findings. Furthermore, subsequent studies could explore other relevant variables, such as environmental concern, perceived behavioural control, or social influence, to more comprehensively assess their impact on green purchasing behaviour.

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