Vol 3 No. 3 Mei 2026 P-ISSN : 3047-2792 E-ISSN : 3047-2032, Hal 157 - 171

JURNAL ILMIAH MANAJEMEN DAN AKUNTANSI
Halaman Jurnal: https://journal.smartpublisher.id/index.php/jimat
Halaman UTAMA Jurnal : https://journal.smartpublisher.id/

DOI: https://doi.org/10.69714/dyas0394

EXPLORING GREEN BANDWAGON BEHAVIOR IN ECO-FRIENDLY TUMBLER PURCHASE INTENTION

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ABSTRACT

This study examines the influence of materialism and social comparison on green purchase intention through the mediating role of green bandwagon behavior in the context of eco-friendly tumbler products. The growing popularity of sustainable lifestyle products has shifted green consumption beyond environmental concerns toward social and symbolic motivations. A quantitative approach was employed using Structural Equation Modelling–Partial Least Squares (SEM-PLS) based on data collected from 130 Indonesian respondents who were familiar with the Ecentio eco-friendly tumbler brand but had never purchased the product. The results show that materialism and social comparison positively influence green bandwagon behavior, while green bandwagon behavior positively influences green purchase intention. However, green bandwagon behavior does not significantly mediate the relationships between materialism, social comparison, and green purchase intention. These findings suggest that social and status-oriented motivations encourage trend-following behavior but are insufficient to generate strong purchase intentions. Practically, eco-friendly brands should combine social trend marketing with clear communication of product quality, health benefits, and environmental value to strengthen purchase intention.

Keywords: *Materialism; Social Comparison; Green Bandwagon; Purchase Intention; Eco-Friendly*

1. INTRODUCTION

The growing environmental awareness among global consumers has encouraged various industries to adopt environmentally responsible business practices as part of their commitment to sustainability and environmental preservation. Across the world, consumers are increasingly shifting toward sustainable consumption patterns, with approximately 89% of global consumers reporting changes in their purchasing behavior to become more environmentally conscious [21]. Similarly, sustainable consumption has gained substantial momentum in Indonesia. Previous studies reported that 60.5% of Indonesian consumers purchase eco-friendly products as a contribution to environmental preservation, while approximately 84% have purchased or used sustainable products such as reusable dining utensils, eco-friendly packaging, and environmentally friendly household products [16]; [28]. These findings indicate that environmentally responsible consumption has become increasingly integrated into mainstream consumer behavior both globally and nationally.

This growing adoption of sustainable consumption is closely associated with increasing concerns regarding environmental degradation, plastic waste, pollution, deforestation, and greenhouse gas emissions. As consumers become more aware of these environmental challenges, they are increasingly inclined to choose products that minimize environmental impact throughout their lifecycle. Consequently, sustainable consumption is no longer perceived solely as an environmental responsibility but also as a reflection of ethical values, healthy lifestyles, and socially conscious behavior.

Received June 11, 2026; Revised June 20, 2026; Accepted 22 June, 2026; Published June 23, 2026

One product category that has gained substantial popularity within the sustainable consumption movement is the reusable tumbler. The growing concern regarding the environmental impact of single-use cups and disposable beverage containers has encouraged consumers to seek more sustainable alternatives. Disposable cups often contain plastic linings that are difficult to recycle and non-biodegradable, resulting in significant waste accumulation and environmental pollution. Moreover, the production process of disposable cups requires large amounts of natural resources, water, and energy, which contributes to greenhouse gas emissions and environmental degradation. As a result, reusable tumblers have emerged as an environmentally friendly solution due to their durability, reusability, and lower environmental impact compared to disposable products. Eco-friendly tumblers also encourage consumers to reduce plastic waste and participate in more sustainable consumption practices [19].

In recent years, eco-friendly tumblers have evolved beyond their original functional purpose and become lifestyle-oriented products closely associated with identity, self-expression, and contemporary consumption trends. Particularly among younger consumers, reusable tumblers are increasingly perceived as fashionable lifestyle accessories that symbolize modernity, environmental awareness, and social responsibility [6]. The rise of social media platforms has further accelerated this phenomenon, as consumers frequently share lifestyle-related products online to construct and communicate desirable personal identities. Consequently, many consumers purchase eco-friendly tumblers not solely because of environmental concerns but also to follow social trends, gain recognition from peers, and maintain an attractive social image in digital environments [17].

This phenomenon demonstrates that sustainable consumption behavior may increasingly be influenced by symbolic and psychological motivations rather than purely environmental values. In many cases, eco-friendly products function as social symbols that communicate lifestyle preferences, status, and group affiliation. Consumers may adopt environmentally friendly products because such products are associated with socially desirable identities and contemporary trends. As sustainable products become more popular and socially visible, consumers may feel encouraged to purchase similar products to maintain social belonging and avoid feeling excluded from prevailing consumption patterns. This condition has contributed to the emergence of what is commonly referred to as the “green bandwagon” phenomenon.

The green bandwagon phenomenon refers to consumers’ tendency to engage in environmentally friendly purchasing behavior because such behavior is widely adopted, socially accepted, or perceived as trendy within their social environment. The concept originates from the traditional bandwagon effect, which describes individuals’ inclination to adopt products, behaviors, or beliefs because many other people are already doing so [20]. Within the context of sustainable consumption, green bandwagon behavior occurs when consumers purchase eco-friendly products to follow social trends, conform to social expectations, or gain social acceptance rather than because of deep environmental commitment.

In this study, green bandwagon behavior refers to consumers’ tendency to purchase eco-friendly products because they are popular, widely used by peers, or endorsed by public figures [1]. This phenomenon has become increasingly relevant in the digital era, where social media platforms amplify peer influence and trend diffusion. Consequently, products endorsed by influencers, celebrities, or online communities often become symbols of desirable lifestyles that encourage consumers to adopt similar consumption patterns. The increasing popularity of eco-friendly tumblers illustrates how green bandwagon behavior may influence purchasing decisions. As reusable tumblers become increasingly visible in social and digital environments, consumers may purchase them not only for environmental reasons but also for social approval and trend conformity.

Consumers’ intentions to purchase environmentally friendly products are generally influenced by various internal and external factors that interact in shaping sustainable consumption behavior [1]. External factors include social influence, trends, peer pressure, celebrity endorsement, and collective consumption patterns that encourage consumers to adopt environmentally friendly products because such products are socially recognized and widely accepted. In contrast, internal factors involve consumers’ personal values, psychological motivations, and individual characteristics that shape their purchasing decisions. Among the internal factors frequently associated with symbolic and socially motivated consumption behavior are materialism and social comparison.

Materialism refers to individuals’ tendency to place high importance on material possessions as symbols of success, happiness, and achievement. Materialistic consumers often evaluate themselves and others based

on ownership of desirable products and visible consumption patterns. According to [22], individuals with strong materialistic values tend to perceive products as tools for communicating social status, personal identity, and lifestyle preferences. In the context of eco-friendly consumption, materialistic consumers may purchase environmentally friendly products not solely because of ecological concern but because such products are perceived as trendy, prestigious, and socially valued. When eco-friendly products become associated with modern lifestyles and positive social identities, materialistic tendencies may paradoxically encourage sustainable product adoption [22].

Similarly, social comparison may also play an important role in shaping consumers' green purchasing behavior. Social comparison refers to individuals' tendency to evaluate themselves by comparing their attitudes, achievements, and behaviors with those of others. Consumers frequently observe the consumption patterns of peers, influencers, or social groups and use such observations as reference points for their own purchasing decisions. [15] argued that social comparison can motivate individuals to purchase products perceived as socially desirable, prestigious, or widely accepted. In the context of eco-friendly tumbler consumption, consumers may feel motivated to purchase environmentally friendly products when they observe others within their social environment using similar products [15]. Through this process, green consumption becomes intertwined with social visibility, peer influence, and identity construction.

The relationship between materialism, social comparison, and green consumption behavior presents an interesting paradox within contemporary consumer culture. Although materialism has traditionally been associated with excessive consumption and self-oriented motivations that contradict environmental sustainability principles, recent studies suggest that materialistic and green values are not always mutually exclusive. Environmentally friendly products may carry symbolic prestige and social value, allowing consumers to satisfy both sustainability aspirations and status-oriented motivations simultaneously. This phenomenon is particularly evident among younger consumers who are highly exposed to social media and influencer culture. Through platforms such as Instagram and TikTok, sustainable products increasingly function as symbols of identity, lifestyle, and social belonging, making eco-friendly products attractive to consumers seeking social recognition and self-enhancement.

Despite the growing relevance of psychological and social motivations in green consumption behavior, previous studies have predominantly focused on environmental concern, environmental awareness, green attitudes, and perceived environmental responsibility as the primary determinants of green purchase intention [5]; [12]; [29]. Although these variables remain important, such approaches may not fully capture the increasingly symbolic and socially driven nature of contemporary sustainable consumption. In reality, many consumers may engage in green consumption not only because they genuinely care about environmental sustainability but also because environmentally friendly products help them achieve social recognition, lifestyle conformity, and positive self-presentation.

Previous research has extensively examined the roles of materialism, social comparison, and bandwagon effects in contexts such as luxury consumption, fashion products, status consumption, and lifestyle-oriented purchasing behavior [1]; [4]; [27]. However, limited studies have investigated how these variables interact within the context of green consumption behavior, particularly regarding eco-friendly tumbler products. Existing studies on sustainable consumption rarely integrate psychological factors such as materialism and social comparison with socially driven phenomena like green bandwagon behavior into a single conceptual framework. Consequently, there remains a significant research gap regarding how symbolic and social motivations influence consumers' intentions to purchase environmentally friendly products.

This research addresses the identified gap by examining the influence of materialism and social comparison on green purchase intention through the mediating role of green bandwagon behavior in the context of eco-friendly tumbler products. Specifically, this study focuses on Ecentio, an Indonesian lifestyle brand offering eco-friendly foodware products. Ecentio has gained considerable visibility among young consumers and achieved strong sales performance in the Indonesian eco-friendly tumbler market [30]; [31]. The brand is associated with a modern lifestyle and maintains a strong presence through social media, influencer marketing, and user-generated content [31]. These characteristics make Ecentio an appropriate context for examining green bandwagon behavior, where environmentally friendly consumption is influenced by both sustainability concerns and social motivations.

Based on the theoretical framework and previous empirical findings, this study proposes the following hypotheses:

H1: Materialism positively influences Green Bandwagon Behavior.
H2: Social Comparison positively influences Green Bandwagon Behavior.
H3: Green Bandwagon Behavior positively influences Green Purchase Intention.
H4: Green Bandwagon Behavior mediates the relationship between Materialism and Green Purchase Intention.
H5: Green Bandwagon Behavior mediates the relationship between Social Comparison and Green Purchase Intention.

This study employs the Structural Equation Modelling–Partial Least Squares (SEM-PLS) approach to analyze the proposed relationships among variables. By investigating the psychological and social drivers underlying eco-friendly tumbler consumption, this study is expected to contribute theoretically to the literature on green consumer behavior, particularly regarding the integration of symbolic consumption motives into sustainable consumption research. Additionally, the findings are expected to provide practical implications for eco-friendly product companies in developing more effective marketing strategies that align with contemporary consumer behavior trends, especially among younger consumers who are highly influenced by lifestyle identity, social visibility, and digital consumption culture.

2. RESEARCH METHOD

2.1. Research Approach and Design

This study employed a quantitative research approach to examine the influence of materialism and social comparison on green purchase intention through the mediating role of green bandwagon behavior in the context of eco-friendly tumbler products. A quantitative approach was considered appropriate because this study aimed to test causal relationships among variables and evaluate the proposed hypotheses based on empirical data collected from respondents. The study adopted a cross-sectional research design in which data were collected at a single point in time to capture respondents' perceptions, attitudes, and behavioral tendencies related to environmentally friendly consumption behavior.

2.2. Population and Sample

The population of this study consisted of individuals who were familiar with the Ecentio brand. The sampling process employed a purposive sampling technique, which allows researchers to select respondents based on specific criteria relevant to the objectives of the study. The criteria established in this research were respondents who were aware of or familiar with Ecentio eco-friendly tumbler products but had never purchased the products before. In this study, familiarity was operationally defined as respondents who had previously encountered the Ecentio brand through social media platforms, online marketplaces, advertisements, recommendations from others, or direct exposure to the product, and possessed basic knowledge regarding the brand or its eco-friendly tumbler products. This criterion was considered important because the study aimed to investigate green purchase intention rather than post-purchase behavior or customer satisfaction. By focusing on potential consumers who had not yet purchased the product, the study sought to capture the psychological and social factors influencing consumers' intention formation toward eco-friendly products.

A total of 130 respondents participated in this study. Data collection was conducted from February to March 2026 through an online questionnaire distributed using Google Forms across several regions in Indonesia. Online distribution was selected because it enabled wider geographical reach, efficient data collection, and easier access to respondents who actively engage with digital platforms and contemporary lifestyle trends.

2.3. Data Collection

This study utilized primary data obtained directly from respondents through self-administered questionnaires. The questionnaire was designed to measure respondents' perceptions regarding materialism, social comparison, green bandwagon behavior, and green purchase intention. All measurement items were adapted from previous studies conducted by [1] to ensure content validity and theoretical consistency [1]. The questionnaire employed a five-point Likert scale, where 1 represented "strongly disagree" and 5 represented "strongly agree." The use of the Likert scale allowed respondents to express varying levels of agreement regarding the statements provided in the questionnaire. Before distributing the questionnaire on a larger scale, the measurement items were reviewed to ensure clarity, readability, and suitability within the context of eco-friendly tumbler consumption behavior in Indonesia.

2.4. Measurement of Variables

The research instrument consisted of four main variables. Materialism was measured using five indicators reflecting consumers' tendency to value possessions, luxury, and ownership as symbols of success, happiness, and social achievement. Social comparison was measured using five indicators related to individuals' tendency to evaluate themselves by comparing their lifestyles, possessions, and purchasing behavior with those of others. Green bandwagon behavior was measured through five indicators assessing consumers' tendency to purchase environmentally friendly products because such products are popular, socially accepted, or widely used by peers and public figures. Finally, green purchase intention was measured using five indicators related to consumers' willingness, consideration, and likelihood of purchasing eco-friendly tumbler products in the future. These indicators collectively enabled the study to capture both the psychological and social dimensions of sustainable consumption behavior.

2.5. Conceptual Model

The conceptual framework of this study proposes that materialism and social comparison function as exogenous variables influencing green bandwagon behavior, which subsequently affects green purchase intention as the endogenous variable. Furthermore, green bandwagon behavior was proposed as a mediating variable that explains the indirect influence of materialism and social comparison on green purchase intention. Based on this framework, five hypotheses were formulated to examine both direct and indirect relationships among variables. The proposed model aimed to provide a more comprehensive understanding of how psychological and social motivations contribute to environmentally friendly purchasing behavior, particularly within the increasingly trend-driven and lifestyle-oriented market for eco-friendly products.

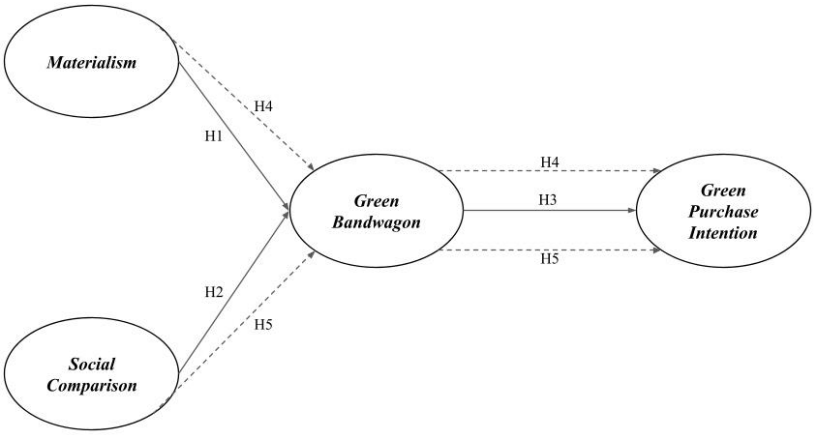

Figure 1. Conceptual Model

2.5.1 Materialism and Green Bandwagon Effect

Materialism refers to individuals' tendency to place importance on possessions as symbols of success, status, and achievement [1]. Although materialism is often viewed as inconsistent with environmental values [14], materialistic consumers may still adopt green products when such products provide social visibility and prestige. Previous research suggests that individuals with stronger materialistic values are more likely to purchase visible green products that enhance their social image [8]. Because the bandwagon effect reflects consumers' tendency to follow socially endorsed consumption trends [1], materialistic individuals may be more inclined to adopt popular eco-friendly products. Therefore, this study proposes the following hypothesis:

H1. Materialism has a positive effect on the green bandwagon effect.

2.5.2 Materialism and Green Bandwagon Effect

Social comparison refers to individuals' tendency to evaluate themselves relative to others [1]. In contemporary consumption settings, this process is increasingly shaped by social media, where consumers are frequently exposed to others' lifestyles and purchasing behaviors [15]. When environmentally friendly products become popular within a reference group, individuals who engage in social comparison may feel motivated to adopt similar products to maintain social alignment. Therefore, this study proposes the following hypothesis:

H2. Social comparison has a positive effect on the green bandwagon effect.

2.5.3 Green Bandwagon Effect and Green Purchase Intention

Green purchase intention reflects consumers' willingness to purchase environmentally friendly products. The bandwagon effect may strengthen this intention because products associated with popular social trends and desirable reference groups tend to become more attractive to consumers [1]. As green consumption becomes increasingly visible and socially endorsed, consumers may be more willing to purchase eco-friendly products in order to align with prevailing social norms. Therefore, this study proposes the following hypothesis:

H3. The green bandwagon effect has a positive effect on green purchase intention.

2.5.4 Materialism, Green Bandwagon Effect, and Green Purchase Intention

Although materialism has been found to negatively influence the awareness of consequences and the moral norms that typically drive deliberate, value-based environmental behavior [10], and although materialistic and green values are often described as being in direct conflict with one another [14], materialism does not appear to entirely suppress green purchase intention; rather, it appears to redirect it toward a different psychological pathway. Materialistic consumers have been shown to substitute genuine, everyday pro-environmental behavior with the pursuit of visible, high-status green purchases that allow them to be "green to be seen" [8], a motive that is conceptually consistent with the bandwagon effect's emphasis on conformity and reference-group approval [1]. This suggests that the bandwagon effect functions as the mechanism through which materialism, despite its weak or even negative direct relationship with genuine environmental concern, is nonetheless channeled into a positive effect on green purchase intention. Therefore, this study proposes the following hypothesis:

H4. Green Bandwagon Behavior mediates the relationship between Materialism and Green Purchase Intention.

2.5.5 Social Comparison, Green Bandwagon Effect, and Green Purchase Intention

Social comparison drives individuals to align their behavior with the perceived norms of their reference group, including descriptive norms (how others act) and injunctive norms (what others are expected to do), both of which have been found to give green products added social value and to strengthen consumers' favorable attitudes toward purchasing them [25]. Consumers who detect that sustainable choices are valued or practiced among their peers tend to adopt matching behavior, which in turn reinforces their own green purchase intention [25], a pattern further amplified within social media environments where comparison and image-related motivations are particularly salient [15]. Because this matching behavior is precisely what defines the bandwagon effect â€" adopting the choices of others to gain approval and avoid appearing out of step with the group [1] â€" the bandwagon effect is expected to serve as the mechanism that channels the pressure generated by social comparison into a positive effect on green purchase intention. Therefore, this study proposes the following hypothesis:

H5. Green Bandwagon Behavior mediates the relationship between Social Comparison and Green Purchase Intention.

2.6. Data Analysis Technique

Data analysis in this study was conducted using the Structural Equation Modelling–Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS 3 software. SEM-PLS was selected because it is considered suitable for predictive research models, exploratory studies, and analyses involving relatively complex relationships among multiple latent variables. In addition, SEM-PLS is appropriate for studies with relatively small sample sizes and does not require strict assumptions regarding normal data distribution. This analytical approach also enables simultaneous evaluation of both the measurement model and the structural model, allowing researchers to assess the reliability and validity of constructs while testing hypothesized relationships among variables.

The analysis process consisted of two main stages, namely evaluation of the outer model and evaluation of the inner model. The outer model assessment was conducted to evaluate the quality of the measurement model through convergent validity, discriminant validity, and reliability testing. Convergent validity was assessed using factor loading values and Average Variance Extracted (AVE), where factor loadings above 0.70 and AVE values above 0.50 indicated satisfactory validity. Reliability testing was conducted using Cronbach's Alpha and Composite Reliability values, with values above 0.70 indicating acceptable internal consistency. Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT) to ensure that each construct was empirically distinct from the others.

Meanwhile, the inner model assessment was conducted to evaluate the structural relationships among variables and test the proposed hypotheses. The inner model analysis included the coefficient of determination (R-square), path coefficient analysis, effect size analysis (f-square), and mediation testing through specific indirect effect analysis. Hypothesis testing was performed using the bootstrapping procedure to determine the significance of the relationships among variables based on t-statistics and p-values. Through this analytical procedure, the study aimed to examine whether materialism and social comparison significantly influence green bandwagon behavior and whether green bandwagon behavior subsequently influences green purchase intention toward eco-friendly Ecentio tumbler products. Additionally, mediation testing was conducted to determine whether green bandwagon behavior functions as an intervening mechanism linking materialism and social comparison with consumers' green purchase intention.

Table 1. Variable Measurement

Variable	Variable Measurement	Resources
Materialism	1. Enjoy spending money on unnecessary things	[1]
	2. Enjoy luxury in life	
	3. Life would be better if they had some things they do not have	
	4. Happier if they could buy a lot of things	
	5. Likes to have things that can impress people	
Social Comparison	1. Often compare myself to others in terms of accomplishments in life	[1]
	2. Always concern with how they do something compared to how others do it	
	3. Often talk to others about opinions and experiences that they have in common	
	4. Notice what their close friends buy	
	5. Notice wealthier friends and see what they buy	
Green Bandwagon	1. Purchase environmentally friendly products to integrate into the social groups that I aspire to belong to	[1]
	2. Prefer eco-friendly brands that are purchased by other people	
	3. Like to have environmentally friendly products used by celebrities	
	4. Purchase environmentally friendly products that are highly popular	
	5. Use environmentally friendly products that are widely recognized by many people	
Purchase Intention	1. Intend to purchase the product	[1]
	2. Interested in purchasing the product	
	3. Will consider purchasing the product	
	4. Plan to purchase the product	
	5. Is likely to make a purchase transaction for the product	

3. RESULTS AND DISCUSSIONS

3.1. Result

The evaluation of the measurement and structural models was conducted using SEM-PLS. Convergent validity was assessed using factor loadings (>0.70) and Average Variance Extracted (AVE >0.50), reliability was assessed using Cronbach's Alpha and Composite Reliability (>0.70), discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT <0.90), and multicollinearity was assessed

using Variance Inflation Factor (VIF <5). Hypothesis testing was conducted through bootstrapping, with relationships considered significant when p-values were below 0.05.

Respondents' profile. A total of 130 respondents participated in this study. Based on Table 2, most respondents were female (65.38%), aged 18–24 years (60.00%), and either Senior High School graduates (41.54%) or Bachelor degree holders (40.00%). Students constituted the largest occupational group (46.92%), followed by general employees (34.62%). Overall, the sample was dominated by young consumers who represent a key market segment for eco-friendly lifestyle products.

Table 2. Respondents' Profile

Profile	Classification	Numbers	Percentage (%)
Gender	Male	45	34.62
	Female	85	65.38
Age	18 – 24 Tahun	78	60.00
	25 – 31 Tahun	36	27.69
	32 – 38 Tahun	10	7.69
	39 – 45 Tahun	3	2.31
	>45 Tahun	3	2.31
Educational Background	Senior High School Diploma	54	41.54
	Associate Degree	14	10.77
	Bachelor Degree	52	40.00
	Postgraduate Degree	10	7.69
Occupation	General Employee (Civil Servants/Private Sector/State-Owned Enterprise)	45	34.62
	Students	61	46.92
	Entrepreneur	7	5.38
	Housewife	4	3.08
	Unemployed	13	10.00

Validity and reliability. Based on Table 3, all indicators showed factor loading values above 0.70, ranging from 0.716 to 0.897, indicating that all indicators adequately measured their respective constructs. The Materialism variable showed Cronbach's Alpha and Composite Reliability values of 0.820 and 0.874, respectively, with an AVE value of 0.582. Social Comparison demonstrated Cronbach's Alpha of 0.834, Composite Reliability of 0.883, and AVE of 0.601. Meanwhile, Green Bandwagon showed Cronbach's Alpha of 0.854, Composite Reliability of 0.896, and AVE of 0.633. Green Purchase Intention demonstrated the highest reliability values, with Cronbach's Alpha of 0.914, Composite Reliability of 0.936, and AVE of 0.744. All constructs met the established validity and reliability criteria.

Table 3. Validity and Reliability Test Result

Items	Factor Loading	Cronbach's Alpha	AVE	Composite Reliability
M1	0,716	0,820	0,582	0,874
M2	0,729			
M3	0,764			
M4	0,795			
M5	0,805			
SC1	0,799	0,834	0,601	0,883
SC2	0,751			

Items	Factor Loading	Cronbach's Alpha	AVE	Composite Reliability
SC3	0,747			
SC4	0,766			
SC5	0,812			
GB1	0,750			
GB2	0,804			
GB3	0,831	0,854	0,633	0,896
GB4	0,823			
GB5	0,767			
GPI1	0,859			
GPI2	0,897			
GPI3	0,828	0,914	0,744	0,936
GPI4	0,867			
GPI5	0,862			

Discriminant validity. Based on Table 4, HTMT values ranged from 0.459 to 0.722. The highest HTMT value was observed between Green Bandwagon and Green Purchase Intention (0.722), while the lowest was observed between Materialism and Green Purchase Intention (0.459). All HTMT values were below the established threshold.

Table 4. HTMT Result

	Green Bandwagon	Green Purchase Intention	Materialism	Social Comparison
Green Bandwagon				
Green Purchase Intention	0,722			
Materialism	0,706	0,459		
Social Comparison	0,667	0,587	0,580	

Multicollinearity Test. The multicollinearity test was conducted using the Variance Inflation Factor (VIF) to evaluate the presence of collinearity among indicators in the model. VIF values below 5 indicate that multicollinearity is not a serious issue within the research model. Based on Table 4, all VIF values ranged from 1.383 to 3.399, which were below the recommended threshold of 5. The highest VIF value was found in indicator GPI2 at 3.399, while the lowest value was found in indicator M1 at 1.383. All VIF values ranged from 1.383 to 3.399 and were below the established threshold.

Table 5. VIF Result

	VIF		VIF		VIF		VIF
M1	1,383	SC1	1,892	GB1	1,707	GPI1	2,907
M2	1,560	SC2	1,632	GB2	1,922	GPI2	3,399
M3	1,743	SC3	1,561	GB3	2,093	GPI3	2,392
M4	1,860	SC4	1,860	GB4	1,995	GPI4	2,983
M5	1,843	SC5	2,089	GB5	1,723	GPI5	2,674

Coefficient of Determination (R-Square). The coefficient of determination (R-square) measures the extent to which endogenous variables can be explained by exogenous variables within the structural model. Higher R-square values indicate greater explanatory power of the model. Based on Table 6, the R-square value for Green Bandwagon was 0.404, while the R-square value for Green Purchase Intention was 0.593.

Table 6. R-Square Result

	R Square
Green Bandwagon	0.404
Green Purchase Intention	0.593

Path coefficient. Path coefficient analysis was conducted to examine the direction and significance of the relationships among variables in the structural model. Hypothesis testing was evaluated using the bootstrapping procedure, where relationships are considered significant if the t-statistic exceeds 1.96 and the p-value is below 0.05. Based on Table 7, Materialism showed a positive and significant effect on Green Bandwagon (β = 0.400, t = 3.503, p = 0.001). Social Comparison also showed a positive and significant effect on Green Bandwagon (β = 0.286, t = 2.335, p = 0.020). In addition, Green Bandwagon demonstrated a positive and significant effect on Green Purchase Intention (β = 0.314, t = 2.214, p = 0.025).

Table 7. Path Coefficient Result

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
M -> GB	0,400	0,410	0,114	3,503	0,001
SC -> GB	0,286	0,283	0,123	2,335	0,020
GB -> GPI	0,314	0,315	0,142	2,214	0,025

Specific Indirect Effect. The mediation effect was examined using the Specific Indirect Effect analysis through the bootstrapping procedure. A mediation effect is considered significant if the p-value is below 0.05. Based on Table 8, the indirect effect of Materialism on Green Purchase Intention through Green Bandwagon showed a coefficient of 0.054 (t = 1.058, p = 0.291). The indirect effect of Social Comparison on Green Purchase Intention through Green Bandwagon showed a coefficient of 0.038 (t = 0.993, p = 0.321). Both indirect effects were not statistically significant.

Table 8. Specific Indirect Effect Result

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
M -> GB -> GPI	0,054	0,057	0,051	1,058	0,291
SC -> GB -> GPI	0,038	0,036	0,039	0,993	0,321

Effect Size (f-Square). The f-square analysis was conducted to evaluate the effect size of exogenous variables on endogenous variables within the structural model. Based on Table 9, the f-square value of Materialism on Green Bandwagon was 0.135, while the effect of Social Comparison on Green Bandwagon was 0.069. The f-square value of Green Bandwagon on Green Purchase Intention was 0.022.

Table 9. f-Square Result

	Green Bandwagon	Green Purchase Intention	Materialism	Social Comparison
Green Bandwagon		0,022		
Green Purchase Intention				
Materialism	0,135	0,023		
Social Comparison	0,069	0,032		

3.2. Discussion

The Role of Materialism on Green Bandwagon Behavior. The analysis revealed that materialism exerts a significant and positive influence on green bandwagon behavior (β = 0.400, T = 3.503, p = 0.001). This finding indicates that individuals with higher materialistic tendencies are more inclined to adopt eco-friendly tumbler products such as those offered by Ecentio, not necessarily driven by deep environmental conviction, but rather as a form of conspicuous consumption aligned with prevailing social trends. Materialistic consumers tend to evaluate their sense of self and social standing through the products they own and display [1], and when eco-friendly products become socially desirable, materialism can paradoxically accelerate green product adoption.

This finding reinforces the argument that materialistic values can encourage the adoption of environmentally friendly products when such products carry symbolic and social value. Previous research has suggested that materialism shapes consumers' engagement with green products [10], while [8] showed that materialistic consumers are motivated to appear environmentally conscious in the eyes of others. In the context of Ecentio tumblers, these motives appear to manifest through bandwagon behavior, where product ownership serves as a visible social signal.

From a theoretical standpoint, this finding aligns with Veblen's notion of conspicuous consumption, wherein consumers purchase goods that signal wealth or social membership rather than pure utility. The eco-friendly tumbler, particularly from brands like Ecentio that emphasize aesthetics and lifestyle identity, becomes an object of social symbolism. [14] noted that materialistic and green values are not always in conflict; in certain consumption contexts, they converge when green products carry social prestige [14]. This duality is evident in the current study's results, suggesting that the green bandwagon phenomenon in the Indonesian market is partly fueled by status-oriented consumption motives.

The Role of Social Comparison on Green Bandwagon Behavior. Social comparison was found to have a significant and positive effect on green bandwagon behavior (β = 0.286, T = 2.335, p = 0.020). This result suggests that when individuals observe peers or reference groups using eco-friendly tumblers, they are motivated to conform to those behaviors, partly to maintain social parity or to project a desirable self-image. Social comparison theory posits that humans instinctively evaluate their attitudes and behaviors relative to others [1], and this evaluative process can stimulate bandwagon dynamics in consumption contexts.

This finding highlights the importance of social observation in shaping environmentally friendly consumption trends. As suggested by [25], green products derive value not only from their functional attributes but also from the social norms surrounding their use. When eco-friendly tumblers become visible within social networks, consumers may feel encouraged to adopt similar behaviors in order to maintain social alignment.

Interestingly, the magnitude of social comparison's influence on green bandwagon behavior (β = 0.286) is somewhat smaller than that of materialism (β = 0.400), which implies that while peer observation is influential, it is the underlying materialistic orientation that more powerfully compels individuals to join the eco-friendly consumption trend. This differentiation has practical relevance for marketers: both status signaling and peer visibility are important drivers, but strategies that tap into consumers' desire for self-enhancement and social belonging through material goods may yield stronger results.

The Role of Green Bandwagon Behavior on Green Purchase Intention. The hypothesis that green bandwagon behavior positively influences green purchase intention was supported (β = 0.314, T = 2.214, p = 0.025). This finding confirms that when consumers align themselves with the prevailing trend of using eco-friendly products, a genuine intention to purchase such products subsequently emerges. Green bandwagon behavior thus functions as a motivational bridge, translating social conformity and trend-following into actual purchase consideration.

This finding suggests that social conformity can function as an important driver of green purchase intention. Rather than purchasing eco-friendly products solely because of environmental concern, consumers may also be influenced by the desire to participate in socially valued consumption trends. This interpretation supports previous evidence that social influence plays a meaningful role in shaping green purchasing decisions [11]; [26].

However, the relatively modest path coefficient (β = 0.134) suggests that while green bandwagon behavior is a statistically significant predictor of green purchase intention, its effect size is comparatively small. This may reflect the distinction between behavioral conformity, adopting trends observed in social environments, and actual purchase readiness, which may be further contingent on factors such as perceived product quality, price sensitivity, and individual environmental values. The intention-behavior gap documented widely in the sustainability literature [18] is consistent with this modest relationship, indicating that trend adoption alone is insufficient to reliably predict purchase intention without the reinforcement of other motivational factors.

The Mediating Role of Green Bandwagon Behavior. Contrary to the initial hypotheses, the results of the specific indirect effect analysis revealed that green bandwagon behavior did not significantly mediate the relationships between materialism and green purchase intention (β = 0.054, T = 1.058, p = 0.291), nor between social comparison and green purchase intention (β = 0.038, T = 0.993, p = 0.321). Both mediation hypotheses were therefore rejected. This finding is one of the notable empirical contributions of the present study, as it challenges the assumption that bandwagon dynamics serve as a reliable transmitting mechanism between materialistic or comparative motivations and actual purchase intention in the green consumption context.

The non-significance of these indirect effects can be explained by two key arguments. First, following a social trend does not necessarily indicate readiness to make a purchase. Although materialism and social comparison significantly encourage consumers to engage in green bandwagon behavior, adopting or supporting a trend at the attitudinal level may not automatically translate into a concrete intention to purchase. Consumers may appreciate the social visibility and symbolic value associated with eco-friendly products without developing a strong commitment to acquire them. This explanation is consistent with the intention–behavior gap frequently observed in sustainable consumption research, where favorable attitudes and social influences do not always lead to purchase intentions or actual purchasing behavior [18].

Second, the unique nature of eco-friendly tumblers may weaken the mediating role of green bandwagon behavior. Unlike luxury or highly conspicuous products, eco-friendly tumblers occupy a position between functional products and lifestyle symbols. While consumers may perceive them as trendy and socially desirable, the purchase decision may still depend on practical considerations such as product quality, usability, perceived value, and price. As a result, social pressure and trend-following behavior alone may be insufficient to transform materialistic and comparative motivations into purchase intention.

The present finding also aligns with previous studies suggesting that social and symbolic motivations do not always serve as effective mechanisms for generating green purchase intention. Similar to findings reported in sustainable consumption research [2], consumers may demonstrate favorable perceptions and social awareness toward environmentally friendly products without progressing to a clear purchasing intention. Therefore, the current study contributes to the literature by showing that green bandwagon behavior functions as an important antecedent of green purchase intention but does not necessarily act as a significant mediating mechanism between individual motivations and purchasing decisions.

Comparative and Theoretical Reflection. The overall pattern of findings, three supported direct effects but two rejected mediation hypotheses, offers important theoretical insight into the psychology of green bandwagon consumption. The results demonstrate that materialism and social comparison are meaningful antecedents of green bandwagon behavior in the eco-friendly product context, replicating and extending the framework of Andriana et al. (2024) from the luxury food domain to sustainable lifestyle products [1]. However, the failure of green bandwagon behavior to mediate the relationships between materialism, social comparison, and green purchase intention suggests that trend-following behavior and purchasing readiness represent distinct psychological processes. While consumers may adopt environmentally friendly trends for social and symbolic reasons, additional motivations are required before those tendencies develop into concrete purchase intentions.

This finding also contributes to the growing debate on the role of social and status-oriented factors in green consumption [10]; [14]. While materialism and social comparison effectively stimulate trend-following behavior, the actual purchase decision appears to be governed by additional variables not captured within this model, such as perceived value, environmental self-identity, or price-quality evaluation [9]; Sustainability, 2024). Future research could extend this model by incorporating such variables to better explain the complete pathway from social-motivational triggers to green purchase intention.

In terms of practical implications, brands like Ecentio should recognize that while their products successfully attract attention through social trends and materialistic cues, converting that bandwagon interest into actual purchase intention requires additional persuasion mechanisms. Marketing strategies that combine social proof and aspirational messaging with concrete value propositions such as product uniqueness, health benefits, and environmental impact communication are likely to be more effective in bridging the gap between trend awareness and purchase commitment [20].

4. CONCLUSION

This study demonstrates that materialism and social comparison significantly influence green bandwagon behavior, while green bandwagon behavior positively affects green purchase intention toward eco-friendly tumbler products. These findings indicate that social and status-oriented motivations play an important role in encouraging consumers to follow environmentally friendly consumption trends.

However, the most important contribution of this study lies in the finding that green bandwagon behavior does not significantly mediate the relationships between materialism, social comparison, and green purchase intention. This result suggests that although consumers may be motivated to follow environmentally friendly trends due to social influence and symbolic considerations, trend-following behavior alone is insufficient to generate strong purchase intentions. From a theoretical perspective, this finding extends the green consumption literature by showing that social-psychological motivations are not automatically translated into purchase intention through bandwagon mechanisms. It also suggests that models of green purchase intention may require additional explanatory variables to fully capture the pathway from social influence to purchasing decisions.

From a managerial perspective, the findings suggest that Ecentio should not rely solely on trend-based marketing strategies or social proof to stimulate purchase intention. Instead, marketing content should combine aesthetic and lifestyle appeal with concrete product information. For example, Ecentio may develop social media content that highlights not only the visual attractiveness and sustainability image of its tumblers but also their material quality, health safety features, durability, and practical benefits in daily use. Such an approach may help convert social interest and trend awareness into stronger purchase intentions. In addition, Ecentio may encourage user-generated content by featuring customer testimonials and real-life usage experiences on social media platforms. Limited-edition product releases or time-limited promotional campaigns may also be used to combine social proof with a sense of scarcity, thereby encouraging consumers to move from trend awareness to actual purchase intention.

This study is subject to several limitations. The sample was restricted to individuals who were familiar with but had never purchased Ecentio products, and the cross-sectional design limits the ability to observe changes in consumer behavior over time. Future research is therefore encouraged to examine broader consumer groups, employ longitudinal approaches, and incorporate additional variables such as perceived value, environmental self-identity, perceived product quality, and social media engagement to provide a more comprehensive explanation of green purchase intention.

Acknowledgements

The authors sincerely appreciate the valuable feedback and constructive comments provided by the anonymous reviewers, which contributed significantly to improving the quality of this article.

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