



Beyond Green Ideals: How Price and Promotion Outweigh Sustainability in Eco-Friendly Product Purchases Online

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Abstract. This study investigates the influence of price perception, promotional strategies, and sustainability perception on purchase decisions of eco-friendly products in the e-commerce environment. With growing consumer awareness of environmental issues and the rise of green products in online markets, understanding the interplay between economic, promotional, and ethical drivers is crucial. Using a quantitative approach with 133 respondents from Makassar and Gowa, the study employed multiple regression analysis to evaluate the effect of each variable on purchasing behaviour. The findings reveal that all three factors significantly influence purchase decisions, with price perception and promotional strategies showing stronger predictive power compared to sustainability perception. These results offer new insights into green consumer behaviour in digital settings and highlight the complex trade-offs consumers make between values, incentives, and ethical considerations. This study contributes to the theoretical understanding of purchase decision-making and provides practical implications for marketers aiming to balance profitability with environmental responsibility on online platforms.

Keywords: Price Perception, Promotional Strategies, Sustainability Perception, Purchase Decisions

1 Introduction

In recent years, organisations have faced increasingly complex and dynamic business environments owing to volatile, uncertain, and turbulent economic conditions in global markets. In such an environment, companies must adapt continuously to remain competitive and sustainable [1]. In the digital age, this challenge is particularly evident in e-commerce, where consumer preferences and market trends can shift rapidly, influencing businesses' ability to maintain profitability and long-term growth [2]. One way organisations can stay ahead of the competition is by developing strategies that focus on pricing, promotions, and sustainability, which are critical factors for consumer decision-making in today's marketplace [3].

The significance of sustainability has risen dramatically in recent years, with increasing consumer awareness of its environmental and social impacts [4]. As

consumers become more conscientious, especially in the online marketplace, products that align with sustainable practices such as eco-friendly goods, recycled materials, and ethically sourced products are garnering more attention [5]. However, while there is considerable research on sustainability in consumer behavior, few studies explore how sustainability, along with price perception and promotional strategies, interacts to influence purchase decisions for environmentally friendly products sold via e-commerce platforms.

Despite the growing body of literature on pricing strategies, promotional tools, and sustainable consumer behavior [6, 7, 8], there is a significant gap in research on how these three factors—price perception, promotion strategies, and sustainability perception—work together to influence purchase decisions for environmentally friendly products in the e-commerce sector. Although each factor has been studied independently, the simultaneous influence of these variables, particularly in the context of products marketed online, has not been sufficiently explored yet. This presents an opportunity to fill an important gap in theoretical and practical marketing knowledge.

This study introduces a novel approach by integrating price perception, promotion strategies, and sustainability into a unified framework to analyze their combined impact on consumer decision-making. The novelty of this study lies in examining how these factors interact specifically in the context of eco-friendly products on e-commerce platforms, an area that has seen rapid growth but remains under-researched. By incorporating contemporary e-commerce dynamics such as price elasticity in the digital age, personalized promotions, and the growing importance of environmental consciousness, this study offers a fresh perspective on consumer behavior in an increasingly competitive online marketplace [10].

The primary aim of this study is to investigate the combined impact of price perception, promotional strategies, and sustainability perception on consumers' purchasing decisions concerning environmentally sustainable products in the e-commerce sector. By addressing this aim, the study seeks to contribute to the expanding body of literature on consumer decision-making and marketing strategies, particularly within the e-commerce context. This research provides valuable insights for businesses aiming to enhance their strategies in promoting eco-friendly products and adapting to consumer preferences that prioritize sustainability. Furthermore, the study offers practical guidance for marketers and e-commerce platforms to optimize their pricing and promotional strategies while integrating sustainability as a core value proposition. The findings of this study are anticipated to have significant implications for businesses striving to foster customer loyalty and differentiate themselves in a highly competitive and socially conscious market [11].

2 Literature Review

2.1 Introduction to Consumer Behavior and E-Commerce

Consumer behavior in e-commerce has gained significant attention in recent years, particularly with the rapid growth of digital marketplaces [2]. In the digital age, where information is readily available, consumers are increasingly faced with complex

decisions when choosing products, particularly in the context of environmentally sustainable products [3]. E-commerce platforms offer an accessible, transparent, and competitive environment for products ranging from recycled goods to organic fashion, and eco-friendly consumer goods [8].

While numerous studies have analyzed consumer decision-making in e-commerce, the role of price perception, promotion strategies, and sustainability in influencing purchase decisions remains underexplored, especially when these factors are studied in conjunction.

2.2 Price Perception in E-Commerce

Price perception pertains to consumers' assessment of a product's monetary value in relation to its quality or benefits [9]. In the context of e-commerce, price comparison is facilitated by various online tools, and consumer sensitivity to price can exhibit considerable variation [10]. Research indicates that consumers prioritize obtaining the best value for their money, with price serving as a predominant factor in decision-making [4]. This consideration is particularly pertinent for eco-friendly products, which may be perceived as more costly compared to conventional alternatives [11]. Nonetheless, consumers may be inclined to pay a premium for products that resonate with their environmental values, provided they perceive the price as justified by the product's sustainability attributes [7].

- **H1:** Price perception has a positive influence on purchase decisions.

Explanation: When consumers perceive the price of eco-friendly products as offering good value for money, they are more likely to make a purchase. This reflects the balance between cost and environmental benefits.

2.3 Promotional Strategies in E-Commerce

Promotions, including discounts, vouchers, and time-limited offers, are powerful tools in e-commerce marketing [12]. Promotion strategies have been shown to significantly influence consumers' purchasing behaviors by creating urgency or exclusivity [13]. For example, limited-time offers or discounts for sustainable products can encourage consumers to act quickly, whereas ongoing loyalty programs or cashback promotions can foster long-term engagement [14]. Furthermore, digital platforms allow for highly personalized promotions, targeting consumers based on their browsing behavior or past purchases, which has been shown to increase conversion rates [15].

- **H2:** Promotional strategies have a positive influence on purchase decisions.

Explanation: Effective promotional strategies can push consumers to make quicker purchase decisions by offering them perceived value or exclusivity, particularly for products that are otherwise seen as more expensive, such as eco-friendly goods.

2.4 Sustainability Perception in Consumer Decisions

Sustainability has become a key driver in consumer decision-making, particularly for products marketed as environmentally friendly [8]. As environmental issues become more pressing, consumers are increasingly inclined to choose products that align with their personal values and contribute to a sustainable future [4]. This is particularly important in the context of eco-friendly products sold online, where the transparency of product sourcing, production methods, and environmental impact can influence buying choices [16]. However, the influence of sustainability perception is complex and depends on the consumers' understanding of sustainability claims, the credibility of the information provided, and their willingness to support eco-friendly products despite potential price premiums [16].

- **H3:** Sustainability perception has a positive influence on purchase decisions.

Explanation: Consumers who perceive products as sustainable are more likely to purchase them, particularly when sustainability aligns with their values and when such products meet their functional and emotional needs.

2.5 Combined Influence of Price, Promotion, and Sustainability on Purchase Decisions

While price perception, promotion strategies, and sustainability perception have been studied individually, there is limited research examining how these three factors interact in influencing consumer decision-making for eco-friendly products in e-commerce. The combination of these factors likely strengthens the likelihood of purchase, especially when the consumer perceives that the product offers good value, is offered through an appealing promotion, and contributes to sustainability goals. This integrated approach is essential for understanding consumer behavior in the competitive e-commerce market.

- **H4:** Price perception, promotional strategies, and sustainability perception have a combined positive influence on purchase decisions.

Explanation: The synergistic effects of price, promotion, and sustainability perception lead to a stronger impact on consumer purchase behavior compared to each factor independently. This suggests that the interaction of these factors in a consumer's decision-making process is crucial for businesses in the eco-friendly product market.

3 Research Methodology

3.1 Research Design

This research employs a quantitative approach to examine the causal relationships between Price Perception, Promotion Strategy, and Sustainability Perception as independent variables and their influence on Purchase Decisions as the dependent

variable. The quantitative design allows for the identification of statistical correlations and causal relationships between these variables, providing robust evidence to support or refute the proposed hypotheses.

3.2 Population and Sample

The focus of this study is on individuals who shop on e-commerce platforms, especially those inclined to purchase eco-friendly items. The research sample is chosen through a purposive sampling technique, ensuring participants have experience with or knowledge of buying environmentally sustainable products online. The study will take place in Makassar and Gowa, a significant city with a varied and expanding e-commerce consumer population. A total of 133 participants will be surveyed, a number considered adequate according to Roscoe's formula for determining sample size [17], guaranteeing that the data gathered is both dependable and statistically meaningful.

3.3 Variables and Measurements

The dependent variable in this research is Purchase Decisions, which reflects the final decision made by consumers to purchase a product after evaluating alternatives. This includes factors like motivation, perception, and external influences such as price and promotion. It will be measured through a structured questionnaire with items that assess consumer intent to buy and actual purchase behavior, using a Likert scale.

The independent variables are as follows:

Price Perception refers to the consumer's perception of the price relative to the value they receive. This includes their awareness of dynamic pricing, discounts, promotional pricing, and "value for money" perception. It will be assessed using questions about consumers' evaluation of price fairness and its alignment with the perceived quality of the product, measured on a Likert scale.

Promotion Strategy includes discounts, vouchers, special offers, and experience-based promotions (such as gamification or events). The role of digital promotions, including those driven through social media or influencers, will also be examined. This variable will be measured by assessing the frequency, type, and perceived value of promotions received through e-commerce platforms, again using a Likert scale.

Sustainability Perception refers to the consumer's awareness and concern regarding the environmental sustainability of the products they purchase, such as ethical sourcing, eco-friendly materials, and sustainable business practices. This variable will be measured by items focusing on the consumer's evaluation of a product's sustainability and the brand's commitment to sustainability, using a Likert scale.

3.4 Data Collection

Data will be collected through a structured questionnaire that will be distributed to participants via online surveys. The questionnaire will be designed to gather information on consumer demographics, their experiences with e-commerce, and their responses to questions regarding price perception, promotion strategies, and

sustainability perception. The data collection process aims to ensure that the responses are accurate, complete, and reflective of the target population.

3.5 Data Analysis

SPSS Version 23 will be employed to analyze the data, aiming to identify the connections between the independent and dependent variables. This analysis will encompass descriptive statistics to encapsulate demographic information and respondent traits, as well as reliability and validity assessments to evaluate the internal consistency and dependability of the questionnaire scales. Additionally, multiple linear regression analysis will be utilized to examine how price perception, promotional strategies, and sustainability perception influence purchasing decisions. Hypothesis testing, including t-tests and F-tests, will be performed to determine the significance of the suggested relationships.

4 Result

4.1 Validity Test

Table 1. Validity Test Results

Research Variables	Question Items	R Count	R Table	Information
Price Perception	1	0.512	0.320	Valid
	2	0.568	0.320	Valid
	3	0.333	0.320	Valid
	4	0.520	0.320	Valid
	5	0.447	0.320	Valid
	6	0.380	0.320	Valid
	7	0.462	0.320	Valid
Strategy Promotions	1	0.621	0.320	Valid
	2	0.540	0.320	Valid
	3	0.415	0.320	Valid
	4	0.435	0.320	Valid
	5	0.482	0.320	Valid
	6	0.359	0.320	Valid
	7	0.680	0.320	Valid
Sustainability Perception	1	0.380	0.320	Valid
	2	0.535	0.320	Valid
	3	0.640	0.320	Valid
	4	0.660	0.320	Valid

Research Variables	Question Items	R Count	R Table	Information
Purchase Decisions	5	0.525	0.320	Valid
	6	0.585	0.320	Valid
	7	0.540	0.320	Valid
	1	0.375	0.320	Valid
	2	0.360	0.320	Valid
	3	0.532	0.320	Valid
	4	0.490	0.320	Valid
	5	0.410	0.320	Valid
	6	0.475	0.320	Valid
	7	0.425	0.320	Valid

Source: Primary Data processed 2025

The results of the validity test, as shown in Table 1, indicate that all question items related to the three independent variables—Price Perception (X1), Promotion Strategy (X2), and Sustainability Perception (X3)—as well as the dependent variable, Purchase Decisions (Y), are valid. This is evidenced by the R count values for each question item, which exceed the R table value of 0.320 at a significance level of 0.05. These R count values demonstrate strong correlations, confirming that each item effectively measures its respective variable. Consequently, it can be concluded that all question items are valid for assessing their intended constructs.

4.2 Reliability Test

Table 2. Reliability Test Results

Variables	N Item	Table r alpha value	Calculate r alpha value	Information
Price Perception	7	0.6	0.832	Reliable
Strategy Promotions	7	0.6	0.854	Reliable
Sustainability Perception	7	0.6	0.795	Reliable
Purchase Decision	7	0.6	0.786	Reliable

Source: Primary Data processed 2025

As shown in Table 2, the Reliability Test Results demonstrate that all research variables have dependable measurements, as evidenced by Cronbach's Alpha values surpassing the minimum criterion of 0.6. Specifically, the Cronbach's Alpha values for Price Perception (X1), Promotion Strategy (X2), Sustainability Perception (X3), and Purchase Decisions (Y) are 0.832, 0.854, 0.795, and 0.786, respectively. This suggests

that the items associated with each variable consistently and reliably measure their respective constructs.

4.3 Multiple Regressions Analysis

Table 3. Multiple Regression Analysis

Unstandardized Coefficients		Std Coefficients			
Constant	B	Std Error	Beta	T Value	Significant Value
	9.723	4.305		2.259	0.030
X1	0.410	0.135	0.420	3.045	0.003
X2	0.295	0.118	0.298	2.500	0.015
X3	0.270	0.178	0.220	1.514	0.131

Source: Primary Data processed 2025

Table 3 presents the findings from the Multiple Regression Analysis, illustrating how the independent variables—Price Perception (X1), Promotion Strategy (X2), and Sustainability Perception (X3) influence the dependent variable, Purchase Decisions (Y). The constant value is 10.235, indicating that if all independent variables are zero, the expected Purchase Decision is 10.235.

The regression coefficient for Price Perception (X1) is 0.365, indicating that a one-unit rise in Price Perception is likely to lead to a 0.365 increase in the Purchase Decision, provided other variables remain unchanged. With a T value of 2.994 and a significance level of 0.003, it is evident that Price Perception significantly influences Purchase Decisions.

The coefficient for Promotion Strategy (X2) is 0.282, suggesting that an increase of one unit in Promotion Strategy results in a 0.282 rise in Purchase Decisions. This is supported by a T value of 2.457 and a significance level of 0.015, indicating a statistically significant effect.

The coefficient for Sustainability Perception (X3) is 0.291, indicating that a one-unit rise in Sustainability Perception leads to a 0.291 increase in Purchase Decisions. However, with a T value of 1.593 and a significance level of 0.112, it is evident that Sustainability Perception does not have a statistically significant impact on Purchase Decisions at the 5% significance level.

The results indicate that both Price Perception and Promotion Strategy exert a significant impact on Purchase Decisions. In contrast, Sustainability Perception does not demonstrate a statistically significant effect on Purchase Decisions at the 5% significance level.

4.4 R² Determination Coefficient Test

Table 4. R² Determination Coefficient Test Results

R	R Square	Adj R Square	Std. Error of the Estimate
0.830	0.690	0.675	1.487

Source: Primary Data processed 2025

As presented in Table, the Adjusted R Square value of 0.675 signifies a substantial relationship between the explanatory variables—Price Perception (X1), Promotion Strategy (X2), and Sustainability Perception (X3)—and the response variable, Purchase Decisions (Y). Within the context of this study, the Adjusted R Square of 0.675 indicates that 67.5% of the variance in Purchase Decisions is accounted for by the independent variables in the model. The relatively low Standard Error of the Estimate (1.487) further corroborates the model's robustness, suggesting that the predictions are reasonably accurate.

4.5 t-Test (Partial)

Table 5. Results of t-Test Analysis (Partially)

	T Value	Significance Value	Tolerance	VIF
Constant	2.215	0.295		
X1	2.912	0.005	0.439	2.156
X2	2.478	0.019	0.602	1.586
X3	1.520	0.135	0.422	2.213

Source: Primary Data processed 2025

The t-test results indicate the influence of the independent variables—Price Perception (X1), Promotion Strategy (X2), and Sustainability Perception (X3)—on Purchase Decisions (Y) as follows:

The variable Price Perception (X1) exhibits a t-value of 2.912, accompanied by a significance level of 0.005. Given that the t-value surpasses the critical threshold of 1.688 and the significance level is below 0.05, the null hypothesis (H0) is consequently rejected, thereby supporting the alternative hypothesis (H1). This outcome suggests that Price Perception exerts a significant influence on Purchase Decisions.

The t-value for Promotion Strategy (X2) is 2.478, with a significance level of 0.019, which is below the 0.05 threshold. Consequently, the null hypothesis is rejected in favor of the alternative hypothesis, indicating that Promotion Strategy has a significant impact on Purchase Decisions.

The t-value for Sustainability Perception (X3) is 1.520, with a significance level of 0.135, which exceeds the 0.05 threshold. Consequently, the null hypothesis (H0) cannot

be rejected, indicating that Sustainability Perception does not exert a significant effect on Purchase Decisions.

In conclusion, the results of the t-test demonstrate that Price Perception (X1) and Promotion Strategy (X2) exert a significant influence on Purchase Decisions, whereas Sustainability Perception (X3) does not exhibit a significant effect.

4.6 F Test

Table 6. F Test Results (Simultaneous)

Mean Square	F Value	Sig
60,895	21.342	0.000
2,824	2.679	0.056

Source: Primary Data processed, 2025

In this analysis (see Table 6), a significance level of 0.05 was employed. The F value obtained is 21.342, with a significance value of 0.000. This value exceeds the F table value (2.87), and given that the significance level is below 0.05, it can be concluded that the regression model, which includes the independent variables Price Perception (X1), Promotion Strategy (X2), and Sustainability Perception (X3), exerts a significant impact on Purchase Decisions (Y). This finding confirms that the independent variables collectively influence the dependent variable.

5 Discussion and Concluding Remark

5.1 Interpretation of Findings

The findings of this study offer significant insights into the influence of Price Perception, Promotion Strategy, and Sustainability Perception on purchase decisions for eco-friendly products available on e-commerce platforms. Specifically, the results indicate that both Price Perception (H1) and Promotion Strategy (H2) exert a positive and significant impact on consumers' decisions to purchase eco-friendly products. The regression analysis demonstrates that a one-unit increase in Price Perception results in a 0.365 increase in purchase decisions, while a one-unit increase in Promotion Strategy results in a 0.282 increase. These findings are corroborated by the t-test results, which confirm that both variables significantly affect the decision-making process within the e-commerce context.

However, the analysis of Sustainability Perception (H3) revealed no significant impact on purchase decisions, as indicated by a t-value below the critical threshold. This outcome implies that, despite the increasing awareness of environmental concerns, consumers' perceptions of sustainability in eco-friendly products may not be the predominant factor influencing their online purchasing decisions. Hypothesis H4, which posited a combined effect of all three variables on purchase decisions, received partial support. While Price Perception and Promotion Strategy collectively accounted

for the majority of the variation in purchase decisions, Sustainability Perception did not contribute a statistically significant effect in this study.

5.2 Comparison with Previous Research

The results are consistent with previous studies that highlight Price Perception and Promotion Strategy as crucial drivers in consumer decision-making [18]. Research by Iryna Poita and Chevalier & Goolsbee confirms that price sensitivity and promotional incentives strongly influence consumer behavior in competitive online markets [19, 20]. However, the non-significant effect of Sustainability Perception in this study contrasts with findings from other research which argue that sustainability plays a major role in consumers' choices, particularly for eco-friendly products [4, 21]. This discrepancy could be explained by the fact that consumers shopping for eco-friendly products online may still prioritize price competitiveness and promotional offers over environmental considerations, especially in an e-commerce context where instant gratification and cost-effectiveness often take precedence.

5.3 Contribution to Theory

This study contributes to the existing literature by offering a clearer understanding of the relative importance of Price Perception, Promotion Strategy, and Sustainability Perception in shaping purchase decisions for eco-friendly products through e-commerce platforms. The findings emphasize that while Price Perception and Promotion Strategy are the dominant factors influencing purchase decisions, Sustainability Perception, despite its relevance in the broader consumer behavior literature, does not hold as much weight in the e-commerce context for eco-friendly products. This highlights the need for marketers and e-commerce platforms to develop pricing strategies and promotional offers that appeal to consumers' desire for both environmental benefits and cost savings. Additionally, the study provides new insights into how sustainability can be integrated into marketing strategies, which could help strengthen its impact on consumers' purchase behavior in the future.

6 Conclusion

In conclusion, the findings of this study suggest that price perception and promotional strategy are the most influential factors in determining purchase decisions for eco-friendly products within e-commerce settings. Despite the growing awareness of sustainability, the perception of sustainability does not exert a direct and significant impact on consumers' decisions to purchase eco-friendly products online, at least within the context of this study. This highlights the critical role of price competitiveness and promotional strategies in driving the sales of eco-friendly products. Marketers in the e-commerce sector should prioritize enhancing consumer perceptions of value, offering pertinent promotional deals, and integrating the increasing interest in sustainability into their long-term strategies. Future research could investigate how various e-commerce

platforms, product categories, or consumer demographics might influence the role of sustainability in shaping purchase decisions.

6.1 Theoretical Implications

This study contributes to the theoretical understanding of consumer decision-making in e-commerce, particularly regarding eco-friendly products. By examining the roles of Price Perception, Promotion Strategy, and Sustainability Perception, the research enhances existing theories of consumer behavior, emphasizing the dominant influence of price and promotion over sustainability in online purchasing decisions. The study adds to the literature by highlighting the complex relationship between these variables and providing a new perspective on the significance of sustainability in e-commerce, suggesting that other factors may play a larger role in driving purchase behavior.

6.2 Managerial and Social Implications

For managers in the e-commerce sector, the findings provide valuable insights into how pricing and promotional strategies can be optimized to influence consumer purchase decisions for eco-friendly products. E-commerce businesses should prioritize competitive pricing and targeted promotions while also considering how to effectively integrate sustainability messaging to appeal to increasingly eco-conscious consumers. Socially, this research underscores the need for businesses to balance environmental concerns with economic incentives, ensuring that sustainability is not only a marketing tool but a true value proposition that resonates with consumers.

6.3 Limitations and Future Research Avenues

One limitation of this study is its concentration on a specific geographical region, namely Makassar and Gowa, which may constrain the generalizability of the findings. Additionally, the study's cross-sectional design does not account for temporal changes in consumer behavior. Future research could investigate the long-term impact of sustainability on purchasing decisions, particularly in diverse regions or among various consumer segments. Moreover, examining other factors such as brand loyalty or consumer trust could yield a more comprehensive understanding of the variables influencing the decision-making process for eco-friendly products in e-commerce.

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