

ABSTRACT

This research investigates the effect of green packaging awareness on personal and environmental benefits, mediated by green packaging initiatives and behavior among Subway customers in Bandung. Employing a quantitative method with a causal-descriptive approach, primary data were collected through online questionnaires from respondents at three Subway branches in Buah Batu, Pasir Kaliki, and Dipatiukur between January and March 2025. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The findings reveal significant positive relationships among variables, indicating that higher awareness leads to stronger initiatives, behaviors, and perceived benefits. These results highlight the importance of raising consumer awareness to support sustainable packaging adoption, contributing to environmental sustainability and aligning with future SDGs.

Keywords : *Green packaging awareness, green packaging initiatives, green packaging behavior, SDG's, Green marketing*