

# Green Marketing and Green Purchase Intention: The Mediating Role of Brand Perception

Green Marketing and  
Green Purchase  
Intention

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## ABSTRACT

Green marketing is the marketing of products that are considered safe from an environmental perspective, environmentally friendly marketing that combines various activities such as product redesign, changes in production processes, changes in product packaging used and changes in advertising. This study aims to determine the effect of green marketing on green brand awareness and green brand image, as well as its direct and indirect influence through mediation on environmentally friendly purchasing intentions. This study uses an explanatory research design with a sampling technique using purposive sampling, the number of samples determined using the maximum likelihood estimation formula, and the sample used in this study was 187. Data were processed using PLS. The results of the study indicate that marketing influences green purchasing intentions, green marketing does not influence green brand awareness, green brand awareness influences green purchasing intentions, green brand awareness mediates the influence of green marketing on green purchasing intentions, green marketing influences green brand image, green brand image on green purchasing intentions, green image mediates the influence of green marketing on green purchasing intentions.

**Keywords:** Green Brand Awareness, Green Brand Image, Green Marketing, Green Purchase Intention, Influence.

## ABSTRAK

Pemasaran hijau merupakan pemasaran produk yang dianggap aman dari sudut pandang lingkungan, pemasaran ramah lingkungan menggabungkan berbagai aktivitas seperti desain ulang produk, perubahan proses produksi, perubahan kemasan produk yang digunakan dan perubahan periklanan. Penelitian ini bertujuan untuk mengetahui pengaruh green marketing terhadap green brand awareness dan green brand image, serta pengaruhnya secara langsung dan tidak langsung melalui mediasi terhadap niat pembelian ramah lingkungan. Penelitian ini menggunakan desain penelitian eksplanatori dengan teknik pengambilan sampel menggunakan purposive sampling, jumlah sampel ditentukan menggunakan rumus estimasi kemungkinan maksimum, dan sampel yang digunakan dalam penelitian ini sebanyak 187. Data diolah menggunakan PLS. Hasil penelitian menunjukkan bahwa pemasaran hijau mempengaruhi niat pembelian hijau, pemasaran hijau tidak berpengaruh terhadap kesadaran merek hijau, kesadaran merek hijau mempengaruhi niat pembelian hijau, kesadaran merek hijau memediasi pengaruh pemasaran hijau terhadap niat pembelian hijau, pemasaran hijau mempengaruhi citra merek hijau, citra merek hijau terhadap niat pembelian hijau, citra hijau memediasi pengaruh pemasaran hijau terhadap niat pembelian hijau.

**Kata kunci:** Kesadaran Merek Hijau, Citra Merek Hijau, Pemasaran Hijau, Niat Pembelian Hijau, Pengaruh.

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## **INTRODUCTION**

Green marketing is the marketing of products that are considered safe from an environmental perspective, environmentally friendly marketing combines various activities such as product redesign, changes to the production process, changes to the product packaging used and changes to advertising. Green marketing shows producers' concern for long-term environmental safety. Chen (2010) emphasized that companies that use a green marketing strategy will be able to increase the value that consumers feel when using the product and can reduce the risk of using the product on the environment so that it can increase the product's competitive advantage. Green marketing is a marketing activity in the form of a product marketing strategy that applies problems related to the environment (Wibawa & Warmika, 2019). Through issues that occur in the environment, companies need to implement green marketing strategies as a form of innovative business sustainability. Sravanthi and Reddy (2019) stated that green marketing and green product strategies are implemented by companies to increase opportunities for consumer satisfaction and competitive advantage. Green marketing activities include developing environmentally friendly products, product differentiation, determining promotions and prices according to consumer needs without polluting the environment (Dewi & Rahanatha, 2022).

Green purchase intention is an investment in the future (Doszhanov & Ahmad, 2015). An increase in green purchase intention is marked by the emergence of environmentally friendly products and consumers' desire to take steps to go green and make references to other people regarding green products (Dwipamurti et al., 2018; Alamsyah, 2018). Green purchase intention is the intention that consumers have to support environmentally friendly concepts. Then, have a sense of concern for environmental problems through searching for information and a feeling of interest in a desired product (Ramayah et al., 2010; Haery, 2013; Irpansyah et al., 2019).

Green brand awareness is the ability of consumers' memory to remember environmentally friendly brands based on brand recognition as a green brand which is the result of green associations so that brands are designed according to needs, as well as tendencies (Bagus & Octavia, 2018; Huda, 2019). using a well-known brand allows for a sense of security and consumer awareness and realizing that the product cannot be replaced regarding the impact on the environment (Doszhanov & Ahmad, 2015; Herlina & Ai, 2016). According to Simão and Lisboa (2017) green brand image is consumer perception of a company's commitment to environmental stewardship, and consumers tend to perceive a higher quality of a company's green brand image when the company makes product claims. Kotler and Keller (2012) stated that green brand image can be a set of beliefs, ideas and impressions that consumers have about a product. Green brand image is related to belief in a particular brand based on information related to facts received before consuming the product (Putri & Mood, 2018). If consumers have a positive image of a product, it is likely that consumers will encourage consumer interest in making a purchase. Environmentally friendly brand knowledge provides information about a unique product brand attribute and its benefits for the overall environment for consumers (Shidiq & Widodo, 2018; Apriliani & Aqmala, 2021)

The inconsistency of research results shows that green marketing research conducted by Yahya (2022) states that green marketing has no effect on green purchase intention, research results from Rahmi et al. (2017) state that green brand awareness has no effect on green purchase intention, and green brand image has no significant effect on purchase intention. Based on the inconsistencies in the research results above, the research gap in this study is adding green brand awareness and green brand image as mediating variables for the influence of green marketing on green purchase intention.

This study aims to determine the effect of green marketing on green brand awareness and green brand image, as well as its direct and indirect effects through mediation on environmentally friendly purchase intentions. This study is expected to show that green marketing has a positive and significant effect on green brand awareness and green brand image, in line with many previous findings that highlight that green marketing strategies

are effective in increasing awareness and image of environmentally friendly brands. Thus, this study is expected to confirm that green marketing can increase purchase intentions directly, the influence path through brand awareness and green brand image provides a significant mediation contribution and strengthens the effect.

## **LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT**

### **Green Marketing Influence on Green Purchase Intention**

Green marketing refers to marketing activities that promote products deemed environmentally safe, encompassing not only product attributes but also production processes, packaging, promotion, and distribution methods that aim to minimize environmental damage. It reflects a company's concern for long-term ecological sustainability and serves as a strategic tool for enhancing consumer trust and competitive advantage (Chen, 2010). According to Wibawa and Warmika (2019), green marketing is an innovative approach aligned with environmental issues, enabling businesses to remain sustainable and socially responsible. Dewi and Rahanatha (2022) further add that green marketing includes developing eco-friendly products, differentiating them based on sustainability, and offering pricing and promotional strategies that meet consumer needs without harming the environment.

From a consumer perspective, green marketing can positively influence green purchase intention, which is defined as a person's desire and commitment to choose environmentally friendly products as part of their purchasing decisions (Doszhanov & Ahmad, 2015). This intention is often driven by increased awareness of environmental problems and the desire to contribute to solutions through responsible consumption (Ramayah et al., 2010; Haery, 2013). Empirical evidence supports this relationship. Alhally (2020) and Rohmah and Tobing (2023) found that green marketing has a positive and significant effect on green purchase intention. However, other studies, such as Yahya (2022), reported no significant effect, highlighting inconsistencies that merit further exploration.

H1: Green marketing has a positive influence on green purchase intention.

### **Green Marketing Influence on Green Brand Awareness**

Green marketing refers to the promotion of products that are environmentally safe, involving efforts such as redesigning products, modifying production processes, using eco-friendly packaging, and adjusting promotional strategies (Chen, 2010). These marketing activities not only reflect a company's concern for long-term environmental sustainability but also aim to provide added value to consumers while minimizing environmental harm, ultimately enhancing competitive advantage. Wibawa and Warmika (2019) define green marketing as a strategic marketing approach that integrates environmental concerns, while Sravanthi and Reddy (2019) emphasize that green marketing and green product strategies are implemented to increase customer satisfaction and business sustainability. Dewi and Rahanatha (2022) further note that green marketing involves product differentiation, eco-friendly innovations, and promotional decisions that align with both consumer needs and environmental protection.

One of the expected outcomes of green marketing is the strengthening of green brand awareness defined as a consumer's ability to recall or recognize a brand based on its association with environmental responsibility (Huda, 2019). Green brand awareness also relates to consumers' memory and recognition of eco-friendly product attributes and is associated with a sense of security and loyalty to trusted, environmentally conscious brands (Herlina & Ai, 2016; Bagus & Octavia, 2018; Putri & Mood, 2018). According to Rangkuty (2008) and Laksmi and Wardana (2015), green brand awareness arises from understanding the link between human activity and environmental well-being. Mourad in Putri and Widodo (2024) supports this by stating that green brand awareness involves the ability to remember brand features that reflect a commitment to environmental sustainability.

H2: Green marketing has a positive influence on green brand awareness.

### **Green Brand Awareness Influence on Green Purchase Intention**

Green brand awareness refers to the extent to which consumers can recall and recognize environmentally friendly brands (Huda, 2019). It is built through repeated exposure to green messaging, product features, and sustainable practices that form associative memory in consumers' minds (Bagus & Octavia, 2018; Amallia et al., 2021; Chanda et al., 2023). Consumers who are aware of a green brand tend to associate it with environmental responsibility, trust, and safety. According to Siwu et al. (2023) there is a significant and positive relationship between green brand awareness and green purchase intention. Green purchase intention itself is understood as a forward-looking consumer attitude that reflects both concern for environmental issues and a desire to engage in sustainable consumption (Doszhanov & Ahmad, 2015; Alamsyah, 2018). When consumers are more aware of green brands, they are more likely to perceive the brand as trustworthy and aligned with environmental stewardship, which in turn increases their intention to purchase.

Furthermore, green marketing activities such as environmentally conscious product design, packaging, and communication strategies play a key role in enhancing brand awareness (Chen, 2010; Dewi & Rahanatha, 2022). These efforts increase the visibility of green brands and foster consumer recognition. According to Putri and Mood (2018), using well-known green brands can offer consumers a sense of security, while Herlina & Ai (2016) argue that brand awareness reinforces perceptions of irreplaceability in relation to environmental impact.

H3: Green brand awareness has a positive influence on green purchase intention.

### **The Mediating Role of Brand Awareness**

Green marketing refers to marketing strategies aimed at promoting environmentally friendly products, including redesigning products, adjusting production processes, modifying packaging, and creating responsible advertising campaigns. According to Chen (2010), companies that adopt green marketing can increase perceived consumer value and reduce environmental risk, thereby enhancing competitive advantage. As emphasized by Wibawa and Warmika (2019), green marketing addresses environmental concerns as part of sustainable business innovation, while Sravanthi and Reddy (2019) further note that it offers a strategic pathway to improving consumer satisfaction and firm competitiveness. Dewi and Rahanatha (2022) and Abdillah et al. (2024) add that green marketing activities range from developing eco-friendly products to setting environmentally conscious prices and promotions. One key outcome of green marketing is the development of green brand awareness consumers' ability to recognize and recall brands with environmentally responsible attributes (Huda, 2019; Noor & Mulyana, 2024). Putri and Widodo (2024) found that green marketing has a significant effect on green brand awareness. This awareness stems from brand recognition, environmental associations, and consumer trust in the brand's sustainability (Bagus & Octavia, 2018; Putri & Mood, 2018). Furthermore, brands with strong environmental identities offer a sense of security and irreplaceability in the minds of consumers (Doszhanov & Ahmad, 2015; Herlina & Ai, 2016).

Nadiya and Ishak (2022) demonstrated that green brand awareness positively affects green purchase intention, which refers to consumers' intentions to support and purchase eco-friendly products (Alamsyah, 2018). Green brand awareness, therefore, serves as a cognitive link between environmental marketing efforts and consumer behavior. Considering previous findings that show both direct and inconsistent relationships between green marketing and green purchase intention (Yahya, 2022), this study proposes green brand awareness as a mediating variable to better explain the indirect effect and clarify the relationship pathway.

H4: Green brand awareness mediates the influence of green marketing on green purchase intention.

### **Green Marketing Influence on Green Brand Image**

Green marketing refers to marketing strategies that prioritize environmental sustainability, such as product redesign, eco-friendly packaging, and advertising that highlights environmental values. It reflects a company's commitment to long-term ecological safety and responsible business practices (Chen, 2010). Through green marketing, companies not only address environmental issues but also aim to build trust and loyalty among environmentally conscious consumers (Wibawa & Warmika, 2019). By emphasizing environmentally friendly product attributes and promoting transparency, green marketing enhances the perceived value of the brand and serves as a tool to strengthen competitive advantage (Sravanthi & Reddy, 2019; Dewi & Rahanatha, 2022).

A green brand image represents consumers' perceptions of a company's environmental responsibility and its commitment to sustainability (Yadav & Pathak, 2017; Simão & Lisboa, 2017). It is shaped by consumer beliefs, ideas, and impressions about the brand's environmental performance (Kotler & Keller, 2012; Sutisna & Wiguna, 2024). When companies actively engage in green marketing strategies, they communicate clear signals of environmental stewardship, which in turn influences how consumers perceive their brand image (Suwarso & Wulandari, 2015; Shidiq & Widodo, 2018). Consumers are more likely to form a positive green brand image when the company provides factual, trustworthy information about its sustainability efforts and product attributes (Chalimatuz et al., 2017; Zuhdi et al., 2024).

H5: Green marketing has a positive influence on green brand image.

### **Green Brand Image Influence on Green Purchase Intention**

Green brand image refers to consumers' perceptions of a company's environmental commitment, often shaped by the company's product-related environmental claims (Simão & Lisboa, 2017). A strong green brand image can foster trust and positive associations, leading consumers to believe in the brand's credibility and environmental responsibility (Kotler & Keller, 2012). As Suryani (2008) noted, when consumers lack complete information about a product and perceive potential risks in purchasing, they tend to rely on brand image particularly brands perceived as safe and reputable to guide their choices. This tendency reinforces the role of brand image as a key factor in influencing green purchase decisions (Kewakuma et al., 2021; Patiño-Toro et al., 2024). Green brand image is not only about visual identity but also includes the values and sustainability efforts communicated by the brand, which can enhance product attractiveness and increase consumer interest in eco-friendly products (Shidiq & Widodo, 2018; Wijekoon & Sabri, 2021). Dewanti et al. (2018) empirically support this notion by demonstrating that green brand image significantly influences green purchase intention. A positive image signals environmental safety and reliability, thus reducing perceived risk and increasing the consumer's willingness to purchase.

Furthermore, green marketing strategies such as product redesign, environmentally friendly packaging, and sustainable advertising can enhance a company's green brand image, which in turn impacts consumer intentions (Moravcikova et al., 2017; Khotimah & Arifin, 2021).

H6: Green brand image has a positive influence on green purchase intention.

### **Brand Image as Mediator**

Green marketing refers to marketing strategies that emphasize environmental sustainability, including product redesign, eco-friendly production processes, and responsible advertising (Chen, 2010; Wibawa & Warmika, 2019). These strategies not only address ecological concerns but also aim to enhance consumers' perceived value of

the product, fostering trust and long-term loyalty. According to Sravanthi and Reddy (2019), implementing green marketing can improve customer satisfaction and contribute to competitive advantage. Similarly, Dewi and Rahanatha (2022) highlighted that environmentally conscious marketing such as promoting green attributes and pricing strategies aligned with consumer expectations strengthens brand positioning without compromising ecological balance.

One outcome of effective green marketing is the development of a strong green brand image. A green brand image represents consumers' perception of a company's environmental responsibility and reflects their trust in the brand's commitment to sustainability (Kotler & Keller, 2012; Simão & Lisboa, 2017). A positive green brand image helps consumers associate the product with ecological benefits, which can influence their purchase behavior. Shidiq and Widodo (2018) argue that green brand image strengthens brand knowledge and helps highlight unique environmental benefits, increasing consumer confidence and encouraging green purchase behavior.

H7: Green brand image mediates the influence of green marketing on green purchase intention.

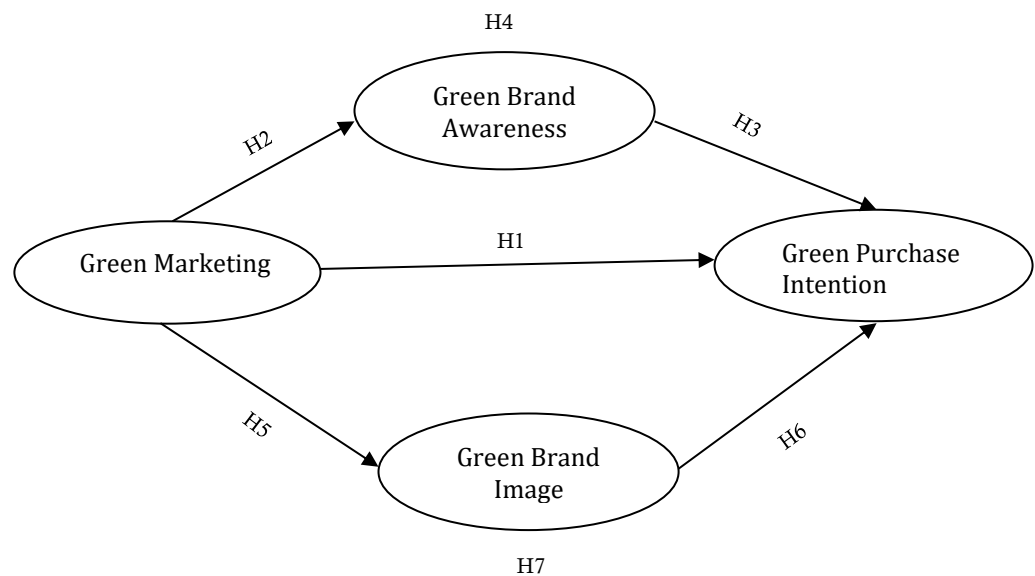


Figure 1. Research Framework

Figure 1 presents a conceptual model in which green marketing is hypothesized to exert a direct positive effect on green purchase intention (H1) while also enhancing two intermediary constructs: green brand awareness (H2) and green brand image (H5). In turn, green brand awareness is proposed to directly boost green purchase intention (H3) and to strengthen green brand image (H4). Green brand image itself is hypothesized to have a direct positive impact on green purchase intention (H6), and furthermore to mediate the effect of green marketing on green purchase intention (H7).

## RESEARCH METHOD

This study employs an explanatory research design, aiming to investigate the causal relationships between green marketing, green brand awareness, green brand image, and green purchase intention. Specifically, the research examines both the direct effects of green marketing on green brand awareness, green brand image, and green purchase intention, as well as the mediating roles of green brand awareness and green brand image in influencing green purchase intention. The goal is to provide a deeper understanding of

how green marketing strategies contribute to shaping consumer intention toward environmentally friendly products.

The population in this study includes individuals who have awareness of or interest in green products. Data were collected using a survey method through the distribution of structured questionnaires. A total of 187 respondents participated in the survey, with the sample size determined using Maximum Likelihood Estimation (MLE). The sampling technique employed was simple random sampling, which ensures that every individual in the population had an equal chance of being selected as a respondent. The instrument used for data collection was a questionnaire employing a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire consisted of validated items designed to measure each construct in the model, including green marketing, green brand awareness, green brand image, and green purchase intention. The items were adapted from relevant previous studies to ensure content validity and relevance to the research objectives.

For data analysis, this study applied the Partial Least Squares (PLS) method using SmartPLS software. In the structural model, green marketing, green brand awareness, and green brand image were treated as exogenous variables, while green purchase intention served as the endogenous variable. The analysis involved measurement model evaluation (validity and reliability tests) and structural model testing (path analysis and mediation testing), enabling the researchers to assess both direct and indirect effects within the proposed model.

## RESULTS

Figure 2 display at the path coefficient for the equation model, the model determination coefficient, and the measurement model for the validity and reliability test, below:

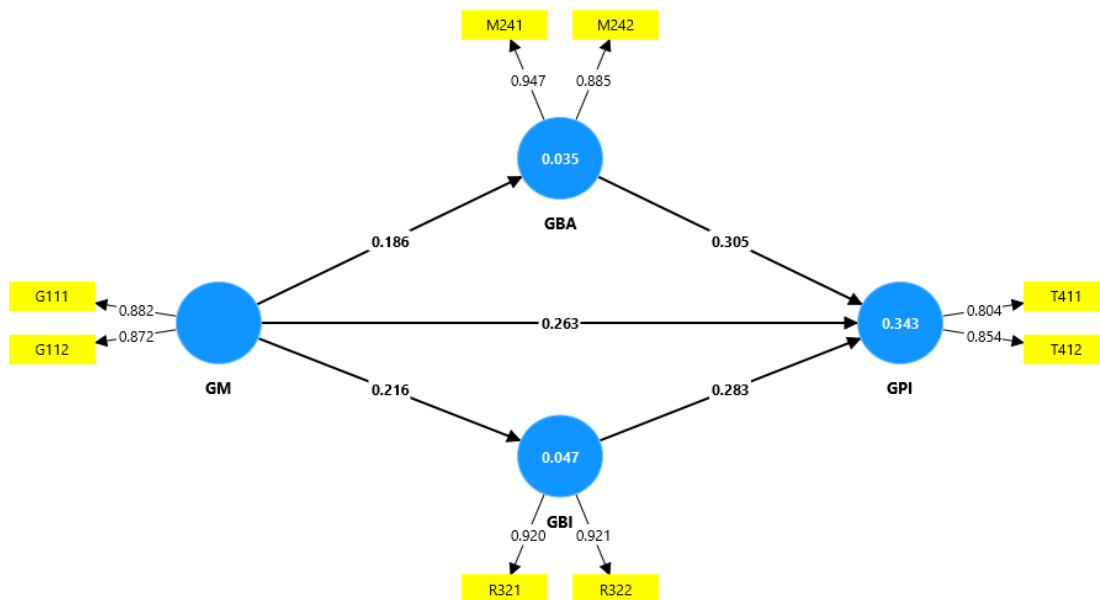


Figure 2. PLS Path Output

Figure 2 illustrates the results of a structural equation model (SEM) analyzing the relationships between Green Marketing (GM), Green Brand Awareness (GBA), Green Brand Image (GBI), and Green Purchase Intention (GPI). The path coefficients show that GM has a direct effect on GPI (0.263), as well as indirect effects via GBA (0.186) and GBI (0.216). GBA influences GPI with a path coefficient of 0.305, while GBI affects GPI at 0.283, indicating that both mediators contribute significantly to explaining green

purchase intention. The outer loadings for the indicators are strong, such as G111 (0.882), G112 (0.872), M241 (0.947), and R322 (0.921), confirming good measurement reliability for the constructs. The R-squared ( $R^2$ ) values for the endogenous variables show that GBA (0.035), GBI (0.047), and GPI (0.343) are partially explained by the exogenous variables, with GPI having the highest explanatory power in the model. Overall, the diagram confirms that green brand awareness and green brand image serve as mediators in the relationship between green marketing and green purchase intention.

The test findings for the measurement model for Table 1 display convergent validity as follows:

**Table 1.** Convergent Validity Test

Variable		Loading Factor	AVE	Criteria	Remarks
Green Marketing	G111	0.882	0.770	0.500	Valid
	G112	0.872		0.500	Valid
Green Brand Awareness	M241	0.947	0.840	0.500	Valid
	M242	0.885		0.500	Valid
Green Brand Image	R321	0.920	0.848	0.500	Valid
	R322	0.921		0.500	Valid
Green Purchase Intention	T411	0.804	0.688	0.500	Valid
	T412	0.854		0.500	Valid

Table 1 presents the results of convergent validity testing based on Loading Factor and Average Variance Extracted (AVE) for four research constructs, namely Green Marketing, Green Brand Awareness, Green Brand Image, and Green Buy Intention. Each construct has two indicators, and all indicators show a loading factor value above 0.804, which means that it meets the minimum criteria of  $\geq 0.70$  to state that the indicator is valid in measuring its construct. The AVE value for all constructs is also above the threshold of 0.500 with details: Green Marketing (0.770), Green Brand Awareness (0.840), Green Brand Image (0.848), and Green Buy Intention (0.688). This shows that each construct has an adequate level of shared variance and is able to explain more than 50% of the variance of its indicators. Therefore, all items in the table meet the convergent validity criteria and are declared valid.

Based on loading factor indicator that measure the construct, the convergent validity of the measurement model employing reflecting indicator is evaluated. A construct reliability test is conducted in addition to the construct validity test. It is determined by Cronbach's alpha and composite reliability of the built is measured by the indicator block (Table 2). Of the Cronbach's alpha and composite reliability test result.

**Table 2.** Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Realibility
Green Marketing	0.701	0.870
Green Brand Awareness	0.816	0.896
Green Brand Image	0.821	0.918
Green Purchase Intention	0.541	0.815

Table 2 shows the results of the construct reliability test through the Cronbach's Alpha and Composite Reliability (CR) values. All variables have CR values above the minimum limit of 0.70, indicating that each construct has good internal consistency. Although the Cronbach's Alpha value for Green Purchase Intention is relatively low (0.541), the CR value is still adequate (0.815), so the construct is still considered reliable. Thus, the four variables Green Marketing, Green Brand Awareness, Green Brand Image, and Green Purchase Intention are declared reliable in this research model.

When a construct Cronbach's alpha value is greater than 0,500 and composite reliability value is greater than 0,600 it is deemed reliable. With aforementioned smart PLS output, it can be seen that every construct has a combinate reliability value that is higher than 0,600 and to Cronbach's alpha all variable is value is higher constant.

PLS uses the t-statistic value of each path to determine the relevance of the structure model after evaluating is using R2 for the endogenous variable and a path coefficient value for eksogent variable. Table 3 displays the model fit for this study.

**Table 3.** Model Fit

Measurement	Result	Criteria	Remarks
SRMR	0.086	< 0.08 <sup>a</sup>	Model Fit
NFI	0.441	> 0.90 <sup>p</sup>	Unfit Models
D ULS	0.268	< 0.05	Unfit Models
D G	0.208	< 0.05	Unfit Models

Table 3 presents the results of the evaluation of the fit model using several indicators such as SRMR, NFI, d\_ULS, and d\_G. The SRMR value of 0.086 slightly exceeds the ideal limit of <0.08, but is still acceptable as a relatively fit model. Meanwhile, the NFI (0.441), d\_ULS (0.268), and d\_G (0.208) values are all below the required cut-off standard, indicating that this model as a whole does not meet the criteria for a good fit model. Therefore, this model can be categorized as unfit based on most of the measurement indicators used. The t-statistic values between the exogenous variables in Table 4 can be used to determine the relevance of the predictive model through structural model testing, as shown in the following SmartPLS output.

**Table 4.** Path Coefficient

The Path from One Variable to another	T-Statistic (>1.962)	P-Value (< 0.05)	Remarks
Green Marketing -> Green Purchase intention	2.962	0.003	Significant
Green Marketing -> Green Brand Awareness	1.920	0.055	Insignificant
Green Brand Awareness -> Green Purchase Intention	4.653	0.000	Significant
Green Marketing -> Green Brand Image	3.082	0.002	Significant
Green Brand Image -> Green Purchase Intention	3.806	0.000	Significant

Table 4 presents the results of the significance test of the paths between variables using t-statistic and p-value. The paths from Green Marketing to Green Purchase Intention (t = 2.962, p = 0.003), Green Brand Awareness to Green Purchase Intention (t = 4.653, p = 0.000), Green Marketing to Green Brand Image (t = 3.082, p = 0.002), and Green Brand Image to Green Purchase Intention (t = 3.806, p = 0.000) all show significant results because the t value > 1.962 and p < 0.05. However, the path from Green Marketing to Green Brand Awareness (t = 1.920, p = 0.055) is declared insignificant, because the t value is less than 1.962 and p exceeds 0.05. This finding indicates that most of the relationships between variables in the model are valid, except for the direct effect of Green Marketing on Green Brand Awareness.

Table 5 displays the t-statistical value between intervening variable and eksogent and endogenous variable, which may be used to determine the relevant of the predictive model in structural model testing.

**Table 5.** Sobel Test

Path	A	Sa	B	Sb	T-Statistic (> 1.96)	P-Value (< 0.05)	Remarks
GM -> GBA -> GPI	0.514	0.052	0.299	0.094	3.027	0.002	Significant
GM -> GBI -> GPI	0.256	0.069	0.332	0.077	2.867	0.004	Significant

Table 5 shows the results of the indirect mediation test through the Green Brand Awareness (GBA) and Green Brand Image (GBI) pathways on the relationship between Green Marketing (GM) and Green Purchase Intention (GPI). The GM → GBA → GPI mediation pathway produces a t-statistic value of 3.027 and a p-value of 0.002, while the GM → GBI → GPI pathway has a t-statistic of 2.867 and a p-value of 0.004. Both pathways meet the significance criteria (t > 1.96 and p < 0.05), so it can be concluded that

GBA and GBI significantly mediate the effect of Green Marketing on Green Purchase Intention.

## **DISCUSSION**

The results of this study confirm that green marketing has a significant positive effect on green purchase intention, with a t-statistic value of 2.962 and a p-value of 0.003. This indicates that green marketing efforts such as promoting eco-friendly product attributes and environmentally responsible production processes can directly enhance consumers' intention to purchase green products. These findings support previous studies by Asyhari and Yuwalliatin (2021) and Sadeghi et al. (2022), who found similar positive relationships. However, this result contradicts the findings of Yahya (2022), who argued that green marketing does not significantly affect green purchase intention.

In contrast, green marketing was found to have no significant influence on green brand awareness, with a t-statistic of 1.920 and a p-value of 0.055. This suggests that marketing efforts alone may not be sufficient to build consumer awareness about green branding. This finding contradicts previous research by Putri and Widodo (2024), who found a significant influence of green marketing on green brand awareness. Likewise, Nadiya and Ishak (2022) reported that green marketing positively shapes green brand awareness, which in turn affects green purchase intention (Sembiring, 2021; Amallia et al., 2021). These inconsistencies may stem from contextual factors, such as limited exposure to green marketing campaigns or consumer skepticism in certain markets.

Despite the above, green brand awareness was found to significantly influence green purchase intention, with a t-statistic value of 4.653 and a p-value of 0.000. This supports the idea that consumers who are more familiar with green brands are more likely to support and purchase environmentally friendly products. This finding is consistent with research by Vania and Ruslim (2023) which highlighted the importance of brand familiarity in shaping purchase behavior toward green products. Furthermore, mediation analysis shows that green brand awareness significantly mediates the relationship between green marketing and green purchase intention, with a t-statistic of 3.027 and a p-value of 0.002. This suggests that although green marketing does not directly enhance brand awareness, it can indirectly influence purchase intention when consumers are already aware of the brand's environmental values. These findings imply that green brand awareness plays a critical intermediary role and strengthens the connection between marketing initiatives and actual consumer intention.

The study also finds that green marketing significantly influences green brand image, as indicated by a t-statistic value of 3.082 and a p-value of 0.002. This result aligns with research by Osiyo and Samuel (2018) and Umam and Widodo (2022), who concluded that green marketing efforts contribute to shaping a positive brand image, especially when they are consistent with environmentally responsible values and practices. In addition, green brand image significantly influences green purchase intention, with a t-statistic of 3.806 and a p-value of 0.000. This suggests that consumers' positive perception of a brand's environmental commitment directly increases their likelihood of purchasing green products. These results are in line with findings by Dewanti et al. (2018), although they differ from the research of Yahya (2022), who found an insignificant effect of green brand image on purchase intention.

Finally, the mediation analysis reveals that green brand image significantly mediates the relationship between green marketing and green purchase intention, with a t-statistic of 2.867 and a p-value of 0.004. This confirms that green marketing indirectly influences consumer purchase intention through the development of a positive green brand image. When companies consistently communicate their environmental values, it enhances their credibility and increases consumer trust, which in turn fosters green purchase behavior.

## **CONCLUSION**

This study concludes that green marketing has a significant positive effect on green purchase intention, as well as on green brand image, which subsequently influences

purchase intention. However, green marketing does not significantly affect green brand awareness. Both green brand awareness and green brand image are proven to mediate the relationship between green marketing and green purchase intention, highlighting their strategic roles in shaping environmentally driven consumer behavior. Practically, these findings suggest that companies seeking to increase green purchase intention should not only implement green marketing strategies but also focus on building a strong and trustworthy green brand image. Green brand awareness, although not directly influenced by green marketing in this study, remains a critical factor that drives consumer intention and should be strengthened through consistent brand communication and environmental messaging.

From a theoretical perspective, the study enriches the literature by demonstrating the dual mediating roles of brand awareness and brand image in the context of green marketing. It supports and extends existing consumer behavior theories by confirming the indirect pathways through which marketing activities influence purchase decisions in an environmentally conscious market. This research has several limitations, including a limited sample size and scope confined to a specific demographic and product context. Additionally, the study used a single analytical tool (SmartPLS), which may limit the generalizability of the results. For future research, it is recommended to include additional variables such as brand trust, perceived quality, price perception, and customer satisfaction to gain deeper insights into consumer decision-making. Expanding the sample size, diversifying the object of research, and applying alternative analytical tools such as SPSS, GeSCA, or AMOS are also suggested to strengthen the validity and applicability of future studies.

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