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THE INFLUENCE OF GREEN MARKETING AND ENVIRONMENTAL AWARENESS ON PURCHASE INTENTION OF ENVIRONMENTALLY FRIENDLY PRODUCTS THROUGH BRAND IMAGE AS AN INTERVENING VARIABLE

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ABSTRACT

This study aims to examine the influence of green marketing and environmental awareness on consumers' purchase intention toward environmentally friendly products. It also analyzes the effects of green marketing and environmental awareness, as well as brand image, on purchase intention for environmentally friendly products. The study involved a sample of 78 respondents, and the data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The findings indicate that green marketing has a positive and significant effect on purchase intention for environmentally friendly products. Environmental awareness also shows a positive and significant influence on purchase intention. In addition, green marketing and environmental awareness have positive and significant effects on brand image, while brand image itself exerts a positive and significant influence on consumers' purchase intention for environmentally friendly products.

KEYWORDS: *Green Marketing; Environmental Awareness; Brand Image; Eco-Friendly Product Purchase Intention*

INTRODUCTION

The current development of the global economy is characterized by changes in consumer behavior, with increasing awareness of sustainability and environmental preservation issues. Amid intensifying market competition and economic uncertainty, companies are required not only to focus on profit generation but also to consider social and environmental aspects in their marketing strategies (Kotler & Keller, 2022). This phenomenon has given rise to the concept of green marketing as a marketing strategy that emphasizes environmental responsibility through environmentally friendly products, production processes, and marketing communications. Increasingly competitive economic conditions also compel companies to build a positive image and strengthen emotional relationships with consumers, one of which can be achieved through brands that embody sustainability values, often referred to as a sustainable brand image (Peattie & Crane, 2020).

Public awareness in Indonesia regarding the importance of environmental sustainability has shown an increasing trend. A Nielsen report (2023) indicates that 74% of Indonesian consumers prefer environmentally friendly products even when they are priced higher, reflecting a shift in consumer preferences toward green consumerism. This change presents significant opportunities for companies to develop effective green marketing strategies. Green marketing not only focuses on promoting environmentally friendly products but also encompasses a company's overall environmentally responsible activities, ranging from the use of raw materials and product design to transparent communication practices (Polonsky, 2019). By implementing such strategies, companies can enhance positive consumer perceptions of their brands and encourage sustainable purchase.

Environmental awareness has become an important factor in shaping purchase intentions toward green products. This awareness reflects the level of consumers' understanding and concern regarding the environmental impacts of consumption activities (Mostafa, 2020). Consumers with high environmental awareness tend to be more selective in their product choices and show greater loyalty to brands that demonstrate a commitment to sustainability. According to a study by Laroche et al. (2021), increasing environmental awareness has a positive

effect on green purchase intention, as consumers seek to actively participate in environmental preservation through their purchasing decisions.

Brand image plays an important role as a mediating variable that strengthens the relationship between green marketing strategies and environmental awareness in influencing purchase intention for environmentally friendly products. A strong brand image is able to build trust, perceived value, and emotional connections between consumers and companies (Keller, 2019). Companies that consistently implement green marketing practices and demonstrate environmental responsibility can create a positive green brand image. This image subsequently enhances consumers' purchase intentions, as they perceive the products not only as high in quality but also as contributing to environmental conservation (Chen, 2021).

The relationships among the variables in this study indicate that green marketing influences both brand image and purchase intention for environmentally friendly products. Environmental awareness also has the potential to affect brand image and to strengthen consumers' purchase intentions. Accordingly, brand image can function as an intervening variable that mediates the effects of green marketing and environmental awareness on purchase intention for environmentally friendly products.

The purpose of this study is to analyze and empirically examine the effects of green marketing and environmental awareness on purchase intention for environmentally friendly products, with brand image serving as an intervening variable. This study is expected to contribute theoretically to the development of marketing science, particularly in the area of green consumer behavior, while also providing practical implications for companies in designing sustainability-oriented marketing strategies and building a strong green brand image in the Indonesian market.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Green Marketing

Green marketing is defined as the process of designing, developing, and promoting products or services in ways that satisfy customer needs in terms of quality, performance, price, and accessibility, while minimizing harm to the natural environment, including the use of raw materials and energy consumption (Dangelico & Vocalelli, 2017). According to Geng et al. (2022), green marketing involves the integration of marketing practices that promote sustainable activities and meet human needs while reducing negative environmental impacts. Furthermore, Gelderman, Oosterhuis, and Semeijn (2021) describe green marketing as an environmental business practice in which firms develop specific marketing strategies to promote and sell environmentally friendly products in response to consumer expectations and ecological concerns. In line with this view, Osiako, Mughal, and Saeed (2022) emphasize that green marketing incorporates the traditional marketing mix (product, price, place, and promotion) with a focus on fulfilling customer needs while minimizing adverse effects on the environment.

Based on the definitions above, green marketing can be summarized as a marketing approach that emphasizes a company's efforts to design, produce, distribute, and promote products or services in ways that meet consumer needs and preferences while minimizing negative impacts on the environment.

Indicators of green marketing include the use of environmentally friendly materials, product recyclability, pricing that reflects environmental costs, product information emphasizing environmental benefits, and environmentally responsible packaging and distribution.

Environmental Awareness

Kollmuss and Agyeman (2013) explain that environmental awareness encompasses knowledge, values, and attitudes that influence pro-environmental behavior. Lee (2014) argues that higher levels of awareness increase individuals' tendency to support green behaviors. Amini and Bienstock (2014) emphasize that environmental awareness develops as individuals understand the ecological consequences of their actions. Similarly, Zhao et al. (2019) highlight that awareness plays a key role in encouraging purchase decisions for environmentally friendly products.

Based on these conceptual definitions, environmental awareness can be summarized as an individual's level of knowledge, understanding, sensitivity, and concern toward environmental issues that encourages environmentally friendly behavior.

The indicators of environmental awareness in this study include concern for the environment, environmental knowledge, pro-environmental attitudes, environmentally conscious behavior, and support for environmental policies.

Brand Image

Keller (2013) defines brand image as consumers' perceptions of a brand, reflected in the associations stored in their memory. Aaker (2014) emphasizes that brand image plays a crucial role in shaping consumer attitudes and brand preferences. According to Kotler and Keller (2016), brand image represents consumers' perceptions formed through their interpretation of brand-related messages, experiences, and interactions. Rahman and Areni (2014) further note that brand image has a significant influence on brand loyalty and purchase intention.

Based on these perspectives, brand image can be summarized as consumers' perceptions of a brand formed through associations, experiences, symbols, values, and interpretations attached to the brand.

The indicators of brand image in this study include brand awareness, positive brand associations, perceived brand quality, brand reputation and trust, as well as brand attractiveness and uniqueness.

Green purchase Purchase Intention

Purchase intention for environmentally friendly products refers to consumers' tendency or willingness to choose and purchase products with lower environmental impact as a reflection of their commitment to sustainable consumption (Peattie & Crane, 2005). Chan (2001) defines green purchase intention as consumers' desire to buy products perceived as environmentally friendly based on environmental awareness and personal values. Similarly, Laroche et al. (2001) and Mostafa (2007) emphasize that green purchase intention is shaped by pro-environmental attitudes, environmental concern, and consumers' belief in the ecological benefits of green products.

Based on these definitions, purchase intention for environmentally friendly products can be summarized as consumers' willingness to choose and buy products perceived as environmentally friendly.

The indicators used in this study include intention to purchase environmentally friendly products, willingness to try green products, preference for green products over conventional alternatives, willingness to pay a premium for green products, and plans to purchase green products in the future.

Relationships among Variables

The Effect of Green Marketing on Green purchase purchase intention

Green marketing has been shown to increase purchase intention for environmentally friendly products, as corporate initiatives such as green product development, promotion emphasizing environmental benefits, eco-labeling, and environmentally responsible distribution enhance consumers' knowledge, perceived benefits, and trust in brands, thereby encouraging purchasing preferences and decisions. Recent studies in the Indonesian context report both a direct positive effect of green marketing on green purchase intention and indirect effects through mediating variables such as green brand knowledge, green brand image, and green trust (Mulya et al., 2023; Ismail, 2024; Murtiningsih & Junaedi, 2025). Furthermore, Dangelico and Vocalelli (2017) emphasize that the effectiveness of green marketing depends on the authenticity of sustainability practices and the level of consumer trust in environmental claims.

Based on the above discussion, the first hypothesis is proposed:

H1: Green marketing has a positive and significant effect on Green purchase purchase intention

The Effect of Environmental Awareness on Green purchase purchase intention

Environmental awareness increases purchase intention for environmentally friendly products because consumers who possess greater ecological knowledge, concern for environmental consequences, and a sense of moral responsibility tend to perceive green products as more valuable and prioritize them in purchasing decisions. Recent empirical studies in Indonesia, particularly among Millennial and Generation Z consumers, report a positive and significant relationship between environmental awareness (or green concern) and green purchase intention, both directly and indirectly through mediating factors such as pro-environmental attitudes and green trust (Krisdayanti & Widodo, 2022; Ropidin et al., 2023; Margiyanti, 2024; Sari Kirana et al., 2025).

Based on the above discussion, the second hypothesis is proposed:

H2: Environmental awareness has a positive and significant effect on Green purchase purchase intention

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The Effect of Green Marketing on Brand Image

Green marketing has a positive and significant effect on brand image, as corporate initiatives emphasizing sustainability—such as the use of environmentally friendly products and green pricing policies—shape consumer perceptions of brands as environmentally responsible and trustworthy, thereby strengthening brand image (Roslina, 2010). Recent studies on Aqua Reflection products also demonstrate that green marketing directly enhances brand image, which subsequently contributes to consumers' purchase decisions (Ariani & Kumalasari, 2024).

Based on the above discussion, the third hypothesis is proposed:

H3: Green marketing has a positive and significant effect on brand image.

The Effect of Environmental Awareness on Brand Image

Environmental awareness positively influences brand image, as consumers who are knowledgeable about and concerned with sustainability issues are more likely to interpret corporate green initiatives—such as environmental programs, eco-certifications, and transparent production processes—as signals of brand responsibility and trustworthiness. Empirical studies on The Body Shop consumers in Surakarta show a significant relationship between green awareness and brand image (Ababil & Walyoto, 2024). Similarly, research on the Avoskin brand using SEM-PLS demonstrates that environmental awareness has a positive and significant effect on brand image (Nisrina et al., 2025).

Based on these empirical findings, the following hypothesis is proposed:

H4: Environmental awareness has a positive and significant effect on brand image.

The Effect of Brand Image on Green purchase purchase intention

Brand image has been empirically shown to increase purchase intention, as positive brand perceptions—such as reputation, favorable brand associations, and an appealing brand identity—build consumer trust and motivation to purchase. A quantitative study of former Nescafé consumers in Batam found that brand image exerted a positive effect of approximately 14.2% on consumers' purchase intention (Ikhsan & Khoiri, 2024). In addition, studies in the packaged beverage industry report that brand image significantly influences purchase intention, indicating that stronger and more positive brand images increase the likelihood of consumer purchases (Novita & Darmawan, 2024).

Based on these empirical findings and the broader marketing literature, the following hypothesis is proposed:

H5: Brand image has a positive and significant effect on Green purchase purchase intention

Based on the above discussion, an empirical research model can be developed as follows:

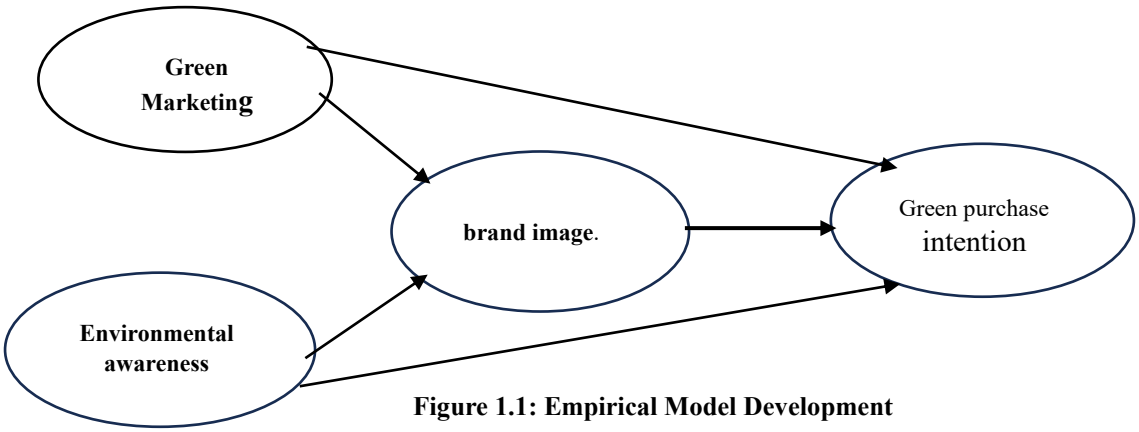


Figure 1.1: Empirical Model Development

RESEARCH METHODOLOGY

This study employs a quantitative approach using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to examine the effect of environmental awareness on brand image and its impact on purchase intention for environmentally friendly products. Data were collected through a 1–5 Likert-scale questionnaire, and respondents were selected using purposive sampling, targeting consumers who are familiar with and have purchased environmentally friendly products. The sample consisted of 60 respondents. SEM-PLS analysis involved evaluation of the outer model (convergent validity, discriminant validity, and reliability) and the inner model (R-square, path coefficients, and bootstrapping for significance testing) to assess the strength of relationships among variables and to test the proposed hypotheses.

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Operational Definitions

Operational definitions explain how each variable is practically defined in the research setting, the indicators used for measurement, and the measurement scale applied (e.g., Likert scale). Clear operational definitions ensure that all variables are consistently understood, measured uniformly, and produce valid and reliable data. Table 3.1 presents the operational definitions and indicators used in this study.

Table 3.1
Operational Definitions and Indicators of Variables

Variable	Operational Definitions	Indicators
Green Marketing	A marketing approach that emphasizes a company's efforts to design, produce, distribute, and promote products or services in ways that meet consumer needs and preferences while minimizing negative environmental impacts.	1. Use of environmentally friendly materials 2. Recyclable 3. Pricingreflects environmental costs 4. Product information emphasizes environmental benefits 5. Environmentally responsible packaging and distribution
Environmental awareness	The level of an individual's knowledge, understanding, sensitivity, and concern regarding environmental issues that motivates pro-environmental behavior.	1. Environmental concern 2. Environmental knowledge 3. Pro-environmental attitude 4. Environmentally conscious behavior 5. Support for environmental policies
Brand image	Consumers' perceptions of a brand, formed through associations, experiences, symbols, values, and interpretations attached to the brand.	1. Brand awareness 2. Positive brand associations 3. Perceived brand quality 4. Brand reputation and trust 5. Brand attractiveness and uniqueness
Green purchase intention	Consumers' tendency or willingness to choose and purchase products perceived as environmentally friendly.	1. Intention to purchase environmentally friendly products 2. Willingness to try environmentally friendly products 3. Preference for green products over conventional products 4. Willingness to pay a premium for green products 5. Plans to purchase green products in the future

Source: Primary data processed in 2025

Measurement Instrument Testing

1. Validity

Instrument testing using the Kaiser–Meyer–Olkin (KMO) measure was conducted to assess the suitability of the data for factor analysis, specifically whether the items are sufficiently correlated to justify grouping indicators into specific variables. KMO values range from 0 to 1, and data are considered adequate if KMO $\geq$ 0.50. Higher KMO values indicate better sample adequacy for factor analysis: 0.50–0.70 is considered mediocre, 0.70–0.80 good, 0.80–0.90 very good, and above 0.90 indicates excellent adequacy. In addition to KMO, Bartlett's Test of Sphericity was performed and must be significant ($p < 0.05$) to show that correlations among items are not zero. If both criteria are met, the instrument is deemed suitable and can proceed to factor validity testing and further analysis.

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The results of the validity test are presented in the following table:

Table 3.2
Validity Test Results

Variable	KMO	Indicators	Component Matrix	Result
Green Marketing (X1)	0,796	X1.1	0,739	Valid
		X1.2	0,836	Valid
		X1.3	0,714	Valid
		X1.4	0,775	Valid
		X1.5	0,788	Valid
Environmental awareness (X2)	0,709	X2.1	0,716	Valid
		X2.2	0,744	Valid
		X2.3	0,736	Valid
		X2.4	0,815	Valid
		X2.5	0,773	Valid
Brand image (X3)	0,870	Z1	0,790	Valid
		Z2	0,845	Valid
		Z3	0,853	Valid
		Z4	0,886	Valid
		Z5	0,869	Valid
Green purchase intention (Y)	0,775	Y1	0,705	Valid
		Y2	0,733	Valid
		Y3	0,758	Valid
		Y4	0,858	Valid
		Y5	0,813	Valid

Source: Primary data processed in 2025

Next, reliability testing was conducted to assess the extent to which the research instrument produces consistent and stable data when measuring the same variables. Reliability indicates that each questionnaire item has good internal consistency. In quantitative research, reliability is commonly tested using Cronbach's Alpha and Composite Reliability (CR). An instrument is considered reliable if Cronbach's Alpha ≥ 0.70, indicating that the items are interrelated and consistently measure the same concept. Similarly, CR ≥ 0.70 demonstrates that the indicators form a strong and stable construct. If both criteria are met, the instrument is deemed reliable and suitable for further analysis.

The results of the instrument reliability test are presented in the following table:

Table 3.3
Reliability Test Results

Variable	Cronbach's Alpha	>/<	Nilai Minimal	Result
Green Marketing (X1)	0,825	>	0.7	Reliable
Environmental awareness (X2)	0,807	>	0.7	Reliable
Brand image (X3)	0,902	>	0.7	Reliable
Green purchase intention (Y)	0,832			Reliable

Source: Primary data processed in 2025

Table 3.3 shows that the reliability test results indicate all variables have Cronbach's Alpha values greater than 0.70. Therefore, all measurement constructs for each variable are considered reliable, meaning the questionnaire used is dependable. This also implies that the responses are consistent and can be used for further research.

3.4. Data Analysis Techniques

3.4.1. Descriptive Analysis

The descriptive analysis of respondents includes gender, age, last education, position, and length of work experience. Meanwhile, the descriptive analysis of the variables describes respondents' responses to each statement related to green marketing, environmental awareness, brand image, and purchase intention for environmentally friendly products.

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3.4.2. Inferential Analysis

This study uses a Structural Equation Modeling (SEM) approach, with the measurement model analyzed using SmartPLS version 3.2.9 to assess the intensity of each research variable, and the structural model used to analyze data and test the hypotheses. This approach allows the researcher to directly examine latent variables, indicators, and measurement errors to understand how the research variables influence each other.

Since PLS does not assume any specific data distribution for parameter estimation, parametric techniques are not required to test parameter significance (Chin, 1998 in Ghozali, 2016). PLS model evaluation is based on predictive measurement and is non-parametric. The measurement model and outer model with reflective indicators are assessed using convergent and discriminant validity, along with composite reliability for indicator blocks. For outer models with formative indicators, evaluation is based on substantive content by comparing relative weights and assessing their significance (Chin, 1998 in Ghozali, 2016).

The structural or inner model is evaluated by examining the explained variance, specifically the R^2 values of the dependent latent constructs, using the Stone-Geisser Q^2 test (Stone, 1974; Geisser, 1975 in Ghozali, 2016), and by assessing the magnitude of the structural path coefficients. The stability of these estimates is evaluated using t-statistics obtained through the bootstrapping procedure.

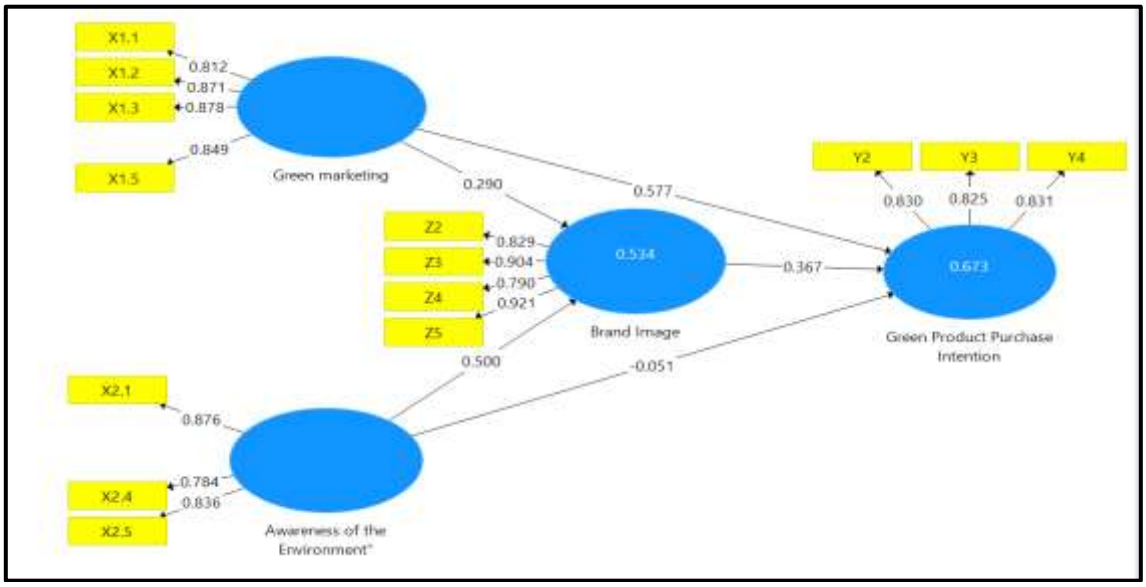
Research Results and Discussion

4.1. Inferential Analysis

4.1.1. Measurement Model (Outer Model)

Data analysis was conducted using Partial Least Squares (PLS) to test predictive relationships among constructs and determine whether significant effects exist between them. The PLS analysis produced the following outer model:

Figure 4.1
Outer Model



Source: Primary data processed in 2025

The outer loading results indicate that among the five indicators measuring green marketing, pricing reflecting environmental costs has the highest value compared to the other four indicators. For environmental awareness, environmental knowledge emerges as the most prominent indicator. Regarding brand image, brand attractiveness and uniqueness show the highest value among the five indicators. For purchase intention of environmentally friendly products, plans to buy green products in the future exhibit the highest value compared to the other four indicators.

4.1.2. Convergent Validity

Convergent validity of reflective indicators was tested using SmartPLS 3.3 by examining the loading factor of each construct indicator. For exploratory research using SmartPLS, a loading factor between 0.6 and 0.7 is considered acceptable (Ghozali, 2016). The following table presents the outer loading results for each research variable indicator.

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Table 4.1
Outer Loading Results

Indicators	Green Marketing	Environmental awareness	Brand image	Green purchase intention
X1.1	0.768			
X1.2	0.826			
X1.3	0.707			
X1.5	0.770			
X2.1		0.795		
X2.4		0.731		
X2.5		0.767		
Z2			0.846	
Z3			0.853	
Z4			0.892	
Z5			0.875	
Y2				0.773
Y3				0.850
Y4				0.798

Source: Primary data processed in 2025

4.1.3. Discriminant Validity Test

Discriminant validity can be assessed using cross-loading values. An indicator of a variable is considered discriminantly valid if it has a higher cross-loading value on its own variable than on other variables. The results of the discriminant validity test using cross-loading can be seen in the following table:

Table 4.2
Cross-Loading Results

Indikator	Green Marketing	Environmental awareness	Brand image	Green purchase intention
X1.1	0.812	0.517	0.474	0.532
X1.2	0.871	0.572	0.581	0.737
X1.3	0.878	0.748	0.510	0.622
X1.5	0.849	0.522	0.583	0.721
X2.1	0.679	0.878	0.696	0.608
X2.4	0.455	0.784	0.517	0.292
X2.5	0.550	0.836	0508	0.549
Z2	0.312	0.453	0.829	0.589
Z3	0.583	0.618	0.904	0.604
Z4	0.580	0.453	0.790	0.570
Z5	0.664	0.735	0.875	0.644
Y2	0.640	0.521	0.921	0.773
Y3	0.747	0.606	0.565	0.850
Y4	0.508	0.335	0.502	0.798

Source: Primary data processed in 2025

Table 4.2 shows that the analysis results show that the cross-loading value for each variable indicator is greater than the other variables. Therefore, based on the cross-loading results, it can be concluded that the indicators in this study are adequate.

4.1.4. Average Variance Extracted (AVE) Test Results

Average Variant Extracted (AVE) is used to test discriminant validity, provided that each variable has a value > 0.5. The results of the Average Variant Extracted (AVE) test can be seen in the following table:

Table 4.3
Average Variant Extracted (AVE) Test Results

Variable	Average Variance Extracted (AVE)
Green Marketing	0.694
Environmental awareness	0.744
Brand Image	0.687
Green purchase intention	0.727

Source: Primary data processed in 2025

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Table 4.3 shows that the analysis results obtained an Average Variant Extracted (AVE) value for each variable in this study greater than 0.5. These results can be concluded that each variable can be considered discriminantly valid.

4.1.5. *Composite Reliability*

Table 4.15 shows the results of composite reliability as follows:

Tabel 4.4.
Composite Reliability

Variabel	Average Variance Extracted (AVE)
Green Marketing	0.871
Environmental awareness	0.920
Brand Image	0.868
Green purchase intention	0.914

Source: Primary data processed in 2025

Table 4.1.5 above shows that the analysis test results obtained a Composite Reliability value for each variable in the study greater than 0.70. This result can be concluded that the construct of each research variable can be said to be reliable and has met the requirements for research.

4.2. Structural Model (Inner Model)

4.2. 1. Multicollinearity Test

The multicollinearity test in this study will be conducted by examining the Variance Inflation Factor (VIF) values. If the VIF is <10, then the model does not exhibit multicollinearity. The results of the multicollinearity test in this study can be seen in the following table:

Tabel 4.5
Multicollinearity Test Results

Variabel	Nilai VIF	
	Brand Image	Green purchase intention
Green marketing	1.905	2.085
Environmental awareness	1.905	2.443
Brand Image		2.147

Source: Primary data processed in 2025.

Table 4.5 shows that the results of the multicollinearity test show that each independent variable used in the first and second models has a VIF value of less than 10, meaning there is no correlation between the independent variables used in the two regression models. It can be concluded that there are no symptoms of multicollinearity in both regression models.

4.2.2 R-Square

R-Square is used to determine the extent to which the independent variables included in the regression model are able to explain the variation of the dependent variable. A coefficient of determination value close to zero means that the independent variable's ability to explain the variation of the dependent variable is very limited, conversely, a coefficient of determination value close to one means that the independent variable can provide almost all the information needed to explain the variation of the dependent variable. The results of the coefficient of determination test can be explained as follows:

Table 4.6
R-Square Results

	R Square	R Square Adjusted
Brand Image	0,534	0.522
Green purchase intention	0.673	0.660

Source: Primary data processed in 2025.

Table 4.6 shows that the analysis results obtained a large R-square value for the first model of 0.534. This means that green marketing and environmental awareness can explain 53.4% of the variation in brand image (0.534 x 100%), while the remaining 46.6% of the variation in brand image is explained by other variables not examined or included in the model. A high value indicates that the first structural model is sound.

Based on the analysis results, the R-square value for the second model is 0.673. This means that green marketing, environmental awareness, and brand image can explain 67.3% of the variation in purchase intention for environmentally friendly products (0.673 x 100%), while the remaining 32.6% of the variation in purchase value for environmentally friendly products is explained by other variables not examined or included in the model. A high value indicates that the second structural model is sound.

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4.2.3. Model Regresi Linear

Linear regression analysis was used to determine the effect of green marketing and environmental awareness on brand image, as well as the effect of green marketing, environmental awareness, and brand image on the purchase value of environmentally friendly products. The results of the linear regression analysis are shown in the following table:

Table 4.7
Results of Regression Equation Model Analysis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Awarenessof the environmental to Brand image	0.500	0.508	0,126	3.988	0.000
Awarenessof the environmental to Green Product Purchase Intention	-0.051	-0.057	0.097	0.529	0.597
Brand image to Green Product Purchase Intention	0.367	0.362	0.115	3.190	0.002
Green Marketing to Brand image	0.290	0.284	0.133	2.118	0.030
Green Marketing to Green Product Purchase Intention	0.577	0.594	0.594	4.726	0.000

Source: Primary data processed in 2025.

Based on table 4.7 above, the first linear regression equation model can be written as follows:

First equation model: Z = 0,290 X1 + 0,500 X2

Based on the first model equation, it can be explained:

1. The regression coefficient for the green marketing variable (b1) is 0.290 and is positive. This indicates that green marketing has a positive effect on brand image. This means that if the green marketing implementation increases, the resulting brand image will also improve.
2. The regression coefficient for the environmental awareness variable (b2) is 0.500 and is positive. This indicates that environmental awareness has a positive effect on brand image. This means that if the environmental awareness of the management or administrators within an organization increases, the resulting brand image will also improve.

Second equation model:

Based on the equation of the second model, it can be explained:

1. The regression coefficient for the green marketing variable (b3) is 0.577 and is positive. This indicates that green marketing has a positive effect on green product purchase intention. This means that if the green marketing value implemented within an organization increases, the resulting green product purchase intention will increase.
2. The regression coefficient for the environmental awareness variable (b4) is -0.051 and is negative. This indicates that environmental awareness has a negative effect on green product purchase intention. This indicates that if environmental awareness increases, green product purchase intention will increase.
3. The regression coefficient for the brand image variable (b5) is 0.367 and is positive. This indicates that brand image has a positive effect on green product purchase intention. This indicates that if brand image increases, green product purchase intention will increase.

4.2.4. Hypothesis Testing

Hypothesis testing in this study is used to determine the partial effect of independent variables on the dependent variable. Hypothesis testing is carried out by comparing the calculated t value with the t table, if the calculated t value > 1.96 and p value < 0.05, then the result is to accept the alternative hypothesis (Ha). If the calculated t value < 1.96 and p value > 0.05, then the result is to accept the null hypothesis (Ho). Based on the Partial Least Square (PLS) model above, the influence between independent variables on the dependent variable can be seen in the following table:

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Tabel 4.8
Hasil Uji Hipotesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Green marketing on the intention to purchase environmentally friendly products	0.184	0.188	0.086	2.139	0.003
Green marketing on brand image	0.106	0.097	0.050	2.133	0.003
Brand awareness towards purchasing intention of environmentally friendly products	0.181	0.169	0.078	2.160	0.002
Brand awareness towards brand image	0.220	0.226	0.095	2.309	0.001
Brand image towards purchase intention of environmentally friendly products	0.560	0.550	0.098	5.701	0.000

Source: Primary data processed in 2025.

The general hypothesis used is as follows:

Ho: The independent variable does not have a significant effect on the dependent variable

Ha: The independent variable has a significant effect on the dependent variable

The basis for decision-making for this test is as follows:

a) If the calculated t value > 1.96 and P-Value < 0.05, then H0 is rejected.

b) If the calculated t value < 1.96 and P-Value > 0.05, then H0 is accepted.

Based on the analysis results in table 4.16, the influence of green marketing and brand awareness on the intention to purchase environmentally friendly products, as well as the influence of green marketing, brand awareness, and brand image on the intention to purchase environmentally friendly products are as follows:

Hypothesis 1: Green marketing has a positive and significant effect on purchase intention for environmentally friendly products.

The t-value for the green marketing variable is 2.139, and the p-value is 0.003. These results indicate that the t-value is greater than the t-table, i.e., 2.139 > 1.96, and the p-value is 0.003, which is less than 0.05. The decision is to reject the null hypothesis and accept the alternative hypothesis, indicating that green marketing has a positive and significant effect on purchase intention for environmentally friendly products. These results indicate that hypothesis one (H1), which states that green marketing has a significant positive effect on purchase intention for environmentally friendly products, is statistically acceptable.

Hypothesis 2: Green marketing has a positive and significant effect on brand image. The t-value of the green marketing variable is 2.133 and the P-value is 0.003. These results indicate that the t-value is greater than the t-table, namely 2.133> 1.96 and the p-value is 0.003, which is smaller than 0.05. The decision is to reject the null hypothesis and accept the alternative hypothesis, so it can be interpreted that green marketing has a positive and significant effect on brand image. These results can be concluded that the second hypothesis (H2) which states that green marketing has a significant positive effect on brand image is statistically acceptable.

Hypothesis 3: Brand awareness has a positive and significant effect on the intention to purchase environmentally friendly products. The calculated t value of the brand awareness variable is 2.160 and the P-value is 0.002. From these results, it shows that the calculated t value is greater than the t table, namely 2.160> 1.96 and the p-value is 0.002, which is smaller than 0.05. The decision is to reject the null hypothesis and accept the alternative hypothesis, so it can be interpreted that brand awareness has a positive and significant effect on the intention to purchase environmentally friendly products. These results can be concluded that hypothesis three (H3) which states that brand awareness has a significant positive effect on the intention to purchase environmentally friendly products is statistically acceptable.

Hypothesis 4: Brand awareness has a positive and significant effect on brand image. The calculated t value of the brand awareness variable is 2.309 and the P-value is 0.001. From these results, it shows that the calculated t value is greater than the t table, namely 2.309> 1.96 and the p-value is 0.001, which is smaller than 0.05. The decision is to reject the null hypothesis and accept the alternative hypothesis, so it can be interpreted that brand awareness

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has a positive and significant effect on brand image. These results can be concluded that hypothesis three (H3) which states that brand awareness has a significant positive effect on brand image is statistically acceptable.

Hypothesis 5: Brand image has a positive and significant effect on the intention to purchase environmentally friendly products. The calculated t value of the brand image variable is 5.701 and the P-value is 0.000. From these results, it shows that the calculated t value is greater than the t table, namely 5.701> 1.96 and the p-value is 0.000, which is smaller than 0.05. The decision is to reject the null hypothesis and accept the alternative hypothesis, so it can be interpreted that brand image has a positive and significant effect on the intention to purchase environmentally friendly products. These results can be concluded that hypothesis five (H5) which states that brand image has a significant positive effect on the intention to purchase environmentally friendly products is statistically acceptable.

4.2.5. Mediation Test

The mediation test in this study was conducted using path analysis. The mediation test in this study will also be determined using Partial Least Squares (PLS). The results of the path analysis on the influence of green marketing and brand awareness on purchase intention of environmentally friendly products through brand image are as follows

Table 4.9
Mediation Test Results (Path Coefficient)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Green Marketing → Brand image → Green Product Purchase Intention	0.184	0.188	0.086	2.139	0.033
Awarenessof the enviromental →Brand image → Green Product Purchase Intention	0.106	0.097	0.050	2.133	0.033

Source: Primary data processed in 2025.

Table 4.9 shows that the results of the mediation test obtained a path coefficient t-statistic value of 2.139 with a p-value of 0.033. Based on these values, it can be shown that the t-statistic value is greater than the t-table value of 2.139> 1.96 and p-values of 0.033 are smaller than 0.05. This means that green marketing can mediate the influence of green marketing on the purchase value of environmentally friendly products. These results can be concluded if brand image can function as an intervening variable between the influence of green marketing on the purchase value of environmentally friendly products. If seen from the results of the analysis of the direct and indirect influence between green marketing on the purchase value of environmentally friendly products, the results are all positive and significant, so it is included in partial mediation.

The t-statistic path coefficient value is 2.133 with a p-value of 0.033. Based on these values, it can be shown that the t-statistic value is greater than the t-table value of 2.133> 1.96 and the p-value of 0.033 is smaller than 0.05. This means that brand image can mediate the influence of environmental awareness on the purchase value of environmentally friendly products. These results can be concluded if environmental awareness can function as an intervening variable between the influence of environmental awareness on the purchase value of environmentally friendly products. If seen from the results of the analysis of the direct and indirect influence between environmental awareness on the purchase value of environmentally friendly products, the results are all positive and significant, so it is included in partial mediation.

4.3. Discussion

The discussion regarding the influence of green marketing and environmental awareness on the intention to purchase environmentally friendly products with brand image as an intervening variable is as follows:

1. **The influence of green marketing on the intention to purchase environmentally friendly products**

The hypothesis proposed in this study is that green marketing has a positive and significant effect on the purchase value of environmentally friendly products. This hypothesis is based on the fact that green marketing strategies—including green products, environmentally friendly packaging, environmental labels, and green promotions—can create a perception of added value among consumers. Green marketing is believed to provide benefits not only functionally but also emotionally and symbolically to consumers, thereby enhancing their perception of product intention.

These results indicate that the better a company implements green marketing, the higher the perceived purchase value of environmentally friendly products among consumers. Consumers tend to view green products as offering greater benefits, such as safety, better quality, and a positive impact on the environment. Furthermore, an effective green promotion strategy can build trust and confidence that the product truly possesses environmentally friendly characteristics, thereby strengthening the product's perceived value.

The analysis shows that green marketing has a positive and statistically significant influence on purchase intention for environmentally friendly products. This means that each enhancement of green marketing elements, such as clear green messaging, the use of environmentally friendly materials, or the inclusion of green labels, directly increases consumers' perceptions of the product's benefits and quality. The analysis also confirms that this increase in purchase value arises from consumers' perceived functional, emotional, and symbolic value of green products. Therefore, it can be concluded that green marketing is a significant factor in strengthening perceived purchase value and encouraging consumers to appreciate and consider environmentally friendly products more. These results align with research by Chen, Y.-S., & Chang, C.-H. (2013); Grimmer, M., & Woolley, M. (2014),

2. The influence of environmental awareness on the intention to purchase environmentally friendly products

Environmental awareness has a positive and significant impact on brand image. This hypothesis is based on the assumption that the higher a consumer's environmental awareness, the greater their attention to brands that demonstrate a commitment to sustainability, environmental ethics, and green production practices. Environmentally conscious consumers tend to evaluate brands more critically and place greater value on brands that are committed to environmental sustainability.

The results of this study indicate that consumer environmental awareness can enhance positive perceptions of brand image. Consumers with a high level of environmental awareness are more likely to perceive a brand as good if it demonstrates a commitment to green practices, the use of environmentally friendly materials, marketing communications that emphasize environmental responsibility, and a concern for sustainability.

The results of statistical analysis (e.g., through SEM-PLS or regression) indicate that the coefficient of the relationship between environmental awareness and brand image is positive, with a significance value of $p < 0.05$, and a fairly strong path coefficient. This indicates that increasing environmental awareness consistently increases consumers' positive perceptions of brand image. This indicates that consumers with high sensitivity to environmental issues will evaluate brands more deeply and give greater appreciation to brands that are responsive to sustainability issues.These results are in line with the research results of Grimmer, M., & Woolley, M. (2014); Magnier, L., & Crié, D. (2015).

3. The influence of green marketing on brand image

The hypothesis proposed in this study is that green marketing has a positive and significant impact on brand image. This hypothesis is based on the assumption that green marketing strategies—including the use of environmentally friendly materials, sustainable product design, eco-labels, and marketing communications emphasizing environmental responsibility—can strengthen a brand's positive image. When a company demonstrates a commitment to sustainable practices, consumers tend to perceive the brand as more responsible, modern, and environmentally conscious, thereby enhancing its public image.

These results indicate that consistent implementation of green marketing can significantly improve brand image. Consumers perceive brands that implement green strategies as possessing higher moral and social values. Furthermore, messages emphasizing sustainability and environmental preservation can create the perception that the brand is not solely profit-oriented but also committed to the well-being of the environment and society. This strengthens the company's brand image, makes it more trustworthy, and enhances consumer appreciation.

The analysis shows that green marketing has a positive and significant impact on brand image. Statistical analysis confirms that green marketing elements such as eco-design, eco-labels, and green advertising directly enhance consumer perceptions of brand quality and reputation. The higher the implementation of green marketing, the more positive the brand image formed. Consumers associate environmentally friendly brands with attributes such as reliability, high quality, innovation, and concern for sustainability. This proves that green marketing strategies not only increase product appeal but also play a significant role in building and strengthening long-term brand image. These results align with research by Chaudhary, R. (2018); Nguyen, T. N., Lobo, A., & Greenland, S. (2017).

4. The influence of environmental awareness on the purchase value of environmentally friendly products
The hypothesis proposed in this study is that environmental awareness has a positive and significant effect on the perceived value of environmentally friendly products.

This hypothesis is based on the understanding that individuals with a high level of environmental awareness will pay more attention to the ecological impact of each purchasing decision. The higher a person's awareness of environmental issues, the more likely they are to perceive environmentally friendly products as having added value, both functionally and ethically.

These results indicate that increased consumer environmental awareness is directly related to increased perceived value of environmentally friendly products. Consumers who are sensitive to ecological issues tend to view environmentally friendly products as more useful, safer, and more responsible. They also perceive that purchasing these products makes a positive contribution to the environment, thus strengthening their perceived value both emotionally and morally. In other words, environmental awareness encourages consumers to view green products not merely as consumer goods but also as a form of personal commitment to sustainability.

The analysis shows that environmental awareness has a positive and significant effect on the perceived value of environmentally friendly products. Empirical analysis shows that the higher the level of consumer environmental awareness—which includes knowledge of ecological issues, concern for environmental impacts, and pro-environmental attitudes—the higher the perceived value given to green products. Consumers with strong environmental awareness perceive environmentally friendly products as having functional value (better quality, safer to use), emotional value (feelings of pride), and social value (social environmental acceptance). This finding confirms that environmental awareness is one of the important psychological factors that shape the perceived value of environmentally friendly products. The results of this study are in line with the research of Joshi, Y., & Rahman, Z. (2017); Yadav, R., & Pathak, G. S. (2017).

5. The influence of brand image on the intention to purchase environmentally friendly products
The hypothesis in this study states that: Brand image has a positive and significant effect on purchase intention for environmentally friendly products. This means that the better the brand image formed in the minds of consumers—especially one that emphasizes the values of sustainability, environmental awareness, and social responsibility—the greater the consumer's tendency to intend to purchase environmentally friendly products.

The results of this study indicate that a strong brand image can increase consumer confidence and preference for environmentally friendly products. Consumers tend to perceive products from brands with a good image—especially those associated with green practices—as higher quality, more trustworthy, and more aligned with their personal values regarding environmental awareness. A positive brand image also creates the perception that purchasing these products can strengthen their identity as environmentally conscious consumers.

The statistical analysis shows that brand image has a positive and significant effect on purchase intention, meaning that an improvement in brand image is directly followed by an increase in purchase intention for environmentally friendly products. A positive coefficient value indicates a unidirectional relationship, while a significant value indicates that the relationship is consistent and generalizable. These findings reinforce the view that brand image plays an important psychological role in mediating consumer decisions in choosing environmentally friendly products. This research is in line with Nguyen, T. N., Lobo, A., & Greenland, S. (2017);

5.1. Conclusion
This study concludes that green marketing and environmental awareness play a significant role in increasing consumer purchase intention for environmentally friendly products. Consistent and credible implementation of green marketing strategies can shape positive consumer perceptions, while a high level of environmental awareness encourages consumers to consider ecological impacts more carefully in purchasing decisions. Brand image has been shown to act as an intervening variable that strengthens the influence of green marketing and environmental awareness on purchase intention, where a positive brand image increases consumer trust and interest in environmentally friendly products. Therefore, strengthening green brand image is a strategic key in optimizing the effectiveness of green marketing and environmental awareness to encourage consumer purchase intention sustainably.

5.2. Managerial Implications

1. Strengthening Green Marketing Strategy
   Management needs to design and implement an authentic, consistent, and integrated green marketing strategy across all marketing activities, from product design and packaging to promotional communications. Information regarding environmental benefits must be conveyed clearly and transparently to build positive perceptions and avoid greenwashing, which can damage consumer trust.
2. Increasing Consumer Environmental Awareness
   Companies need to play an active role in raising environmental awareness through ongoing education, social campaigns, and sustainability-based marketing content. These efforts not only strengthen consumer understanding of environmental issues but also shape positive attitudes that encourage purchase intentions for environmentally friendly products.
3. Managing Green Brand Image
   An environmentally friendly brand image must be managed as a strategic company asset. Management needs to ensure that sustainability claims align with actual operational practices, such as the use of sustainable raw materials, energy efficiency, and compliance with environmental standards, so that the brand image can effectively link green marketing, environmental awareness, and purchase intentions.
4. Integrating Sustainability into Business Decisions
   Sustainability should not only be positioned as a promotional tool but also integrated into the company's strategic decision-making. Thus, every product innovation and marketing strategy implemented can strengthen brand image while increasing long-term competitiveness.
5. Consumer Segmentation and Targeting Based on Environmental Concern
   Management is advised to segment the market based on consumers' level of environmental awareness. This more targeted marketing approach allows companies to develop relevant and effective green marketing messages, thereby optimally increasing market response and purchasing intentions.

This managerial implication confirms that the success of increasing purchase intentions for environmentally friendly products depends heavily on the synergy between green marketing, increasing environmental awareness, and continuously strengthening brand image.

5.3. Research limitations

1. Limitations of Research Variables
   This study focused solely on green marketing, environmental awareness, brand image, and purchase intention. Therefore, it did not include other factors that could potentially influence purchase intention for environmentally friendly products, such as price, product quality, consumer trust, social norms, or cultural influences.
2. Limitations of Data Collection Methods
   Data were obtained through a questionnaire using a respondent perception approach. Therefore, the results of the study are highly dependent on the subjectivity, level of understanding, and honesty of respondents in providing answers.
   3. Limitations of Scope and Sample
   The study was conducted in a specific region and with specific respondent characteristics, so the findings cannot necessarily be generalized broadly to different regions, industrial sectors, or consumer groups.

5.4 Future research agenda

1. Expanding the Research Object and Area
Further research can be conducted in different industrial sectors or broader geographic areas, so that the results have greater generalizability and can describe diverse consumer behavior.
2. Future research can combine quantitative and qualitative approaches to more deeply explore consumers' reasons, motivations, and perceptions of environmentally friendly products and green marketing practices.
3. Further research can examine the role of other mediating or moderating variables, such as brand trust, consumer loyalty, or environmental knowledge, to enrich the research model and deepen understanding of the relationships between variables.

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