From Green Marketing to Enhance Green Purchase Intention: The Act of Green Advertisement, Green Brand Loyalty, and Green Brand Innovativeness

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Abstract

The present study aims to investigate the effects of Green Marketing (GM) strategies, such as Green Advertisement (GA), Green Brand Loyalty (GBL), and Green Brand Innovativeness (GBI), on consumer purchase intention. Additionally, it investigates the moderating effects of these strategies on these relationships and looks at how GM and Green Purchase Intention (GPI) are related. These findings build on previous research on the relationship between GM and GPI. The unresearched combined effects of GM on customer purchase intentions as well as the moderating functions of GA, GBL, and GBI in these connections are among the research gaps. The current study examines the relationship between GM antecedents and GPI using a cross-sectional approach and a quantitative research methodology. Quantitative research methods are useful when analyzing relationships between variables and extending findings across populations is the goal. Based on prior research on GM and behavior, the study's research methodology used a survey questionnaire. Google Forms will be used to distribute an online survey to Indonesian consumers of green products, which served as the data collection tool for this study.

Keywords: Green Advertisement, Green Brand Innovativeness, Green Brand Loyalty, Green Marketing, Green Purchase Intention.

INTRODUCTION

The trend towards Green Marketing (GM) has been notable in recent years (Mahmoud et al., 2024). As consumers become more environmentally aware and concerned about the impacts of their purchasing decisions, companies have recognized the need to adapt their strategies accordingly (Sharma, 2021). This involves not only adhering to regulations and legislation but also proactively incorporating environmental concerns into their business models and marketing efforts (Cai & Zhou, 2014). Companies may implement various GM strategies, such as promoting eco-friendly products and practices, highlighting sustainability initiatives in their operations, and transparently communicating their environmental efforts to consumers. To present their businesses as being environmentally friendly, companies have embraced strategies such as Green Advertising (GA), Green Brand Loyalty (GBL), and Green Brand Innovation (GBI) (J. Lin et al., 2019).

These initiatives can help companies appeal to environmentally conscious consumers, differentiate themselves in the market, and even drive innovation toward more sustainable solutions.

According to Chen (Y.-S. Chen, 2008), there exist five rationales for businesses to engage in GM strategies: seizing green opportunities, enhancing brand recognition, augmenting product value, strengthening a competitive advantage, and adhering to environmental trends. For instance, GM is not developing quickly in Indonesia, but a poll carried out by AC Nielsen for a number of nations, including Indonesia, revealed that customers there are quite concerned about environmental issues. This is demonstrated by the green initiatives implemented in a number of Indonesian cities (Hatane et al., 2012).

GM consists of a number of components that influence consumers' purchasing intentions, including GA, GBL, and GBI (Y. S. Chen, Chang, et al., 2020; Y. S. Chen, Huang, et al., 2020; J. Lin et al., 2019; Pratama, 2014). GA involves promoting products or

163

services using messaging that emphasizes their environmental benefits or sustainability features. GA can raise awareness among consumers about environmentally friendly options and influence their purchasing decisions by appealing to their environmental values and concerns (Rahmi et al., 2017). Moreover, when consumers perceive a brand as environmentally responsible, they are more likely to develop strong loyalty to that brand (Balmer et al., 2009). Companies that consistently demonstrate their commitment to sustainability can build trust and loyalty among consumers who prioritize environmental values in their purchasing decisions (Y. S. Chen, Huang, et al., 2020). Further, brands that innovate in terms of environmental sustainability, whether through eco-friendly product design, sustainable production methods, or the adoption of renewable energy sources, can attract consumers seeking innovative and environmentally conscious options. GBI signals to consumers that the brand is forward-thinking and committed to addressing environmental concerns. These strategies collectively influence consumer GPI by shaping perceptions of a brand's environmental credentials, ethical values, and overall trustworthiness. Consumers who prioritize sustainability are more likely to support companies that align with their values and demonstrate a genuine commitment to environmental responsibility (Rahmi et al., 2017). GM, therefore, plays a crucial role in addressing environmental concerns while also meeting consumer demand for sustainable products and practices.

This research aims to investigate the combined effects of GM, GA, GBL, and GBI on consumers' GPI (Y. S. Chen, Huang, et al., 2020; Ho & Chen, 2019). Additionally, further study is necessary to determine whether GM and GPI have a beneficial or detrimental relationship with the potential moderating effects of GA, GBL, and GBI (Pancić et al., 2023). Understanding these moderating effects is crucial for businesses looking to optimize their green marketing strategies and foster stronger consumer purchase intention (Prakash et al., 2019).

LITERATURE REVIEW
GM and GPI

Green Marketing, a strategic approach that integrates environmental concerns into marketing activities, significantly influences Green Purchase Intention (Lima et al., 2024). This influence is multifaceted, encompassing various factors that shape consumer behavior (Winarni, 2024). One key mechanism through which green marketing stimulates green purchase intention is by enhancing consumer awareness and knowledge about environmental issues and sustainable products (Correia et al., 2023). By effectively communicating the environmental benefits of green products and services, companies can educate consumers and foster a sense of environmental consciousness (Lopes

et al., 2024a). This increased awareness can motivate consumers to make more informed and eco-friendly purchasing decisions.

Furthermore, green marketing practices can positively impact consumer perceptions of a company's brand image and reputation (Khawar et al., 2024). By engaging in sustainable initiatives and communicating their commitment to environmental responsibility, companies can build trust and credibility among consumers (Zemp, 2024). This positive brand perception can lead to increased consumer loyalty and a greater willingness to purchase green products associated with the brand. Additionally, green marketing can influence consumer attitudes and values (Correia et al., 2023). By highlighting the social and ethical implications of consumption choices, companies can encourage consumers to adopt more sustainable lifestyles. This shift in consumer values can drive a demand for green products and services, thereby influencing purchase intention. In conclusion, green marketing plays a crucial role in shaping consumer behavior and driving green purchase intention.

The term "intention" refers to a particular objective that customers have in mind when they do an action. The desire or interest of customers to use goods or services with minimal environmental impact is known as "green purchase intention." This indicates that customers want to use goods and services that are not damaging to the environment (Rahmi et al., 2017). As the growing environmental awareness among consumers is driving a shift towards more sustainable business practices across industries (Sharma, 2021). Companies that adapt their strategies to prioritize environmental sustainability not only meet the evolving expectations of consumers but also contribute to a more sustainable future. In sum, GM plays a crucial role in influencing consumers' GPI by raising awareness, shaping attitudes, building trust, aligning with consumer values, and stimulating demand for environmentally friendly products and practices. The relationship between green marketing and green purchase intention underscores the importance of strategic communication and alignment of values in promoting sustainable consumption patterns. Therefore, this study offered the following research hypothesis:

H_1: GM significantly and positively influences GPI.

GM, GA, GBL, and GBI

Recent literature has shown an increasing interest in the influence of GM, which includes GA, GBL, and GBI (Arshad et al., 2014; Y. S. Chen, Chang, et al., 2020; Y. S. Chen, Huang, et al., 2020; Dangelico & Vocalelli, 2017; Leonidou et al., 2013; Liao et al., 2020; J. Lin et al., 2019; Pancić et al., 2023; Sharma, 2021). A GM, first and foremost, is a good or service that is created with environmental sustainability in mind (Sharma, 2021). GM

significantly influences GA by shaping consumer perceptions, enhancing brand loyalty, and promoting sustainable practices. According to research by Dangelico & Vocalelli (2017), GM strategies enhance brand image and consumer trust, which are critical for effective GA. The authors argue that a strong green brand image positively influences consumer attitudes toward advertisements. Moreover, GM initiatives can significantly enhance the effectiveness of GA by aligning with consumer values and preferences for sustainability, thus fostering greater consumer engagement (Leonidou et al., 2013). Similarity, Rahbar & Wahid (2011) investigates the effects of GM tools on consumers' purchase behavior, revealing that GA emphasizing environmental benefits significantly influence consumer attitudes and behaviors. In summary, the influence of GM on GA is multifaceted, involving elements such as trust-building through credible messaging, the strategic use of visual elements, and the incorporation of cultural nuances. These factors collectively enhance consumer engagement with eco-friendly brands and drive purchasing behaviors towards sustainable products.

Consumers' perceptions of green brands have a considerable impact on their preferences and purchase behavior. GM plays a crucial role in GBL by enhancing consumer perceptions, fostering trust, and promoting sustainable practices. A recent study examining Starbucks consumers found that GM significantly affects GBL among millennials (Gede et al., 2022). The research indicates that effective GM strategies lead to increased loyalty toward the brand by aligning with the values of environmentally conscious consumers. Another study conducted in Greece explored how integrating sustainable practices into marketing strategies not only enhances GBL but also strengthens consumer commitment to brands perceived as environmentally responsible (Tanwari, 2020). A systematic review that conducted by Martínez García de Leaniz (2015) highlighted that various factors such as consumer trust, satisfaction, and perceived value derived from GM initiatives contribute significantly to fostering brand loyalty in eco-friendly products. In summary, GM influences GBL through direct impacts on consumer perceptions and trust, environmental awareness, and the integration of sustainable practices within supply chains. These factors collectively enhance consumer commitment to brands that prioritize environmental responsibility.

Finally, GM significantly influences GBI by fostering a culture of sustainability, enhancing brand image, and driving consumer engagement. Dangelico & Vocalelli (2017) discusses how GM strategies stimulate innovation within firms by promoting sustainable practices and encouraging the development of environmentally friendly products, thus enhancing GBI. Another study, Putri et al. (2023) explored the relationship between GM and

GBI, demonstrating that effective GM strategies positively affect GBI. The research indicates that a strong green brand image mediates this relationship, suggesting that companies focusing on green marketing can enhance their innovative capabilities. Similarity, Huang et al. (2024) explores the impact of GM on innovation capabilities, finding that firms that adopt GM strategies are more likely to develop innovative products and processes that meet environmental standards. In summary, GM influences GBI by enhancing brand image, fostering consumer engagement through perceived value, and encouraging sustainable practices within organizations. These studies collectively demonstrate the importance of integrating innovative strategies into green marketing efforts to achieve greater environmental sustainability and consumer loyalty. Therefore, this study presented several research hypotheses based on the literature reviewed:

H_2: GM significantly and positively influences GA.
H_3: GM significantly and positively influences GBL.
H_4: GM significantly and positively influences GBI.

GA, GBL, GBI, and GPI

GA, a subset of marketing communications aimed at promoting environmentally friendly products and services, substantially impacts GPI (Gu et al., 2022). This influence is complex and multifaceted, incorporating diverse psychological and social factors that modulate consumer behavior (S. Rahman et al., 2017). A fundamental mechanism by which green advertising encourages green purchase intention is by improving consumer awareness and understanding of environmental issues and sustainable products (Maharani et al., 2023). By clearly communicating the environmental benefits of green products and services, companies can educate consumers and promote a sense of environmental responsibility (Lopes et al., 2024a). This heightened awareness can inspire consumers to make more informed and eco-friendly purchasing choices (Amallia et al., 2021).

Moreover, GA can significantly influence consumer attitudes and beliefs regarding green products and companies (Krstić et al., 2021). By employing persuasive arguments and emotional appeals, advertisers can shape consumer perceptions and foster positive associations with green brands (Wang & Li, 2022). Such favorable attitudes can enhance consumers' willingness to purchase green products and services (Lopes et al., 2024b). However, Rahmi et al. (2017)research indicates that green advertising does not enhance consumers' intentions to make green purchases. In conclusion, green advertising is essential in influencing consumer behavior and promoting green purchase intention (Correia et al., 2023). By increasing consumer awareness, affecting attitudes and beliefs, shaping social norms, and eliciting emotional responses,

green advertising enables consumers to make informed and sustainable choices.

Numerous studies have empirically investigated the connection between GBL and GPI (Erika & Alfonsius, 2024). For example, I. Rahman et al. (2015)found that consumers with high levels of GBL were more inclined to engage in repeat purchasing and exhibit positive word-of-mouth behavior. Likewise, Jaiswal & Kant (2018) demonstrated that green brand loyalty has a positive effect on consumers' willingness to pay a premium for eco-friendly products (Silva & Zuniga, 2024)In conclusion, GBL is essential in influencing consumer behavior and enhancing intentions to purchase environmentally friendly products (Zhang et al., 2023). By cultivating trust, social identity, and emotional connections, green brand loyalty encourages consumers to consistently select green products and services, thereby promoting a more sustainable future (Silva & Zuniga, 2024).

Apart from earlier research, GBI refers to how innovative and creative a brand is seen to be in its approach to environmental sustainability. Consumer GPI is positively influenced by GBI, according to Hartmann & Apaolaza-Ibáñez (2012) research. J. Lin et al. (2019) argued that GBI, especially when consumers are well-informed about environmental matters, further augmenting the chances of green purchase. Additionally, consumers tend to be more loyal to and inclined to repurchase innovative green companies since they are seen as more trustworthy and valued (Martínez & Rodríguez del Bosque, 2013). In conclusion, GBI serves as a significant catalyst for green purchase intention. By providing unique value propositions, elevating social status, mitigating perceived risk, and eliciting positive emotions, innovative green products can encourage consumers to embrace sustainable consumption practices and foster a more environmentally friendly future. Drawing from the available literature, this investigation presented the subsequent different research hypotheses:

H5: GA significantly and positively influences GPI
H6: GBL significantly and positively influences GPI
H7: GBI significantly and positively influences GPI

Mediating role of GA, GBL, and GBI

In recent times, firms have been focusing on the impact of GM on customer GPI in order to appeal to environmentally sensitive consumers. The significance of GA in influencing customer perceptions and purchase intentions has been brought to light by recent studies. For instance, Parguel et al. (2017)discovered that the plausibility of environmental claims and the compatibility of the green message with the product category determine how effective GM are. Similarly, Y.-C. Lin & Chang (2012) found that consumer attitudes are positively influenced by commercials that highlight environmental commitment and corporate social responsibility, and this can increase the intention of consumers to make green purchases. Moreover, GM initiatives, particularly through GA, contribute to fostering GBL among environmentally conscious consumers (Darshana Singh & Dr. Gagandeep Nagra, 2023).

The relationship between GM and GBL, which refers to a consumer's commitment to environmentally responsible brands (Martínez, 2015; Rahbar & Wahid, 2011), is influenced by the extent to which consumers are satisfied with their GPI. Further, J. Lin et al. (2019) argued GBI enhances loyalty, especially when consumers are well-informed about environmental matters, further augmenting the chances of green purchase. Customers favor environmentally friendly packaging, whereas non-recyclable packaging has a negative effect on how they feel about using the product. It is therefore crucial to comprehend consumers' intentions when it comes to buying products packaged in environmentally friendly ways (Prakash et al., 2019). Another study examined how GM influences consumer purchase intentions through GBI. The findings indicate that innovative approaches in product development, driven by GM initiatives, significantly enhance consumer perceptions and intentions to purchase eco-friendly products (Nur et al., 2024). Therefore, this study offered the following research hypothesis:

H8: GA mediates the relationship between GM and GPI.
H9: GA mediates the relationship between GM and GPI.
H10: GA mediates the relationship between GM and GPI.

Finally, this study constructed a conceptual model (Figure 1) that collects the proposed research hypotheses based on prior literature findings.
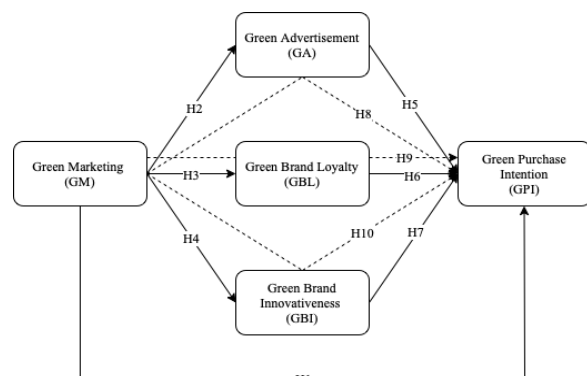

Figure 1. Research Model

METHOD

The study's research technique, which involved using a survey questionnaire, was based on other studies on green marketing and behavior. Google Forms will be used to distribute an online survey to Indonesian consumers of green products,

which served as the data collection tool for this study. The survey focuse on customers of eight businesses—The Body Shop, Starbucks, IKEA, Fore Coffee, Nike, Johnson & Johnson, Adidas, and Aqua—that sell eco-friendly products. The Body Shop advertises cruelty-free and organically sourced cosmetics. Starbucks has implemented many measures to mitigate plastic waste, including the use of paper cups, which are readily shredded and environmentally benign, and the transition to rPET plastic packaging. IKEA uses sustainable sourcing methods and provides environmentally friendly furniture. Fore Coffee is a new coffee company that emphasizes environmental sustainability by using eco-friendly products and packaging that is recyclable and reused. Nike uses recycled materials in its clothing and shoes. Johnson & Johnson supports the development of ecologically friendly product formulas. Adidas aims to lessen the amount of plastic trash in the ocean by producing shoes made of plastic. Reducing plastic usage and switching to recyclable packaging from single-use packaging are two actions made by the bottled water company Aqua to improve the environmental friendliness of their packaging. Convenience sampling, a non-probabilistic sampling technique, will be used to select participants because the study's population is still unknown. To reach as many responders as possible, the poll link will be shared on social media platforms and online forums. Google Forms is a well-liked and useful tool for creating and sharing surveys and for expediting data collection and analysis. To ensure a high response rate, the data collection process is carried out over an extended period of time, with several reminders sent to prospective responders.

RESULTS AND DISCUSSION
Descriptive Respondent

Table 1 presents the descriptive analysis results of responses from 360 participants. The majority of respondents identified as female, comprising approximately 60% of the total. Furthermore, the age range most commonly reported was 21-30 years old, representing 42.8% of participants. In terms of marital status, single respondents constituted the largest group, that is 74.7%. For level of education, bachelor degree/diploma 4 reported was 70.8% of total respondents. Regarding monthly income, the majority fell under Rp 3,000,000, comprising 75% of the sample.

Table 1. Characteristic Respondent

Characteristic	Category	Frequency	Presentation
Gender			
	Male	144	40.0%
	Female	216	60.0%
Age			
	< 17 – 20	107	29.7%
	21 – 30	154	42.8%
	31 – 40	46	12.8%

Characteristic	Category	Frequency	Presentation
	41 – 50	42	11.7%
	> 50	11	3.1%
Marital Status			
	Single	269	74.7%
	Married	91	25,3%
Level of Education			
	Junior High School	6	1.7%
	Senior High School	60	16.7%
	Diploma 1/2/3	18	5.0%
	Bachelor Degree/ Diploma 4	255	70.8%
	Master Degree	21	5.8%
Monthly Income			
	< Rp. 3.000.000,-	270	75.0%
	Rp. 3.000.001 – Rp. 6.000.000,-	48	13.3%
	Rp. 6.000.001 – Rp. 9.000.000,-	12	3.3%
	Rp. 9.000.001 – Rp. 12.000.000,-	12	3.3%
	Rp. 12.000.001 – Rp. 15.000.000,-	6	1.7%
	> Rp 15.000.001,-	12	3.3%

Validity and Reliability Test

The assessment of each item's reliability is evident from the standardized loading factor values displayed in Table 2. An item is considered valid when its loading factor value reaches 0.7. Upon analyzing the data, it is confirmed that all items in this study meet the validity criterion. The validity results are outlined as follows:

Table 2. Outer Loading Factor

Variabel	Item	Outer Loading Factor
Green Marketing (Rahbar & Wahid, 2011)	I enjoy watching broadcast environmental advertisement	0.741
	Environmental advertisement guide customers to making an informed purchasing decision	0.843
	I am aware the Indonesia best logo	0.809
	The Indonesian best logo is easily recognizable for me	0.718
Green Purchase Intention (Jaiswal & Kant, 2018; Panda et al., 2020; Prakash et al., 2019; Shi Wee Mohd Shoki Bin Md Ariff et al., 2014)	I would buy products with eco-friendly packaging in near future	0.810
	I plan to buy eco-friendly packaged products on a regular basis	0.754
	I intend to buy products with eco-friendly packaging due to my environmental concerns	0.760
	I would buy eco-friendly products in the near future.	0.833
	I plan to buy eco-friendly products in regular basics.	0.844
	I intend to buy eco-friendly products for my long-term health benefits	0.759
	I intend to buy eco-friendly products because they are more concern about product safety	0.759

Variabel	Item	Outer Loading Factor
	I intend to buy eco-friendly products because they are more environmentally friendly	0.814
	I intend to buy eco-friendly products because I am concerned about animal welfare	0.815
	I would consider buying products because they are less polluting	0.768
	I intend to switch to a green version of a product	0.776
	I purchase the brand due to its environmental concern	0.808
	I will purchase the brand in the future due to its environmental performance	0.790
Green Brand Advertisement (Rahmi et al., 2017)	There is a green advertisement to increase knowledge about green product	0.845
	Feel comfortable with green product ads	0.870
	Green advertisement guides consumers in deciding to buy products	0.754
Green Brand Loyalty (Y. S. Chen, Huang, et al., 2020; Panda et al., 2020; Papista et al., 2018)	I am eager to repurchase the brand due to its environmental performance;	0.794
	I prefer buying the brand to other brands due to its environmental functionality;	0.756
	I rarely consider switching to other brands due to the brand's environmental features	0.781
	I intend to continue purchasing the brand since it is environmentally friendly.	0.858
	I am willing to repurchase this brand because of its environmental functions.	0.828
	I prefer purchasing this brand to other brands because of its environmental performance.	0.835
	I seldom consider switching to other brands because of this brand's environmental concern.	0.803
	I intend to continue buying this brand because it is environmentally friendly.	0.870
Green Brand Innovativeness (J. Lin et al., 2019)	This brand provides effective solutions to customer green needs.	0.925
	Customer can rely on this brand to offer novel solutions to their green needs.	0.896
	This brand is able to provide new solutions to customer green needs.	0.741

Referring to Table 2 above, it is evident that each variable item in this study exhibits an Outer Loading exceeding 0.7. Consequently, all items within this study are considered valid and suitable for analysis. Additionally, examination of Table 3 reveals that the Average Variance Extracted (AVE) for all variables surpasses the threshold value of 0.50. Moreover, both the Cronbach's Alpha value and the Composite Reliability (CR) value for all variables exceed the average threshold of > 0.70. Hence, it can be deduced that all constructs within this study are both valid and reliable.

Table 3. Construct Reliability and Validity

Variable	Cronbach's Alpha	rho_A	CR	AVE	Result
GM	0.912	0.923	0.931	0.786	Valid dan Reliable
GA	0.884	0.896	0.928	0.811	Valid dan Reliable
GBL	0.928	0.931	0.941	0.666	Valid dan Reliable
GBI	0.783	0.785	0.861	0.608	Valid dan Reliable
GPI	0.951	0.960	0.956	0.628	Valid dan Reliable

Hypothesis Test

The Inner Model test in this study incorporates both the R-square test and hypothesis testing. According to Chin (1998), the R-square test is deemed good (high) if the value exceeds 0.67, moderate if it falls between 0.33 and 0.67, and low if it is less than 0.33.

Table 4. R-Square Model

Variable	R-Square	R-Square Adjusted
GA	0.278	0.276
GBL	0.203	0.201
GBI	0.197	0.195
GPI	0.476	0.472

Examining the outcomes presented in Table 4, it is noted that the R-square value for GA is 0.278. This signifies that 27.8% of the variability in GA can be accounted for by GM, leaving 72.2% unexplained by variables considered in this study, placing it within the low influence category. Moreover, the R-square value for GBL is 0.203. This indicate that 20.3% of the variability in GBL can be accounted for by GM, leaving 79.7% unexplained by variables considered in this study, placing it within the low influence category. Additionally, the R-square value for GBI is 0.197. This indicate that 19.7% of the variability in GBL can be accounted for by GM, leaving 80.3% unexplained by variables considered in this study, placing it within the low influence category. Similarly, the R-square value for the GPI variable in Table 4 is 0.476, indicating that 47.6% of the variability in GPI is explained by GM, with the remaining 52.4% attributed to variables beyond the scope of this study. This R-square value falls within the moderate influence category.

Table 5. Structural Hypothesis Model test

Hypothesis	Path Coefficient	T Statistics	P Value	Result
GM → GPI	0.458	9.601	0.000	H1 Accepted
GM → GA	0.527	8.933	0.000	H2 Accepted
GM → GBL	0.444	10.948	0.000	H3 Accepted
GM → GBI	0.451	9.461	0.000	H4 Accepted
GA → GPI	0.297	4.829	0.000	H5 Accepted
GBL → GPI	0.453	9.799	0.000	H6 Accepted
GBI → GPI	0.118	1.804	0.072	H7 Rejected
GM → GA → GPI	0.157	4.135	0.000	H8 Accepted
GM → GBL → GPI	0.201	7.517	0.000	H9 Accepted
GM → GBI → GPI	0.053	1.667	0.096	H10 Rejected

Table 5 presents the results of hypothesis testing, revealing that four variables exhibit a positive influence. Notably, GM on GPI indicates that a greater marketing of environmentally friendly products correlates with increased purchasing tendencies for such brands. Conversely, as indicated in Table 5, certain variables demonstrate no discernible influence, whether positive or negative. Specifically, the relationship between GBI and GPI lacks significance. This observation aligns with prior research findings suggesting the existence of unacceptable hypotheses.

Green Marketing to Green Purchase Intention

This study provides robust evidence supporting the positive correlation between green marketing and green purchase intention. Key findings reveal that environmental advertisements serve as a powerful catalyst in shaping consumer decision-making towards eco-friendly choices. The high scores attributed to items related to informed purchasing and consistent green product consumption underscore the effectiveness of such marketing efforts.

Green marketing's multifaceted approach, encompassing awareness building, trust cultivation, and value proposition enhancement, is instrumental in driving positive purchase intentions. By highlighting the environmental consequences of unsustainable consumption and showcasing the benefits of green products, marketers can effectively influence consumer behavior.

The results align with previous research Majeed et al. (2022) and Pancić et al. (2023) emphasizing the significance of eco-labeling, green packaging, and branding in driving green purchase intentions. These findings collectively underscore the importance of integrating green marketing strategies into overall business operations to attract and retain environmentally conscious consumers. Moreover, the study's implications extend beyond initial purchases, as effective green marketing contributes to increased brand loyalty and repeat business.

Green Marketing to Green Advertising

This study provides compelling evidence of a synergistic relationship between green marketing (GM) and green advertising (GA). Respondents' positive perceptions of environmental advertisements and their role in informed decision-making underscore the efficacy of GA as a component of a broader green marketing strategy. Beyond enhancing product knowledge, green advertising has been shown to cultivate consumer trust and confidence in environmentally friendly options.

These findings resonate with existing research Dangelico & Vocalelli (2017) and Rahmi et al. (2017) that highlights the pivotal role of GM in establishing credibility and effectively communicating a product's ecological attributes. By positioning a brand as environmentally committed, GM creates a fertile ground for GA to flourish. In turn, GA reinforces the brand's green image while providing consumers with clear and compelling reasons to choose environmentally friendly products. This interplay between GM and GA suggests that a holistic approach is essential for maximizing the impact of sustainability-oriented marketing efforts.

By demonstrating the positive influence of environmental advertisements on consumer behavior, this study contributes to a growing body of knowledge supporting the integration of green marketing and advertising into effective business strategies.

Green Marketing to Green Brand Loyalty

This study demonstrates a strong correlation between green marketing (GM) and green brand loyalty (GBL). Respondents exhibited high recognition of products with green logos, which positively influenced their perception of these brands. The perceived environmental benefits of these products significantly impacted brand loyalty, leading to repeat purchases and a preference for these brands over competitors. The green logo served as a compelling symbol of environmental responsibility, fostering consistent consumer behavior. These findings align with previous research by Thøgersen et al. (2010) and Nyilasy et al. (2014) which emphasized the positive impact of GM on GBL. Both studies highlighted the role of environmental advertising and brand image in building consumer loyalty. Overall, GM elements such as eco-brands, eco-labels, and environmental advertising are key drivers of GBL (Liao et al., 2020; Wijewickrama et al., 2021).

Green Marketing to Green Brand Innovativeness

This study demonstrates a strong correlation between green marketing (GM) and green brand

innovativeness (GBI). Consumers reported satisfaction with broadcast environmental advertisements, which they found instrumental in making informed purchase decisions. The green logo served as a recognizable symbol of environmental responsibility, positioning these brands as effective providers of eco-friendly solutions. Consistently delivering innovative and reliable products further cemented consumer trust and loyalty.

These findings align with previous research by Nyilasy et al. (2014) which highlighted the significant impact of GM on GBI. Overall, GBI is substantially influenced by GM components such as eco-brands, eco-labels, and environmental advertising (Liao et al., 2020; Nyilasy et al., 2014). Moreover, consumers primarily evaluate a brand's green innovativeness based on its capacity to address their environmental concerns with novel and relevant solutions.

Green Advertisement to Green Purchase Intention

This research confirms a positive relationship between green advertising (GA) and green purchase intention (GPI). Exposure to environmentally focused advertisements significantly enhanced participants' knowledge of eco-friendly products and cultivated favorable attitudes toward these campaigns. Consequently, consumers felt empowered to make informed purchasing choices, leaning towards products with eco-friendly packaging and other sustainable options.

Motivations for this shift towards green consumption included environmental protection, health considerations, animal welfare, and a desire to reduce pollution. This behavioral change is evident in participants' plans to prioritize eco-friendly products and their willingness to switch to greener alternatives. These findings align with previous research by Y.-C. Lin & Chang (2012),Liao et al. (2020), and Arshad et al. (2014), which collectively support the notion that GA positively impacts consumer intentions to purchase green products. Essentially, green advertising effectively influences consumer behavior by increasing knowledge, shaping positive attitudes, and ultimately driving a preference for sustainable options.

Green Brand Loyalty to Green Purchase Intention

This research confirms a strong positive relationship between green brand loyalty (GBL) and green purchase intention (GPI). Consumers exhibited pronounced loyalty towards brands demonstrating exceptional environmental performance, preferring them over competitors due to their superior eco-friendly attributes. These brands' commitment to sustainability discouraged consumers from considering alternatives, reinforcing their intention to continue purchasing these products. This loyalty was

further strengthened by the increasing consumer demand for eco-friendly packaging and products, driven by concerns for the environment, human health, and animal welfare. Overall, consumers are increasingly adopting sustainable consumption patterns, actively seeking products aligned with their values.

These findings align with previous research by J. Lin et al. (2019), I. Rahman et al. (2015), and Jaiswal & Kant (2018), which collectively support the notion that GBL is a critical determinant of GPI. Additionally, Y. S. Chen, Huang, et al. (2020) . emphasize the importance of enhancing brand loyalty to drive sustainable consumer behavior. Essentially, this research underscores the pivotal role of GBL in influencing consumers' green purchasing decisions. By cultivating strong brand loyalty, companies can effectively promote sustainable consumption and achieve long-term success in the environmentally conscious marketplace.

Green Brand Innovativeness to Green Purchase Intention

This research reveals a notable absence of correlation between green brand innovativeness (GBI) and green purchase intention (GPI). While consumers undoubtedly appreciate a brand's reputation for providing innovative and effective green solutions, these perceptions do not directly translate into immediate purchasing decisions for eco-friendly products or packaging. The decision-making process is primarily influenced by a constellation of factors centered around personal values and ethical considerations. Environmental concerns, health priorities, and a commitment to animal welfare emerge as the primary drivers of consumers' intent to purchase green products. These intrinsic motivations take precedence over extrinsic factors such as brand and perceived innovation. This finding underscores the critical importance of understanding consumer psychology and motivations when developing effective green marketing strategies.

The study's results align with the findings of Nur et al. (2024) who also concluded that green brand innovativeness exerts minimal influence on green purchase intention. Together, these findings challenge the prevailing assumption that a strong green brand innovativeness is a sufficient condition for driving sustainable consumer behavior. Instead, marketers must focus on cultivating deeper connections with consumers by addressing their core values and concerns related to environmental sustainability.

Green Marketing to Green Purchase Intention mediates by Green Advertising

This study reveals an indirect relationship between green marketing (GM) and green purchase intention (GPI), with green advertising (GA) acting

as a mediating factor. Exposure to environmentally themed advertisements and the recognition of green logos significantly impacted consumer attitudes towards green products. Positive experiences with these advertisements and the ease of identifying eco-friendly options contributed to a favorable perception of green products, which in turn influenced purchase intentions. Consequently, consumers demonstrated a greater likelihood of purchasing products with eco-friendly packaging, exploring future green purchases, and adopting more sustainable consumption practices driven by environmental, health, and animal welfare concerns. These findings align with previous research by Parguel et al. (2017) and Y.-C. Lin & Chang (2012). Essentially, the study suggests that effective green advertising can indirectly foster green purchasing behavior by shaping positive consumer attitudes towards environmentally friendly products.

Green Marketing to Green Purchase Intention mediates by Green Brand Loyalty

This study reveals an indirect relationship between green marketing (GM) and green purchase intention (GPI), mediated by green brand loyalty (GBL). Consumers' positive experiences with broadcast environmental advertisements, which facilitated informed purchasing decisions, significantly contributed to their recognition of green logos as symbols of environmental responsibility. This enhanced awareness fostered a strong preference for brands demonstrating exceptional environmental performance, leading to increased brand loyalty. Consumers prioritized these brands due to their superior eco-friendly attributes and exhibited a reluctance to switch to alternatives. Consequently, purchase intentions for products with eco-friendly packaging and a sustained commitment to green consumption emerged. These behaviors were driven by a combination of environmental concerns, health benefits, product safety considerations, animal welfare, and a desire to reduce pollution. These findings align with previous research conducted by Rahbar & Wahid (2011) and Martínez & Rodríguez del Bosque (2013). Essentially, this study demonstrates that green marketing, through its influence on brand loyalty, indirectly drives consumer behavior towards sustainable consumption.

Green Marketing to Green Purchase Intention mediates by Green Brand Innovativeness

This study challenges the notion that green brand innovativeness is a direct driver of green purchase intention. While consumers exhibited a positive response to green marketing efforts, demonstrated by their appreciation for environmental advertisements and increased recognition of green logos, the study found no significant influence of brand innovation on purchasing decisions.

Consumers' ability to identify eco-friendly options through green logos was evident, suggesting that green marketing can effectively enhance brand visibility. However, the research indicates that consumers' choices are primarily rooted in intrinsic motivations rather than extrinsic brand attributes. Factors such as environmental concerns, health considerations, and a desire to contribute to animal welfare emerged as the dominant drivers of green purchasing behavior.

These findings diverge from previous research by J. Lin et al. (2019) and Prakash et al. (2019), which posited a stronger link between brand innovation and consumer green choices. The current study suggests that while brand innovation might be a desirable attribute, it is not a necessary condition for driving sustainable consumption. Marketers seeking to influence green purchasing behavior may find greater success by focusing on aligning their brands with consumers' core values and addressing their underlying motivations rather than solely emphasizing product novelty.

Conclusion

This study provides comprehensive insights into the intricate relationship between green marketing and consumer behavior, specifically focusing on its influence on green purchase intention. The findings underscore the pivotal role of green marketing in shaping consumer attitudes, perceptions, and ultimately, purchasing decisions.

a. Direct Impacts: Green marketing significantly impacts green purchase intention, green advertising, green brand loyalty, and green brand innovativeness.

b. Indirect Impacts: Green marketing indirectly influences green purchase intention through green advertising and green brand loyalty.

c. Consumer Motivations: Environmental concerns, health considerations, and animal welfare emerged as primary drivers of green purchasing behavior.

Limitation and Future Research

While this study provides valuable insights, it is essential to acknowledge its limitations and identify areas for future research. Factors such as cultural differences, socioeconomic status, and product category-specific influences could be explored in greater depth. Additionally, longitudinal studies can provide more comprehensive insights into the long-term impact of green marketing on consumer behavior. Overall, this research contributes to the growing body of knowledge on green marketing and provides practical guidance for businesses seeking to capitalize on the growing demand for sustainable products and services.

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