

THE IMPACT OF GREEN MARKETING ON BRAND IMAGE: HOW FAR CAN IT GOES?

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Abstrak

Tujuan dari studi ini adalah untuk menentukan bagaimana pemasaran hijau memengaruhi kemungkinan orang untuk membeli produk hijau dan bagaimana mereka memandang merek tersebut. Karena semakin banyak orang yang menyadari isu-isu lingkungan, bisnis harus menggunakan metode pemasaran yang ramah lingkungan seperti pemasaran hijau. Sebagai bagian dari pendekatan kuantitatif studi ini, 213 orang yang telah membeli produk hijau diminta untuk mengisi survei. Kami menganalisis data menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasilnya menunjukkan bahwa pemasaran hijau dapat memiliki efek yang signifikan dan menguntungkan pada citra merek dan niat beli. Citra merek juga terbukti memiliki efek menguntungkan pada niat beli. Kesimpulan kunci lainnya adalah bahwa pemasaran hijau memiliki efek tidak langsung pada niat beli melalui citra merek sebagai variabel mediasi. Implikasi praktis dari studi ini termasuk bahwa menggunakan pemasaran hijau secara teratur dapat membuat orang berpikir lebih baik tentang suatu perusahaan dan membuat mereka lebih mungkin untuk membeli darinya. Penelitian ini membantu perusahaan membangun strategi pemasaran yang tahan lama dan menunjukkan kepada mereka cara mendapatkan kepercayaan konsumen sambil mematuhi peraturan lingkungan.

Kata Kunci: Green Marketing, Brand Image, Minat Beli, Produk Ramah Lingkungan, Pemasaran Berkelanjutan.

Abstract

The goal of this research was to find out how green marketing influences how people are likely to buy green products and how they see the brand. Because more and more people are aware of environmental concerns, businesses should employ eco-friendly marketing methods like green marketing. As part of the study's quantitative approach, 213 people who had bought green products were asked to fill out a survey. We looked at the data using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The results showed that green marketing might have a big and beneficial effect on brand image and the desire to buy. Brand image was also shown to have a beneficial effect on the intention to buy. Another key conclusion was that green marketing has an indirect effect on purchase intention via brand image as a mediating variable. The study's practical implications include that using green marketing regularly may make people think better of a company and make them more likely to buy it. This research helps firms build a marketing strategy that will last and show them how to earn their consumers' trust while following environmental rules.

Keywords: Green Marketing, Brand Image, Purchase Intention, Eco-Friendly Products, Sustainable Marketing.

INTRODUCTION

In recent decades, environmental issues have become a topic of significant concern, both globally and locally. Increasing environmental degradation, such as climate change, deforestation, air pollution, and water pollution, has influenced how society views the impact of human activities on the natural world. (Devi & Firmansyah, 2024) The numerous natural disasters resulting from environmental damage have also raised public awareness to pay greater attention to sustainability in everyday life, including the consumption of goods and services. People are now increasingly aware that their purchasing decisions impact not only their quality of life but also the condition of the environment in which they live. (Sukmawati & Heikal, 2024).

Consumers are becoming wiser and more selective in their purchases due to this trend. They tend to buy items that are not only good for the environment but also high-quality, commonly referred to as "green products." (Anggarini & Prastiwi, 2024) This is due to increasing public concern about environmental issues, whether caused by climate change, damage to natural resources, or the impact of waste and garbage produced by industry. (Fatia & Hananto, 2024) In response to this phenomenon, companies have begun adopting various more environmentally friendly marketing strategies, one of which is green marketing.

Green marketing is a marketing concept that incorporates ecological factors into product promotion tactics. In addition to product and price considerations, Stevanie (2015) states that green marketing includes creating a marketing mix that emphasizes sustainability principles, recyclable packaging, and environmentally friendly production methods. The use of green marketing aims to inform customers about the benefits of environmentally friendly goods in a straightforward and easy-to-understand manner while also teaching them the value of preserving nature. (Sukmawati & Heikal, 2024). Customers increasingly value goods made with the environment in mind and are even willing to pay extra for them as a result of increased environmental awareness. According to a 2018 survey by Nielsen and the World Wide Fund for Nature (WWF) Indonesia, businesses that use green marketing achieve positive results. Up to sixty-three percent of Indonesian customers are willing to pay more for environmentally friendly goods. This chart shows how heightened environmental awareness can influence consumer choices. Furthermore, it creates opportunities for businesses to incorporate eco-friendly products into their marketing plans. In this regard, green marketing is seen as a long-term tactic that can enhance a company's reputation and attract customers who are more concerned with social and environmental issues, rather than just a passing trend. (Samalona & Sirait, 2024, p. 74).

The effective use of green marketing can certainly have a significant impact on a company's brand image. (Anggarini & Prastiwi, 2024). Brand image is how people think about a brand based on many things they do and the information they get (Nuraini & Abadiyah, 2024, p. 108). A brand that successfully builds a positive image as an environmentally friendly brand will gain greater consumer trust, which will ultimately prove to be able to influence consumer loyalty and purchasing decisions. As Schiffman and Kanuk (2004) noted, consumer purchasing intention can be influenced by external factors, including the brand image built by the company. The importance of green trust or consumer trust in environmentally friendly products cannot be ignored (Vanessa & Ariestya, 2024). This trust is a key element in purchasing decisions, given that consumers who care about environmental issues tend to want assurance that the products they purchase will not harm the environment. This trust can be built through transparency, a good environmental reputation, and a company's commitment to maintaining environmental sustainability. Arshad et al. (2014) explain that green trust can encourage consumers to purchase products that are not only environmentally friendly but also offer guaranteed quality.

This issue is increasingly relevant given the increasingly fierce competition in the food and beverage industry, where consumers judge products not only by quality and price, but also by the company's environmental responsibility. Green marketing can be a competitive advantage for a company if implemented properly (2024). However, without a clear strategy and effective communication, green marketing efforts can actually create skepticism among consumers. Therefore, this study is important to analyze the impact of green marketing on brand image, while also providing recommendations for strategies that companies can adopt to increase consumer trust and loyalty.

The purpose of this study is to examine how green marketing is used to promote environmentally friendly products and how it impacts corporate reputation. Furthermore, this study aims to determine the role of green trust in increasing customer interest in purchasing

environmentally friendly products. More broadly, this study is expected to increase knowledge about sustainable marketing and help businesses better understand the importance of incorporating green marketing into their marketing plans. As people worldwide become more environmentally conscious and selective in choosing the products they purchase, businesses must evolve beyond traditional marketing methods. They need to employ strategies that focus on sustainability and environmental awareness (Djakasaputra et al., 2023). This research is not only relevant to the academic world but also to business practitioners, particularly those in international business, who seek to increase their competitiveness in a market that is increasingly concerned with environmental issues. In the context of international business, companies that integrate green marketing into their global strategies are more likely to appeal to consumers who prioritize sustainability. By aligning with global values such as environmental responsibility and corporate social responsibility, international companies can differentiate themselves, build a stronger brand image, and expand their market reach, thus gaining a competitive edge in a rapidly changing global marketplace. This research underscores the importance for international businesses to adopt green marketing strategies that resonate with global consumer values, allowing them to thrive in a market where sustainability is becoming a central factor in purchasing decisions.

METHODOLOGY

This quantitative study employed both descriptive and analytical research designs. The objective of the descriptive study was to characterize emerging phenomena in the field related to the use of green marketing to promote environmentally friendly products and its impact on brand perception. Meanwhile, analytical research was conducted to examine the relationship between factors, namely how green marketing impacts brand image and how it influences purchase intention. The method used in this research is quantitative, which means it focuses on collecting numerical data and then using statistical methods to analyze it. We will obtain quantitative data from a survey of people who purchase eco-friendly products. This research can provide a more objective view of how green marketing influences brand image and purchase intention using this method (Hair et al., 2019).

The population in this study was consumers who purchased environmentally friendly products marketed using green marketing principles. These products included those labeled "eco-friendly" or those promoted with an environmentally friendly message. The study population consisted of consumers residing in major cities in Indonesia who were aware of environmental issues. The research sample will consist of 213 respondents selected using purposive sampling, selecting respondents who have purchased environmentally friendly products in the recent period and have knowledge or awareness of green marketing. This technique ensures that the sample has characteristics that align with the research objectives (Hair et al., 2019).

In this study, there are three main variables that will be analyzed: Green Marketing (X1), Brand Image (Y1), and Purchase Interest (Y2). Green marketing, in this study, is measured by four main dimensions: green product, green pricing, green distribution, and green promotion. Brand image is measured using indicators proposed by Kotler and Keller (2013), which include consumer perceptions of the brand, brand value, brand personality, and brand associations formed in the minds of consumers. Purchase interest is measured by examining consumer attitudes towards product purchasing decisions, which are influenced by both green marketing and the brand image that has been formed. A survey using a questionnaire as the primary tool will be used to collect data for this study. The Likert scale employed in the questionnaire includes questions related to: consumer perception of the implementation of green marketing, brand image of environmentally friendly products, and interest in purchasing environmentally friendly products. Respondents will be asked to rate

statements related to each variable on a scale of 1 to 5, where 1 represents strong disagreement and 5 represents strong agreement, reflecting their level of agreement or disagreement with each statement.

RESULT AND DISCUSSION

Table 1. Respondent Demographics

	Characteristic	Frequency	Percent
Gender	Man	79	37,1%
	Woman	134	62,9%
	Total	213	100%
Age	18-24	62	29,1%
	25-34	98	46,0%
	35-44	43	20,2%
	45-54	10	4,7%
	Total	213	100,0%
Last education	Diploma	34	16,0%
	Postgraduate	15	7,0%
	Bachelor	104	48,8%
	High School/Equivalent	60	28,2%
	Total	213	100%
Work	Others	4	1,9%
	Government employees	42	19,7%
	Private sector worker	79	37,1%
	Students	54	25,4%
	Businessman	34	16,0%
	Total	213	100%

Of the total 213 respondents, the majority were women, 134 people (62.9%), while men numbered 79 people (37.1%). This shows that female participation is more dominant than male in this study. Based on age groups, the largest number of respondents were in the 25–34 year range, 98 people (46.0%), followed by the 18–24 year age group, 62 people (29.1%). Next, the 35–44 year age group numbered 43 people (20.2%), and the least number was the 45–54 year age group with 10 people (4.7%). This data shows that the majority of respondents are still in the young productive age category (18–34 years). In terms of their last education, the majority of respondents were Bachelor graduates (104 people) (48.8%), followed by High School/equivalent (60 people) (28.2%), Diploma (34 people) (16.0%), and the fewest were Postgraduate graduates (15 people) (7.0%). This indicates that respondents are dominated by highly educated groups. In the occupational category, the majority of respondents worked as private employees (79 people) (37.1%), then students (54 people) (25.4%), civil servants (42 people) (19.7%), entrepreneurs (34 people) (16.0%), and others (4 people) (1.9%). This finding shows that the study involved many respondents who were active in the private sector and students.

Table 2. Outer Loading

	Brand Image	Green Marketing	Purchase Interest
BI1	0.885		
BI2	0.822		
BI3	0.858		
BI4	0.773		
GM1		0.815	
GM2		0.832	
GM3		0.817	

GM4	0.825	
GM5	0.827	
MB1		0.833
MB2		0.755
MB3		0.893
MB4		0.822

Source: Primary Data Processed (2025).

The table above presents the results *outer loadings* of each indicator to the latent constructs in the model, namely *i* and Purchase Intention. Outer loadings are the correlation coefficient values between indicators and the constructs they measure, and are used to measure convergent validity in the analysis of the measurement model (outer model) in the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. According to Hair et al. (2019), if the outer loading value is > 0.70 , the indicator is considered to have excellent convergent validity because it means the indicator can explain more than 50% of the variation in the measured construct. All indicators in this table have outer loading values greater than 0.70, which means that each indicator is valid on its own. The Brand Image construct indicators (BI1–BI4) have values between 0.773 and 0.885, which means that the indicators are consistent in assessing how consumers view brand image. Meanwhile, the Green Marketing indicators (GM1–GM5) have values ranging from 0.815 to 0.832, indicating that each item is capable of representing consumer perceptions of the company's environmentally friendly marketing strategy. For the Purchase Intention construct, indicators MB1–MB4 also show strong values, ranging from 0.755 to 0.893, which interprets that each indicator is able to explain consumer purchase intention quite accurately. Thus, these outer loadings results interpret that all constructs in the model have valid and reliable indicators for further analysis in the structural model. Fulfilled convergent validity is important to ensure that the constructs used in the study truly represent the theoretical concepts being measured (Sarstedt et al., 2021).

Table 3. Construct Validity and Reliability

	Cronbach's alpha	Composite reliability (rho _a)	Composite reliability (rho _c)	Average variance extracted (AVE)
Brand Image	0.855	0.862	0.902	0.698
Green Marketing	0.881	0.883	0.913	0.678
Purchase Interest	0.845	0.854	0.896	0.684

Source: Primary Data Processed (2025).

The three main constructs in the model—brand image, green marketing, and purchase intention—were tested for their reliability and construct validity, and the findings are shown in the table above. Cronbach's Alpha, Composite Reliability (rho_a and rho_c), and Average Variance Extracted (AVE) were the four main indicators used in this test. In studies based on Partial Least Squares Structural Equation Modeling (PLS-SEM), these four metrics were used to evaluate the convergent validity and internal reliability of the constructs. First, the internal consistency of the indicators forming a single construct was assessed using Cronbach's Alpha. Both exploratory and confirmatory studies were shown to benefit from values greater than 0.70 (Hair et al., 2019). In the table, the Cronbach's Alpha values for all constructs exceeded 0.845, indicating that the indicators consistently measured the intended construct. Second, Composite Reliability, both in the form of rho_a and rho_c, provides a more accurate reliability estimate than Cronbach's Alpha because it considers the individual contribution of each indicator. All constructs show rho_a and rho_c values above 0.80, even

approaching or exceeding 0.90, indicating excellent reliability and meeting construct testing standards (Sarstedt et al., 2021). Third, Average Variance Extracted (AVE) is used to assess convergent validity, namely how much variance is explained by the construct compared to the error variance. A good AVE value should be greater than 0.50, interpreting that the construct is able to explain more than 50% of the variation in its indicators. In the table, the AVE values for Brand Image (0.698), Green Marketing (0.678), and Purchase Intention (0.684) are all above the threshold, indicating convergent validity has been achieved for all constructs. Thus, the overall results in this table indicate that the three constructs used in the model have high reliability and good convergent validity, making them suitable for further structural model analysis. These findings support the quality of the measurement instruments used in the study and confirm that the model can be interpreted with a high degree of confidence (Hair et al., 2019; Sarstedt et al., 2021).

Table 4. HTML

	Brand Image	Green Marketing	Purchase Interest
Brand Image			
Green Marketing	0.724		
Purchase Interest	0.665	0.829	

Source: Primary Data Processed (2025).

The table above shows the results of the Heterotrait-Monotrait Ratio (HTMT) test used to evaluate the discriminant validity between constructs in the model, namely Brand Image, Green Marketing, and Purchase Intention. Discriminant validity is needed to ensure that each construct truly measures a different topic. To conclude that there is no overlap between constructs, Henseler et al. (2015) stated that the HTMT value must be less than 0.90. According to the table findings, all HTMT values meet this requirement: 0.724 for the HTMT between Brand Image and Green Marketing, 0.665 for the HTMT between Brand Image and Purchase Intention, and 0.829 for the HTMT between Green Marketing and Purchase Intention. All three are below the recommended maximum limit, indicating that each construct has good discriminant validity. Thus, it can be concluded that the constructs in the model can be clearly distinguished, and the relationships between constructs can be interpreted validly. These findings strengthen the quality of the measurement model and support future structural analyses (Hair et al., 2019; Sarstedt et al., 2021).

Table 5. Fornel Larcker

	Brand Image	Green Marketing	Purchase Interest
Brand Image	0.836		
Green Marketing	0.635	0.823	
Purchase Interest	0.570	0.719	0.827

Source: Primary Data Processed (2025).

The three model constructs such as Brand Image, Green Marketing, and Purchase Intention, have met the criteria for discriminant validity, according to the Fornell-Larcker Criteria listed above. Discriminant validity is checked by comparing the correlation values between off-diagonal constructs with the square root values of the AVE (Average Variance Extracted) of each construct presented on the diagonal of the table. Fornell and Larcker (1981) say that a concept has extremely excellent discriminant validity if its AVE square root value is higher than its correlation with other constructs. In the table, the diagonal values for brand image (0.836), green marketing (0.823), and purchase intention (0.827) are all greater than the correlation values with other components. This means that each construct assesses a separate and unique idea from the others. These findings show that the measuring

model is good and that there is no overlap across components in the research model. (Hair et al., 2019).

Table 6. Direct Effect and Indirect Effect Test

XY	Original sample (O)	T statistics (O/STDEV)	P values	Conclusion	Information
Green Marketing -> Purchase Interest	0.598	6,844	0	Significant Positive	H1 Accepted
Green Marketing -> Brand Image	0.635	13,282	0	Significant Positive	H2 Accepted
Brand Image -> Purchase Interest	0.191	2,236	0.025	Significant Positive	H3 Accepted
Green Marketing -> Brand Image -> Purchase Interest	0.121	2,021	0.043	Significant Positive	H4 Accepted

Source: Primary Data Processed (2025).

Discussion

1. The Influence of Green Marketing on Purchase Intention

Green Marketing → Purchase Intention with a path coefficient of 0.598. This indicates that Green Marketing has also been shown to have a significant influence on Purchase Intention. The T-statistic value of 6.844 and p-value of 0.000 indicate that this relationship is also highly significant. Several researchers, such as Vanessa (2024), Utami (2022), Chandra and Tunjungsari (2020), Romadhany and Hakim (2024), Salim et al. (2022), Prayitno (2024), have interpreted that green marketing has been shown to have a positive influence on purchase intention. Green marketing refers to a marketing approach that utilizes environmentally friendly values in offering products or services, with the aim of attracting consumer interest. Products or services marketed with a green marketing approach are expected to awaken consumer awareness of the importance of environmental sustainability. As consumer awareness of environmental issues grows, the implementation of green marketing can increase purchasing interest, as the products offered not only offer benefits but also support environmental conservation. According to research by Jelena Krstić (2021), green advertising plays a crucial role in encouraging consumers to purchase environmentally friendly products.

2. The Influence of Green Marketing on Brand Image

Green Marketing → Brand Image with a path coefficient of 0.635. This indicates that green marketing has a very strong influence on brand image. The very high t-statistic (13.282) and p-value of 0.000 indicate that this relationship is highly statistically significant. These findings align with those of Krstić (2021), Genoveva (2021), Umam and Widodo (2022), Vanessa (2024), Romadhany and Hakim (2024), Prayitno (2024), who support this hypothesis, which interprets green marketing as having a positive impact on brand image. Green marketing focuses not only on increasing sales but also on building a positive brand image in the eyes of consumers. Effective green marketing can improve consumer perceptions of a brand by highlighting the environmentally friendly aspects of the products sold. According to Kotler and Keller (2013), brand image is formed from brand associations in the minds of consumers. Green marketing that is well integrated into a company's strategy can strengthen brand image, which ultimately improves consumer purchasing decisions.

3. The Influence of Brand Image on Purchase Intention

Brand Image → Purchase Intention with a path coefficient of 0.191. This indicates that Brand Image has been shown to have a positive influence on Purchase Intention. The statistical test results show a T-statistic of 2.236 and a p-value of 0.025, which is less than 0.05, making this relationship statistically significant. The findings are consistent with those of Suprawi (2024), Anshori et al. (2021), Santoso Umillah (2020), Anggarini and Prastiwi

(2024), Salim et al. (2022), Prayitno (2024), who interpreted that brand image has been shown to have a positive influence on purchase intention. A strong and positive brand image can influence consumers' decisions to purchase a product. Consumer perceptions of a brand, which are formed from their experiences and assessments, play a significant role in attracting purchase intention (Anggarini & Prastiwi, 2024). Products with a good brand image are generally perceived as more trustworthy and of higher quality, which encourages consumers to make purchases. Various factors influence brand image, such as brand attributes, brand benefits, brand values, and brand personality.

4. The Influence of Green Marketing on Purchase Interest with Brand Image as a Mediator

Green Marketing → Brand Image → Purchase Intention with an indirect effect coefficient of 0.121. The statistical test results show a T-statistic of 2.021 and a p-value of 0.043, which is smaller than 0.05, so this indirect relationship is also statistically significant. This indicates that Green Marketing influences Purchase Intention not only directly, but also through Brand Image as a mediating variable. The findings are in line with Utami (2022), Chandra and Tunjungsari (2020), Romadhany and Hakim (2024), Salim et al. (2022), Prayitno (2024), Anshori et al. (2021) who interpreted that green marketing is proven to have a significant positive influence on purchase intention with brand image as a mediator. This occurs because this strategy reflects the company's commitment to environmental issues that are increasingly receiving public attention. Consumers today are more likely to choose products from brands that are considered socially and ecologically responsible. When companies implement green marketing, such as using environmentally friendly materials, reducing carbon emissions, or educating consumers about sustainability, this forms a positive perception of the brand. This perception is known as brand image. A strong and positive brand image, particularly one that reflects sustainable values, can strengthen consumer trust and loyalty. In this context, brand image acts as a mediator, bridging the influence of green marketing on purchase intention. This means that green marketing creates a positive brand image, which then increases consumer intention to purchase the product. Therefore, the success of green marketing in driving purchase intention depends not only on the marketing activities themselves but also on how these activities strengthen a brand image that aligns with today's consumer values (Utami, 2022).

Table 7. R Square

	Original sample (O)
Brand Image	0.404
Purchase Interest	0.539

Source:Primary Data Processed (2025).

The coefficient of determination (R²), which indicates how well the independent variables in the model can explain the fluctuations in the dependent variables—in this example, Brand Image and Purchase Intention—is shown in the R Square table above. With an R² value of 0.404 for Brand Image, the independent construct in the model—Green Marketing—is able to explain 40.4% of the variance in Brand Image. In contrast, the R² value for purchase intention is 0.539, which means that the combination of brand image and green marketing as mediating factors explains 53.9% of the variance in purchase intention.

Table 8. GoF Index Test Results

	Original sample (O)
<i>Saturated model</i>	0.074
<i>Estimated model</i>	0.074

Source:Primary Data Processed (2025).

The Standardized Root Mean Square Residual (SRMR) table above shows the SRMR values for the models used in the study, both the saturated model and the estimated model. SRMR is a measure of model fit used in Structural Equation Modeling (SEM). The SRMR value measures the difference between the observed correlation matrix and the correlation matrix predicted by the model. The smaller the SRMR value, the better the model represents the observed data. In this table, the SRMR value for both models is 0.074, meaning the SRMR values for the saturated model and the estimated model are identical. A good SRMR value is generally less than 0.08 (Hair et al., 2019). Because this SRMR value is below this threshold, it interprets that the model used in this study has a good fit, or in other words, the estimated model can explain the relationship between variables very well and there is no significant discrepancy between the model and the observed data. In conclusion, these results interpret that the structural model used has a very good fit with the data obtained, thus supporting the validity of the model in this analysis (Hair et al., 2019).

CONCLUSION

In conclusion, this study emphasizes the significant role of green marketing in influencing both brand image and consumer purchase intention, particularly within the context of environmentally friendly products. The findings indicate that green marketing positively impacts the brand image, which in turn, enhances consumers' intent to purchase. Additionally, the study highlights the critical mediating role of brand image in linking green marketing with purchase intention. This outcome is particularly relevant in the framework of international business, where global companies increasingly adopt sustainable practices to differentiate themselves in a competitive market.

The gap identified in the introduction, concerning the growing importance of environmental awareness and the integration of green marketing into business strategies—has been addressed. The study demonstrates that businesses adopting green marketing strategies are more likely to build a positive brand image and foster consumer loyalty, aligning with global trends where sustainability and corporate social responsibility are valued. For international businesses, this research offers valuable insights on how green marketing can be leveraged as a competitive advantage. By integrating environmental sustainability into their core strategies, companies not only enhance their brand reputation but also position themselves effectively in markets that prioritize eco-conscious values. This study underscores the need for businesses to continuously innovate their marketing strategies to cater to the evolving preferences of environmentally conscious consumers globally.

This research has several practical and theoretical implications that can be applied by both business practitioners and academics. Practically, the results show that effective implementation of green marketing not only enhances brand image but can also drive consumer purchasing interest, particularly for environmentally friendly products. Therefore, companies seeking to increase competitiveness in a market increasingly concerned with environmental issues must consistently integrate green marketing into their business strategies. Adopting green marketing not merely as a promotional tool but as part of an organizational culture focused on sustainability can strengthen relationships with consumers and increase their loyalty. For academics, this research contributes to the growing literature on sustainable marketing, particularly regarding the influence of green marketing on brand image and consumer purchase intentions. Furthermore, the findings regarding the role of brand image as a mediating variable provide a deeper understanding of how companies can leverage green marketing to increase consumer trust and loyalty, as well as influence their purchasing decisions.

However, this study has several limitations that should be considered. First, the respondents used in this study were limited to consumers who had purchased

environmentally friendly products, so the results cannot be generalized to the entire consumer population. Second, data collection was conducted through a self-survey, which could potentially bias respondents' perceptions of green marketing and brand image. Third, this study only explored three main variables of green marketing, brand image, and purchase intention, without considering other external factors such as social influence, cultural values, or environmental literacy levels, which may also influence consumers' purchase intentions toward environmentally friendly products. Given these limitations, future research is recommended to expand the geographic and demographic scope of respondents to provide a more representative picture. Further research could also incorporate qualitative methods to delve deeper into consumer perceptions of green marketing practices and brand image. Furthermore, it would be beneficial to include other moderating or mediating variables, such as trust in environmentally friendly products (green trust) or corporate social responsibility (CSR), to provide a more comprehensive understanding of consumer purchasing behavior toward environmentally friendly products.

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