

Green Marketing and Purchase Decision: The Mediating Role of Brand Image

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Abstract

Purpose: Increasing consumer concern for the environment has also made green marketing a hot topic in business. This study aims to examine the effect of green marketing on purchase decision with brand image as a mediating variable. Methods: The research approach is quantitative, with sampling using a purposive sampling technique and the research sample is 150 consumer's Starbucks in Semarang. This research establishes a structural equation modelling (SEM) analysis with Smart PLS. Results: The findings of this study are that green marketing and brand image variables have a positive and significant effect on consumers purchasing decision. Brand image also mediates the positive influence of green marketing on consumers purchasing decision. Conclusions: In the case of Starbucks Coffee in Semarang City, brand image was found to mediate the relationship between green marketing and purchase decisions. The better the implementation of green marketing, the higher the brand image of Starbucks Coffee in Semarang City, consequently leading to an increase in consumer purchase decisions.

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INTRODUCTION

The topic of green marketing has been hotly discussed in past few years. As people around the world continue to consume more goods and services, the Earth's natural resources are being exhausted and the overall environment is being harmed (Martins, 2022). Consumers are becoming increasingly aware of this situation, and there is a growing concern among many individuals regarding the well-being of the environment and nature. Sustainable consumption refers to the utilization of services and products in a manner that minimizes harm to the environment while satisfying the current and future needs of consumers across generations (Chen et al., 2020). The concept of "green marketing" was created as a result of this movement toward ecologically friendly attitudes (Dewi et al., 2020).

Green marketing encompasses a wide array of marketing endeavors, such as planning, processes, production, promotion, and people, all aimed at showcasing a company's commitment to reducing the environmental impact of its products and services. It involves directing these efforts towards all consumers (Groening et al., 2018). Taking it a step further, green marketing has been recognized as a strategy for distinguishing businesses by offering products and services that specifically address the ecological aspect of consumption (Dangelico & Vocalelli, 2017).

By promoting the purchase of environmentally-friendly products, green marketing actively promotes and encourages consumers to engage in green consumption behavior, which in turn helps reduce pollution generation (Tsai et al., 2020). Given this situation, marketers are compelled to exercise greater caution when making decisions that have environmental implications. Additionally, companies utilize the term green marketing as a means to pursue organizational objectives and enhance consumer purchasing choices (Adhimusandi et al., 2020). Multiple research studies have discovered that green marketing has a positive impact on consumer purchasing decision (Ali, 2021; Amoako et al., 2022; Mishra & Kulshreshtha, 2023; Raza et al., 2021; Troudi & Bouyoucef, 2020). While numerous studies have revealed the influence of green marketing on consumer purchasing decisions, there are also studies that have indicated no significant effect of green marketing on purchasing decisions (Ahmad et al., 2016; Azimi & Shabani, 2016; Raming et al., 2015; Widelia et al., 2016).

The existing research gap serves as the motivation for conducting this study, which aims to examine the correlation between green marketing strategies and purchasing decisions. Brand image is presented to examine the mediating role in this relationship. Green brand image encompasses a wide spectrum of perceptions, beliefs, and associations held by customers towards a brand, all of which are connected to sustainability and eco-friendly concerns. It resides within the customers' memory and shapes their overall impression of the brand (Chen, 2010). Consumers develop a favourable attitude when producers communicate that their products not only cater to consumer preferences but also prioritize environmental considerations (Prihandono et al., 2020).

Businesses are increasingly embracing green marketing as a sustainability strategy to make their products more appealing to customers, recognizing that it can enhance the perception of their brand (Raza et al., 2021). It can be stated that in addition to impacting purchasing decisions, green marketing also has an influence on brand image. Effective implementation of green marketing can serve as an incentive for consumers to purchase green products, as they are cognizant of the environmentally friendly image associated with such products (Juliantari et al., 2019).

The variables of green marketing, brand image, and purchase decisions are frequently employed to investigate consumer behavior. An experimental research study was conducted by Tsai et al. (2020) to examine the impact of green marketing on the purchase decisions of Starbucks consumers. Tsai et al. (2020) suggested to do another study using a different methods to verify or improve the accuracy findings. The update in this study is to add brand image variables and use the SEM PLS research method in processing research data.

CONCEPTUAL FRAMEWORK AND HYPOTHESES

Purchase Decision

Purchasing decisions are actions from customers in the form of a desire to buy or not to buy the product (Marlius, 2017). Jacob et al. (2018) defines purchase decisions as processes that occur before a customer purchases a product. Purchasing decisions refer to the activities undertaken by customers in order to find, assess, and ultimately acquire a product or service that is anticipated to fulfill their needs (Amilia & Asmara, 2017). Decision making is an individual activity that is directly involved in obtaining and using the goods offered (Nurhayati, 2017). Green purchasing refers to the actions taken by consumers to acquire environmentally friendly products with the aim of conserving resources and safeguarding the environment (Zhang & Dong, 2020).

Green Marketing

Green marketing entails aligning all activities involved in designing services and offerings to meet human needs and desires while ensuring minimal impact on the natural environment (Sarah & Sutar, 2020). Customers who possess greater knowledge tend to make decisions based on their knowledge and are more susceptible to the influence of companies' green marketing initiatives (Ali, 2021). Great marketers will highlight the credibility of environmentally friendly or green products in their advertisements, effectively capturing the attention of consumers. The interest generated among these consumers will subsequently impact their purchasing decisions regarding the products (Prihandono et al., 2020). It is intriguing to observe the extent to which green marketing influences consumer purchasing decisions in a developing country.

Prior research demonstrates the impact of green marketing on consumer purchasing decisions, Ali (2021) in his research revealed that green marketing initiatives have an impact on consumer purchasing behavior. Several previous studies have consistently reported similar findings, indicating that green marketing exerts a positive and significant influence on purchasing decisions (Amoako et al., 2022; Mishra & Kulshreshtha, 2023; Raza et al., 2021; Troudi & Bouyoucef, 2020). Based on the aforementioned literature, we propose the following hypothesis:

H₁: Green marketing has a positive effect on purchase decision

Businesses are actively integrating green marketing into their products as one of the strategies for sustainability. They recognize that implementing green marketing can enhance their brand's appeal to customers (Raza et al., 2021), it can be said that green marketing besides influencing purchasing decisions, also influences brand image. By implementing green marketing more effectively, consumers can be encouraged to purchase green products due to their awareness of the eco-friendly image associated with such products (Juliantari et al., 2019).

Previous research has consistently demonstrated the influence of green marketing on consumer purchasing decisions, Sarah & Sutar (2020) in his research discovered that green marketing variables directly and significantly impact brand image in a positive manner. Multiple other previous studies have similarly concluded that green marketing exerts a positive and significant influence on brand image (Adhimusandi et al., 2020; Desanto et al., 2018; Dwipamurti et al., 2018; Pertamina & Setiawan, 2017). Based on the aforementioned literature, we propose the following hypothesis:

H₂: Green marketing has a positive effect on brand image

Brand Image

According to the American Marketing Association (AMA), brand image refers to how a person perceives a brand. Additionally, Dwipamurti et al. (2018) describe brand image as the perception and beliefs held by consumers, which are influenced by associations embedded in their memory. Green image indicates to be in the evoke set of consumer as a brand that is environmentally alert and responsible (Bukhari & Rana,

2017). A company that possesses a positive green image has an opportunity to become a top priority for consumers when making purchasing decisions (Dwipamurti et al., 2018).

Previous studies have indicated the influence of brand image on consumer purchasing decisions, Adhimusandi et al. (2020) In his research, it was discovered that brand image variables have a positive and significant impact on purchase decisions. Several other previous studies have reported similar findings, highlighting that brand image plays a positive and significant role in influencing purchase decisions (Bukhari & Rana, 2017; Dwipamurti et al., 2018; Mumek et al., 2022; Prihandono et al., 2020; Sarah & Sutar, 2020). Drawing upon the literature mentioned above, we put forward the following hypothesis:

H₃: Brand image has a positive effect on purchase decision

Previous studies have also demonstrated the mediating role of brand image in the relationship between green marketing and purchase decisions, Sarah & Sutar (2020) In his research, it was found that brand image acts as a mediator in the relationship between green marketing and purchase decisions. Similarly, multiple previous studies have yielded comparable results, indicating that brand image serves as a mediator in the impact of green marketing on purchase decisions (Bukhari & Rana, 2017; Dwipamurti et al., 2018; Prihandono et al., 2020). Building upon the literature mentioned above, we propose the following hypothesis:

H₄: Brand image mediates the positive effect green marketing on purchase decision.

METHODS

To examine the hypothesis, the questionnaire design incorporates various items that have been utilized in prior studies, supplemented by additional items developed by the researcher. The measurement items for the variables included in the causal model have been adapted from previous studies; purchase decision (Hilmi, 2020), green marketing (Suwastiari et al., 2021), dan brand image (Amilia & Asmara, 2017). The items are measured using a five-point Likert scale in the questionnaire. Additionally, the questionnaire includes questions pertaining to demographic factors such as gender and age. The population of this study consists of Starbucks consumers in Semarang, Indonesia. A sample size of 150 respondents will be selected for the study.

The sampling method employed in this study is non-probability sampling, specifically utilizing a purposive sampling technique. The respondent criteria for the study are as follows:

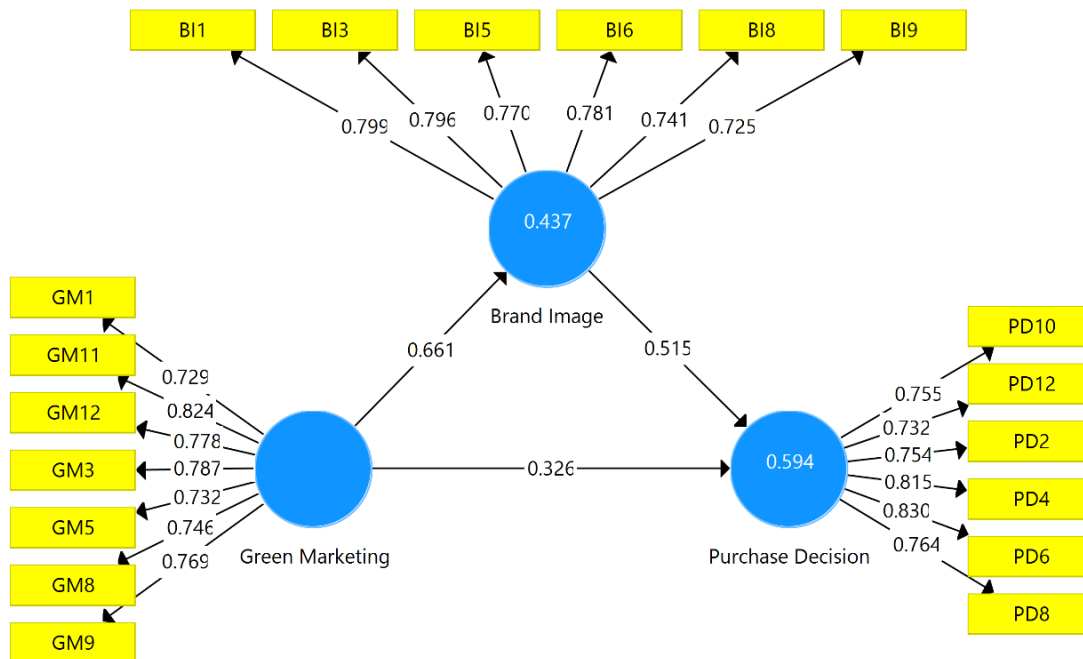
- (1) Consumers who have visited Starbucks outlets in Semarang.
- (2) Have made multiple purchases at Starbucks.
- (3) Understand and participate in the green Starbucks campaign.
- (4) At least 17 years old: 17 years is considered psychologically mature so that they can provide a representative answer.
- (5) Following Starbucks social media accounts on Instagram.

Semarang was selected as the research location due to its status as one of the major cities in Indonesia. Additionally, Semarang is home to several Starbucks outlets, which provides a suitable context for studying the research objective. The research was conducted between June and July 2023. Structural Equation Modelling (SEM) was employed as the data analysis method in this study. To analyze the research data, Partial Least Squares (PLS) was utilized as a tool.

RESULTS AND DISCUSSIONS

The total number of questionnaires distributed online using google forms is 164 questionnaires. Based on the data collection process, it was found that out of the total questionnaires distributed, 150 respondents (91.5% response rate) met the criteria for inclusion in the study. Before proceeding with the analysis of the proposed structural models, it is important to evaluate the measurement model. Items that do not meet the criteria in both models should be removed to ensure consistent measurement scales and to avoid errors when

making comparisons. Additionally, the usual analysis applied to the measurement scale should be complemented with an invariance analysis to ensure the stability of measurement across different groups or conditions.



Source: Data processed through Smart PLS 3 (2023)

Figure 1. Valid Model

Coefficient of determination

This test aims to determine how variations in the contribution of exogenous variables affect endogenous variables. The higher the percentage, the more precise the data test will be.

Table 5. Analysis of R Square

	R Square	R Square Adjusted
Brand Image	0,437	0,433
Purchase Decision	0,594	0,588

Source: Data processed through Smart PLS 3 (2023)

According to table 5, the brand image variable has an R-Square value of (0.437), implying that it receives a 43.7% contribution from green marketing, and the other factors influence the rest. Furthermore, the purchase decision variable has an R-Square value of (0.594), implying that green marketing and brand image contributes up to 59.4% of the total, with the remainder influenced by other factors.

Hypotheses Test

This hypothesis test employs the bootstrapping method, as evidenced by the significance test > 0.05 and a t-statistic value > 1.655 for the one-tailed hypothesis. This test is carried out using two tests, namely direct and indirect effects.

Direct Effect Hypotheses

The following can be seen from the results of hypothesis testing using the bootstrapping method, namely path analysis or path coefficients with direct effects.

Table 6. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Purchase Decision	0,515	0,515	0,086	5,952	0,000
Green Marketing -> Brand Image	0,661	0,662	0,058	11,474	0,000
Green Marketing -> Purchase Decision	0,326	0,329	0,085	3,847	0,000

Source: Data processed through Smart PLS 3 (2023)

According to the direct effect hypothesis test results, the concept of green marketing and brand image is positively related to purchase decision (see table 6). These results accept H1, H2, and H3, with t-statistic values more significant than the t-table (1.655) and p-values below 0.05.

Green marketing can positively increase purchasing decisions, with an original sample value of 0.326 and a T-Statistic of 3.847 > 1.655 and a P-Value of 0.000 < 0.050. These results mean that the more massive the green marketing strategy is carried out, the higher the consumer purchasing decision will be. Based on these results it can be concluded that green marketing has a positive and significant effect on purchasing decisions.

Green marketing can positively increase brand image, with an original sample value of 0.661 and a T-Statistic of 11.474 > 1.655 and a P-Value of 0.000 < 0.050. These results mean that the more massive the green marketing strategy is carried out, the better brand image will be. Based on these results it can be concluded that green marketing has a positive and significant effect on brand image.

Brand image can positively increase purchasing decisions, with an original sample value of 0.515 and a T-Statistic of 5.952 > 1.655 and a P-Value of 0.000 < 0.050. These results mean that the better brand image is carried out, the higher the consumer purchasing decision will be. Based on these results it can be concluded that brand image has a positive and significant effect on purchasing decisions.

Indirect Effect Hypotheses

The following can be seen from the results of hypothesis testing using the bootstrapping method, namely path analysis or path coefficients with an indirect effect. The outcomes of the indirect effect hypothesis test are illustrated in table 7 that the statistical relationship that brand image can mediate the effect green marketing to purchase decision. These results accept H4, with t-statistic values more significant than the t-table (1.655) and p-values below 0.05.

Table 7. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Marketing -> Brand Image -> Purchase Decision	0,340	0,340	0,061	5,615	0,000

Source: Data processed through Smart PLS 3 (2023)

Green marketing can positively increase purchase decision through brand image with an original sample value of 0.340 and a T-Statistic of $5.615 > 1.655$ and a P-Value of $0.000 < 0.050$, this means that when green marketing is good and reinforced by well brand image will increase consumer purchase decision. That is, brand image is able to mediate green marketing relationships on purchase decision.

Based on the data analysis test that has been carried out, all hypotheses are accepted and also shows that brand image mediates the positive influence of green marketing on purchasing decisions significantly with a P-Value of 0.000. These findings confirm the theory of planned behavior which aims to understand motivational influences beyond the control of individual will in the form of behavior which in the context of this study is consumer perceptions of the Starbucks Coffee green campaign.

According to Notoatmodjo (2010) behavior is an individual's response or reaction to internal and external stimuli from within him, which in this context behavior is identified with making purchasing decisions. This opinion is in line with the factors that influence purchasing decisions expressed by Kotler & Keller (2012) which include cultural and social factors (external) as well as personal and psychological factors (internal).

This result is in line with Theory of planned behavior which assumes that human behavior is carried out by considering various available information. Theory of planned behavior forms the concept of purchasing decisions as human behavior and associates it with brand image as available information to shape the buying decision behavior. In this case consumers consider green marketing programs that are reflected in brand image before deciding to make a purchase.

The results of this research found that the green marketing campaign implemented by Starbucks can influence consumer purchasing decisions, in this case the better the implementation of the green marketing campaign implemented by Starbucks will increase consumer purchasing decisions, green marketing campaigns can be implemented by paying attention to product, price, place, as well as promotions that prioritize environmental friendliness. With these four factors, consumers will feel that Starbucks meets their environmentally friendly needs, provides benefits for both consumers and the environment, so that it will make consumers make purchases and even repeat purchases. The results of this research are also supported by previous research conducted by Ali (2021), states that green marketing influences purchasing decisions. Several other studies also state the same thing (Amoako et al., 2022; Mishra & Kulshreshtha, 2023; Raza et al., 2021; Troudi & Bouyoucef, 2020).

In the process, green marketing also influences brand image. Starbucks focusing on green marketing will bring the company's image in a better direction, so that Starbucks products are easy to remember and memorize, consumers feel they have more benefits from consuming Starbucks, and give the impression that Starbucks is an environmentally friendly company. The results of this research are also supported by previous research conducted by Sarah & Sutar (2020), states that green marketing influences brand image. Several other studies also state the same thing (Adhimusandi et al., 2020; Desanto et al., 2018; Dwipamurti et al., 2018; Pertami & Setiawan, 2017).

Brand image has an influence on consumer purchasing decisions, in this case Starbucks has obtained a green positive image from their consumers so that it becomes a top priority for consumers when making purchasing decisions. Starbucks' brand image will further increase consumer purchasing decisions. The results of this research support previous research conducted by Adhimusandi et al. (2020), Several other previous studies also found something similar, that brand image influences purchasing decisions (Bukhari & Rana, 2017; Dwipamurti et al., 2018; Mumek et al., 2022; Prihandono et al., 2020; Sarah & Sutar, 2020).

Brand image also plays a mediating role in the influence of green marketing on purchasing decisions. The application of good green marketing and supported by the growth of a better brand image will further improve consumer purchasing decisions. This research is also supported by previous research conducted by Sarah & Sutar (2020), stated that brand image acts as an intermediary between green marketing and purchasing decisions. Several other studies also state the same thing (Bukhari & Rana, 2017; Dwipamurti et

al., 2018; Prihandono et al., 2020). Starbucks has implemented green marketing well. The method used is to implement green product, green price, green place and green promotion strategies so that they influence product attributes, consumer benefits and brand personality in the brand image which will simultaneously influence consumer decisions in purchasing products.

CONCLUSIONS

Based on the research findings and discussion, it can be concluded that brand image mediates the positive influence of green marketing on purchase decisions. In the case of Starbucks Coffee in Semarang City, brand image was found to mediate the relationship between green marketing and purchase decisions. The better the implementation of green marketing, the higher the brand image of Starbucks Coffee in Semarang City, consequently leading to an increase in consumer purchase decisions.

This research has limitations based on the research that has been done. This limitation is that only examines a simple framework without examining other factors that influence purchasing decisions related to environmental concern. Future research is expected to be able to include other influential factors such as social media marketing, because from the observations it was found that Starbucks social media marketing has interesting engagement. Also recommended to examine in a different brand's that use similar campaigns such as The Body Shop, Adidas, etc.

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