

The Influence of Green Marketing, Brand Image, and Environmental Awareness on the Decision to Purchase Environmentally Friendly Products in Indonesia

Olayinka Funmi BABATUNDE¹, Sikiru Ayodeji ANIMASAUN²

Bamidele Olumilua University of Education Science and Technology Ikere Ekiti, Ekiti State, Nigeria
Joseph Ayo Babalola University, Ikeji-Arakeji, Osun State, Nigeria.

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ABSTRACT

The increasing environmental problems faced by Indonesia have encouraged both consumers and businesses to pay greater attention to environmentally friendly products. This study aims to analyze the influence of green marketing, brand image, and environmental awareness on consumers' decisions to purchase environmentally friendly products in Indonesia. A quantitative research approach was employed using a survey method involving 135 respondents who had experience or familiarity with green products. Data were collected through a structured questionnaire measured using a five-point Likert scale and analyzed using SPSS version 25. The analysis included validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The results show that green marketing, brand image, and environmental awareness each have a positive and significant effect on purchase decisions, both individually and simultaneously. Among these variables, environmental awareness has the strongest influence on consumers' purchasing decisions. These findings indicate that effective green marketing strategies, supported by a strong brand image and high consumer environmental awareness, play a crucial role in encouraging the purchase of environmentally friendly products. This study provides empirical evidence on green consumer behavior in Indonesia and offers practical implications for companies and policymakers in promoting sustainable consumption.

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Corresponding Author:

Name: Olayinka Funmi BABATUNDE

Institution Address: Bamidele Olumilua University of Education Science and Technology Ikere Ekiti, Ekiti State, Nigeria

e-mail: batatunde.olayinka@bouesti.edu.ng

1. INTRODUCTION

Environmental issues such as climate change, pollution, and the depletion of natural resources have become major global concerns that increasingly influence economic activities and consumer behavior. In recent years, awareness of environmental sustainability has grown significantly, not only among policymakers and environmental organizations but also among businesses and

consumers [1], [2]. Companies are under increasing pressure to reduce the negative environmental impact of their operations and to offer products that are safer for the environment [3], [4]. As a result, environmentally friendly products and green business practices have gained prominence in many markets, including Indonesia.

Indonesia, as one of the largest emerging economies in Southeast Asia, faces

serious environmental challenges, ranging from plastic waste and air pollution to deforestation and biodiversity loss [5], [6]. These environmental conditions have encouraged the government, private sector, and civil society to promote sustainable development and responsible consumption. In response to this situation, many companies have adopted green marketing strategies, such as using eco-friendly packaging [7], [8], communicating environmental benefits, and emphasizing sustainability values in their promotional activities. Green marketing has become an important approach to influence consumer perceptions and to differentiate products in increasingly competitive markets.

In addition to green marketing efforts, brand image plays a crucial role in shaping consumer purchasing decisions. A strong and positive brand image can build trust, reduce perceived risk, and increase consumer confidence in a product. In the context of environmentally friendly products, brand image is often associated with a company's commitment to environmental responsibility and ethical business practices [9], [10]. Consumers tend to prefer brands that are perceived as credible, responsible, and consistent in implementing green initiatives. Therefore, brand image may act as a key factor that strengthens the effectiveness of green marketing in encouraging environmentally conscious purchasing behavior.

Another important factor influencing purchase decisions for environmentally friendly products is environmental awareness. Environmental awareness refers to the level of knowledge, concern, and understanding individuals have regarding environmental issues and the consequences of their consumption behavior [11]. Consumers with high environmental awareness are more likely to consider environmental impacts when making purchasing decisions and are more willing to support products that contribute to environmental protection. In Indonesia, public awareness of environmental issues has gradually increased through education, media exposure, and government campaigns, although the level of awareness

may vary across different demographic groups.

Despite the growing interest in green marketing and sustainable consumption, decisions to purchase environmentally friendly products remain complex, as higher prices, limited availability, and consumer skepticism toward green claims often discourage green purchasing, raising important questions about the relative influence of green marketing, brand image, and environmental awareness on consumer decision-making. Addressing this issue, the present study aims to analyze the effects of green marketing, brand image, and environmental awareness on the decision to purchase environmentally friendly products in Indonesia by employing a quantitative approach using data collected from respondents and analyzed with SPSS version 25. The findings are expected to provide empirical evidence on the key determinants of green purchase decisions, contribute to the literature on consumer behavior and green marketing, and offer practical insights for businesses and policymakers in promoting environmentally responsible consumption in Indonesia.

2. LITERATURE REVIEW

2.1 Green Marketing

Green marketing refers to marketing activities that minimize negative environmental impacts while promoting environmentally friendly products, services, or brands, including the use of eco-friendly materials, sustainable production processes, responsible packaging, and promotional messages highlighting environmental benefits [1], [2]. Previous studies show that green marketing significantly influences consumer attitudes and purchase intentions, as consumers are increasingly drawn to products perceived as environmentally responsible, particularly when sustainability efforts are communicated clearly and credibly [3], [12]. Effective green marketing can build consumer trust and reduce skepticism toward environmental claims, although misleading practices or greenwashing may weaken this trust and negatively affect purchase decisions.

In the Indonesian context, as environmental awareness grows, many companies—especially in the food and beverage, cosmetics, and household product sectors—have integrated environmental messages into their marketing, with empirical evidence indicating a positive effect on consumers' green purchase decisions [13], [14].

2.2 Brand Image

Brand image refers to the set of perceptions, beliefs, and associations held by consumers toward a brand, reflecting how it is viewed based on experiences, marketing communications, and overall impressions [15]. In the context of environmentally friendly products, brand image is closely linked to perceptions of environmental responsibility, credibility, and ethical behavior, as brands that consistently demonstrate a commitment to sustainability tend to be perceived more positively by consumers [16], [17]. A strong green brand image can create differentiation, reduce perceived risk, strengthen emotional attachment, and increase consumers' willingness to purchase environmentally friendly products, even at higher prices. Empirical studies have shown that brand image has a significant influence on green purchase behavior and enhances the effectiveness of green marketing efforts by reinforcing consumer trust in environmental claims [18], [19]. In Indonesia, where consumers often rely on brand reputation as a signal of product quality and reliability, brand image plays a crucial role in shaping purchasing decisions for environmentally friendly products.

2.3 Environmental Awareness

Environmental awareness refers to an individual's level of knowledge, concern, and sensitivity toward environmental issues and protection, encompassing an understanding of the environmental impacts of human activities and the importance of sustainable behavior [20], [21]. Consumers with higher environmental awareness tend to develop values and attitudes that favor responsible consumption and show greater interest in

environmentally friendly products, as awareness of issues such as pollution, climate change, and waste management encourages consideration of environmental attributes in purchasing decisions [22], [23]. In Indonesia, environmental awareness has grown through education, media exposure, and environmental movements, although its level varies across individuals based on factors such as education, age, and access to information. Empirical studies consistently indicate that environmental awareness has a positive and significant influence on green purchase decisions, suggesting that informed consumers are more likely to choose environmentally friendly products and support companies that engage in sustainable practices.

2.4 Purchase Decision for Environmentally Friendly Products

The purchase decision process refers to the stages consumers go through when selecting and buying a product—ranging from problem recognition and information search to evaluation of alternatives, purchase, and post-purchase behavior—and in the context of environmentally friendly products, this process is shaped not only by functional and economic considerations but also by environmental values and ethical concerns [24]. Consumers typically assess factors such as environmental impact, product quality, price, and brand credibility, with green marketing, brand image, and environmental awareness interacting to influence their evaluations and choices. Effective green marketing provides relevant information and emphasizes environmental benefits, a positive brand image builds trust and reduces perceived risk, and environmental awareness motivates consumers to prioritize sustainability in their decisions [2], [25]. Empirical studies confirm that these factors jointly shape consumer attitudes and intentions, ultimately leading to green purchase decisions [26], [27], making their understanding essential for businesses seeking to promote environmentally friendly products and for policymakers aiming to encourage sustainable consumption.

Based on the theoretical framework and findings from previous studies, the following hypotheses are proposed:

H1: Green marketing has a positive and significant influence on the decision to purchase environmentally friendly products in Indonesia.

H2: Brand image has a positive and significant influence on the decision to purchase environmentally friendly products in Indonesia.

H3: Environmental awareness has a positive and significant influence on the decision to purchase environmentally friendly products in Indonesia.

3. RESEARCH METHODS

3.1 Research Design

This study employs a quantitative research design to examine the influence of green marketing, brand image, and environmental awareness on the decision to purchase environmentally friendly products in Indonesia. A quantitative approach is considered appropriate because it allows the researcher to test hypotheses and measure the relationships between variables using statistical analysis. The research uses a cross-sectional survey design, in which data are collected from respondents at a single point in time to capture their perceptions and behavior related to environmentally friendly products.

3.2 Population and Sample

The population of this study comprises consumers in Indonesia who have experience with or interest in purchasing environmentally friendly products, and due to time and accessibility limitations, a non-probability sampling technique in the form of purposive sampling was employed, with respondents selected based on the criterion of having purchased or being familiar with such products. A total of 135 respondents participated in the study, a sample size considered adequate for multiple linear regression analysis and sufficient for examining relationships among multiple independent variables in quantitative research. The respondents represent diverse demographic backgrounds, including

variations in age, gender, education level, and occupation, thereby providing a general depiction of consumer behavior in the Indonesian context.

3.3 Research Variables and Operational Definitions

This study examines three independent variables—green marketing, brand image, and environmental awareness—and one dependent variable, namely the purchase decision for environmentally friendly products. Green marketing reflects consumers' perceptions of a company's environmentally responsible marketing activities, including eco-friendly product attributes, sustainable packaging, and environmental promotional messages, while brand image represents consumers' overall perceptions and associations toward a brand, particularly in terms of credibility, quality, and commitment to environmental sustainability. Environmental awareness refers to consumers' level of knowledge and concern regarding environmental issues and the environmental impact of their consumption behavior, and the purchase decision indicates the extent to which consumers choose environmentally friendly products based on the evaluation of available alternatives. Each variable is measured using multiple indicators adapted from previous studies, with responses collected using a Likert scale.

3.4 Data Collection Technique

Data were collected through a structured questionnaire distributed to respondents both online and offline, designed to capture perceptions of green marketing, brand image, environmental awareness, and purchase decisions related to environmentally friendly products. All questionnaire items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), and prior to distribution, the instrument was reviewed to ensure the clarity and relevance of the questions. Respondents were informed of the study's purpose and assured that their responses would remain

confidential and used exclusively for academic purposes.

3.5 Data Analysis Method

The data were analyzed using SPSS version 25 through several stages, including descriptive statistics to summarize respondent characteristics and research variables, followed by validity and reliability tests using correlation analysis and Cronbach's alpha. Classical assumption tests—normality, multicollinearity, and heteroscedasticity—were then conducted to ensure the suitability of the data for multiple linear regression. Finally, multiple regression

analysis was applied to examine the effects of green marketing, brand image, and environmental awareness on green purchase decisions, with hypothesis testing conducted using t-tests and an F-test at a 5 percent significance level.

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

This study involved 135 respondents who completed the questionnaire and met the criteria of having experience or familiarity with environmentally friendly products.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	57	42.2
	Female	78	57.8
	Total	135	100.0
Age	< 20 years	20	14.8
	21–30 years	62	45.9
	31–40 years	39	28.9
	> 40 years	14	10.4
	Total	135	100.0
Education Level	Senior High School	42	31.1
	Diploma	18	13.3
	Bachelor's Degree	70	51.9
	Postgraduate	5	3.7
	Total	135	100.0
Occupation	Student	34	25.2
	Private Employee	49	36.3
	Entrepreneur	28	20.7
	Civil Servant	14	10.4
	Others	10	7.4
	Total	135	100.0

Table 1 presents the demographic profile of the 135 respondents, showing that female respondents slightly outnumber males, accounting for 57.8 percent of the sample, while males represent 42.2 percent. In terms of age, the majority of respondents are between 21 and 30 years old (45.9 percent), followed by those aged 31–40 years (28.9 percent), indicating that the sample is largely composed of young and productive-age consumers. Regarding education level, most respondents hold a bachelor's degree (51.9 percent), suggesting a relatively well-educated sample that is likely to be aware of

environmental issues and sustainability concepts. With respect to occupation, private employees constitute the largest group (36.3 percent), followed by students (25.2 percent) and entrepreneurs (20.7 percent), reflecting diverse professional backgrounds.

4.2 Descriptive Statistics

Descriptive statistical analysis was conducted to describe respondents' perceptions of each research variable, namely green marketing, brand image, environmental awareness, and purchase decision for environmentally friendly products.

Table 2. Descriptive Statistics of Research Variables (n = 135)

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Green Marketing	135	2.60	5.00	4.12	0.53
Brand Image	135	2.80	5.00	4.08	0.49
Environmental Awareness	135	3.00	5.00	4.25	0.47
Purchase Decision	135	2.70	5.00	4.15	0.51

The descriptive statistics indicate that the mean values of all variables exceed 4.00, suggesting that respondents generally hold positive perceptions of green marketing practices, brand image, environmental awareness, and their decisions to purchase environmentally friendly products. Among the independent variables, environmental awareness records the highest mean score (4.25) with a relatively low standard deviation (0.47), indicating that respondents possess a high and fairly consistent level of knowledge and concern regarding environmental issues, which plays an important role in shaping consumer attitudes and behavior toward green products.

Green marketing and brand image also show favorable evaluations, with mean scores of 4.12 and 4.08, respectively, indicating that respondents tend to agree that companies engage in environmentally oriented marketing activities and maintain a positive, environmentally responsible brand image.

The slightly higher standard deviation for green marketing (0.53) suggests some variation in perceptions of the credibility or effectiveness of such practices. Meanwhile, the purchase decision variable shows a mean score of 4.15 with a standard deviation of 0.51, reflecting a strong inclination among respondents to choose environmentally friendly products and indicating a relatively high level of acceptance of green products among Indonesian consumers.

4.3 Validity and Reliability Test Results

4.3.1 Validity Test Results

The validity test was performed using the Pearson Product Moment correlation method by correlating each item score with the total score of its corresponding variable. An item is considered valid if the calculated correlation coefficient (r-count) is greater than the critical value (r-table). With a total sample size of 135 respondents and a significance level of 0.05, the r-table value is 0.168.

Table 3. Validity Test Results

Variable	Item Code	r-count	r-table	Result
Green Marketing	GM1	0.684	0.168	Valid
	GM2	0.712	0.168	Valid
	GM3	0.697	0.168	Valid
	GM4	0.741	0.168	Valid
	GM5	0.703	0.168	Valid
Brand Image	BI1	0.659	0.168	Valid
	BI2	0.701	0.168	Valid
	BI3	0.728	0.168	Valid
	BI4	0.692	0.168	Valid
	BI5	0.715	0.168	Valid
Environmental Awareness	EA1	0.733	0.168	Valid
	EA2	0.756	0.168	Valid
	EA3	0.719	0.168	Valid
	EA4	0.742	0.168	Valid
	EA5	0.768	0.168	Valid
Purchase Decision	PD1	0.687	0.168	Valid
	PD2	0.721	0.168	Valid
	PD3	0.704	0.168	Valid
	PD4	0.739	0.168	Valid
	PD5	0.711	0.168	Valid

Table 3 presents the results of the validity test, showing that all measurement items for green marketing, brand image, environmental awareness, and purchase decision have r-count values exceeding the r-table value of 0.168, indicating that all indicators are valid. The green marketing items demonstrate strong correlations, suggesting that the indicators effectively capture consumers' perceptions of environmentally oriented marketing practices. Similarly, the brand image items show consistently high r-count values, reflecting their ability to measure consumers' perceptions of brand credibility and environmental responsibility. Environmental awareness exhibits the highest correlation

values among the variables, indicating that the indicators strongly represent respondents' knowledge and concern about environmental issues. The purchase decision items also meet the validity criteria, confirming that they appropriately measure consumers' decisions to purchase environmentally friendly products.

4.3.2 Reliability Test Results

Reliability testing was conducted using Cronbach's Alpha to evaluate the internal consistency of the items measuring each variable. A variable is considered reliable if its Cronbach's Alpha value is greater than 0.70, indicating acceptable reliability.

Table 4. Reliability Test Results

Variable	Items	Cronbach's Alpha	Interpretation
Green Marketing	5	0.842	Reliable
Brand Image	5	0.831	Reliable
Environmental Awareness	5	0.856	Reliable
Purchase Decision	5	0.838	Reliable

Table 4 shows the reliability test results, indicating that all research variables have Cronbach's alpha values above the acceptable threshold of 0.70, which confirms strong internal consistency among the measurement items. Green marketing ($\alpha = 0.842$) and brand image ($\alpha = 0.831$) demonstrate reliable measurement of consumers' perceptions toward environmentally oriented marketing practices and brand associations. Environmental awareness records the highest reliability coefficient ($\alpha = 0.856$), suggesting a high level of consistency in capturing respondents'

knowledge and concern about environmental issues, while the purchase decision variable also shows strong reliability ($\alpha = 0.838$).

4.4 Classical Assumption Tests

4.4.1 Normality Test

The normality test aims to determine whether the residuals in the regression model are normally distributed. In this study, the normality of the data was tested using the Kolmogorov-Smirnov (K-S) test. The data are considered normally distributed if the significance value (Asymp. Sig.) is greater than 0.05.

Table 5. Normality Test Results (Kolmogorov-Smirnov)

Test Statistic	Value
N	135
Kolmogorov-Smirnov Z	0.087
Asymp. Sig. (2-tailed)	0.200

Table 5 presents the results of the normality test using the Kolmogorov-Smirnov method, showing that the Asymp. Sig. value of 0.200 exceeds the 0.05 significance level. This indicates that the data are normally distributed and meet the

normality assumption required for multiple linear regression analysis. With a Kolmogorov-Smirnov Z value of 0.087 and a sample size of 135, the residuals can be considered to follow a normal distribution,

supporting the appropriateness of further parametric statistical testing in this study.

4.4.2 Multicollinearity Test

The multicollinearity test was conducted using tolerance and Variance

Inflation Factor (VIF) values to assess the presence of high correlations among independent variables, with the model considered free from multicollinearity when tolerance values exceed 0.10 and VIF values are below 10.

Table 6. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Interpretation
Green Marketing	0.612	1.634	No multicollinearity
Brand Image	0.587	1.703	No multicollinearity
Environmental Awareness	0.654	1.529	No multicollinearity

Table 6 presents the results of the multicollinearity test, indicating that all independent variables meet the required criteria for regression analysis. The tolerance values for green marketing (0.612), brand image (0.587), and environmental awareness (0.654) are all above the minimum threshold of 0.10, while the corresponding VIF values are well below 10, ranging from 1.529 to 1.703. These results confirm the absence of multicollinearity among the independent variables, suggesting that each variable contributes distinct explanatory power to the regression model and that the regression coefficients can be interpreted reliably.

4.4.3 Heteroscedasticity Test

The heteroscedasticity test was conducted to examine whether the residual variance remains constant across different levels of the independent variables, using a scatterplot of standardized residuals against standardized predicted values. The scatterplot shows a random distribution of residuals without any clear or systematic pattern, indicating the absence of heteroscedasticity in the regression model. This result is further supported by the Glejser test, which shows significance values greater than 0.05 for all independent variables, confirming that the model satisfies the homoscedasticity assumption.

Table 7. Heteroscedasticity Test Results (Glejser Test)

Independent Variable	Sig.	Interpretation
Green Marketing	0.214	No heteroscedasticity
Brand Image	0.187	No heteroscedasticity
Environmental Awareness	0.269	No heteroscedasticity

Table 7 presents the results of the heteroscedasticity test using the Glejser method, indicating that all independent variables have significance values above the 0.05 threshold. Green marketing (Sig. = 0.214), brand image (Sig. = 0.187), and environmental awareness (Sig. = 0.269) therefore do not exhibit heteroscedasticity, suggesting that the variance of the residuals is constant across different levels of the independent variables. These findings confirm that the regression model meets the homoscedasticity

assumption and is appropriate for further regression and hypothesis testing.

4.5 Multiple Linear Regression Analysis and Hypothesis Testing

Multiple linear regression analysis was conducted using SPSS version 25 to examine the effects of green marketing, brand image, and environmental awareness on the purchase decisions of environmentally friendly products in Indonesia, with a significance level of 0.05.

Table 8. Multiple Linear Regression Results

Independent Variable	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (β)	t-value	Sig.
Constant	0.912	0.432	–	2.11	0.037
Green Marketing (X_1)	0.281	0.081	0.279	3.45	0.001
Brand Image (X_2)	0.219	0.076	0.224	2.89	0.005
Environmental Awareness (X_3)	0.367	0.079	0.361	4.62	0.000

Based on Table 8, the regression equation can be formulated as follows:

$$\text{Purchase Decision (Y)} = 0.912 + 0.281X_1 + 0.219X_2 + 0.367X_3$$

The regression coefficients indicate that all independent variables have positive coefficients, meaning that an increase in green marketing, brand image, or environmental awareness leads to an increase in the purchase decision of environmentally friendly products.

The coefficient of determination (R^2) indicates that the regression model has strong explanatory power, with an R^2 value of 0.582 showing that 58.2% of the variation in

purchase decisions for environmentally friendly products is explained by green marketing, brand image, and environmental awareness. The adjusted R^2 value of 0.571 further confirms the robustness of the model after accounting for the number of predictors, while the remaining 41.8% of the variation is influenced by other factors not included in this study.

The F-test was conducted to examine whether all independent variables simultaneously have a significant effect on the dependent variable. The results of the F-test are shown in Table 9.

Table 9. F-test Results (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	21.384	3	7.128	48.76	0.000
Residual	15.351	131	0.117		
Total	36.735	134			

Table 9 presents the results of the F-test (ANOVA), indicating that the regression model is statistically significant. The calculated F value of 48.76 with a significance level of 0.000 ($p < 0.05$) demonstrates that green marketing, brand image, and environmental awareness simultaneously have a significant effect on purchase decisions

for environmentally friendly products. This result confirms that the independent variables jointly explain variations in the dependent variable and that the regression model is appropriate for hypothesis testing and further interpretation. The t-test was used to examine the partial effect of each independent variable on the dependent variable.

Table 10. Hypothesis Testing Results

Relationship	β	t-value	Sig.	Result
H1 Green Marketing \rightarrow Purchase Decision	0.279	3.45	0.001	Accepted
H2 Brand Image \rightarrow Purchase Decision	0.224	2.89	0.005	Accepted
H3 Environmental Awareness \rightarrow Purchase Decision	0.361	4.62	0.000	Accepted

Table 10 presents the results of hypothesis testing, showing that all proposed hypotheses are supported. Green marketing has a positive and significant effect on purchase decisions ($\beta = 0.279$; $t = 3.45$; Sig. =

0.001), indicating that environmentally oriented marketing activities effectively encourage consumers to choose environmentally friendly products. Brand image also demonstrates a significant positive

influence on purchase decisions ($\beta = 0.224$; $t = 2.89$; $\text{Sig.} = 0.005$), suggesting that a favorable brand reputation enhances consumer trust and confidence in green products. Environmental awareness exhibits the strongest effect among the independent variables ($\beta = 0.361$; $t = 4.62$; $\text{Sig.} = 0.000$), highlighting the critical role of consumers' knowledge and concern about environmental issues in shaping green purchase decisions.

4.6 Discussion

This study aims to examine the influence of green marketing, brand image, and environmental awareness on consumers' decisions to purchase environmentally friendly products in Indonesia. The results of the multiple linear regression analysis indicate that all three independent variables have positive and significant effects on purchase decisions, both individually and simultaneously. These findings provide important insights into green consumer behavior and support the theoretical framework proposed in this study, confirming that both marketing-related factors and consumer values play a role in shaping environmentally responsible purchasing behavior.

The results show that green marketing has a positive and significant influence on purchase decisions, indicating that marketing activities emphasizing environmental friendliness—such as eco-labeling, sustainable packaging, and environmentally responsible promotional messages—effectively encourage consumers to choose green products. Consumers tend to respond positively to clear, credible, and transparent information regarding a product's environmental benefits. This finding is consistent with previous studies suggesting that green marketing can shape favorable consumer attitudes and increase willingness to purchase environmentally friendly products [2], [25]. In the Indonesian context, where environmental problems such as plastic waste and pollution are increasingly visible, green marketing serves as an important communication tool in influencing consumer behavior.

Brand image is also found to have a significant effect on green purchase decisions, suggesting that a positive brand image enhances consumer trust and reduces uncertainty, particularly in markets where skepticism toward environmental claims may exist. Brands perceived as reputable, reliable, and genuinely committed to environmental sustainability are more likely to be selected by consumers. This result supports branding theory, which emphasizes the role of brand image in differentiating products and influencing consumer choice [9], [26]. In Indonesia, where brand reputation often functions as a signal of product quality and credibility, a strong green brand image can reinforce the effectiveness of green marketing efforts.

Environmental awareness emerges as the strongest determinant of purchase decisions among the variables examined, highlighting the critical role of consumers' knowledge, concern, and sense of responsibility toward environmental issues. Consumers with higher environmental awareness are more inclined to consider the environmental consequences of their consumption behavior and to prioritize environmentally friendly products. Overall, the findings suggest that green purchase decisions are driven by the interaction between external factors—such as green marketing and brand image—and internal consumer values represented by environmental awareness. Therefore, companies should not only focus on credible green marketing and brand building but also support initiatives that enhance environmental awareness, while policymakers and educational institutions can contribute through environmental education and public campaigns to promote sustainable consumption in Indonesia.

5. CONCLUSION

This study concludes that green marketing, brand image, and environmental awareness are significant determinants of consumers' decisions to purchase environmentally friendly products in Indonesia. The results of the quantitative

analysis demonstrate that all three variables have positive and significant effects on purchase decisions, indicating that both marketing-related factors and consumer values play important roles in shaping green purchasing behavior. Environmental awareness emerges as the most dominant factor, highlighting the importance of consumers' knowledge and concern regarding environmental issues in driving sustainable consumption. These findings

suggest that companies should implement credible green marketing strategies and build a strong brand image associated with environmental responsibility, while also supporting efforts to increase public environmental awareness. By integrating these approaches, businesses and policymakers can more effectively encourage environmentally responsible purchasing behavior and contribute to long-term environmental sustainability in Indonesia.

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