The Influence of Green Marketing, Consumer Attitude and Consumer Perception to Green Purchase Decision by Mediated by Green Brand Image

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Abstract
Environmental concerns have become a source of concern for customers and businesses worldwide, prompting the development of green good. Green marketing is an effort to preserve and develop long-term relationships with partners such as the environment, culture, and customers. Selling green goods and services is a sustainable mechanism that influences society's pro-environmental action. Research was conducted to find out the influence of green marketing, consumer attitude and consumer perception to green purchase decision by mediated by green brand image using SEM PLS. Samples based on the criteria of Hair et, al (2010).Author will distribute 200 questionnaires to respondents. The Results are Green Marketing has no affect on the Green Brand Image and Consumer Attiude does not affect on Green Brand Image. Also, Consumer Perception affect Green Brand Image and Green Brand Image affect Green Purchase Decision. Hence, Green Brand Image does not mediate the influence of Green Marketing on Green Purchase Decision and Green Brand Image does not mediate influence Consumer Attitude on Green Purchase Decision. Furtheremore Green Brand Image mediate Consumer Perception on Green Purchase Decision.

Keywords: Green Marketing, Consumer Attitude, Consumer Perception, Green Purchase Decision and Green Brand Image

1. Introduction

Environmental concerns have become a source of concern for customers and businesses worldwide, prompting the development of green good, Paiva.(2021). Hence, advertisers need to represent green goods as safe and environmentally sustainable Szabo, et al.,(2021).). Marketing plays an essential role in affecting company sales, improving performance, and growing market shares; nevertheless, the results of previous studies on green marketing strategies suggested decreasing sales and enactment in terms of market shares. Traditional analysts have been more focused on persuading customers to be more environmentally conscious D'Souza,et al., (2015).

Thus, green marketing covers a wide variety of ideas, including the facilitation and creation of value that meets the desires and demands of consumers Mursandi, et al., (2020). Traditional scholars have been more concerned about persuading people to adopt more green sustainable behaviors. Green marketing is an effort to preserve and develop long-term relationships with partners such as the environment, culture, and customers.

Thus, selling green goods and services is a sustainable mechanism that influences society's pro-environmental action Grimmer & Woolley (2014). Attitudes toward the environment have changed significantly in line with social, economic, and political developments and concerns caused by environmental problems. Also the concept of being environmentally friendly continues to be an activity that must be thought seriously by business people in the era of social insightful marketing to continue to maintain environmental sustainability in addition to looking for an advantage. The main obstacle faced by business practice is to think creatively about how marketers can meet the needs of the vast majority of the world's population (Rahayu et al., 2017), including the need to live in a healthy and friendly environment.

Companies as one of the strategies in their marketing (Arief & Kurriwati, 2017).In addition, to meet the needs and desires of consumers, with the Green Marketing concept, the company can immediately improve the company's Brand Image which is much better through environmentally friendly marketing activities. Green Marketing is environmentally friendly product marketing, combining several activities such as product modification, changes in production processes, packaging, advertising strategies and also increasing awareness of compliance marketing between industries (Astini, 2017).

The go green industry in Indonesia promises business opportunities that make the competition even more competitive. Some businesses are rapidly adopting an Environmental Management System (EMS) and have started to apply an environmentally-friendly approach to all company activities (Moravcikova et al., 2017).

Business organizations have realized the role of green marketing to gain a competitive advantage over competitors (Arseculeratne & Yazdanifard, 2014).Green Marketing is the marketing of products perceived as environmentally friendly (Delafrooz & Goli, 2015). Immawati& Nugroho (2020) argued companies realize competitive advantage by implementing a green marketing strategy. This strategy plays an essential role in fulfilling customer wants. Also, according to Azzari&Pelissari, 2020; Mubarok, 2018),consumer attitudes are formed by the tendency to do something about objects, namely consumer

actions, to judge an object that is interesting to have. Pui Fong Ng et al., (2013), there is consumer perceptions influence a brand green image. Salfina and Gusri (2018) &Windiana et al.(2020) said that positively green purchasing decisions influences green brand image. According to Alamsyah and Mohammed (2019), there is an environmentally friendly brand image indicated expensive, reasonably priced, prestigious associated with rich owners, telling the time, durable, naturally creamy, and tasty.

2. Literature Review

2.1 Green Marketing

Green marketing is used as an alternative strategy in an effort to meet consumer needs and as a form of concern for environmental sustainability. In addition, green marketing also gives added value to the company's image in increasing competitiveness (Simao& Lisboa, 2017). Manongko & Kambey (2018) said that marketing based on environmental sustainability is potential and strategic opportunity that has multiple benefits. According to Mahmoud (2018), green marketing is all marketing activities by being environmentally responsible, that is by reducing a negative impact on the environment.

Furthermore, some of researchers Kumar, (2015); Sharma & Trivedi, (2016) &Nguyen et al, (2019) also said that green marketing is all activities designed to produce and facilitate allchanges that are expected to satisfy human needs and desires with minimal impact on the destruction of the natural environment. Companies that use green marketing tend to find it easier to increase their brandimage (Sohail, 2017., Nguyen & Nguyen, 2018., Ridwan, et al., 2018). With increasing consumer awareness of the environment, the selection of green products hasbecome part of the lifestyle for green consumers (Genoveva &Syahrivar, 2020., Liu, Teng& Han, 2020).Luh Made Putri Juliantari (2019) said that green marketing has a positive and significant effect onbrand image, whichmeans that thebetter green marketing canimprove the image of green products..

H1: The influence of green marketing to green brand image

Green marketing has a positive andsignificant effect onbrand image, whichmeans that the better green marketing canimprove the image of green products (Luh Made Putri Juliantari (2019).

2.2 Consumer Attitude

According to Azzari&Pelissari, 2020; Mubarok, 2018),consumer attitudes are formed by the tendency to do something about objects, namely consumer actions, to judge an object that is interesting to have. Consumers who have a positive attitude toward a green brand image product or brand will generate interest in buying the product or brand (Wang et al., 2019). Schiffman and Kanuk in Sumarwan (2011) describe that in the context of consumer behavior, " Attitude is a tendency that is learned in behaving in a way that is pleasing or unpleasant to a particular object ". For that reason, consumers' behavioris the attitude as a mental mechanism that evaluates, shapes the views, and emotions learned determines the behavior or individual towards a particular object. **C**onsumer attitude with a high level of environmental knowledge will have a consumers much better pro-environmental attitude and have a stronger intention to buy green products for consumption (Huang et al., 2014).

Consumer attitudes is a mixture or relation of three factors; beliefs (cognitive), feelings (affective), and behavioral (conative) interests of a person towards a product or service of a

company (Asshidin et al., 2016& Kim & Chao, 2019). Also, consumers' attitude of consumers is an important fact that will influence consumer decisions. The term 'consumers' attitude formation' often describes the relationship between trust attitude, and behaviour. Trust, attitude, and behaviour are also related to the concept of product attributes. Product attributes are characteristics of a product. Consumers usually have confidence in the attributes of a product.

Attitude is a trend that is learned; this means that the attitudes related to buying behaviour are formed as a result of direct experience ofproducts, verbal information obtained from others or exposed by advertisements in mass media, the internet and various forms of direct marketing. Attitudes may result from behaviour, but the attitude is not the same as behaviour. Also, attitudes can drive consumer towards certain behaviours or attract them from certain behaviours (Luh Made Putri Juliantari, 2019).Attitude is an expression of one's feelings which reflects the likes or dislikes of an object or group of certain objects.

A person's attitude is the result of psychological processes that cannot be observed directly but must be inferred from what is said and done. Chen & Chai (2010) define attitudes as manifestations of someone's likes or dislikes and attitudes to responding to various environmental problems are a reflection of (5)how much someone wants to be involved in environmental preservation. Environmental Knowledge has proven to have a significant influence on Attitude.

H2: There is the influence of consumer attitude to green brand image.

Consumers who have a positive attitude toward a green brand image product or brand will generate interest in buying the product or brand (Wang et al., 2019).

2.3 Consumer Perception

According **to** Pui Fong Ng et al., (2014), there is consumer perceptions influence a brand green image.The purchase decision is a stage in the purchasing decision process where consumers buy a product (Kotler and Armstrong, 2012).Consumers' perceptions of the brand as sustainable and environmentally friendly influence green brand image refers to consumers' perceptions of the brand as sustainable and environmentally friendly (Chen, 2010). Selanjutnya , consumers tend to perceive higher quality and a green brand image of a company when the company claims to provide environmentally friendly products In this research, of green brand image (Chen, 2010).

According to Jiang Lin., et al., (2017), said that customers' perceptions of the functional and emotional benefits associated influence green brands image. Consumers tend to perceive higher quality and a green brand image of a company when the company claims to provide environmentally friendly products. According to (Chen, 2010), consumers perceptions in consumers' minds influence of green brand image.

H3: The influence of consumer perception to green brand image

Consumer perceptions influence a brand green image (Pui Fong Ng et al., 2013)

2.4 Green Brand Image

Green brand image refers to consumers' purchase decision of the brand as sustainable and environmentally friendly (Chen, 2010). Consumers tend to perceive higher quality and a

green brand image of a company when the company claims to provide environmentally friendly products (Ng, et al., 2014). In this research, green brand image is defined as a series of purchase decision in consumers' minds that are related to environmental commitment and environmental concern (Chen, 2010).Chen and Chang (2016) said 'green brand associations' as the extent to which consumers know about the green brands, and how they feel about and evaluate the green brand. Green brand image portrays a set of comsumer decision and associations within consumers related to environmental responsibility. Companies use this green brand image to support their overall performance.

According to (Wu & Chen,2014), The research conducted by Huang et al., (2014) found that there is a relationship between the purchase decisioni with strong brand image will create a better brand message than its competitors (Hsieh & Li, 2008). A product Hwith a greater brand image is likely to be associated with better quality and higher value, thus forming a positive spiritual image. Consumers tend to perceive higher quality and a green brand image of a company when the company claimsto provide environmentally friendly products. In this research, green brand image is defined as a series of product perceptions in consumers' minds that are related to environmental commitment and environmental concern. In other words, the green brand image is interpreted by consumers not only because of the company's social activities but also through product offerings (Kull & Heath, 2016).

H4: There is the influence of green brand image to purchase decision

Green brand image refers friendly to consumers' purchase decision of the brand as sustainable and environmentally friendly (Chen 2010).

2.5 Green Purchase Decision

Salfina and Gusri (2018) & Windiana et al.(2020) said that positively green purchasing decisions influences green brand image. .According to Agmeka et al., 2019; Hanifah&Wulandari, 2021; Purnamawati et al., 2022; Trismelia&Sihite, 2021; Wibowo &Wulandari, 2022, there is it can increase consumer green purchasing decisions, one of which is a green brand image, it means there is the influence of green purchase decision to green brand image Green brand image is often used as a cue when consumers evaluate products before buying.

Green purchase decision is influenced by the values, attitudes, information, need, stimulus and beliefs. In the same way if a consumer trusts a brand to be a green brand then it will leads him to purchase from that brand. Green consumerism is the base for making green purchase decisions (Essoussi and Linton, 2010). Considering environmental concerns while making purchase decisions are sighted to be involved in green purchases. Researches have mentioned that (8)green consumers are those who evaluate materials and ingredients of products before purchase, so they can support the environmental benefits by having less lethal and recyclable products (Essoussi and Linton, 2010).

Some consumer give importance to the environment in their buying decisions. In this way, they get information about the beneficial effects of green products (Gadenne et al.,2011). Green purchase behaviour is the act of purchasing environmentally friendly or sustainable products that can be recycled and provide benefits to the environment, while avoiding products that have the potential to harm the environment and society (Jaiswal & Kant, 2018).

2.6. Research Models

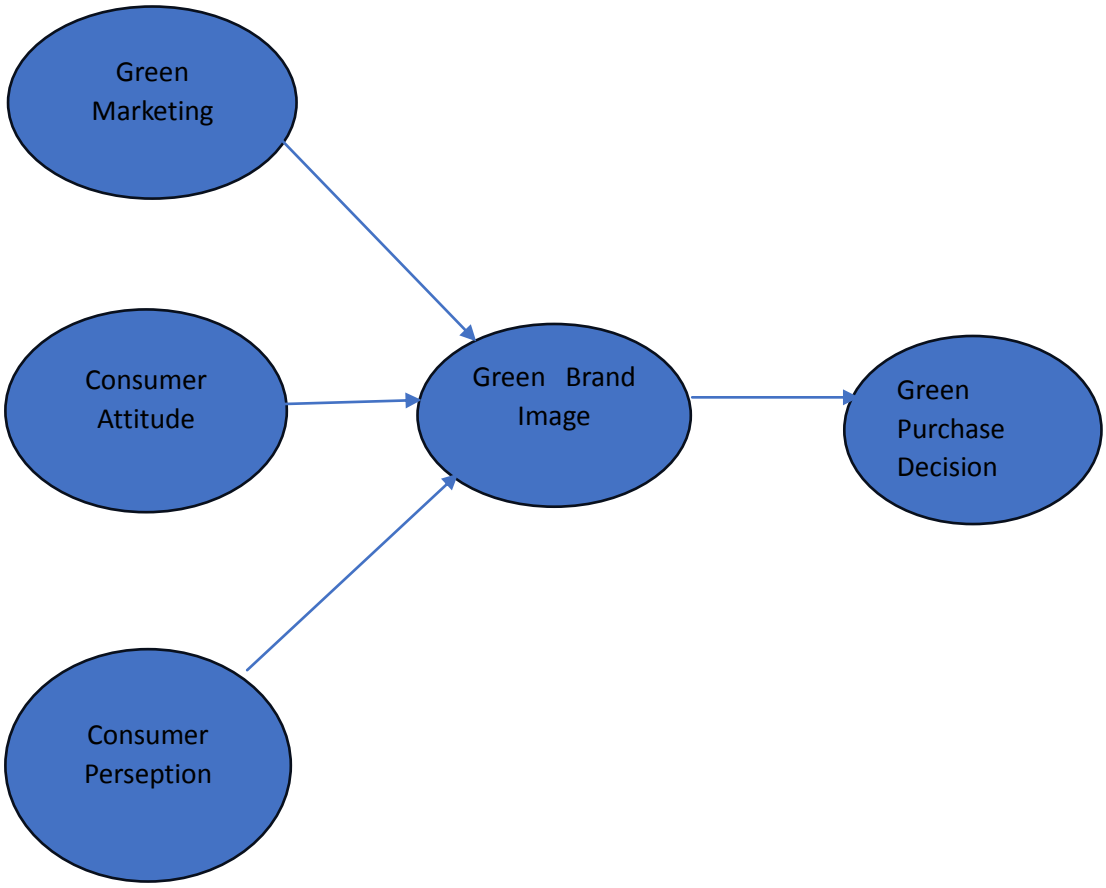

Figure 1: Research Model

2.7 Hypothesis

1. There is the influence of green marketing to green brand image.
2. There is the influence of consumer attitude to green brand image
3. There is the influence of consumer perception to brand image
4. There is the influennce of green brand image to purchase decision
5. There is the influence of green marketing, consumer attitude and consumer perception to green purchase decision mediated by green brand image

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3. Research Method

3.1 Samples and Procedures

This research was conducted to find out the influence of green marketing, consumer attitudeand consumer perception to green purchase decision by mediated by green brand image using SEM PLS. Samples based on the criteria of Hair et, al (2010)) with scale (5-10) x number of indicators. Because there are 23 indicators of this study, the number of samples is 23.respondents (23x8=184).The questionnaires was distributed using by Google Form application with purposive sampling in Jabodetabek to respondent who have purchased green brand products. Author will distribute 200 questionnaires to respondents, because to antisipated the data cannot be input.

4. Research Result

4.1 Respondent Profile

Tabel.1Respoden Profile

Variables	f	%
Gender		
Male	103	54,5
Female	86	45,5
Age		
17 - 25 tahun	53	28,0
26 - 35 tahun	60	31,7
> 35 tahun	76	40,2
Education		
SD - SMA	50	26,5
D3	13	6,9
S1	86	45,5
S2	37	19,6
S3	3	1,6
Job		
Pegawai Negeri	5	2,6
PegawaiSwasta	60	31,7
Wiraswasta	52	27,5
Lainnya	72	38,1
Spending/month		
< Rp 1.000.000,-	36	19,05
Rp 1.000.000 - Rp 3.000.000,-	37	19,58
Rp 3.000.001 - Rp 5.000.000,-	68	35,98
Rp >5.000.000,-	48	25,40

From the table above, it can be said that most respondents: male (54.5%), age mostly above 35 years (40.2%), bachelor's degree (45.5%), other jobs (38.1%) and monthly expenses of Rp. 3,000,001-Rp. 5,000,000,-.

4.2 Measurement model

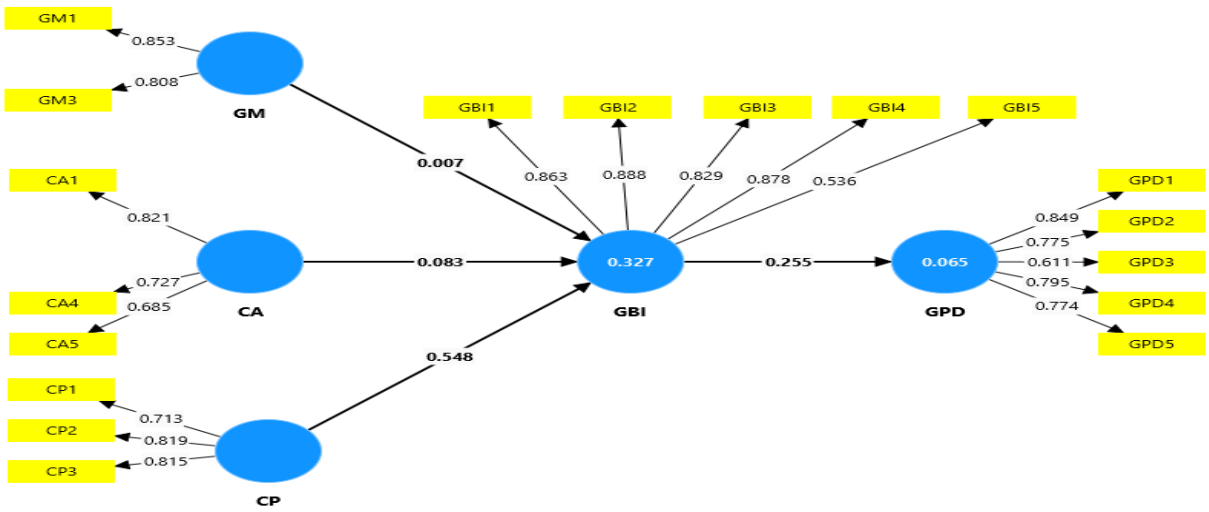

Figure 1: PLS analysis results

Note:
GM =Green Marketing
CA= Consumer Attitude
CP =Consumer Perception
GBI =Green Brand Image
GPD =Green Purchase Decision

Table 4.2. Convergent validity and composite reliability

Construct	Item	Outer Loading	T-Value	V-Palue	CR	AVE
Consumer Attituden	CA1	0,821	2,778	0,005	0,790	0,557
	CA4	0,727	2,881	0,004		
	CA5	0,685	2,417	0,016		
Consumer Perception	CP1	0,713	6,167	0,000	0,827	0,615
	CP2	0,819	15,779	0,000		
	CP3	0,815	12,932	0,000		
Green Brand Image	GBI1	0,863	19,006	0,000	0,903	0,656
	GBI2	0,888	21,366	0,000		
	GBI3	0,829	13,153	0,000		
	GBI4	0,878	24,511	0,000		
	GBI5	0,536	4,484	0,000		
Green Marketing	GM1	0,853	2,679	0,007	0,816	0,690
	GM3	0,808	2,410	0,016		
Green Purchase Decision	GPD1	0,849	4,515	0,000	0,875	0,585
	GPD2	0,775	4,171	0,000		
	GPD3	0,611	3,372	0,001		
	GPD4	0,795	4,491	0,000		
	GPD5	0,774	4,619	0,000		

Note: From the first evaluation result of the measurement model, several indicators such as: CA2, CA3, CP4, GM2, and GM4 have outer loading values that are smaller than 0.50. Therefore, these indicators are not included in the further analysis; CR = Composite Reliability, AVE = Average Variance Extracted.

Based on table 4.2 above:

- The outer loading value for all indicators meets the requirements, namely greater than 0.50 and significant at 0.05 (t statistic > 1.96 and p < 0.05).
- Composite Reliability (CR) values for all constructs meet the requirements, namely greater than 0.70.
- The Average Variance Extracted (AVE) value for all constructs meets the requirements, namely greater than 0.50.

Table 4.3. Discriminant validity

	(1)	(2)	(3)	(4)	(5)
(1) Consumer Attitude	**0,746***				

(2) Consumer Perception	0,191	**0,784***			
(3) Green Brand Image	0,190	0,566	**0,810***		
(4) Green Marketing	0,317	0,350	0,225	**0,831***	
(5) Green Purchase Decision	0,449	0,195	0,255	0,193	**0,765***

Note: *The square root of AVE

Based on table 4.3 above:

- The square root value of AVE for each construct (main diagonal) is higher than the correlation between that construct and other constructs (off the main diagonal).

Structural model

Table 4. Collinierity, coefficient determination, and predictive relevant

Independent variables	Dependent variables	VIF	R^2	Q^2
Consumer Attitude	Green Brand Image	1,121	0,327	0,214
Consumer Perception		1,149		
Green Marketing		1,231		
Green Brand Image	Green Purchase Decision	1,000	0,065	0,038

From table 4.4. it can also be seen,

Variance Inflation Factor (VIF) Value

- The Variance Inflation Factor (VIF) value for all relationships between independent and dependent variables is less than 0.50.

VIF Criteria:
According to Becker et al. (2015), if the VIF value is greater than 5, there is no collinearity problem in the relationship between variables.

The value of the coefficient of determination (R2)

- The coefficient of determination (R2) for Green Brand Image is 0.327. This means that 32.7% of the variation in Green Brand Image can be explained by Consumer Attitude, Consumer Perception, and Green Marketing.
- The coefficient of determination (R2) for Green Purchase Decision is 0.065. This means that 6.5% of the variation in Green Purchase Decision can be explained by Green Brand Image.

Predictive relevant (Q^2)

- Q2 values for green brand image and green purchase decision were 0.214 and 0.038 respectively.

Criteria Q^2

Hair et al, (2018) revealed that a Q2 value greater than zero for a particular endogenous construct indicates that the structural model is very accurate in predicting that construct.

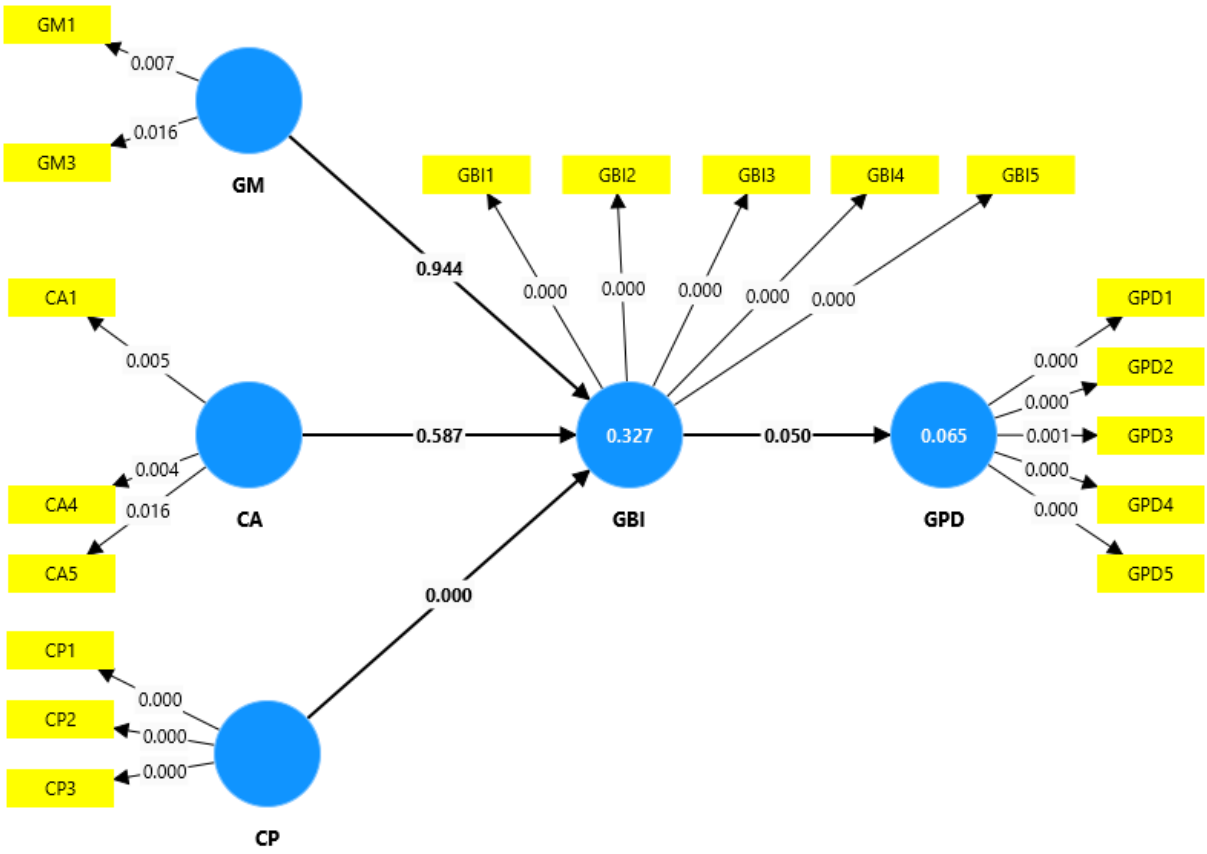

Figure 2.PLS analysis results

Note:
GM =Green Marketing
CA= Consumer Attitude
CP =Consumer Perception
GBI =Green Brand Image
GPD =Green Purchase Decision

Table 4.5. The results of the hypothesis testing

Hyp. No.	Hypothesis Path	Coefficient	Standard Error	T-Value	P-values	Decision
H_1	GM -> GBI	0,007	0,100	0,0698	0,9444	Not Supported
H_2	CA -> GBI	0,083	0,152	0,5438	0,5866	Not Supported
H_3	CP -> GBI	0,548	0,085	6,4731	0,0000	Supported
H_4	GBI -> GPD	0,255	0,130	1,9620	0,0498	Supported
H5	CA -> GBI -> GPD	0,021	0,058	0,3634	0,7163	Not Supported
H6	CP -> GBI -> GPD	0,140	0,071	1,9626	0,0498	Supported
H7	GM -> GBI -> GPD	0,002	0,032	0,0557	0,9556	Not Supported

Notes:CA= Consumer Attitude, GBI = Green Brand Image, CP = Consumer Perception, GPD = Green Purchase Decision, GM = Green Marketing.

Hypothesis testing results:

- Green Marketing does not have a statistically significant direct influence on Green Brand Image ((β = 0.007, t statistic < 196, p > 0.05).
- Consumer attitude does not have a statistically significant direct influence on Green Brand Image (β = 0.083, t statistic < 196, p > 0.05).
- Consumer Perception has a statistically significant direct influence on Green Brand Image (β = 0.548, t statistic > 196, p < 0.05).
- Green Brand Image has a statistically significant direct influence on Green Purchase Decision (β = 0.255, t statistic > 196, p < 0.05).
- Consumer Attitude has a statistically significant indirect influence on Green Purchase Decisions through Green Brand Image (β = 0.021, t statistic < 1.96, p > 0.05)
- Consumer Perception has a statistically significant direct influence on Green Purchase Decision through Green Brandimage (β = 0.140, t statistic > 1.96, p < 0.05)
- Green Meeting has a statistically significant indirect influence on green purchase decisions through green brand image (β = 0.002, t statistic < 1.96, p > 0.05)

Table 4.6. Effect size(f^2)

Independent variables	Dependent variables	β	f^2	Remarks
Consumer Attitude	Green Brand Image	0,083	0,009	no effect
Consumer Perception	Green Brand Image	0,548	0,388	Strong effect
Green Marketing	Green Brand Image	0,007	0,000	no effect
Green Brand Image	Green Purchase Decision	0,255	0,070	Small effect

Table 4.From the table above it can be concluded

- Consumer Attitude does not have a strong influence on Green Brand Image (β = 0.083, f2 = 0.009).
- Consumer Perception has a strong influence on Green Brand Image (β = 0.548, f2 = 0.388);
- Green Marketing does not have a strong influence on Green Brand Image (β = 0.007, f2 = 0.00).
- Green Brand Image has small influence on Green Purchase Decision (β = 0,255, f^2 = 0,070)

Criteria

Criteria effect size (Hair et al., (2017): if the effect size value ($f2$) is 0.02, 0.15, and 0.35, then it means that the independent variable has a small, medium, and strong effect on the dependent variable, respectively.

5. Conclusion

Green Marketing has no affect on the Green Brand Image and Consumer Attiude does not affect on Green Brand Image. Also, Consumer Perception affect Green Brand Imageand Green Brand Image affect Green Purchase Decision. Hence, Green Brand Image does not mediate the influence of Green Marketing on Green Purchase Decision and Green Brand Image does not mediate influence Consumer Attitude on Green Purchase Decision. Furtheremore Green Brand Image mediate Consumer Perception on Green Purchase Decision.

6. Discussion

Green Marketing has no affect on the Green Brand Image, because Green Marketing and environmental responsibility not raise awareness of consumer about sustainable products. Hence, companies that can not contribute to overcoming environmental problems by marketing activities. Also, Green Marketing as a marketing activity that is not oriented to environmental preservation. Consumer Attitude does not affect Green Brand Image because consumer attitude with a high level of environmental knowledge will not have much better pro-environmental. Furthermore, consumers who not have a positive attitude toward a green brand image product that will not generate interest in buying the product or brand. Hence, consumers who have not positive attitude toward a green brand image product will not interest in buying the product or brand. Consumer Perception affect Green Brand Image, because consumers' perceptions of the brand as sustainable and environmentally friendly influence green brand image.

lso, consumers tend to perceive higher quality of green brand image of a company when the company claims to provide environmentally friendly products. Hence, perceptions in consumers' minds that are related to environmental commitment and environmental concern of green brand image.Green Brand Image affect Green Purchase Decision, because green brand image refers to consumers' purchase decision of the brand as sustainable and environmentally friendly. Furthermore, consumers tend to perceive a green brand image when the company claims to provide environmentally friendly products. Also, green brand Image as a series of purchase decision in consumers' minds that are related to environmental commitment and environmental concern. Green Brand Image does not mediate Green Marketing on Green ubgreen product.

There is the companies that can contribute to overcoming environmental problems by marketing activities. Green Brand Image does not mediate the influence of Consumer Attitude on Green Purchase Decision, this means without Green Brand Image, Consumer Attitude can influence Green Purchase Decision. This condition is caused by Consumer Attitude with a high level of environmental knowledge will have much better by having a green products. Green Brand Image mediate on Consumer Perception on Green Purchase Decision, the company should increase Green Brand Image by establishing good relationships between the purchase decision with strong brand image will create a better brand message than its competitors.

7. Recommendation

According to Green Marketing has no affect on the Green Brand Image, the Company should promote the environmental aspects of the product there that consumers are willing to buy the product. Hence, Green Attitude does not affect on Green Brand Image, the company should have consumer attitude toward a green brand image product to generate interest in purchase decision of the product by using slogan “there is environmentally friendly”. Hence, Green Perception affect on Green Brand Image, the company should increase customers’ perceptions of the functional and emotional benefits of green product associated influence green brands image. Green Brand Image no effect on Green Brand Image, the company should have relationship between the purchase decision with strong brand image will create a better brand message than its competitors.

Green Brand Image does not mediate Consumer Attitude on Green Purchase Decision, the company should make Consumer perceptions in their consumers' minds that are related to environmental commitment and environmental concern nof green brand imageand do purchase decision. Green Brand Image mediated Consumer Perception on Green Purchase Decision, the company should increase Consumer perceptions in consumers' minds that are

related to environmental commitment and environmental concern of green brand image and will buy the products.

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