



The Relationship Between Green Marketing Mix and Purchasing Decisions: The Role of Brand Image as Mediator

Antonius Satria Hadi^(✉), Niken Permata Sari, and Ardhi Khairi

Widya Mataram University, Yogyakarta, Indonesia
antonius_satria@widyamataram.ac.id

Abstract. Green marketing is any activity that will be carried out by a company that will minimize environmental damage. Green marketing consists of 4 marketing mix elements namely product, price, place, and promotions. Green marketing has the goal of improving relations between industries and their environment in order to provide oversight of the impact on the economy and be responsive to government regulations regarding the environment. The proposed framework aims to analyse whether the practice of the green marketing mix dimension consisting of product, price, place, and promotion influences purchasing decision mediated by brand image. Overall, there are four hypotheses proposed by the researchers in this conceptual article. The recommended method to test the conceptual framework is the structural equation model analysis where mediation variables are applied. The validity test shall use confirmatory factor analysis while the reliability test uses Cronbach's Alpha. This article suggests further research for empirical testing by collecting data from respondents.

Keywords: Green Marketing Mix · Brand Image · Purchasing Decision

1 Introduction

Plastic is a semi-versatile product that is used for various circumstances of human life. Relatively low selling price, water resistance, and light weight are the advantages of plastic compared to other semi-purpose products. But plastic is also the biggest source of environmental pollution [1, 2]. Plastic consumption in Indonesia has reached 17 kg per year with an increase in consumption reaching 6–7 percent per year which makes Indonesia the second largest country in the world which pollutes plastic waste into the environment [3, 4]. The impact of the rapid increase causes a bigger problem than plastic waste which causes environmental pollution.

The issue of environmental pollution has attracted public attention. In addition to plastic, scientists and environmentalists have shown evidence of environmental damage, one of which is global warming [5, 6]. Global warming has a negative impact on living things and the environment. Various studies have shown that 97 percent of the scientific consensus agrees that global warming is occurring and is largely caused by human

activities [7]. Human activities that are driving factors of global warming are consumptive lifestyles and the use of products that are difficult to decompose [8–10]. Humans in carrying out their lives cannot be separated from consuming products according to their daily needs. The products used by humans contribute 60 percent as greenhouse gas producers [11].

The world forum through the International Organization of Consumers Unions (IOCU) or now known as Consumers International (CI) has begun to adopt a new resolution called ‘green consumerism’ [12, 13]. Communities are starting to realize the value of a combination of concern for nature with cultural preservation, the concept of ecological awareness and green consumption has become a recent revolution for companies in creating and producing goods or services. This ‘green’ step starts from production, design, and promotion to increase their competitive advantage globally [14].

This phenomenon provides a challenge for companies to start expanding their wings through the creation of products that can be recycled, low in pollution, and save natural resources [15]. Not only that, but the company also carries out educational promotions through environmentally friendly consumption patterns as a behavior and even a lifestyle and explores opportunities for environmentally friendly products and places in market segments and targets to be adopted into corporate culture in the future [17].

Indonesian people’s awareness of green consumerism about environmentally friendly products is starting to improve. Starting from the tendency to choose products that apply a recycling system, provide information about lower chemical content or even contain no chemicals at all, or are made from organic or herbal ingredients [17–19].

Some consumers are starting to realize the importance of preserving the environment, making this an opportunity for the company. Many people are now starting to realize the importance of health and environmental preservation for the long-term sustainability of their lives. Today’s society as consumers is even smarter and more aware to be careful in choosing and using various products that are feared to damage the environment. Companies must start paying more attention to environmental issues and adjust their strategies so that they can implement a new environmentally friendly policy [20, 21].

The term “green marketing” is actually familiar in the world of marketing and business. The application of green marketing has a goal to maintain the condition of the natural environment and life for the better, while still prioritizing consumer satisfaction so that it remains good. Green marketing is a company’s effort to be consistent in producing, packaging, and promoting its products to consumers without causing a negative impact on the environment [22, 23].

Green marketing is defined as an individual or group activity to meet needs without causing a negative impact on the environment. The purpose of the green marketing strategy is to attract the attention of consumers in making purchasing decisions. The implementation of green marketing in practice is integrating green businesses, including eco-friendly packaging, eco-friendly labelling, eco-friendly design, eco-friendly advertising, and eco-friendly pricing [24, 25].

The results of previous research [26] which examined the effect of green marketing on purchasing decisions stated that green marketing had a significant influence on purchasing decisions. The research with different results is shown by previous researches [27, 28] who state that green marketing has no significant effect on purchasing decisions. Based

on the research gap from previous studies, it is necessary to conduct research involving brand image as a mediating variable. Apart from green marketing which can encourage consumers in determining purchasing decisions, there is brand image factor that have an important role in influencing consumer purchasing decisions [29]. With a positive brand image, consumers have positive assumptions about the product so consumers have no doubts about buying the products offered by the company [30, 31].

Brand image is a belief about a brand that is embedded in consumer memory. Building a positive brand image can be achieved with a strong marketing program for the product [32]. Brand image is built based on the impressions, thoughts, or experiences that a person has of a brand which will ultimately shape attitudes toward the brand in question [33]. The influence of green marketing on purchasing decisions will have a greater influence on the brand image [34]. This proves that brand image as a mediating variable can increase the strength of exogenous and endogenous variables. These results show that the higher the brand image, the higher the level of consumer purchasing decisions.

Based on the phenomena that have been presented, this study has the general objective of building a conceptual model to empirically describe and confirm purchasing decisions through a green marketing approach mediated by brand image. As well as the specific objectives of this study are to determine the green marketing relationship in detail through the green marketing mix variables, namely green product, green prices, green promotion, and green place on purchasing decisions mediated by brand image.

2 Literature Review

2.1 Green Marketing

Green marketing is any activity that will be carried out by a company that will minimize environmental damage [35]. Green marketing consists of 4 marketing mix elements, namely product, price, place, and promotions. Green marketing has the goal of improving relations between industries and their environment in order to provide oversight of the impact on the economy and be responsive to government regulations regarding the environment [36].

Green marketing processes used to ensure the sustainability of marketing operations are fast becoming a major focus in companies these days. Green marketing is an activity that connects companies, consumers, and the environment by changing production processes, packaging, and labelling to advertising strategies [37]. According to [38], the key to green marketing lies in minimizing business activities that have a negative impact on the environment during the processing of raw materials, production, sales, to consumption. So the goal of green marketing is to minimize the negative impact on the environment from each product life cycle processing [39]. Researcher show that green marketing is a marketing method developed by companies to respond to human concerns about the global environment and planetary lifeforms [40]. Green marketing is considered a solution to this dilemma. Every company has a green marketing mix that is its strategy. The 4P's of the green marketing mix are conventional in the world of marketing but pose challenges for companies that innovate continuously.

2.2 Green Marketing Mix

Green product: in recent decades products that are environmentally friendly and ecological, has been used more and more. This is the main focus of marketers to educate and have a positive influence on consumers in carrying out green marketing [41]. Environmentally friendly products is products that are safe for consumption value and ecological use which will facilitate the long-term goal of protecting and maintaining natural habitats, derived from products designed from natural ingredients, and has a product life cycle that has a good impact on the environment and nature [42].

Green price; is an important element in green marketing. The majority of consumers will be ready and willing to pay and spend more money if their expectations and perceptions of an item match and meet the value of the product to be consumed [43]. Green prices refer to special prices related to company policies by considering the environment. Pricing in the concept of green marketing must consider community ecology, natural ecosystems, and profits in order to achieve production efficiency. One of the innovations offered as an alternative is to offer a customization model [44, 45].

Green promotion is a way of doing product marketing not only conveying product value messages but also containing messages that might attract environmental desires toward natural empowerment. The purpose of green promotion is to invite and persuade consumers to buy products that are friendly and do not damage the environment, then direct consumer interest in more positive things with purchasing behavior that leads to environmental concern [46]. Green promotion is how marketers in a company are committed to protecting natural resources by channeling information to consumers with the long-term goal of attracting the target market [47, 48].

Green place is another important factor in green marketing. Green place is logistics management to cut transportation emissions with the aim of reducing excess carbon footprints. Green place represents a location where a product can be purchased [49]. This could mean physical or virtual stores. For an environmentally friendly business or company apart from competitive prices, they must also ensure that their distributors care about the environment and establish an environmentally friendly distribution strategy [22]. Guarantees to customers about product ecology starting from the environment like what is produced, the distribution environment to the environment for both physical and online stores that are environmentally friendly are needed here (Fig. 1).

2.3 Purchasing Decisions

Purchasing decisions can be interpreted as a process of evaluating and selecting from various alternatives according to certain interests that are considered the most profitable by setting a choice [50]. One way to influence consumer decisions in buying products is by using attractive marketing [51]. According to previous research [52], purchasing decisions is an action taken by consumers to decide to buy a product, both goods, and services, which are marketed according to the needs and desires of the consumers themselves. There are five stages in the decision-making process namely: problem identification, information search, alternative evaluation, purchase decision, and post-purchase behavior [53].

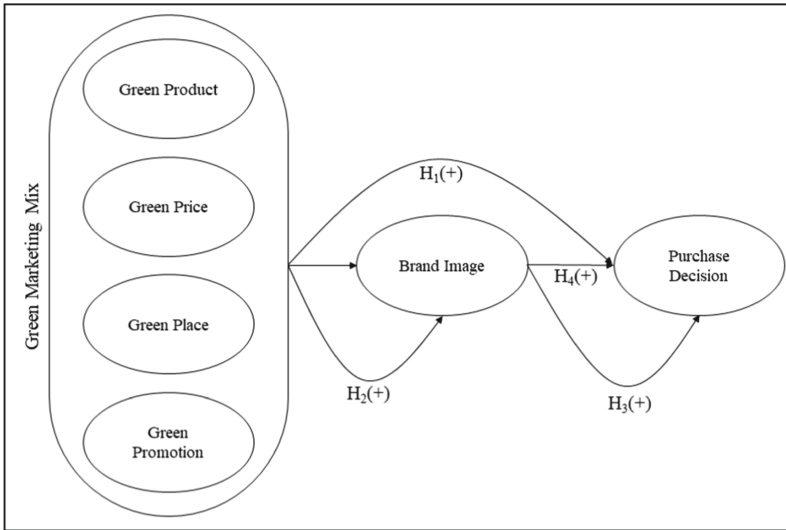


Fig. 1. Research Framework

2.4 Brand Image

Brand image is one of the factors that influence a person's intention to make a purchase [54]. According to previous researcher [55] brand image is how a brand influences perceptions, and public or consumer views of a company or its products. Brand image is a name, term, symbol, sign, design, and a combination of all with the intention of identifying goods and services from the seller so that they are different from competitors' goods and services. A positive brand image will be remembered more often by consumers and causes a product to have a higher quality perception [56].

2.5 Hypothesis Development

The concept of green marketing includes certain characteristics such as marketing products that are safe for the environment, developing and marketing products that minimize costs for the environment, producing, promoting, and packaging products in an appropriate manner so as to protect the environment. Result of study shows that green marketing has an effect on purchasing decisions for organic products. The results of previous studies found that green marketing has a positive and significant effect on purchasing decisions [26, 28], so the hypothesis is formulated as follows:

H_1 : Green marketing has a significant positive influence on purchasing decisions.

Companies that apply the green marketing strategy in producing and offering their products get a positive brand image that encourages consumers to make purchasing decisions with guaranteed superior prices and product quality. The results of study conducted by previous researcher explained that green marketing can influence brand image [57].

The results are similar to other researcher [58] which state that the implementation of the green marketing strategy has a positive influence in increasing brand image. The results of previous study found that green marketing has a positive and significant effect on brand image, so the next hypothesis is:

H₂: Green marketing has a significant positive influence on brand image.

Brand image is able to influence consumer behavior and consumer trust in the products offered so that they can influence consumer purchasing decisions [59]. The results of previous study found that brand image has a significant positive effect on purchasing decisions [60]. This research is supported by study conducted by previous researcher [61]. In accordance with this explanation, the next hypothesis is:

H₃: Brand image has a significant positive influence on purchasing decisions.

The intelligence of consumers increases when addressing the issue of global warming which is so rapid. Green marketing is one of the effective solutions and breakthroughs to minimize global warming. Companies that can develop strong green marketing can make it easier to build a good image in the eyes of their consumers. This is supported by the results of previous research conducted which states that brand image is significantly able to mediate the effect of green marketing on purchasing decisions [62]. Similar to the research results from previous research [34] states that green marketing indirectly has a significant influence on purchasing decisions through brand image as a mediating variable.

H₄: Brand image is able to mediate the effect of green marketing on purchasing decisions.

3 Research Methodology

This conceptual paper is proposed for further empirical studies and the research design is descriptive with a structured questionnaire on green marketing mix, brand image, and purchase decision. This study aims to find and confirm the best practices that can be adopted by companies to manage their green marketing mix. The nature of this research topic requires collecting the experiences and viewpoints held by consumers from various companies in the context of green marketing and brand image that can influence consumers to buy products.

For primary data collection, researchers will use primary data collection methods which include surveys while secondary research will carry out literature analysis which will assist in conducting research. The research variables contain several items that need to be measured and analyzed to examine the relationship between each variable.

The data will be collected through an online questionnaire which was measured using a Likert scale of 1–5. Scale (1) which states strongly disagree to scale (5) with a statement strongly agree. To make this research more focused, the sampling technique uses purposive sampling with the criteria that respondents understand that companies

Table 1. Variables and Indicators for Each Variable

Variable	Dimension	Indicator
Purchasing Decisions		<ul style="list-style-type: none"> • Product selection according to consumer needs • Selection of distributors • Feel safe with an electronic payment system • Provides excellent information about the items • Implements security measures to protect users
Brand Image	Symbolism	• Products have a positive image/reputation
	Performance	• Convenience products
	Functionality	• Excellent facilities
Green Marketing Mix	Green Product	<ul style="list-style-type: none"> • The product does not contain harmful substances • Products use simple packaging • The product is harmless to living things • The product does not pollute the environment
	Green Price	<ul style="list-style-type: none"> • Consumers will buy this product because the price is affordable • Consumers will buy this product even though the price is more expensive than other brands • Consumers will buy this product when there is a special promo • The price of the product is proportional to the quality • The price of the product is in accordance with its benefits
	Green Place	<ul style="list-style-type: none"> • Strategic outlet location • Surrounding the location of the outlet is an eco-friendly place • There are several branches in the same city • It is not difficult to find trash cans around the outlet
	Green Promotion	<ul style="list-style-type: none"> • Product advertisements contain eco-friendly messages • Campaigning for a healthy lifestyle by using products • Displays the corporate image of environmental responsibility

Sources: adapted and modified from [67–69]

implement green marketing in their companies. Research variables contain several items (Table 1) that need to be measured and analyzed to examine the relationship between each variable. The framework on entrepreneurship intention will be tested using a structural equation model in which there are mediation variables [63, 64]. Then, the validity test uses confirmatory factor analysis while the reliability test uses Cronbach's Alpha [65].

Once the model was determined, the instrument was validated through a Confirmatory Factor Analysis (CFA) and later the structural model was estimated through partial least squares (PLS), using the Smart PLS 3 software. The variance-based structural equation model (SEM) was preferred as it is well suited to the characteristics of the research and the nature of the data collected. Confirmatory analysis criteria in SmartPLS 4 are items declared to have good validity if they have a standardized factor loading value ≥ 0.50 , the t-value > 1.96 , and the average variance extracted (AVE) ≥ 0.50 , while the statement item is declared to have good reliability if the composite reliability (CR) ≥ 0.70 . Furthermore, to examine the relationship between variables, both directly and indirectly as well as to test the hypotheses by using path analysis [66].

4 Conclusion

There are several companies in Indonesia that put forward the concept of “green marketing” and have implemented the green concept in their managerial operations up to their production. The company is aggressively pursuing a green marketing strategy as well as carrying out many go-green programs, especially in the F&B industry, for example by using packaging materials that are easily recycled, eliminating the use of plastic straws or alternatively using paper straws, using cup lids without straws, using paper bags. It is also made from recycled paper which is easy to decompose. Meanwhile, companies use online applications to facilitate ordering and reduce printing of purchase receipts.

The main objectives of this paper are to highlight a strategic model of green marketing mix. This paper is a conceptual paper; therefore it has formulated a strategic conceptual framework of green marketing mix based on the previous literature supports. This paper has described adequate numbers of empirical research on the relevant subjects of the constructs and model. Empirical research is suggested to be carried out by further researchers in order to be able to show that the green marketing mix and brand image can actually create consumers' purchase decision.

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