



Green Marketing Strategies in Improving Purchasing Decisions: An Analysis of Brand Trust and Environmental Awareness Mediation as Moderation – A Conceptual Analysis

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Abstract. In recent years, attention to environmental issues has increased rapidly, especially among Generation Z who have higher environmental awareness than previous generations. This phenomenon encourages companies to adopt green marketing strategies as an effort to attract consumer interest. Green marketing involves a variety of activities, ranging from the promotion of environmentally friendly products, the use of recycled materials, to environmental awareness campaigns. However, even though green marketing is growing in popularity, its impact on consumers' purchasing decisions, particularly Generation Z, still needs to be further researched. This study aims to develop a theoretical model that explains the relationship between green marketing and the purchasing decisions of Generation Z consumers using the Theory of Planned Behavior (TPB). This model emphasizes the importance of brand trust and environmental awareness as mediator and moderation variables that can influence purchasing decisions. The results of the research are expected to make a significant contribution to the development of green marketing strategies that are more effective and relevant to the preferences of Generation Z who are increasingly aware of sustainability issues..

Keywords: Green Marketing, Purchasing Decisions, Brand Trust, Environmental Awareness, Generation Z, Planned Behavior Theory.

1 Introduction

In recent years, attention to environmental issues has increased significantly, especially among Generation Z. This generation is known to have a higher environmental awareness than previous generations. Generation Z tends to choose products that support environmental sustainability. This phenomenon encourages companies to adopt green marketing strategies as part of their efforts to attract consumer interest. Green marketing includes various activities, ranging from the promotion of environmentally friendly products, the use of recycled materials, to environmental awareness campaigns. However, while the popularity of green

marketing continues to grow, its impact on consumers' purchasing decisions, particularly Generation Z, is still a topic that requires further exploration.

Behind the enthusiasm for green marketing, there are practical challenges faced by companies. Not all Generation Z consumers are moved to buy products just because of the "green" or eco-friendly label. Several studies show that there is a gap between the intention to buy eco-friendly products and the real behavior of consumers in the market. For example, a survey conducted by McKinsey (2022) revealed that only 35% of Generation Z consumers are willing to pay more for sustainable products, even though they support the concept of sustainability. This issue is a challenge for companies to understand what factors influence the purchasing decisions of Generation Z consumers in the context of green marketing. To address this problem, an evidence-based approach (evidence-based) is indispensable. Research [1] shows that factors such as brand credibility, transparency of environmental information, and product quality have a significant role in shaping the purchasing decisions of Generation Z consumers. [2]. By leveraging this strategy, companies can more effectively attract the attention of Generation Z while driving their purchasing decisions towards eco-friendly products.

Even though green marketing has been extensively researched related to the empirical evidence of its influence on Purchase Decision [3], [4], [5], there are several research gaps that have not been fully answered. Research in the journal Nature states that although consumers' environmental awareness is increasing, the conversion of positive attitudes towards green marketing Actual purchasing decisions are still relatively low. The study confirms that although there are positive values and attitudes associated with green consumption, buying behavior often does not follow (attitude behavior gap), so that the effect of green marketing on the purchase decision **insignificant** directly to most consumers [6]. In addition, the effectiveness of green advertising messages concludes that framing messages and product attributes can moderate the effect of green marketing on purchase intent. However, not all framing types or product attributes produce significant effects. Some findings suggest framing messages do not significantly improve purchase decisions for all consumers.

The lack of exploration regarding differences in purchasing behavior between different segments of Generation Z, for example by geographic area, education level, or income level, needs further investigation. In addition, there are still few studies that analyze the long-term impact of green marketing on consumer loyalty of Generation Z. Most research focuses on the direct impact, so a more comprehensive study is needed to understand the sustainable effects of this green marketing strategy.

This study seeks to develop a theoretical model that explains the relationship between green marketing and Generation Z consumer purchasing decisions using planned behavior theory (Theory of Planned Behavior/TPB) as a foundation. TPB explains that consumer behavioral intentions are influenced by attitudes towards behavior, subjective norms, and perceived behavioral control [7]. In context green marketing, attitudes towards sustainability, the social influence of the Generation Z community, and the perception of ease of access to eco-friendly products are the key variables integrated in this model.

The uniqueness of this study lies in its holistic approach in analyzing the impact of green marketing on Generation Z's purchasing decisions. In addition, the study introduces mediating variables such as consumer trust in sustainability claims and the emotional experience consumers feel when purchasing eco-friendly products,

which were rarely discussed in previous studies. By understanding these various aspects, this research is expected to make a significant contribution to the development of green marketing strategies that are not only relevant but also effective in answering the needs and preferences of Generation Z consumers.

2 Literature Review

2.1 Theory of Planned Behavior (TPB)

This research is based on Theory of Planned Behavior (TPB) proposed by Ajzen (1991), who asserts that a person's behavior is influenced by intentions (behavioral intention) which is formed from three main determinants, namely attitude toward the behavior, subjective norms and perceived behavioral control. In this context, the strategy green marketing It plays a role in shaping consumers' positive attitudes towards environmentally friendly products through the delivery of sustainability values, which in turn increases the perception of ease of purchasing. Environmental awareness contributes to strengthening normative beliefs, so that consumers feel a moral obligation to choose products that are more responsible for the environment. Meanwhile, brand trust Strengthen positive evaluations of brands and increase consumers' sense of confidence in making decisions, thereby increasing the intention to buy. All of these factors synergistically affect behavioral intention, which in the framework of SDG will be realized into actual behavior, namely the decision to purchase green products. Thus, the SDGs provide a strong theoretical foundation to explain the logical linkages between green marketing, environmental awareness, brand trust, and purchasing decisions in driving sustainable consumption behaviors [8], [9]

2.2 Green Marketing

Green Marketing, also known as Green Marketing, refers to marketing strategies and practices that aim to reduce negative impacts on the environment and increase awareness of sustainability among consumers and industry. According to [10], Green Marketing is described as a facet of company's dedication to the adaption of environmental considerations in their business activities while at the same time, it offers environmentally safe products to customers with no harm and minimal damage to environment. Success Influencing Factors Green Marketing Cross-effects of environmental regulations, consumer intention to purchase an environmentally friendly product and corporate sustainability. Mentions Fun. According to [11], tighter restrictions on the use of hazardous substances causes companies to seek environmentally friendly measures. In addition, increasing consumer awareness about environmental issues is also an important factor influencing the market demand for products that have a low carbon footprint or use recycled materials.

2.3 Purchase Decision

Cognitive and affective relative effects on consumer decision-making Todd J. Post Decision making is a complex process where consumers make choices regarding products or services. The process is affected by not only user's individual need and

preference, but also external factors such as advertisement, social suggestion and past experience [12]. For digital marketing, a profound understanding of these dynamics is necessary to build the strategy.

The cognitive dimensions of purchase decisions are rational analysis of product attributes, comparison and evaluation options and decision of benefits [13]. On the other hand, the emotional aspect is concerned with subjective feelings and perceptions that influence consumer preferences. Research suggests that hedonic and utilitarian values greatly influence consumer purchase intentions, particularly in online marketing via social media [12].

2.4 Brand Trust

Brand Trust or trust of brand“ is the consumer beliefs that a brand delivers on promise as per communications made consistently [14]. This trust is gained through the actual products' use, relationship with the brand and also in how much a consumer perceives whether the brand to be honest or trustworthy [15]. In contemporary marketing, Brand trust It is an essential element to create long-term partnerships between consumers and organizations, particularly in a market type extremely competitive and variable.

Trust in brands is not only cognitive, but also reflects psychological and emotional dimensions. Consumers who trust a brand tend to feel safe, comfortable, and confident in their choices, even in uncertain conditions. Moreover, brand trust It is also closely related to affective loyalty, where consumers voluntarily remain loyal despite the many alternative options [16]. Therefore, building trust in a brand requires consistent communication, stable product quality, and a positive customer experience.

3 Methodology

This study uses a conceptual approach to clarify theoretical constructs and develop new interpretations based on existing literature [17]. According to [18], a theoretical review can be used to pinpoint research gaps and establish conceptualizes for future empirical studies. Relevant literature is connected to meet the research requirements, thus leading to a full comprehension of relationships between relevant concepts. The result of this philosophy is a model in which we can test in further research. This framework aims to address several key questions: (1) Does green marketing have a significant positive influence on the purchase decisions of Generation Z consumers? (2) Does green marketing have a significant positive influence on Brand Trust in Generation Z consumers? (3) Does Brand Trust have a significant positive influence on the Purchase decision of Generation Z consumers? (4) Does environmental awareness strengthen the relationship between green marketing and purchase decisions in Generation Z consumers? (5) Does environmental awareness strengthen the relationship between green marketing and Generation Z consumers' brand trust? (6) Does environmental awareness strengthen the relationship between Brand Trust and Purchase decisions of Generation Z consumers?

4. Results & Discussion

4.1 Influence Green Marketing against the Purchase Decision

In an era of increasing environmental awareness, green marketing strategies have become an essential approach for companies to build long-term relationships with consumers. Green marketing Not only does it reflect the company's commitment to sustainability, but it also plays a role in shaping consumers' positive perception of the brand. Study [19] It shows that green marketing significantly influences brand image and purchase decisions, with brand image playing an important mediator in the relationship.

Further, the research [20] Identify that green marketing practices, such as green products and services, green business image, green advertising, green shopping experience, and green marketing mix, are closely related to consumer purchasing behavior. Another finding that should be noted is that environmental awareness and green satisfaction are fully explained in the consumer purchase behavior outcome. Indeed, in the context of Nigeria, as an emerging market, it was already mentioned that green marketing strategies show a strong statistically significant positive effect on FCMG products purchase [21] has shown that green marketing activities significantly increases consumers' purchasing intention in fast moving consumer goods (FMCG). The study concludes that firms have to support the green orientation in every way of their business and marketing in order to enhance consumer purchase intentions. But companies need to make sure their green claims are legitimate and not smoke and mirrors. Demonstrates how greenwashing can erode consumer trust and brand equity. Consumers who have noticed deceptive environmental claims (whether the car companies, or anyone else), are likely to feel their trust and allegiance to that brand eroding.

4.2 Influence Green Marketing against Brand Trust

In an era of increasing environmental awareness, green marketing strategies have become an essential approach for companies to build long-term relationships with consumers. Green marketing Not only does it reflect the company's commitment to sustainability, but it also plays a role in shaping consumers' positive perception of the brand. Study [22] show that the elements green marketing, such as the quality of green information and the credibility of the message, significantly affects consumer trust in the brand, which in turn increases purchase intent.

Furthermore, research by [23] stressing that the quality of green information, completeness and persuasiveness of message are factors in creating trust to a brand among consumers of organic products. empirical findings indicate that the credibility of information has the most significant effect on green brand trust and love. In the Indonesian context [23] concluded that green marketing, as well as green brand image and green trust, significantly and positively affect consumers' purchasing decision of Nescafe UHT RTD products in Malang City. These results provide supporting evidence that environmental-focused marketing can lead to a consumer's trust in brands and affect purchasing intention. She does, though, believe that companies need to make sure their green claims are real and clea [24] Studies show Greenwashing can lead to

a reduced brand equity and consumer trust. Customers sensitive to deceptive environmental claims are apt to become skeptical and brand disloyal.

4.3 Influence Brand Trust against the Purchase Decision

Brand trust has become a crucial element in shaping consumer purchasing decisions in today's digital era. Brand trust reflects consumers' belief that a brand will consistently deliver on their promises and expectations. Research [25] shows that trust in brands has a significant influence in mediating the relationship between social media marketing and purchase decisions, particularly in the fashion footwear industry in Indonesia. This confirms that an effective marketing strategy must be able to build and maintain consumer trust in the brand.

Further, the study [26] reveals that brand trust not only plays a mediator, but also as a determining factor in strengthening a positive brand image, which ultimately drives consumer purchasing behavior. In this context, trust in brands becomes a bridge between consumers' perception of brands and their decision to make a purchase. Therefore, companies need to focus on building a trustworthy brand reputation through transparent and consistent communication.

In a case study at Rotte Bakery Pasir Putih, [27] Determining for brand trustworthy a direct and strong effect in the consumers' purchase. This study accentuates that consumer trust in local businesses, aspects such as personal connections and brand reputation would affect consumers' loyalty and purchasing decision making. Their conclusion is that brand trust is indeed a strategic asset, and as such has to be managed well by the corporation. Collectively, several studies indicate that brand trust significantly affects consumer purchase behavior. Brands can gain trust by making it easier for people to buy from them and fostering long-term loyalty. As a result, businesses have to be intentional about earning and retaining customer confidence through reliable quality, open communication and responsive support. Thus, brand trust can be a sustainable competitive advantage in an increasingly competitive market.

4.4 Environmental Awareness Moderate Influence Green Marketing against the Purchase Decision

In an era of sustainability, Green Marketing has become a key factor influencing consumers' purchasing decisions. Trust in a brand reflects the consumer's belief that it will deliver on communicated promises, including a commitment to eco-friendly practices. Study [28] show that the elements green marketing, such as the quality of green information and the credibility of the message, significantly affects consumer trust in the brand, which in turn increases purchase intent.

However, the influence of Green Marketing on purchasing decisions is not universal. Environmental awareness or consumer environmental awareness plays a crucial moderation variable in this relationship. Consumers with high levels of environmental awareness tend to be more responsive to brands that demonstrate a real commitment to sustainability, so their trust in the brand is stronger and has a significant impact on purchasing decisions. Conversely, consumers with low environmental awareness may not pay much attention to the sustainability aspect, so Green Marketing has a weaker influence on their purchasing decisions.

Further, the research [20] identifies that practice green marketing, such as eco-friendly products and services, green business image, green advertising, green shopping experience, and green marketing mix, are closely related to consumer purchasing behavior. The study emphasizes the importance of environmental awareness and green satisfaction as key variables in consumer purchasing behavior.

Thus, environmental awareness moderates the influence of Green Marketing on purchasing decisions by strengthening these relationships in consumer groups who care about the environment. Companies must understand that the success of a green marketing strategy depends not only on building brand trust, but also on the extent to which its target consumers have concern for environmental issues. Without segmentation based on environmental awareness, green marketing campaigns risk being ineffective or even detrimental to brand image if considered as just a form of greenwashing.

4.5 Environmental Awareness Moderate Influence Green Marketing against Brand Trust

In an era of sustainability, green marketing has become an important strategy used by companies to grow brand trust. This practice includes the delivery of eco-friendly values through the company's products, promotions, and operational processes. Study [22] asserts that the green marketing Such as eco-labeling, environmental campaigns, and green innovations has a significant direct impact on consumer trust in brands. However, the influence is not universal, as the consumer response depends heavily on the extent to which they have a high level of environmental awareness.

This is where Environmental Awareness plays a crucial role as a crucial moderation variable. Consumers with a high level of environmental awareness tend to be more responsive and appreciate initiative green marketing, so they are more confident in brands that show a real commitment to sustainability. Conversely, consumers with low environmental awareness may consider green marketing as a mere gimmick and does not affect their trust in the brand. Research [29] shows that environmental consciousness strengthens the positive relationship between eco-friendly communication and brand trust, showing a significant moderation effect.

Further, the study [30] stated that the effectiveness of green marketing strategies is highly dependent on the ability of consumers to recognize these sustainability values. In this context, environmental awareness not only becomes a filter for consumer perception, but also acts as a reinforcer of the belief that the brand is worthy of trust. Consumers with high awareness will critically evaluate the company's green claims and, if proven authentic, will increase their loyalty and trust in the brand.

Thus, Environmental Awareness moderates the influence of green marketing on brand trust by strengthening the relationship with consumer groups who care about the environment. Companies must understand that the success of green marketing does not only depend on the implementation of environmentally friendly strategies, but also on the extent to which their target consumers have concern for environmental issues. Without segmentation based on environmental awareness, green marketing campaigns risk being ineffective or even detrimental to brand image if considered as just a form of greenwashing.

4.6 Environmental Awareness Moderate Influence Brand Trust against the Purchase Decision.

In the context of modern consumers who are increasingly aware of the environmental impact of consumption activities, the brand trust strategy is an important tool for companies to build positive perceptions and drive purchasing decisions. Effective brand trust not only highlights the eco-friendly aspects of a product, but also conveys the value of sustainability throughout the marketing process. As stated [31], green promotions, eco-friendly packaging, and sustainable product innovation can increase consumer purchase intent, especially if the strategy is considered authentic and consistent.

However, the effectiveness of brand trust in influencing purchasing decisions depends heavily on the level of environmental awareness that consumers have. Consumers with a high level of environmental awareness tend to be more selective and critical in evaluating the company's green claims. They will be more influenced by the message of brand trust because sustainability values are already part of their personal preferences. In this case, brand trust becomes more meaningful and significantly influences purchasing decisions in consumer groups who are very concerned about the issue [32].

In contrast, for consumers with low environmental awareness, brand trust campaigns may not have a strong impact on purchasing decisions. Sustainability messages tend to be considered less relevant and not a determining factor in decision-making. Therefore, environmental awareness functions as a moderation variable that strengthens or weakens the influence of brand trust on purchases. Study [32] supports this by finding that environmental awareness strengthens the relationship between green promotion and actual purchase intentions. Thus, companies need to consider the level of consumer environmental awareness in formulating a sustainable marketing strategy. Campaign brand trust It will be more effective if it is targeted at market segments that have high sensitivity to environmental issues. Environmental awareness is not just a consumer attribute, but a determining factor that is able to change the power of brand trust influence on purchase decisions, from just a preference to a real action.

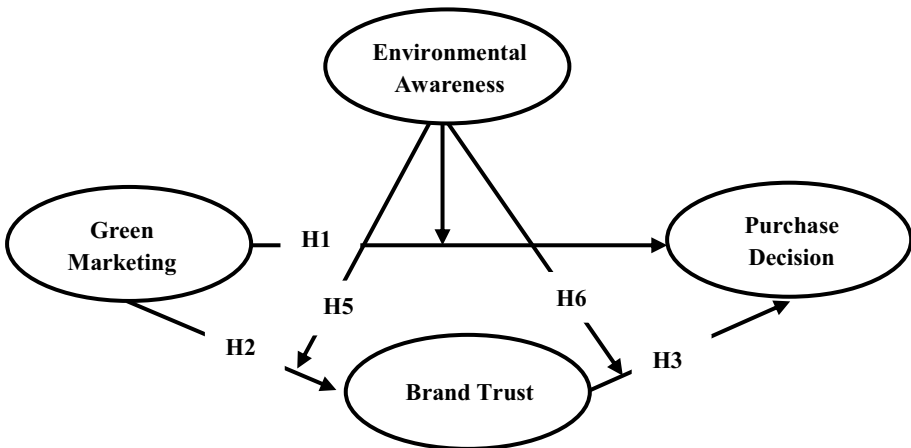


Fig. 1. Conceptual framework

This research framework describes the relationship between green marketing, Brand Trust, Environmental Awareness, and Purchase Decision. This model shows that green marketing not only influences purchase decisions directly (H3), but also indirectly through two mediating variables, namely brand trust (H1 - H2) and environmental awareness moderation variable (H4 - H6). Comprehensively, the framework emphasizes that trust in brands and environmental awareness play an important role in green marketing strategies towards consumer purchasing behavior.

5 Conclusion

The conclusions of this study show that green marketing strategies have a significant influence on consumer purchasing decisions, particularly among Generation Z, with an important role of brand trust and environmental awareness. Although green marketing can increase buying interest, its influence is not universal and depends heavily on the consumer's level of environmental awareness. Brand trust, built through transparent and authentic messages about sustainability, is a key factor in strengthening purchasing decisions. On the other hand, environmental awareness acts as a moderator that strengthens the relationship between green marketing and purchasing decisions, where consumers with high environmental awareness tend to be more responsive to the sustainability claims that brands present. The study also highlights the importance of market segmentation based on environmental awareness, because without the right approach, green marketing strategies can be considered a form of "greenwashing" that can actually damage brand image. Therefore, companies need to be wiser in designing green marketing campaigns that not only focus on the ecological aspect, but also ensure their claims are trustworthy and relevant to consumers who are increasingly critical of sustainability issues.

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