



The Influence of Green Products and Product Kualitas on Purchasing Decisions by Brand Image – A Conceptual Analysis

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Abstract. This research was conducted in order to examine the effects of green products and product quality on purchase intention with brand image as an intervening variable. Environmental concern is growing and eco-friendly products are becoming a necessity, not only to satisfy functional requirements, but also considering the environmental load. Consumers are also giving greater value to products that fit their environmental worldview. And again you will get what you pay for: high-quality products make that also a difference!!!, they legitimise the investment in such vehicle as they generate trust and satisfaction which in turn result in repeat purchases. An overall positive brand loyalty, created by friendly and high quality products, strengthens this relationship and consequently an influencing consumer's buying choice. The fact that green products and product quality are important for a positive brand image which generates the purchase intent was brought out through this study. The role of brand image as a mediator is also highlighted in the study, while it reveals how the latter may enhance the impact of both sustainability and quality on purchasing intentions. Understanding these connections will allow businesses to develop more efficient sustainable and product excellence-based marketing strategy which are the foundation for superior consumer brand loyalty and purchasing behaviour. The findings of this study have significant theoretical and practical implications within the context of contemporary consumer trends that businesses could benefit from.

Keywords: Green products, product quality, brand image, purchase decisions, sustainability, brand image.

1 Introduction

In this rapidly expanding period, consumers are expressing a growing interest in the role of sustainability within their purchasing journey. This has led to an interesting reality in the market, where consumers are beginning to prefer products that not only possess good quality, but also have environmental value [1]. End-users are

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progressively trying to find, not only articles that satisfy nosy functions but also that have a minimum of environmental impact. This results in the purchase trends influenced by quality of product and sustainability which is progressively important for purchasing decision making [2], [3].

Purchasing decisions are a very complex process and are influenced by a variety of factors. In the context of marketing, purchasing decisions are influenced not only by the price and quality of the product, but also by the consumer's perception of the brand [4]. A number of studies show that purchasing decisions are influenced by a variety of external and internal factors, including social, psychological, and emotional factors [5], [6]. One of the factors that is currently getting more attention is how consumers rate products based on certain values such as sustainability and quality offered [2], [7].

Eco-friendly products are increasingly becoming a trend in the global market. These products are designed with sustainability and lower environmental impact in mind, both in the production, distribution, and consumption processes [8]. Several studies reveal that eco-friendly products have a positive influence on consumers' purchasing decisions, as consumers increasingly prioritize sustainability in their purchasing decisions [9] [10], [11], [12], [13], [14], [15], [16]. Products that promote environmental excellence are also often associated with a more positive brand image, as many consumers choose to support brands that support sustainability.

Product quality has long been recognized as a major factor in consumer purchasing decisions [17], [18], [19]. High-quality products tend to gain greater trust from consumers and often result in repeat purchases [20], [21]. Product quality includes various aspects such as durability, reliability, and value offered by the product. Several studies indicate that product quality has a significant effect on purchasing decisions [22], [23]. However, there is also research that shows a negative relationship between product quality and purchase decisions, suggesting that consumers may prefer other factors besides the quality of the product itself [24], [25]. There are inconsistencies in the results of studies that examine the influence of eco-friendly products and product quality on purchase decisions. A number of studies show that eco-friendly products have a positive influence on purchasing decisions [10], [11], [12], [13], [14], [15], [16], there are also studies that reveal that eco-friendly products do not have a significant effect on purchasing decisions [26][27], [28], [29], [30]. Likewise with product quality, several studies reveal a positive influence on purchasing decisions [6] [17], [18], [19], while some other studies show that product quality can have a negative effect on purchasing decisions [3] [31], [32].

One of the important contributions in this study is to explain the role of brand image as a mediator between eco-friendly products, product quality, and purchasing decisions. A positive brand image can strengthen consumers' perception of the product, thus influencing their purchasing decisions [4], [21]. Previous research has not fully examined the role of brand image in the context of the relationship between eco-friendly products, product quality, and purchasing decisions [33], [34], [35]. Therefore, this study offers a new perspective by focusing on brand image as a connecting factor that clarifies how eco-friendly products and product quality can influence purchasing decisions through the brand image that is built [7].

The purpose of this study is to analyze the influence of eco-friendly products and product quality on purchase decisions, with brand image as a mediating variable. This research aims to provide a deeper understanding of how eco-friendly products and

product quality play a role in shaping brand image, which in turn will influence consumer purchasing decisions. This research is expected to contribute to the development of marketing theory and provide practical insights for companies in designing more effective marketing strategies.

2 Literature Review

2.1 Theory of Planned Behavior (TPB).

TPB, developed by Ajzen [36], claims that people's behavior depends on three factors: attitudes towards the behavior, subjective norms, and perceived behavioral control. In the current job, TPB can be a strategy for explaining how the attitudes towards eco-friendly products and product quality of consumers impact their purchase intentions. Critical considerations to consumers are how people tend to evaluate the greening product actually both by its greenness feature and quality [37]. Research by Bajar emphasizes that environmental issues significantly shape consumers' attitudes towards green products, which directly influences their purchase intention [37]. Moreover, the development of subjective norms, as presented by the SDGs, is very important to comprehend how social influences affect consumer purchases. Consumers' intention of purchasing goods increases when they believe their social surrounding attaches higher importance to sustainability and quality products [37] [38]. Consistent with this perspective, prior studies have proven that perceived quality reinforces consumer satisfaction and brand image subsequently leading to purchase intention [39], [40]. Moreover, the perceived behavioral control factor of TPB brings to focus consumer's belief in their own capability to take sustainable consumption decisions depending on the degree of availability of green products they perceive [37]. Literature have shown that how consumers perceives their access to high quality green products influence their purchase decision, with higher perceived accessibility leading to stronger purchase intention [38]. Additionally, brand image mediates in this context its effect on attitudes and perceived control of purchase [41]. Therefore, companies that manage to build a positive and consistent brand image that reflects ecological values are better equipped to positively influence consumer behavior.

2.2 Green Products

Green products refers to products that are developed and produced by prioritizing environmental sustainability principles, which aim to reduce negative impacts on the environment both in the process of production, use, and disposal [13], [24]. Operational definition of Green Products This research covers several aspects, including the use of environmentally friendly raw materials, minimizing the impact on natural resources, and the implementation of sustainable production processes [2], [42]. This product not only pays attention to the efficiency aspect of energy and material use,

but also seeks to reduce waste and harmful emissions generated during the product life cycle. In this context, Green Products can also be identified through the presence of internationally recognized environmental certifications or labels such as Energy Star or Fair Trade [14], [35]. Consumers who buy products with these labels generally have the belief that they not only meet their needs, but also contribute to environmental conservation. In this study, the Green Products will be measured based on consumer perceptions of the products produced with sustainability in mind, where measurements can involve various attributes, such as whether the product uses recycled materials, whether the product is recyclable, and whether the production process minimizes damage to the environment [42]. Therefore, Green Products It plays an important role in influencing consumer decisions to buy products, as more and more consumers care about the environment.

2.3 Product Quality

Product quality refers to how well a product can meet or even exceed consumer expectations based on desired standards [20], [43]. In the context of this study, Product Quality refers to attributes that can improve consumer satisfaction and that contribute to purchasing decisions, such as durability, reliability, performance, and product design. Product quality also includes the compatibility between the product and the needs and expectations of consumers, both in terms of functionality, aesthetics, and performance [43], [44]. Operational definition of Product Quality In this study, it is measured based on several indicators that include product durability, ease of use, and the extent to which the product can function according to consumer goals and expectations. Product quality measurement also involves subjective aspects of consumer perception, which include whether consumers are satisfied with long-term use of the product or whether it has technical problems after being used for a certain amount of time. For example, products that have good quality will have a long durability, good functionality, and are not easily damaged [20]. Therefore, product quality plays a very important role in influencing consumer purchasing decisions, where consumers tend to choose products that are of better quality to meet their needs and expectations.

2.4 Brand Image

Brand image is the perception or image that consumers have of a brand, which is built on their experience with products, brand communication, and information received from various sources [34], [42]. In this study, Brand image serves as a mediating variable that connects influences Green Products and Product Quality towards Purchase decision. This means that brand image plays a role in strengthening or weakening the impact of Green Products and Product Quality in influencing consumer purchasing decisions [33], [34], [35]. Operational definition of Brand image

In the context of this research, it includes how consumers perceive a brand based on the attributes associated with the brand, such as trust in product quality, brand reputation, and the emotional connection established between consumers and brands. Factors that shape brand image include brand communication carried out by the company, brand recognition, and the consistency of the products offered by the brand. Therefore, a brand that successfully builds Brand image which can positively affect how consumers perceive the quality and sustainability of the products they offer. For example, a brand that is known as a pioneer in producing green products will have a strong brand image in terms of sustainability, which in turn will increase its appeal to consumers who care about environmental issues. In this study, the influence of Green Products and Product Quality The purchase decision will be analyzed by looking at the extent to which the brand image plays a mediator.

2.5 Purchase Decision

Purchase decision is the mental and behavioral process carried out by consumers before finally taking the action of buying a product [42], [45]. These decisions are influenced by a variety of factors, including consumer perception of the product, price, and brand image. In this study, Purchase decision will be measured based on the intention and actual actions of consumers to purchase the products offered, which are influenced by factors Green Products, Product Quality and Brand image [37], [42]. Operational definition of Purchase decision The study included measurements of consumers' propensity to choose and purchase products after considering relevant attributes, such as whether they meet their expectations in terms of quality and environmental sustainability, as well as how brand image influences their decision to make a purchase [14]. Purchasing decisions in this context will include two main aspects: first, purchase intent, which refers to the consumer's tendency to purchase products in the future based on their evaluation of the product's attributes; and second, the actual purchase decision, which refers to the actual actions of the consumer in choosing to purchase the product after considering various relevant factors. In this study, the measurement Purchase decision will be done by assessing the extent of the influence Green Products and Product Quality, either directly or through mediation Brand image, to the consumer's decision to purchase the product.

3 Methodology

This study uses a conceptual approach to clarify theoretical constructs and develop new interpretations based on existing literature [46]. According to [47], a conceptual review helps identify research gaps and formulate frameworks for future empirical studies. Relevant literature is integrated to align with the research objectives, allowing a comprehensive understanding of relationships among key concepts. The outcome of this approach is a conceptual framework that can be empirically tested in

future research. This framework aims to address several key questions: (1) Does Product Green, Product Quality and Brand Image Affect Purchase Decisions? (1) Does Green Product, Product Quality affect Brand Image?

4. Results & Discussion

4.1 Green Products Have a Positive Effect on Purchase Decisions

Green products refer to products that are designed and manufactured with minimal environmental impact in mind. This includes the use of environmentally friendly raw materials, the implementation of production processes that reduce pollution, as well as attention to the product life cycle from production to disposal or recycling. As consumer awareness of environmental and sustainability issues increases, products that support sustainability, such as green products, have attracted more attention. Today's consumers are increasingly likely to choose products that prioritize sustainability as part of their efforts to support environmental conservation. In this study, green products are measured based on consumer perception of product sustainability aspects, the use of environmentally friendly raw materials, and the brand's commitment to reducing negative impacts on the environment. Previous research has shown that green products have a significant relationship with purchasing decisions, as consumers who are increasingly aware of environmental issues tend to choose products that support sustainability and make a positive contribution to reducing environmental impact (Balaskas et al., 2023; Duque Oliva et al., 2024a; Eng et al., 2022; Liang et al., 2022; Mishra & Kulshreshtha, 2023; Nguyen, 2023; Zhao et al., 2025). This is all the more important given that more and more consumers are prioritizing environmental aspects in their purchasing decisions.

4.2 Product Quality Against Purchase Decisions

Product quality is one of the most important factors that influence consumer purchasing decisions. Products with higher quality are often chosen by consumers because they provide more value in terms of durability, performance, and user satisfaction. Quality products also increase consumer loyalty because consumers feel satisfied and trust in the brand they choose. For example, products that are designed to last, are easy to use, and meet consumer needs tend to be preferred in competitive markets. Product quality includes not only the technical aspect, but also the consumer's perception of the product in terms of usefulness and durability. Previous research has shown that good product quality has a significant positive influence on purchasing decisions (Bukhari et al., 2023; Cadet et al., 2023; L. Li et al., 2025). Consumers prefer quality-assured products because these qualities are directly related to the trust and satisfaction they get after buying and using the product. The higher the quality of the product, the more likely consumers are to buy the product

4.3 Green Products Against Brand Image

Brand image is the perception and image that consumers have of a brand. This perception is influenced by various factors, including product quality, consumer

experience with the brand, and the values that the brand carries. Green products play an important role in building a positive brand image because environmentally friendly products are often associated with brands that are responsible for sustainability and other social issues. Consumers tend to be more supportive and trust brands that offer eco-friendly products because they feel that the brand has a commitment to sustainability and the reduction of negative impacts on the environment. Eco-friendly products reinforce the brand's image as a responsible brand that cares about social and sustainability issues. Research shows that eco-friendly products play a role in strengthening brand image, as consumers are more likely to choose and support brands that have a commitment to sustainability and social responsibility (Hameed et al., 2021; Majeed et al., 2022; Steffl et al., 2024; Tan et al., 2022; Waqas et al., 2023). Green products create a positive perception of the brand which can increase consumer preference and loyalty to the brand

4.4 Product Quality Against Brand Image

Product quality also plays an important role in shaping brand image. Brands that offer high-quality products are often associated with a good reputation, as well as having a strong and positive brand image in the eyes of consumers. Products that are of high quality and meet or exceed consumer expectations can strengthen consumer perceptions of brands, create trust, and increase loyalty to the brand. A brand that is known for its excellent product quality will build a more positive brand image, which ultimately increases the appeal of the product in the market. Research shows that good product quality has a great effect on brand image, because consumers tend to associate high quality with reputable and trustworthy brands [53], [54]. Brands with high-quality products manage to build a stronger brand image and strengthen emotional connections with consumers.

4.5 Brand Image Towards Purchase Decisions

A positive brand image has a significant influence on consumer purchasing decisions. A good brand image creates a strong emotional and psychological association with consumers, which encourages them to choose products from brands they trust. Consumers often make purchasing decisions based on their perception of the brand, and brands with a strong and positive image are more likely to be chosen because consumers feel safer and believe in the quality and responsibility of the brand. A positive brand image can influence consumer purchase intention, as consumers are more likely to choose brands that they perceive can add value and meet their expectations. Research shows that a good brand image can strengthen purchasing decisions because consumers are more comfortable with brands they trust and that have a positive image in their eyes (Chen et al., 2021; Kato, 2021; Yang et al., 2023).

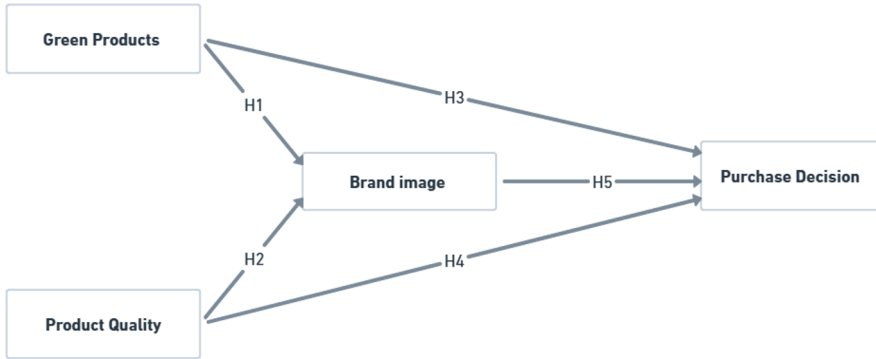


Fig. 1. Conceptual framework

The framework of this study describes the relationship between four main variables, namely product green, product quality, brand image, and purchase decision. Green products, which refer to products produced with environmental sustainability in mind, play a role in influencing purchasing decisions directly, as consumers increasingly care about environmental impact and tend to choose environmentally friendly products. Likewise, product quality, which serves to improve purchasing decisions because high-quality products meet consumer expectations for durability, performance, and satisfaction. Brand image acts as a mediating variable that connects product green and product quality with purchasing decisions, because a positive brand image built through environmentally friendly and good quality products increases consumer preference and loyalty to the brand. Thus, both green products and product quality are expected to strengthen brand image, which will ultimately improve consumer purchasing decisions.

5 Conclusion

The conclusion of this conceptual research shows that green products and product quality have an important role in shaping consumer purchase decisions, both directly and through brand image as a mediating variable. Eco-friendly products are increasingly in demand as consumers now place sustainability value as part of a key consideration in the purchasing process, while product quality remains a fundamental factor that influences consumer satisfaction and trust. Brand image proves to be a crucial aspect that is able to strengthen the influence of these two variables, because a positive brand image not only increases consumer perception of product quality and sustainability, but also encourages loyalty and stronger buying interest. As such, companies need to integrate sustainability practices and product quality improvement to build a solid brand image and ultimately optimize consumer purchasing decisions.

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