

The Influence of Green Marketing and Brand Awareness on Purchase Intention Through Brand Image as a Mediation Variable

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ABSTRACT

Marketing using the concept of green marketing should create positive emotions so that consumers can influence product evaluation.

Objectives: The problems of the study are: Does green marketing influence brand image? Does green marketing influence buying interest through brand image as a mediation variable? Does brand awareness influence buying interest? Does brand awareness influence brand image? Does brand awareness influence purchasing attention through the perception of a brand as a mediation variable? Does brand image influence buying interest? Meanwhile, the objectives of the study are to find out the influence of green marketing on buying interest, the influence of green marketing on brand image, the influence of green marketing on buying interest through brand image as a mediation variable, the brand awareness's impact on consumers' purchase intentions, the impact of brand awareness on brand image, the influence of buying interest through brand image as a mediation variable, and the influence of brand image on buying interest.

Methodology: This research is part of exploration research. Participants in the research are unknown; the quantity of samples used in this research is 110. The analysis tool used is PLS.

Finding: green marketing does not influence buying interests; green marketing does not influence brand image; brand image does not moderate the impact of green advertising on buying interests; brand awareness influences buying interests; brand awareness influences brand image; brand image does not mediate the impact of brand recognition on purchasing interests; and trademark image influences purchasing interests.

Conclusion: Based on the findings from the conclusions of this study, these are some suggestions that can be used as research recommendations: this research focuses on the variables green marketing, brand awareness, brand image, and buying interest, so other variables such as brand trust, social media marketing, perceived quality, price, and customer satisfaction are needed to find out the buying interest; Future studies are anticipated to increase the sample size, expand the research object, and add relevant topics; future research is expected to process data with different analysis tools.

Keywords: green marketing, brand awareness, brand image, buying interests

Submitted:

2023-12-07

Revised:

2024-02-11

Accepted:

2024-02-21

Article Doi:

http://dx.doi.org/10.22441/jurnal_mix.2024.v14i1.009

INTRODUCTION

Green marketing is a worrisome marketing method nowadays because it causes more ecological damage caused by disasters or the humans themselves. Marketing using the concept of green marketing should create positive emotions so that consumers can influence product evaluation. Chen (2010) & Imaningsih *et al.*, (2022) emphasize that companies using green marketing strategies can improve consumers' value perceptions of using products and reduce the risk of using products in the environment, which increases the competitive advantage of products. The initiative of green marketing implemented by fast food restaurants has improved the customers' understanding and awareness of plastic waste disposal and the implications of plastic waste to the environment (Ramli *et al.*, 2020). Therefore, it can be concluded that green marketing not only offers environmentally friendly products, but also includes changes in the production, packaging, advertising, and other activities that do not harm the environment (Genoveva and Samukti, 2020). Buying behavior is a process a person goes through when deciding to buy a product. Consumers' primary concern when consuming products and services is that the materials and manufacturing processes do not pollute the environment (Rizkiatami *et al.*, 2023).

People are beginning to realize that the products they use are not environmentally friendly and are even adding plastic garbage (Agustin & Yulianto, 2015). Consumers are more selective in choosing and buying daily products (Agustin & Yulianto, 2015). Environmental issues can be a potential threat to traders (Widodo *et al.*, 2015). Smart traders will turn environmental issues into challenging opportunities to create products that meet consumer needs, increase sales, improve the company's image, and win market competition. In some research, green marketing or ecology is mentioned as a new focus in company projects, which is a strategic marketing method that has started to surface and develop a problem for several gatherings since the 20th century's end. Such circumstances demand the attention of salespeople when making environmental choices. Green marketing is the foundation of your successful marketing strategy that drives consumer behavior (Balawera, 2019).

Researchers are interested in studying the buying interest in coffee, especially among students at the University of Mercu Buana Menteng, because the campus area has many coffee shops. Researchers want to know why coffee consumers, especially students at Mercu Buana University Menteng, buy coffee based on a green product, a green promotion, a green price, or a green place. Considering the growing number of coffee shops, competitive competition to attract consumers in this case, coffee buyers will automatically occur. That is why consumers are important for companies; they are the product-buying decision-makers, and there is brand awareness among consumers (Khasanah, 2013). According to research implemented by Lukman (2014), brand awareness and brand image will affect buying decisions and consumer satisfaction. Brands image as an extrinsic element of a product or service and the efforts made by a person brands to meet customers' psychological and social needs (Keni and Callista, 2021).

Brand awareness plays an important role in determining buying interests because it is a very important component in consumers' minds when deciding the brand that they will or already buy. Consumers, in this case, students, buy coffee usually based on what they have heard or been told by their friends or relatives, so they already have certain perceptions in their minds

that will influence their decision to buy coffee from a brand that they have heard, remembered, or known. Every company strives to create a brand with a good reputation. A brand needs to build good branding so that consumers can differentiate the brand from other brands (Sulistio *et al.*, 2021).

The impact of brand image is significant buying interest because it is related to the image of a particular brand, so coffee consumers, in this case, students, are interested in buying coffee with a specific brand, possibly due to the positive image of the coffee brand reviewed by their friends or relatives on social media or the presence of curiosity after reading reviews or hearing stories about a particular coffee brand. According to Jasin *et al.* (2021), purchase intention is one of the stages in which the user or consumer performs an evaluation or draws a conclusion based on the information they find. According to Hasan (2013), the rate of repurchase is a behavior caused by past behaviors (consumer experiences) that have a direct effect on the likelihood of spending again in the future. Green marketing can arouse consumer interest in buying. Purchase intent also appears that consumers are interested in so that it can create the motivation that is continuously recorded and a strong desire. Purchase intention can be interpreted as the desire for someone to buy a product or service that is expected to benefit from the products or services purchased (Soelton *et al.*, 2020). The intention of purchase can be interpreted as the desire of someone to buy a product or service that is expected to benefit from the product or service purchased (Rohman *et al.*, 2019).

The research gap in this research is due to the different results found in some previous research. It claims that purchasing decisions are unaffected by green marketing interest (Balawera, 2013), followed by research by Azzari and Pelassari (2020) which states that brand awareness does not affect buying interest, then Yahya (2022) and Desi and Astuti (2011) mention that brand image does not influence buying interest.

The difference between this study and previous research is that in this research the brand image variable was included as a mediation changeable because previous research mostly showed that green marketing and brand awareness directly influence buying interest. Based on this research gap and the inconsistency of the research results, the study is therefore interested in doing this research with different objects, such as consumers who like to buy various brands of coffee drinks. The target respondents in this study are bachelor students (S1) of the Management Study Program who are studying at the University of Mercu Buana Menteng, Jakarta. Based on the reasons above, it is necessary to study more about the influence of green marketing and brand awareness on buying interest through the brand image in the role of mediation changeable.

LITERATURE REVIEW

The Influence of Green Marketing on Buying Interest

The result of research by Haryoko and Ali (2018) and Kartikasari *et al.* (2018) shows that green marketing has a positive and significant influence on purchase intention. Furthermore, research carried out by Almuarif (2016) states that green marketing has a positive and significant influence on buying interest, and research conducted by Pancoro and Zuliestiana (2018) states that green marketing influences buying interest. The difference with the previous research is that it is implemented in the marketing area with coffee consumers as the

analysis unit and carried out in an educational environment that involved students of Mercu Buana University, Menteng, Jakarta. Based on the explanation above, the hypothesis that can be formulated is:

Hypothesis 1: Green marketing influences buying interest.

The Impact of Green Marketing on Brand Image

The results of this study also support research conducted by Septifani et al. (2014), which states a favorable and substantial impact on company image and green marketing influence upon buying interest. Further, research conducted by Almuarif (2016) mentions that green marketing significantly and favorably affects buying interest. Furthermore, a study conducted by Suksma, etc (2020) proves the advantages of green marketing have an impact on the perception of a brand. Considering the justification provided, the theory that can be developed is:

Hypothesis 2: Green marketing influences brand image.

The Impact of Green Marketing on Buying Interest through Brand Image

Research conducted by Almuarief (2016), entitled 'The Impact of Environmental Marketing on Purchasing Interests Brand Image as a Mediator (A research on Ades sealed drinking Aqua). Researchers chose to use a quantitative approach in conducting this study. Data is obtained from the questionnaire filled out by 140 respondents, which are used as samples. Research results show that Green marketing offers a substantial and favorable influence when purchasing interest. Referring to the concept among the previous research results, this research examines the function of brand perception in moderating the impact of green marketing regarding the buying interests of coffee customers. According to the justification above, the hypothesis that is able to be created is:

Hypothesis 3: Green marketing influences buying interest using a brand image as a mediation variable.

The Impact of Brand Awareness upon Buying Interest

A study conducted by Santosa et al. (2018) states that brand awareness affects buying interest. Further, research conducted by Apriansah et al. (2021) and Muadzin and Lenggogeni (2021) proves that brand awareness influences buying interest. Then, research conducted by Eliasari and Sukaatmadja (2017) found that brand awareness affects buying interest. The research conducted by William and Japariato (2016) about the variable of brand awareness on buying interest also showed a positive and significant influence. Sidharta et al. (2018) state that the higher the public's awareness in the case of a certain name, the greater the intention to acquire products from the logo will also be. Setiawan (2018) states that when the level of consumer awareness is embedded in a certain brand, it can strengthen the intention to buy the product in their minds. The same opinion is also backed by the findings of the research on Purwianti & Ricarto (2018) & Budiman and Novella (2021). The difference between this study and previous studies is the location of the study, respondents, and object of the research. Someone previously researched drinking water. According to the explanation above, The following is a possible hypothesis:

Hypothesis 4: Brand awareness influences buying interest.

The Impact of Brand Awareness on Brand Image

Research carried out by Cakmak (2016) demonstrates that brand awareness influences brand vision. Then, a study carried out by Mulyono (2016) also proves that trademark awareness affects brand image. Further, research conducted by Tyasendy and Anggadwita (2016) also investigates the impact of brand image on brand awareness. The difference between this research and previous studies lies in the location, number of samples, and analytical tools. In light of the previous explanation, the following hypothesis can be made: H5: Brand awareness influences brand image.

The Impact of Brand Awareness on Buying Interest through Brand Image

The results of this research also support a study carried out by Septifani et (2014), which declares that green marketing and brand image have a favorable and noteworthy influence on buying interest. Then studies by Kartikasari et al. (2018), Haryoko and Ali (2018) & Pancoro and Zuliestiana (2018) prove that green marketing influences buying interest. Furthermore, research projects carried out by Santosa, etc (2018), Apriansah, etc (2021), Muadzin & Lenggogeni (2021), Eliasari and Sukaatmadja (2017), and William and Japariato (2016) mention that awareness of brands affects buying interest. Referring to the concept of the previous study results, this research investigates how brand image functions to mitigate the impact of green marketing on consumers' interest in buying coffee. Based on the explanation above, the hypothesis that can be formulated is:

H6: Brand awareness influences buying interest through brand image as a mediation variable.

The Impact of Brand Image on Buying Interest

The outcomes of studies by Rachmawaty & Imanuddin (2020) show that consumers' desire to make a purchase is highly influenced by brand perception. Further, research conducted by Almuarief (2016) states that there is a positive and significant influence of brand image on buying Interest. A further study conducted by Ambarwati et al. (2015), entitled 'The Influence of Brand Imaging on Buying Interest', and Dei and Sukaatmaja (2015) also show that it greatly and favorably impacts that brand image influences intention to buy. Juliantari et al. (2019) prove that brand image influences buying interest. Suyoga and Santika (2018) also prove that Purchase intention is positively and significantly influenced by brand image. It is because the brand image of the product is excellent; therefore, the intention of consumers to buy is also increasing. Sidharta et al. (2018) state that when a product is created and developed by a good brand, the public's purchase intention will increase. Ayu and Ketut (2021) explain that the higher the brand image produced by a company, the higher their profit as well as the public's intention to buy. Referring to the concept of the previous research results, this research examines the function of brand perception in moderating the impact of brand awareness on consumer interest in buying coffee. Considering the explanation before, The following is a possible hypothesis:

H7: Brand image influences buying interest.

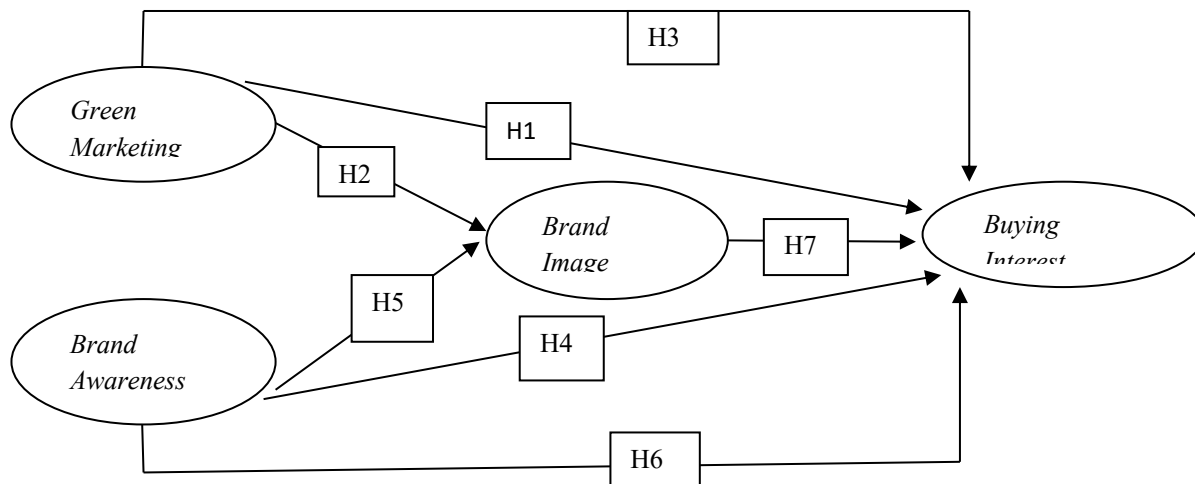


Figure 1. Conceptual Frame Work

METHOD

Research Design

Research of this kind is explanatory. The study is an explaining study that tries to justification influence of green marketing on the purchasing intent, eco-friendly advertising on the trademark perception, green marketing influences purchasing attention with a brand's reputation as mediation fluctuating, awareness of the brand for the purchasing inclination and brand awareness image, brand awareness influences purchasing attention with a brand's reputation as mediation fluctuating, and brand image on the buying interest.

Population and Sample

The method used is a survey through the distribution of questionnaires to obtain data from respondents. The population is all students in management strata one in Universitas Mercu Buana Menteng Jakarta Pusat. The total sample in this study is 110 respondents, which was determined using maximum likelihood estimation (MLE). Simple random sampling is used as a data-gathering technique.

Data Collection Technique and Instrument

The respondent's data is collected using a questionnaire with a Likert scale of 1–5. Operational table from variable Table 1. As follow:

Table 1. Operational Variable

Variable	Indikator
<i>Green Marketing</i> (Kotler dan Keler, 2012)	1. <i>Green Product</i> 2. <i>Green Price</i> 3. <i>Green Place</i> 4. <i>Green Promotion</i>

<i>Brand Awareness</i> Kotler & Keller (2009)	<ol style="list-style-type: none"> 1. <i>Memorable</i> 2. <i>Likeability</i> 3. <i>Meaningful</i> 4. <i>Transferable</i> 5. <i>Adaptable</i> 6. <i>Protectable</i>
<i>Brand Image</i> Keller (1993)	<ol style="list-style-type: none"> 1. <i>Attribute</i> 2. <i>Benefits</i> 3. <i>Brand Attitude</i>
<i>Buying Interest</i> Ferdinand (2009)	<ol style="list-style-type: none"> 1. <i>Transaksional Interest</i> 2. <i>Referential Interest</i> 3. <i>Preferential Interest</i> 4. <i>Eksploratif Interest</i>

Data analysis Technique

The analytical technique used is the partial least square (PLS), with exogen variables: green marketing and brand awareness, endogen variable: buying interest, and exogen and variable: brand image.

RESULTS AND DISCUSSION

Results

Outer Model

Figure 1 displays the path coefficient for the equation model, the model determination coefficient, and the measurement model for the validity and reliability test. below:

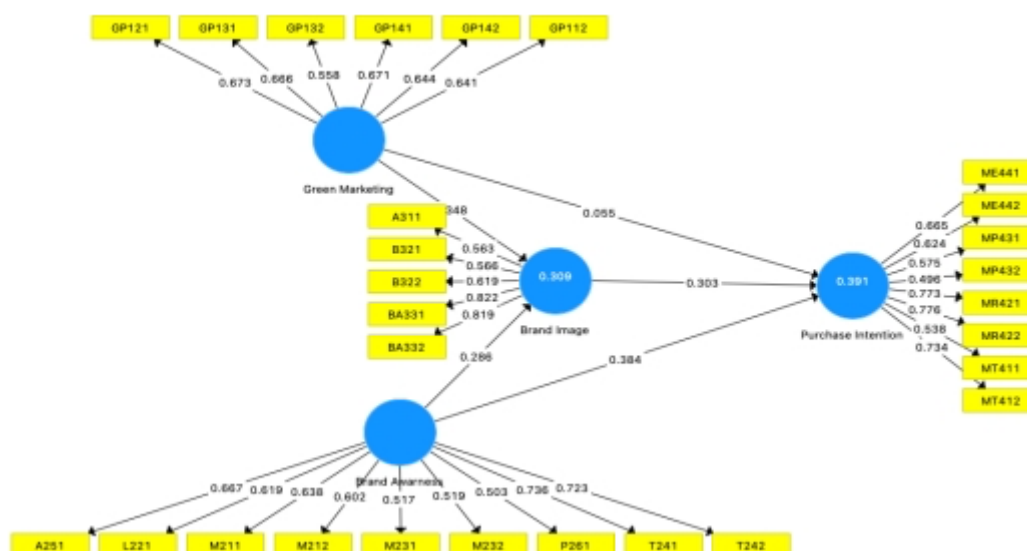


Figure 2. PLS Path Output Model Display Measurement 2023, Initial

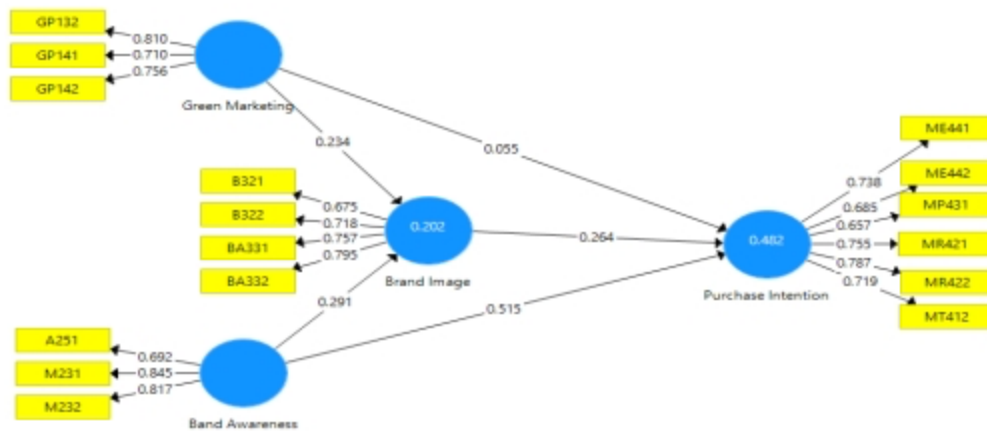


Figure 3.

PLS Booststrapp Output Model Display Structural 2023, After Loading Factor Less Than 0.6 is deleted

Convergent Validity

The test findings for the measurement model for Table 1 display convergent Validit as follows:

Table 2. AVE

Item	Loading Factor	AVE	Criteria	Remarks
Green Marketing				
GP131	0.810	0.577	0,500	Valid
GP141	0.710		0,500	Valid
GP142	0.756		0,500	Valid
Brand Awareness				
M231	0.845	0.620	0,500	Valid
A251	0.817		0,500	Valid
A252	0.692		0,500	Valid
Brand Image				
B321	0.675	0.544	0,500	Valid
B322	0.718		0,500	Valid
B331	0.757		0,500	Valid
B332	0.795		0,500	Valid
Buying Interests				
MT412	0.719	0.526	0,500	Valid
MR421	0.755		0,500	Valid
MR422	0.787		0,500	Valid
MP431	0.657		0,500	Valid
ME441	0.738		0,500	Valid
ME442	0.685		0,500	Valid

Source: Output PLS

Based on loading factor indicators that measure the construct, the convergence validity of the measurement model employing reflecting indicators is evaluated. In studies with several indicators between 3 and 6 on a scale of 1 to 5.

Considering the measuring model's test results in Table 2. It might be described like this:

1. The structure of green marketing is determined by GP111–GP142; an indicator whose loading factor is above 0.5 is included for further processing, and one whose loading factor is less than 0.5 will be discarded or deleted. Thus, the indicators left are GP132, GP141, and GP142.
2. The construct of brand awareness is measured using M211-P262; an indicator whose loading factor is above 0.5 is included for further processing, and one whose loading factor is less than 0.5 will be discarded or deleted. Thus, the indicators left are M231, A251, and A252.
3. The construct of the brand image is measured using the A311-BA332; an indicator whose loading factor is above 0.5 is included for further processing, and one whose loading factor is less than 0.5 will be discarded or deleted. Thus, the indicators left are B321, B322, B331, and B332.
4. The construct of purchase interest is measured using MT411-ME442; an indicator whose loading factor is above 0.5 is included for further processing, and one whose loading factor is less than 0.5 will be discarded or deleted. Thus, the indicators left are MT412, MR421, MR422, MP431, ME441, and ME442.

Composite Reliability and Cronbach's Alpha

A construct reliability test is conducted in addition to the construct validity test. It is determined by Cronbach's Alpha & Composite Reliability of the build is measured by the indicator block. Here is Table 3. of the Cronbach's Alpha & Composite Reliability test results.

Table 3. Composite Reliability *Dan* Cronbach's Alpha

<i>Variable</i>	Cronbach's Alpha	Rho-A	Composite Reliability	<i>Criteria</i>	<i>Remarks</i>
Green Marketing	0.652	0.682	0.803	0.700	Reliable
Brand Awareness	0.689	0.696	0.829	0.700	Reliable
Brand Image	0.736	0.751	0.826	0.700	Reliable
<i>Buying Interests</i>	0.819	0.824	0.896	0.700	Reliable

Source: Output PLS (2023)

When a construct's Cronbach's alpha value is greater than 0.600 and its composite reliability value is greater than 0.700, it is deemed reliable. With the aforementioned smart PLS output, it can be seen that Every construct has a combined reliability value that is higher than 0.700 & Cronbach's alpha above 0.600. Thus, it may be said that the construct has a high degree of reliability.

Inner Model

PLS uses the t-statistic value of each path to determine the relevance of the structural model after evaluating it using R2 for the dependent variable and a path coefficient value for the independent variable. Table 4 below displays the model fit for this study:

Table 4. Model Fit

<i>Measurement</i>	<i>Result</i>	<i>Criteria</i>	<i>Remarks</i>
SRMR	0.142	< 0.08 ^a	Model Unfit
NFI	0.557	> 0.90 ^b	Model Unfit
rms Theta	0.211	< 0.12 ^a	Model Unfit

a) Henseller at al., (2014), b) Lohmoller (1989)

Source: Smart PLS Output

The t-statistical value between independent variables in Table 5 can be used to determine the predictive model's relevance in structural model testing. Path Coefficient on the following Smart PLS output:

Table 5. Path Coefficient (t-Value)

<i>The path from One Variable to Another</i>	<i>T-Statistic (> 1.962)</i>	<i>P-Value (< 0.05)</i>	<i>Remarks</i>
Green Marketing -> Buying Interest	0.559	0.576	Insignificant
Green Marketing -> Brand Image	1.527	0.127	Insignificant
Brand Awareness -> Buying Interest	6.542	0.000	Significant
Brand Awareness -> Brand Image	2.381	0.018	Significant
Brand Image -> Buying Interest	2.350	0.019	Significant

Source: Smart PLS Output, 2023

Table 6 displays the t-statistical value between intervening variables and independent and dependent variables, which may be used to determine the relevance of the predictive model in structural model testing. Sobel Test on Smart PLS output below:

Table 6. Sobel Test

<i>Path</i>	<i>A</i>	<i>Sa</i>	<i>B</i>	<i>Sb</i>	<i>t-statistic (> 1.96)</i>	<i>P-Value (< 0.05)</i>	<i>Remarks</i>
<i>GM -> BI -> MB</i>	0.234	0.054	0.264	0.108	1.702	0.062	Insignificant
<i>BA -> BI -> MB</i>	0.291	0.084	0.264	0.108	1.837	0.077	Insignificant

Remarks: GM (Green Marketing); BA (Brand Awareness); BI (Brand Image); MB (Buying Interests)

Source: Smart PLS Output, 2023

Hypothesis Testing and Discussion

Green Marketing Influences Buying Interest

From Table 5. As can be seen above, the t-statistic value of 0.559, which is less than the t-table value of 1.962, indicates that the first sample estimate value is 0.576 with a 5% significance. The original sample estimate value that is positive suggests that green marketing has no positive influence on buying interest, which means it is significant.

Green Marketing Influences Brand Image

The second test is conducted to see whether green marketing affects brand image. The results of the testing can be seen in Table 5. above. It shows that green marketing has an original sample estimate value of 0.127 and a t-statistic value of 1.527, which is smaller than the t-table value of 1.962, which means it is insignificant.

Green Marketing Influences Buying Interests through Brand Image as a Mediation Fluctuating

Using that statistical calculation a Smart PLS, it is known that The impact of environmentally conscious marketing on purchasing interest that is influenced by brand perception increases by 0.062, greater than the p-value of 0.05, meaning even though it is mediated by brand image, green marketing has no significant influence regarding purchasing interest. The data indicates statistically as well that brand image does not influence buying interest, with a p-value of 0.576 and a critical value of 0.559. Meanwhile, 2.350 is the crucial brand image value on purchase interest with a p-value of 0.019. Partial research suggests that green

marketing does not influence buying interest, and brand image influences buying interest. Meanwhile, mediation research shows that brand image does not mediate the influence of green marketing on purchasing a stake.

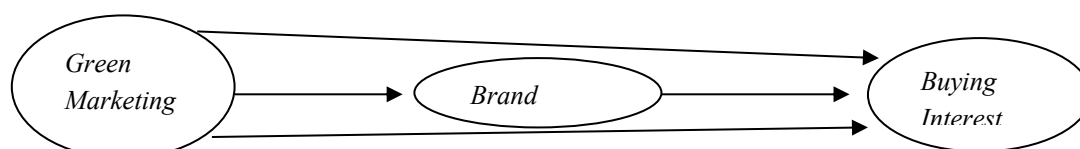


Figure 4. Brand Image Mediates the Influence of Green Marketing on Buying Interests

Brand Image Influences Buying Interest

To determine whether brand image affects purchase interest, the seventh test is run. You may view the test result in Table 5 above. With a t-statistic value of 2.350 and an initial sample estimate value of 0.019 for brand image, it is evident that the value is significant since it is higher than the t-table value of 1.962.

Brand Awareness Influences Brand Image

The fifth test is conducted to see whether brand awareness affects brand image. Findings from the test as shown in Table 5. above. It shows that the value of the brand image obtains the original sample estimate value of 0.019 with a t-statistic value of 2.350, which is greater than the t-table value of 1.962, which means it is significant.

Brand Awareness Influences Buying Interest through Brand Image as Mediation Variable

Through the statistical calculation of Smart PLS, it is known that the influence of brand awareness on buying interest mediated by brand image obtains a value of 0.077 with a p-value of 0.005, meaning that brand awareness has no significant influence on buying interest mediated by brand image. The statistical result also indicates that there is a significant influence of brand awareness on brand image, with a critical value of 2.381 and a p-value of 0.018. Meanwhile, the critical value of brand image on buying interest is 2.350, with a p-value of 0.019. Partial research shows that brand awareness influences buying interest and brand image influences buying interest, while mediation research shows that brand image does not mediate the influence of brand awareness on buying interest.

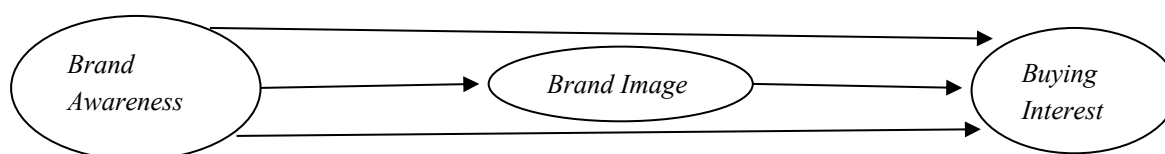


Figure 5. Brand Image Mediates the Influence of Brand Awareness on Buying Interests

Brand Image Influences Buying Interest

To determine whether brand image affects purchase interest, the seventh test is run. You may view the test result in Table 5 above. With a t-statistic value of 2.350 and an initial sample

estimate value of 0.019 for brand image, it is evident that the value is significant since it is higher than the t-table value of 1.962.

Discussion

Green Marketing Influences Buying Interest

Based on the first hypothesis's testing, there is no correlation between green marketing and purchase interest. This study is inconsistent with research conducted by Haryoko and Ali (2018) and Kartikasari et al., (2018), It demonstrates the favorable and substantial impact that green marketing has on purchase intention. Additionally, Almuarif's (2016) research indicates that green marketing significantly and favorably influences consumers' inclination to purchase. According to research by Pancoro and Zuliestiana (2018), purchasing interest is influenced by green marketing. Still, this study is consistent with one that was provided by Balawera (2013), which indicates that interest in purchasing is unaffected by green marketing.

Green Marketing Influences Brand Image

The results of testing the second hypothesis indicate that brand image is unaffected by green marketing. Septifani et al. (2014) found that brand image and green marketing positively and significantly influence buying interest; this study contradicts their findings. Additionally, Almuarif's (2016) research reveals that green marketing significantly and favorably influences consumers' inclination to purchase. Suksma et al.'s 2020 research demonstrates how brand image is impacted by green marketing.

Green Marketing Influences Buying Interests through Brand Image as a Mediation Variable

The third hypothesis demonstrates that the impact of green marketing on purchase interest is not mediated by the brand image variable. This study contradicts the findings of Kartikasari et al. (2018), Pancoro and Zuliestiana (2018), and Haryoko and Ali (2018), who all found that purchase intention is positively and significantly influenced by green marketing. According to a study by Septifani et al. (2014) and Suksma et al. (2020), brand image and green marketing have a favorable and significant impact on purchase interest. This idea is at odds with their findings. Nonetheless, this study agrees with 'The Influence of Green Marketing on Buying Interests Mediated by Brand Image', a study by Almuarief (2016).

Brand Awareness Influences Buying Interests

The results of the fourth hypothesis test indicate that purchasing intentions are influenced by brand awareness. This study is consistent with the research published by Santosa et al. (2018), which states that brand awareness affects buying interest. Furthermore, studies carried out by Apriansah, et al. (2021), Muadzin & Lenggogeni (2021), & Eliasari and Sukaatmadja (2017) also prove that brand awareness influences buying interests. The research conducted by William and Japariato (2016) with the variable of brand awareness on buying interest also shows a positive and significant influence. Dewi and Jatra (2018) also prove that brand awareness has a positive and significant influence on buying intention.

Brand Awareness Influences Brand Image

Based on the test of the fifth hypothesis, it shows that brand awareness influences brand image. This study supports the findings of Cakmak's (2016) research, which indicates that

brand awareness affects brand image. Furthermore, Mulyono's (2016) research demonstrates that brand awareness affects brand image. Additionally, Tyasendy and Anggadwita's (2016) study looks into how brand awareness affects brand image.

Brand Awareness Influences Buying Interest through Brand Image as a Mediation Variable

The sixth hypothesis's test results demonstrate that the impact of green marketing on consumers' purchasing intentions is not mediated by the brand image variable. The research of Rachmawaty and Imanuddin (2020), which claims that brand image strongly influences customers' purchasing interests, is incongruent with this study. Furthermore, research by Almuarief (2016) finds that there is a positive and significant influence between brand image and buying interests. Further research conducted by Ambarwati et al. (2015) entitled 'The Influence of Brand Image on Buying Interests', and research by Dei and Sukaatmaja (2015) demonstrate the strong positive relationship between brand image and purchase intention. Juliantari et al. (2019) prove that brand image influences buying interests. Suyoga and Santika (2018) also prove that buying intention is positively and significantly influenced by brand image.

Brand Image Influences Buying Interests

Based on the test of the seventh hypothesis, it shows that brand image influences buying interests. This study supports the findings of Septifani et al. (2014), who found that brand image and green marketing positively and significantly influenced consumers' inclinations to purchase. Then, studies by Kartikasari et al. (2018), Pancoro and Zuliestiana (2018), and Haryoko and Ali (2018) demonstrate how green marketing affects consumers' inclination to purchase. Additionally, research projects by Muadzin and Lenggogeni (2021), Apriansah et al. (2021), Santosa et al. (2018), Eliasari and Sukaatmadja (2017), and William and Japarianto (2016) state that brand awareness influences buying interest.

CONCLUSION

Based on the discussion result and configuration of the conceptual framework, such as the research model, the conclusions of this study can be specifically presented as follows: green marketing does not influence buying interests; green marketing does not influence brand awareness influences buying interests; brand awareness influences brand image; brand image does not mediate the influence of brand awareness on buying interests; and brand image influences buying interests. Brand image does not mediate the influence of green marketing on buying interests.

Based on the findings from the conclusions of this study, these are some suggestions that can be used as research recommendations: this research focuses on the variables green marketing, brand awareness, brand image, and buying interest, so other variables such as brand trust, social media marketing, perceived quality, price, and customer satisfaction are needed to find out the buying interest; Future studies should increase the number of samples, expand the research object, and add relevant topics; future research is expected to process data with different analysis tools such as SPSS, GeSCA, and SEM_AMOS.

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