



Green Brand Awareness, Green Brand Trust Mediators Influence of Green Marketing on Green Purchase Intention

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Abstract

Objective: This study aims to explore the influence of green marketing on green purchase intention and the mediating role of green brand awareness and green brand trust.

Method: A random sample of 187 respondents was sampled, and PLS analysis used.

Results: Green marketing positively influences green purchase intention and green brand awareness. Green brand awareness mediates the relationship between green marketing and green purchase intention. However, green brand trust has no direct effect on green purchase intention and does not mediate the relationship.

Novelty: This study focuses on the mediating role of green brand awareness and green brand trust.

Contribution: These findings provide insights for marketers to focus on other aspects that can increase purchase intention.

1. INTRODUCTION

According to the Theory of Reasoned Action (TRA), behavior is influenced by intentions, which are then influenced by attitudes and subjective norms. These attitudes are influenced by beliefs about the outcomes of actions that have occurred. TRA has proven its application in explaining social behavior aimed at purchasing environmentally friendly products. The best predictor of intention to purchase environmentally friendly products is attitude toward the perceived value of the behavior. Measuring purchase intentions has often been used to identify product niches and potential because the greater the intention, the greater the likelihood of purchase (Hadi, 2009; Praja, 2022).

According to research (Maharani *et al.*, 2021) in Indonesia there are several companies that promote their products with environmentally friendly claims to attract attention but in reality these are only misleading claims, so that consumers start to distrust green product claims and become reluctant to buy their products. One of the key elements to overcome this is credibility, by reducing customers' risk perceptions in consuming green products can help to reduce customer skepticism and increase their trust.

Green marketing is the activity of marketing products in an environmentally friendly way, including modifying products so that their use or disposal does not have a harmful impact on the environment, changing production processes, packaging and changing promotional methods to be more environmentally friendly than marketing traditional versions of products (Yuliana *et al.*, 2022).

Repurchase intention is the consumer's desire and action to repurchase a product (Hadi, 2009). Meanwhile, green purchase intention is the purchase intention that is carried out by considering and preferring green products

(environmentally friendly products) over conventional or traditional products in the decision-making process.

Consumers must be persuaded to develop purchasing intentions. Most consumers rarely carefully examine the information on the products they purchase, especially information regarding environmental aspects. This is because many consumers are still unaware of the existence and validity of green products and assume that the only differences between products are brand and price (Sholihah, 2021).

Green purchase intention refers to consumers' willingness to purchase green products motivated by concerns about ecological quality and the consequences for the environment resulting from consumer purchasing actions (Jaiswal & Kant, 2018).

Green brand awareness is the consumer's ability to remember environmentally friendly brands (Huda, 2019) based on brand recognition as a green brand which is the result of green associations (Gede *et al.*, 2018) so that the brand is designed according to needs, and there is a tendency for brands that are already known to enable a sense of security and consumer awareness and awareness of the product (Putri & Suasana, 2018).

Companies that care about the environment by producing environmentally friendly products. Green brand trust is a feeling of satisfaction and confidence in a brand that is perceived to have a responsibility to preserve the environment (Li & Sun, 2022). Green brand trust refers to a person's trust in a product, service, or brand, due to their perception of the credibility, goodwill, and demonstrated ability in terms of environmental sustainability (Uikey & Baber, 2023). Green brand trust is a consumer's willingness to rely on a product or service based on the belief created in the credibility, wisdom, and capabilities of the environmentally friendly company's brand (Chen & Zhang, 2021). Consumers will decide to buy and use environmentally friendly products, because they believe that these products are safe for themselves and also for the environment (Yahya, 2022).

There is still inconsistency in research which states that green marketing has no effect on green purchase intention (Hanaysha, 2022); (Yuliana & Pantawis, 2022), then research which states that green brand awareness has no effect on green purchase intention (4 Rahmi *et al.*, 2017), then research which states that green brand trust has no effect on green purchase intention (Rosyana & Zulfetri, 2022).

Previous research has shown that green purchase intention is influenced by green brand image, green brand awareness, green brand trust, and green perceived value (Doszhanov & Ahmad, 2015). Green purchase intention is influenced by green brand image, green brand awareness, green advertising, and eco-knowledge (Rahmi *et al.*, 2017). Green purchase intention is influenced by green brand trust and attitude (Iftikhar *et al.*, 2017). Meanwhile, green brand trust and green brand image influence consumers' green purchase intention (Rakhmawati *et al.*, 2019). Of the several factors that influence green purchase intention, this study aims to examine whether green brand awareness and green brand trust mediate the influence of green marketing on green purchase intention.

Due to the inconsistencies in previous research results, the researchers are interested in taking the title "The Influence of Green Marketing, Green Brand Awareness, and Green Brand Trust on Green Purchase Intention." The differences between this study and previous studies are related to the location and respondents. This study was conducted on campus, and the respondents were undergraduate management students. In this study, the researchers also added green brand awareness and green brand trust as mediating variables.

2. LITERATUR REVIEW

Hypothesis development is the basis for developing hypotheses from research supported by previous research to support the current research. In this study, there are 5 direct influences and 2 indirect influences. The following are the hypotheses in this study.

Green Marketing Influences Green Purchase Intention

Green marketing on sustainability is placing holistic thinking, and green marketers' motivation must consider the entire range of activities holistically, such as planning, new product development, changes in production processes, logistics, packaging, pricing, distribution, promotion and advertising must be emphasized in the green marketing process (Chamorro & Bañegil, 2006). Therefore, green marketing is not only about the end product.

Previous research has found that companies can improve green purchase decisions through green marketing. Improving the quality of green marketing will improve consumer purchase decisions for products (19). Research conducted by (Ramli & Maysari, 2020); (Nandaika & Respati, 2021); (Rizka & Muzdalifah, 2022); (Aprianto *et al.*, 2022); (Nekmahmud & Fekete-Farkas, 2020); (Warmadewa & Paramita, 2021); (Widhiarini *et al.*, 2023) found that green marketing strategies positively and significantly influence green purchase decisions. Meanwhile, green marketing found a non-significant positive effect on purchase decisions (Purnama & Adi, 2019); (Yulianti, 2020).

Specific green marketing can introduce goods or services sold as environmentally friendly to improve consumer behavior (Song *et al.*, 2020). The results of previous research analysis concluded that green marketing can strengthen the influence of green quality perceptions on environmentally friendly purchasing intentions. Based on the literature review and the results of previous research mentioned above, the following hypotheses can be proposed in this study

(Kusnandar, 2016); (Kartikasari et al., 2017); (Purnama & Adi, 2019); (Liao et al., 2020). Based on the results of previous research, the following hypotheses are formulated:

H₁: green marketing influences green purchase intention

Green Marketing Influences Green Brand Awareness

Green brand awareness is defined as the likelihood of recognizing and remembering brand features of brands committed to environmental conservation (Wijaya & Annisa, 2020), and research has shown that green marketing influences green brand awareness (Wijaya & Annisa, 2020). Based on these research findings, the following hypotheses are presented:

H₂: green marketing influences green brand awareness

Green Brand Awareness Influences Green Purchase Intention

Previous research has shown that green purchase intention is influenced by green brand image, green brand awareness, green brand trust, and perceived green value (Doszhanov & Ahmad, 2015). Green purchase intention is influenced by green brand image, green brand awareness, green advertising, and eco-knowledge (Rahmi et al., 2017). However, green purchase intention is influenced by green brand trust and attitude (Iftikhar et al., 2017). Meanwhile, green brand trust and green brand image influence consumers' green purchase intention (Rakhmawati et al., 2019). Based on the empirical data above, the hypothesis in this study is:

H₃: green brand awareness influences green purchase intention

Mediation of Green Brand Awareness in Mediating the Influence of Green Marketing on Green Purchase Intention

Consumer purchase intention can be influenced by external factors such as marketing efforts and cultural factors, such as need awareness, product recognition, and alternative evaluation (Yahya, 2022). To generate purchase intention, the phenomena discussed in this study relate to green trust, green marketing, and green perceptions of quality. Based on this empirical evidence, the following hypotheses are presented:

H₄: green brand awareness mediates the influence of green marketing on green purchase intention.

Green Marketing Influences Green Brand Trust

Green marketing positively and significantly influences brand trust (Tan et al., 2022; Askaria & Arief, 2022; Wu & Liu, 2022). Consumer trust in products is inseparable from the influence of green marketing in raising awareness of the consumption of environmentally friendly products (Yahya, 2022). Meanwhile, previous research found different results, stating that green promotion, as an indicator of green marketing, has a non-significant positive effect on brand trust (Yustikasari, 2018). These results are also supported by studies explaining that green marketing has a non-significant negative effect on green trust (Rosyana, 2022). Based on the results of previous research, the hypothesis of this study is:

H₅: green marketing influences green brand trust

Green Brand Trust Influences Green Purchase Intention

Consumer purchase intention is influenced by consumer trust (Harris, 2010). It can be concluded that consumers who know that a company makes green products will make consumers committed to the brand, consumers will be inspired to find out more about it and try to trust it. If the brand is considered environmentally friendly, consumers will trust it and increase green purchase intention towards the product. Green brand trust and green brand image influence consumers' green purchase intention (Rakhmawati, 2019). Of the several factors that influence green purchase intention, this is in line with research showing green trust has a positive effect on green purchase intention (Dewanti, 2018). Empirical studies have found that green brand trust has a positive and significant effect on green purchase decisions (Hidayah et al., 2022). Meanwhile, green brand trust partially has no significant effect on purchase decisions (Suroso & Kuncoro, 2021). Based on the explanation above, the hypothesis in this study is:

H₆: green brand trust influences green purchase intention

The Mediation of Green Brand Trust in Influencing Green Marketing on Green Purchase Intention

Empirical studies have found that green brand trust can mediate the relationship between green marketing and green purchase decisions (Wijaya & Annisa, 2020); (Hanaysha, 2022); (Askaria & Arief, 2022); (Tan et al., 2022). Based on these empirical findings, the hypothesis of this study is:

H₇: green brand trust mediates the influence of green marketing on green purchase intention.

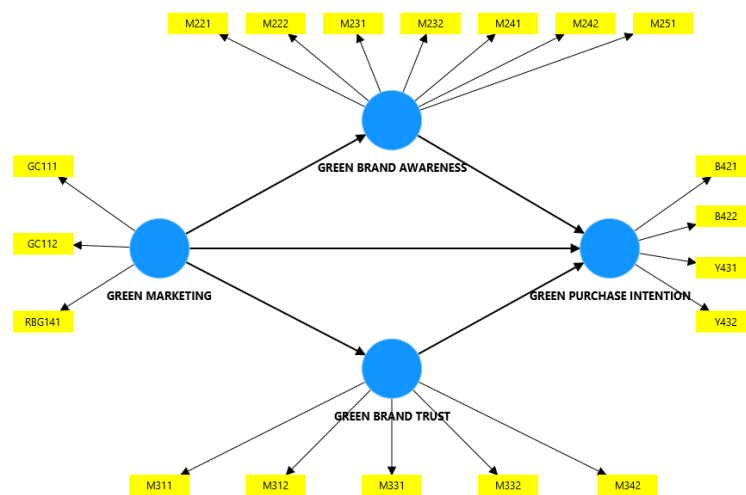
3. METODE

This research falls into the explanatory research category, namely explaining a relationship between variables through hypothesis testing (Rosyana, 2022). Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn (Harris, 2010). This research was conducted in the Undergraduate Management Study Program, Faculty of Economics and Business, Budi Mercur Buana University, Meruya, West Jakarta. The number of research samples was set at 187 respondents obtained by multiplying the number of indicators, namely $24 \times 5 = 170$ and adding 10%, so that the total number of samples was 187 students, with the consideration that if there were defects in collecting the questionnaire, the remainder still met the minimum sample size requirements. Respondent sampling used the random sampling method. The data analysis technique that will be used to test this research uses the Partial Least Square (PLS) method.

4. RESULT AND DISCUSSION

RESULT

Figur 1 display at the path coefficient for the equation model, the model determination coefficient, and the measurement model for the validity and reliability test, below:



Figur 2. PLS Path Output, 2025

Convergent Validity

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

Tabel 1. AVE

Factor 1: AVE				
Item	Loading Factor	AVE	Criteria	Remarks
Social Media Marketing				
GC111	0.810	0.616	0,500	Valid
GC112	0.788		0,500	Valid
REC141	0.756		0,500	Valid
Green Brand Awareness				
M221	0.765	0.570	0,500	Valid
M222	0.739		0,500	Valid
M231	0.797		0,500	Valid
M232	0.743		0,500	Valid
M241	0.750		0,500	Valid
M242	0.715		0,500	Valid
M251	0.771		0,500	Valid
Green Brand Trust				
M311	0.725	0.513	0,500	Valid
M312	0.774		0,500	Valid
M331	0.692		0,500	Valid
M332	0.646		0,500	Valid
M342	0.738		0,500	Valid

Green Purchase Intention				
B421	0.748	0.508	0,500	Valid
B422	0.783		0,500	Valid
Y431	0.658		0,500	Valid
Y432	0.652		0,500	Valid

Source: *Output Smart PLS, 2025*

Based on loading factor indicator that measure the construct, the convergent validity of the measurement model emplying reflecting indicator is evaluated.

Composite Realibility And Cronbach's Alpha

A construct realiability test is conducted in addition to the contruct validity test. It is determined by cronbach's alpha and composite reliability of the bilt is measured by the indicator block. Here is table 2. Of the cronbach's alpha and composite reliability test result.

Table 2. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Realibility
Green Marketing	0.697	0.828
Green Brand Awareness	0.874	0.902
Green Brand Trust	0.776	0.840
Green Purchase Intention	0.680	0.804

Source: *Output Smart PLS, 2025*

When a construct cronbach's alpha value is greater than 0,500 and composite reliability value is greater than 0,600 it is deemed reliable. With the aforementioned smart PLS output, it can be see that every construct has a combined reliability value that is higher than 0,600 and to cronbach's alpha all variable is value is higher constanta.

Inner Model

PLS uses the t-statistic value of each path to determine the relevance of the structure model after evaluating is using R^2 for the endogent variable and a path coefficient value for eksogent variable. Table 3 below displays the model fit for this study.

Table 3. R-Square

	R-square	Adjusted R-square
Green Brand Awareness	0.358	0.354
Green Brand Trust	0.123	0.118
Green Purchase Intention	0.508	0.499

Source: *Output Smart PLS, 2025*

Table 4. F-Square

	Green Brand Awareness	Green Brand Trust	Green Purchase Intention	Green Marketing
Green Brand Awareness			0.424	
Green Brand Trust			0.026	
Green Purchase Intention				
Green Marketing	0.558	0.141	0.010	

Source: *Output Smart PLS, 2025*

The t-statistic value between eksgoogent variable in Table 5. Can be used to determine the predictive model's relevance is structural model testing. Path coefficient on the following Smart PLS output.

Table 5. Path Coefficient

The Path From One Variable to another	T-Statistic (>1,962)	P-Value (<0.05)	Remarks
Green Marketing -> Green Purchase intention	1.176	0.239	Insignificant
Green Marketing -> Green Brand Awareness	9.601	0.000	Significant
Green Brand Awareness -> Green Purchase Intention	8.492	0.000	Significant
Green Marketing -> Green Brand Trust	5.106	0.000	Significant
Green Brand Trust -> Green Purchase Intention	1.523	0.128	Inignificant

Table 6 displays the t-statistical value between intervening variable and eksogent and endogent variable, which may be used to determine the relevant of the predictive model in structural model testing. Sobel test on Smart PLS output below:

Table 6. Sobel Test

Path	A	Sa	B	Sb	T-Statistic (> 1,96)	PValue (< 0.05)	Remarks
GM -> GBA -> GPI	0.598	0.062	0.593	0.070	6.364	0.000	Significant
GM -> GBT -> CPI	0.351	0.069	0.125	0.082	1.460	0.144	Not Significant

Remarks: GM (*Green Marketing*); GBA (*Green Brand Awareness*); GBT (*Green Brand Trust*); GPI (*Green Purchase Intention*), Source: *Smart PLS Output, 2025*

DISCUSSION

Green Marketing Influences Green Purchase Intention

From Table 5, as can be seen above, the t-statistic value of 1.176, which is greater than the t-table value of 0.239, indicates that the first sample estimate value is 0.239 with a 5% insignificance.

Based on the first hypothesis's testing, there is an incorrelation between green marketing and green purchase intention. This study is inconsistent with research conducted stating that green marketing can strengthen the influence of perceived green quality on green purchase intention (Kusnandar, 2016); (Kartikasari *et al.*, 2022), (Purnama & Adi, 2019); (Liao *et al.*, 2022). This study is inconsistent with research that states that green marketing has no effect on green purchase intention (Hanaysha, 2022); (Yuliana & Pantawis, 2022).

Green Marketing Influences Green Brand Awareness

The second test was conducted to determine whether green marketing affects green brand awareness. The results of the test can be seen in Table 5 above. It shows that green marketing has an original sample estimate value of 0.000 and a t-statistic value of 9.601, which is higher than the t-table value of 1.962, indicating significant significance.

The results of testing the second hypothesis indicate that green marketing is affected by green brand awareness. This finding aligns with research that states that green marketing influences green brand awareness (Wijaya & Annisa, 2020). This finding contradicts research that states that green brand awareness has no effect on green purchase intention (Rahmi *et al.*, 2017).

Green Brand Awareness Influences Green Purchase Intention

View the test results in Table 5 above. With a t-statistic value of 8.492 and an initial sample estimated value of 0.000 for green brand awareness, it is evident that the value is significant since it is higher than the t-table value of 1.962.

The third hypothesis demonstrates that the green brand awareness influences on green purchase intention. This study is consistent with the research published by which states that green brand awareness is significant green purchase intention (Rahmi *et al.*, 2017); (Iftikhar *et al.*, 2017); (Rakhmawati *et al.*, 2019). This research is not in line with research which states that green brand trust has no effect on green purchase intention (Rosyana & Zulfitri. 2022).

Mediation of Green Brand Awareness in Mediating the Influence of Green Marketing on Green Purchase Intention

Using the statistical calculation of Smart PLS, it is known that the influence of green marketing on green purchasing intention is mediated by green brand awareness gains a value of 0.000, greater than the p-value of 0.05, meaning even though it is mediated by green brand awareness, marketing has a significant influence on green brand awareness. The statistical results also show that green brand awareness influences green purchase intention, with a critical value of 8.492 and a p-value of 0.000. Meanwhile, the critical value of green marketing on green purchase intention is 1.176, with a p-value of 0.239. Partial research suggests that green marketing does not influence green purchase intention, and green brand awareness influences green purchase intention. Meanwhile, mediation research shows that green brand awareness significantly mediates the influence of green marketing on green purchase intention.

The fourth hypothesis demonstrates that the impact of green marketing on green purchase intention is significantly mediated by the green brand awareness variable. This study agrees with green brand awareness mediating the influence of green marketing on green purchase intention, which states that consumer purchasing interest can be caused by the influence of external factors such as marketing efforts and cultural factors, due to awareness of needs, product recognition, and evaluation of alternatives (Yahya, 2022).

Green Marketing Influences Green Brand Trust

To determine whether green marketing affects green brand trust, the fifth test was run. You can see the test results in Table 5 above. With a t-statistic value of 5.106 and an initial sample estimate value of 0.000, it is evident that the value is significant since it is higher than the t-table value of 1.962.

The results of the fifth hypothesis test indicate that green marketing affects green brand trust. This study is consistent with published research. These results align with research that states that consumer purchase intention can be influenced by external factors such as marketing efforts and cultural factors, such as need awareness, product recognition, and alternative evaluation (Yahya, 2022).

Green Brand Trust Influences Green Purchase Intention

To determine whether green brand trust does not affect green purchase intention, the fifth test was run. You may view the test results in Table 5 above. With a t-statistic value of 1.523 and an initial sample estimate value of 0.128, it is evident that the value is significant since it is smaller than the t-table value of 1.962.

The results of the six hypothesis tests indicate that green brand trust does not affect green purchase intention. This study is consistent with published research. This study aligns with research stating that green brand trust influences green purchase intention. This insignificant result is also supported by studies explaining that green marketing has a non-significant negative effect on green trust (Rosyana, 2022); (Rosyana & Zulfitri, 2022).

The Mediation of Green Brand Trust in Influencing Green Marketing on Green Purchase Intention

Through the statistical calculation of Smart PLS, it is known that the influence of green marketing on green purchase intention mediated by green brand trust obtains a value of 1.460 with a p-value of 0.144, meaning that green marketing insignificant influence on green purchase intention mediated by green brand trust. The statistical results also indicate that there is a significant influence of green marketing on green brand trust, with a critical value of 5.106 and a p-value of 0.000. Meanwhile, the critical value of green brand trust on green purchase intention is 1.523, with a p-value of 0.128. In partial research, it shows that green marketing has not influenced green brand trust and green brand trust influences green purchase intention, while in mediation research, it shows that green brand trust has no significant influence mediating green marketing on green purchase intention.

Based on the test of the seventh hypothesis, it shows that the impact of green marketing on green purchasing intentions is mediated by the green brand trust variable. This research is not in line with research which states that green purchase intention is influenced by green brand image, green brand awareness, green brand trust, and green perception value (Doszhanov & Ahmad, 2015).

5. CONCLUSION

Based on the test results, it shows that green marketing has an effect on green purchase intention, green marketing has an effect on green brand awareness, green brand awareness has an effect on green purchase intention, green brand awareness mediates the effect of green marketing on green purchase intention, green marketing has an effect on green brand trust, green brand trust does not have an effect on green purchase intention, green brand trust does not mediate the effect of green marketing on green purchase intention.

In addition to green marketing, green brand awareness, and green brand trust, future researchers can expand the model by including other variables that may influence green purchase intention, such as green consumer values, environmental knowledge, or perceived green value. Researchers can also explore the influence of green marketing in various industry sectors, such as food products, clothing, or electronics.

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