The Influence of Environmental Awareness, Green Marketing, and Green Attributes Transparency on Purchase Intention Through Corporate Brand Image as a Mediating Variable: A Case Study on Unilever Consumers

Sinta Nurapni[1], Siti Sarah Ibrahim[2], Delviana Pratiwi[3], M. Rasyid Khair Munawar[4]

Nusa Putra University[1,2,3,4,]
sinta.nurapni_mn21@nusaputra.ac.id[1], sarah.ibrahim_mn21@nusaputra.ac.id[2], delviana.pratiwi_mn21@nusaputra.ac.id[3], muhammad.rasyid_mn21@nusaputra.ac.id[4]

ABSTRACT

The purpose of this research is to analyze the direct influence of environmental awareness, green marketing, and green attributes transparency on brand image. It also aims to examine the impact of environmental awareness, green marketing, green attributes transparency, and brand image on purchase intention. Additionally, the study analyzes the influence of environmental awareness, green marketing, and green attributes transparency on purchase intention through brand image. The sample for this research consists of 100 respondents selected from Rinso customers in the Sukabumi region. Sample selection is done using non probability sampling, specifically Accidental sampling, and primary data is collected through questionnaires. The data analysis method involves Structural Equation Modeling (SEM), utilizing Partial Least Square (PLS) as the analytical tool and SmartPLS version 3.0 as the software for testing. The results indicate that the variable of environmental awareness does not have a direct and significant influence on brand image. However, both green marketing and green attributes transparency positively and significantly affect brand image. Green marketing and brand image directly influence consumer purchase intention positively and significantly. Nevertheless, environmental awareness and green attributes transparency, while showing a positive influence, do not reach statistical significance. Regarding indirect effects, brand image mediates the relationship between independent variables and purchase intention, except for the variable of environmental awareness.

Keywords:
Environmental Awareness; Green Marketing; Green Attributes Transparency; Purchase Intention

INTRODUCTION

In the era of globalization and increasing environmental awareness, companies like Unilever are taking the lead in efforts to introduce environmentally friendly products and initiatives. Human activities have led to a decline in environmental quality, including resource depletion, electricity challenges, the use of toxic materials, pollution, and waste. Society's growing concern for environmental issues is pushing businesses to change their approaches, leading to the emergence of sustainable marketing concepts. Some companies, including Unilever, quickly adopt these concepts and integrate them into all aspects of their activities. This research focuses on Unilever's Rinso product, an iconic detergent brand, to explore the influence of environmental awareness, green marketing, and transparency of environmentally friendly attributes on purchase intention, with brand image as a crucial mediator.

Environmental awareness enhances consumers' understanding of a product's impact on the environment, and environmentally friendly advertising plays a role in increasing that awareness. Consumers exposed to such advertising are more likely to be aware of environmentally friendly products. Green marketing, with a focus on waste

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management, energy efficiency, and the reduction of toxic emissions, becomes a crucial strategy in enhancing brand image and influencing consumer preferences. Transparency of green attributes becomes a determining factor in consumer decisions. How Unilever conveys information about Rinso's environmentally friendly attributes can influence consumer trust levels and their purchase intentions. Therefore, a profound understanding of the role of transparency in environmentally friendly attributes in consumer purchasing decisions is essential. Brand image, as a brand's perception, is considered a significant mediator between independent variables and purchase intention. This research aims to provide strategic insights to help Unilever design more effective marketing campaigns for Rinso products amid intense competition in the detergent industry. Modern consumers prefer products that are effective and environmentally friendly, so a deep understanding of the interaction of these factors is key to winning consumer preferences.

This research is relevant in supporting sustainability and business growth in an era of increasingly environmentally conscious consumers. By understanding how environmental awareness, green marketing, and transparency of green attributes interact, Unilever and other companies can take better steps to meet the needs of modern consumers. This study also holds significant relevance in the context of Indonesia and large multinational companies like Unilever.

Based on the above background, two research questions are posed in this study: (1) Do environmental awareness, green marketing, and green attributes transparency variables have a direct impact on brand image? (2) Do environmental awareness, green marketing, green attributes transparency, and brand image variables have a direct impact on purchase intention? (3) Do environmental awareness, green marketing, and green attributes transparency variables influence purchase intention through brand image?

This study specifically aims to analyze the direct influence of environmental awareness, green marketing, and green attributes transparency on brand image. It also seeks to analyze the impact of environmental awareness, green marketing, green attributes transparency, and brand image on purchase intention. Additionally, it aims to examine the influence of environmental awareness, green marketing, and green attributes transparency on purchase intention through brand image.

Literature Review
a. Environmental Awareness
Consumers who are environmentally conscious are those who are aware of the impact of their purchases on the environment. Environmental awareness stems from an understanding of environmental issues, driving the purchase of environmentally friendly products. This understanding creates awareness, identifying consumers as individuals who care about the environment (Pebrianti, 2012).

Efforts in environmental conservation involve value systems, particularly environmental value systems, with the goal of living harmoniously with nature. Environmental awareness encompasses an individual's understanding of environmental issues and the impact of their consumption habits. Consumer interest in purchasing environmentally friendly goods is influenced by the level of environmental awareness, which can be affected by factors such as education, personal experiences, and perceptions of green products. Environmental awareness is also influenced by social and cultural factors, including government policies and

environmental campaigns. Environmental knowledge becomes a key factor in motivating customers to choose more environmentally friendly products.

b. Green Marketing

Green marketing emerges alongside the increasing awareness of ecological issues, where the public demands organizational involvement in sustainable business practices. The American Marketing Association describes green marketing as involving the offering of products with minimal impact on the ecosystem, entailing changes in production, products, packaging, and specific procedures. Its goal is to meet human needs without harming the environment. Green marketing focuses on selling products or services with consideration for sustainability and climate responsibility, not just organizational profit (Puspitasari, Yuliati, and Afendi, 2021).

Within the framework of this research, green marketing is anticipated to have a positive impact on consumers' intentions to purchase environmentally friendly products. Companies can stimulate customer interest in buying environmentally friendly products and promote environmental sustainability by employing effective marketing techniques and emphasizing the benefits of their products or services for the environment (Wahyu Baskoro, 2018).

c. Green Attributes Transparency

Green attribute transparency refers to the level of openness and clarity in providing information about attributes related to sustainability and the environmental impact of a product, service, or activity. This includes disclosing information about raw materials used, product life cycles, greenhouse gas emissions, energy use, waste management, and other environmentally friendly practices associated with the product or service (Amika and Riorini, 2023).

Green attribute transparency can have a positive influence on green brand image by allowing companies to present a positive brand image to customers. Green brand image is how a company is perceived by the public in terms of social and environmental responsibility. If a company is known for having high green attribute transparency, then transparency in green attributes is crucial to support environmental activities, which can build trust and satisfaction among customers.

d. Brand Image

In accordance with Setiadi (2003), brand image is a broad perception of a brand shaped by information and interactions in the past with that brand. The perception of a brand is related to attitudes and tendencies towards that brand. According to Shimp (2000), brand image is the kind of association that arises in the consumer's mind when they recall a specific brand. This relationship can manifest as certain thoughts or perceptions associated with a brand.

In this study, brand image plays a mediating role between independent variables (environmental awareness, green marketing, and green attribute transparency) and the dependent variable (purchase intention). This implies that brand image plays a crucial role in connecting the influence of independent variables to consumers' purchase intentions for environmentally friendly products. Customers are more likely to buy environmentally friendly products if they have a positive impression of the brand's stance on environmental issues (Amanah, 2011).

e. Purchase Intention

According to Viera Valencia and Garcia Giraldo (2019), the drive to acquire something is known as purchase intention, and it naturally arises when customers are influenced by factors such as product quality and information about product quality.

Meanwhile, according to Kotler and Keller, as translated by Bob Sabran (2009:137), consumer behavior that emerges as a response to a product, indicating an individual's intention to make a purchase, is known as purchase intention. The desire or intention of customers to buy a product or service is referred to as purchase intention. Several elements, such as brand image, environmental awareness, transparency of environmentally friendly features, and environmentally friendly marketing, can influence purchase intention. Products that are environmentally friendly are more likely to be purchased by customers who are highly interested in such products.
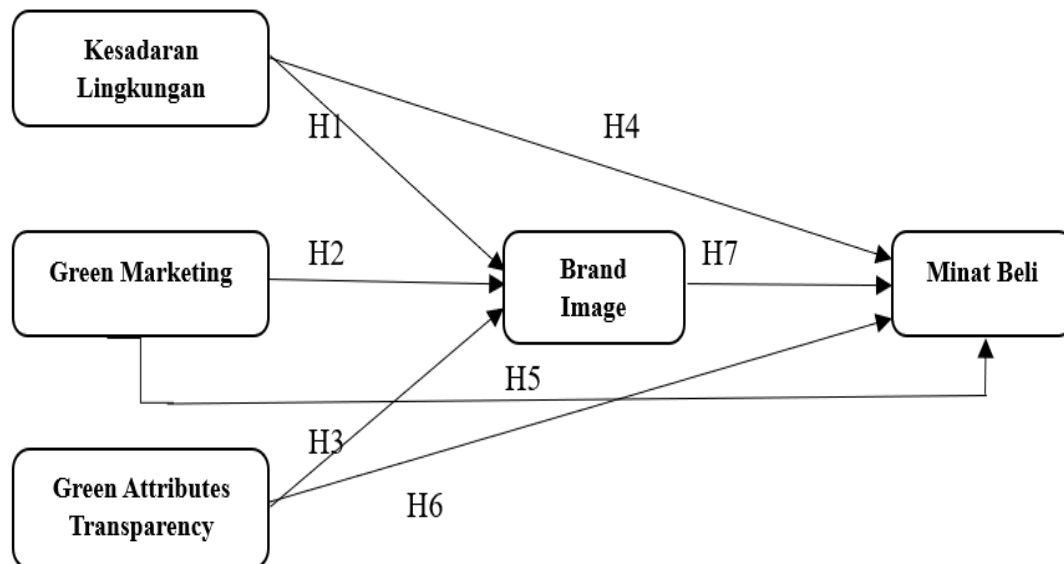
f. Research Model and Hypothesis Development

Figure 1. *Research Model*
Source: Literature Review, 2024

Hypotheses represent initial assumptions by the author. In its simplest form, a hypothesis is a conjecture (Rapingah et al. 2022). The research model above indicates exploratory speculations as follows:

H1: There is a significant influence of environmental awareness on brand image.
H2: There is a significant influence of green marketing on brand image.
H3: There is a significant influence of transparency of green attributes on brand image.
H4: There is a significant influence of environmental awareness on purchase intention.
H5: There is a significant influence of green marketing on purchase intention.
H6: There is a significant influence of transparency of attributes on purchase intention.
H7: There is a significant influence of brand image on purchase intention.

METHOD

a. Research Approach

The methodology employed in this research is quantitative. According to Sugiyono (2018:13), quantitative methodology is an examination technique that aligns with positivism and utilizes substantial information in numerical form. The approach adopted in this study falls under the category of quantitative examination with an illustrative exploratory aspect. Illustrative exploration is a type of research aiming to discover the relationship between factors X and Y. Additionally, the work of Caselia Ajeng Puspitasari et al., cited in this writing, serves as a foundation for this research (Puspitasari, Yuliati, and Afendi 2021).

b. Sample and Population

As indicated by Sugiyono (2017:80), a population is a presumed field that consists of objects or individuals with specific attributes and characteristics selected by researchers for investigation and subsequent conclusion drawing. The population for this study comprises customers in Sukabumi who purchase Rinso products. Due to the unknown total number of Unilever customers, specifically Rinso product customers, the researcher applied the Lemeshow formula to determine the minimum required sample size. The result indicated that a minimum of 96 respondents was needed for the research, rounded up to 100 respondents.

c. Sampling Technique

In this investigation, a non-probabilistic sampling technique, specifically accidental sampling, was utilized. As explained by Sugiyono (2016), accidental sampling is an information collection strategy that selects samples based on chance, implying that anyone encountered can be used as a sample, as long as it is deemed reasonable for the potential needs that may arise.

d. Data Collection

In this study, the information retrieval technique employed is essential information, which refers to research data obtained directly from the primary source (respondents). Essential information is explicitly gathered through the use of questionnaires. This process involves distributing questionnaires containing relevant questions or statements related to the exploration. The questionnaires are disseminated through online platforms, such as Google Forms. By utilizing the method of primary data collection through questionnaires, the researcher aims to obtain valid and representative data.

e. Data Analysis

The information examination technique employed in this study is the Primary Condition Demonstrating strategy using Structural Equation Modeling (SEM). The logic tool utilized is the Fractional Least Square (PLS), with testing facilitated through the SmartPLS programming version 3.0 (Sari et al., 2021). PLS serves as the instrument to decompose the main conditions of SEM, offering a perspective that enables the testing of estimation models and, furthermore, examining the speculative impacts between independent factors (X) and dependent variables (Y).

Table 1. Measurement

Variable	Code	Item	References
Environmental Awareness	KL.4	I bought eco-friendly products while shopping.	(Iverson and Dervan n.d.)
	KL.5	I actively participate in preserving environmental awareness.	
	KL.7	I am trying to reduce waste in my daily life.	
Green Marketing	GM.1	I buy Rinso products because they do not contain substances that are harmful to human health.	
	GM.2	I purchase Rinso products because they do not cause environmental damage.	
	GM.5	The price of Rinso is in line with its quality.	
	GM.6	I buy Rinso products because they are always available.	
	GM.7	I purchase Rinso products because they are easily accessible and can be found easily.	(Tanah et al. 2019)

Variable	Code	Item	References
	GM.8	I buy Rinso products because of appealing advertisements.	
	GM.9	I purchase Rinso products because their advertisements promote environmental friendliness.	
Green Attributes Transparency (GAT)	GAT.1	I have clear information about Unilever's practices to reduce emissions.	Vaccaro and Echeverri (2010) & Amika* and Riorini (2023)
	GAT.2	Information on emission control and production waste is very important as a way to reduce adverse impacts on the environment.	
	GAT.3	The information provided by Unilever helps me understand the environmental impact of producing Rinso products.	
	GAT.4	I am well informed about environmental issues related to the production of Rinso products.	
	GAT.5	The information provided by Unilever on the environmental policies and production practices of Rinso products is very complete and clear.	
	GAT.6	Transparansi merek sangat penting bagi Perusahaan dalam memproduksi barang	
Brand Image	BI.1	Rinso products are produced by a trusted company (Unilever).	(Sabaruddin 2016)
	BI.2	The Unilever company has a good brand image because it implements products that are friendly to the environment.	
	BI.3	Rinso products from Unilever have good quality.	
	BI.4	Unilever brand is easy to remember and recognize.	
	BI.5	Rinso brand is suitable for cleaning various types of clothes.	
	BI.6	Rinso products are mostly chosen by housewives.	
Purchase Intention	MB.1	I am interested in buying Rinso products to reduce environmental pollution.	(Viera Valencia and Garcia Giraldo 2019b)
	MB.2	I always prioritize Rinso products.	
	MB.3	I am interested in buying Rinso products after knowing that the product is an environmentally friendly brand.	
	MB.4	I think Unilever products such as Rinso are able to fulfill my daily needs	

Source: Literature Review, 2024

RESULTS AND DISCUSSION

Respondent Profile

Table 2. Profile of Respondent

Gender	Frequency	%
Male	20	20
Female	80	80

Age (Years Old)	Frequency	%
15-20	28	28
21-30	59	59
31-45	12	12
>45	1	1

Occupation	Frequency	%
Student	54	54
Private employee	19	19
Housewife	18	18
Labor	4	4
Others	5	5

Source: Primary Data, 2024

Table 2 provides an overview of the respondent profile. There are 20% males with 20 respondents and 80% females with a total of 80 respondents. This happens because most soap buyers are women. Respondents aged 21-30 years dominated the survey with a percentage of 59% (59 respondents). Followed by respondents aged 15-20 years with 28 respondents (28%). The percentage of respondents aged 31-45 years and age> 45 years is only 12% and 1% with only 13 respondents and> 45 years 1 person. This is understandable because 21-30 years old is dominated by respondents who have washing habits and need Rinso soap more often so they dominate the survey. On the other hand, 54% or 54 respondents are students. Meanwhile, 19% or 19 respondents are Private Employees, followed by Housewives with a percentage of 18%. Laborers with a percentage of 4% which amounted to 4 respondents. The rest are from respondents who have other professions such as entrepreneurs or doctors with a percentage of 5%, namely 5 respondents.
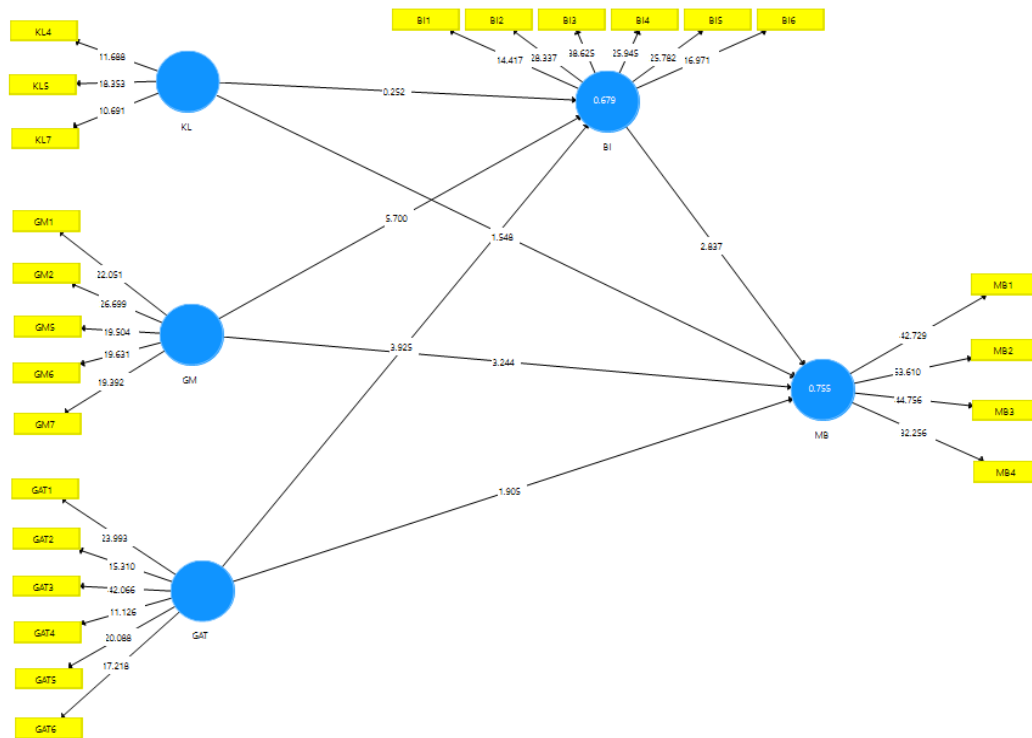
Figure 2. Smart PLS Result
Source: Data Analysis Result, 2024

Measurement Model

Convergent and discriminant validity are two measures used to determine the validity of the instrument. Values for Cronbach's alpha (CA) and Composite dependability (CR) are used to assess instrument dependability. Each latent variable that is considered reliable has CR and CA values greater than 0.70. The Average Variance Extracted (AVE) value, which must be more than 0.50, is used to assess convergent validity (Kurniawan, Maulana, and Iskandar 2023).

a) Convergence Validity

Table 3. Convergence Validity and Instrument Reliability

Variabel	Code	Loading Factor	Cronbach Alpha	Composite Reliability	Average Variance Extracted
Environmental Awareness	KL.4	0,793	0.732	0,848	0,651
	KL.5	0,837			
	KL.7	0,790			
Green Marketing	GM.1	0,839	0,899	0,925	0,713
	GM.2	0,854			
	GM.5	0,834			
	GM.6	0,850			
	GM.7	0,845			
Green Attributes Transparency	GAT.1	0,828	0,896	0,920	0,658
	GAT.2	0,746			
	GAT.3	0,902			
	GAT.4	0,759			
	GAT.5	0,826			
	GAT.6	0,797			
Brand Image	BI.1	0,818	0,929	0,944	0,739
	BI.2	0,871			
	BI.3	0,909			

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	BI.4	0,870			
	BI.5	0,874			
	BI.6	0,812			
Purchase Intention	MB.1	0,909	0,927	0,948	0,820
	MB.2	0,919			
	MB.3	0,904			
	MB.4	0,890			

Source: Data Analysis Result, 2024

Based on the data displayed in the table above, each indicator item used in this study has a loading factor value of more than 0.700, which indicates that each indicator accurately represents the corresponding construct. In addition, as can be seen in the same table, the Cronbach alpha (CA) and composite reliability (CR) values are also higher than 0.700. The variables used in this study are valid and reliable, as indicated by the aforementioned ratios, which also show that the Average Variance Extracted (AVE) value is more than 0.500.

b) Discriminant Validity

Table 4. Discriminant Validity

	BI	GAT	GM	KL	MB
BI					
GAT	0,810				
GM	0,865	0,829			
KL	0,487	0,556	0,614		
MB	0,854	0,820	0,898	0,607	

Source: Data Analysis Result, 2024

The discriminant validity of the instrument is tested using the Heterotrait-Monotrait value (HTMT). The HTMT ratio must be less than 0.900 for this tool to work. The Heterotrait-Monotrait (HTMT) ratio value of each variable is less than 0.900, as shown in the table. This indicates that the research tool is suitable for measuring the constructed model.

c) Common Method Bias

Table 5. Inner VIF Value

Variable	Brand Image	Purchase Intent
Brand Image		3,111
Green Attribute Transparency	2,378	2,747
Green Marketing	2,484	3,404
Environmental Awareness	1,355	1,356
Purchase Intention		

Source: Data Analysis Result, 2024

This table shows the VIF value between variables and indicators that have values less than 5. Thus this study does not have multicollinear assumptions.

d) Model Fit

Furthermore, Model fit is performed to assess the performance of the combined outer and structural or inner models (Hair Jr, 2017). The Theta RMS (Root Mean Square) value should be smaller than 0.102, the SRMR (Standardized Root Mean Square) value should be smaller than 0.100 or 0.080, and the NFI value should be greater than 0.900, or at least close to the value of 1, according to the official SMART PLS website in order to classify the model accordingly.

Table 6. Model Fit Test Result

	Saturated Model	Estimated Model
SRMR	0,075	0,075
d_ULS	1,673	1,673
d_G	2,205	2,205
Chi Square	587,778	587,778
NFI	0,744	0,744
rms theta	0,187	

Source: Data Analysis Result, 2024

Based on Table 6, the SRMR (Standardized Root Mean Square) value is 0.075 (less than 0.100) and the predicted NFI value is 0.744 (almost 1). We can draw conclusions from these findings. Goodness of Fit (GoF) assumptions are met by the model created for this investigation.

Inner Model

1. Coefficient Determination

The first thing to do in analyzing the structural model (Inner Model) is to measure the coefficient of determination (Kurniawan et al., 2023). The R2 value obtained from the PLS technique determines this test. There are three classifications for the level of the R2 ratio: 0.750 (strong), 0.500 (moderate), and 0.250 (weak) (Jr. et al, 2017).

Table 7. Coefficient Determination (R^2)

	R Square	R Square Adjusted
Brand Image	0,679	0,668
Purchase Intention	0,755	0,744

Source: Data Analysis Result, 2023

According to the table above, the Brand Image (BI) variable has R2 (R-Square) of 0.679 which is said to be strong, it can be interpreted that the construct validity of Brand Image (BI) can be explained or influenced by the constructs of Environmental Awareness, Green Marketing, collection availability, and Green Attributes Transparency by 67.9%. While the remaining 32.1% is explained by other variables not included in the research model. As for the Purchase Intention (MB) variable, it has an R2 (R-Square) of 0.755 which is said to be strong, it can be interpreted that the construct validity of Purchase Intention (MB) can be explained or influenced by the constructs of Environmental Awareness, Green Marketing, collection availability, Green Attributes Transparency and Brand Image by 75.5%. While the remaining 24.5% is explained by other variables not included in the research model.

Hypothesis Testing

Then, the Boostrapping method was applied to test the hypotheses. The researchers used about 5000 sub-samples to confirm a minimum significance level of 5% or 0.05 when assessing the structural relevance of the model. Given that this study highlights the role of Environmental Awareness, Green Marketing and Green Attributes Transparency on Brand Image (as a mediating variable) and Purchase Intention, the discussion of the path coefficient test is divided into two parts. First is the analysis of direct relationships. direct relationship. The second is the indirect relationship. The results of hypothesis testing are described below:

a) Direct Effect

The results of the direct relationship between the endogenous and exogenous variables are shown in Table 8. If the independent variable affects the mediator variable and the mediator variable significantly affects the dependent variable at the same time, then one of the requirements for the mediating effect of the intervening variable is met (Hayes, 2018).

Table 8. Direct Effect Test Result

	Original Sample	STD DEV	T Statistics	P Values	Result
KL -> BI	-0.022	0.087	0.252	0.801	Rejected
GM -> BI	0.544	0.095	5.700	0.000	Accepted
GAT -> BI	0.344	0.088	3.925	0.000	Accepted
KL -> MB	0.097	0.062	1.548	0.122	Rejected
GM -> MB	0.380	0.117	3.244	0.001	Accepted
GAT -> MB	0.201	0.105	1.905	0.057	Rejected
BI -> MB	0.305	0.107	2.837	0.005	Accepted

Source: Data Analysis Result, 2024

Table 8 shows the findings of direct relationships with latent variables. The results show that H1 is rejected based on data showing that the Environmental Awareness variable has a negative and insignificant effect on Brand Image (Coefficient -0.022, p-value 0.801). H2 Accepted because the Green Marketing variable has a significant and positive effect on Brand Image (Coefficient 0.544, p-value 0.000). Green Attributes Transparency significantly and positively affects Brand Image (Coefficient 0.344, p-value 0.000), supporting H3. H4 is rejected because Environmental Awareness has a positive but insignificant impact on Purchase Intention (Coefficient 0.097, p-value 0.122). Purchase Intention is positively and significantly influenced by Green Marketing (Coefficient 0.380, p-value 0.001), supporting H5. Green Attributes Transparency has a positive but insignificant effect on Purchase Intention (Coefficient 0.201, p-value 0.057), meaning that H6 is rejected. Brand Image has a positive and significant effect on Purchase Intention (Coefficient 0.305, p-value 0.005) which means H7 Accepted.

The results of the analysis show that all independent variables, namely Green Marketing and Green Attributes Transparency, have a significant effect on the mediating variable (Brand Image) except for the independent variable Environmental Awareness, which means that the first condition of the mediation relationship has not been met.

Furthermore, judging from the results of the analysis, Brand Image as a mediator affects Purchase Intention positively and significantly, which means that H7 has been supported. Therefore, the second condition for forming a mediation relationship has been met.

It is likely that the Brand Image variable in the indirect relationship substantially mediates the relationship between Environmental Awareness, Green Marketing, and Green Attributes transparency. We will prove this by analyzing the indirect indirect relationship and total effect below:

b) Indirect Effect

Indirect relationship analysis is very important because this research explores how the role of Environmental Awareness, Green Marketing and Green Attrubutes

transparency can affect the Company's Brand Image in direct and indirect relationships to Consumer Purchase Intention.

Table 9. Indirect Effect Test Result

	Original Sample	STD DEV	T Statistics	P Values	Result
KL -> BI -> MB	-0.007	0.028	0.237	0.813	Rejected
GM -> BI -> MB	0.166	0.071	2.321	0.020	Accepted
GAT -> BI -> MB	0.105	0.041	2.587	0.010	Accepted

Source: Data Analysis Result, 2024

Table 9 shows the indirect relationship between latent variables. Brand Image does not significantly mediate the relationship between Environmental Awareness and Purchase Intention (coefficient -0.007, p-value 0.813). Furthermore, the Brand Image variable mediates a positive and significant relationship between Green marketing and Purchase Intention (coefficient 0.166, p-value 0.020). The same result is also found in the relationship between Green Attributes Transparency and Purchase Intention, where Brand Image strongly influences both variables (coefficient 0.105, p-value 0.010).

These results prove that Brand Image mediates the relationship between the independent variables on Purchase Intention except for the Environmental Awareness variable. Environmental Awareness directly and indirectly does not affect Purchase Intention.

Discussion

a. Environmental Awareness and Brand Image

The study revealed a negative and insignificant influence of environmental awareness on brand image, suggesting that a high level of environmental awareness does not necessarily result in a positive brand image. This contradicts the initial hypothesis (H1). Several factors may have influenced this result, such as ineffective communication or other external factors that affect the perceived image.

b. Green Marketing and Brand Image

The positive and significant effect of Green Marketing on Brand Image supports the acceptance of Hypothesis 2 (H2). This indicates that the strategic implementation of Green Marketing practices positively influences the perceived Brand Image of Unilever Company. This finding emphasizes the importance of aligning marketing strategies with environmental concerns to enhance brand image.

c. Green Attributes Transparency and Brand Image

The study showed a positive and significant effect of Green Attributes Transparency on Brand Image, confirming the acceptance of Hypothesis 3 (H3). This emphasizes the role of transparent communication regarding green attributes in shaping a positive brand image.

d. Environmental Awareness and Purchase Intention

The positive but insignificant effect of environmental awareness on purchase intention (Purchase Intention) contradicts the initial hypothesis (H4). This implies that consumer environmental awareness does not directly impact purchase intention. Additional factors, such as price or product availability, may play a role in influencing purchase intention.

e. Green Marketing and Purchase Intention

The positive and significant effect of green marketing on purchase intention supports the acceptance of Hypothesis 5 (H5). This highlights the importance of incorporating green marketing strategies to positively influence consumers' purchase intention towards green products.

f. Green Attributes Transparency and Purchase Intention

The positive but insignificant effect of green attribute transparency on purchase intention (Purchase Intention) contradicts Hypothesis 6 (H6). This suggests that while transparency regarding green attributes positively affects purchase intention, this effect is not statistically significant. Further research into consumer perceptions may provide insight into this insignificant relationship.

g. Brand Image and Purchase Intention

The positive and significant effect of brand image on purchase intention supports the acceptance of Hypothesis 7 (H7). This confirms the positive role of brand image in influencing consumer purchase intention. The better the company's brand image, the more interested and interested consumers are in buying the products offered by the company.

h. Environmental Awareness, Brand Image, and Purchase Intention

The negative and insignificant mediating effect of Brand Image between environmental awareness and Purchase Intention indicates that Brand Image does not play a significant intermediary role in translating environmental awareness into purchase intention.

i. Green Marketing, Brand Image, and Purchase Intention

The positive and significant mediating effect of Brand Image between Green Marketing and Purchase Intention shows that a positive brand image plays an important role in increasing the impact of green marketing on consumer purchase intention for environmentally friendly products.

j. Green Attributes Transparency, Brand Image, and Purchase Intention

Similarly, the positive and significant mediating effect of brand image between green attributes transparency and purchase intention emphasizes the importance of brand image in influencing the relationship between transparent communication about green attributes and consumer purchase intention. Overall, these findings highlight the complex relationship between environmental awareness, green marketing, green attribute transparency, brand image, and purchase intention.

k. Practical Implication

In marketing management, the results of this study provide theoretical insights that in marketing management, marketing managers can improve their strategies by adopting a green marketing approach. This involves transparent communication about a product's green attributes to build a positive brand image and drive consumer purchase intentions. Companies need to prioritize clear communication to reinforce their environmental commitments. Consumer education is also important, with increased awareness of environmental issues as the focus of educational programs. Brand image management is key in linking green marketing practices with purchase intent, with companies needing to maintain transparency in communications and ensure green attributes are reflected positively in consumer perceptions. Sustainable business strategies need to include green marketing practices and green attribute transparency to improve brand image and motivate consumer purchase intent, as environmental awareness indirectly influences purchase intent.

l. Theoretical Contribution

The theoretical implications indicate the need for more comprehensive development of green consumer theory. This includes further research to explore mediating and moderating factors, such as cultural influences or demographic differences, to deepen the understanding of environmentally conscious consumer behavior, Further research could focus on developing the concept of transparency, highlighting the key role of transparency in the context of green product attributes and its impact on brand image. In addition, the integration of marketing theory with environmental issues is also important, contributing to the understanding of consumer behavior in an era of increasing concern for the environment. By considering these implications, companies can take concrete steps to design more effective marketing strategies, while researchers can continue to explore new dimensions in green consumer theory to enrich our understanding of environmentally conscious consumer behavior.

m. Limitations and Future Research Suggestion

Keterbatasan pada jumlah sampel 100 responden dan cakupan geografis yang terbatas hanya di Sukabumi dapat mempengaruhi generalisabilitas temuan. Studi selanjutnya dapat memperluas sampel dan mencakup wilayah yang lebih luas untuk meningkatkan representativitas hasil.

Penelitian lebih lanjut dapat mengeksplorasi variabel-variabel tambahan yang mungkin mempengaruhi hubungan yang telah diidentifikasi, seperti variabel demografis atau budaya konsumen. Penelitian ini belum menggali secara mendalam aspek-aspek tertentu dari praktik green marketing, seperti keberlanjutan rantai pasok atau pengelolaan limbah. Studi mendatang dapat fokus pada elemen-elemen ini untuk memberikan wawasan yang lebih komprehensif. Penelitian masa depan dapat mengeksplorasi dampak green marketing pada aspek eksternal, seperti reputasi perusahaan di tingkat komunitas atau dampak sosial dan lingkungan lebih lanjut. Diperlukan penelitian lebih lanjut untuk mengonfirmasi dan memvalidasi temuan ini di konteks yang lebih luas dan dengan desain penelitian yang berbeda, seperti studi longitudinal atau eksperimen.

CONCLUSION

Based on the results of the study, it can be concluded that the environmental awareness variable does not have a significant direct influence on brand image. However, green marketing and green attributes transparency variables positively and significantly influence brand image. Therefore, a green marketing strategy that involves green attributes transparency can be effective in forming a positive brand image for consumers. Green marketing and brand image variables directly have a positive and significant effect on consumer purchase intention. However, environmental awareness and green attributes transparency, although exerting a positive influence, do not reach the level of statistical significance. This study also seeks to test the validity and complex interactions between the variables studied, in order to deepen understanding of the dynamics of the relationship between environmental awareness, green marketing, green attributes transparency, brand image, and purchase intention in the context of environmentally conscious consumers. The results show that Brand Image is proven to mediate Green Marketing and Green Attrbutes Transparency on consumer purchase intention, on the other hand Brand

Image is proven not to mediate environmental awareness on consumer purchase intention.

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