

The Influence of Green Marketing on Purchase Intention Mediated by Brand Image : Corkcicle Products

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ABSTRACT

Plastic waste has become a global issue due to its impact on the environment. Single-use plastic consumption is still high, but awareness of sustainability is increasing, especially among Generation Z who are starting to switch to more environmentally friendly habits, such as bringing their own drinking bottles. This study aims to analyse the effect of green marketing on purchase intention, with brand image as a mediating variable on Corkcicle products. The research was conducted in Bandung, West Java, Indonesia, with a total of 269 respondents. Using quantitative methods through SEM Partial Least Square (PLS). The results showed that green marketing as well as brand image as a mediating variable have a significant influence in forming positive attitudes that drive purchase intention. These findings provide strategic insights for companies in understanding the dynamics of consumer preferences.

INTRODUCTION

The issue of plastic waste has been receiving increasing global attention due to its negative impact on the environment. According to Statista (2022), the amount of waste successfully managed in Indonesia has increased from 2014 to 2021, reaching 14.96 million metric tons in 2021. However, plastic waste management remains a major challenge, as most plastic is difficult to recycle (Indonesia Baik, 2025). High consumption of single-use plastics and a suboptimal waste management system exacerbate the problem. As awareness of sustainability rises—particularly among Generation Z—consumer behavior is beginning to shift. A Jakpat survey (2023) revealed that 78% of Generation Z are interested in the zero-waste movement, with 16% having already adopted it in their daily lives. Additionally, Statista (2025) noted that 56% of respondents in Indonesia choose to carry reusable water bottles as an effort to reduce plastic waste, while 31% prefer using products made from recycled materials.

In response to this trend, companies are beginning to adopt green marketing strategies to attract environmentally conscious consumers. Naalchi Kashi (2020) stated that green marketing emphasizes sustainability and environmental responsibility. One company implementing this strategy is Corkcicle, which offers eco-friendly tumblers and water bottles as alternatives to single-use plastic. Several studies have examined the relationship between green marketing and purchase intention. Mahmoud (2018) found that green marketing positively influences consumers' intention to purchase sustainable products. Other studies (Geap et al., 2018; Majeed et al., 2022) also show that effective green marketing strategies can increase consumers' tendency to buy environmentally friendly products. However, a study by Vannia (2023) revealed that green marketing does not always have a significant impact on purchase intention, suggesting that other factors—such as brand image—also play an important role in consumer purchasing decisions.

In the digital era, brand image plays a significant role in influencing purchase intention. According to Statista (2025), 68.5% of internet users in Indonesia search for brand-related information online before making a purchase. Akram et al. (2024) explain that green marketing tools, such as eco-friendly advertising and labeling, can enhance brand image and consumer trust, ultimately affecting purchase intention. Another study by Lestari et al. (2021) confirms that a positive corporate image can strengthen the relationship between green marketing and consumers' buying intention. However, not all green marketing strategies successfully build a strong brand image. Challenges such as inconsistent communication, lack of transparency in sustainability practices, and the phenomenon of greenwashing can hinder the effectiveness of green marketing in increasing consumer purchase intention. Therefore, companies must ensure that their green marketing strategies genuinely reflect a commitment to sustainability. With the rising consumer awareness of environmental issues, companies seeking to maintain competitiveness need to adapt their business strategies in line with this trend. Green marketing strategies serve not only as tools to increase product appeal but also as a way to build consumer loyalty toward the brand. By integrating green marketing with a

strong brand image, companies like Corkcicle can more effectively drive purchase intention, particularly among consumers who are increasingly critical of sustainability efforts.

THEORETICAL REVIEW

Green Marketing

In the era of modern marketing, sustainability has become a crucial aspect that is increasingly emphasized as public awareness of environmental issues grows. Companies are beginning to adopt sustainability principles or “going green” as part of their business strategies to align with the preferences of environmentally conscious consumers (Statista, 2024). Green marketing has emerged as a key strategy in this context. As defined by the American Marketing Association (AMA) in Tsai et al. (2020), green marketing refers to the promotion of products or services while considering their environmental impact. It not only serves as a tool to attract consumer attention but also represents a company’s commitment to environmental preservation.

The growing awareness among consumers about the environmental impact of products has driven companies to implement sustainability-oriented marketing strategies. Green marketing not only highlights the advantages of eco-friendly products but also reflects a company’s dedication to more responsible business practices. This strategy holds great potential in building a positive brand image, which can ultimately enhance customer loyalty toward the products and services they use (Tsai et al., 2020).

A shift in consumer behavior is becoming increasingly evident in their decision-making processes. Consumers are now more selective in choosing products that not only meet functional needs but also have a lower environmental impact (Ahmadi, 2024). This trend encourages companies to adopt more environmentally friendly marketing strategies to attract sustainability-conscious market segments. The concept of green marketing continues to evolve as an environmentally-based marketing approach that not only emphasizes the benefits of eco-friendly products but also raises consumer awareness about the importance of responsible consumption (Almuarif, 2016; Astarini et al., 2023). With the growing demand for green products, companies must design effective marketing strategies to build customer loyalty and strengthen trust in their brands.

Brand Image

In a competitive business environment, brand image plays a crucial role in influencing consumer interest and purchasing decisions. Consumers tend to be more attracted to products from well-known brands, as these are often associated with higher quality and greater reliability (Supriyadi et al., 2017). Therefore, companies must build a strong brand image to enhance the appeal of their products. According to Zaman (2017), brand image is not only related to visual aspects but also serves as a key element in determining the level of consumer trust in a product. In the context of green marketing, green brand image becomes increasingly relevant as it reflects a company’s commitment to

sustainable business practices (Mardiyah, 2022). Environmentally conscious consumers are more likely to trust and purchase products from companies with a strong green image. Therefore, the success of green marketing strategies depends not only on promoting the benefits of eco-friendly products but also on how deeply the green brand image is embedded in the minds of consumers.

In the decision-making stage, consumers purchase products or services based on the fulfillment of individual needs and desires, whether related to clothing, food, or housing. A purchase decision occurs when consumers feel satisfied with the product or service they choose. Kotler & Armstrong (2018) define purchase intention as the likelihood that a consumer will buy a particular brand or product, or switch to another brand perceived as more beneficial.

Purchase Intention

According to Tsai (2022), purchase intention is a form of consumers' cognitive planning toward a particular product, service, or brand. Before making a purchase, consumers consider various factors that can influence their decision. Purchase intention consists of four main elements: transactional intention, which refers to the consumer's readiness to make a transaction; preferential intention, which reflects the tendency to choose one brand over another; referential intention, which is the desire to recommend the product to others; and exploratory intention, which indicates the consumer's willingness to seek more information before making a final decision.

In recent years, the growing awareness of environmental issues has significantly influenced consumer behavior, with more individuals opting for products that have a lower environmental impact (Abrar et al., 2021). In this context, the use of eco-labels has become increasingly relevant as a marketing strategy for sustainable products. These labels not only serve as communication tools that highlight the product's sustainability advantages, but also play a crucial role in influencing consumer purchase decisions (Asif et al., 2023). Consumers increasingly rely on eco-labels as a guide to assess whether a product genuinely supports environmentally responsible business practices. Therefore, the implementation of such labels not only helps enhance the competitiveness of green products in the market but also contributes to encouraging more sustainable consumption behavior.

In the context of green marketing, building a strong brand image can enhance consumers' purchase intentions. Environmentally conscious consumers will consider various sustainability aspects before making a purchase decision. Thus, companies that wish to remain competitive need to ensure that their green marketing strategies are not merely promotional tools but genuinely reflect a commitment to environmentally responsible business practices.

Conceptual Framework Development

Green Marketing to Purchase Intention

Green marketing has become a major focus in marketing research, particularly in relation to consumers' purchase intention toward environmentally friendly products. Numerous studies have shown that the

implementation of effective green marketing strategies can influence purchase intention through various mechanisms (Akbar et al., 2022; Sharma et al., 2023).

One commonly used approach to understand the relationship between green marketing and purchase intention is the Theory of Planned Behavior (TPB). TPB serves as a framework to analyze the factors shaping consumers' intention and behavior when purchasing eco-friendly products (Machaka-Mare et al., 2023; Shah et al., 2023). According to this theory, three main factors influence purchase intention: attitude toward green products, subjective norms, and perceived behavioral control. Accordingly, the more positive a consumer's attitude toward green products and the stronger the social norms supporting sustainability, the higher the likelihood that they will purchase environmentally friendly products.

A study by Akbar et al. (2022) found that various green marketing strategies, such as green pricing and the use of eco-friendly packaging, contribute to enhancing green brand image and consumer trust, which ultimately strengthen their purchase intention toward sustainable products. These findings align with Sharma et al. (2023), who identified that awareness of green products, perceived green value, and the level of trust in green brands have significant effects on consumers' purchase intention. Furthermore, Dangelico and Vocalelli (2017), in their systematic review, concluded that implementing green marketing strategies – including sustainable product development, green corporate image, and sustainability-focused advertising – plays a role in increasing consumers' environmental awareness. This awareness becomes a key factor driving the decision to purchase green products. Additionally, research by Yadav and Pathak (2017) emphasized that increasing awareness of green products positively correlates with purchase intention, meaning the higher a person's awareness of sustainability, the more likely they are to choose environmentally friendly products.

By understanding this theoretical framework, companies can develop more effective green marketing strategies to boost consumer interest in sustainable products. Integrating green marketing with the development of a credible brand image is essential to attract environmentally conscious consumers. Therefore, an approach that not only focuses on promotion but also reflects a genuine commitment to sustainability will yield long-term benefits for both the company and the environment.

H1: Green Marketing has a positive influence on purchase intention

Green Marketing to Brand Image

Green marketing is a marketing approach that focuses on the development, promotion, and distribution of products or services oriented toward environmental sustainability (Kotler & Keller, 2019). This approach encompasses various key elements, such as the use of environmentally friendly raw materials, energy efficiency in production processes, and communication strategies that highlight the company's commitment to sustainability (Papadas et al., 2019). As public awareness of environmental issues continues to grow, companies that effectively implement green marketing strategies can shape a more positive brand image in the minds of consumers (Garg, 2021).

In this context, Garg (2021) states that today's consumers are more inclined to choose brands that demonstrate concern for sustainability, which in turn can strengthen customer loyalty and trust. In line with this, Leonidou et al. (2020) emphasize that the authentic implementation of green marketing can enhance brand image by creating positive perceptions of a company's ethical values and social responsibility. This is supported by the findings of Papadas et al. (2019), which show that consistently applied green marketing strategies not only increase consumer trust in a brand but also strengthen positive associations and enhance brand value. Meanwhile, research by Rahman and Haque (2021) highlights that a strong brand image in the context of sustainability can be a key factor in purchase decisions, especially among consumer segments with high environmental awareness. According to Kushwah et al. (2019), companies that are actively committed to sustainable business practices and communicate their green initiatives transparently tend to have a stronger brand image compared to those that rely solely on conventional marketing strategies. In this regard, there are two main factors that explain how green marketing can shape brand image. First, consumer perceptions of sustainability, where consumers are increasingly critical in assessing whether a brand truly implements green practices or merely engages in superficial green marketing, also known as greenwashing (Leonidou et al., 2020). Second, brand trust and loyalty, indicating that the implementation of credible green marketing strategies can enhance customer loyalty, as consumers feel that the products they consume align with the sustainability values they uphold (Rahman & Haque, 2021).

H2: Green Marketing has a positive influence on Brand Image.

Brand Image to Purchase Intention

Brand image plays a crucial role in influencing consumer purchasing decisions. According to Keller (2019), brand image reflects how a brand is perceived by consumers based on the associations formed in their minds. These associations encompass various elements, such as perceptions of product quality, the level of trust in the brand, and the values communicated by the company. In marketing strategies, a positive brand image can have a significant impact on purchase intention, as it builds trust, creates a better perception of the product, and reduces uncertainty in the consumer decision-making process (Rahman & Haque, 2021).

Numerous studies have shown that brand image significantly affects purchase intention. Kim et al. (2020) revealed that a strong brand image not only increases consumer interest in a particular product but also strengthens the emotional connection between the brand and its customers. In line with these findings, Dwivedi et al. (2021) emphasized that when consumers have a positive perception of a brand, they are more likely to make a purchase compared to brands with a less favorable image. This indicates that a well-managed brand image can be a key factor in enhancing a company's competitiveness in the market. Brand image can influence purchase intention through two main mechanisms. First, through perceived quality, which refers to consumers' perception of the quality of a brand. Consumers who believe that a brand offers

high quality tend to be more confident in making purchase decisions (Wang & Hazen, 2022). Second, through brand trust, which is built from consumer experiences and their expectations regarding the consistency and credibility of the products offered (Zhang et al., 2021). With strong brand trust, consumers are more confident in choosing a particular brand over its competitors.

In today's digital era, brand image has become increasingly important in shaping purchasing decisions, especially within the e-commerce and social media ecosystem. Hwang & Lee (2023) highlighted that consumers tend to seek information about a brand through online reviews and electronic word-of-mouth (e-WOM) before deciding to purchase a product. Therefore, companies must ensure that the brand image they build reflects positive values that can enhance consumer trust and strengthen their purchase intentions.

H3: Brand Image has a positive influence on purchase intention

This study aims to analyze the impact of green marketing on purchase intention, with brand image serving as a mediating variable. In this research, purchase intention functions as the dependent variable, while green marketing acts as the independent variable. Additionally, brand image plays a mediating role in influencing the relationship between the independent and dependent variables. Based on the findings of this study, a conceptual framework can be developed to systematically illustrate the relationships among these factors.

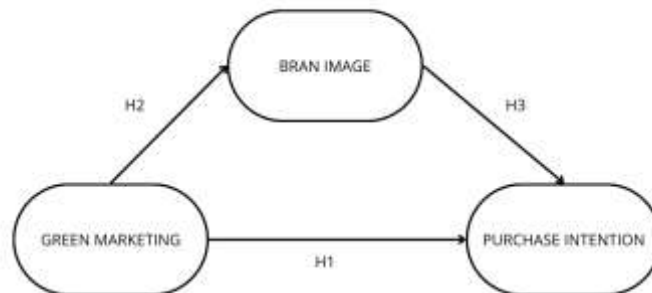


Figure 1. 1 Conceptual Framework

H1: Green Marketing has a positive influence on purchase intention

H2: Green Marketing has a positive influence on Brand Image

H3: Brand Image has a positive influence on purchase intention

METHODOLOGY

The population in this study consists of all residents of Bandung City, totaling 269 people selected using purposive sampling technique with the following criteria: domiciled in Bandung, aged 17-35 years, and aware of Corkcicle products. The sample was drawn from this population and selected to participate in the study. A non-probability sampling technique was employed,

meaning that not all individuals in the population had an equal chance of being chosen. This method was used to examine the relationship between the study variables. Specifically, the researcher applied purposive sampling to ensure that the selected sample accurately represented the population.

This study utilized a quantitative approach, where data was collected through questionnaires distributed via Google Forms. The responses were measured using a Likert scale ranging from 1 to 5. To analyze the data, the study applied Partial Least Squares (PLS), a Structural Equation Modeling (SEM) method. PLS was used to assess the predictive relationships between constructs and determine whether these constructs influence each other.

RESULTS

Green marketing strategies play a crucial role in shaping consumer purchase intention, both directly and through the enhancement of brand image. The implementation of green marketing—such as the use of environmentally friendly raw materials, carbon emission reduction, and communication that emphasizes sustainability values—has been proven to increase consumers' intention to purchase eco-friendly products. As consumers become more aware of sustainability issues, they tend to prefer products that align with those values. From the perspective of the Theory of Planned Behavior, when consumers have a positive attitude toward green products and perceive social norms that support sustainability practices, their purchase intention tends to increase (Machaka-Mare et al., 2023; Shah et al., 2023). However, the effectiveness of green marketing strategies heavily depends on consumer trust in the sustainability claims made by companies. If green marketing is used merely as a promotional tool without any real actions that support sustainability principles, consumer trust will likely decline. This skepticism can negatively impact purchase intention, as consumers begin to doubt the credibility of the product and the company behind it (Dangelico & Vocalelli, 2017). Therefore, transparency in implementing green marketing strategies is a critical factor in building consumer trust.

In addition to its direct impact on purchase intention, green marketing also significantly influences brand image. Companies that consistently implement green marketing strategies tend to develop a stronger and more trustworthy brand image, particularly in the context of sustainability. Consumers are more likely to appreciate and trust brands that demonstrate environmental concern and social responsibility (Kotler & Keller, 2019; Leonidou et al., 2020). Conversely, companies that use green marketing solely as a branding tool without clear implementation risk being accused of greenwashing, which can damage brand image and decrease consumer loyalty. Hence, transparency and authenticity in executing green marketing efforts are essential for building a positive brand reputation and maintaining consumer trust (Rahman & Haque, 2021). A strong brand image also serves as a mediating variable in the relationship between green marketing and purchase intention. Consumers are more inclined to purchase products from brands with a positive sustainability reputation, rather than those that rely solely on green marketing without

reinforcing their brand image. A positive brand image enhances brand trust and consumer perception of product quality (perceived quality), ultimately contributing to increased purchase intention (Kim et al., 2020; Zhang et al., 2021). In the digital era, online reviews and electronic word-of-mouth (e-WOM) also play a significant role in strengthening—or even weakening—a brand's green image, thereby influencing consumer purchasing decisions (Hwang & Lee, 2023).

Thus, green marketing has been proven to positively influence purchase intention, both directly and through the mediating role of brand image. Companies that effectively implement green marketing strategies not only succeed in boosting consumer purchase intention but also in building a stronger and more credible brand image. A positive brand image will eventually foster greater consumer trust and loyalty toward both the product and the company. Therefore, it is crucial for companies to ensure that their green marketing strategies are executed transparently, authentically, and consistently to maximize their impact on purchase intention.

DISCUSSION

Based on the theoretical framework and the results presented, it can be concluded that green marketing plays a significant role in shaping purchase intention, both directly and through brand image as a mediating variable. Well-implemented green marketing strategies not only encourage consumers to purchase sustainable products but also help build a stronger brand image. These findings align with the Theory of Planned Behavior, which emphasizes that when consumers have a positive attitude toward green products and are supported by social norms that promote sustainability, their purchase intention tends to increase (Machaka-Mare et al., 2023; Shah et al., 2023). However, the effectiveness of green marketing in increasing purchase intention largely depends on the level of consumer trust in the sustainability claims made by companies. If green marketing strategies are used merely as promotional tools without real actions supporting sustainability principles, the risk of greenwashing increases. This may lead to consumer skepticism, reduce brand trust, and ultimately weaken purchase intention (Dangelico & Vocalelli, 2017). Therefore, transparency and honesty in green marketing strategies are crucial factors in maintaining brand credibility and sustaining customer loyalty.

In addition to its direct impact on purchase intention, green marketing also influences the development of brand image. Brands that consistently apply sustainability strategies are more likely to be appreciated by consumers and earn higher trust compared to brands that merely take advantage of green trends for marketing purposes (Kotler & Keller, 2019; Leonidou et al., 2020). Moreover, effective, authentic, and fact-based marketing communication can mitigate the risk of greenwashing accusations and strengthen consumer loyalty toward brands committed to sustainability (Rahman & Haque, 2021). In today's digital context, brand image also serves as a mediating variable that reinforces the relationship between green marketing and purchase intention. Consumers are more likely to purchase products from brands with a well-established sustainability reputation rather than those that rely solely on green marketing

without building a strong brand image. A positive brand image enhances brand trust and perceived quality, which in turn drives consumers toward making purchase decisions (Kim et al., 2020; Zhang et al., 2021). Additionally, electronic word-of-mouth (e-WOM) has a significant impact in either strengthening or damaging green brand image, which can significantly influence consumer purchase intention (Hwang & Lee, 2023).

The implications of these findings indicate that companies aiming to increase purchase intention through green marketing need to pay attention to several key aspects. First, companies must ensure that their sustainability claims are supported by concrete actions and operational transparency. Second, they need to communicate their green marketing strategies authentically to avoid the risk of greenwashing, which could harm brand image. Third, companies must understand that building a strong brand image in the context of sustainability can strengthen the relationship between green marketing and purchase intention, while also enhancing consumer loyalty in the long term. Thus, this study affirms that green marketing has a significant impact on purchase intention, both directly and through brand image as a mediating variable. Therefore, companies that aim to succeed in green marketing strategies must focus on transparency, honesty, and effective communication to fully leverage the potential of green marketing in building a strong brand image and increasing consumer purchase intention.

CONCLUSIONS AND RECOMMENDATIONS

Consumers tend to be more attracted to brands that demonstrate a genuine commitment to sustainability, rather than merely making marketing claims. Trust and a strong brand image play a crucial role in reinforcing consumers' purchase intentions toward eco-friendly products. Additionally, external factors such as online reviews and e-WOM significantly influence how consumers perceive a brand's green marketing strategies.

Implementation of Research Results

- Future research is recommended to expand the sample area, use probability sampling techniques, and add moderating variables such as environmental awareness to enrich the analysis.
- Authentic Green Marketing Implementation – Companies must ensure that their green marketing strategies are backed by real and measurable actions to avoid accusations of greenwashing.
- Strengthening Brand Image – Consistent and transparent sustainability communication can help build a more positive brand image in the eyes of consumers.
- Optimizing Digital Media – Businesses can leverage e-WOM and customer reviews to strengthen positive perceptions of their green products.
- Market Education – Increasing consumer awareness about the benefits of sustainability can encourage more environmentally conscious purchasing decisions.

- Long-Term Strategy - Integrating sustainability into core business operations will enhance competitiveness and foster long-term customer loyalty.

FURTHER STUDY

Future research could explore moderating factors, such as environmental awareness, price sensitivity and consumer trust, which may influence the relationship between green marketing and purchase intention. In addition, the role of digital marketing and e-WOM on social media such as TikTok and Instagram also needs to be explored further to understand how online reviews strengthen or weaken green brand image.

Further studies could also test this model across different industries, such as fashion, electronics or organic food, to see how green marketing effectiveness differs across sectors. Finally, further research could consider the influence of environmental regulations on green marketing strategies, including the effectiveness of green certification and government incentives in increasing consumer purchase intention.

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