

**THE EFFECT OF GREEN MARKETING ON BRAND IMAGE AND ITS
IMPACT ON PURCHASE DECISIONS FOR EIGER PRODUCTS IN
BANDUNG CITY**



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Abstract

This study aims to explore the impact of sustainable (green) marketing strategies on brand image and purchasing decisions among Generation Z consumers of EIGER products in Bandung City. Using a quantitative approach with SEM-PLS analysis through the SmartPLS 3.0 application, the research involved a minimum of 100 respondents located on Jl. Sumatera, Bandung. The findings indicate that green marketing strategies significantly influence brand image ($O = 0.877$) and purchasing decisions ($O = 0.318$). Brand image also has a significant effect on purchasing decisions ($O = 0.636$), and acts as a crucial mediator between green marketing and purchase decisions ($O = 0.557$). This study contributes to the literature on green marketing and consumer behavior, particularly in the context of Generation Z. It recommends that companies consistently apply sustainable marketing strategies to build a strong brand image and boost purchase intentions among younger consumers. The study is limited in geographic scope and brand focus, suggesting the need for future research to expand coverage and include various brands to enhance generalizability.

Keywords: Green Marketing, Brand Image, Purchasing Decisions, Generation Z, EIGER, SEM-PLS

INTRODUCTION

Global fashion industry now faced with increasingly competitive competition with the emergence of various brands that carry the concept of sustainability. Green marketing is one of the strategies widely implemented by fashion companies to attract the attention of consumers who are increasingly concerned about the environment. According to the Business of Fashion and McKinsey & Company report (2023), more than 60% of well-known fashion companies have adopted sustainability practices, such as the use of environmentally friendly materials, energy-efficient production processes, and marketing campaigns that emphasize eco-friendly aspects. This shows that environmental awareness is not just a temporary trend, but has become an important factor in a company's business strategy.

In addition, consumers today are increasingly considering ethical aspects in their purchasing decisions. A study by GlobalData (2022) stated that 75% of young consumers prefer brands that are committed to the environment compared to conventional brands. This trend is also seen in Indonesia, where local fashion companies are starting to implement green marketing strategies to improve competitive capabilities amidst intensifying market competition.

In the context of this research, the main focus is Generation Z as respondents. Generation Z (born between 1997-2012) is known as a consumer entity that is oriented towards sustainability issues and shows selective preferences towards products that are congruent with their values. According to a First Insight report (2021), around 62% of Generation Z prefer to buy products from brands that have sustainable practices, compared to previous generations. In addition, Generation Z are digital natives who are active on social media, so they have a big role in spreading information and influencing other people's purchasing decisions. This makes them a very relevant segment to study in the context of green marketing in the fashion industry.

By understanding how Generation Z responds to environmentally oriented marketing strategies adopted by fashion industry, the findings in this study are expected to provide conceptual added value for business actors in compiling more efficient and long-term oriented marketing strategies. Furthermore, the results of this study are expected to be a reference for companies to increase customer value and build stronger trust in an increasingly sustainability-oriented industrial era.

The decision-making process is an activity carried out by individuals who are actively involved in determining product preferences to be acquired and used. Therefore, it is important for companies to understand the reasons and ways in which consumers use to determine the acquisition of a commodity, so that corporations can construct marketing strategy formulations that converge with consumer tendencies and have implications for accelerating transaction quantities.

A company's image can be formed positively or negatively, depending on consumer perception and assessment of the product being accommodated. A solid brand reputation plays a strategic role in influencing consumer purchasing decisions. In general, consumers show a tendency to choose brands that have values that align with their principles and lifestyle. Previous studies have shown that green marketing can increase positive perceptions of a brand, which ultimately impacts purchasing decisions. This is especially relevant for consumers who have high concern for the environment, such as the nature lovers and adventurers community who are the main segment of Eiger's market. One commercial

approach that emphasizes ecological aspects and environmental conservation is the green marketing paradigm.

In the modern era that is increasingly environmentally conscious, the concept of sustainability is a major concern in a company's marketing strategy, including in the fashion retail industry. PT Eigerindo Multi Produk Industri, owner of the EIGER brand, is an Indonesian retail company engaged in the outdoor lifestyle sector, has demonstrated a strong commitment to environmental sustainability through various green marketing initiatives. This commitment is reflected in the publication of the annual Sustainability Report, including the 2023 Sustainability Report with the theme Go Beyond Borders, which describes the company's steps not only in expanding the international market but also strengthening social and environmental responsibility.

One of the main strategies implemented by EIGER is the green marketing approach, such as launching environmentally friendly products through the "EIGER Green" initiative, waste management, efficient energy use in stores and offices, and sustainability education campaigns for consumers. This strategy aims to create added value to EIGER's brand image as a brand that cares about the environment and society. This is becoming increasingly important amidst the increasing environmental awareness of young consumers, especially Generation Z, who are known to have high concern for sustainability issues.

Bandung City as one of the centers of retail activities and a large Generation Z population is a strategic location to observe how green marketing strategies affect EIGER's brand image and young consumers' purchasing decisions. The success of green marketing is not only determined by the implementation of sustainability programs, but also the extent to which positive perceptions of the brand are formed and have an impact on the dynamics of consumer behavior in the process of commodity selection and acquisition.

Judging from the number of products per category, products containing environmentally friendly materials in the apparel category are 9%, up from 8% in the previous period. Although there are still obstacles to materials in this category, we continue to strive for improvement and remain committed to our commitment to sustainability, even when facing challenges. In the bags category, the proportion of products using environmentally friendly materials has reached 55% or increased significantly by 9% from 46% in 2022. Meanwhile, in the equipment and footwear categories, there was a slight increase in the number of products with environmentally friendly materials, namely 1% and 5%. The increase in the footwear category was due to the insole which already uses recycled polyester (foam). The amount of renewable materials in products decreased due to a reduction in production volume.

Table 1.
Percentage of Products with Eco-Friendly Materials

Category	2022	2023
Accessories	0%	0%
Apparel	8%	9%
Bags	46%	55%
Equipment	0%	1%
Footwear	0%	5%
Headwear	1%	0.34%
Logowear	0%	0%

Source: Eiger Sustainability Report, 2023

Based on the 2023 sustainability report, EIGER shows a significant increase in environmentally friendly products, with 21% of total products containing renewable materials, exceeding the 2030 target. In addition, EIGER also actively engages communities and consumers through education and campaigns that support a sustainable lifestyle. However, the extent to which these strategies shape EIGER's brand image and influence purchasing decisions in the Generation Z segment still needs to be studied empirically.

Based on findings by Aziz Zulkifli Utomo and Bambang Munas Dwiyanto (2022), the implementation of a green marketing mix strategy significantly influences consumer purchasing decisions. In terms of products, Eiger offers high quality with environmentally friendly attributes, which attracts the attention of consumers who care about sustainability. In terms of price, Eiger sets competitive prices that reflect the value of sustainable materials, while also raising awareness among consumers about the importance of investing in more durable and environmentally friendly products. For place, the strategic location of the outlet on Jalan Kota Bandung, Bandung, is equipped with an environmentally friendly design that strengthens the brand's identity as a pioneer of sustainable products. Meanwhile, in terms of promotion, Eiger actively utilizes digital and offline campaigns that emphasize sustainability values, such as through social media, educational activities, and collaboration with local communities and environmentally friendly influencers.

By implementing the green marketing concept, business actors have the potential to gain greater profits, namely by realizing ecological products, starting from fulfilling consumer expectations for environmentally friendly products which in turn influence consumer acquisition decisions (Widodo, 2020). Based on an investigation conducted by Priyono (2017), green marketing is seen as having the capability to boost purchasing intentions. This is in line with research conducted by Muhammad Husnan Zaky and Ni Made Purnami (2020) which states that the green marketing mix has a positive influence on consumer acquisition decisions.

Thus, this study is directed to explore the correlation between ecological marketing practices on brand perception, as well as its derivative impact on consumer purchase intention towards EIGER products by Generation Z in Bandung City. Thus, the output of this research is expected to be able to present a conceptual representation of the effectiveness of sustainability strategies in shaping loyalty and preferences of young consumers in the modern era.

REVIEW OF LITERATURE

Green Marketing

Green Marketing, according to Hawkins and Mothersbaugh (in Yahya, 2022) is defined as a series of commercialization activities oriented towards environmental sustainability, which includes the transformation of product design, reconfiguration of manufacturing processes, adaptation of packaging forms, to redefinition of promotional methods implemented by corporations for the products they offer. Green marketing changes the four elements of the marketing mix, which are identified through the conceptual formulation of 4P, namely product (commodity), price (exchange value), promotion (dissemination of commercial information), and place (distribution channels). The essential distinction between the green marketing mix and the conventional marketing mix is concentrated on the paradigmatic approach based on the ethics of sustainability and ecosocial responsibility in each of its components. The green marketing mix considers environmental and environmentally friendly aspects, while the marketing mix does not pay attention to environmental aspects. The following is an explanation of the four green marketing mixes:

1. Green Products

Ecosystem-oriented products are commodity entities that have a guarantee of applicative safety and are free from ecological externalities that have a negative impact on the environment (Tsai et al., 2020). Green Products have opened up new opportunities in the market and encouraged businesses to take responsibility for the environment (Mukonza & Swarts, 2020). Green Products are important because they cover all stages of the product cycle, from design, procurement of raw materials, manufacturing processes, storage, distribution, use, to post-use activities (Agustin & Hellianto, 2020). It can be concluded that Green Products are products that have minimal negative impacts on the environment and pay more attention to sustainability.

2. Green Pricing

Pricing in green marketing is a crucial aspect, considering that it reflects a commitment to environmental sustainability, which in turn can add value to the product through modifications to appearance, functionality, customization, and more. Green Price is the exchange value attributed to a commodity with an emphasis on the ecological dimension. Green products may command a price premium over standard products in general due to their more environmentally friendly qualities (Karunarathna et al., 2020).

3. Green Promotion

Green Promotion is related to the management of promotional tactics including the allocation of resources for advertising, provision of marketing media, creation of visual materials such as posters and white papers, discussion forums, sales promotion activities, public relations management, utilization of digital marketing platforms such as social media, promotions in strategic locations, and production of videos and presentations oriented towards environmental sustainability. The use of green communication can involve conveying information about tactical actions, such as sponsorship of relevant environmental events or small companies in products. The purpose of such activities must be transparent, and companies need to ensure not to make excessive claims (Solaiman et al., 2015).

4. Green Place

Green places can be enhanced in popularity by implementing certain practices within the store, such as separating green products from conventional products, using environmentally friendly materials, and providing recycling facilities on the organization's premises (Achola & Were, 2018). If environmentally friendly products are placed in a section that is easy to find or see, consumers will tend to choose them (Karunaratna et al., 2020).

Brand Image

Based on Kotler and Keller's (2019) view, a brand is an essential element in establishing business interactions with consumers, which has a deeper meaning than just naming or symbolization. When consumers have a constructive impression of a brand, they tend to repeat transactions on the product. Conversely, if the brand perception is destructive, the consumer's tendency to make repeat purchases decreases (Mcpherson, 2021). The representation of consumer perception of a brand that underlies their level of confidence in the brand is known as brand image.

According to Kotler and Keller (2019), brand image consists of three main indicators, namely:

1. **Attributes** – Are descriptive representations of the characteristics or features inherent in a product. These attributes are classified into two categories based on their nature and function.
2. **Benefits** – Refers to personal values or subjective perceptions that consumers attach to product attributes. Three categories of benefits reflect the level of product relevance in meeting consumers' emotional, functional, and symbolic needs.
3. **Brand Attitude** – Defined as a consumer's overall assessment of a brand, which includes the consumer's beliefs about the extent to which a brand has certain attributes or benefits, as well as the evaluation of these beliefs in determining how positive or negative the perception of the brand is.

Buying Decision

Based on the opinion of Kotler and Armstrong in Arfah (2022), consumer purchasing behavior is defined as a pattern of consumption behavior shown by end consumers, namely individuals or household units, in acquiring goods and services for personal consumption purposes. In other words, this activity reflects the typical behavior of end buyers that leads to purchasing decisions for products that are used for their own needs.

Purchase Decision Indicators

According to Indrasari (2019:74), the parameters for determining consumer decisions in acquiring a commodity consist of the following five sub-decisions:

1. **Product Selection**– Individuals can decide to acquire an item or divert their funds to other interests that are considered more urgent or valuable.
2. **Brand Preference**– Consumers can decide which brand to choose. Each brand offers unique attributes that differentiate it from its competitors.
3. **Distribution Options**– Buyers are faced with alternative distribution channels. This choice is usually influenced by location proximity, price efficiency, or completeness of stock.
4. **Transaction Momentum**– Purchase time also varies depending on the conditions and urgency of the consumer themselves.

5. **Acquisition Volume**– Consumers will determine how much quantity of goods they want to buy, which depends on the variety of needs of each individual.

RESEARCH METHOD

The methodological approach adopted in this study is verifiable with a quantitative paradigm. According to Sugiyono (2016:4), a quantitative approach is a method that analyzes data numerically through testing previously formulated hypotheses, which are then interpreted to obtain objective conclusions. This verification method is used to identify and evaluate the extent of the influence of Green Marketing on purchasing decisions for Eiger products marketed in the Jl. Sumatera area, Bandung. The analysis was carried out using the Structural Equation Modeling approach based on Partial Least Squares (SEM-PLS) with the support of SmartPLS software version 3.0. This study involved a minimum of 100 samples of Eiger product consumers located in that location. The respondent selection methodology implemented was non-probability sampling with an incidental sampling approach, namely the selection of participants who were found casuistically at the research location and were considered to meet the eligibility parameters as research informants.

RESULT AND DISCUSSION

Based on the data collected through the distribution of questionnaires and analyzed using the Partial Least Square (PLS) estimation method with the PLS algorithm approach, a full model path diagram was obtained as shown in Figure 1.

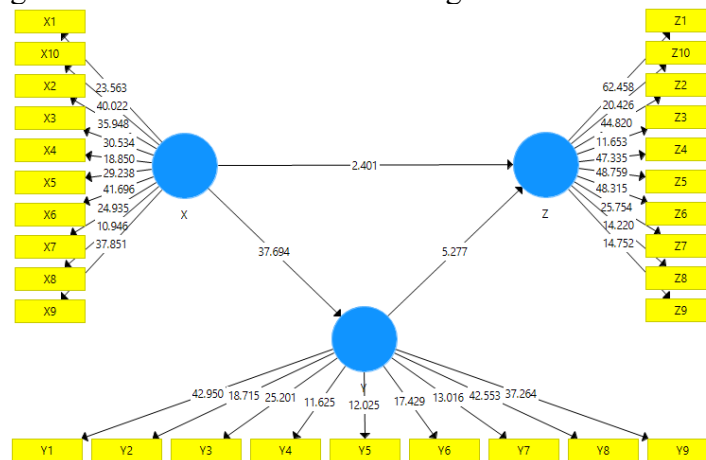


Figure 1.
Structural Modeling Standardization Coefficient
 Source: SmartPLS 3.0 Data Processing, 2025

Measurement Model (Outer Model)

Convergent Validity

Loading Factor

A statement is said to be sufficient if the loading factor value is > 0.7. The following are the results of the loading factor test using SmartPLS software:

Table 2.

Outer Loadings (Measurement Model) Variable X (Green Marketing)

Variable Manifest	Loading Factor	R Critical	Note
X1	0.796	0.7	Valid
X2	0.833	0.7	Valid
X3	0.844	0.7	Valid
X4	0.811	0.7	Valid
X5	0.821	0.7	Valid
X6	0.858	0.7	Valid
X7	0.831	0.7	Valid
X8	0.766	0.7	Valid
X9	0.840	0.7	Valid
X10	0.827	0.7	Valid

Source: Data Processed by Researchers with SmartPLS 3.0, 2025

Table 3.
Outer Loadings (Measurement Model) Variable Y (Brand Image)

Variable Manifest	Loading Factor	R Critical	Note
Y1	0.854	0.7	Valid
Y2	0.774	0.7	Valid
Y3	0.797	0.7	Valid
Y4	0.720	0.7	Valid
Y5	0.720	0.7	Valid
Y6	0.807	0.7	Valid
Y7	0.728	0.7	Valid
Y8	0.856	0.7	Valid
Y9	0.842	0.7	Valid

Source: Data Processed by Researchers with SmartPLS 3.0, 2025

Table 4.
Outer Loadings (Measurement Model) Variables Z (Purchase Decision)

Variable Manifest	Loading Factor	R Critical	Note
Z1	0.891	0.7	Valid
Z2	0.861	0.7	Valid
Z3	0.790	0.7	Valid
Z4	0.865	0.7	Valid
Z5	0.840	0.7	Valid
Z6	0.866	0.7	Valid
Z7	0.836	0.7	Valid
Z8	0.709	0.7	Valid
Z9	0.721	0.7	Valid
Z10	0.797	0.7	Valid

Source: Data Processed by Researchers with SmartPLS 3.0, 2025

The tabulation above indicates that no loading factors were found with an inferior value of 0.70, so that all constructs in this study are suitable for empirical use.

Average Variance Extracted (AVE)

In this study, the magnitude of the Average Variance Extracted (AVE) in each construct was recorded to exceed the threshold of 0.5. Therefore, no indication of problems related to convergent validity was found in the model being tested. The following are the AVE values obtained in this study:

Table 5.
Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Critical Value	Criteria (AVE>0.5)
X (Green Marketing)	0.678	0.5	Fulfil
Y (Brand Image)	0.625		Fulfil
Z (Purchase Decision)	0.672		Fulfil

Source: Data Processed by Researchers with SmartPLS 3.0, 2025

Referring to Table 5, it represents the results of the convergent validity evaluation, which was examined using the average variance extracted (AVE) indicator. This finding indicates that all latent variables obtain AVE values that exceed the threshold of 0.5. This condition indicates that the indicators that make up the latent construct have adequate convergent validity when measured from the perspective of AVE values.

Discriminant Validity

Reliability Analysis

The following Table 6 presents the reliability of the constructs of the variables studied.

Table 6.
Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability	Critical Value	Note
X	0.947	0.955	0.7	Reliable
Y	0.924	0.937		Reliable
Z	0.945	0.953		Reliable

Source: Data Processed by Researchers with SmartPLS 3.0, 2025

Table 6 presents the values indicating that each variable has a Cronbach's Alpha and Composite Reliability coefficient that exceeds the threshold of 0.7. This implies that the construct and its dimensions show an adequate level of reliability and meet the internal consistency criteria.

Structural Model (Inner Model)

Inner model evaluation is an analysis of the relationship between latent constructs. The estimation of the interrelationship between these constructs can be described as follows: the latent constructs of Purchase Decision (Z) and Brand Image (Y) are influenced by the Green Marketing construct (X). Inner model testing includes the R-square, F-square, and Q-square parameters as indicators of predictive relevance.

The following is a recapitulation of the parameter values applied in the research structural model:

Goodness of Fit (R-Square)

Table 7.
R-Square

Endogen	R Square	Strong Relationship
Y	0.767	Strong
Z	0.855	Strong

Source: SmartPLS 2.0 Data Processing, 2025

Based on the results of the analysis of the structural model evaluated using R-Square on the dependent construct, it can be seen that:

The coefficient of determination (R-Square) for construct Y was recorded at 0.767, indicating that the model meets the qualifications as a model with strong explanatory power. This indicates that the value obtained from the model is already at an adequate level.

Similarly, the R-Square for construct Z reached 0.855, which also confirmed that the model was in the high explanatory power category. Thus, the resulting model showed very good performance.

F-Square

Evaluation of the F-Square value shows that 0.02 means a small effect, 0.15 a medium effect, and 0.35 a large effect (Cohen, 1988, in Yamin & Kurniawan, 2011). The test results with SmartPLS 3.0 are as follows:

Table 8.
F-Square Results

	Effect Size	Rating
X -> Y	3.328	Big
X->Z	0.164	Intermediate
Y -> Z	0.657	Big

To interpret the F-square effect size, it is described as follows:

1. Green Marketing on Brand Image of Eiger products in Bandung City shows an F-square value of 3.328, which indicates a very large influence category.
2. Green Marketing on Purchasing Decisions on Eiger products in Bandung City has an F-square value of 0.164, indicating an influence in the moderate category.
3. Brand Image on Purchase Determination Eiger products in Bandung City showed an F-square value of 0.657, which means that its influence is included in the large category.

Q-Square Predictive Relevance

Inner model evaluation can also be reviewed through the Q² coefficient. The Q² value is calculated based on the combination of R-Square values obtained. Q-square predictive relevance in the context of structural models functions to measure the model's capability in reproducing observation values accurately. A positive Q² value (> 0) is an indicator that the model has adequate predictive relevance (Ghazali, 2014:45). The formula for calculating the Q² value is as follows:

Table 9.
Q Square Predictive Relevance

Variables	R-Square	1-R Square
Brand Image (Y)	0.767	0.233
Purchase Decision (Z)	0.855	0.145
$Q^2 =$	$Q^2 = 1 - ((1 - R_1^2) \times (1 - R_2^2))$	
	$Q^2 = 1 - (1 - 0,767) \times (1 - 0,855) = 0,966$	
Error =	=100% - 96.6% = 3.4%	

Based on the calculation of the Q^2 value, a figure of 0.966 was obtained. This figure indicates that the independent variable has a relatively strong predictive capacity on the dependent variable. Therefore, the empirical model proposed in this research can be said to have significant predictive relevance, indicated by a Q^2 value that exceeds the zero threshold.

Furthermore, based on the results of the R-Square, F-Square, and Q^2 evaluations, it can be concluded that the constructed model is robust, so that hypothesis testing is feasible to be carried out.

Hypothesis Testing

Direct Influence

Table 11.
Direct Influence Results

Track	Original Sample (O)	T-Statistics	P-value	Conclusion
X -> Y	0.877	37,694	0.000	H0 is rejected
X -> Z	0.318	2.401	0.017	H0 is rejected
Y -> Z	0.635	5.277	0.000	H0 is rejected

Source: SmartPLS 2.0 Data Processing, 2025

Based on Table 11 which illustrates the direct impact between constructs, it can be explained that the green marketing construct (X) shows a positive and meaningful influence on brand image (Y) with a path coefficient of 0.877, a very high T statistic value of 37.694, and a p value of 0.000, so that the null hypothesis (H0) is rejected. This indicates that the implementation of a green marketing strategy is substantially able to construct a positive brand reputation.

Furthermore, green marketing (X) also contributes significantly to consumer acquisition decisions (Z) with a path coefficient of 0.318, a T statistic of 2.401, and a p-value of 0.017, which means the null hypothesis is rejected. This means that green marketing strategies directly facilitate consumer purchasing decisions, although the effect is relatively smaller compared to the influence on brand image.

Finally, brand image (Y) shows a constructive and statistically meaningful correlation to consumer acquisition decisions (Z) with a path coefficient of 0.635, T statistic 5.277, and p-value 0.000, so H0 is rejected. This indicates that a strong brand reputation can increase the consumer tendency to make purchase transactions.

Overall, the three path relationships have clear significance, confirming that green marketing plays a central role in building brand image and influencing purchasing decisions,

while brand image also plays a role in mediating consumer behavior in purchasing decision-making.

Indirect Influence

Table 12.
Hypothesis Testing Results (Indirect Effect)

Track	Original Sample (O)	T Statistics	P-Value	Conclusion
X → Y → Z	0.557	5.353	0.000	H0 is rejected

Source: SmartPLS 3.0 Data Processing, 2025

Table 12 shows the results of the analysis for indirect influences with the following details.:

Referring to Table 12, the t-count value was recorded at 5.353, which exceeded the t-table of 1.985, accompanied by with a p-value of 0.000 which is below the threshold of $\alpha = 0.05$. Consequently, the working hypothesis obtains zero empirical support (H0) is declared rejected, indicating the existence of a significant indirect effect of the Impact of environmentally friendly marketing strategies on purchasing decision behavior through the intervening variable of brand image.

The Influence of Green Marketing on Eiger's Brand Image in Bandung City from the Perspective of Generation Z

Based on the results of hypothesis testing in a study related to the impact of green marketing on the brand image of Eiger products in Bandung City, it indicates that green marketing provides a substantial and affirmative contribution to the formation of brand image. This phenomenon is verified through the achievement of a t-count value of 37.694 which far exceeds the t-table of 1.985, and a significance value of 0.000 (<0.05), which means that H0 is rejected and H1 is accepted. The positive Original Sample (O) value also confirms that the higher the implementation of green marketing, the higher the positive perception of consumers towards the Eiger brand image. These results reflect that Eiger's environmentally friendly strategy has succeeded in strengthening its brand image, especially in the eyes of Gen Z consumers who highly value transparency, social responsibility, and environmental sustainability.

This finding is consistent with a study conducted by Yusuf Romadon, Srikandi Kumadji, and Yusri Abdillah (2014) which stated that the green marketing construct showed a substantial influence on the brand image construct.

The Influence of Green Marketing on Eiger Product Purchasing Decisions in Bandung City from the Perspective of Generation Z

Gen Z consumers, who are the young generation born between the mid-1990s and early 2010s, are characterized by a high awareness of environmental and social issues. This group tends to adopt preferences for brands that not only provide quality products, but also prioritize responsibility for sustainability and the environment. In this context, green marketing is a very relevant and effective strategy in attracting attention and forming positive perceptions among Gen Z. Through campaigns that highlight the use of recycled resources and the implementation of environmentally oriented production mechanisms, as well as brand communications that carry sustainability values, green marketing forms a brand image that is in line with Gen Z values. In other words, Gen Z's perception of Eiger products is

greatly influenced by how strongly the brand displays its commitment to environmental preservation.

The study findings indicate that sustainability-oriented marketing strategies exhibit a significant impact on consumers' product acquisition decision-making behavior, marked by a t-value of 2.401 which exceeds the critical threshold in the t statistic set at 1.985, with a p-value of 0.017 which is smaller than 0.05, so that the hypothesis is tested significantly. This condition indicates that the escalation in the level of green marketing quality carried out by Eiger, the greater its influence on product acquisition decision-making behavior, especially among Gen Z in Bandung City. Gen Z's perception of Eiger as an environmentally conscious brand strengthens their intention to acquire the product, not only because of its function, but also because they feel they are contributing to environmental sustainability. Therefore, the green marketing strategy not only forms a positive brand image but also becomes an important factor in driving loyalty and purchasing decisions from environmentally conscious consumer segments such as Gen Z.

This finding is in line with the research of Afriadin, Isbandriyati Mutmainah, and Nia Sonani (2023) which states that the variable elements of environmentally friendly products, ecological pricing, sustainable distribution, and green promotions collectively make a significant contribution to consumer decision-making behavior in making product acquisitions. This phenomenon is also supported by the study of Siti Fatimah and Yustina Chrismardani (2022), which states that the dimensions of the green marketing approach which include product elements, pricing, distribution channels, and promotional activities are proven to have a significant impact individually and collectively on consumer decisions in choosing Sephora products.

The Influence of Brand Image on Eiger Product Purchasing Decisions in Bandung City from the Perspective of Generation Z

Based on the results of the hypothesis verification, the statistical value of t-count is 5.277 which exceeds the critical threshold of t-table 1.985 with a significance probability of 0.000 ($p < 0.05$), consequently, H_0 is statistically rejected, and H_1 is recognized as valid based on the test results. This finding indicates that brand reputation has a significant and positive influence on the decision to acquire Eiger products in Bandung City. The positive Original Sample (O) value confirms that the more positive consumer perceptions of Eiger's brand image, the higher their tendency to make decisions to make purchases.

In the context of Generation Z, which is a young consumer group and is highly connected to digital information and social trends, brand image becomes a very important aspect. Generation Z tends to be more critical and selective towards brands, especially in terms of the social and environmental values carried by the product. They do not only buy products based on function, but also the values represented by the brand. Therefore, a strong brand image that is in line with the aspirations and awareness of Generation Z towards issues of sustainability, quality, and lifestyle will directly influence their purchasing decisions.

Thus, Eiger, which has succeeded in building a positive brand image that is in line with the hopes and values of Generation Z in Bandung, is able to encourage increased purchasing decisions, while strengthening the loyalty of young consumers who have a big influence in today's market.

This statement is in line with the research findings put forward by Aditya Julita Sari, IBN Udayana, and Agus Dwi Cahya (2022), which indicate that the brand image variable has

a meaningful impact and has a positive connotation on purchasing decisions taken by consumers.

The Influence of Green Marketing on Purchasing Decisions through Eiger's Product Brand Image in Bandung City from the Perspective of Generation Z

Referring to the results of the hypothesis testing displayed in Table 4.15, the t-statistic value is recorded as reaching 5.353, which exceeds the critical threshold in the t-table of 1.985, accompanied by a significance probability of 0.000 ($p < 0.05$). Thus, the null hypothesis (H_0) is rejected, indicating a significant mediation effect between green marketing on acquisition decisions through the mediation construct of Eiger product brand image in Bandung City.

This suggests that Green Marketing not only has a direct impact on consumer acquisition decisions, but also indirectly influences these decisions through the formation of positive brand image. In other words, the green marketing strategy implemented by Eiger builds an environmentally friendly and responsible brand perception, which in turn increases consumer trust and purchasing interest.

From the perspective of Generation Z cohort, which is identical with progressive awareness of environmental issues and social values, Green Marketing becomes an important factor in forming a brand image that is in accordance with their aspirations. Generation Z is very responsive to brands that show a real commitment to sustainability and social responsibility. Therefore, Brand Image formed through Green Marketing practices will increase purchasing decisions among these young consumers.

In conclusion, for generation Z in Bandung City, the implementation of Green Marketing by Eiger not only strengthens the brand image as an environmentally friendly product but also significantly drives purchasing decisions through positive perceptions of the Brand Image that is built.

CONCLUSION

Based on the analytical synthesis of data and elaboration on the implications of ecological products and brand perceptions on the determination of purchasing Eiger products in Bandung City, the following deductions can be formulated:

1. Green Marketing provides a determinant contribution to Brand Image, with an Original Sample (O) value of 0.877 which is affirmative, indicating that the intensification of the Green Marketing strategy has implications for the escalation of the perception of the Eiger product brand in the city of Bandung.
2. Green Marketing shows an essential influence on Purchasing Decisions, with a positive Original Sample (O) value of 0.318, indicating that the intensification of Green Marketing will increase the determination to purchase Eiger products in Bandung City.
3. Brand Image has a significant role in formulating Purchasing Decisions, with the Original Sample (O) of 0.636 affirmative, indicating that strengthening brand perception has consequences for increasing the determination to purchase Eiger products in Bandung City.
4. Green Marketing also contributes proven to have a meaningful mediating effect on consumer acquisition decisions through brand representation intermediaries, with an Original Sample (O) value reaching 0.557 affirmative, which confirms that Green Marketing not only has a direct impact on consumer decisions, but also helps shape the

construction of positive perceptions of the brand (Brand Image) which then influences the purchasing decision. This means that the better and more consistent the implementation of the Green Marketing strategy by the company, the stronger the brand image formed in the minds of consumers.

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