
INCREASING PURCHASES OF ENVIRONMENTALLY FRIENDLY PRODUCTS THROUGH GREEN ADVERTISING AND GREEN BRAND AWARENESS: THE ROLE OF GREEN BRAND IMAGE MEDIATORS

Diana Leli Indratno¹

Sekolah Tinggi Ilmu Ekonomi Isti Ekatana Upaweda, Yogyakarta, Indonesia

diana.leli45@gmail.com

Shalahuddin²

Sekolah Tinggi Ilmu Ekonomi Isti Ekatana Upaweda, Yogyakarta, Indonesia

udintamsis@gmail.com

Abstract

This study aims to explore how green advertising and green brand awareness influence green brand image and its impact on green purchase behaviour among Generation Z in Indonesia, while also examining the moderating role of green product innovation in the dynamics of green product marketing and young consumer behaviour. The method used is quantitative with a survey of 250 Generation Z respondents, analysed using structural equation modelling (SEM) with AMOS-24. The main variables include green advertising, green brand awareness, green brand image, green product innovation, and green purchasing behaviour. The results show that green advertising and green brand awareness have a direct positive impact on green brand image, which in turn influences green purchasing behaviour, while green product innovation does not moderate this relationship. The research model proved to be statistically fit, emphasising the dominance of brand communication factors over product innovation in shaping Generation Z's perceptions. These findings provide practical recommendations for companies to emphasise green communication strategies, enhance advertising credibility, and strengthen green brand image to encourage the purchase of environmentally friendly products, as well as highlighting the importance of promoting sustainability to change the consumption patterns of the younger generation, which has a positive impact on the environment and sustainable development.

Keywords: Green Advertising, Green Brand Awareness, Green Brand Image, Green Product Innovation, Buying Intention

INTRODUCTION

Environmental issues have become a major concern for various groups, including companies, governments, activists, and consumers, creating a need for information on these issues (Shin & Ki, 2019). Advertising plays an important role in communicating this pro-environmental image while capitalizing on environmental awareness among consumers and organizations (Leonidou et al., 2011). Green advertising influences individuals' mindsets toward advertising and consumers' desire to be environmentally friendly (Agarwal & Kumar, 2020). In addition, it is necessary to increase green brand awareness to change consumer perceptions and behavior regarding the importance of environmentally friendly products (Abadzhiev et al., 2022; Jirakraisiri et al., 2021). Green advertising and green brand awareness will ultimately shape a green brand image, where consumers will perceive the brand positively (Abadzhiev et al., 2022; Jirakraisiri et al., 2021).

On the other hand, to address increasing pressure from stakeholders and reduce negative impacts on the natural environment, the company adopted an environmentally friendly strategy aimed at improving the performance of its environmentally friendly products, primarily through green product innovation (Abadzhiev et al., 2022; Jirakraisiri et al., 2021). Green product innovation can improve business efficiency and competitiveness by creating environmentally friendly products, improving processes, and increasing organizational effectiveness (Arin et al., 2023; Farida & Setiawan, 2024; Khoiriani et al., 2025). Green product innovation can be achieved through various environmentally friendly initiatives, such as adopting renewable energy sources, implementing efficient industrial methods, and promoting sustainable goods and services (Alkebsee et al., 2023; Baquero, 2024; George et al., 2023; Macheka et al., 2024; Manyati et al., 2024; Padilla-Lozano et al., 2024; Padilla-Lozano & Collazzo, 2022; Rupasinghe et al., 2024; Wu et al., 2024; Yang & Singhdong, 2024).

Such initiatives provide a competitive advantage, increase customer satisfaction, shape customer awareness, and influence purchasing behavior toward environmentally friendly products (Maziriri et al., 2023). Consumers are currently motivated by green brand awareness (Lopes et al., 2024), attention, attitudes toward change, and their purchase intentions and decisions also changed (Gandhi, 2020). It is recognized that the higher the level of environmental awareness, the higher the tendency to purchase environmentally friendly products (Malik et al., 2019). If individuals are motivated to contribute to sustainable development and especially environmental protection, everyday consumption behavior will be a sufficient starting point (Moser, 2015).

Purchasing environmentally friendly products is a crucial factor in achieving sustainability and motivating stakeholders and future generations Z (Confetto et al., 2023; Khoirianti et al., 2024). Purchasing environmentally friendly products benefits the natural environment, improves public health and consumer welfare, enhances institutional performance, develops business efficiency and competitiveness, reduces the adverse environmental impact of production and use, and improves the country's economic performance (Amoako et al., 2020; Luthra et al., 2024; Triwinarso et al., 2022). Attitudes toward environmentally friendly purchasing refer to consumers' cognitive evaluation of environmentally friendly purchasing behavior.

This is developed through individuals' cognitive and rational assessment of the value of environmentally friendly purchasing efforts (Joshi & Rahman, 2016; Lee, 2009; Lopes et

al., 2024; Rukhsar et al., 2025). It is recognized that the higher the level of environmental awareness, the higher the tendency to purchase environmentally friendly products. Until now, customers have been unwilling to adopt environmentally friendly behaviors; thus, the environment cannot be successfully protected (Malik et al., 2019).

REVIEW OF LITERATURE

Theory of Planned Behaviour (TPB)

The Theory of Planned Behavior (TPB) is a social psychology model used to predict and understand human behavior. This theory states that a person's behavior is determined by three factors, namely attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). TPB has been widely used in various sectors such as health, environment, education, and consumer behavior. This theory explains that the intention to perform a behavior is determined by attitudes toward the behavior that are evaluated as good or bad, subjective norms that reflect perceptions of social pressure and approval levels, and perceived behavioral control related to beliefs about the ability to regulate the behavior. Intention is the main predictor of actual behavior, while behavioral control can also directly influence behavior (Islam et al., 2022; Si et al., 2019).

Green Advertising

Green advertising is environmentally friendly advertising that influences individuals' mindsets toward advertising and consumers' desire to be environmentally friendly (Agarwal & Kumar, 2020). Eco-friendly advertising has become a key strategy for building a green brand image amid growing consumer awareness of environmental issues. Recent research focuses on how the message, form, and credibility of eco-friendly advertising can increase consumers' positive perceptions of green-branded products or services resulting from corporate sustainability efforts. These components demonstrate the strong and significant influence of eco-friendly advertising on green brand image, both directly and through the mediation of consumer attitudes and brand trust in behavior (Tan et al., 2022).

Advertising messages that emphasize environmental excellence, sincerity, and the company's strong commitment to sustainability reinforce perceptions of environmentally friendly advertising products (Schmuck et al., 2018). However, this effect may vary depending on the level of product involvement and consumer credibility toward the message being conveyed (Lim et al., 2020).

H1: Green advertising has a positive effect on green brand image.

Green Brand Awareness

Green brand awareness is the ability of consumers to identify and remember environmentally friendly products from a company (Gandhi, 2020; Malik et al., 2019). Green brand awareness and green brand image are two key concepts in sustainable marketing. Many companies try to build consumer awareness of green products and brands in the hope of improving their public image as environmentally conscious companies. Several studies report that green brand awareness has a significant effect on green brand image. Consumers who have high environmental awareness and are aware of the benefits of green products will form a positive perception of brands that have environmental values. Green brand awareness also influences consumer purchase intent through the mediation of green brand image (Tan et al., 2022).

H2: Green brand awareness has a positive effect on green brand image.

Green Brand Image

Green brand image is a set of brand perceptions in the minds of consumers that are related to environmental commitment and environmental awareness (Lee, 2009). Increased environmental awareness has prompted companies to build a green brand image as part of their marketing strategy. Green brand image is expected to have an impact on consumer purchasing behavior towards environmentally friendly products, and its mechanisms and strengths are therefore the focus of specific research. Many studies have shown that green brand image can act as a mediator between certain green marketing strategies, such as green packaging, green branding, and green product innovation, and green purchase intention and behavior. Strong green brands have been shown to increase consumer trust and loyalty, which is reflected in consumers' choices to buy environmentally friendly products (Hameed et al., 2021; Kamalanon et al., 2022; Majeed et al., 2022).

H3: Green brand image has a positive effect on green purchase behavior.

Green Product Innovation

Green product innovation can be understood as a type of innovation that provides benefits to the environment, referred to as eco, ecological, or environmental innovation (Alkebeese et al., 2023; Baquero, 2024; George et al., 2023; Macheke et al., 2024; Manyati et al., 2024; Padilla-Lozano et al., 2024; Padilla-Lozano & Collazzo, 2022; Rupasinghe et al., 2024; Wu et al., 2024; Yang & Singhdong, 2024). As mentioned earlier, green product innovation, green advertising, and green brand awareness are three key elements that influence whether consumers perceive a company as successful due to its green brand image.

Previous studies have examined how the interaction of these three elements affects consumer perceptions of companies that promote environmental brands. The studies selected above show that green brand awareness can moderate the relationship between green product innovation and brand image. However, the impact of product innovation is treated differently by consumers. In other words, it is possible that green brand awareness does not always reinforce the influence of innovation or relevant advertising on green brand image. However, the greater the amount of brand awareness, the greater the opportunity for consumers to choose environmentally friendly products (Pancić et al., 2023).

H4: Green product innovation moderates the effect of green advertising on green brand image.

H5: Green product innovation moderates the effect of green brand awareness on green brand image.

Green Purchase Behavior

Environmentally friendly purchasing behavior refers to the consumption of products that are kind/beneficial to the environment (Lee, 2009). On the other hand, green purchasing behavior is viewed as a cognitive action by consumers, namely buying environmentally friendly products and avoiding products that harm society and the environment (Zahan et al., 2020). Implications and strategies that can be implemented to encourage green purchasing behavior include educating consumers to increase their knowledge and trust in green products, establishing a visible and transparent green brand image, and providing more information than usual. along with reducing greenwashing practices to increase loyalty and purchase intent, and market segmentation based on demographics such as age, gender, and education level, in accordance with the factors that drive purchases.

RESEARCH METHOD

This study uses a quantitative approach by conducting a survey using a research questionnaire. Researchers will examine and analyze the factors that stimulate the purchasing behavior of environmentally friendly products among Generation Z in Indonesia using the antecedents of green advertising and green brand awareness, reinforced by the mediating role of green brand image and the moderating role of green product innovation. This is important to provide a comprehensive understanding for academics and practitioners in understanding the factors that stimulate the intention to purchase environmentally friendly products among Generation Z in Indonesia. The number of respondents in this study was 250. The data analysis method in this study used structural equation modeling (SEM) analysis techniques through analysis of moment structure (AMOS-24) software.

RESULTS AND DISCUSSION

Profile Respondent

The study involved a total of 250 respondents, the majority of whom were female 175 respondents. The age distribution was concentrated in the 19–27 age range, accounting for 200 respondents. In terms of educational background, most participants held a bachelor’s degree, totaling 188 respondents. Monthly income levels were predominantly within the IDR 2,000,000–6,000,000 range, reported by 163 respondents.

Validity and Reliability Test

Table 1.
Validity and Reliability Test

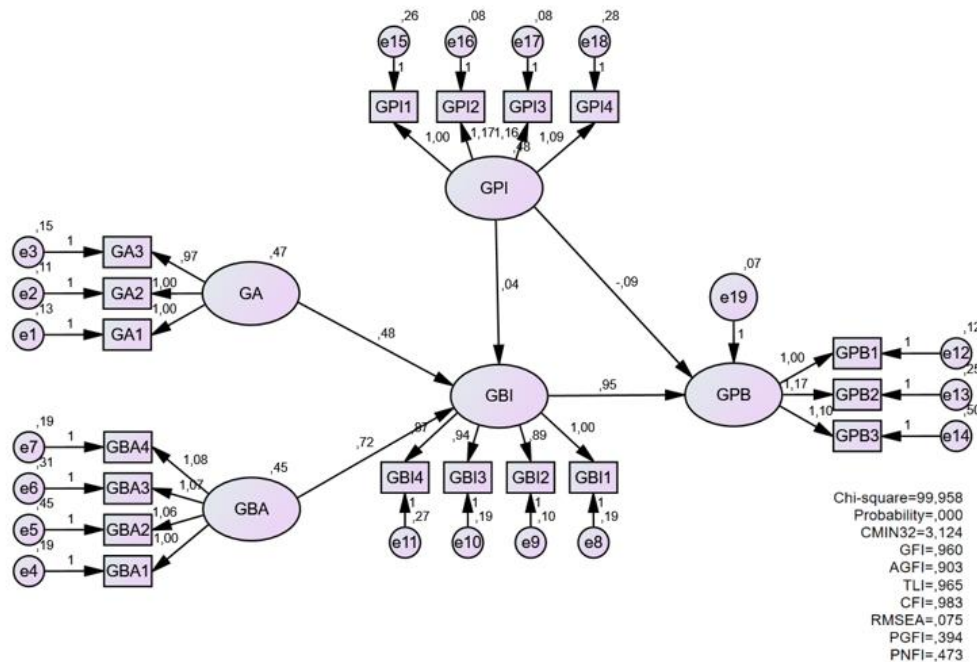
Items	AVE	CR
Green Advertising		0,871
Advertisements for environmentally friendly products encourage consumers to care about the environment.	0,883	
Advertisements for environmentally friendly products have attractive visuals.	0,902	
Advertisements for environmentally friendly products have appealing environmentally friendly messages.	0,868	
Green Brand Awareness		0,737
I am interested in choosing products based on information about their environmental impact.	0,836	
I feel that there is sufficient information about environmentally friendly products.	0,724	
It is important for me to use environmentally friendly products in my daily life.	0,789	
I pay attention to environmental labels or certifications when purchasing products.	0,857	
Green Brand Image		0,808
Environmentally friendly product brands that I know are very professional in terms of reputation.	0,801	

Items	AVE	CR
Environmentally friendly product brands that are successful in preserving the environment.	0,86	
Environmentally friendly product brands that are very aware of environmental sustainability issues.	0,787	
Environmentally friendly product brands that can be trusted to preserve the environment.	0,698	
Green Product Innovation		0,834
Using materials that produce the least pollution	0,805	
Using materials that consume less energy and resources	0,947	
Using materials that are designed for environmentally friendly products	0,945	
Effectively reducing hazardous substances or waste	0,817	
Green Purchase Behavior		0,731
I have purchased certified eco-friendly products.	0,869	
I have compared eco-friendly product brands before purchasing them.	0,82	
I have recently purchased eco-friendly products.	0,689	

Based on the validity and reliability test results in the table above, all research constructs show good instrument quality. The Average Variance Extracted (AVE) value for each construct is above the minimum limit of 0.50, which means that the indicators used are able to adequately explain the variance of the construct. The Green Advertising construct has an AVE of 0.871, Green Brand Awareness of 0.737, Green Brand Image of 0.808, Green Purchase Innovation of 0.834, and Green Purchase Behavior of 0.731. This shows that all constructs meet the criteria for convergent validity. Furthermore, the Composite Reliability (CR) value of all constructs is also greater than 0.70, which indicates excellent internal consistency between indicators. This can be seen from Green Advertising (CR = 0.871), Green Brand Awareness (CR = 0.737), Green Brand Image (CR = 0.808), Green Purchase Innovation (CR = 0.834), and Green Purchase Behavior (CR = 0.731). Thus, the instrument used is reliable and capable of producing stable measurements. The test results show that each construct meets the validity and reliability requirements, so that it can be used to test the relationship between variables in the research model further without causing problems in measurement quality.

GOF Test

**Figure 1.
SEM Model**



Based on the results of the Goodness of Fit (GOF) test on the structural model above, several indicators show that the proposed model has a good level of suitability. The Chi-square value of 99.958 with a probability of 0.090 is above the threshold of 0.05, so it can be concluded that the model is consistent with empirical data. The CMIN/DF value of 1.124 also meets the ideal criteria (≤ 2), indicating that the model has adequate fit. Furthermore, the values of GFI = 0.960, AGFI = 0.903, TLI = 0.965, and CFI = 0.983 all exceed the minimum limit of 0.90, which means that the model is able to explain the data well. The RMSEA index = 0.075 is still within the acceptable category (≤ 0.08), indicating that the model approximation error is still at a low level. Although the PGFI = 0.394 and PNFI = 0.473 values are relatively lower, this is reasonable because these two indices are influenced by the complexity of the model and are not the main measures of feasibility. The combination of these GOF test results shows that the tested model meets the suitability criteria and can be declared feasible for further analysis.

Hypothesis Testing

Table 2.
Hypothesis Test Results

Hypothesis	Estimate	S.E.	C.R.	P	Explanation
GA → GBI	,481	,040	12,072	***	Accepted
GBA → GBI	,722	,045	16,060	***	Accepted
GBI → GPB	,946	,067	14,161	***	Accepted
GPI → GA → GBI	,040	,043	,928	,353	Rejected
GPI → GBA → GBI	-,094	,062	-1,506	,132	Rejected

H1: Green advertising has a significant effect on green brand image. This can be seen from the p-value of *** (0.000) or less than the significance level (0.005). Therefore, it can be concluded that the first hypothesis proposed in this study is accepted.

H2: Green brand awareness has a significant effect on green brand image. This can be seen from the p-value of *** (0.000) or less than the significance level (0.005). Therefore, it can be concluded that the second hypothesis proposed in this study is accepted.

H3: Green brand image has a significant effect on green purchasing behavior. This can be seen from the p-value of *** (0.009) or less than the significance level (0.005). Therefore, it can be concluded that the third hypothesis proposed in this study is accepted.

H4: Green product innovation does not moderate the effect of green advertising on green brand image. This can be seen from the p-value of (0.353) or greater than the significance level (0.005). Therefore, it can be concluded that the fourth hypothesis proposed in this study is rejected.

H5: Green product innovation does not moderate the effect of green brand awareness on green brand image. This can be seen from the p-value of (0.353), which is greater than the significance level (0.132). Therefore, it can be concluded that the fourth hypothesis proposed in this study is rejected.

Green advertising has a significant effect on green brand image. Green advertising, or environmentally friendly advertising, as described in the literature, is one of the communication strategies used by companies to enhance their green brand image. Research shows that advertisements emphasizing commitment to sustainability and environmental management can strengthen green brand image, both directly and indirectly through their influence on consumer attitudes toward the brand (Tan et al., 2022; Schmuck et al., 2018). In this context, the Theory of Planned Behavior (TPB) provides a perspective that consumers' intention to choose green products is influenced by positive attitudes toward environmentally friendly products, which are largely shaped by messages conveyed through advertising.

Green brand awareness has a significant effect on green brand image. Green brand awareness refers to the extent to which consumers can identify and remember brands that are committed to environmental sustainability. In the literature, green brand awareness has been proven to be a very important factor in shaping green brand image (Malik et al., 2019). Consumers who have a higher awareness of sustainability tend to more easily associate these values with the products or brands they choose.

Green brand image has a significant effect on green purchasing behavior. Green brand image is the image formed in consumers' minds that relates to a brand's commitment to environmental issues. Previous studies have shown that green brand image functions as a strong mediator between green marketing strategies and consumer purchasing behavior (Hameed et al., 2021; Majeed et al., 2022). This concept is related to the TPB theory, in which attitudes toward green brands and positive perceptions of corporate sustainability commitments can influence consumer purchase intentions.

Green product innovation does not moderate the effect of green advertising on green brand image. Green product innovation, which refers to product innovations that benefit the environment, is expected to strengthen the effect of green advertising on green brand image. Several previous studies have shown that green product innovation can increase positive perceptions of brands and strengthen green image (Padilla-Lozano et al., 2024). However, the findings of this study indicate that green product innovation does not moderate the effect

of green advertising on green brand image, with a p-value of 0.353, which is greater than the significance level of 0.005.

Green product innovation does not moderate the effect of green brand awareness on green brand image. This study also examines whether green product innovation can moderate the effect of green brand awareness on green brand image. However, the results show that green product innovation does not moderate the relationship between green brand awareness and green brand image, with p-values of 0.353 and 0.132, which are greater than 0.005. These findings indicate that although green product innovation can increase green brand awareness, the direct effect of brand awareness on green brand image remains stronger.

CONCLUSION

The conclusion of this study provides an in-depth description of the relationship between green advertising, green brand awareness, green brand image, and green product innovation in influencing green purchasing behavior. This study aims to contribute to a further understanding of how these elements interact with each other in the context of green marketing, which is increasingly important in today's era of sustainability. Based on the results of the analysis, a number of important findings can be concluded.

Overall, this study provides a deeper understanding of how green marketing elements such as green advertising and green brand awareness can influence green brand image and consumer purchasing behavior. The results of this study can serve as a reference for companies in designing more effective marketing strategies to introduce and strengthen their green brands in a market that is increasingly concerned about environmental issues. Companies that can leverage the power of green advertising and build strong green brand awareness will be more successful in creating long-term relationships with consumers who care about sustainability.

Future research could deepen the study of green product innovation and develop new hypotheses regarding the influence of product innovation on consumer perceptions of green brand image. Although the findings of this study indicate that green product innovation does not moderate the influence of green advertising and green brand awareness, product innovation itself remains an interesting aspect for further study. More in-depth studies could examine how specific types of green product innovation (e.g., environmentally friendly packaging, recycled raw materials, or environmentally friendly technology) influence brand image and purchasing behavior. Further research could also examine the relationship between consumer perceptions of green product innovation and their beliefs about the authenticity of companies' environmental commitments, given that the issue of greenwashing is often a concern for consumers.

Finally, future research directions could also include the development of more varied methodologies, such as field experiments or longitudinal surveys, to test the long-term effects of green advertising and green brand awareness on green purchasing behavior. With more diverse methodologies, research results can provide a more dynamic and realistic picture of how these factors influence consumers' decisions to choose environmentally friendly products in the long term.

Acknowledgements

We would like to express our deepest gratitude and appreciation to DRTPM Kemdiktisaintek (Ministry of Higher Education, Science, and Technology) for funding this research in the

form of a Research Grant with the main contract number: 126/C3/DT.05.00/PL/2025 and the derivative contract number: 0498.37/LL5-INT/AL. 04/2025.

REFERENCES

- Abadzhiev, A., Sukhov, A., Sihvonen, A., & Johnson, M. (2022). Managing the complexity of green innovation. *European Journal of Innovation Management*, 25(6), 850–866. <https://doi.org/10.1108/EJIM-02-2022-0098>
- Agarwal, N. D., & Kumar, V. V. R. (2020). Three decades of green advertising – a review of literature and bibliometric analysis. *Benchmarking*, 28(6), 1934–1958. <https://doi.org/10.1108/BIJ-07-2020-0380>
- Ajzen, I. (1991). The Theory of Planned Behavior. *ORGANIZATIONAL BEHAVIOR AND HUMAN DECISION PROCESSES*.
- Alkebeese, R., Habib, A., & Li, J. (2023). Green innovation and the cost of equity: evidence from China. *China Accounting and Finance Review*, 25(3), 368–395. <https://doi.org/10.1108/cafr-06-2022-0075>
- Amoako, G. K., Dzogbenuku, R. K., & Abubakari, A. (2020). Do green knowledge and attitude influence the youth's green purchasing? Theory of planned behavior. *International Journal of Productivity and Performance Management*, 69(8), 1609–1626. <https://doi.org/10.1108/IJPPM-12-2019-0595>
- Arin, K. P., De Iudicibus, A., Sayour, N., & Spagnolo, N. (2023). Environmental awareness and firm creation. *Journal of Economic Studies*, 51(9), 137–147. <https://doi.org/10.1108/JES-07-2023-0360>
- Baquero, A. (2024). Linking green entrepreneurial orientation and ambidextrous green innovation to stimulate green performance: a moderated mediation approach. *Business Process Management Journal*, 30(8), 71–98. <https://doi.org/10.1108/BPMJ-09-2023-0703>
- Confetto, M. G., Covucci, C., Addeo, F., & Normando, M. (2023). Sustainability advocacy antecedents: how social media content influences sustainable behaviours among Generation Z. *Journal of Consumer Marketing*, 40(6), 758–774. <https://doi.org/10.1108/JCM-11-2021-5038>
- Farida, I., & Setiawan, D. (2024). The nexus between management control systems, firm performance, green innovation and social media networking in Indonesian real estate companies. *Innovation and Management Review*. <https://doi.org/10.1108/INMR-04-2023-0056>
- Gandhi, A. V. (2020). Studying green consumer behavior through multiple lenses in a developing country. *Smart and Sustainable Built Environment*, 10(2), 274–292. <https://doi.org/10.1108/SASBE-01-2019-0011>
- George, H. J., Susainathan, S., & Parayitam, S. (2023). The relationship between green packaging awareness, initiatives, and behavior: an exploratory study on India rural population. *RAUSP Management Journal*, 58(4), 286–317. <https://doi.org/10.1108/RAUSP-11-2022-0240>
- Hameed, I., Hyder, Z., Imran, M., & Shafiq, K. (2021). Greenwash and green purchase behavior: an environmentally sustainable perspective. *Environment, Development and Sustainability*, 23(9), 13113–13134. <https://doi.org/10.1007/s10668-020-01202-1>

- Islam, M. A., Saidin, Z. H., Ayub, M. A., & Islam, M. S. (2022). Modelling behavioural intention to buy apartments in Bangladesh: An extended theory of planned behaviour (TPB). *Heliyon*, 8(9). <https://doi.org/10.1016/j.heliyon.2022.e10519>
- Jirakraisiri, J., Badir, Y. F., & Frank, B. (2021). Translating green strategic intent into green process innovation performance: the role of green intellectual capital. *Journal of Intellectual Capital*, 22(7), 43–67. <https://doi.org/10.1108/JIC-08-2020-0277>
- Joshi, Y., & Rahman, Z. (2016). Predictors of young consumer's green purchase behaviour. *Management of Environmental Quality: An International Journal*, 27(4), 452–472. <https://doi.org/10.1108/MEQ-05-2015-0091>
- Kamalanon, P., Chen, J. S., & Le, T. T. Y. (2022). "Why do We Buy Green Products?" An Extended Theory of the Planned Behavior Model for Green Product Purchase Behavior. *Sustainability (Switzerland)*, 14(2). <https://doi.org/10.3390/su14020689>
- Khoiriani, A., Triwinarso, A., & Shalahuddin. (2025). KUALITAS PRODUK, HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN YAMAHA FAZZIO PADA ASTRA MOTOR KABUPATEN JEMBRANA. *OPTIMAL*, 21, No. 2, 21–30.
- Khoirianti, A., Susianti, Comala, N. P. D., & Triwinarso, A. (2024). PENGARUH MOTIVASI, KOMUNIKASI, DAN STRES KERJA TERHADAP KEPUASAN KERJA KARYAWAN DI CV. SARASWATI 108 TAHUN 2023. *IJMA (Indonesian Journal of Management and Accounting)*, 05, 81–90.
- Lee, K. (2009). Gender differences in Hong Kong adolescent consumers' green purchasing behavior. *Journal of Consumer Marketing*, 26(2), 87–96. <https://doi.org/10.1108/07363760910940456>
- Leonidou, L. C., Leonidou, C. N., Palihawadana, D., & Hultman, M. (2011). Evaluating the green advertising practices of international firms: A trend analysis. *Studies in Economics and Finance*, 28(1), 6–33. <https://doi.org/10.1108/02651331111107080>
- Lim, D., Baek, T. H., Yoon, S., & Kim, Y. (2020). Colour effects in green advertising. *International Journal of Consumer Studies*, 44(6), 552–562. <https://doi.org/10.1111/ijcs.12589>
- Lopes, J. M. M., Gomes, S., & Trancoso, T. (2024). Navigating the green maze: insights for businesses on consumer decision-making and the mediating role of their environmental concerns. *Sustainability Accounting, Management and Policy Journal*, 15(4), 861–883. <https://doi.org/10.1108/SAMPJ-07-2023-0492>
- Luthra, C., Deshwal, P., Kushwah, S., & Gokarn, S. (2024). A bibliometric review analysing intellectual landscape and mapping emerging themes on green purchase in the past three decades. *IIMT Journal of Management*. <https://doi.org/10.1108/iimtjm-02-2024-0019>
- Macheka, T., Quaye, E. S., & Ligaraba, N. (2024). The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions. *Young Consumers*, 25(4), 462–482. <https://doi.org/10.1108/YC-05-2023-1749>
- Majeed, M. U., Aslam, S., Murtaza, S. A., Attila, S., & Molnár, E. (2022). Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment. *Sustainability (Switzerland)*, 14(18). <https://doi.org/10.3390/su141811703>
- Malik, M. I., Nawaz Mir, F., Hussain, S., Hyder, S., Anwar, A., Khan, Z. U., Nawab, N., Shah, S. F. A., & Waseem, M. (2019). Contradictory results on environmental

- concern while re-visiting green purchase awareness and behavior. *Asia Pacific Journal of Innovation and Entrepreneurship*, 13(1), 17–28. <https://doi.org/10.1108/apjie-11-2018-0061>
- Manyati, T. K., Kalima, B. G., Owolabi, T., & Mutsau, M. (2024). Exploring the potential for enhancing green skills training, innovation and sustainable livelihoods in informal spaces of Harare, Zimbabwe: identifying gaps and opportunities. *IIMBG Journal of Sustainable Business and Innovation*, 2(1), 60–79. <https://doi.org/10.1108/ijbsbi-06-2023-0036>
- Maziriri, E. T., Nyagadza, B., Chuchu, T., & Mazuruse, G. (2023). Antecedents of attitudes towards the use of environmentally friendly household appliance products in Zimbabwe: an extension of the theory of planned behaviour. *PSU Research Review*. <https://doi.org/10.1108/PRR-03-2022-0033>
- Moser, A. K. (2015). Thinking green, buying green? Drivers of pro - Environmental purchasing behavior. *Journal of Consumer Marketing*, 32(3), 167–175. <https://doi.org/10.1108/JCM-10-2014-1179>
- Padilla-Lozano, C. P., & Collazzo, P. (2022). Corporate social responsibility, green innovation and competitiveness – causality in manufacturing. *Competitiveness Review*, 32(7), 21–39. <https://doi.org/10.1108/CR-12-2020-0160>
- Padilla-Lozano, C. P., Padilla-Lozano, J., Reyes Ortiz, G. E., & Collazzo, P. (2024). Green innovation and competitiveness: empirical evidence from Ecuadorian manufacturing. *Management Research*, 22(3), 303–323. <https://doi.org/10.1108/MRJIAM-03-2023-1405>
- Pancić, M., Serdarušić, H., & Čučić, D. (2023). Green Marketing and Repurchase Intention: Stewardship of Green Advertisement, Brand Awareness, Brand Equity, Green Innovativeness, and Brand Innovativeness. *Sustainability (Switzerland)*, 15(16). <https://doi.org/10.3390/su151612534>
- Rukhsar, Yameen, M., & Khanam, Z. (2025). Understanding the consumer purchase behaviour towards green electronic products: using insight from the theory of planned behaviour. *IIM Ranchi Journal of Management Studies*, 4(1), 31–54. <https://doi.org/10.1108/IRJMS-01-2024-0002>
- Rupasinghe, L. R., Pushpakumari, M. D., & Perera, G. D. N. (2024). Mapping the knowledge of green innovation: a systematic literature review. *Journal of Humanities and Applied Social Sciences*, 6(4), 357–376. <https://doi.org/10.1108/jhass-10-2023-0148>
- Schmuck, D., Matthes, J., Naderer, B., & Beaufort, M. (2018). The Effects of Environmental Brand Attributes and Nature Imagery in Green Advertising. *Environmental Communication*, 12(3), 414–429. <https://doi.org/10.1080/17524032.2017.1308401>
- Shin, S., & Ki, E. J. (2019). The effects of congruency of environmental issue and product category and green reputation on consumer responses toward green advertising. *Management Decision*, 57(3), 606–620. <https://doi.org/10.1108/MD-01-2017-0043>
- Si, H., Shi, J. G., Tang, D., Wen, S., Miao, W., & Duan, K. (2019). Application of the theory of planned behavior in environmental science: a comprehensive bibliometric analysis. *International Journal of Environmental Research and Public Health*, 16(15). <https://doi.org/10.3390/ijerph16152788>
- Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the Impact of Green Marketing Components on Purchase Intention: The Mediating Role of

- Brand Image and Brand Trust. *Sustainability (Switzerland)*, 14(10).
<https://doi.org/10.3390/su14105939>
- Toha, Mohamad & Supriyanto. (2023). Factors Influencing the Consumer Research Process: Market Target, Purchasing Behavior and Market Demand (Literature Review Of Consumer Behavior). *Danadyaksa: Post Modern Economy Journal*, 1(1), 1–17. Retrieved from <https://e-journal.bustanul-ulum.id/in>
- Toha, M., & Elbi, M. (2026). Rural Small and Medium Enterprises' Access to Capital, Investment, and Long-Term Financial Health via the Green Economy. *Nayaka: Management World Journal*, 1(1), 33–51. Retrieved from <https://nayaka.taslimmadayana.id/index.php/i/article/view/3>
- Triwinarso, A., Giovani Putri Leda, M., & Dharmala, A. (2022). Pajak hotel di Kabupaten Ende: trend, efektivitas dan kontribusi terhadap pajak asli daerah. *E-Jurnal Perspektif Ekonomi Dan Pembangunan Daerah*, 11(2), 2303–1255.
- Wu, L., Yi, X., Hu, K., Lyulyov, O., & Pimonenko, T. (2024). The effect of ESG performance on corporate green innovation. *Business Process Management Journal*.
<https://doi.org/10.1108/BPMJ-04-2023-0237>
- Yang, G., & Singhdong, P. (2024). A conceptual framework of green supply chain integration toward enterprise performance through ambidextrous green innovation: an organizational capability perspective. *Journal of International Logistics and Trade*, 22(2), 93–106. <https://doi.org/10.1108/JILT-07-2023-0056>
- Zahan, I., Chuanmin, S., Fayyaz, M., & Hafeez, M. (2020). Green purchase behavior towards green housing: an investigation of Bangladeshi consumers. *Environmental Science and Pollution Research*, 27(31), 38745–38757. <https://doi.org/10.1007/s11356-020-09926-3>