

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Influence of Green Marketing Strategy on Purchasing Decisions with Brand Image as Mediating Variable

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ABSTRACT

Public awareness of sustainability issues drives changes in consumer behavior, including in choosing environmentally friendly skincare products. This study aims to analyze the influence of green marketing strategies on purchasing decisions and the mediating role of brand image on Emina Natura Pal Series consumers in Purworejo Regency. This study used a quantitative approach with a survey method on 133 respondents selected through purposive sampling. The research instrument was tested for validity and reliability before conducting hierarchical regression analysis. The results showed that green marketing significantly influenced brand image and purchasing decisions. Brand image was also proven to significantly influence purchasing decisions and partially mediate the relationship between green marketing and purchasing decisions. These findings emphasize the importance of building positive brand perceptions through green marketing strategies to encourage sustainable consumer behavior. The practical implication of this study is the importance of beauty industry players integrating sustainability values into their brand strategies. However, this study has limitations regarding regional coverage and the demographic characteristics of respondents. Future research is recommended to use a mixed approach and broader regional coverage.

Keywords: Green Marketing Strategy, Purchasing Decision, Brand Image.

I. Introduction

The issue of global warming is driving people to adopt environmentally friendly lifestyles. Environmental and health concerns influence individuals' and businesses' views and lifestyles. Likewise, the government is creating policies to encourage companies to produce environmentally friendly products. Alfiah R. (2020). Green marketing is a marketing strategy that pursues profit and aims to preserve the environment. Conventional skincare products generally use synthetic chemicals like parabens, artificial fragrances, and preservatives, which can potentially cause skin irritation and environmental pollution. Adaptive companies seize this opportunity to meet consumer needs with green marketing strategies (Alfiah R., 2020). This strategy has strategic potential because it benefits business actors and consumers (Kusuma et al., 2017).

The main goal of green marketing is to pursue profits and instill a culture of consumption that cares about the environment (Azizah et al., 2020). Goods and services are expected to be safe for consumers, environmentally friendly, and produce minimal waste. This encourages people to choose increasingly

healthier, less risky, relatively expensive products. Consumer awareness of health and sustainability is driving demand for safer skincare products. CNN Indonesia (2016). The beauty industry is one of the fastest-growing sectors and consistently implements green marketing practices, such as natural raw materials, environmentally friendly production processes, and recycled packaging.

Indonesia's growing cosmetics and personal care industry offers consumers, especially women, various choices. However, conventional skincare products generally contain synthetic chemicals like parabens, artificial fragrances, and preservatives, posing health risks and negatively impacting the environment. Emina's cosmetic and body care products are known for using natural ingredients, making them suitable for various skin types in Indonesian women. Purchasing decisions are a crucial aspect of marketing strategy, influencing the company's future promotional plans. Consumers are increasingly aware of the importance of choosing high-quality, safe, and environmentally friendly products that are safe for personal health. This awareness is growing along with the increasing awareness of sustainability information and campaigns from manufacturers and digital media. In this context, purchasing decisions are not solely based on price and quality, but also on ethical values and brand image (Lita et al., 2024). Consumers' desire to always look their best means that beauty products are no longer just a way to fulfill desires but have become necessary (Shalmon, 2020). Changes in consumer behavior that want to look perfect have made the beauty business of skin care products continue to experience growth (Adiwaluyo, 2016). Statista data supports this by noting that skincare product revenue in Indonesia increased significantly, from US\$617 million in 2010 to US\$2,139 million in 2023. This trend demonstrates the enormous potential of the cosmetics industry in Indonesia. As it develops, the concept of beauty in the modern era has shifted toward selecting products that support body health, maintain natural beauty, and are environmentally friendly. The resulting products are expected to minimize hazardous chemicals and support the balance of nature. Environmental awareness is growing with the impact of global warming, so people are becoming more selective in using products that have the potential to cause environmental damage. Fierce business competition in the era of globalization has encouraged the emergence of green products that are harmless to humans, resource-efficient, minimize waste, and do not involve animal cruelty. Therefore, many companies have begun incorporating environmental issues into their marketing strategies through green marketing, such as Emina Cosmetics, a subsidiary of PT. Paragon Technology and Innovation has strong planning and marketing capabilities, as evidenced by the many people interested in Emina products. Data shows that Emina ranks fourth as the most recognized local skincare brand, with a popularity rating of 52.2%. This demonstrates Emina's strong brand power in the minds of consumers, making it a crucial asset for implementing a more effective and impactful green marketing strategy.

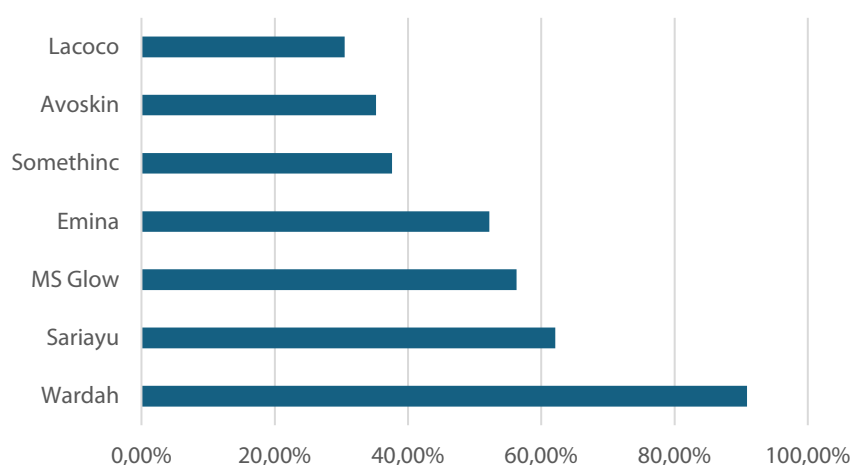


Figure 1. Data on the 7 Most Famous Skincare Brands

Source : <https://jakpat.net/info/7-merek-perawatan-kulit-lokal-terbaik>

Emina Natura Pal Series is a real implementation of green marketing in the Indonesian beauty industry, because it is formulated with natural ingredients and packaged in recyclable containers (Dwiputri, 2024). This research focuses on local consumers in Purworejo Regency, particularly the younger age group, which has rarely been studied in the context of green marketing and brand image. Using a brand image mediation approach, this research is expected to broaden understanding of the factors influencing purchasing decisions for environmentally friendly products. When making purchasing decisions, consumers consider not only a product's green aspects but also its brand image. Emina builds its brand image by offering quality products that can compete in the competitive local skincare market. (Kaur, 2019) Brand image is the perception and belief embedded in the minds of consumers, reflected in associations, slogans, and reputations that form trust in a brand. In addition to shaping brand image, green marketing strategies influence purchasing decisions. Consumer purchasing decisions involve confidence and trust in the product, contributing to a sense of safety. Conversely, inappropriate purchasing decisions can damage a brand's image in the eyes of consumers.

This research is expected to provide theoretical and practical contributions. Academically, it adds to the literature on the relationship between green marketing strategies, brand image, and purchasing decisions, particularly among young consumers who are increasingly aware of environmental issues (Mashliah, 2023). Practically, the results of this study are expected to serve as a reference for beauty industry players in designing marketing strategies that emphasize product functionality and uphold ethical and sustainable values. However, the scope of this study is still limited to the Purworejo region and uses a quantitative approach, so the results must be generalized carefully. Future research should use a different approach and a broader area to obtain a more comprehensive picture. Based on the abovementioned problems, the author conducted a study entitled "The Influence of Green Marketing Strategy on Purchasing Decisions Mediated by Brand Image on Consumers of Emina Natura Pal Series Products in Purworejo".

II. Literature Review and Hypothesis Development

2.1. Green Marketing Strategy

Green marketing is a company's effort to design, produce, and promote products that do not harm the environment (Osio, 2018). This concept encompasses product, price, distribution, and promotion, all of which take sustainability principles into account (Apriliani D., 2021). In Kyrgyzstan (2016), he added that this strategy encompasses four main dimensions: green products, green prices, green places, and green promotions. Green marketing strategies aim to differentiate and build a positive brand image in the eyes of consumers (Alawiyah, 2024). Green products are goods or services that use environmentally friendly raw materials, are produced using minimal pollution, and are safe for consumer health (Osio, 2018). Green pricing refers to a fair pricing policy that considers sustainability costs but is still acceptable to consumers (Apriliani D., 2021). Green space relates to distribution and packaging channels that support energy efficiency and waste reduction (Kyrgyz, 2016). Green promotions emphasize communications that educate consumers about the product's environmentally friendly advantages and strengthen the brand image that cares about sustainability (Alawiyah, 2024). Several studies show that green marketing directly impacts consumer purchasing decisions (Dewi & Giantari, 2022) and significantly influences brand image perception (Rayon & Widagda, 2021). Thus, the first hypothesis (H1) is formulated that green marketing strategy positively influences purchasing decisions, and the second hypothesis (H2) is formulated that green marketing strategy positively influences brand image.

2.2. Brand Image

Brand image refers to a consumer's perception of a brand formed from associations, beliefs, and previous experiences (Kotler et al., 2021). A strong brand image can influence purchasing decisions, especially in competitive product categories like skin care (Kaur, 2019). Brand image dimensions include the strength of

association, uniqueness, and liking for the brand. Research by Goddess and Rahanatha (2022) and Saputra and Asfar (2024) shows that a positive brand image can strengthen purchase intentions and decisions, especially for products with high emotional value, such as cosmetics. Therefore, the third hypothesis (H3) is that brand image positively affects purchase decisions.

2.3. Buying decision

Purchasing decisions are an evaluative process carried out by consumers to choose a product based on brand preference, benefits offered, price, and perceived emotional value (Tyas, 2024). In the context of skin care products, factors such as brand image and awareness of sustainability values are important determinants in this process (Saputra & Asfar, 2024). Besides that, Dewi & Giantari (2022) show that a strong brand image increases purchase intentions and strengthens loyalty and actual purchase decisions, especially in product categories involving high trust, such as cosmetics. According to Kotler and Keller (2016), purchasing decision indicators are as follows: Brand selection decisions, seller selection decisions, decision on selecting the number of items, Decision on when to buy, and payment selection decision.

2.4. Framework

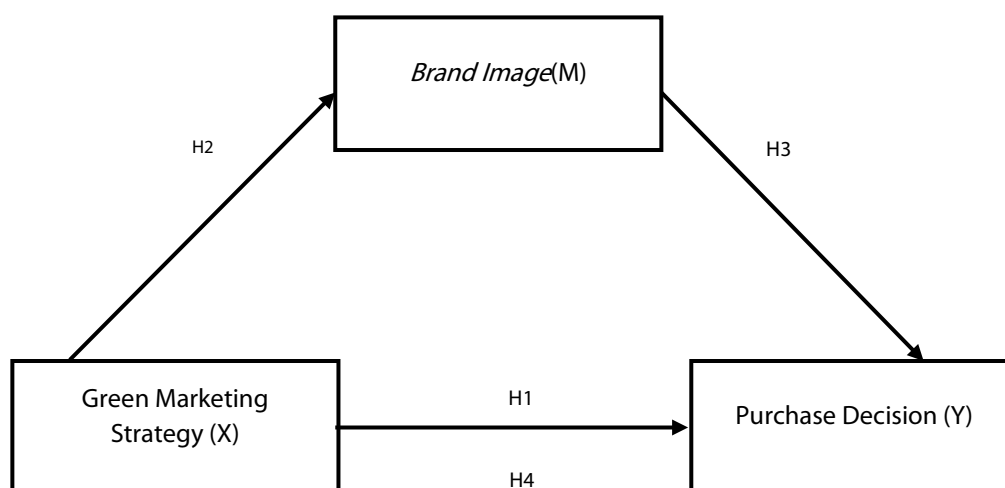


Figure 2. Research Framework

Based on theoretical explanations and previous research findings, the conceptual framework in this study links green marketing as the independent variable, brand image as the mediating variable, and purchasing decisions as the dependent variable. Therefore, the following hypotheses are formulated:

- H1 = Green Marketing Strategy positively and significantly influences Purchasing Decisions.
- H2 = Green Marketing Strategy positively and significantly affects Brand Image.
- H3 = Brand Image has a positive and significant influence on Purchasing Decisions.
- H4 = Brand Image Mediates Green Marketing Strategy on Purchasing Decision.

III. Research methods

3.1. Research Design

This study uses a descriptive quantitative approach with a survey method to measure the causal relationship between variables by collecting numerical data from many respondents (Sugiyono, 2020). The selection of survey methods is based on considerations of efficiency in reaching a vast population and the ability to statistically generalize findings (Creswell, 2014) the survey was conducted using a closed-ended questionnaire instrument, in which all statements were designed in a structured and measurable manner based on indicators adapted from previous theories relevant to each variable, namely green marketing, brand image, and purchasing decisions. The questionnaire was also designed as a Likert scale with five assessment levels to capture the respondent's agreement level with each item proposed. This model allows researchers to obtain objective and measurable data that can be analyzed quantitatively to answer the problem formulation and systematically test the previously formulated hypotheses.

3.2. Location and Time of Research

The research location was selected in Purworejo Regency due to the high penetration rate of the Emina brand, based on initial observations, and good product distribution accessibility among teenagers and college students. The research was conducted from January to July 2025, covering data collection and analysis.

3.3. Population and Sample

The population in this study was all individuals who are active users of Emina Natura Pal Series products in Purworejo Regency. This population was selected because it represents the adolescent and young adult consumer segments, the primary target market for these products. The sampling technique used was purposive sampling, a non-probability sampling technique conducted based on specific considerations determined by the researcher. (Sugiyono, 2020). The criteria used in this study are: Consumers who use Emina Natura Pal Series products, the consumer is domiciled in Purworejo, Respondents must be at least 12 years of age or older, Consumers are familiar with the Emina Natura Pal Series products. Determination of sample size refers to Roscoe's opinion in Sekaran, (2006), which states that an adequate sample size in explanatory research ranges from 30 to 500 respondents to obtain valid and representative results. Data collection was conducted online by distributing a Google Form link to various local skincare user communities, considering efficiency, broad reach, and adaptation to post-pandemic conditions that encourage the use of digital instruments.

3.4. Data Collection

The data collection technique in this study used primary data in the form of a questionnaire. The questionnaire was distributed to consumers using the Emina Natura Pal Series product in the Purworejo area via a Google Form link..The questionnaire contained closed-ended and open-ended statements related to the research topic of the Emina Natura Pal Series skincare products. Responses were then measured using a Likert scale. The Likert scale measures the attitudes, opinions, and perceptions of an individual or group of people toward social phenomena (Sugiyono, 2020). Each statement in the questionnaire is assessed with five scores on a Likert scale, namely:

- 1= Strongly Disagree (STS)
- 2 = Agree
- 3= Neutral (N)
- 4= Disagree (TS)
- 5= Strongly Agree (SS)

The questionnaire consisted of three main sections corresponding to the research variables: green marketing strategy, brand image, and purchasing decisions. Each variable was measured using 6–8 items with a Likert scale of 1–5. The instrument underwent a pilot test on 30 respondents with similar characteristics to ensure clarity of language and initial reliability. The pilot test results showed a Cronbach's Alpha value > 0.7, indicating that the questionnaire suited the main study. In its implementation, this study adhered to ethical research principles. Respondents were provided with initial information regarding the study's objectives and were provided with an online consent form before completing the questionnaire. All data was kept confidential and used solely for academic purposes.

3.5. Data Analysis

Data were analyzed using IBM SPSS Statistics 27. The analysis stages included validity tests (Pearson Correlation), reliability (Cronbach's Alpha), as well as multiple linear regression analysis and mediation tests using the method (Baron & Kenny, 1986). This analysis aims to test the direct and indirect relationships between variables and the role of brand image as a mediator. The test is conducted by referring to the model used and developed by Baron and Kenny (1986), as follows:

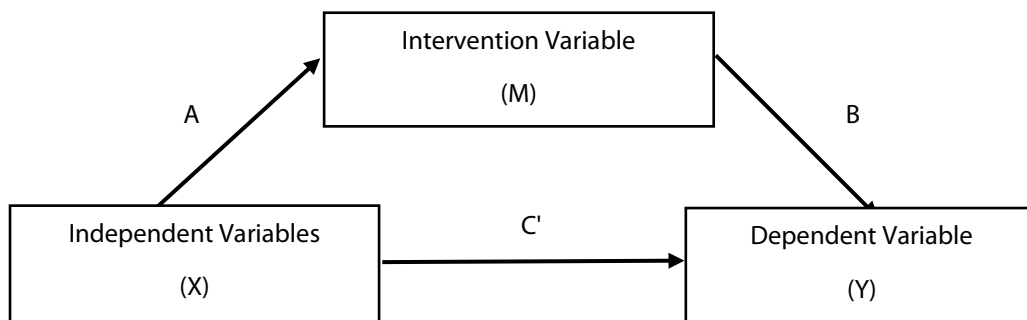


Figure 3. Hypothesis Testing Model

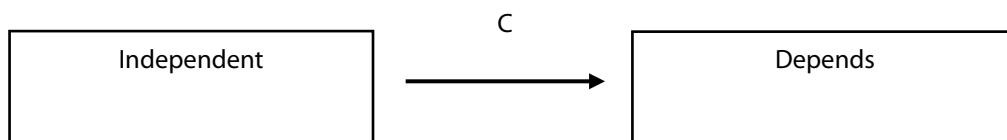


Figure 4. Testing Step 3

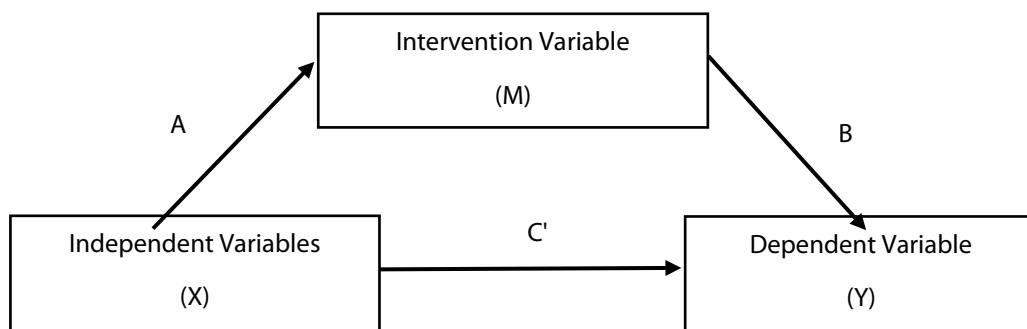


Figure 5. Testing Step 4

IV. Results and Discussion

4.1. Respondent Demographic Data

Table 1. Distribution by Gender

Gender	Number of Respondents	Percentage
Man	25	18.8%
Woman	108	81.2%
Total	133	100%

Table 1 shows that female respondents in this study were more dominant, namely 108 people (81.2%), and male respondents were 25 people (18.8%).

Table 2. Distribution by Age

Age	Number of Respondents	Percentage
12 - < 17 Years	5	3.76%
17 - < 22 Years	71	53.38%
22 - < 27 Years	55	41.35%
27 - < 32 Years	2	1.5%
32 - < 37 Years	number 0	0.00%
≥ 37 Years	number 0	0.00%
Total	133	100%

Table 2 shows that respondents who use Emina Natura Pal Series are aged 17 - < 22 years, 71 people with percentage 53.38%, for ages 22 - < 27 years as many as 55 people with percentage 41.35%, for ages 12 - < 17 years as many as five people with percentage 3.76%, for ages 27 - < 32 years as many as two people with percentage 1.5%. Meanwhile, for ages 32 - < 37 years and ≥ 37 years, there were 0 (zero) people or 0%. It can be concluded that respondents who use the Emina Natura Pal Series are dominated by the age range 17 - < 22 years, with 71 people, a percentage of 53.38%.

Table 3. Distribution by Occupation

Work	Number of Respondents	Percentage
Student	109	85.16%
Private Sector Employee	10	7.81%
Civil Servants/TNI/Polri	1	0.78%
Entrepreneurship	8	6.25%
Other	5	3.91%

Table 3 shows that the respondents who use the Emina Natura Pal Series are students, as many as 109 people, with a percentage of 85.16%. Then, there were 10 private employees, with a percentage of 7.81% of respondents. Civil Servants/Police/Military, as many as one person with a percentage of 0.78%, eight respondents were Entrepreneurs/Businesspeople with a percentage of 6.25% and the rest were other respondents, as many as five people with a 3.91%.

Table 4. Distribution Based on Income

Income per month (In rupiah)	Number of Respondents	Percentage
< 1,000,000	62	46.62%
1,000,000 - < 3,000,000	46	34.59%
3,000,000 - < 5,000,000	18	13.53%
> 5,000,000	7	5.26%
Total	133	100.00%

Table 4 shows that respondents who use Emina Natura Pal Series have an income of <Rp—1,000,000, 62 people with a percentage of 46.62%. So the income is Rp. 1,000,000 - < Rp. 3,000,000, as much as 46 people, with a percentage of 34.59% then the income is Rp. 3,000,000 as much 18 people with percentage 13.53%, and the remaining respondents' income > Rp. 5,000,000, as many as seven people, with a percentage of 5.26%.

4.2. Statistical Results

4.2.1. Validity Test

Validity tests are used to measure whether the questionnaire is valid or not. According to Ghazali (2018), a questionnaire is valid if the statements can measure what the questionnaire wants to measure. This study tested validity by examining the Pearson correlation value for each statement item. A statement item is considered valid if its correlation value is greater than the minimum r -value, which is 0.3. Conversely, if the correlation value is below 0.3, the item must be revised or removed to improve measurement accuracy. Based on the data processing results using the IBM SPSS Statistics 27 for Windows program, all statement items in the Green Marketing Strategy variable (X) show correlation values above 0.3. Items X.1 to X.8, which include questions related to implementing green product strategies, green pricing, environmentally friendly distribution, and green promotions, are all declared valid because they have correlation values ranging from 0.398 to 0.779. In the Brand Image (M) variable, all statement items M.1 to M.6 are also valid, with correlation values ranging from 0.626 to 0.811. These items measure respondents' perceptions of brand image strength, uniqueness, reputation, and positive associations attached to the brand. Meanwhile, for the Purchase Decision variable (Y), all items Y.1 to Y.7 were declared valid because they had correlation values between 0.693 and 0.854. These items cover aspects of the purchase decision, such as brand selection, seller, quantity of products purchased, purchase time, and payment method. Thus, it can be concluded that all statement items in this research questionnaire meet the validity requirements, so they are suitable for measuring the variables studied.

4.2.2. Reliability Test

Reliability testing was conducted to ensure the questionnaire instrument was consistent and stable in measuring the research variables (Ghozali, 2018). A questionnaire is considered reliable if respondents' answers to each statement item are consistent and do not change under the same conditions. This study tested instrument reliability using the Cronbach's Alpha method with a minimum limit of 0.70, per the provisions (Ghozali, 2018). A Cronbach's Alpha value above 0.70 indicates the statement item is reliable. Based on the analysis results using IBM SPSS Statistics 27 for Windows, the Green Marketing Strategy variable (X) has a Cronbach's Alpha value of 0.813. The items in this variable, namely X.1 to X.8, include questions about implementing green products, green pricing, environmentally friendly distribution, and green promotion strategies, all of which are reliable because they have adequate reliability values. The reliability test results for the Brand Image (M) variable showed a Cronbach's Alpha value of 0.814. Items M.1 to M.6 cover consumer perceptions of the brand's strength, uniqueness, reputation, and positive associations, which also meet the reliability requirements. Meanwhile, the Purchase Decision variable (Y) has a Cronbach's Alpha value of 0.865, indicating excellent reliability. Items Y.1 to Y.7 cover purchasing decision indicators, ranging from brand selection, seller selection, purchase amount, to payment time and method. Thus, it can be concluded that all questionnaire instruments in this study are reliable and suitable for use in measuring the variables studied accurately.

4.2.3. Hierarchical Regression Analysis

Table 5. Results of Regression Test of X Against Y

No	Variables	Beta Coefficient	P-Value	Information
1	Green Marketing Strategy (X) → Purchase Decision (Y)	0.710	< 0.001	Has a positive and significant impact (H1 is accepted)
2	Green Marketing Strategy (X) → Brand Image (M)	0.775	< 0.001	Has a positive and significant impact (H2 is accepted)
3	Brand Image (M) → Purchase Decision (Y)	0.735	< 0.001	Has a positive and significant impact (H3 is accepted)
4	Green Marketing Strategy (X) → Purchase Decision (Y) through M	0.352	< 0.001	Brand Image partially mediates the influence of X→Y (H4 is accepted)

a. Green Marketing Strategy (X) → Purchase Decision (Y)

These results indicate that green marketing strategies positively and significantly impact purchasing decisions, with a beta coefficient of 0.710 and a p-value <0.001. This means that the better the implementation of green marketing strategies, the higher the consumer's tendency to purchase Emina Natura Pal Series products. This supports the first hypothesis (H1).

b. Green Marketing Strategy (X) → Brand Image (M)

The test results show that green marketing strategies positively and significantly affect brand image, with a beta coefficient of 0.775 and a p-value <0.001. This means that green marketing strategies can build a positive brand image of Emina in the minds of consumers. Thus, the second hypothesis (H2) is accepted.

c. Brand Image (M) → Purchase Decision (Y)

The analysis results show that brand image positively and significantly affects purchasing decisions, with a beta coefficient of 0.735 and a p-value <0.001. This proves that the stronger Emina's brand image, the more likely consumers are to decide to purchase. This finding supports the third hypothesis (H3).

d. Green Marketing Strategy (X) → Purchase Decision (Y) through Brand Image (M)

The results of the mediation test indicate that brand image partially mediates the influence of green marketing strategies on purchasing decisions, with an indirect path beta coefficient of 0.352 and a p-value <0.001. This means that green marketing strategies directly and indirectly influence brand image formation. Thus, the fourth hypothesis (H4) is accepted.

4.3. Discussion

4.3.1. H1: Green Marketing Strategy on Purchasing Decisions

The regression results show that green marketing strategies positively and significantly affect purchasing decisions ($\beta = 0.710$; $p < 0.001$). This finding supports the first hypothesis (H1). It aligns with research by Khansa & Sigit (2024) and Dewi & Giantari (2022), which states that the stronger a brand's green marketing strategy, the more likely consumers are to choose that product. An effective green marketing strategy enhances brand image and builds consumer trust, which is important in shaping purchase and repeat purchase intentions in the skincare industry (Virgianti, 2023). Using natural ingredients, recycled packaging,

and eco-friendly campaigns is important in increasing positive brand perception and encouraging consumers to purchase. In the Emina Natura Pal Series context, this is reinforced by a product identity that aligns with the sustainability values increasingly recognized by young consumers. These findings confirm that green marketing is not simply a branding tool but has a direct driving force on consumer behavior.

4.3.2. H2: Green Marketing Strategy on Brand Image

The regression test results show that green marketing strategies positively and significantly affect brand image ($\beta = 0.775$; $p < 0.001$). This result strengthens the second hypothesis (H2). It aligns with research conducted by Alawiyah (2024) and Rayon & Widagda (2021), which concluded that green marketing strategies can create strong, positive, and socially relevant brand perceptions. Green marketing increases product competitiveness and creates an environmentally friendly, ethical, and responsible brand image. In the case of Emina, the success of building an environmentally friendly brand image through green marketing strategies strengthens the product's appeal in a highly competitive market. This demonstrates that consistently communicated sustainability values can strengthen a brand's position in the minds of consumers.

4.3.3. H3: Brand Image on Purchasing Decisions

The results of the regression analysis show that brand image has a positive and significant effect on purchasing decisions ($\beta = 0.735$; $p < 0.001$), so the third hypothesis (H3) can be accepted. This finding supports the results of research conducted by Saputra & Asfar (2024) and Dewi IA (2022), which states that positive brand perception can increase trust, interest, and ultimately the decision to purchase a product. A brand image formed from a reputation for sustainability, credibility, and product quality makes consumers feel confident and emotionally connected with the brand. In the Emina Natura Pal Series context, the image as an environmentally friendly and skin-safe brand is a determining factor in purchasing decisions, especially among young consumers sensitive to social and environmental values. This aligns with Abriyanto et al. (2025), which confirms that a positive brand image is a key driver in strengthening customer satisfaction and loyalty by increasing brand trust.

4.3.4. H4: Brand Image Mediates Green Marketing Strategy on Purchase Decision

The fourth-stage regression analysis showed that brand image partially mediated the relationship between green marketing strategy and purchasing decisions, with the coefficient decreasing from 0.710 to 0.352 ($p < 0.001$). This indicates that the fourth hypothesis (H4) is accepted, and the mediating role is complementary. This finding aligns with research conducted by Tyas (2024) and Nandaika & Respati (2021), which explains that brand image can be a crucial bridge between green marketing strategy messages and consumer decisions. In other words, a marketing strategy emphasizing environmentally friendly aspects will not have maximum impact if developing a strong and positive brand image does not accompany it. In the case of Emina, the success of the green marketing strategy in building an ethical and environmentally conscious brand image strengthened consumer confidence in the product's value and quality, ultimately driving purchases.

V. Conclusion

This study confirms that green marketing strategies and brand image drive consumer purchasing decisions for Emina Natura Pal Series products in Purworejo. Green marketing has been shown to directly increase purchasing decisions, while simultaneously creating a positive brand image that strengthens the strategy's effect. Mediation analysis shows that brand image functions as a "bridge" that significantly increases the influence of green marketing strategies on purchasing decisions. The practical implication is that local cosmetic brands like Emina should make sustainability values such as natural ingredients, recyclable

packaging, and eco-friendly campaigns a central element of brand communication to maintain competitiveness and consumer loyalty. These findings also contribute to the sustainable marketing literature by emphasizing the importance of synergy between a company's green practices and brand perception in the minds of young consumers.

This study has several limitations that must be considered when interpreting its results. The limited geographic coverage of Purworejo Regency prevents the results from being broadly generalizable to other regions, which may have different consumer demographics and psychographic characteristics. Furthermore, the majority of respondents in this study were university students, who tend to have unique consumption behavior patterns, particularly regarding price sensitivity and access to digital information. An online survey method also has limitations regarding distribution control, as it relies on voluntary participation, which can introduce selection bias. Based on these limitations, it is recommended that future research use a mixed-methods approach, incorporating in-depth interviews or direct observation, to delve deeper into consumer motivations and perceptions. Future research should also cover a wider area and involve a more diverse group of respondents in terms of age, occupation, and purchasing power, so that the results are more comprehensive and comparable across market segments.

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