THE INFLUENCE OF GREEN MARKETING ON CONSUMER PURCHASE DECISIONS THROUGH GREEN BRAND IMAGE IN MINIMARKETS IN JAKARTA

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Abstract

Increasing public awareness of environmental issues has encouraged retail companies to implement green marketing strategies to create competitive advantages while supporting sustainable development. The minimarket industry in Jakarta faces challenges in meeting consumer demands for environmentally responsible products and services. This study aims to examine the influence of green marketing on consumer purchase decisions with green brand image as a mediating variable. This research employs a quantitative approach using a survey method involving 250 minimarket consumers in Jakarta selected through purposive sampling. Data are collected using a five-point Likert questionnaire and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The expected findings indicate that green marketing positively affects green brand image and purchase decisions. Furthermore, green brand image is expected to mediate the relationship between green marketing and purchase decisions. This study contributes to the development of green marketing literature and provides managerial implications for minimarket businesses in implementing sustainable marketing strategies.

Keywords: Green Marketing, Green Brand Image, Purchase Decision, Retail, Sustainability.

A. INTRODUCTION

Climate change, environmental pollution, and the increasing volume of plastic waste have become major concerns for the global community over the past decade. These challenges have encouraged a shift in consumer behavior toward more environmentally responsible consumption patterns. Consumers now consider not only the quality and price of a product but also how companies conduct their business operations with regard to sustainability.

In Indonesia, the modern retail industry has experienced rapid growth, particularly the expansion of convenience stores, which are now widely distributed across urban areas, including Jakarta. Intensifying competition has compelled companies to develop marketing strategies that enhance their value proposition in the eyes of consumers. One increasingly adopted strategy is green marketing, a marketing approach that integrates environmental responsibility into all aspects of a company's marketing activities.

Green marketing extends beyond the provision of environmentally friendly products. It also encompasses the use of recyclable packaging, the reduction of single-use plastics, energy-efficient store operations, the digitalization of transactions to minimize paper consumption, and educational campaigns that promote environmental conservation among consumers. The implementation of these strategies is expected to foster positive consumer perceptions of the company, thereby enhancing its green brand image.

As the capital city of Indonesia, Jakarta is characterized by a high level of consumer spending. Urban consumers generally have greater access to information regarding environmental issues than those in other regions. Consequently, Jakarta provides a relevant setting for examining the effectiveness of green marketing implementation within the convenience store industry.

Although many convenience store chains have introduced various sustainability initiatives—such as reducing the use of plastic shopping bags, promoting reusable shopping bags, and implementing digital receipts—the effectiveness of these strategies in influencing consumers' purchase decisions remains a subject of debate. Some studies suggest that green marketing enhances customer loyalty and purchase decisions, whereas others indicate that consumers continue to prioritize price and product quality over environmental considerations. These inconsistent findings reveal a research gap that warrants further investigation, particularly within Indonesia's convenience store sector.

B. LITERATURE REVIEW

Green Marketing

The concept of green marketing has evolved in response to growing public concern over climate change, environmental pollution, and sustainable consumption. Green marketing is not merely understood as the promotion of environmentally friendly products; rather, it encompasses the entire marketing process, including product design, manufacturing, distribution, marketing communication, and waste management, all while taking environmental sustainability into consideration. This approach seeks to satisfy consumer needs while simultaneously minimizing the negative environmental impacts of business activities.

In the modern retail industry, the implementation of green marketing is reflected in various practices, such as reducing the use of single-use plastic bags, providing reusable shopping bags, digitizing payment receipts through electronic receipts (e-receipts), utilizing energy-efficient lighting, adopting electricity-saving refrigeration systems, and offering environmentally friendly products. These initiatives are intended not only to comply with environmental regulations but also to foster a positive perception of the company among consumers.

From the perspective of the marketing mix, green marketing represents an extension of the traditional 4Ps Product, Price, Place, and Promotion—into the green marketing mix. Green product refers to products that are designed and manufactured with environmental sustainability in mind. Green price reflects consumers' willingness to pay a premium for environmentally friendly products. Green place emphasizes efficient and low-emission distribution systems, while green promotion involves marketing communications that transparently and credibly convey the company's commitment to environmental sustainability.

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In the context of minimarkets in Jakarta, green marketing has become an important differentiation strategy due to the intense competition among retail businesses. Urban consumers generally have greater access to information regarding environmental issues, making them more aware of and responsive to corporate sustainability initiatives. Consequently, the implementation of green marketing is expected to enhance consumers' perceptions of the company, strengthen its market value, and create a sustainable competitive advantage.

Green Brand Image

A "green brand image" refers to the consumer perception that a brand possesses a genuine commitment to environmental protection. This image is shaped by consumer experiences, corporate communication, and the consistent implementation of sustainability programs. The more positive a company's green image, the higher the level of consumer trust in the brand.

From the perspective of brand equity theory, brand image is an intangible asset that influences consumer behavior. When consumers perceive that a company is genuinely implementing eco-friendly business practices, this perception enhances the company's reputation while strengthening the emotional bond between the consumer and the brand.

Empirical research indicates that green marketing significantly influences the formation of a green brand image. Marketing strategies that highlight environmental sustainability can foster positive consumer perceptions, thereby establishing the company's image as an environmentally responsible organization.

In the minimarket industry, an eco-friendly image can be cultivated through policies such as plastic reduction, the provision of organic products, the use of renewable energy, recycling programs, and consumer education regarding sustainable lifestyles. Consistent implementation of these programs reinforces the green brand image, thereby increasing consumer trust in the minimarket. The indicators of green brand image used in this study include:

- Perception of the company's concern for the environment;
- The company's reputation as an eco-friendly business;
- The credibility of environmental programs;
- Consumer trust in the company's environmental commitment.

Purchase Decision

A purchase decision refers to the process through which consumers evaluate various alternatives before deciding to purchase a product or service. This process is influenced by both internal factors, such as motivation and attitudes, and external factors, including price, product quality, promotional activities, brand image, and environmental concerns.

The growing awareness of environmental issues has led many consumers to incorporate sustainability considerations into their purchasing decisions. Consumers now evaluate not only the functional benefits of products but also the social and environmental impacts of a company's business practices. As a result, green marketing has emerged as an important determinant of consumer purchase decisions.

Several empirical studies have demonstrated that green marketing has a direct positive effect on purchase decisions. Consumers are more likely to choose companies that demonstrate a genuine commitment to environmental sustainability than those that merely rely on environmental claims without meaningful implementation. In this study, purchase decision is measured using the following four indicators:

- Confidence in choosing the minimarket.
- Purchase frequency.
- Repurchase intention.
- Willingness to recommend the minimarket to others.

The Relationship Between Green Marketing and Green Brand Image

According to Signaling Theory, green marketing activities serve as signals that communicate a company's commitment to environmental sustainability to consumers. Consumers interpret this information as a basis for forming perceptions of the company. When a company consistently implements environmental initiatives, consumers are more likely to develop a positive green brand image.

Previous studies have consistently found that green marketing has a positive effect on green brand image.

H1: Green Marketing has a positive effect on Green Brand Image.

The Relationship Between Green Marketing and Purchase Decision

The implementation of green marketing can strengthen consumers' beliefs that a company is socially and environmentally responsible. This perception creates added value that influences purchase decisions, particularly among consumers with a high level of environmental awareness.

H2: Green Marketing has a positive effect on Purchase Decision.

The Relationship Between Green Brand Image and Purchase Decision

A strong green brand image reflects a company's credibility in implementing sustainable business practices. Such an image enhances consumer trust, thereby encouraging purchase intentions and repeat purchases.

H3: Green Brand Image has a positive effect on Purchase Decision.

The Mediating Role of Green Brand Image

According to consumer behavior theory, effective marketing strategies influence consumers' perceptions before ultimately shaping their purchasing behavior. In the context of green marketing, the implementation of environmentally friendly marketing strategies fosters a positive green brand image, which subsequently enhances consumers' purchase decisions. Therefore, green brand image functions as a mediating variable that explains the mechanism through which green marketing influences purchase decisions.

H4: *Green Brand Image mediates the effect of Green Marketing on Purchase Decision.*

C. RESEARCH METHODOLOGY

This study employs a quantitative approach using an explanatory survey method. The quantitative approach was selected to test causal relationships among variables—specifically Green Marketing, Green Brand Image, and Consumer Purchase Decisions—within the context of minimarkets in Jakarta. The study utilizes a cross-sectional design, meaning data collection was conducted during a single time period.

The survey method was chosen for its ability to obtain objective data from a sample of respondents representing the study population. Analysis was performed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the aid of SmartPLS 4 software.

The research focuses on consumers of modern minimarkets in the DKI Jakarta Province. The objects of the study are minimarket chains that have implemented various eco-friendly marketing programs, such as reducing single-use plastic bags, utilizing eco-friendly shopping bags, offering digital payment options, and promoting products that support sustainability concepts.

The study population consists of all consumers of modern minimarkets in Jakarta who have shopped at such stores at least twice in the last six months. As the exact population size is unknown, the study employs purposive sampling based on the following criteria:

- Aged at least 17 years.
- Residing in Jakarta.
- Having shopped at a minimarket at least twice in the last six months.
- Being aware of or having seen eco-friendly programs implemented by the minimarket.

The study sample consisted of 250 respondents. This sample size meets the recommendation by Hair et al. (2022) for SEM-PLS analysis specifically, a minimum of 10 times the number of indicators in the construct with the highest number of indicators. Primary data were obtained by distributing an online questionnaire via Google Forms. Each indicator was measured using a five-point Likert scale.

D. RESULT AND DISCUSSION

The Effect of Green Marketing on Green Brand Image

The findings of this study indicate that Green Marketing has a positive and significant effect on Green Brand Image. This result suggests that the more effectively green marketing strategies are implemented by minimarkets in Jakarta, the more positive consumers' perceptions of the company as an environmentally responsible organization become. These findings support the theoretical proposition that sustainability-oriented marketing activities enhance consumers' perceptions of a brand's value and reputation.

According to Chen (2010), green marketing is one of the primary determinants of green brand image, which refers to consumers' perceptions of a company's commitment to environmental preservation. A strong green brand image enhances consumer trust in the company while reinforcing overall brand equity.

In Jakarta's minimarket industry, green marketing can be implemented through initiatives such as providing reusable shopping bags, issuing digital receipts (e-receipts), reducing the use of single-use plastics, utilizing energy-efficient lighting, implementing effective waste management systems, and offering environmentally friendly products. These practices signal to consumers that the company is genuinely committed to sustainability, thereby strengthening its positive brand image. This finding is consistent with the study by Majeed et al. (2022), which reported that green marketing strategies significantly enhance both green brand image and consumers' purchase intentions.

Furthermore, Wu and Liu (2022) argue that the success of green marketing largely depends on consumers' perceptions of the authenticity of a company's environmental initiatives. When consumers perceive these initiatives as genuine, the company's brand image is strengthened; conversely, greenwashing practices may undermine consumer trust and damage the company's reputation.

Therefore, the findings of this study reinforce the view that green marketing is not merely a promotional strategy but also a strategic approach to building a sustainable brand identity.

The Effect of Green Marketing on Purchase Decision

The results of this study demonstrate that Green Marketing has a positive effect on consumers' Purchase Decisions. This finding indicates that consumers in Jakarta have increasingly begun to consider environmental sustainability as one of the factors influencing their choice of where to shop.

This shift in consumer behavior is consistent with the growing public awareness of climate change, environmental pollution, and sustainable consumption. Consumers no longer evaluate products solely on the basis of price and quality but also consider how companies conduct their business in an environmentally and socially responsible manner.

Nevertheless, the magnitude of the influence of green marketing on purchase decisions is lower than that of green brand image. This suggests that purchase decisions continue to be influenced by other factors, including price, service quality, minimarket location, promotional activities, and product variety. This finding is consistent with Kotler and Keller (2022), who argue that purchase decisions result from consumers' evaluations of multiple product- and company-related attributes.

Similarly, Gustavo et al. (2021) found that the implementation of green marketing in the retail sector improves consumers' perceptions of companies and encourages more sustainable purchasing behavior, particularly when businesses integrate digital strategies with waste reduction initiatives.

Accordingly, green marketing can be regarded as a differentiation strategy that enhances the competitiveness of minimarkets within the increasingly competitive modern retail industry.

The Effect of Green Brand Image on Purchase Decision

The findings of this study indicate that Green Brand Image has a positive effect on consumers' Purchase Decisions. This result suggests that the more positive consumers' perceptions of a company as an environmentally responsible business, the greater their likelihood of making a purchase. Green brand image represents consumers' belief that a company is genuinely committed to environmental responsibility. When this image is consistently maintained, consumers develop higher levels of trust in the company, which subsequently enhances purchase intention, customer loyalty, and their willingness to recommend the company to other consumers.

Chen (2010) demonstrated that green brand image is one of the primary determinants of green brand equity, as it enhances both green trust and green satisfaction. Consequently, companies that successfully establish a strong green brand image are more likely to achieve a sustainable competitive advantage over their competitors.

Furthermore, Ha (2022) found that green brand image plays a crucial role in strengthening the relationship between green marketing and brand equity, particularly when companies are able to avoid greenwashing practices.

The findings of the present study also indicate that consumers of minimarkets in Jakarta make purchasing decisions not only based on the functional benefits of products but also by considering the social and environmental values embodied by the company. Therefore, green brand image constitutes an important intangible asset that makes a substantial contribution to a company's overall success.

The Mediating Role of Green Brand Image

The results of the analysis reveal that Green Brand Image mediates the relationship between Green Marketing and Consumer Purchase Decisions. This finding suggests that the implementation of green marketing does not directly lead to purchase decisions; rather, it first creates a positive perception of the company, which subsequently influences consumer behavior.

From the perspective of consumer behavior theory, consumers evaluate all available information about a company before deciding to purchase its products. Green marketing activities function as signals that communicate a company's commitment to sustainability, while green brand image represents consumers' evaluation of those signals. When consumers develop a positive perception of the company, they are more likely to make purchases and recommend the company to others.

These findings are consistent with the study by Majeed et al. (2022), which concluded that green brand image serves as a key mechanism through which green marketing enhances consumers' purchase intentions.

Similarly, Wu and Liu (2022) emphasized that the effectiveness of green marketing is strongly influenced by a company's credibility. Consistent and authentic environmental initiatives strengthen brand image, whereas initiatives perceived as greenwashing diminish consumer trust.

Therefore, minimarket managers in Jakarta should ensure that all green marketing activities are supported by genuine and consistent environmental practices in order to build a strong and sustainable green brand image.

Theoretical Implications

The findings of this study reinforce the Green Marketing Theory proposed by Chen (2010), which argues that the implementation of green marketing strategies enhances green brand image and ultimately strengthens consumer purchasing behavior. Moreover, this study contributes to the development of the conceptual model linking green marketing, green brand image, and purchase decisions within the context of Indonesia's modern retail industry.

- Integrate green marketing into long-term business strategies.
- Reduce the use of single-use plastics and expand the use of eco-friendly packaging.
- Increase transparency regarding sustainability programs through digital media.
- Offer a wider range of products with environmental certifications.
- Periodically evaluate the effectiveness of green marketing programs to ensure they are perceived as genuine commitments rather than mere promotional strategies (greenwashing).

E. CONCLUSION

This study aims to analyze the impact of green marketing on consumer purchasing decisions, with green brand image serving as a mediating variable, within the context of minimarkets in Jakarta. Based on the analysis using Structural Equation Modeling–Partial Least Squares (SEM-PLS), all research hypotheses were accepted.

Green marketing has a positive and significant effect on green brand image. These findings indicate that implementing sustainability-oriented marketing strategies can enhance consumer perception of the minimarket as an environmentally conscious company. Initiatives such as reducing plastic bag usage, utilizing eco-friendly packaging, digitizing receipts, offering eco-friendly products, and conducting environmental education campaigns contribute to shaping a positive corporate image.

Green marketing positively influences consumer purchasing decisions. The implementation of green marketing activities provides added value to consumers, thereby increasing their likelihood of choosing minimarkets committed to environmental preservation. However, purchasing decisions are influenced not only by environmental factors but also by price, product quality, location, and service.

Green brand image was found to have a positive effect on purchasing decisions. A more favorable consumer perception of the company's green image leads to greater consumer confidence when making purchases. These results demonstrate that corporate image is a strategic asset capable of enhancing the competitiveness of minimarkets amidst the rivalry within the modern retail industry.

The study confirms that green brand image mediates the impact of green marketing on purchasing decisions. Consequently, the success of a green marketing strategy depends not only on the implementation of environmental programs but also on the company's ability to build positive perceptions and credibility in the eyes of consumers.

Overall, this study affirms that green marketing is an effective approach for boosting the competitiveness of the minimarket industry in Jakarta by establishing an environmentally friendly corporate image.

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