



Exploring the Impact of Green Marketing, Brand Image, and Purchase Intent on Consumer Decisions for Bogasari Flour Products

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ABSTRACT

This research addresses the decline in consumer purchasing decisions for PT Indofood Sukses Makmur Tbk. and Bogasari Flour Mills, emphasizing the growing importance of green marketing in shaping consumer preferences for environmentally friendly products. The study aims to evaluate the influence of green marketing, brand image, and purchase intention on consumer purchasing decisions. Employing a descriptive associative method, the research utilizes a questionnaire distributed to 300 respondents selected through purposive sampling. Data analysis is conducted using SPSS 24, focusing on validity, reliability, correlation analysis, coefficient of determination, and multiple regression. The findings reveal a positive and significant impact of green marketing, brand image, and purchase intention on the sales of Bogasari flour by PT Indofood Sukses Makmur Tbk., indicating that these factors are crucial in influencing consumer purchasing decisions. The results suggest that companies should prioritize green marketing strategies and enhance their brand image to align with consumer preferences, ultimately improving sales performance in a competitive market. In conclusion, integrating green marketing, brand image, and purchase intention into sales strategies is essential for effectively influencing consumer purchasing decisions, enabling companies like PT Indofood Sukses Makmur Tbk. to navigate market challenges and seize growth opportunities.

INTRODUCTION

Environmental issues have become a financial concern for companies, with climate risks required to be disclosed under regulations like Sarbanes-Oxley. Environmental and financial performance are increasingly linked, impacting sectors such as banking, insurance, energy, and manufacturing. Companies must report environmental risks as a fiduciary duty, affecting balance sheet transparency (Fusaro & Yuen, 2005). In the 1960s and 1970s, environmental awareness grew globally, influencing consumer attitudes toward green products. This shift led to the rise of green marketing, focusing on environmentally-friendly products and practices (Wazir & Khan, 2021).

As the era of globalization progresses, the biggest Globalization has accelerated awareness of global warming and environmental degradation, driven in part by hazardous material use. The shift to green growth, compared to an industrial revolution, aims to reduce environmental harm while improving social fairness and well-being, dramatically lowering environmental hazards and ecological harm, according to the United Nations Environment Program (UNEP, ILO, IOE, ITUC, 2008) (Bowen et al., 2018). In response to growing environmental awareness, efforts to combat global warming include informed product choices by consumers. Environmental concerns present an opportunity for businesses to meet consumer needs while promoting sustainability (Dewi & Aksari, 2017). Plastic waste is a major environmental issue, making up 14% of Indonesia's waste (5.4 million tons). In the U.S., plastic waste increased from under 1% in 1960 to 12% in 2008, with packaging, containers, and disposable items as major contributors. This includes long-lasting products and single-use plastics. In the UK, 3 million tonnes of plastic waste are generated annually, with packaging accounting for 56%. Jakarta produces 1,000 tons of plastic bag waste daily, and scavengers play a key role in recycling. Global waste is expected to rise from 1.3 billion to 2.2 billion tons by 2025. As environmental awareness increases, companies are adopting eco-friendly practices, with growing demand for sustainable products, like eco-friendly wheat flour, particularly in Indonesia (Agustin, 2021). PT Indofood Sukses Makmur Tbk, through Bogasari Flour Mills, leads green marketing with its eco-friendly "Bio-Degradable" wheat flour packaging. This innovation preserves product quality and price, influencing consumer choices and establishing Bogasari as a sustainable brand in Indonesia (Agustin, 2021).

Green marketing focuses on promoting eco-friendly products to attract and retain environmentally conscious consumers while achieving sustainability goals. In emerging markets, businesses must adapt products to meet environmental needs and educate eco-aware consumers. Trust, brand reputation, and product benefits influence loyalty and brand equity. To succeed, companies need digital marketing strategies, a deep understanding of consumer behavior,





and products that meet social, functional, and emotional needs, positioning themselves as trusted green brands (Mogaji et al., 2022).

Green marketing promotes eco-friendly products to attract eco-conscious customers and achieve sustainability goals. In emerging markets, businesses must adapt, educate consumers, and invest in digital strategies to build trust and loyalty, positioning themselves as trusted green brands (Agustin, 2021). Green marketing attracts eco-conscious customers with sustainable products. Businesses must understand consumer needs and invest in digital strategies (Dewi & Aksari, 2017) Mangkono (2011) suggests that marketers view green marketing as a business opportunity, utilizing the 4Ps to promote eco-friendly products while emphasizing environmental benefits such as waste management, energy efficiency, and emission reduction (Dewi & Aksari, 2017).

LITERATURE REVIEW

This study examines how governments use C&T systems and FC/ER subsidies to promote emission reductions through green technology investments. It analyzes supply chains with manufacturers, retailers, and eco-aware customers, focusing on optimal decisions regarding prices, production, green technology investments, and marketing. It also compares the impact of subsidies on carbon emissions and supply chain efficiency. The shift to green growth ("greening") is expected to cause significant structural changes in global labor markets. Similar to past shifts like outsourcing and the IT revolution, it will alter job roles, required skills, and job demand, leading to career transitions and changes in workers' career paths (Bowen et al., 2018).

This study found that green marketing activities, green image, and corporate communication do not directly affect purchase intention. However, a positive relationship was observed between corporate image and purchase intention. Green activities negatively impacted corporate image, while green image and communication positively influenced it. Additionally, the study revealed that corporate image mediates the effect of green marketing on purchase decisions, with green activities negatively affecting purchase intention, while green image and communication had a positive impact (Nahar et al., 2021).

According to (Genoveva & Berliana, 2021) Green marketing is a successful marketing tactic that can enhance a company's positive brand perception. Green marketing is influenced by green marketing as well (Ha et al., 2022). According to (Schwartz, 1977). Brand image is the perception and trust of consumers which are embedded in their memory (Keller, 2010), so consumer purchasing decisions are strongly influenced by their image of the product or service (Schiffman & Kanuk, 2010). A good brand image will make consumers not easily move to other products (Keller, 2010). With a good brand image, companies will encourage consumers to buy products (Agustin, Kumadji, & Yulianto, 2015; Silvia, 2014; Simão & Lisboa, 2017). In the age of socially conscious marketing, businesspeople still need to give the idea of being environmentally friendly considerable consideration to maintain environmental sustainability and pursue competitive advantage. The primary challenge facing business practice is coming up with innovative ideas for how marketers might satisfy the demands of the great majority of people on Earth. (Rahayu, L. M. P., Abdillah, Y., Mawardi, M. K., Administrasi, F. I., 2017)

According to Poppy Kampani (2014) in (Mamahit, 2015a). Green marketing is really expensive. For instance, to keep testing if the company's upcoming product releases adhere to the standards for ecologically friendly goods. Companies who promote themselves as engaging in the green marketing strategy must also pay for their participation in community activities and reforestation projects. Many theories of consumer behavior and marketing contend that in addition to motivation, external factors including cultural, societal, and economic considerations also have an impact on human wants. Psychological impulses frequently impact the selections of products and purchases. Products are made to serve social and psychological needs in addition to functional ones.

Kotler and Keller (2016) define brand image as encompassing names, terms, signs, symbols, designs, or their combinations used to distinguish the goods or services of one seller or group from those of competitors. When examined closely, the quality of domestic products often matches or exceeds that of foreign alternatives; the primary distinction lies in the global recognition and reputation of these brands. According to Kotler and Keller (2016), brand image represents a set of attributes that creates a unique identity and perception in the minds of consumers, influencing their preferences and purchase decisions (Mujanah & Satriatama, 2022).

According to Aaker in Sangadji, et al (2013), brand image is a unique set of associations that marketers want to create or maintain. The associations state what the brand is and what it promises to consumers. Consumers with a positive image of a brand are more likely to make purchases, therefore the main use of advertising includes building a positive image for the brand. According to Keller in Sangadji, et al (2013), the components of brand image are the types of brand associations and the support, strength, and uniqueness of brand associations. (Avrinella Silaban et al., 2021).

According to Laras Latifasari (2012: 12), making a purchase decision entails setting targets that will define the profits and losses that will accrue as well as identifying all feasible options for fixing issues. Every day or periodically, customers make purchasing decisions without being aware of or comprehending the buying decision process (Mamahit, 2015b). According to Rudi Haryadi (2009: 17), some researchers believe that a green marketing strategy could be successful as a business strategy and has been used as the cornerstone of a marketing strategy. However, some other researchers believe that green marketing fails to further benefit the environment. Possibility of incorporating environmental concerns and competitive advantage into company plans (Mamahit, 2015b). When someone has the





desire to approach or obtain a good or service, they have purchasing intentions, which are personal actions or behaviors that are directly tied to their attitudes. Simamora (2004), in (Septifani et al., 2014b). Purchasing intentions are specific to them, tied to how they feel about a particular object, and will have the ability or encouragement to carry out a series of actions to achieve the goal. The stage of a respondent's propensity to act before making a purchase is known as buying interest. Actual purchases and intended purchases are two different things. Purchase intention is the decision to buy a future opportunity if the actual purchase is one that the consumer makes. When customers are enthusiastic about and interested in the goods or services being provided by the manufacturer, this will also indicate that someone is interested in purchasing them (Kotler in Mulyana, 2016)(Krismi Budi Sienatra, 2021). According to Abzari et al. (2014; Putri 2016), there are 4 dimensions of Purchasing intentions, namely: transactional interest, referential interest, preferential interest, and exploratory interest (Krismi Budi Sinatra, 2021).

METHOD

This research employs a quantitative approach, integrating both descriptive and associative methods. Descriptive research is used to collect data on one or more independent variables without making direct comparisons, while associative research investigates the relationships between variables to test hypotheses. The primary focus of the study is to assess how green marketing, brand image, and purchase intention influence consumer purchasing decisions for Bogasari wheat flour products. A sample of 300 consumers who have purchased these products will be analyzed using statistical techniques to test the proposed hypotheses.

The study's population comprises all 300 consumers who have bought Bogasari wheat flour. A saturated sampling technique is used, meaning the entire population is included in the study for comprehensive data collection. Primary data is obtained through questionnaires utilizing a Likert scale, and secondary data is gathered from relevant literature, company reports, and previous research. The study examines the impact of three independent variables—green marketing, brand image, and purchase intention—on the dependent variable, purchase decision. This methodology facilitates an in-depth exploration of the factors affecting consumer behavior, providing valuable insights for businesses in the food sector.

RESULT

The coefficient of determination (R^2) is used to assess the extent of influence that independent variables have on the dependent variable. An R^2 value close to 1 indicates a strong relationship between the variables. The coefficient of determination (R^2) is 0.993, meaning that Green Marketing (X1), Brand Image (X2), and Purchase Intention (X3) explain 99.3% of the variation in Purchase Decisions for PT Bogasari's environmentally friendly wheat flour. The remaining 0.7% is influenced by other factors like price, perceptions, and quality. Using the coefficient of determination (R^2) test, or determination coefficient test (R^2), tests are performed to determine the degree of the independent variables' influence. R^2 values near one indicate a strong relationship between the independent and dependent variables.

Table 1. The Value of the Coefficient of Determination (R^2) Test Results for Green Marketing, Brand Image, and Purchase Intention Variables on Purchase Decisions for Environmentally Friendly Wheat Flour Products by PT Bogasari

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.997a	.993	.993	60556

Based on the calculations above, the coefficient of determination (R^2) is 0.993, or 99.3%. This indicates that Green Marketing (X1), Brand Image (X2), and Purchase Intention (X3) collectively account for 99.3% of the influence on Purchase Decisions for Environmentally Friendly Wheat Flour Products by PT Bogasari (Y). The remaining 0.7% is influenced by other variables not examined in this study, such as price, consumer perceptions and product quality

Table 2. Partial Significance Test (T-Test)

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.793	.771		6.215	.001
Green Marketing	.965	.088	.1144	10.982	.001

a. Dependent Variable: Purchase Decision





Based on Table 2 the partial test results can be explained as follows:

Hypothesis Test 1

The independent variable of green marketing has a T-value of 10.982, which is greater than the T-table value of 1.669, with a significant value of 0.001, which is less than 0.005. Based on these partial test results, it is evident that T-value (10.982) is greater than the T-table value (1.669). This demonstrates that the green marketing component positively and significantly influences purchasing decisions. Therefore, the hypothesis (H1) is accepted, indicating that green marketing influences PT Bogasari's decision to purchase eco-friendly products, including wheat flour.

Table 3. T-Test Results Brand Image on Purchase Decision

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.793	.771		6.215	.001
	Brand image	.746	.028	.1124	7.003	.001

a. Dependent Variable: Purchase Decisions

Based on table 3 the partial test results can be explained as follows:

Hypothesis Test 2

The results of the partial test show that the t-value for the independent variable of brand image is 7.003, which is greater than the t-table value of 1.669 (t-value > t-table, 7.003 > 1.669), with a significance value of 0.001, which is less than 0.05. This indicates that the brand image variable has a positive and significant effect on purchase decisions. Therefore, hypothesis H2 is accepted, confirming that there is an influence of brand image on Purchase Decision PT Bogasari's eco-friendly goods, including wheat flour.

Table 4.T-Test Results for Purchase Intention Against Purchasing Decisions

Coefficients a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.793	.771		6.215	.001
	Purchase Intention	.709	.085	.825	8.381	.001

a. Dependent Variable: Purchasing Decisions

Based on Table 4 the partial test results can be explained as follows:

Hypothesis Test 3

The partial test results indicate that the t-count for the independent variable of purchase intention is 8.381, which exceeds the t-table value of 1.669 (8.381 > 1.669) with a significance level of 0.001, which is less than 0.05. This finding implies that the brand image variable has a positive and significant effect on purchase decisions. Therefore, hypothesis H3 is accepted, confirming that there is a significant influence Purchase Intention on of brand image on Purchase Decision PT Bogasari's eco-friendly goods, including wheat flour .to purchase eco-friendly products, including wheat flour.

Hypothesis Test 4

Simultaneous Significance Test (Test F)

The F test is intended to determine how much influence the independent variable has on the dependent variable. If the sig value is below 0.05, the independent variable affects the dependent variable. The results of the F test calculation can be seen in the table below:

Table 5. Green Marketing, Purchase Intention and Brand Image F Test Results Against PT Bogasari's choices to purchase eco-friendly goods, including wheat flour 'Purchase Decisions

Based on Table 7, it can be seen that the test results simultaneously,

1	Regression	5162..942	3	1720.981.	F 1744.709	.001 ^b
	Residual	291.974	296	986		
	Total	5454..917	299			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Purchase Intention, Green Marketing, Brand Image

The F-count value of 1744.709 is greater than the F-table value of 3.15, indicating that green marketing, brand image, and purchase intention collectively have a significant effect on purchasing decisions, with a significance level of 0.000, which is less than 0.05. Therefore, it can be concluded that green marketing, brand image and purchase intention together have a positive and significant impact on PT Bogasari's purchase decisions for eco-friendly





products, including wheat flour

RESULT

The Effect of Green Marketing on Purchasing Decision

The growing environmental awareness among consumers has prompted marketing managers of green products to investigate consumer decision-making. Research has concentrated on understanding how consumers select eco-friendly products, with the goal of minimizing the environmental impact of their consumption behaviors (Kumar & Ghodeswar, 2015). This study emphasizes the effect of green marketing on purchasing decisions, as shown by a T-test where the T count (10.982) exceeded the T table (1.669) with a significant value of 0.001. This indicates that green marketing has a measurable and positive impact on consumer choices. The findings also confirm that green marketing influences purchasing decisions, as seen in PT Bogasari's sales of eco-friendly products like wheat flour. Similarly, Starbucks' green marketing strategy has a strong, positive effect on consumer product selection. (I Gusti Agung Nanda Dwipamurti, 2018).

The analysis indicates that green marketing positively and significantly influences consumers' purchasing intentions. Therefore, businesses selling green products can improve customer purchase intent by enhancing their green marketing strategies. (Made et al., 2019). In Sragen Regency, green marketing has a positive and significant impact on Tupperware users' purchasing decisions, as evidenced by the T-test values (3.714 > 1.983) and a probability of 0.05. Additionally, corporate social responsibility plays a significant role in influencing Tupperware customers' buying choices in the region. (Larasati, A. V., Purwono, 2021).

According to (Avrinella Silaban et al., 2021) The findings demonstrate a favorable and significant impact of the Green marketing variable on purchasing choices. This demonstrates that Starbucks' green marketing is inappropriate, and it is required to enact numerous measures to enhance consumer purchasing decisions, (Asyhari & Yuwalliatin, 2021) The T-test results showed that a green marketing strategy carried out by the company will bring better changes in improving purchasing decisions. The more the green marketing strategy can be appropriately implemented, the more consumers' awareness of their rights to get environmentally-friendly products will increase, which will increase the purchasing decision. Marketing based on environmental sustainability is a new development in the marketing field. It is a potential opportunity and strategy with a multiplier effect, both business people and the user community in attracting consumers' attention to make purchases. (Larasati, A. V., Purwono, 2021)

According to Desanto et al. (2018), their research shows that green marketing positively influences purchasing decisions. The study found that the green marketing variable had a T-count of 3.714, greater than the T-table value of 1.983, with a probability value of 0.000, indicating a significant effect. This supports previous studies by Nurhayati et al. (2016) and Balawera (2013), which also found that green marketing has a positive and significant impact on purchasing decisions. (Asyhari & Yuwalliatin, 2021).

The resulting research (Rayon & Widagda, 2021) This study indicates that green marketing has a positive and significant effect on purchase decisions. As green marketing efforts increase, purchase decisions are likely to rise as well. The most dominant indicator of green marketing in this research is the use of advertisements with environmental themes. The resulting research (Amoako et al., 2022) The study's findings suggest that pricing mediates the relationship between purchase intention and green marketing strategies. This aligns with research by Young et al. (2010) and Tsakiridou et al. (2008), which identified price and the scarcity of green products as significant barriers to eco-friendly consumer behavior. Although green marketing often increases production costs and prices, consumers may be hesitant to buy if they perceive the price as too high. Furthermore, the study highlighted notable gender differences, with female consumers being more willing to pay a premium for environmentally friendly products. (Sandeepani & Samaraweera, 2021). To protect the environment, female shoppers were prepared to spend more on green items.

The Influence of Brand Image on Purchase Decision

According to the findings of the partial test, the independent brand image variable's t count is 27,003, which is higher than the t table's value of 1.669. This means that the independent brand image variable's t count > t table (7,003 > 1,669) has a significance value of 0.01 < 0.05. This indicates that factors with a partially branded image have a favorable and significant impact on purchase decisions. Therefore, H2 agreed that there is a connection between green marketing and PT Bogasari's eco-friendly products, including the brand image of wheat flour, with a value of 1.669, leading to a t count > t table (7.003 > 1.669) with a significance value of 0.000, or 0.05. This implies that brand image factors partially influence purchase decisions in a positive and meaningful way. H2 is thus acknowledged as such.

According to the findings of a study by (Avrinella Silaban et al., 2021) The brand image variable influences purchasing choices in a positive and significant way. This demonstrates that Starbucks' brand image needs to be enhanced once more to increase consumer spending. According to the findings of a study by (Rybackzewska et al., 2020) The brand image variable stimulates consumers' choice.

Brand image, brand trust, and values that are recognized and connected to new factors that take into account the uniqueness of green marketing, green brands, and green management on the one hand, and on the other, consumer perception and acceptance of green products and green brands, are all important. This embodies green value, happiness, and trust. Consumer happiness and trust are shaped by the values they adopt while deciding to select and purchase





green brands, products, and services. (Yu et al., 2018).

Consumers in Sragen Regency who purchase Tupperware items do so because of the brand's image positive reputation. is shown by the fact that $t_{count} > t_{table}$ and probability 0.05 ($4.803 > 1.983$ and $0.0000 < 0.05$) have positive values. To be used as a reference for generalizing issues, the study item must be expanded to include more than simply one district. The requirement is to include more independent factors that affect consumer choices for green products like Tupperware. (Larasati, A. V., Purwono, 2021).

Research results from (Riska Nindia Sari and Drajat Hakim, 2021) show that Brand Image has a significant influence on purchasing decisions. This is because the sig value is 0.022 (Sig. < 0.05). Therefore, Brand Image has a significant influence on the decision to buy Telkomsel internet packages among motivated FISIP students at the Islamic University of Blitar. (Azmy et al., 2020) explained that brand image will always be a consideration of consumers in buying a motorcycle. The results, namely brand image and product perception have a significant influence on the purchase decision of a motorcycle. (ANGGANA EKO AGUSTY, 2015) states that research has been done by Fadli and Qamariah (2008), and the results of hypothesis testing showed that the variable impression of perceived brand quality significantly influences consumers in making purchasing decisions for Honda motorcycles.

The Influence of Purchasing Intention on Purchase Decision

According to the findings of the partial test, the independent variable "buy intention" has a t count of 5.168, which is higher than the t table's value of 1.669. This results in a $t_{count} > t_{table}$ ($8,381 > 1,669$) with a significant value of 0.001, or 0.05. This indicates that the brand image variable influences purchases in a positive and significant manner. Therefore, it is acknowledged by H3 that PT Bogasari's decisions to buy environmentally friendly products, including wheat flour, are influenced by the brand's reputation.

The findings of this study demonstrate that consumers' decision to purchase packaged tea RGB is influenced significantly by their level of curiosity. His words serve as an example of this. (Septifani et al., 2014a) Based on the results of the study (Sari, 2020) there is a positive and significant relationship between purchasing intention and purchasing decisions of Amplang Crackers consumers at the Karya Toko Bahari Samarinda, meaning that the higher the purchasing intention, the higher the purchasing decisions for Amplang Crackers consumers at the Karya Bahari Samarinda Store. On the other hand, the lower the buying interest, the lower the purchasing decisions for Amplang Crackers consumers at the Karya Bahari Samarinda Store. The high buying interest reflects the level of consumer satisfaction when deciding to buy a product. The research results show (Opricard Montjail Bernhard Tewall & Lengkong, 2014) show that there is no positive and significant relationship between purchasing intention on purchasing decisions for motorcycles. Yamaha Sentral Abadi.

The findings revealed that telepresence, flow, and guidance shopping significantly increased the likelihood of receiving favors in return. Telepresence, advice shopping, and meta-voicing, on the other hand, significantly enhance amicable relationships. Last but not least, cooperation and harmony in relationships have a substantial favorable influence on consumer purchasing and gift-giving decisions (Lu et al., 2022). According His research's conclusions demonstrate how in-store information, such as carbon labels on food packages, can drive purchase intention and affect customer purchasing decisions if it is planned following consumer behavior before, during, and after food shopping activities. (Ran et al., 2022)

Purchase Decision is simultaneously impacted by green marketing, brand Image, and purchase intention.

The results of the research that the researchers have done show that judging from the value of the Coefficient of Determination (KD) of 0.946 or 94,6%. This means that Green Marketing (X1), Brand Image (X2), and Purchase Intention (X3) contributed 94,6%. Influence on Purchasing Decisions (Y) on Environmentally friendly wheat flour product PT. Bogasari Indofood while the remaining 5,4% is influenced by other variables not examined by researchers. With a lesser significant value (0.00 from 0.05, it can be seen that green marketing, brand image, and purchase intention together have a substantial impact on purchasing decisions. The value of the count F_{Test} in this case, is 1744.709, which is higher than the F table's value of 3.15. Therefore, it can be stated that brand image and green marketing work well together to influence consumer decisions.

According to the study's findings (Septifani et al., 2014a), green marketing (X), knowledge (X), and purchase interest (X 3) all have a favorable impact on the decision to buy tea in RGB packaging (Y 1). Green marketing techniques can be used by manufacturers to boost sales of tea beverages with RGB packaging. The research's findings revealed to the researcher new truths about the variable, namely that Green Regulations and Guidelines were not a necessary component in green purchasing intentions for environmentally friendly electrical equipment. This might be because the government hasn't done a great job of implementing its laws and policies to convince people to act sustainably, especially when it comes to people's aspirations to buy environmentally friendly electrical products. (Ayodele et al., 2017).

Inferring that green marketing quality (green brand knowledge, attitude, and environmental awareness) constitute the actual medium of communication for green products, green marketing attributes had a large and positive effect on green trust. The study looked at how green marketing elements (green brand awareness, attitude, and knowledge) significantly and favorably impacted purchase intentions (Tan et al., 2022).





According to research findings from (Avrinella Silaban et al., 2021)), there is no observable effect of green marketing's indirect influence on purchasing decisions through brand image as a mediating variable. The outcomes of the path analysis show that green marketing directly influences brand perception, purchase decisions, and brand perception's influence on purchases. The effects of each variable outweigh those of the indirect variable. As a result, the brand's reputation cannot operate as a mediator or arbitrator between green marketing and consumer purchasing choices.

The study's from (Nguyen-Viet, 2023) conclusions explain how green marketing affects many aspects of customer-based brand equity to build and maintain brand equity. As a result of the degree to which a specific segment's membership is inclined to be worried about the environment or evaluate the environmental consequences of their behavior, they also explain how to best target certain green marketing values toward distinct customer categories.

CONCLUSION

The research highlights that Green Marketing, Brand Image, and Purchase Intention collectively shape consumer decisions to buy eco-friendly wheat products from PT. Indofood Bogasari. Green Marketing promotes environmental awareness, Brand Image builds consumer confidence and loyalty, and Purchase Intention reflects the growing preference for sustainable products. These factors play a significant role in driving purchasing behavior, emphasizing the importance of adopting environmentally conscious business strategies. Future studies involving broader and more varied participant groups could offer deeper insights into evolving consumer preferences in the post-pandemic context

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