

GREEN MARKETING STRATEGY AS AN IMPLEMENTATION OF CONSUMER TRUST IN REALIZING SUSTAINABLE DEVELOPMENT GOALS (SDGS)

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Abstract: This study discusses the influence of green marketing strategies and Sustainable Development Goals (SDGs) on green purchasing behavior with trust as an intervening variable. The background of this study is based on global challenges related to climate change and the need for more sustainable consumption, especially in developing countries such as Indonesia. Although environmental awareness is increasing, green purchasing behavior is still low, so an effective marketing strategy is needed. The aim is to test the influence of green marketing strategies and SDGs on trust and green purchasing behavior, and to analyze the role of trust in mediating the relationship. This study focuses on consumers in East Semarang, using a quantitative approach with a survey method and data analysis using SmartPLS 3.0. The results of the study are expected to provide insight for companies in developing sustainable marketing strategies and increasing consumer trust in environmentally friendly products.

Keywords: *Green Marketing, SDGs, Consumer Trust, Green Purchase Behaviour*



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INTRODUCTION

Climate change and environmental degradation are pressing global challenges, triggering various initiatives in sustainability efforts. The concept of Sustainable Development Goals (SDGs) adopted by the United Nations (UN) in 2015 serves as a guide to encourage sustainable development that covers various social, economic, and environmental aspects (United Nations, 2015). One important focus of the SDGs is to reduce environmental impacts through the development of environmentally friendly practices and sustainable consumption. In this context, green marketing strategies emerge as an important tool to increase green purchasing

behavior in society (Buratti, Profumo et al. 2020).

Green marketing includes not only communication of environmentally friendly products but also consumer involvement in contributing to environmental conservation (Arora 2025). By supporting sustainable products, consumers not only benefit from product quality but also support the goals of the SDGs, especially those related to responsible consumption and production. However, despite increasing environmental awareness, green purchasing behavior among consumers, especially in developing countries such as Indonesia, is still relatively low.

Research shows that consumer trust in brands that practice green marketing can be a significant intervening variable in stimulating green purchasing behavior (Yadav & Pathak, 2022). This trust includes the belief that the promoted product actually provides environmental benefits and is not just a marketing strategy (Chen & Chai, 2019). This study focuses on consumers in East Semarang City, an area that shows great potential in adopting sustainable practices. There is an urgent need to better understand how green marketing strategies can influence green purchasing behavior in this area and how trust can mediate the relationship. This study aims to explore the implications of green marketing strategies and SDGs on green purchasing behavior in East Semarang City, emphasizing the role of trust as an intervening variable as well as Green Marketing Strategies and Sustainable Development Goals (SDGs)..

METHOD

Based on the formulation of the problem above, the purpose of this study is to test and analyze:

1. The influence of green marketing strategies on trust in environmentally friendly products
2. The influence of Sustainable Development Goals (SDGs) on trust in environmentally friendly products
3. The influence of green marketing strategies on green purchasing behavior
4. The influence of Sustainable Development Goals (SDGs) on green purchasing behavior
5. The influence of trust on green purchasing behavior

The theoretical benefits of this research can enrich the field of marketing management empirically and it is expected that students can apply the theories obtained so as to gain additional knowledge from this research. The practical benefits of this research for companies are expected to provide input and considerations in determining the right strategy in the field of consumer behavior marketing management and can expand knowledge and information related to this research (Alhemimah, Ali et al. 2025).

LITERATURE STUDY

Green marketing strategy

Green marketing strategy refers to marketing practices that focus on environmentally friendly products and services with the aim of attracting consumers who care about environmental issues. According to (Devi Juwaheer, Pudaruth et al. 2012), green marketing not only considers the products sold but also includes how the products are produced, packaged, and marketed. The implementation of this strategy is expected to increase consumer loyalty by emphasizing transparency and corporate social responsibility. Research conducted by (Giantari and Sukaatmadja 2021) shows that consumer decisions to purchase green products are greatly influenced by brand images that focus on sustainability.

Sustainable Development Goals (SDGs)

Sustainable Development Goals (SDGs) are a global agenda set by the UN to improve people's welfare and protect the planet for future generations (United Nations, 2015). There are 17 SDGs goals that cover various aspects, from poverty reduction to environmental conservation. According to (Sukaatmadja 2020), the implementation of SDGs in the context of business and marketing helps organizations to focus not only on profits but also on responsibility towards society and the environment. Integration of SDG principles into business strategies can encourage more sustainable purchasing behavior among consumers.

Consumer Trust

Consumer trust in a brand is a key factor in motivating green purchasing behavior. According to (Vaccaro and Karjaluoto 2009), this trust is rooted in the brand's transparency, reputation, and consistency in communicating its sustainability values. Research by (Royo-Vela, Amezcua Salazar et al. 2021) revealed that increased trust can create a stronger relationship between consumers and brands, thereby facilitating the adoption of environmentally friendly products. The trust that is built not only influences purchasing decisions but also creates long-term loyalty among consumers.

Green Purchase Behavior

Green purchase behavior refers to the tendency of consumers to buy products that are considered environmentally friendly. According to (Alagöz and Ekici 2014), this behavior is not only influenced by environmental awareness but also psychological factors such as intentions and attitudes towards sustainable consumption. Research by (Cătălin and Andreea 2014) shows that green purchasing behavior is directly related to consumer acceptance and support for sustainability initiatives, which can be triggered by effective and educational marketing campaigns.

Relationship Between Variabel

Relationship between Green Marketing Strategy Variables and Trust in Environmentally Friendly Products

An effective green marketing strategy can increase consumer trust in environmentally friendly products. This is due to the company's transparency and commitment to marketing sustainable products. According to (Devi Juwaheer, Pudaruth et al. 2012), the use of marketing strategies that focus on sustainability helps strengthen brand image in the eyes of consumers, which in turn increases consumer trust in the product. In this context, an educational and informative communication strategy is key to building trust.

Relationship between Sustainable Development Goals (SDGs) Variables and Trust in Environmentally Friendly Products

The application of SDGs principles in marketing can increase consumer trust in environmentally friendly products. (Ferdinand and Killa 2018) state that when companies integrate with global sustainability goals, this not only creates a positive image but also demonstrates the social responsibility expected by consumers.

Relationship between Green Marketing Strategy Variables and Green Purchasing Behavior

Green marketing strategies significantly influence consumer green purchasing behavior. (Fernandes, Ferreira et al. 2020) showed that when companies actively promote environmentally friendly products with clear messages and campaigns, this can increase consumer purchase intentions towards green products. Green marketing practices that involve relevant information and transparency about product sustainability will encourage consumers to choose environmentally friendly products.

Relationship between Sustainable Development Goals (SDGs) Variables and Green Purchasing Behavior

The implementation of SDGs in business can create positive changes in green purchasing behavior. According to (Giantari and Sukaatmadja 2021), consumers who are highly aware of SDGs tend to prefer to buy products that are considered to support sustainability goals. This happens because consumers feel involved and contribute to achieving global goals when they switch to more environmentally friendly products.

Relationship between Trust Variables and Green Purchasing Behavior

Trust in brands and products has a significant effect on green purchasing behavior. (Tjahjadi, Soewarno et al. 2020) stated that consumers who have a high level of trust in environmentally friendly products tend to be more likely to make green purchases. This trust results from a good brand reputation and consistency in communicating sustainability values, which creates loyalty and increases the intention to purchase green products.

RESEARCH METHODS

The population in the study were all consumers of green products spread across the East Semarang area. Sampling was done in. Using the nonprobability sampling method. The data collection technique in this study used a questionnaire distributed to consumers online using a google form. The data analysis technique used in this study was the Path Analysis approach which was processed using SmartPLS 3.0 software.

Since the population in this study is not known with certainty, it is calculated using the appropriate formula for the PLS method, namely by multiplying the total number of parameters by a number between 5 and 10 (Ferdinand and Killa 2018). In this calculation, a multiplier factor of 5 is used, so that: $\text{Sample} = 5 \times \text{Total parameters} = 5 \times 20 = 100$. Based on the calculation results, the number of samples used in this study was 100 respondents

FINDING AND DISCUSSIONS

The distribution of the questionnaire was carried out through an online survey using the Google Form. The number of respondents in this research was 100 respondents. The characteristics of the respondents selected were in the form of personal data such, gender, age. The description of the characteristics of the respondents is presented as follows :

Table 1. Respondent Characteristic according gender

Gender	Frequency	Percentage
Male	45	45
Female	55	55
Total	100	100

Source: Primary Data, 2025

The data above can be concluded that the majority of respondents are female with a total of 45 respondents and a percentage of 55 %. It turns out that gender affects a person's behavior and way of thinking when the are green habits. It is proven from the data above that the majority of respondents are female. Women are generally more selective in choosing risks starting from consuming, controlling finances such as managing their income and expenses. Basically, female investors are more patient than male who tend to be aggressive.

Table 2. Respondent Characteristic according age

Age	Frequency	Percentage
<25	10	10
25-40	40	40
>40	50	50
Total	100	100

Source: Primary Data, 2025

Based on table 2, it can be seen that the characteristics of respondents based on age with a percentage of 10% of respondents aged <25 years, 40% of respondents aged 25-40 years, and 50% of respondents aged > 40 years. Based on these results, it can be concluded that the majority of respondents are aged >40 years. People over 40 years tend to be more wary of buying green products for several reasons. They may be more skeptical of sustainability claims, place a higher priority on the value and durability of a product, and have more experience distinguishing between quality products and empty promises. They may also be more wary of potential health or environmental risks from new products, especially if the claims are not supported by clear evidence.

Validity and Reliability Test

Validity tests are used to determine the suitability of the items in a questionnaire in defining a variable. The results of the research that has been carried out obtained the following statistical analysis results:

Table 3. Validity Test Results

Variables	AVE Value	Caption
Green Purchase Behav	0,587	Valid
Consumen Trust	0,775	Valid
Strategi Green Marketing	0,849	Valid
SDGs	0.754	Valid

Source: Primary Data Sem PLS, 2025

Based on Table 3, it can be seen that all Average Variance Extracted (AVE) values for each variable have exceeded 0.5. Thus, all variables can be declared valid according to the established standards, so they are worthy of being continued to the next testing stage.

Table 4. Reliability Test Results

Variables	Cronbach's Alpha	Caption
Green Purchase Behav	0,777	Reliable
Consumen Trust	0,927	Reliable
Strategi Green Marketing	0,941	Reliable
SDGs	0.838	Reliable

Source: Primary Data Sem PLS, 2025

Reliability testing aims to assess the extent of consistency or measuring an instrument in measuring the research object. This means that a reliable instrument will provide relatively stable results every time it is used under similar conditions (Ramadhan et al., 2024). Based on Table 4, it can be seen that the Cronbach's Alpha and Composite Reliability (CR) values for each variable have exceeded 0,7. Thus, it can be concluded that all variables in this study meet the reliability criteria and are suitable for further analysis.

DISCUSSION PATH ANALYSIS

Path coefficient or path coefficient test is a test used to show the strength of influence between exogenous and endogenous variables. The path coefficient test is seen from the P- value which must be less than (0.05) which indicates that the research hypothesis is accepted and has an impact between the variables that have been tested.

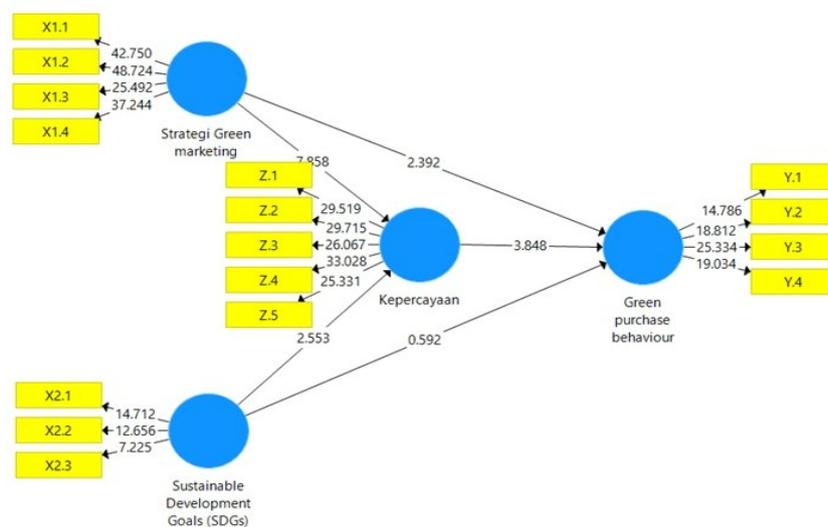


Figure 1. Bootstrapping

In this study, the direct influence hypothesis testing uses Partial Least Square using Smart PLS Version 3 software.

Table 5. Path Coefficient Test Results (direct influence test)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Marketing Strategy → consumer trust	0.582	0.751	0.053	7,858	0,000
SDGs → consumer trust	0.285	0,260	0.112	2,553	0,000
Green Marketing Strategy → Green Purchase Behaviour	0.303	0.309	0.127	2,392	0,017
SDGs → Green Purchase Behaviour	0.056	0.040	0.094	0,592	0,554
Consumer trust → Green Purchase Behaviour	0.525	0.525	0.137	3,848	0,011

Source: Primary Data Sem PLS, 2025

Based on Table 5, path coefficient analysis is used to test the influence between variables in the structural model. The results of this hypothesis test can be seen based on the P-Value value used with a significance level of 0.05. If the P-Value is less than 0.05, then the hypothesis is accepted as significant. Conversely, if the P-Value is more than 0.05, then the hypothesis is rejected as insignificant.

The results of the hypothesis test based on the table above are as follows:

1. The Effect of Green Marketing Strategy shows a P-Value of 0.000, which is less than 0.05, so this hypothesis is accepted and it can be concluded that price has a significant effect on Consumer Trust (H1 is rejected).
2. The Effect of Price on SDGs has a P-Value of 0.008, which is less than 0.05, so this hypothesis is accepted and it can be concluded that price has a significant effect on Consumer Trust (H2 is accepted).
3. The effect of SDGs shows a P-Value of 0.017, which is smaller than 0.05, so this hypothesis is accepted and it can be concluded that product quality has a significant effect on Green Purchase Behaviour (H3 is accepted).
4. The effect of SDGs shows a P-Value of 0.554, which is greater than 0.05, so this hypothesis is rejected and it can be concluded that purchase interest does not have a significant effect on Green purchase behaviour (H4 is rejected).
5. The effect of Consumer Trust on Green purchase behaviour has a P-Value of 0.011 which is less than 0.05, so this hypothesis is accepted and it can be concluded that price has a significant effect (H5 is accepted).

Table 6. Path Coefficient Test Results (indirect influence test)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Marketing Strategy → Consumer Trust → Green Purchase Behaviour	0.306	0.309	0.082	3,739	0,000
SDGs → Consumer Trust → Green Purchase Behaviour	0.150	0,141	0.079	1,904	0,057

Source: Primary Data Sem PLS, 2025

Hypothesis testing to test the indirect effect in the structural model is carried out using the Bootstrapping method found in SmartPLS. The results of this Bootstrapping provide a P-Value, which is used to determine whether the indirect effect is significant. Based on the results indirect effect of Green Marketing Strategy on Green Purchase Behaviour is significant, as indicated by a high t-statistic (3,379) and p-value (0,000). This suggests that Consumer Trust is serve as a mediator in the relationship between Green Marketing Strategy and Green Purchase Behaviour. On the other hand, the indirect effect of SDGs on Green Purchase Behaviour through Consumer Trust is low significant, with a t-statistic of 1,904 and a p-value of 0.057. This indicates that Consumer Trust is a low mediator in the relationship between SDGS and Green Purchade Behaviour.

CONCLUSION

In conclusion, the implementation of green marketing strategies plays a crucial role in strengthening consumer trust, which, in turn, significantly contributes to the realization of the Sustainable Development Goals (SDGs). By transparently communicating environmental commitments, offering eco-friendly products, and engaging in responsible production and consumption practices, companies can build and maintain trust with increasingly environmentally conscious consumers (Hoang, Bui Thanh et al. 2021). This trust becomes a powerful driver for sustainable behavior both at the individual and corporate level. It encourages consumers to make choices that align with sustainability principles and motivates businesses to continue investing in greener innovations and practices. As a result, green marketing is not merely a promotional tool; it becomes a strategic pathway that bridges business objectives with global sustainability targets, such as responsible consumption, climate action, and partnerships for sustainable development. Ultimately, the integration of consumer trust into green marketing strategies demonstrates how businesses can actively contribute to sustainable development—not only by reducing their environmental footprint but also by inspiring collective action toward a more sustainable future.

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