

## Synergizing Green Marketing and Product Innovation: Strategies for Elevating Consumer Choices

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### ABSTRACT

*This study examines the impact of green marketing and green product innovation on brand image and purchasing decisions among consumers. Utilizing a quantitative approach, data were collected from 165 respondents through surveys in Semarang, Indonesia. The findings reveal that green marketing significantly enhances brand image, suggesting that environmentally friendly marketing efforts are valued by consumers and contribute to a positive brand perception. However, green product innovation alone does not significantly affect brand image, indicating the necessity of combining it with effective green marketing strategies. Furthermore, the study confirms that a strong brand image significantly influences purchasing decisions, highlighting the importance of consumer perceptions in driving buying behavior. Green product innovation also shows a significant positive impact on purchasing decisions, demonstrating that eco-friendly and innovative products appeal to consumers. Despite these benefits, green marketing alone does not significantly impact purchasing decisions, suggesting that additional factors are required to drive consumer purchases directly. The study concludes that an integrated strategy combining green marketing and product innovation offers the greatest potential for enhancing brand image and influencing consumer behavior, providing valuable insights for managers seeking to leverage sustainability in their marketing strategies.*

**Keywords:** Green Marketing, Green Product Innovation, Brand Image, Purchase Decision, Consumer Culture Theory

### INTRODUCTION

Green marketing has become a pivotal business strategy as companies strive to meet the demands of increasingly environmentally-conscious consumers. This concept encompasses the development, promotion, and distribution of products considered environmentally friendly (Amoako *et al.*, 2020). As global environmental awareness grows, consumers are beginning to demand products and services that not only meet their needs but also support environmental sustainability. Consequently, companies implementing green marketing strategies aim not only to attract consumer attention but also to demonstrate their commitment to environmental sustainability (Majeed *et al.*, 2022).

Adopting Consumer Culture Theory (CCT) in this research is crucial as it provides a comprehensive framework for understanding how consumers interact with products and brands within their broader cultural context. CCT emphasizes that consumer behavior is not only driven by practical needs but also by the symbolic meanings and values that products represent. By applying CCT, this study can delve deeper into how green



marketing and green product innovation resonate with consumers' cultural values and identity, thereby influencing brand image and purchasing decisions (Arnould & Thompson, 2005). This theoretical perspective helps to elucidate the complex and multifaceted ways in which consumers integrate environmental values into their consumption practices, offering richer insights into the effectiveness of sustainable marketing strategies.

The green marketing is expected to influence consumer purchasing decisions, previous research has shown varied results. Some studies indicate that green marketing positively affects purchasing decisions, while others show that the impact is not significant (Mahendra & Nugraha, 2021). This inconsistency creates a research gap that needs further exploration to understand the factors influencing the effectiveness of green marketing in affecting purchasing decisions (Senge *et al.*, 2021). This research aims to explore the influence of green marketing on purchasing decisions by considering the role of brand image as a mediating variable. Additionally, this study will examine how green product innovation can enhance brand image and ultimately influence purchasing decisions (Bathmathan\* & Rajadurai, 2019; Lyu *et al.*, 2022; Nekmahmud & Fekete-Farkas, 2020). By investigating these variables, this research seeks to provide a deeper understanding of the mechanisms through which green marketing can influence consumer behavior. The study aims to answer several key questions: Green marketing directly influences purchasing decisions by appealing to consumers' environmental values. This influence is strengthened when a strong brand image mediates the relationship, as consumers are more likely to choose brands they perceive as environmentally responsible. Additionally, green product innovation enhances brand image, further influencing purchasing decisions by reinforcing the brand's commitment to sustainability.

Consumer experiences with green products are varied and crucial to understand in the context of green marketing. Consumers who have positive experiences with environmentally friendly products tend to have better perceptions of the brand and are more likely to make repeat purchases (Catulli *et al.*, 2017). These consumption practices include consumer habits and preferences related to purchasing environmentally friendly bottled water. This research will examine how positive or negative experiences with green products influence consumer perceptions and purchasing decisions. Additionally, it is important to understand the extent to which green marketing campaigns can change everyday consumption practices and increase consumer loyalty to brands promoting sustainability (Chen & Yang, 2019; Song *et al.*, 2020). This research has important implications for companies operating in Indonesia. With a large and diverse population, Indonesia offers a broad market for environmentally friendly products. However, to succeed in this market, companies need to understand the cultural dynamics and consumer behavior. The results of this research can help companies design more effective green marketing strategies by considering the factors influencing Indonesian consumer purchasing decisions. Additionally, by strengthening brand image through green product innovation, companies can enhance their competitiveness in an increasingly environmentally conscious market (Shukla, 2011; Woo, 2019; Wu *et al.*, 2021). This study also provides insights into how companies can leverage positive consumer experiences with green products to build strong brand loyalty.

This study employs a quantitative approach by collecting data through surveys distributed to consumers exposed to green marketing campaigns from various companies. The collected data will be analyzed using path analysis to test the relationships between the studied variables. This approach allows researchers to explore direct and indirect relationships between green marketing, brand image, green product

innovation, and purchasing decisions. This research is expected to provide both theoretical and practical contributions. Theoretically, it will enrich the literature on green marketing and Consumer Culture Theory (CCT) by identifying the mediating role of brand image. Practically, the findings can be used by companies to develop more effective marketing strategies by leveraging brand image and green product innovation to enhance consumer purchasing decisions. Additionally, this research can offer insights for policymakers in formulating policies that encourage more sustainable business practices.

## **METHOD**

### **Sample and Data Collection**

This study is a quantitative research aimed at examining the influence of Green Marketing and Green Product Innovation on Purchase Decision through Brand Image among consumers of Le Minerale bottled water in Semarang and its surrounding areas. Data were collected from 202 respondents through questionnaires distributed between December 2023 and February 2024; however, only 165 complete and usable questionnaires were obtained for this study. The sampling method employed was Simple Random Sampling, ensuring that each consumer had an equal chance of being selected as a respondent. The questionnaire (M. Hasan & Sohail, 2020) Bipolar scale ranging from 1 to 10, where 1 indicated "strongly disagree" and 10 indicated "strongly agree." In addition to the questionnaire, the researchers conducted a series of in-depth interviews to garner further insights from the respondents, thereby obtaining a richer understanding of the influence of Green Marketing and Green Product Innovation on purchase decisions. Data analysis was conducted to identify patterns and relationships between these variables, with the aim of understanding how consumer perceptions of environmentally friendly marketing strategies and product innovations affect brand image and their purchasing decisions. The results of this study are expected to provide significant contributions to the development of more effective and sustainable marketing strategies for Le Minerale.

### **Measurement of The Instrument's Validity and Reliability**

The study employs several instruments to measure variables related to Green Marketing, Brand Image, Green Product Innovation, and Purchase Decision. The validity of the instruments is assessed through Confirmatory Factor Analysis (CFA) to ensure that the items within each construct accurately measure the intended concept (Hair *et al.*, 2010). Reliability is measured using Cronbach's alpha coefficient to evaluate the internal consistency of the items within each construct (Charter, 1999). Ensuring the validity and reliability of these measurement instruments is crucial to guarantee that the data collected is accurate and dependable. The following is a description of each measurement instrument used:

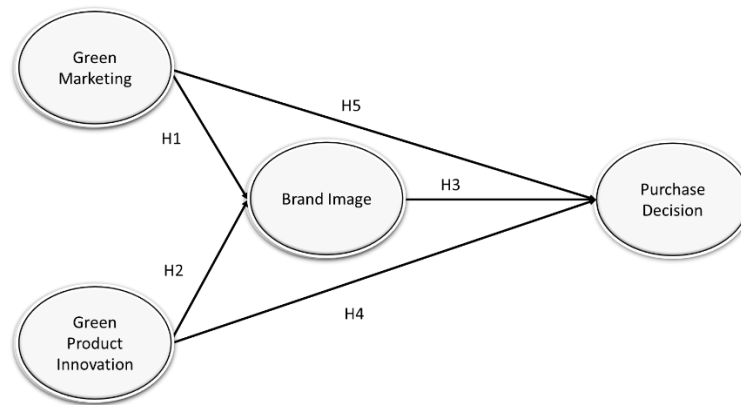


Figure 1 The conceptual framework of the study

**Table Measurement Validity and Reliability**

Variable and Indicator		$\beta$	Cronbach Alpha	Average Variance Extracted	Discriminant Validity
Green Marketing			0.820	0.588	0.767
X1.1	Green Product Development	0,633			
X1.2	Green Packaging	0,887			
X1.3	Environmental Advertising	0,745			
Source: (Song <i>et al.</i> , 2020; Tsai, 2020)					
Brand Image			0.880	0.568	0.753
Y1.1	Environmental Reputation	0,669			
Y1.2	Corporate Social Responsibility (CSR) Engagement	0,647			
Y1.3	Customer Perception of Eco-Friendliness	0,601			
Source:(Cheung <i>et al.</i> , 2019; Lee & Lee, 2018; Zameer <i>et al.</i> , 2020)					
Green Product Innovation			0.850	0.564	0.751
X2.1	Use of Environmentally Friendly Raw Materials	0,657			
X2.2	Energy Efficiency in Production	0,811			
X2.3	Sustainable Product Design	0,60			
Source:(Ilg, 2019; Lyu <i>et al.</i> , 2022)					
Purchase Decision			0.870	0.543	0.737
Y2.1	Environmental Product Attributes	0,771			
Y2.2	Perceived Value of Sustainability	0,678			
Y2.3	Eco-Labeling and Certifications	0,711			
Source:(J. R. Hanaysha, 2022; Tsai, 2020; Zhu <i>et al.</i> , 2019)					

Source: Author's data processing

## Hypothesis Testing

This study employs Structural Equation Modeling (SEM) using AMOS 24 software to test the formulated hypotheses. SEM was chosen due to its several advantages that align with the needs of this research: First, Ability to Test Complex Relationships: SEM allows researchers to examine and estimate multiple relationships between independent and dependent variables simultaneously (Hair *et al.*, 2010). This is crucial given that the study involves multiple variables such as Green Marketing, Green Product Innovation, Brand Image, and Purchase Decision, which have complex interrelationships. Second, Testing the Overall Theoretical Model: SEM enables researchers to test the overall theoretical model, not just the partial relationships between variables (Bentler & Bonett,

1980). This is important for understanding how all variables interact within a comprehensive model, providing a more holistic view of the influence of Green Marketing and Green Product Innovation on Purchase Decision through Brand Image. Third, Confirming the Validity and Reliability of Measurement Instruments: By using Confirmatory Factor Analysis (CFA) within SEM, researchers can ensure that the measurement instruments used are valid and reliable. CFA is employed to check whether the collected data fits the expected factor structure based on existing theory (Fornell & Larcker, 1981). In this study, CFA was utilized to validate constructs such as Green Marketing, Green Product Innovation, Brand Image, and Purchase Decision. The test results indicated that all constructs met the criteria for goodness of fit, with indices such as Chi-square, RMSEA, IFI, CFI, and TLI showing that the model fits well with the existing data.

**Table Hypothesis Testing Criteria**

	Hypothesis Variable	Standardized Estimate	Estimate	Critical Rasio	P	Conclusion
H1	Green Marketing positively influences Brand Image	0,449	0,431	3,63	***	Supported
H2	Green Product Innovation positively influences Brand Image.	0,13	0,158	1,129	0,259	Not Supported
H3	Brand Image positively influences Purchase Decision.	0,326	0,388	2,599	0,009	Supported
H4	Green Product Innovation positively influences Purchase Decision.	0,398	0,576	3,383	***	Supported
H5	Green Marketing positively influences Purchase Decision.	0,186	0,213	1,722	0,085	Not Supported
Goodness of Fit				Cut-off Value	Result	Conclusion
Chi-square , DF=48, $\alpha$ =5%				65,17	64,929	Fit
Significance				$\geq 0,05$	0,052	Fit
IFI				$\geq 0,90$	0,971	Fit
CFI				$\geq 0,90$	0,970	Fit
TLI				$\geq 0,90$	0,959	Fit
RMSEA				$\leq 0,080$	0,046	Fit

Source: Author's data processing

Based on the AMOS output results, several significant relationships were identified among the primary variables in the model, namely Green Marketing, Green Product Innovation, Brand Image, and Purchase Decision. Green Marketing has a significant impact on Brand Image, with an estimate of 0.431 (S.E. = 0.119, C.R. = 3.630,  $P < 0.001$ ). This indicates that effective green marketing strategies can substantially enhance a brand's image in the eyes of consumers. Consumers tend to have a more positive perception of brands that implement environmentally friendly marketing practices, which in turn can strengthen their loyalty and trust in the brand.

Additionally, Brand Image significantly influences Purchase Decision, with an estimate of 0.388 (S.E. = 0.149, C.R. = 2.599,  $P = 0.009$ ). This suggests that a strong and positive brand image can drive consumers to make purchasing decisions. In other words, brand image serves as an important mediator between green marketing strategies and purchase decisions. Companies that successfully build and maintain a strong brand image are more likely to see an increase in consumer purchase decisions, underscoring the

importance of investing in activities that enhance brand image. The impact of Green Product Innovation on Brand Image was also found to be significant but smaller compared to the impact of Green Marketing, with an estimate of 0.158 (S.E. = 0.140, C.R. = 1.129,  $P = 0.259$ ). Although this effect is not statistically significant ( $P > 0.05$ ), it suggests that green product innovation can contribute positively to brand image, albeit to a lesser extent than green marketing. Therefore, while green product innovation is important, companies need to balance it with green marketing efforts to maximize the positive impact on brand image.

Furthermore, Green Product Innovation has a highly significant direct impact on Purchase Decision, with an estimate of 0.576 (S.E. = 0.170, C.R. = 3.383,  $P < 0.001$ ). This indicates that green product innovation, such as the development of environmentally friendly products, is highly effective in directly influencing consumer purchase decisions. Consumers are increasingly attracted to products they perceive as environmentally friendly, showing that innovation in green products can be a key strategy for boosting sales. Thus, the combination of green marketing strategies and green product innovation can have a powerful impact on both brand image and consumer purchase decisions. The Chi-square value, with a cut-off of 65.17, results in 64.929, suggesting a close fit between the model and the data. This is further supported by the p-value of 0.052, which is above the 0.05 threshold, indicating that any discrepancies between the observed and model-predicted data are statistically insignificant. These initial indicators confirm that the model is a robust representation of the underlying data structure.

Further reinforcing the model's adequacy are the Incremental Fit Index (IFI) and Comparative Fit Index (CFI), both exceeding the minimum threshold of 0.90, with values of 0.971 and 0.970, respectively. These indices measure the relative improvement of the proposed model over a null model, underscoring the substantial fit of the proposed model. Similarly, the Tucker-Lewis Index (TLI), at 0.959, surpasses the 0.90 criterion, highlighting the model's efficiency in explaining the data variance relative to the complexity of the model itself. High values of IFI, CFI, and TLI close to 1 indicate an excellent fit, reflecting that the model is not overly complex but rather parsimonious and effective.

Lastly, the Root Mean Square Error of Approximation (RMSEA) value of 0.046, well below the maximum acceptable value of 0.080, confirms the model's close fit to the population data. RMSEA values less than 0.05 are particularly indicative of a good model fit, suggesting that the discrepancies between the estimated and observed models are minimal. Overall, the convergence of these fit indices provides strong evidence that the model is well-suited to the data, effectively capturing the relationships among Green Marketing, Green Product Innovation, Brand Image, and Purchase Decision. This robust fit underscores the validity of the proposed hypotheses and provides a reliable foundation for further analysis and practical applications.

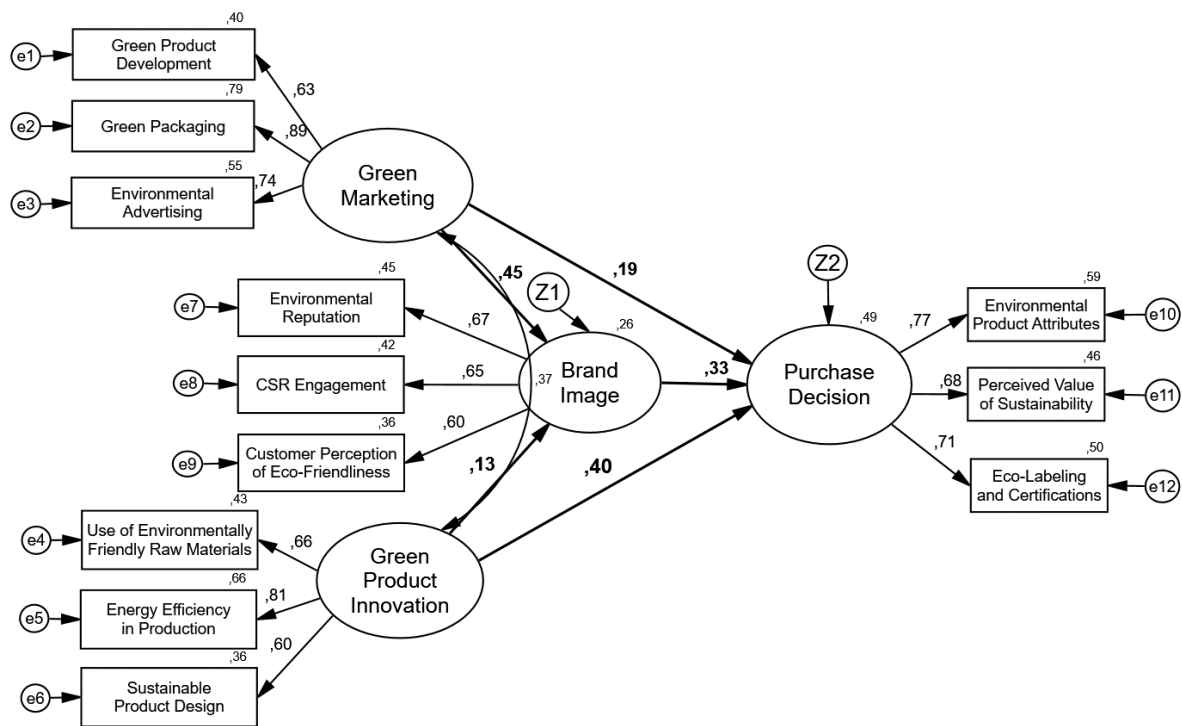


Figure 2. The Output of the structural model

The model used in this study demonstrates an excellent fit with the observed data, as indicated by various goodness-of-fit indices. The Chi-square/DF value of 6.517/48 suggests that the model aligns well with the observed data, with this ratio indicating a good fit. Furthermore, the significance value of 0.052 is close to the 0.05 threshold, indicating that the model fits well with the data and that the observed differences between the model and the data are unlikely due to chance. Other fit indices also support the validity of this model. The Incremental Fit Index (IFI) value of 0.971 and the Comparative Fit Index (CFI) value of 0.970 both indicate an excellent fit, with values well above the 0.90 threshold. The Tucker-Lewis Index (TLI) value of 0.959 also demonstrates a very good fit, indicating that the model not only fits the data well but also provides a more conservative estimate of model fit compared to other indices.

Lastly, the Root Mean Square Error of Approximation (RMSEA) value of 0.046 indicates that the model has a very good fit with the broader population, not just the observed sample. This value shows that the model is reliable and valid in depicting the relationships between the studied variables. Overall, these various fit measures provide confidence that the model is an accurate and reliable representation for examining the impact of green marketing, green product innovation, and brand image on consumer purchase decisions.

## RESULTS AND DISCUSSION

This study aimed to examine the influence of Green Marketing and Green Product Innovation on purchase decisions through Brand Image among consumers of Le Minerale bottled water in Semarang and surrounding areas. Data were collected from 202 respondents through questionnaires distributed between December 2023 and February 2024, with 165 complete and usable questionnaires used for analysis. A Simple Random Sampling method was employed, ensuring each consumer had an equal chance of being selected. In addition to the questionnaire, which used a bipolar scale ranging from 1 to 10, in-depth interviews were conducted to gain a richer understanding of the influence

of Green Marketing and Green Product Innovation on purchase decisions. Data analysis was conducted to identify patterns and relationships between these variables, aiming to understand how consumer perceptions of environmentally friendly marketing strategies and product innovations affect Brand Image and their purchasing decisions.

### **Validity and Reliability of Instruments**

The instruments used to measure variables related to Green Marketing, Brand Image, Green Product Innovation, and Purchase Decision were assessed for validity using Confirmatory Factor Analysis (CFA) and for reliability using Cronbach's alpha coefficient. The results showed that all constructs met the criteria for goodness of fit, with indices such as Chi-square, RMSEA, IFI, CFI, and TLI indicating that the model fits well with the data.

### **Hypothesis Testing**

Hypothesis testing was conducted using Structural Equation Modeling (SEM) with AMOS 24 software. The results revealed that Green Marketing significantly influences Brand Image (Estimate = 0.431, C.R. = 3.630,  $P < 0.001$ ). This suggests that effective green marketing strategies can substantially enhance a brand's image in the eyes of consumers, who tend to have a more positive perception of brands that implement environmentally friendly marketing practices. Additionally, Brand Image significantly influences purchase decisions (Estimate = 0.388, C.R. = 2.599,  $P = 0.009$ ), indicating that a strong brand image can drive consumers to make purchasing decisions.

However, the influence of Green Product Innovation on Brand Image was not significant (Estimate = 0.158, C.R. = 1.129,  $P = 0.259$ ), although it still contributes positively to Brand Image. Conversely, Green Product Innovation has a highly significant direct impact on purchase decisions (Estimate = 0.576, C.R. = 3.383,  $P < 0.001$ ), demonstrating that innovations in environmentally friendly products are highly effective in directly influencing consumer purchase decisions. This shows that green product innovation can be a key strategy for boosting sales.

The model used in this study demonstrates an excellent fit with the observed data, as indicated by various goodness-of-fit indices. The Chi-square value of 64.929, close to the cut-off value of 65.17, suggests a good fit between the model and the data. Other indices such as the Incremental Fit Index (IFI = 0.971), Comparative Fit Index (CFI = 0.970), and Tucker-Lewis Index (TLI = 0.959) further confirm the model's robustness and effectiveness in capturing the relationships among the variables studied. The Root Mean Square Error of Approximation (RMSEA) value of 0.046 indicates a very good fit with the broader population.

Overall, these results indicate that a combination of green marketing strategies and green product innovation has a significant impact on Brand Image and consumer purchase decisions. The findings underscore the importance of integrating sustainable marketing efforts with innovative product development to enhance brand loyalty and market share among environmentally conscious consumers.

### **CONCLUSION**

The study reveals that green marketing significantly enhances brand image, which in turn influences purchasing decisions, especially among environmentally conscious consumers. However, green product innovation alone is insufficient to strengthen brand image without effective marketing support. These findings align with Consumer Culture Theory (CCT), which emphasizes the need for a combined strategy where green marketing and product innovation work together to create a culturally resonant and



impactful brand image. To drive purchasing decisions and foster brand loyalty, managers should integrate authentic green marketing campaigns with innovative green products, effectively communicating the synergy between sustainability efforts and product innovation. The study's limitations include its focus on a specific consumer group and potential biases from self-reported surveys. Future research should consider more diverse samples, explore additional influencing factors like consumer trust, and investigate the role of digital marketing in shaping green consumer behavior.

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