



In Search of Demanded Green Marketing Practices to Encourage Customer's Eco-friendly Purchasing Intention*

Eungoo KANG¹, Hee-Joong HWANG²

¹ *First Author* Full-Time Faculty, Becamex School of Business, Eastern International University, Binh Duong, Vietnam. E-mail: ekang@eiu.edu.vn

² *Corresponding Author* Professor, Department of International Trade, Korea National Open University, Seoul, South Korea. E-mail: ygodson@mail.knou.ac.kr

Received: August 02, 2022. Revised: September 14, 2022. Accepted: September 18, 2022.

Abstract

Purpose – The green marketing practice improves consumers' environmental knowledge, consequently bolstering their environmental purchase intention. It also improves consumers' green brand knowledge, positively influences their attitude toward green brands. This research examines the role of green brand image between green marketing practice and consumers' green purchasing intention

Research design, Data, and methodology – This research has conducted the 'Qualitative Content Analysis' in the current literature dataset. It is crucial to create the procedures and processes that is used to acquire the data needed to structure or solve problems. Finally, total 35 prior studies included for the analysis.

Result – Based on prior studies, the current authors figured out that the green brand image plays an essential role in promoting companies' efforts in green marketing practices and green purchase intentions through its mediating ability by fostering trust, green perceived value, green brand loyalty, and social responsibility as a significant determiner of green practices

Conclusion – This research concludes that green brand positioning helps companies secure a special place in a consumers' mind by facilitating the design of the desired green brand awareness image and strengthening consumers' desire to purchase a specific green product/service. Green brand positioning centers on the way marketing communications of green brand features green brand knowledge.

Keywords: Green Marketing Practice, Corporate Green Strategy, Qualitative Literature Analysis

JEL Classification Code: Q51, M31, L10 , C35

* This research was supported by Korea National Open University Research Fund

© Copyright: The Author(s)

This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>) which permits unrestricted noncommercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

1. Introduction

Green marketing denotes the procedure for vending products and services based on their environmental facilities. Indeed, such products or services must be environmentally friendly, or their production and packaging must be ecologically sensitive. A green marketing strategy entails a promotional technique shaped by green objectives and green management practices. Park and Kang (2022) define a green marketing strategy as a strategy which provides green educated consumers' needs to minimize the impact of marketing on the natural environment. This tactic supports the fulfillment of organizational and individual goals and preserves desirable environmental conditions. As quoted in Kaufmann and Panni (2014), the American Marketing Association describes green marketing as the process of fabricating, vending, and delivering environmentally-friendly services to consumers.

According to the prior study (Mei et al., 2012), green marketing is also a strategy for fostering a company's eco-friendly efforts to satisfy its customers. This concept traverses multiple business activities, ranging from product modification to achieve environmental friendliness to the introduction of sustainable packaging (moving away from plastic packaging) and proper disposal of production wastes (Kaufmann & Panni, 2014; Kaur & Kaur, 2018). Overall, firms deploying green marketing strategies reap significant financial and reputational benefits because of their environmental conservation focus. Empirical research shows that the green marketing practice predicts a positive influence on customer's green purchasing intention. It underlines green marketing as a central antecedent of consumers' green purchase intention (Chen, 2010; Mahmoud, 2018; Mahmoud et al., 2017; Sreen et al., 2018; Wu & Chen, 2014). Green purchase intention denotes "a consumers' likelihood to purchase green brands as their efforts to fulfill their needs" (Aulina & Yuliati, 2017, p.255). The green marketing practice improves consumers' environmental knowledge and environmental attitude, consequently bolstering their green purchase intention (Mei et al., 2012). It also improves consumers' green brand knowledge, positively influences their attitude toward green brands, and reinforces their green brand purchase intention in the long-term (Hussain & Waheed, 2016; Suki, 2016). Green marketing strategies positively influence consumers' green product purchase intention (Chen et al., 2020; Juwaheer et al., 2012). Rahbar and Wahid (2011) also found that green marketing tools portend a positive effect on consumer's purchase behavior. Overall, researchers agree that the green marketing practice predicts a positive impact on consumers' green product purchase intention.

In contrast, some studies show that green marketing practice may negatively affect customer's green product purchase intention. Ansar (2013) established that although green marketing may enhance consumers' green purchase intentions, poorly designed and targeted green strategies may adversely influence patrons' environmental attitude and green brand purchase intention. Green marketing strategies not reinforced by green positioning strategies might negatively affect consumers' green brand attitudes and lower green brand purchase intention (Huang et al., 2014; Rizwan et al., 2014; Shabbir et al., 2020). In support, Maziriri (2020) asserts that the green marketing practice does not always positively influence consumer behavior, including green purchase intention. Thus, green marketing strategies may adversely impact consumers' green product purchase intention. Some academics favor the green marketing practice to attract customers to purchase more green products (Hussain & Waheed, 2016; Juwaheer et al., 2012; Mei et al., 2012; Sreen et al., 2018; Suki, 2016). However, other researchers oppose deploying green marketing based on the belief that most eco-friendly marketing strategies no longer play a role in getting customers to purchase eco-friendly products (Ansar, 2013; Huang et al., 2014; Maziriri, 2020; Rizwan et al., 2014; Shabbir et al., 2020). Despite focusing on the existential correlation between green marketing practice and consumers' green product purchase intention, the existing research does not investigate the mediating role of green brand image in the relationship between a company's green marketing practice and consumer's choice to purchase green products. Green brand image, a mediator variable, is essential for understanding the relationship between the green marketing practice (independent variable) and consumers' green purchase intention (dependent variable). None of the current studies develop a mediation model to recognize and elucidate the process or mechanism underlying the observed relationship between the green marketing practice and consumers' green purchase intention by incorporating green brand image as the mediator variable.

It is challenging to fully understand the association between the dependent and independent variables and how this relationship develops and alters consumers' purchase intentions (Agler & de Boeck, 2017). Despite the existing empirical evidence showing that the green marketing practice influences green brand image, which shapes consumers' green purchase intentions (Aulina & Yuliati, 2017; Rahmi et al., 2017), it does not statistically demonstrate how this relationship develops. Thus, the current literature does not accentuate the role of green brand image in mediating the relationship between green marketing practice and consumers' green purchase intention. In a bid to close this research niche, the current authors will examine the mediating role of green brand image based on the current literature dataset in the affiliation between green marketing practice and consumers' green purchasing intention. In such a way, a green

brand image will facilitate a better understanding of the association between the dependent and independent variables, which is missing in the current literature.



Figure 1: The Research Framework of the Present Research

2. Literature Review

This section evaluates the existing studies on the relationship between green marketing practice and consumers' purchase intention. It analyzes the literature on the existence of a positive affiliation between the two variables, studies on the presence of a negative relationship between green marketing practice and green purchase intention, and the role of mediator variables. Finally, it considers the strengths and limitations of the current literature, noting that these constraints underpin the present investigation.

2.1. Role of Eco-Labels in Influencing Green Purchasing Intention

Green marketing practice influences consumers' green product purchase intention. In a study to identify factors influencing the green purchase intention and determine the affiliations between the determinants and green purchase intention among Malaysian patrons, Mei et al. (2012) found that green marketing practice predicts a significant and positive influence on consumer's green purchase intention. However, several factors, including green spinning, green selling, green harvesting, entrepreneur marketing, and compliance marketing, may adversely affect the green marketing practice and, consequently, constrain the positive influence of green marketing on consumers' green purchase intention. The mediating factors in the affiliation between green marketing and consumers' purchase intention toward environmentally friendly products include beliefs/knowledge, green brand image, values, motivations and needs, attitudes, and consumer demographics (Chen, Huang, Wang, & Chen, 2020). Green marketing strategies increased consumers' environmental knowledge and positively shaped their ecological attitudes, driving them to purchase green products. Eco-labels, an aspect of the green marketing practice, improves green purchase intention. In this regard, Mei et al. (2012) note that "eco-labels (are) synonymous descriptors that refer to information on a product that provides (details) about the environmental impacts associated with the production or use of the product" (p. 254). Marketers are increasingly utilizing eco-labels to facilitate green product identification. Most studies on eco-labels seek to identify "ways to make them effective in consumers' purchase behavior of environmentally safe products" since "awareness of eco-labels has a positive effect between knowledge of green product and consumer's intention to purchase" (Mei et al., 2012, p.254). Hence, there is a positive relationship between eco-labels and consumers' purchase intentions.

However, although consumers may recognize eco-labels, these descriptors do not automatically shape their green purchase intentions. This implies that eco-labels do not always positively influence consumers' green purchase intention. However, these tools are proper promotional instruments for informing consumers about their purchase decisions' environmental repercussions (Rashid, 2009; Wahid et al., 2011; Sugandini et al., 2020). Consumers in industrialized nations show considerable willingness to pay a higher premium for eco-labeled products and services than those in emerging economies. Overall, although eco-labels are useful green marketing tools, they may not always positively shape consumers' green purchasing intention.

2.2. Green Marketing Practices and Green Brand Awareness

Green marketing practices strengthen consumers' awareness of green brands and associated environmental provisions, encouraging them to purchase green products. In a study to examine the impact of consumer perception of green products on consumers' green purchase intention, Kong et al. (2014) found that green marketing, through the incorporation of eco-labels into products, influences consumers' green purchase intention. However, they established that green advertising did not significantly impact consumers' intention to purchase green brands (Alamsyah et al., 2020; Kong et al., 2014). Similarly, Juwaheer et al. (2012) found that green marketing strategies positively influence consumers' perceptions of green packaging. Consumers with a favorable view of green packaging are more likely to purchase green products than those with an unfavorable perspective on the practice (Barber, 2010; Kong et al., 2014; Wandosell et al., 2021; White et al., 2015). Although green marketing practices inform consumers about the green product value, not all consumers positively alter their green purchase intention. Hence, because there are contradictory findings on the impact of green purchase value on consumers' green purchase intention, further research is needed to clarify this relationship.

Green brands need marketing communication and differentiating variables that accentuate environmental issues to secure a stable position in the consumer mind and achieve a competitive edge against rival products/services (Rios et al., 2006). Green brand communication efforts, perpetuated by green marketing activities, increase consumers' brand awareness and interest in green products/services (Marcus & Fremeth, 2009). In this respect, Seitz et al. (2010) state that a green marketing communication strategy results in a full green brand image. Likewise, green marketing communications facilitate the execution of green brand positioning, which triggers a positive perception in consumers' minds that results in "better brand knowledge through brand awareness and image" (Aulina & Yuliati, 2017). The existing empirical evidence shows that the green marketing practice influences green brand positioning, green brand knowledge, green brand awareness, and green brand image, which shape consumers' green purchase intentions (Aulina & Yuliati, 2017). In essence, the green brand image serves as a mediator of the relationship between green marketing communication and green purchase intentions.

2.3. Green Marketing Practice and Consumers' Attitudes

The green marketing practice influences consumers' attitudes toward a green brand, shaping their intentions to purchase the green product. Firms' green marketing efforts transmit environmentally friendly attributes to consumers and decide between the existing brand alternatives (Rios et al., 2006). Indeed, consumers' environmental concern correlates positively with their behavior toward green brands (Huang et al., 2014), particularly when patrons realize that companies' activities coincide with their green brand positioning (Aulina & Yuliati, 2017; Becker-Olsen et al., 2006). Green marketing activities also improve consumers' knowledge and awareness of the importance of safeguarding the environment, influencing consumers' attitudes towards a specific green brand. In support, Huang et al. (2014) established that consumers' knowledge of environmental concerns, which results from a company's green marketing practices, is a central determinant of environmentally friendly attitudes. Knowledge, awareness, and optimistic brand image shape consumers' brand attitude toward a green product/service and, consequently, their intention to purchase the item (Aulina & Yuliati, 2017). Hence, there is a direct association between green marketing efforts and consumers' green purchase intention, with green brand image mediating this relationship.

The green marketing practice increases consumers' likelihood of purchasing a specific green brand. Green marketing strategies affect consumers' attitudes toward a green brand (Chen & Chang, 2012). A positive attitude toward a green product/service positively influences consumers' green purchase intention (Chen & Chang, 2012). In their study, Huang et al. (2014) concluded that patrons with a high-level attitude toward green products/services have solid green purchase intentions. Hence, consumers' attitudes toward a green product, influenced by green marketing efforts, affect their green purchase intention.

2.4. Adverse Impact of Green Marketing on Green Purchase Intention

Several studies illustrate that green marketing practice may adversely impact customer's green purchasing intention. Although green marketing efforts (environmental advertisements and ecological packaging) are positively related to consumers' green purchase intentions, poorly designed and targeted green promotional strategies may negatively shape consumers' environmental attitudes and constrain green brand purchase intention (Ansar, 2013). Moreover, green marketing activities not reinforced by green positioning strategies may predict adverse repercussions on consumers' green brand attitudes and green purchase intentions (Huang et al., 2014; Rizwan et al., 2014; Shabbir et al., 2020). On the same note, Maziriri (2020) contends that green marketing activities do not always positively influence consumers' green purchase intention. The reason is that some variables, such as green brand image and government interventions, may mediate the relationship between the green marketing practice and green purchase

intention (Aulina & Yuliati, 2017; Mei et al., 2010). In sum, green marketing strategies may adversely impact consumers' green product purchase intention.

In their study on the impact of consumers' perception of green products on green purchase intention, Kong et al. (2014) found no significant association between green packaging and green advertisement and green purchase intention. Since green advertising and green packaging are forms of green marketing, this study's findings point to an adverse association between the green marketing practice and green purchase intention. Some researchers have found no significant affiliation between the consumers' perception of green products/services and their green purchase intention (Kong et al., 2014; Maziriri, 2020). Hence, although green marketing activities shape consumers' perception of green brands, Kong et al.'s (2014) demonstrate that green promotional efforts do not always positively influence green purchase intention. Fulfilling the three components of this criteria is a daunting task, and failure to meet the benchmarks may result in incomprehensive green marketing strategies incapable of shaping consumers' behavior toward green products or services. In such cases, executing green marketing strategies may not always produce the desired effect on consumers' green purchase intention. In sum, the green marketing practice may predict an adverse influence on consumers' green purchase intention.

Overall, the current literature underlines the positive and negative relationship between green marketing practice and green purchase intention. It shows that green marketing practices portend a positive influence on green brand awareness, green brand knowledge, green brand positioning, and green brand image, effectively influencing consumers' green purchase intention. Some studies suggest that green marketing practices—eco-label, green advertising, and green packaging—do not always portend a positive affiliation with consumers' green purchase intention. Despite these accomplishments, there is meager research on the mediating role of green brand image in the association between green marketing practices and green purchase intention. This empirical shortage constrains a deep understanding of how green brand image mediates the company's green marketing efforts and consumers' green purchase intention. Despite the current literature specifying a green brand image as a mediator in the relationship between green marketing practice and green purchase intention, this mediation role is moderated by green brand awareness, green brand knowledge, and green brand position and inadequately supported by statistical analysis. This knowledge gap necessitates further study, based on statistical analyses, to explore the mediating role of green brand image in the relationship between green marketing practice and green purchase intention. The resulting empirical evidence will facilitate a better comprehension of the association between the independent and dependent variables and help marketing executives adeptly use green marketing efforts to influence consumers' green purchase intention by bolstering their green brand images.

3. Literature Content Methodology

The qualitative content method is a measuring tool for systematically elaborating on the value of qualitative data. Using a coding frame, the resources are arranged into relevant groups (Mayring, 2019). A technique like 'Content Analysis' or any other qualitative approach to data analysis is unnecessary when working with standardized meaning that does not call for interpretation (Lindgren et al., 2020). To analyze and understand the content, including prior research, qualitative content approach was created and it can also be a technique for methodically proving the importance of qualitative texts data. To reduce the amount of content, it distills all of individual experiences into these seven guiding principles. This methodology can be credited for launching communication studies. Before 'Content analysis' became a method in the social sciences, researchers had long been interested in methodically evaluating the text (Woo & Kang, 2021). The beginning and end dates of each era are, therefore, simply estimates.

The research questions are first defined when acquiring data for a case study research design. How- or why-focused research questions are frequently used in study design. This method involves examining already-existing materials like journal articles, books, and news sources. The researcher should now choose a method for analyzing and assessing the data. The researchers get ready for the test. When conducting research, the researchers must plan for how they will handle enormous amounts of data to avoid becoming overwhelmed. The researchers must also ensure that they have developed pertinent research questions and a well-planned method for analyzing the replies (Hong, 2021).

The framework or method used in the study for collecting and interpreting the data is known as the research design. When conducting research, it is crucial to create the procedures and processes that will be used to acquire the data needed to structure or solve problems. To arrive at content approach, the present authors consciously adopt particular thinking. For content inference to advance, these design components must be addressed because the current authors interrelated. Instead of concentrating on a single methodology, we discovered numerous creative content approaches (Lindgren et al., 2020). Regardless of strategy, the content approach determines if logical implications or set relations

are necessary or sufficient to explain the event in question (Sung, 2021). Quasi necessity, (quasi-) sufficiency and complicated causation are study topics that can be studied using qualitative causal analysis. Since truth table analysis treats all configurations equally meaningful regardless of their empirical relevance, this method is particularly sensitive to the existence or absence of a single occurrence (Renz et al., 2018). Establishing a connection between the facts and the reasoning is a common step in inference. Making an imagined statement to test a hypothesis is the first step in research. Some study designs alter and update their hypotheses after collecting and evaluating data.

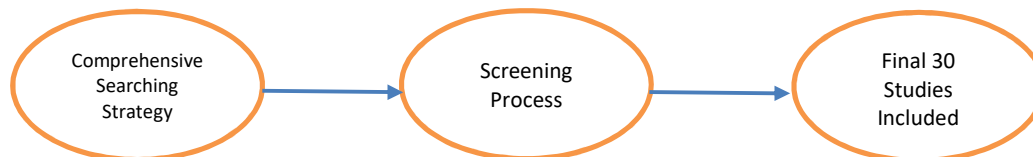


Figure 2: The Process of Data Collection

4. Findings

4.1. Green Brand Trust

The green brand image plays an essential role in promoting companies' efforts in green marketing practices and green purchase intentions through its mediating ability between the two variables by fostering trust among vendors and consumers. Green brand trust describes customers' willingness to purchase a product based on their faith that it will meet their desires resulting from its consistency, reliability, compassion, successive functions, and eco-friendliness capability (Chen, 2010). Brand trust could also be described as a product's memory integrity built through consumers' accumulated knowledge and mindsets, enhancing their commitment toward purchase intentions (Tan, Sadiq, Bashir, Mahmood, & Rasool, 2022). Green brand image is vital in strengthening green marketing and purchase intentions, considering its ability to nurture trust and maintain the long-term relationship between consumers and vendors. Most importantly, the green brand trust generated from green brand image fosters loyalty, which influences the performance of products (Foroudi et al., 2020). Green trust contributes to green marketing practices by contributing to positive green word-of-mouth. Its absence leads to the loss of consumers' and other stakeholders' loyalty and purchase intentions (Guerreiro & Pacheco, 2021).

The previous research argues that brand image plays an intermediary role between green marketing and purchase intention by introducing the brand trust concept against greenwashing practices, where companies purport to be environmentally conscious only for marketing purposes but make zero sustainability efforts. Moreover, green brand image plays a vital role between green marketing practices and green purchase intentions in the context of brand trust by building consumers' connection with the product (Mabkhot et al., 2017). Consequently, consumer price sensitivity declines, loyalty rises, and fewer difficulties are encountered in marketing practices as purchase intentions soar. Thus, green brand image plays a role in the relationship between corporate green marketing practices and consumers' green purchasing intention in the context of brand trust.

4.2. Green Perceived Value

Another critical role the green brand image plays in the relationship between corporate green marketing practices and consumers' green purchasing intentions regards creating green perceived value. According to the prior research (Tahir, 2021), green perceived value refers to customers' assessment of a product's merits and capacity to meet their needs in contrast to its peers. Usually, the green perceived value is derived from a product's attributes reflecting its environmental consciousness. For example, firms emphasize the functional and emotional characteristics and benefits associated with the environment to cultivate consumer value (Hartmann et al., 2005). Lestari et al. (2021) state that a green brand image describes customers' perceptions regarding the quality of a company's products, implying its

improvement would lead to increased green perceived value. The green perceived value puts customers in a scenario of comparing products' prices and eco-friendliness, with the highest priority being personal satisfaction and environmental sustainability (Ricci et al., 2018).

With a high perceived green value, customers are willing to pay premium prices (Biswas, 2016). Huang et al. (2014) add that a green brand image in the context of green perceived value contributes to successful marketing efforts and improves purchase intentions by enhancing consumer attitudes towards a firm since they regard its activities as appropriate. Further, the green brand image is vital in improving marketing practices and purchase intention by enhancing consumers' perceived value by eliminating doubts created by green skepticism (Nguyen et al., 2019). Therefore, a green brand image is essential in the relationship between corporate green marketing practices and consumers' green purchasing intention to improve perceived value. A High perceived value indicates the acceptability of the products, making marketing practices easy to undertake and creating more purchase intentions.

4.3. Green Brand Loyalty

Green brand image is instrumental in fostering the relationship between corporate green marketing practices and consumers' green purchasing intention based on its ability to create green brand loyalty. Customers' emotional connection with a brand and their strong preferences determine their level of loyalty (Chang & Fong, 2010). The green brand loyalty aspect is a critical creation of the green brand image weighed against its role in achieving green marketing goals and enhancing purchase intentions. Tamim and Hossain (2022) state that green brand image is a range of convictions, notions, and cognitions in customers' memories that are interrelated to green products. These notions and beliefs result in green brand loyalty because people will always want to associate with anything associated with green regardless of the prices and substitutes availability (Sanidewi & Paramita, 2018). Besides, a green brand image is a collection of expectations related to environmental sustainability and is likely to get the attention and loyalty of environmentally-conscious leaders (Loučanová et al., 2021).

Additionally, firms that cultivate a green brand image cushion themselves and their customers from green perceived risk due to greenwash behavior (Lin, Lobo, & Leckie, 2017). The connection between green brand image and loyalty is critical for marketing practices and purchase intentions amid the intense market competition. Arham and Dwita (2021) add that a green brand image fosters green brand loyalty by creating a sense of curiosity among consumers to make a repurchase. Accordingly, Wang, Ma, and Bai (2019) suggest that firms should emphasize environmentally functional benefits to improve their green brand images to earn more loyal customers. Thus, the green brand image is vital in the relationship between green marketing practice and green purchase intention through its ability to foster brand loyalty. Hence, purchase intentions rise as people prefer to buy products from companies they associate with and are loyal to, besides being more receptive to green marketing practices.

4.4. Social Responsibility

Green brand image is fundamental in achieving corporate social responsibility, which is a significant determiner of green marketing practices and purchase intentions. The world is challenged by the disruption of ecosystems, and people are greatly concerned about natural resource use and environmental conservation (Ko, Hwang, & Kim, 2013). Whereas people do not demand literally green products, they are interested in consumer goods with minimal environmental impact (Chalimatuz et al., 2017). A green brand image indicates adherence and compliance with environmental sustainability, enlightening consumers that they are likely to derive satisfaction and optimal benefits from purchasing from the company (Chen, Hung, Wang, Huang, & Liao, 2017). In other words, environmentally conscious consumers associate a green brand image with corporate social responsibility and are likely to trust and purchase products from such firms quickly (Leonidou et al., 2011). Even if companies with green brand images do not engage in other societal functions, such as sponsoring needy students, consumers are satisfied with them based on their efforts to conserve the environment. Thus, the green brand image promotes consumers' purchase intention since it is a corporate social responsibility activity in itself, leading to more sales (Hussain & Waheed, 2016).

Green brand image is also a prerequisite for successful green marketing in the context of social responsibility. Green marketing practices are associated with green innovation, branding, labeling, core competencies, and advertising (Rahbar & Wahid, 2011). Therefore, when consumers see a firm with a green brand image, what comes to their mind is that they have already fulfilled numerous green processes in making the product ready for the market. From a different angle, a green brand image enhances green marketing practices by optimizing the belief that manufacturers cannot make green products using environmentally unfriendly processes (Genoveva & Samukti, 2020). Thus, green brand image plays an essential role between green marketing practice and green market intention from the viewpoint of corporate social responsibility.

Table 1: Resources of Research Findings

Key Findings	Previous Resources
1. Green Brand Trust	Tan et al., 2022; Guerreiro & Pacheco, 2021; Mabkhot et al., 2017; Chen, 2010
2. Green Perceived Value	Tahir, 2021; Lestari et al., 2021; Ricci et al., 2018; Biswas, 2016; Huang et al., 2014; Nguyen et al., 2019; Hartmann et al., 2005.
3. Green Brand Loyalty	Tamim & Hossain, 2022; Sanidewi & Paramita, 2018; Loučanová et al., 2021; Lin et al., 2017; Arham & Dwita, 2021; Wang et al., 2019; Chang & Fong, 2010.
4. Social Responsibility	Genoveva & Samukti, 2020; Ko et al., 2013; Chalimatuz et al., 2017; Chen, Hung, Wang et al., 2017; Leonidou et al., 2011; Hussain & Waheed, 2016; Rahbar & Wahid, 2011.

5. Discussions

This conclusion is grounded in the assumption that the hypothesis that consumers' green brand image will mediate the relationship between a company's green marketing practice and consumers' intention to purchase environmental products has been accepted. In other words, green brand image mediates the relationship between green marketing practice and consumers' green purchase intention. Where a green brand image serves as the independent component, product/service category the moderator element, and purchase intention the dependent variable, a higher brand image augments consumers' purchase intention. On this note, consumers' green brand attitude and green purchase intention heighten in green products/services with high preference familiarity and image. Since green marketing efforts reinforce green brand image, which shapes consumers' green purchase intention, it is assumable that green brand image is mediating variable in the association between a firm's green marketing practice and consumers' intent to purchase environmentally friendly products.

Green brand positioning helps companies secure a special place in a consumers' mind by facilitating the design of the desired green brand awareness image and strengthening consumers' desire to purchase a specific green product/service. Green brand positioning centers on the way marketing communications of green brand features green brand knowledge. Green promotional efforts bolster green brand knowledge that alters consumers' behavior to be more environmentally friendly. Green brand knowledge encompasses green brand image and green brand awareness, both associated with green marketing efforts. Green marketing efforts entrench a collection of perceptions regarding a specific green brand in consumers' minds related to a company's commitment to safeguarding the environment. Green communication efforts help secure a position in consumers' minds (green brand image) that shapes their intention to purchase a green product/service. A positive brand image affects consumers' brand attitude toward a specific green brand and, afterward, increases their choice to buy it (green purchase intention). Green consumers will lean toward becoming environmental problem solvers by altering their consumption patterns. Green consumers deploy their purchasing power to effect positive environmental transformations. Hence, mediated by green brand image, green marketing communications change consumers' attitudes toward green brands, positively influencing their green purchase intention.

Furthermore, as a mediator of the relationship between a company's green marketing practice and consumers' intention to purchase a green brand, green brand image builds green brand trust, green brand attachment, and green brand commitment, which bolster the green purchase intention. Green brand image trust partially mediates the affiliation of green brand image with green brand commitment and green brand attachment. Green brand image is also a significant predictor of the relationship-building process geared toward positively influencing consumers' green purchase intention. In its mediating role in the association between green marketing practice and consumers' green purchase intention, green brand image portends a positive effect on green brand equity, green brand preference, green

trust, and green satisfaction, which components correlate positively with consumers' intention to purchase green products/services. Overall, green brand image mediates the association between a firm's green marketing practice and a consumers' choice to buy a green product/service.

This study's findings have significant academic and practical implications. Understanding the mediating role of green brand image in the relationship between green marketing practice and green purchase intention will allow company executives to adopt appropriate green brand positioning and green marketing strategies to enhance consumers' green brand awareness and positively influence consumers' green purchase intention. There are three primary types of green brand positioning: emotional, green, and functional (Aulina & Yuliati, 2017; Hartmann et al., 2005). This study's findings will help executives incorporate the three aspects of green brand positioning into a company's marketing efforts to realize a full effect on green brand image and green purchase intention.

Additionally, this research will empower company executives to design and enact robust green marketing strategies to improve green brand knowledge, green brand attitudes, and green purchase intention. These aspects enable a firm to gain a competitive advantage (Rios et al., 2006). This investigation's findings will also enhance company executives' acceptance of green brands as a part of their marketing strategy to achieve a competitive edge in the market (Duffett et al., 2018; Durif et al., 2010). Furthermore, since green marketing messages influence green brand positioning (enhancing green brand image and consumers' green purchase intention), implementing robust green marketing strategies can help the company gain unmatched competitive advantages (Duffett et al., 2018; Grimmer & Woolley, 2014). As companies raise their customers' green purchase intentions, they should increase their green brand image, green brand affect, green brand attitudes, and green brand associations (Chin et al., 2020). Hence, this study's findings will help marketing managers design and enact green promotional strategies to augment consumers' purchase intentions toward their green brands.

Moreover, this research's findings will provide a new perspective on the mediating role of green brand image in the relationship between a company's green marketing practice and consumers' intentions to purchase green products. Indeed, its outcomes will provide the background information for future research. The results will inspire marketing researchers to explore the mediating role in the relationship between the two variables to develop a robust mediation model to explicate the subject association. The researchers will also extend the current knowledge on the subject and deepen the pool of empirical evidence to support the relationship. Furthermore, marketing researchers will investigate other mediating variables in the relationship between green marketing practice and green purchasing intention—green brand loyalty, green brand attitudes, and green brand associations, noting that the factors will most significantly influence the focus affiliation. The related research findings will equip company executives with comprehensive and sound empirical knowledge to enhance their green marketing activities. In sum, this study's outcomes predict significant academic and practical implications.

References

- Agler, R., & De Boeck, P. (2017). On the interpretation and use of mediation: multiple perspectives on mediation analysis. *Frontiers in psychology*, 8(November), 1984.
- Alamsyah, D., Othman, N., & Mohammed, H. (2020). The awareness of environmentally friendly products: The impact of green advertising and green brand image. *Management Science Letters*, 10(9), 1961-1968.
- Ansar, N. (2013). Impact of green marketing on consumer purchase intention. *Mediterranean Journal of Social Sciences*, 4(11), 650-650.
- Arham, Q. L., & Dwita, V. (2021). *The Influence of Green Brand Benefit and Green Brand Innovativeness on Brand Loyalty with Green Brand Image as Mediating on (P&G) Brand Products in Padang City*. In *Seventh Padang International Conference On Economics Education, Economics, Business and Management, Accounting and Entrepreneurship (PICEEBA 2021)* (pp. 440-446). Atlantis Press.
- Aulina, L., & Yuliati, E. (2017). *The effects of green brand positioning, green brand knowledge, and attitude towards green brand on green products purchase intention*. In *International Conference on Business and Management Research* (pp. 548-557). Atlantis Press.
- Barber, N. (2010). Greenwine packaging: Targeting environmental consumers. *International Journal of Wine Business Research*, 22(4): 423-444.
- Becker-Olsen, K.L., Cudmore, B.A. Cudmore, R.P. (2006). The impact of perceived corporate social responsibility on consumer behavior. *Journal of Business Research*, 59 (1), 46-53.
- Biswas, A. (2016). A Study of consumers' willingness to pay for green products. *Journal of Advanced Management Science*, 4(3), 211-215.

- Chalimatuz, S., Khusniyah, N., & Ratnawati, K. (2017). The effect of green marketing through corporate social responsibility and brand image on the purchase intention of the body shop customers in Malang. *Russian Journal of Agricultural and Socio-Economic Sciences*, 65(5), 212-222.
- Chang, N., & Fong, C. (2010). Green product quality, green corporate image, green customer satisfaction, and green customer loyalty. *African Journal of Business Management*, 4(13), 2836-2844.
- Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business ethics*, 93(2), 307-319.
- Chen, Y. S., Chang, T. W., Li, H. X., & Chen, Y. R. (2020). The influence of green brand affect on green purchase intentions: The mediation effects of green brand associations and green brand attitude. *International Journal of Environmental Research and Public Health*, 17(11), 4089.
- Chen, Y. S., Huang, A. F., Wang, T. Y., & Chen, Y. R. (2020). Greenwash and green purchase behavior: The mediation of green brand image and green brand loyalty. *Total Quality Management & Business Excellence*, 31(1-2), 194-209.
- Chen, Y., Hung, S., Wang, T., Huang, A., & Liao, Y. (2017). The influence of excessive product packaging on green brand attachment: The mediation roles of green brand attitude and green brand image. *Sustainability*, 9(4), 654.
- Chen, Y.S. & Chang, C.H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50 (3), 502- 520.
- Duffett, R., Edu, T., Haydam, N., Negricea, I. C., & Zaharia, R. (2018). A multi-dimensional approach of green marketing competitive advantage: a perspective of small medium and micro enterprises from Western Cape, South Africa. *Sustainability*, 10(10), 1-27.
- Durif, F., Boivin, C., & Julien, C. (2010). In search of a green product definition. *Innovative Marketing*, 6(1), 25-33.
- Genoveva, G., & Samukti, D. (2020). Green marketing: strengthen the brand image and increase the consumers' purchase decision. *Mix Journal Ilmiah Manajemen*, 10(3), 367-384.
- Grimmer, M., & Woolley, M. (2014). Green marketing messages and consumers' purchase intentions: Promoting personal versus environmental benefits. *Journal of Marketing Communications*, 20(4), 231-250.
- Guerreiro, J., & Pacheco, M. (2021). How green trust, consumer brand engagement, and green word-of-mouth mediate purchasing intentions. *Sustainability*, 13(14), 7877.
- Hartmann, P., Apaolaza Ibáñez, V., & Forcada Sainz, F. (2005). Green branding effects on attitude: functional versus emotional positioning strategies. *Marketing Intelligence & Planning*, 23(1), 9-29.
- Hong, J. H. (2021). A global strategy of a company that uses culture content as its core business. *The Journal of Industrial Distribution & Business*, 12(6), 37-46.
- Huang Y., Yang M., Wang Y. (2014). Effect of green brand on green purchase intention. *Marketing Intelligence & Planning*, 32(3), 250-268.
- Hussain, K., & Waheed, A. (2016). Building green brand relations: the role of green brand image as significant driver. *International Journal of Environment, Workplace, and Employment*, 4(2), 116-138.
- Juwaheer, T. D., Pudaruth, S., & Noyaux, M. M. E. (2012). Analyzing the impact of green marketing strategies on consumer purchasing patterns in Mauritius. *World Journal of Entrepreneurship, Management, and Sustainable Development*, 8(1), 36-59.
- Kaufmann, H. R., & Panni, M.F.A.K. (Eds). (2014). *Handbook of research on consumerism in business and marketing: Concepts and practices*. Hershey, PA: IGI Global.
- Kaur, J., & Kaur, A. (2018). The impact of green marketing on customer satisfaction and environmental safety. *BMIET Journal of Science, Technology and Management*, 2(1), 27-30.
- Ko, E., Hwang, Y., & Kim, E. (2013). Green marketing' functions in building corporate image in the retail setting. *Journal of Business Research*, 66(10), 1709-1715.
- Kong, W., Harun, A., Sulong, R.S., & Lily, J. (2014).The influence of consumers' perception of green products on green purchase intention. *International Journal of Asian Social Science*, 4(8): 924-939.
- Leonidou, L., Leonidou, C., Palihawadana, D., & Hultman, M. (2011). Evaluating the green advertising practices of international firms: A trend analysis. *International Marketing Review*, 28(1), 6-33.
- Lestari, E., Septifani, R., & Nisak, K. (2021). Green awareness and green purchase intention: The moderating role of corporate image. *IOP Conference Series: Earth and Environmental Science*, 924(1), 1-9.
- Lin, J., Lobo, A., & Leckie, C. (2017). Green brand benefits and their influence on brand loyalty. *Marketing Intelligence and Planning*, 35(3), 425-440.
- Lindgren, B. M., Lundman, B., & Graneheim, U. H. (2020). Abstraction and interpretation during the qualitative content analysis process. *International journal of nursing studies*, 108(August), 103632.

- Loučanová, E., Šupín, M., Čorejová, T., Repková-Štofková, K., Šupínová, M., Štofková, Z., & Olšiaková, M. (2021). Sustainability and branding: An integrated perspective of eco-innovation and brand. *Sustainability*, 13(2), 732-742.
- Mabkhot, H., Shaari, H., & Salleh, S. (2017). Pengurusan Kontrak Melalui Teori Remedi. *Jurnal Pengurusan*, 51(1), 1-8.
- Mahmoud, T. O. (2018). Impact of green marketing mix on purchase intention. *International Journal of Advanced and Applied Sciences*, 5(2), 127-135.
- Mahmoud, T. O., Ibrahim, S. B., Ali, A. H., & Bledy, A. (2017). The influence of green marketing mix on purchase intention: The mediation role of environmental knowledge. *International Journal of Scientific & Engineering Research*, 8(9), 1040-1048.
- Marcus, A. Fremeth, A.R. (2009). Green management matters regardless. *Academy of Management Perspectives*, 23 (3), 17-26.
- Mayring, P. (2019). Qualitative content analysis: Demarcation, varieties, developments. In *Forum: Qualitative Social Research*, 20(3), 1-26.
- Maziriri, E. T. (2020). Green packaging and green advertising as precursors of competitive advantage and business performance among manufacturing small and medium enterprises in South Africa. *Cogent Business & Management*, 7(1), 1719586.
- Mei, O. J., Ling, K. C., & Piew, T. H. (2012). The antecedents of green purchase intention among Malaysian consumers. *Asian Social Science*, 8(13), 248-263.
- Nguyen, T., Yang, Z., Nguyen, N., Johnson, L., & Cao, T. (2019). Greenwash and green purchase intention: The mediating role of green skepticism. *Sustainability*, 11(9), 1-16.
- Park, J. E., & Kang, E. (2022). The Mediating Role of Eco-Friendly Artwork for Urban Hotels to Attract Environmental Educated Consumers. *Sustainability*, 14(7), 3784.
- Rahbar, E., & Wahid, N. A. (2011). Investigation of green marketing tools' effect on consumers' purchase behavior. *Business Strategy Series*, 12(2), 73-83.
- Rahmi, D. Y., Rozalia, Y., Chan, D. N., Anira, Q., & Lita, R. P. (2017). Green brand image relation model, green awareness, green advertisement, and ecological knowledge as competitive advantage in improving green purchase intention and green purchase behavior on creative industry products. *Journal of Economics, Business, & Accountancy Ventura*, 20(2), 177-186.
- Rashid, N. R. N. A. (2009). Awareness of eco-label in Malaysia's green marketing initiative. *International Journal of Business and Management*, 4(8), 132-141.
- Renz, S. M., Carrington, J. M., & Badger, T. A. (2018). Two strategies for qualitative content analysis: An intramethod approach to triangulation. *Qualitative health research*, 28(5), 824-831.
- Ricci, E., Banterle, A., & Stranieri, S. (2018). Trust to go green: An exploration of consumer intentions for eco-friendly convenience food. *Ecological Economics*, 148(June), 54-65.
- Rios, F. J. M., Martinez, T. L., Moreno, F. F., Soriano, P. C. (2006). Improving attitudes toward brands with environmental associations: An experimental approach. *Journal of Consumer Marketing*, 23(1), 26-33.
- Rizwan, M., Mahmood, U., Siddiqui, H., & Tahir, A. (2014). An empirical study about green purchase intentions. *Journal of Sociological Research*, 5(1), 290-305.
- Sanidewi, H., & Paramita, E. (2018). The role of perceived green marketing and brand equity on green purchasing decisions. *Diponegoro International Journal of Business*, 1(2), 14-25.
- Seitz, V. Razzouk, N. Wells, D.M. (2010). The importance of brand equity on purchasing consumer durable: an analysis of home air-conditioning systems. *Journal of Consumer Marketing*, 27 (3), 236-242.
- Shabbir, M. S., Bait Ali Sulaiman, M. A., Hasan Al-Kumaim, N., Mahmood, A., & Abbas, M. (2020). Green Marketing Approaches and Their Impact on Consumer Behavior towards the Environment—A Study from the UAE. *Sustainability*, 12(21), 8977.
- Sreen, N., Purbey, S., & Sadarangani, P. (2018). Impact of culture, behavior, and gender on green purchase intention. *Journal of Retailing and Consumer Services*, 41(March), 177-189.
- Sugandini, D., Muafi, M., Susilowati, C., Siswanti, Y., & Syafri, W. (2020). Green supply management and green marketing strategy on green purchase intention: SMEs cases. *Journal of Industrial Engineering and Management*, 13(1), 79-92.
- Suki, N. M. (2016). Green product purchase intention: impact of green brands, attitude, and knowledge. *British Food Journal*, 118(12), 2893-2910.
- Sung, I. (2021). Interdisciplinary Literature Analysis between Cosmetic Container Design and Customer Purchasing Intention. *The Journal of Industrial Distribution & Business*, 12(3), 21-29.

- Tahir, A. (2021). Impact of green marketing on consumer purchase intention. *Bulletin of Business and Economics*, 10(2), 76-84.
- Tamim, S., & Hossain, A. (2022). Investigating the factors affecting green brand equity: A study on young consumers in Bangladesh. *International Journal of Social Science and Business*, 13(1), 90-99.
- Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the impact of green marketing components on purchase intention: The mediating role of brand image and brand trust. *Sustainability*, 14(10), 1-15.
- Wahid, N. A., Rahbar, E., & Tan, S. S. (2011). Factors influencing the green purchase behavior of Penang environmental volunteers. *International Business Management*, 5(1), 38-49.
- Wandosell, G., Parra-Meroño, M. C., Alcayde, A., & Baños, R. (2021). Green packaging from consumer and business perspectives. *Sustainability*, 13(3), 1356.
- Wang, H., Ma, B., & Bai, R. (2019). The spillover effect of greenwashing behaviors: An experimental approach. *Marketing Intelligence and Planning*, 38(3), 283-295.
- White, G. R., Wang, X., & Li, D. (2015). Inter-organizational green packaging design: a case study of influencing factors and constraints in the automotive supply chain. *International Journal of Production Research*, 53(21), 6551-6566.
- Woo, E. J., & Kang, E. (2021). The effect of environmental factors on customer's environmental protection pattern: An empirical text analysis in the literature. *International Journal of Environmental Sciences*, 7(1), 1-15.
- Wu, S. I., & Chen, Y. J. (2014). The impact of green marketing and perceived innovation on purchase intention for green products. *International Journal of Marketing Studies*, 6(5), 81-100.