THE CORRELATION BETWEEN GREEN ADVERTISING, GREEN BRAND IMAGE, AND GREEN AWARENESS OF GREEN PRODUCTS AND THEIR EFFECT ON PURCHASE INTENTION

Arfan Bakhtiar and Erry Phoni Sinaga

Industrial Engineering Department, Universitas Diponegoro,
Semarang, Indonesia

ABSTRACT

Today, as businesses increasingly use green marketing strategies, consumers are becoming more aware of eco-friendly products. Such strategies are enacted by companies such that people, i.e., consumers, are becoming more aware of environmental concerns and are enthused to purchase green products. This study explores the relationship between green advertising, green brand image, and green customer awareness of environmentally friendly products and their impact on customer purchase intention. The study surveyed 100 customers of Product XYZ, a brand of green skincare and beauty products. Data from the questionnaires filled by the respondents were tabulated and processed using Structural Equation Modeling with SmartPLS. Analysis results indicated that green brand image and awareness significantly affected consumer purchase intention/buying interest, while green advertising did not. The results also showed that green advertising significantly affected green awareness; the same was not the case for the green brand image on green awareness. The present study's findings are expected to provide insight into consumer behavior toward environmentally friendly products, particularly for the XYZ brand, so that a more precise marketing strategy can be designed and implemented.

KEYWORDS: Green Advertising, Green Brand Image, Green Awareness, Purchase Intention

1. INTRODUCTION

According to the American Marketing Association (AMA), green marketing is the marketing of products or services that are considered safe for the environment. This thus involves product development through, for example, product modifications and changes to production processes as well as packaging, in addition

to modifying the advertising strategy used. Addedly, green marketing, as defined by (Prakash, 2002), is a product or service promotion strategy oriented on environmentally friendly foundations, encompassing product attributes, policy systems, production processes, and the company's sales process. (Kumar et al., 2012) defines green marketing as a holistic process that anticipates, defines, and satisfies consumer needs ecologically or as they pertain to (the concerns of) the environment. This holistic process referred to considers all the factors involved in manufacturing, distribution, and marketing. Several factors are driving Green Marketing, according to (Polonsky, 1994), including Opportunity, Social Responsibility, Government Pressure, Competition, and Economy or Finance.

Green Advertising, as central to green marketing, cannot be simply defined (Schmuck et al., 2018). According to (Banerjee et al., 1995), green advertising addresses the relationship between products or services and the natural environment, advocates environmentally responsible lifestyles, and accentuates a company's image or environmental responsibility. Especially in the early stages of green advertising, companies are quick to issue green claims that sometimes include deceptive or confusing truths or even false promises (Baum, 2012);(Plec & Pettenger, 2012). In many countries, consumers are becoming increasingly skeptical of the credibility of green advertising. As a result, now, companies tend to apply more substantial green claims (Leonidou et al., 2011). This is evident from the three main strategies generally used in green advertising: functional fact-based appeals; image-based emotional appeals; or, in most cases, a combination of the two (Hartmann et al., 2005). Studies have confirmed that demonstrations of environmentally friendly product attributes can affect consumer attitudes toward brands (Hartmann & Apaolaza-Ibáñez, 2012);(Matthes et al., 2014).

A green brand image, indicated by a logo, name, symbol, characters, etc., reflects or symbolizes a commitment of a brand to the environment such that they become a distinguishing factor of the brand from other brands. The brand is distinguished by its goods or services that are designed and provided in commitment to protecting or benefiting the environment (Keller Kevin Lane, 2013). According to (Mourad & Ahmed, 2012), green brand equity comprises the green brand image, green satisfaction, and green trust. These three aspects serve as benchmarks for the stance and commitment of companies toward the environment as perceived by consumers upon their image, which will then influence their satisfaction and trust in the actions taken by the brands.

Green awareness as it pertains to products is the recognition and association of brands to safeguard the environment by customers. According to (Arshad et al., 2014), green awareness is expressed as consumers' belief that the choice of expending on environmentally friendly products will make a valuable contribution to the environment. That is, on the occasions that consumers evaluate a product based on its features and benefits for the environment, they are acting upon their green awareness. Customers with green awareness

are more amenable to buying a product if they are informed of the environmental merits gained from using the product. In more details, green awareness is described by (Suki, 2013) to be factored by the (extent of) consumers' concern for the environment, the environmentally friendly products themselves, price awareness, and brand image.

According to (Walia et al., 2019), purchase intention is defined as the willingness of consumers to buy, in this case, environmentally friendly products. (Y. S. Chen & Chang, 2012) claimed that purchase intention toward green products is a significant predictor of green purchasing behavior of customers. Purchase intention greatly influences and can be used to measure the likelihood of individuals purchasing green products. Moreover, (Türk & Erciş, 2017) stated that one of the factors that greatly influence purchasing decisions is purchase intentions, in addition to the scope of consumerism (C. C. Chen et al., 2018). Purchase intention, according to (C. C. Chen et al., 2018), is premised upon transactional interest, preferential interest, referential interest, and explorative interest. In deciding to purchase green products, consumers move through the stages of attention, interest, desire, and action of purchasing products, known as the consumer cycle (Mahmoud et al., 2017).

One company that implements a green marketing strategy is XYZ. XYZ is a cosmetic and beauty brand that operates under a leading and well-known international company. XYZ is a popular brand in Indonesia and offers products such as facial cleansing soap, lightening cream, moisturizing cream, hand and body lotion, body serum, face masks, and so on. XYZ products were awarded the Top Brand Award in the personal care category in 2021. This award reflected the high relevance and demand of XYZ beauty and care products for consumers in Indonesia. As the world's leading beauty brand, XYZ, through its green beauty commitment, is transforming its business to reduce negative environmental impacts.

2. MATERIALS AND METHODS
Hypotheses
Relationship between Green Advertising and Consumer Purchase Intention
Advertising is one of the factors that influence consumer buying interest or intention. As environmental issues gain more importance and relevance, companies flock to create product or service advertisements that convey messages and/or information associated with caring for or protecting the environment, known as green advertising. With this narrative, they face the challenge of increasing skepticism of customers regarding the credibility and usefulness of the products or services they offer (Segev et al., 2016).
H_1: Green advertising significantly affects consumer purchase intention/buying interest.

Relationship between Green Advertising and Green Awareness
Green advertising involves advertisements that advocate environmental issues, through which insights into current environmental changes are also conveyed. Through the green advertising practiced by

companies, consumers are exposed to important information about the environment. They are made aware of the brand's commitment to the environment, which will bring about an increase in green awareness.
H₂: Green advertising significantly affects green awareness

Relationship between Green Brand Image and Consumer Purchase Intention
A company's brand image is very important and is one of the factors that can influence consumer interest and willingness to buy a product. Since green marketing has become an influential instrument in attracting customers by leveraging the concerns for the environment, more companies now want to establish a green brand image to distinguish their green products from competitors (J. H. Chen & Wu, 2015);(Y. S. Chen et al., 2020);(Wu & Lin, 2016). Based on past findings, organic product labeling significantly influences the purchase intention of personal care products sustainably [26]. Companies that have succeeded in instilling a green brand image in the minds of consumers will have the ability to make impressions on consumer perceptions and increase consumer trust and satisfaction with the brand, such that they are more willing to make purchases of their products.
H₃: Green brand image significantly affects purchase intention/buying interest

Relationship between Green Brand Image and Green Awareness
Green brand image has been said to influence customers' attitudes in the manner that the customers may experience positive feelings toward a particular brand which originates from their self-satisfaction in making the deliberate choice or purchase of products that protect the environment (Hartmann & Apaolaza-Ibáñez, 2008). Green awareness can be fostered through the implementation of green marketing by companies and, inherently, the showcasing of green brand image as one of the marketing. (Hwang & Choi, 2018) suggested that marketing campaigns associated with a cause that can produce a warm-glow effect significantly predict positive brand image.
H₄: Green brand image significantly affects green awareness

Relationship between Green Awareness and Consumer Purchase Intention
Consumer purchase intention is influenced by awareness and inclination toward environmentally friendly products. When consumers become (more) aware of the importance of preserving the environment, they will be more motivated to purchase green products. The green marketing mix has been proclaimed one of the most suitable strategies to help pursue marketing objectives based on important consumer needs today (Astuti et al., 2021).

Green awareness is the recognition of consumers of the importance of using products that will make a valuable contribution to the environment. Thus, green awareness will affect how consumers perceive products, in that they will prefer environmentally friendly products over their conventional alternatives.

H_5: *Green awareness significantly affects consumer purchase intention/buying interest*
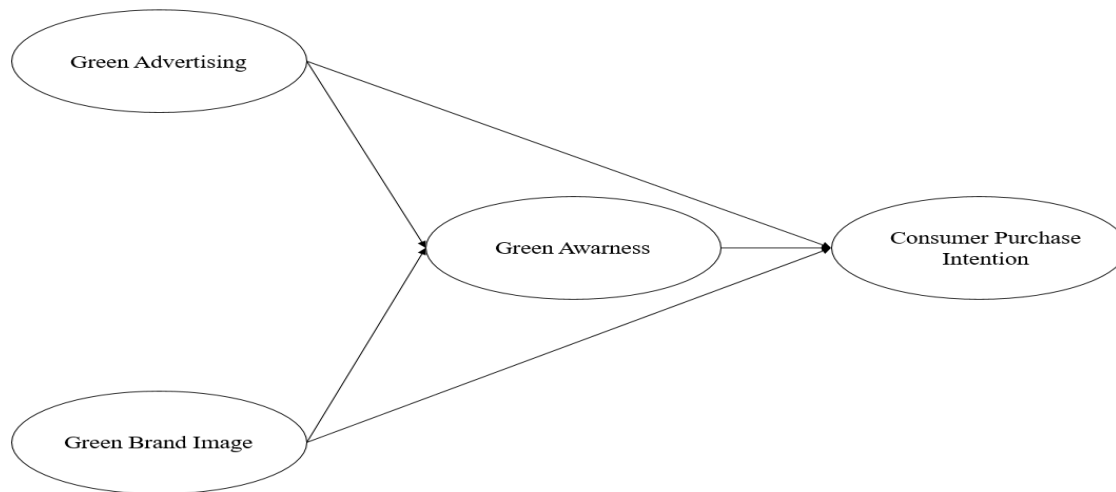

Figure 1. Conceptual Model

A good conceptual model is a model that can describe specific events, situations, attitudes, beliefs, or behaviors and their influence or interconnectedness toward one another. The conceptual model above is developed by (Alamsyah et al., 2020), which models the Awareness of Environmentally Friendly Products: The Impact of Green Advertising and Green Brand Image.

The model is used to determine the factors that influence consumer awareness of environmentally friendly products and the factors that influence consumers' interest or intention to purchase environmentally friendly products. In this model, there are three variables that influence the purchase intention toward environmentally friendly products, namely, green advertising, green brand image, and green awareness.

The green awareness variable is used, taking into account consumers' concern for the environment and awareness of consumption patterns that can negatively impact the environment. This awareness is taken to an advantage to increase consumers' willingness to use environmentally friendly products.

H_6: *Green Awareness is a mediator of the significant relationship between green advertising and consumer buying interest.*

The green awareness variable will also be a moderating variable between both green advertising and green brand image, and consumers' purchase intention. Companies implement green advertising and green brand image as their marketing strategy to increase consumer green awareness. With the increase in green awareness, it is hoped that consumers will become more interested in buying the products offered.

H_7: Green Awareness is a mediator of a significant relationship between green brand image and consumer buying interest.

Methodology

The present study was conducted in the city of Semarang, Indonesia. Respondents were randomly sampled and held in correspondence to the questionnaire through an online platform, i.e., docs.google.com. The number of research samples used in this study was determined using Structural Equation Modeling (SEM), whereby at least 100 samples were determined. The sampling technique used in this study was purposive sampling. This sampling technique was done deliberately by selecting respondents that could adequately represent the population or the nature of the population being studied.

In the end, the data obtained from the distributed questionnaires were analyzed according to the model developed for this study, i.e., using SEM (Structural Equation Modeling), which was operated through the SmartPLS program. The SEM-PLS method was chosen as the objective of this study was to determine the most influential construct/model among pre-existing structural models proposed in previous studies.

3. RESULTS AND DISCUSSION

Results

Sample Demography

Respondents in this study were Indonesian citizens, totaling 100 participants who met the predetermined criteria. Through the questionnaires, descriptions of the respondents, including gender, age, and monthly income, were also collected.

Of all the respondents, 67% were females, and 33% were males. The age range of 17-21 years old made up the highest percentage of respondents at 34%, followed by the age range of 22-26 years old at 31% and 26-30 years old at 26%, while the rest were above 30. Moreover, respondents with a monthly income of less than Rp. 1,500,000.00 comprised 41%, while those with a monthly income of Rp. 3,000,000.00 – Rp. 4,500,000.00 comprised the lowest percentage of respondents at 16%.

Data Analysis

The model specifications in this study are based on the framework and latent construct indicators shown in Figure 2. The inner and outer models, which are the sub-models of this analysis, can also be seen in the same figure.
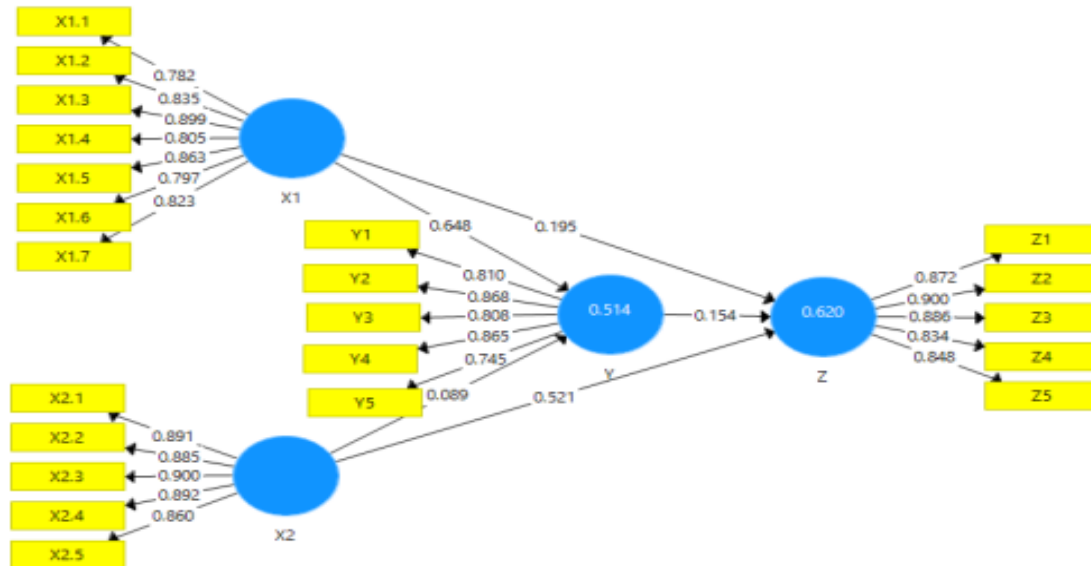
Figure 2. Model Specification

The construct validity of a measure can be evaluated through convergent validity and discriminant validity. In this study, a convergent validity computed using the SmartPLS as an outer loading value was considered sufficient if the value was 0.5 – 0.6. Moreover, convergent validity can be evaluated based on the Average Variance Extracted (AVE) parameter. Variables with AVE <0.5 were evaluated, and the indicator with the smallest value was eliminated. The model would be continued to be re-evaluated until the AVE parameter and loading factor values were no longer <0.50

Table 1. Outer Loading

Variable	Indicator	Outer Loading
X_1	$X_1.1$	0.782
X_1	$X_1.2$	0.835
X_1	$X_1.3$	0.899
X_1	$X_1.4$	0.805
X_1	$X_1.5$	0.863
X_1	$X_1.6$	0.797
X_1	$X_1.7$	0.823
X_2	$X_2.1$	0.891
X_2	$X_2.2$	0.885
X_2	$X_2.3$	0.900
X_2	$X_2.4$	0.892
X_2	$X_2.5$	0.860

Y	Y_1	0.810
Y	Y_2	0.868
Y	Y_3	0.808
Y	Y_4	0.865
Y	Y_5	0.745
Z	Z_1	0.872
Z	Z_2	0.900
Z	Z_3	0.886
Z	Z_4	0.834
Z	Z_5	0.848

Source: Primary Data Processing

In the validity test, the AVE of all constructs was above 0.5. As presented in Table 3, each construct met the criteria and can be declared valid.

Table 2. Construct Reliability and Construct Validity

	Cronbach's Alpha	Composite Reliability	AVE
X_1	.924	.939	.689
X_2	.931	.948	.785
Y	.878	.911	.673
Z	.919	.939	.754

Source: Primary
Data Processing

Based on Table 2 above, in evaluating discriminant validity, the construct value of one variable is compared with the construct of another variable. Table 3 below presents the cross-loading value of each model indicator.

Table 3. Cross Loading

	X_1	X_2	Y	Z
X_1	0.782	0.457	0.566	0.378
X_1	0.835	0.519	0.717	0.494
X_1	0.899	0.663	0.602	0.681
X_1	0.805	0.641	0.634	0.586
X_1	0.863	0.637	0.568	0.601
X_1	0.797	0.678	0.462	0.598
X_1	0.823	0.718	0.687	0.655
X_2	0.707	0.891	0.505	0.690
X_2	0.605	0.885	0.479	0.668
X_2	0.659	0.900	0.474	0.701
X_2	0.693	0.892	0.530	0.635
X_2	0.641	0.860	0.548	0.650
Y_1	0.619	0.452	0.810	0.510
Y_2	0.581	0.494	0.868	0.482
Y_3	0.432	0.302	0.808	0.378
Y_4	0.577	0.436	0.865	0.457
Y_5	0.660	0.596	0.745	0.553
Z_1	0.618	0.643	0.457	0.872
Z_2	0.644	0.739	0.551	0.900
Z_3	0.621	0.610	0.601	0.886
Z_4	0.602	0.660	0.454	0.834
Z_5	0.522	0.617	0.503	0.848

Source: Primary Data Processing

In addition to the construct validity test, the construct reliability test was also conducted, which entailed composite reliability and Cronbach's alpha of the indicator block as measured by the construct. The construct was declared reliable if both reliability measures had a value of more than 0.70. The value of R^2 was used to explain the effect of certain exogenous constructs on endogenous constructs, that is, whether they had a substantive effect or not. An R^2 value of 0.670 indicates a strong model, while R^2 of 0.330 is moderate, and R^2 of 0.190 is weak (Chin, 2010). The R^2 value of each latent variable in the model is shown in Table 4.

Table 4. R Squared

	R Squared	Category
X	.514	Moderate
Y	.620	Moderate

Source: Primary Data Processing

As can be seen in Table 4, variable Y had an R^2 value of 0.514, placing it in the moderate category. Whereas variable Z had an R^2 value of 0.620 which also put it in the moderate category.

Hypothesis Testing for Direct Effect

Table 5. Direct Effect Hypothesis Testing

	Original Sample	T Statistics	P Values	Decision	Conclusion
H1. Green Advertising (X_1) significantly affects green awareness (Y)	.648	5.768	.000	Accepted	Significant Effect
H2. Green brand image (X_2) significantly affects green awareness (Y)	.089	.875	.382	Rejected	Insignificant Effect
H3. Green Awareness (Y) significantly affects consumer purchase intention (Z)	.154	1.715	.087	Accepted	Significant Effect
H4. Green advertising (X_1) significantly affects consumer purchase intention (Z)	.195	1.599	.110	Rejected	Insignificant Effect
H5. Green Brand Image (X_2) significantly affects consumer purchase intention (Z_1)	.521	5.776	.000	Accepted	Significant Effect

Source: Primary Data Processing

As shown in Table 6 above, three of the hypotheses had shown significant results, i.e., Green Advertising (X_1) had a significant effect on green awareness (Y), Green Awareness (Y) had a significant effect on consumer purchase intention (Z), and Green Brand Image (X_2) had a significant effect on consumer purchase (Z). Meanwhile, the second and fourth hypotheses proposed were not shown to have significant results.

Hypothesis Testing for Indirect Effect

Table 6. Hypothesis Testing for Indirect Effect

	Original Sample	T Statistics	P Values	Decision	Conclusion
H6. Green Awareness (Y) is a mediator significant mediator in the relationship between green advertising (X_1) and consumer purchase interest (Z)	.100	1.578	.115	Rejected	Insignificant Effect
H2. Green awareness (Y) is a significant mediator in the relationship between green brand image (X_2) and consumer purchas intention (Z)	.014	.673	.501	Rejected	Insignificant

Source: Primary Data Processing

As shown in Table 6 above, the two hypotheses tested were (1) Green Awareness (Y) is a significant mediator in the relationship between green advertising (X_1) and consumer purchase intention (Z), and (2) Green Awareness (Y) is a significant mediator in the relationship between green brand image (X_2) and consumer purchase (Z). Based on the results of hypothesis testing for indirect effect, both hypotheses were rejected, which means that green awareness was not a significant mediator in the pursuit of customer purchase intention on the grounds of green advertising and green brand image.

4. DISCUSSION

In this study, it has been described that the changing trend of consumer patterns to side with the concerns of the environment has driven consumers to be more sensitive and skeptical toward the products and services they will consume. This is in the sense that consumers are now weighing how the goods and services they consume will impact the environment. Consumers will start to prefer environmentally friendly products more than conventional ones. Such changes in consumer behavior towards environmentally friendly products have encouraged companies to pay more attention to their marketing strategies.

The XYZ company has implemented a green marketing strategy through its XYZ Green Beauty movement, emphasizing its concern and responsibility for the environment for its products. The present research, therefore, was centered on this strategy. More specifically, whether the green marketing employed, i.e., green advertising and green brand image, would prompt green customer awareness of XYZ products and influence customer purchase intention toward XYZ products. This is in a similar manner to

previous research on green purchase intention, from which it was identified that four variables positively influence green purchase intentions, which are green perceived trust, green perceived value, green brand image, and green advertising, and one variable that negatively influences purchase intention, which is green perceived risk. The overall model of this study aims to determine the effect of green advertising and green brand image on consumer purchase intention toward XYZ products, with green awareness taking a mediating role.

The results of the hypothesis testing for a direct effect of the first hypothesis demonstrated that green advertising (X_1) significantly and positively influenced green awareness (Y). This result is in line with a research conducted by (Alamsyah et al., 2018) which stated that green advertising significantly affects consumer green awareness. To follow, hypothesis 2 test results suggested that green brand image (X2) significantly and positively influenced green awareness (Y). Testing of hypothesis 3 concluded that green awareness (Y) significantly and positively influenced consumer purchase intention (Z). This analysis outcome agrees with the findings of (Suki, 2013). In this case, logos or symbols that may indicate the commitment to the environment on the product packaging's of the XYZ brand are not adequately presented, i.e., they are minimal or not clearly visible. As such, many current and potential customers would most likely not pay close attention to these logos or symbols.

Meanwhile, hypothesis 4 formulated that green advertising (X_1) significantly and positively influences consumer purchase intention (Z). This hypothesis differs from the research results, in which it was found that companies may gain the trust of consumers who care about the environment through green advertising. The limited green advertising exposure of the XYZ products did not help to increase consumers' recognition of environmentally friendly products offered by the XYZ band. It has not been able to reach and encourage consumers who already have compassion toward the environment to take enough interest in its products to purchase them. Subsequently, hypothesis 5 formulated that green brand image (X_2) significantly and positively influences consumer purchase intention (Z). The outcome of the hypothesis 5 testing is in line with the research conducted by (Arshad et al., 2014), which suggested that a company's green brand image makes for its unique selling points that distinguish it from its competitors. Consumers who are concerned about the environment will have more trust and will prefer to purchase products from companies with a well-established positive green brand image.

A hypothesis test for indirect effect was made for hypothesis 6, in which it was formulated that green awareness (Y) is a significant mediator of the relationship between green advertising (X_1) and consumer purchase intention (Z). This study's test result differed from the research conducted by (Alamsyah et al., 2020), which suggested that information conveyed through green advertising can increase consumer green awareness and, subsequently, consumer perceptions or attitudes toward environmentally friendly

products. Finally, hypothesis 7 formulated that green awareness (Y) is a significant mediator in the relationship between green brand image (X_2) and consumer purchase intention (Z). The hypothesis 7 testing result for indirect effect differs from the research conducted by which stated that a green brand image of a product will increase consumer green awareness and influence consumer perceptions of environmentally friendly products.

Based on the analysis of the hypotheses in this study, it is suggested that to draw a stronger conclusion of what factors may govern purchase intention toward environmentally friendly products, a further literature study on variables outside those assessed and discussed at present, i.e., green advertising, green brand image, and green awareness, be conducted. Moreover, the study subject beyond what was assessed, i.e., XYZ brand, should also be explored so that the findings can broadly identify and describe the factors influencing consumer purchase intention toward environmentally friendly products.

5. CONCLUSION

This study's findings demonstrated no significant direct relation between green advertising and consumer purchase intention. This would imply that the XYZ brand pro-environment or green advertising had not been successful in attracting and increasing consumers' purchase intention significantly. However, there was a positive and significant influence between green advertising and green awareness variables. This would mean that the information provided by the XYZ brand through its green advertisement had a positive response from the public in that it was able to increase the green awareness of the public, i.e., consumers.

It was also revealed that green brand image directly and significantly influenced consumers' purchase intention. This suggested that the XYZ brand efforts to build its green brand image through its XYZ green beauty movement were able to invoke trust from the consumers and encourage them to purchase XYZ products. In contrast, their green brand image had no significant effect on green awareness. That is, the XYZ brand could not influence consumers' green awareness through its green brand image.

Lastly, there was a significant relationship between the green awareness variable and XYZ consumer purchasing intentions. This indicated that the higher the awareness of consumers regarding the importance of preserving the environment, the more interested they will be in using environmentally friendly products compared to similar conventional products. Still, green awareness was not shown to be the mediating factor of the influence of the green advertising variable and the green brand image variable on consumer purchase intention.

6. Acknowledgement

7. REFERENCES/BIBLIOGRAPHIES

Alamsyah, D. P., Othman, N. A., Bakri, M. H., Adjie, A. N., Salsabila, K., & Syarifuddin, D. (2020). Confirmatory factor analysis of green advertising and its impact on green awareness. *Management Science Letters*, *10*(16), 3899–3906. https://doi.org/10.5267/j.msl.2020.7.021

Alamsyah, D. P., Suhartini, T., Rahayu, Y., Setyawati, I., & Hariyanto, O. I. B. (2018). Green advertising, green brand image and green awareness for environmental products. *IOP Conference Series: Materials Science and Engineering*, *434*(1). https://doi.org/10.1088/1757-899X/434/1/012160

Arshad, R., Mahmood, U., Siddiqui, H., & Tahir, A. (2014). An Empirical Study about Green Purchase Intentions. *Journal of Sociological Research*, *5*(1), 290–305. https://doi.org/10.5296/jsr.v5i1.6567

Astuti, R., Deoranto, P., Wicaksono, M. L. A., & Nazzal, A. (2021). Green marketing mix: An example of its influences on purchasing decision. *IOP Conference Series: Earth and Environmental Science*, *733*(1), 1–9. https://doi.org/10.1088/1755-1315/733/1/012064

Banerjee, S., Gulas, C. S., & Iyer, E. (1995). Shades of green: A multidimensional analysis of environmental advertising. *Journal of Advertising*, *24*(2), 21–31. https://doi.org/10.1080/00913367.1995.10673473

Baum, L. M. (2012). It's not easy being green...or is it? a content analysis of environmental claims in magazine advertisements from the United States and United Kingdom. *Environmental Communication*, *6*(4), 423–440. https://doi.org/10.1080/17524032.2012.724022

Chen, C. C., Chen, C. W., & Tung, Y. C. (2018). Exploring the consumer behavior of intention to purchase green products in Belt and Road countries: An empirical analysis. *Sustainability (Switzerland)*, *10*(3). https://doi.org/10.3390/su10030854

Chen, J. H., & Wu, S. I. (2015). A comparison of green business relationship models between industry types. *Total Quality Management and Business Excellence*, *26*(7–8), 778–792. https://doi.org/10.1080/14783363.2014.884309

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. https://doi.org/10.1108/00251741211216250

Chen, Y. S., Huang, A. F., Wang, T. Y., & Chen, Y. R. (2020). Greenwash and green purchase behaviour: the mediation of green brand image and green brand loyalty. *Total Quality Management and Business Excellence*, *31*(1–2), 194–209. https://doi.org/10.1080/14783363.2018.1426450

Chin, W. W. (2010). Handbook of Partial Least Squares. In *Handbook of Partial Least Squares*. https://doi.org/10.1007/978-3-540-32827-8

Hartmann, P., & Apaolaza-Ibáñez, V. (2008). Virtual nature experiences as emotional benefits in green product consumption: The moderating role of environmental attitudes. *Environment and Behavior*, *40*(6), 818–842. https://doi.org/10.1177/0013916507309870

Hartmann, P., & Apaolaza-Ibáñez, V. (2012). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. *Journal of Business Research*, *65*(9), 1254–1263. https://doi.org/10.1016/j.jbusres.2011.11.001

Hartmann, P., Apaolaza Ibáñez, V., & Forcada Sainz, F. J. (2005). Green branding effects on attitude: functional versus emotional positioning strategies. *Marketing Intelligence & Planning*, *23*(1), 9–29. https://doi.org/10.1108/02634500510577447

Hwang, J., & Choi, J. K. (2018). An investigation of passengers' psychological benefits from green brands in an environmentally friendly airline context: The moderating role of gender. *Sustainability (Switzerland)*, *10*(1), 1–17. https://doi.org/10.3390/su10010080

Keller Kevin Lane. (2013). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, *57*(1), 1–22.

Kumar, V., Rahman, Z., Kazmi, A. A., & Goyal, P. (2012). Evolution of Sustainability as Marketing Strategy: Beginning of New Era. *Procedia - Social and Behavioral Sciences*, *37*, 482–489. https://doi.org/10.1016/j.sbspro.2012.03.313

Leonidou, L. C., Leonidou, C. N., Palihawadana, D., & Hultman, M. (2011). Evaluating the green advertising practices of international firms: A trend analysis. *Studies in Economics and Finance*, *28*(1), 6–33. https://doi.org/10.1108/02651331111107080

Mahmoud, T. O., Ibrahim, S. B., Ali, A. H., & Bleady, 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. https://doi.org/10.14299/ijser.2017.09.006

Matthes, J., Wonneberger, A., & Schmuck, D. (2014). Consumers' green involvement and the persuasive effects of emotional versus functional ads. *Journal of Business Research*, *67*(9), 1885–1893. https://doi.org/10.1016/j.jbusres.2013.11.054

Mourad, M., & Ahmed, Y. S. E. (2012). Perception of green brand in an emerging innovative market. *European Journal of Innovation Management*, *15*(4), 514–537. https://doi.org/10.1108/14601061211272402

Plec, E., & Pettenger, M. (2012). Greenwashing consumption: The didactic framing of ExxonMobil's energy solutions. *Environmental Communication*, *6*(4), 459–476. https://doi.org/10.1080/17524032.2012.720270

Polonsky, M. J. (1994). An Introduction To Green Marketing. *Electronic Green Journal*, *1*(2). https://doi.org/10.5070/g31210177

Prakash, A. (2002). Policy and Managerial. *Business Strategy and the Environmen*, *297*(11), 285–297.

Schmuck, D., Matthes, J., Naderer, B., & Beaufort, M. (2018). The Effects of Environmental Brand Attributes and Nature Imagery in Green Advertising. *Environmental Communication*, *12*(3), 414–429. https://doi.org/10.1080/17524032.2017.1308401

Segev, S., Fernandes, J., & Hong, C. (2016). Is your product really green? A content analysis to reassess green advertising. *Journal of Advertising*, *45*(1), 85–93. https://doi.org/10.1080/00913367.2015.1083918

Suki, N. M. (2013). Green awareness effects on consumers' purchasing decision: Some insights from Malaysia. *International Journal of Asia-Pacific Studies*, *9*(2), 49–63.

Türk, B., & Erciş, A. (2017). 4A marketing mix impacts on organic food purchase intention. *Serbian*

Journal of Management, *12*(2), 189–199. https://doi.org/10.5937/sjm12-10785

Walia, S. B., Kumar, H., & Negi, N. (2019). Consumers' attitude and purchase intention towards 'green' products: A study of selected FMCGs. *International Journal of Green Economics*, *13*(3–4), 202–217. https://doi.org/10.1504/IJGE.2019.104507

Wu, S. I., & Lin, S. R. (2016). The effect of green marketing strategy on business performance: a study of organic farms in Taiwan. *Total Quality Management and Business Excellence*, *27*(1–2), 141–156. https://doi.org/10.1080/14783363.2014.959256