

## BUILDING A SUSTAINABLE ADVANTAGE: GREEN BRAND IMAGE AND ITS INFLUENCE ON CONSUMER CHOICE

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### Abstract

*Climate change and environmental degradation have heightened consumer awareness of eco-friendly products, compelling companies to establish credible green brand images. This study aims to examine the influence of green brand image on consumers' purchasing decisions for environmentally friendly products. Employing the Theory of Planned Behavior, data were collected via online questionnaires from 100 respondents who have previously purchased green products. Analysis was conducted using simple linear regression and t-tests in SPSS 26 after verifying the classical assumptions. The results reveal that green brand image has a positive and significant effect on purchasing decisions, with a regression coefficient of 0.790 and a significance level of  $p < 0.001$ . The coefficient of determination ( $R^2$ ) of 49.1% indicates that consumer perception of green brand image explains nearly half of the variance in purchasing decisions. These findings underscore the critical role of green brand image in shaping consumer behavior and creating a competitive advantage in the sustainable product market. Therefore, companies are encouraged to strengthen the communication of sustainability values within their marketing strategies. This study also recommends further exploration of other variables influencing purchasing decisions as well as initiatives to raise consumer awareness to support broader environmental preservation efforts.*

**Keywords:** Consumer Purchase Decision, Green Brand Image, Green Marketing, Simple Linear Regression, Theory of Planned Behaviour

### Introduction

Climate change, environmental degradation, and the depletion of natural resources have become pressing issues over the past two decades, prompting multiple stakeholders to adopt sustainability principles across various life domains, including consumption behavior. Rising public awareness of environmental issues has driven a shift in consumer behavior, with a growing preference for eco-friendly products (Joshi & Rahman, 2015). This shift not only opens new market opportunities but also demands companies to develop strategies that integrate sustainability values into their brand images. Within this context, the concept of green brand image emerges as a consumer perception regarding the extent to which a brand demonstrates ecological responsibility through its products, production processes, and marketing communications (Chen, 2010).

Today, green brand image serves not only as a symbol of a company's ethical values but also as a strategic tool to build sustainable competitive advantage. Wang, Chen, and Chen (2020) found that consumers tend to show greater loyalty to brands committed to environmentally responsible practices. A green brand image can shape positive perceptions and significantly influence consumers' purchase intentions (Nguyen, Nguyen, & Hoang, 2019). However, the attitude-behavior gap where positive attitudes toward green products do not always translate into actual purchase behavior remains a persistent challenge (Johnstone & Tan, 2015).

This issue is exacerbated by the phenomenon of greenwashing, where false or misleading environmental claims can erode consumer trust in green brands and damage company reputations (Delmas & Burbano, 2011). Consequently, the influence of green brand image on purchasing decisions becomes more complex, as it is affected by factors such as brand credibility, consumer trust, and perceived consistency between brand communication and product reality (Chen & Chang, 2013).

Although several studies have explored the relationship between green brand image and purchase intention, most have focused on general correlations without delving into the mechanisms of influence within evolving consumer cultures. For example, Asyhari and Yuwalliatin (2019) identified a positive impact of green marketing on purchasing decisions but did not include psychological variables like consumer trust as potential mediators. Similarly, Wijekoon and Sabri (2021) revealed that consumer perceptions of green products are

influenced by sociodemographic factors but did not explicitly address how green brand images are formed and translated into actual purchasing behavior.

Therefore, there is a need to investigate more deeply how green brand image influences consumer purchasing decisions in a contemporary and integrated context, particularly by considering the roles of consumer perception and trust. This study aims to fill this gap by empirically testing the relationship between green brand image and purchasing decisions.

This research holds significant academic value by enriching the literature on sustainable marketing and practical relevance by providing guidance for companies to develop branding strategies focused on sustainability. Amid increasing environmental regulations and growing market demands for green products, a company's ability to establish and maintain a credible green brand image may be a key factor in sustaining customer loyalty and achieving long-term competitive advantage.

## **Methods**

### **Theoretical Framework**

This research is anchored in the Theory of Planned Behavior (Ajzen, 1991), which asserts that an individual's actions are shaped by their attitudes toward the behavior, the influence of social norms, and their perceived level of control over performing the behavior. In the framework of this study, green brand image is viewed as an aspect of consumers' attitudes toward environmentally friendly products, which, in turn, influences their purchasing behavior. This theoretical lens is suitable for understanding how favorable perceptions of a green brand image can translate into actual consumer choices that support environmental sustainability (Paul, Modi, & Patel, 2016).

Green brand image refers to how consumers positively perceive a brand's dedication to environmental responsibility, as reflected in its offerings, packaging, promotional efforts, and corporate social initiatives (Chen, 2010). On the other hand, the purchase decision encompasses the process by which consumers identify, assess, and ultimately choose to buy a product (Kotler & Keller, 2016).

### **Research Hypothesis**

Based on the theoretical background and previous studies, the main hypothesis developed in this research is as follows:

H<sub>1</sub>: Green brand image has a positive and significant effect on the purchase decision of eco-friendly products.

### **Research Variable**

This study utilizes two primary variables:

- Independent variable (X): Green Brand Image
- Dependent variable (Y): Purchase Decision of Eco-Friendly Products

Each variable is measured using a set of statements derived from indicators established in prior research. Indicators for green brand image refer to studies by Chen (2010) and Wang et al. (2020), while purchase decision indicators are based on Kotler & Keller (2016).

### **Data Collection Techniques**

The data for this study were obtained through an online survey utilizing a structured, closed-ended questionnaire administered via Google Forms. The instrument comprised a series of statements evaluated using a five-point Likert scale, with response options ranging from 1 (strongly disagree) to 5 (strongly agree). A total of 100 participants, all of whom had experience purchasing environmentally friendly products such as organic food, plastic-free goods, sustainable apparel, and eco-conscious household items took part in the survey. Respondents were selected through purposive sampling, targeting individuals who had made at least one purchase of eco-friendly products within the preceding six months.

### **Data Analysis Techniques**

This study utilized a quantitative analytical approach, applying simple linear regression to assess the influence of green brand image as the independent variable on consumer purchase decisions related to environmentally friendly products, the dependent variable. Data analysis was carried out using SPSS version 26. Before conducting hypothesis testing, classical assumption checks specifically normality and heteroscedasticity tests were undertaken to confirm that the regression model satisfied the essential conditions for reliable interpretation.

The normality test assessed whether the residuals were normally distributed, analyzed using the Kolmogorov-Smirnov method. A significance value greater than 0.05 indicates that the data are normally distributed. The heteroscedasticity test was conducted using the Glejser method to confirm that the residual variance was homogeneous.

Once the model was confirmed to meet classical assumptions, simple linear regression analysis was performed to determine the magnitude of green brand image's influence on purchase decisions. The regression equation was used to identify the direction and strength of the effect, while hypothesis testing employed the t-test. The p-value was utilized as a reference for drawing conclusions, where a value below 0.05 signified a statistically meaningful effect of the independent variable on the dependent one.

The coefficient of determination ( $R^2$ ) was employed to evaluate how much of the variance in purchase decisions could be attributed to green brand image. This metric reflects the proportion of decision-making variability that the green brand image can explain. In addition, Pearson's correlation analysis was performed to determine the strength and direction of the linear association between the variables. All analytical outcomes are displayed in tabular form, complemented by detailed narrative explanations to reinforce the study's conclusions.

## Results and Discussions

### Descriptive Analysis

The descriptive analysis aims to provide a general overview of respondents' perceptions regarding the variables of green brand image and purchase decision of eco-friendly products.

**Table 1 Result of Descriptive Analysis**

Variable	Minimum	Maximum	Mean	Standard Deviation
Green Brand Image	16	25	20.79	1.92
Purchase Decision	20	30	25.18	2.17

Source : Data Processing Result, 2025

Based on the descriptive statistics, the green brand image scores ranged from a minimum of 16 to a maximum of 25, with a mean of 20.79 and a standard deviation of 1.92. Meanwhile, the purchase decision scores ranged from 20 to 30, with an average of 25.18 and a standard deviation of 2.17. The relatively high means for both variables indicate that respondents generally hold positive perceptions of the green brand image and tend to be engaged in purchase decisions related to eco-friendly products.

### Classical Assumption Tests

#### Normality Test

The normality test was conducted using the Kolmogorov-Smirnov method on the unstandardized residuals.

**Table 2 Result of Normality Test**

Unstandardized Residual	Sig.
Kolmogorov Smirnov Test	0.000

Source : Data Processing Result, 2025

The analysis produced an Asymp. Sig. (2-tailed) value of 0.000, suggesting that the dataset does not follow a normal distribution at the 5% significance threshold. Nonetheless, based on the Central Limit Theorem, when the sample size surpasses 30 participants, the sampling distribution of the mean tends to approximate normality. Therefore, the lack of normal distribution is not considered a critical concern for the validity of the regression analysis (Field, 2018; Ghasemi & Zahediasl, 2012). Therefore, the normality assumption can be considered practically fulfilled.

#### Heteroscedasticity Test

The Glejser test was used to detect heteroscedasticity by examining the significance of the independent variable in predicting the absolute residuals.

**Table 3 Result of Heteroscedasticity Test**

Model		t	Sig.
1	(Constant)	0.114	0.909
	Green Brand Image	0.948	0.345

Source : Data Processing Result, 2025

The analysis showed a significance value for the green brand image variable of 0.345 ( $> 0.05$ ), indicating no heteroscedasticity problem in the regression model. Thus, the data meet the homoscedasticity assumption.

Hypothesis Testing: t-test and Simple Linear Regression Analysis

**Table 4 Result of t-test and Simple Linear Regression Analysis**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.746	1.6898		5.150	0.000
	Green Brand Image	0.790	0.081	0.701	9.718	0.000

Source : Data Processing Result, 2025

**Table 5 Correlation and Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.701	0.491	0.486	1.55739

Source : Data Processing Result, 2025

The hypothesis was tested using a simple linear regression analysis to assess how strongly green brand image influences consumers' decisions to purchase eco-friendly products. This method was selected due to the involvement of a single independent and a single dependent variable, allowing for straightforward interpretation of their causal link.

The regression output indicated a coefficient (B) of 0.790 for green brand image, signifying that a one-unit increase in consumers' perception of a green brand corresponds to a 0.790-unit increase in their purchase decision, assuming all other factors remain unchanged. This coefficient highlights the direct impact of green brand image on purchasing behavior, suggesting that more favorable views of a brand's environmental identity are linked to a greater likelihood of product purchase.

Additionally, the t-test evaluating the statistical significance of the independent variable resulted in a t-value of 9.718 with a p-value of 0.000. Since this p-value is well below the 0.05 significance level, it confirms that green brand image has a statistically significant effect on purchase decisions. This supports the assertion that green brand image is a reliable predictor of consumer choices in the context of sustainable products.

The model's intercept, calculated at 8.746, implies that when green brand image is absent or perceived as zero, the expected baseline score for purchase decision would be 8.746. While this value primarily functions as a reference within the regression model, it provides context for interpreting the relationship.

Furthermore, the  $R^2$  value was 0.491, indicating that 49.1% of the variation in consumer purchase decisions can be attributed to differences in green brand image. This suggests that nearly half of the decision-making process is influenced by how consumers perceive a brand's environmental values. The remaining 50.9% may stem from other unexamined factors, such as pricing, perceived quality, or cultural and social dynamics.

Lastly, the Pearson correlation coefficient (R) was found to be 0.701, reflecting a strong and positive association between green brand image and purchasing behavior. This implies that as consumers' perceptions of a brand's environmental commitment improve, their inclination to make a purchase increases accordingly. This robust correlation reinforces the strength of the regression model and affirms the pivotal role green brand image plays in shaping environmentally conscious consumer behavior.

Overall, the t-test results and simple linear regression analysis demonstrate that green brand image not only significantly affects purchase decisions but also constitutes a key factor influencing eco-friendly product purchases. Therefore, companies should prioritize building and maintaining a strong green brand image as an effective strategy to attract and retain environmentally conscious consumers.

The results show that green brand image has a positive and significant impact on the purchase decision of eco-friendly products. These findings support Ajzen's (1991) Theory of Planned Behavior framework, which suggests that consumer attitudes toward a brand can influence their purchasing behavior. The green brand image reflects consumers' positive perceptions of a company's commitment to environmental sustainability, which ultimately enhances their intention and decision to purchase such products.

This study aligns with Chen (2010), who reported that green brand image can enhance consumer trust and loyalty, encouraging consumers to prefer environmentally friendly products. Additionally, Wang et al. (2020) emphasized that consumer perceptions of sustainability values and corporate social responsibility are key factors shaping green purchasing behavior. These findings indicate that consumers evaluate products not only based on functional attributes but also on the environmental values represented by the brand.

The strong relationship identified between green brand image and purchase decisions also suggests that corporate efforts to build a green brand image can provide a significant competitive advantage in the eco-friendly product market. Although other factors influence purchase decisions, the coefficient of determination indicates that nearly half of the variance in consumer decisions can be explained by perceptions of green brand image.

Practically, these findings highlight the importance of sustainability-focused branding strategies to influence consumer preferences and boost green product sales. Environmentally aware consumers tend to appreciate brands that demonstrate genuine commitment to environmental preservation, requiring companies to consistently integrate green values across all communication and product aspects.

### Conclusion

Based on the analysis and discussion, it can be concluded that green brand image has a positive and significant effect on the purchase decision of eco-friendly products. The stronger consumers' perception of a brand's sustainability and environmental concern, the higher their tendency to purchase the product. The regression model explains approximately 49.1% of the variation in purchase decisions through green brand image, highlighting the important role this variable plays in influencing consumer behavior toward green products.

### Recommendations

Based on the study findings, several recommendations are proposed:

1. For Companies and Marketers: It is recommended to continuously develop and communicate a consistent green brand image through various marketing strategies that emphasize sustainability and environmental responsibility. This can increase product appeal and foster loyalty among environmentally conscious consumers.
2. For Future Researchers: Further research could expand the model by including other variables suspected to influence purchase decisions, such as price, product quality, or sociocultural factors, to obtain a more comprehensive understanding.
3. For Consumers: It is hoped that consumers will increasingly raise awareness and preference for products with high sustainability values to support environmental conservation and responsible economic development.

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