

Do Green Marketing and Perceived Value Impact Cosmetics Purchase Decisions? The Role of Brand Image as a Mediator

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ABSTRACT

Purpose: This study analyzes how the cosmetic industry in Indonesia applies green marketing strategies responsibly. It also investigates how brand image mediates the relationship between green marketing, perceived value, and purchase decisions.

Method: We employed a quantitative research methodology, using purposive sampling to recruit 200 participants who were familiar with Avoskin products. Data were collected through online questionnaires distributed via social media platforms. To analyze the relationships among the study variables, we applied SEM-PLS approach.

Result: Our findings indicate that both green marketing and perceived value exert significant and positive influences on consumers' purchase decisions. Furthermore, we found that brand image functions as a mediating variable, enhancing the effects of green marketing and perceived value on purchasing behavior. A strong brand image amplifies the impact of environmentally friendly marketing efforts and consumers' value perceptions, thereby reinforcing their likelihood of making a purchase.

Practical Implications for Economic Growth and Development: This research shows that environmentally friendly marketing strategies in the cosmetics sector can drive sustainable economic development by boosting product competitiveness, fostering green innovation, and aligning with consumer preferences.

Originality/Value: The originality of our research lies in the inclusion of perceived value as a critical yet underexplored factor in the context of green marketing. By highlighting its role—alongside brand image—in shaping purchase decisions, this study offers novel insights into consumer behavior in the Indonesian cosmetics market.

Keywords: *Green Marketing, Perceived Value, Purchase Decisions, Brand Image, Cosmetic Industry*

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INTRODUCTION

Consumer preferences have significantly shifted due to global interconnectedness and technological advancements, particularly with regard to environmental awareness. Modern consumers now assess both product quality and environmental impact when making purchasing decisions. This trend is especially pronounced among millennials and Generation Z, who exhibit heightened concern for environmental pollution. A Katadata poll, conducted through an application and based on data from 2,303 respondents, confirms strong environmental concerns within these generations. According to Annur (2022), the majority of respondents (56.2%) opted to purchase environmentally friendly products, while 46.4% returned products with excess packaging to recycling centers. These findings suggest that young consumers' environmental awareness continues to increase, driven by greater consciousness and active participation in environmental initiatives.



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However, data from the Ministry of Environment and Forestry (Kementerian Lingkungan Hidup dan Kehutanan, 2023) indicates a significant rise in plastic waste production in Indonesia, with growth reaching 19.15% by 2023. This waste, primarily from the cosmetics industry, contributes to environmental and water pollution, highlighting the need for companies to adopt more sustainable production practices.

The cosmetics and personal care industry continues to demonstrate robust growth, both globally and in Indonesia. Rising public awareness of health, appearance, and environmental issues has led to a shift in consumer behavior toward products that are not only functional but also ethical and environmentally friendly. In Indonesia, the market potential for this sector is substantial. By 2024, the revenue in the Beauty & Personal Care market is projected to reach approximately USD 9.17 billion, with an annual growth rate (CAGR) of 4.39% for the period 2024-2028. Additionally, the estimated per capita income in this sector will reach USD 32.79 in 2024, indicating both stable growth potential and significant purchasing power for beauty and personal care products (Indonesia Investment Promotion Center New York, 2024).

In response to increasing demand, many companies have begun to implement green marketing strategies that emphasize the use of natural ingredients, eco-friendly packaging, and sustainable business practices to attract environmentally conscious consumers. This strategy has become a competitive advantage in an increasingly saturated market, particularly among younger consumers such as millennials and Generation Z, who prioritize sustainability in their purchasing decisions.

Green marketing strategies can support effective purchasing decisions and help businesses succeed in a competitive market (Aldoko & Yuliyanto, 2016). A company's revenue outcomes are closely tied to consumer purchasing decisions, and the longevity of markets relies on consumer acceptance and product adoption. Research shows that consumer purchasing behavior is strongly influenced by brand image and price judgments. Consumer behavior is shaped by marketing components—such as product attributes, pricing, distribution, and promotion—as well as various sociocultural and psychological influences (Amalia, 2019). Green marketing offers significant benefits to consumers by providing safe products and enabling participation in environmentally friendly actions (Yulianti, 2020). Research by Fatmawati and Alihwan (2021) demonstrates that green marketing helps consumers make purchasing decisions, particularly those who are environmentally conscious. These consumers tend to prefer safe and eco-friendly products, thereby reducing the risk of environmental harm.

Nagaraju and D (2014) show that businesses are increasingly integrating green marketing into their operations as a means of corporate responsibility and a way to communicate environmental messages to their customer base. According to Tan et al. (2022), green marketing strategies effectively enhance brand image by cultivating an environmentally conscious reputation. As noted by Amalia (2019), brand image represents how consumers evaluate and interpret a brand, shaped by collective impressions and beliefs stored in memory. Moreover, perceived value significantly influences purchasing decisions, reflecting the consumer's evaluation of product benefits in relation to acquisition costs (Cakranegara et al., 2022).

As environmental awareness grows, green marketing has become an essential business strategy to meet consumer demand for sustainability. Despite extensive research on the influence of green marketing on consumer behavior, there remains a gap in the literature, particularly in the cosmetics sector in Indonesia. Existing studies have not adequately explored how brand image mediates the relationship between green marketing, perceived value, and purchasing decisions, especially concerning local brands. Furthermore, the specific impact of green marketing strategies on young Indonesian consumers, who are increasingly environmentally aware, has yet to be thoroughly explored. Drawing on previous research by Liana and Oktafani (2020) and Zulwarni et al. (2022), this study adapts their approaches by introducing new variables, while focusing on local cosmetic brands. This research investigates how local cosmetics industries implement green marketing initiatives

and explores the mediating effects of brand image on the relationship between green marketing, perceived value, and purchasing decisions.

In addition to enhancing the theoretical framework, this study aims to analyze how the cosmetics industry can implement green marketing strategies in an environmentally responsible manner and examine the mediating effect of brand image in the relationship between green marketing, perceived value, and purchase decisions.

Hypotheses Development

Green marketing plays a crucial role in raising consumer awareness about environmental issues and the impact of consumption on ecological sustainability (Hendra et al., 2023). As consumer awareness increases, significant changes in attitudes and behaviors emerge, particularly in preferences for products that support environmental preservation. Environmentally conscious consumers are more inclined to make purchasing decisions aligned with sustainability values. The more effectively green marketing is implemented, the more likely these consumers are to support eco-friendly products through their purchasing choices (Fatmawati & Alikhwan, 2021).

Another key factor in consumer behavior is perceived value, which refers to how consumers evaluate a product's benefits by comparing their expectations with actual outcomes (Wijaya et al., 2020). Modern consumers are increasingly cautious and analytical, taking into account features, quality, and price before committing to a purchase (Saranyai & Krishnasamy, 2019). When a product is perceived to offer high value—delivering benefits that meet or exceed the cost—consumers are more inclined to proceed with the purchase, as the perceived return justifies the expenditure.

In addition to green marketing and perceived value, brand image significantly affects consumer decision-making. Brand image represents the collective perceptions, impressions, and beliefs that consumers hold about a brand (Keller, 1993). This image is shaped by various elements, including the brand's logo, mission, culture, promotional strategies, and even the visual appearance of its outlets (Lin et al., 2020). A strong and positive brand image can enhance consumer trust, encourage loyalty, and reinforce perceptions of product quality. When a brand is seen as reputable and reliable, consumers are more likely to choose it over competing alternatives (Chandra et al., 2024).

Green marketing also plays a pivotal role in strengthening brand image. By promoting sustainability and eco-friendly practices, companies can appeal to consumers who prioritize environmental responsibility. Such initiatives not only build a positive corporate reputation but also create added value for consumers who associate green products with health, safety, and ethical responsibility (Polonsky, 1994; Adhimusandi et al., 2020). Thus, ongoing green marketing efforts contribute to a more favorable brand image, which can further influence consumer decisions.

Perceived value is equally significant in shaping brand image. In a competitive market, the perception of value is essential to business success and sustainability (Huber et al., 2001). Consumers often judge a brand based on the practical benefits it offers. If a brand consistently delivers value through product quality and performance, it fosters a trustworthy image that resonates with consumer expectations (Kumari et al., 2024). This trust is crucial in shaping favorable brand evaluations and influencing long-term customer relationships.

Through consistent green marketing initiatives, companies not only respond to environmental concerns but also align themselves with consumer values. These efforts strengthen brand identity and encourage more responsible purchasing behaviors (Wibowo & Santoso, 2024). As consumers navigate the decision-making process, brand image becomes a central determinant in product selection. A well-regarded brand, shaped by sustainability and value, increases the likelihood of purchase decisions (Genoveva & Samukti, 2020).

Moreover, to deliver high perceived value, companies must adopt a customer-oriented approach. Perceived value arises from the customer's subjective evaluation of the benefits received relative to the costs incurred (Purnama & Nur Wening, 2023). This evaluation shapes purchase intent, which often begins with an awareness of a need or desire (Chandra et al., 2024). Brand recognition further influences this process—consumers tend to make purchasing decisions based on familiarity and trust. A strong, reputable brand enhances the perceived value and drives repeat purchases (Apriliani & Aqmala, 2021). As a result, perceived value can indirectly influence purchase decisions through a favorable brand image, especially when product excellence and sustainability are strongly associated with the brand.

H1: Green marketing influences purchase decisions.

H2: Perceived value influences purchase decisions.

H3: Brand image influences purchase decisions.

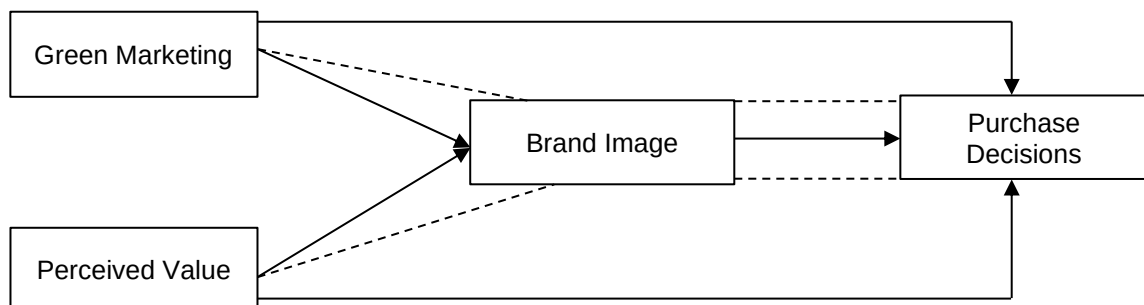
H4: Green marketing influences brand image.

H5: Perceived value influences brand image.

H6: Brand image mediates the influence of green marketing on purchase decisions.

H7: Brand image mediates the influence of perceived value on purchase decisions.

Figure 1. Research Framework



Source: Developed by the authors (2025)

METHOD

The study employed a quantitative methodology grounded in positivist principles (Sugiyono, 2013). The researchers targeted Indonesian consumers who were familiar with, or had previously used, Avoskin products. This particular local cosmetics brand was chosen because it consistently adopts green marketing values, maintains a strong brand image, and offers products with added value, such as premium quality and environmental consciousness.

A purposive sampling technique was used to select participants. As described by Priyono (2008), purposive sampling, also known as judgmental sampling, involves selecting respondents based on specific criteria established by the researcher. This method was deemed appropriate as it enabled the researchers to target individuals with direct experience or involvement with Avoskin products, thereby ensuring that participants could provide relevant and informed responses regarding their perceptions and purchasing behavior. This sampling approach was essential for obtaining in-depth insights and aligning with the objectives of the research.

Given the 20 indicators used in this study, the required sample size ranged from a minimum of 100 respondents (5 x 20) to a maximum of 200 respondents (10 x 20). Data collection was conducted via an online, self-administered survey. The questionnaire was distributed through

Instagram and WhatsApp, targeting respondents based on demographic factors such as age, income, employment status, and gender. The survey instrument comprised three main sections: introductory questions, demographic information, and measurement scales related to the research variables. Participants responded using a five-point Likert scale.

Data analysis was conducted using SmartPLS 3.0, employing Structural Equation Modeling (SEM) to examine the relationships among variables. Specifically, the study investigated the mediating role of brand image in the relationship between green marketing and perceived value (independent variables) and purchasing decisions (the dependent variable). SEM was used to test the proposed hypotheses. To establish construct validity, indicator outer loadings were required to exceed 0.70. Reliability was assessed using both composite reliability and Cronbach's alpha, with thresholds set above 0.70. Hypothesis testing was conducted by evaluating t-statistics (greater than 1.96) and p-values (less than 0.05). These statistical criteria were used to assess both direct and mediating effects, as well as the overall model fit (Sekaran & Bougie, 2010).

Table 1. Variables Measurement

Variables	Codes	Statements
Green Marketing (Kinasih et al., 2023)	GM1	Avoskin is an environmentally friendly product.
	GM2	The quality of Avoskin products corresponds to their price.
	GM3	The campaigns and content provided by Avoskin focus on environmental issues.
	GM4	Avoskin includes environmentally friendly packaging labels.
	GM5	The packaging used by Avoskin is recyclable.
Perceived Value (Confente et al., 2020)	PV1	Avoskin demonstrates that beauty can go hand in hand with environmental care.
	PV2	Avoskin shows a strong commitment to environmental sustainability.
	PV3	Avoskin products contribute to environmental preservation for future generations.
	PV4	Avoskin products are more environmentally beneficial—such as supporting natural ingredients—compared to other products.
Brand Image (Suwandi et al., 2023)	BI1	Avoskin's certifications demonstrate that its products meet the highest quality standards.
	BI2	Avoskin has a positive brand image.
	BI3	Avoskin is a high-quality cosmetic and skincare brand.
	BI4	Avoskin's website effectively visualizes its brand identity.
	BI5	Avoskin products are recognized as a brand that cares for the earth through efforts such as managing unused packaging.
	BI6	The improvement in my skin health supports Avoskin's "clean beauty" concept.
Purchase Decisions (Hanaysha, 2017)	PD1	I trust the quality of Avoskin products.
	PD2	I purchase Avoskin products based on positive reviews from others.
	PD3	I am consistently satisfied with the Avoskin products I purchase.
	PD4	I choose to remain loyal to Avoskin because of its proven quality.

Variables	Codes	Statements
	PD5	The comprehensive information on Avoskin's website answers all my questions before making a purchase decision.

Source: Authors' compilation (2025)

RESULT AND DISCUSSION

Respondents' Characteristics

An analysis of demographic data collected from 200 survey respondents revealed discernible patterns in consumer behavior among Avoskin users. The majority of users were female, comprising 82% of the sample, whereas male users accounted for the remaining 18%. Age distribution data indicated that individuals aged 15 to 25 constituted the dominant user group, representing 67% of the total respondents. Geographically, approximately 50% of participants were located in Java. In terms of educational attainment, half of the respondents reported having completed a high school education. Occupational data showed that students formed the largest subgroup, comprising 53% of the sample. Furthermore, 55% of participants reported a monthly income ranging from IDR1,000,000 to IDR5,000,000. These findings were derived from an analysis of key demographic variables, including gender, age, geographic location, educational background, occupation, and income level.

Table 2. Demographics of Respondents

Characteristics	Categories	Total	Percentage
Gender	Male	162	82%
	Female	38	18%
Age	15 - 25 years old	120	67%
	26 - 35 years old	54	23%
	> 35 years old	26	10%
Domicile	Java	97	50%
	Sumatra	58	30%
	Kalimantan	16	7%
	Sulawesi	15	7%
	Papua	14	6%
Highest Level of Education	High School	87	50%
	S1/S2/S3	66	33%
	D1/D2/D3/D4	27	12%
	Junior High School	20	5%
Occupation	Student	90	53%
	Employee	72	32%
	Entrepreneur	23	9%
	Pupil	12	5%
	Other	3	1%
Monthly Income	< IDR1,000,000	25	31%
	IDR1,000,000 – IDR5,000,000	144	55%
	> IDR5,000,000	31	14%

Source: Processed data (2025)

Convergent Validity

To validate the measurement model, researchers employed both convergent and discriminant validity tests. For convergent validity, indicators were required to exhibit outer loading values greater than 0.70 and to achieve Average Variance Extracted (AVE) values exceeding 0.50 in order to be considered valid.

Table 3. Convergent Validity

Variables	Codes	Outer Loading	AVE	Conclusion
Green Marketing	GM1	0.873	0.751	Valid
	GM2	0.851		Valid
	GM3	0.868		Valid
	GM4	0.873		Valid
Perceived Value	PV1	0.880	0.781	Valid
	PV2	0.894		Valid
	PV3	0.881		Valid
	PV4	0.879		Valid
Purchase Decisions	KP1	0.841	0.704	Valid
	KP2	0.834		Valid
	KP3	0.876		Valid
	KP4	0.834		Valid
	KP5	0.808		Valid
Brand Image	BI 1	0.842	0.723	Valid
	BI 2	0.857		Valid
	BI 3	0.876		Valid
	BI 4	0.852		Valid
	BI 5	0.823		Valid
	BI 6	0.851		Valid

Source: Processed data (2025)

The assessment of convergent validity yielded strong results, indicating robust measurement properties across all constructs. Each component—green marketing, perceived value, purchasing decisions, and brand image—demonstrated outer loading values exceeding the recommended threshold of 0.70. Furthermore, the Average Variance Extracted (AVE) values for all constructs surpassed the minimum criterion of 0.50, thereby confirming convergent validity. Specifically, the AVE scores were 0.751 for green marketing, 0.781 for perceived value, 0.704 for purchasing decisions, and 0.723 for brand image.

Composite Reliability and Cronbach's Alpha

To assess the reliability of the constructs, researchers utilized two key indicators: composite reliability and Cronbach's alpha. A construct was deemed reliable if both measures exceeded the commonly accepted threshold of 0.70. The detailed results of the reliability analysis are presented in the following table:

Table 4. Composite Reliability and Cronbach's Alpha

Variables	Composite Reliability	Cronbach's Alpha	Conclusion
Green Marketing	0.938	0.917	Reliable
Perceived Value	0.934	0.906	Reliable
Purchase Decisions	0.922	0.895	Reliable
Brand Image	0.940	0.923	Reliable

Source: Processed data (2025)

Hypotheses Testing

Direct Effect

The path coefficient analysis indicates that green marketing, perceived value, and brand image exert significant influences on purchasing decisions, as evidenced by P-values of 0.000

for all variables, which are well below the significance threshold of 0.05. Specifically, green marketing demonstrates a direct positive effect on purchasing decisions (coefficient = 0.328; T-statistic = 5.912), while perceived value also shows a significant impact (coefficient = 0.252; T-statistic = 4.421). Among the variables, brand image exhibits the strongest influence on purchasing decisions (coefficient = 0.383; T-statistic = 5.125). Additionally, both green marketing and perceived value significantly influence brand image, with respective coefficients of 0.518 (T-statistic = 13.046) and 0.508 (T-statistic = 12.277), and corresponding P-values of 0.000. These results suggest that well-executed green marketing strategies and high perceived value contribute positively to brand image, which in turn enhances consumers' purchasing decisions.

Table 5. Direct Effect

Direction	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Conclusion
GM → PD	0.328	0.328	0.055	5.912	0.000	Accepted
PV → PD	0.252	0.252	0.057	4.421	0.000	Accepted
BI → PD	0.383	0.384	0.075	5.125	0.000	Accepted
GM → BI	0.518	0.515	0.040	13.046	0.000	Accepted
PV → BI	0.508	0.512	0.041	12.277	0.000	Accepted

Source: Processed data (2025)

Indirect Effect

The statistical analysis identifies two significant mediating relationships. First, brand image is found to function as a partial mediator in the relationship between green marketing and purchasing decisions. This is supported by statistically significant results with P-values of 0.000 ($p < 0.05$). Second, perceived value is shown to have a significant positive influence on purchasing decisions ($P = 0.000 < 0.05$), with brand image again emerging as a partial mediator in this relationship, as confirmed by the corresponding mediation analysis.

Table 6. Indirect Effect

Direction	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Conclusion
GM → BI → PD	0.199	0.197	0.043	4.664	0.000	Accepted
PV → BI → PD	0.195	0.192	0.039	4.953	0.000	Accepted

Source: Processed data (2025)

Discussion

The findings of the analysis indicate that green marketing strategies have a significant and positive impact on purchasing decisions, supporting the hypothesis that contemporary consumers are increasingly aware of environmental issues and inclined to select products that promote sustainability. This aligns with the research of Adhimusandi et al. (2020), which highlights that companies leverage green marketing as an opportunity to achieve business goals and enhance consumer purchasing behavior. In this context, Avoskin's increased green marketing efforts are likely to drive higher purchase intentions, particularly among younger consumers who prioritize environmental concerns. By implementing sustainability-focused marketing strategies, consumers are empowered to make more informed and responsible purchasing decisions (Asyhari & Yuwalliatin, 2021).

Statistical analysis further reveals that perceived value has a direct and positive influence on consumer purchasing decisions. This finding is consistent with the work of Ilahi and Syaefulloh (2024), who assert that perceived value plays a critical role in shaping positive purchasing behavior, often linked with a strong brand image. In this study, the higher the perceived value that Avoskin consumers associate with product quality, environmentally friendly packaging, and the company's commitment to sustainability practices, the greater their propensity to make a purchase. Perceived value reflects the consumer's evaluation of the benefits they expect to receive from a product or service before making a purchase decision (Nabillah & Kusumawardhani, 2023).

Data analysis also demonstrates that brand image significantly and positively influences purchasing decisions. When customers perceive a brand more favorably, their likelihood of purchasing increases. This finding corroborates the research of Yolanda Solli and Hendratmoko (2024), which highlights that products with a solid brand reputation and the ability to meet customer expectations are central to purchasing decisions. Avoskin, through its high-quality offerings and alignment with current beauty trends, has successfully captured consumer interest, thereby enhancing the likelihood of purchase. Moreover, consumers often consider long-term brand attributes when making purchase decisions (Sudaryanto et al., 2021).

The study also reveals that environmentally friendly marketing initiatives positively impact brand image. Sustainability-focused marketing strategies have proven to enhance brand perception, thereby strengthening a company's competitive position in the sustainable beauty industry. This finding aligns with Windiana et al. (2020), who argue that green marketing enhances brand image through improved promotional effectiveness and a stronger sustainable market presence. Avoskin's continuous focus on innovative and educational green marketing strategies has helped sustain its competitive advantage while reinforcing its brand reputation. As consumers become more mindful of green products, the positive image of the brand is strengthened, benefiting both the consumers and the environment (Asyhari & Yuwalliatin, 2021).

Furthermore, this study identifies a strong positive relationship between perceived value and brand image, suggesting that consumers develop stronger brand associations when they perceive greater value in the product. This is consistent with the findings of Hsu et al. (2019), who emphasize that perceived value significantly influences purchasing decisions. In this study, Avoskin has fostered stronger positive associations by offering products with a favorable price-quality ratio and meeting consumer expectations. Companies that effectively manage their brand image can differentiate themselves in both local and global markets, which ultimately increases the likelihood that consumers will value their products as high-quality, trusted brands (Ilahi & Syaefulloh, 2024).

Data analysis also confirms that green marketing in the cosmetics industry shapes purchasing decisions by enhancing brand image. Companies that maintain a strong brand image can effectively use green marketing strategies to influence the purchasing decisions of environmentally conscious consumers. Avoskin's green marketing approach strengthens its brand image while promoting ecological preservation, thereby encouraging purchasing decisions based on values of sustainability and environmental care. This finding is consistent with Wibowo and Santoso (2024), who suggest that emphasizing a brand image aligned with sustainability values not only increases consumer awareness of environmental issues but also strengthens positive perceptions of the brand, thereby significantly influencing purchasing decisions.

Finally, the study highlights that brand image serves as an effective mediator between perceived value and purchasing decisions. When consumers perceive greater value in a product, their likelihood of making a purchase increases, especially when reinforced by a positive brand image. Avoskin enhances perceived value through its commitment to sustainable practices, digital platform transparency, and recycling initiatives. These efforts collectively strengthen the brand image and encourage consumers to choose Avoskin products. This finding is consistent with the work of Fauzi et al. (2024), which posits that when

a company enhances the perceived value customers associate with a brand, the influence of brand image on purchasing decisions is amplified.

CONCLUSION

This study examines the influence of green marketing and perceived value on consumer purchasing decisions in the cosmetics industry in Indonesia, with brand image serving as a mediating variable. The findings indicate that both green marketing and perceived value have a significant and positive impact on purchasing decisions. Additionally, the study highlights the crucial role of brand image as an intermediary, which enhances the effects of green marketing and perceived value on consumer purchasing behavior. The analysis reveals that a strong brand image amplifies the positive influence of green marketing and perceived value on purchasing decisions.

The results of this research contribute significantly to the cosmetics sector, particularly in terms of fostering a sustainable marketing approach in response to consumers' growing environmental awareness. Consequently, stakeholders in the cosmetics industry are encouraged to implement effective and efficient green marketing strategies that emphasize authenticity, transparency, and community engagement. Practical actions for companies may include adopting environmentally friendly packaging, developing durable products, introducing recycling or refilling initiatives, and investing in renewable energy sources. These measures not only contribute to reducing environmental impact but also enhance brand appeal among consumers who are increasingly discerning about sustainability.

Furthermore, the study reveals that female consumers account for 82% of the purchases, highlighting a preference for cosmetic products that incorporate sustainability strategies to safeguard the environment. The adoption of environmentally friendly marketing strategies within the cosmetics sector can promote sustainable economic development by improving the competitiveness of domestic products, generating added value, and fostering green innovation. By aligning business strategies with evolving consumer preferences, companies in this sector can broaden their market reach, enhance customer loyalty, and contribute to the transition toward a greener and more ethical economy.

For future research, it is recommended to explore additional mediating or moderating factors that may influence consumers' decisions to purchase environmentally friendly products. Researchers could also consider qualitative research methods to gain deeper insights into consumer motivations and behavior. Expanding the research focus to include other brands or industries would further strengthen the rigor and applicability of the findings, while broadening the sample size and geographical scope could enhance the generalizability of the results.

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