



Research Article

# The Effect of Green Marketing on Purchase Decision with Brand Image as a Mediating Variable (A Case Study at Satvika Bhoga Denpasar)

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**Abstract:** This study aims to analyze the effect of green marketing on purchase decision with brand image as a mediating variable among consumers of Satvika Bhoga in Denpasar. The research is grounded in the increasing consumer awareness of environmental issues, which has not yet been fully reflected in consistent purchasing behavior toward environmentally friendly products. Despite a rise in environmental consciousness, many consumers remain skeptical or indifferent unless a brand manages to build a credible and positive image aligned with eco-friendly values. Employing a quantitative approach with an associative research design, data were collected through structured questionnaires distributed to Satvika Bhoga consumers, selected using purposive sampling. The analysis was conducted using path analysis and the Sobel test to assess both direct and indirect relationships among variables. These methods allowed the researchers to examine not only the magnitude of influence but also the mediating role of brand image in shaping purchase decisions. The results indicate that green marketing has a positive and significant effect on purchase decision and significantly strengthens Satvika Bhoga's brand image as an environmentally conscious brand. Furthermore, brand image was found to have a strong and statistically significant influence on purchase decision, confirming its role as a partial mediator. This implies that green marketing efforts, such as eco-friendly packaging, sustainable sourcing, and environmental messaging, not only influence consumer decisions directly but also enhance the overall brand perception, which in turn further motivates consumers to make purchases. Thus, businesses aiming to improve eco-product sales should prioritize consistent green marketing strategies that reinforce a trustworthy and environmentally responsible brand image.

**Keywords:** Brand Image; Green Marketing; Organic Products; Purchase Decision; Satvika Bhoga.

## 1. Introduction

Purchase decision is a critical stage in the consumer buying process, reflecting the outcome of various considerations before selecting a product or service. Understanding the factors that influence purchase decisions is essential for companies to enhance their competitiveness. Today's consumers evaluate not only the functional aspects of a product but also psychological, emotional, and social factors that influence their preferences. These changing dynamics have increasingly driven consumers to consider environmental aspects in their decision-making, in line with the growing adoption of sustainable lifestyles and preferences for brands that uphold ethical values and environmental commitments (Deloitte, 2022).

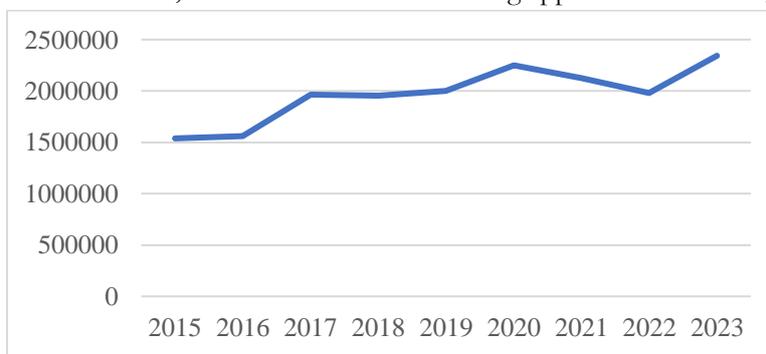
The impact of consumer purchasing decisions on the environment is becoming increasingly evident. According to Deloitte (2022), consumer spending accounts for more than a quarter of total greenhouse gas emissions in the UK, making it the largest contributing sector. In Indonesia, one of the main drivers of global warming is plastic waste pollution, which stems from the public's low awareness of proper waste disposal (Fatmawati &

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Alikhwan, 2021). Consumption activities such as online shopping also contribute significantly to environmental degradation. A study conducted by the Research Center for Oceanography of the Indonesian Institute of Sciences (LIPI) in 2020 found that restrictions during the COVID-19 pandemic and work-from-home (WFH) policies led to a 62% increase in general online shopping packages and a 47% rise in online food orders. Approximately 96% of these packages were wrapped in plastic, a commonly used material in online transactions. Sharma (2021) also emphasized that marketing activities are partly responsible for environmental damage as they promote increased consumption and waste generation, while also shortening product life cycles. Therefore, a more sustainable marketing approach is becoming.



**Figure 1. Average Consumption per Capita (Rupiah), Denpasar City 2015 - 2023**

Source: [denpasarkota.bps.go.id](http://denpasarkota.bps.go.id)

Based on per capita consumption data in Denpasar City from 2015 to 2023, there is an upward trend. This trend indicates that Denpasar residents have active consumption patterns that tend to increase year after year, indicating market readiness to make purchasing decisions for various products, including organic products. This provides a strong foundation for examining the factors influencing purchase decisions in the eco-friendly product segment.

Satvika Bhoga is one of the companies that has consistently implemented sustainable practices in the Denpasar area for decades. Satvika Bhoga offers a variety of organic food options, including vegetables, rice, and fruits. Satvika Bhoga means nutritious food full of life energy for the body, mind, and soul. The Satvika lifestyle prioritizes consuming foods rich in life energy (prana), which is produced from fertile soil and has a positive impact on life. Through these values, Satvika Bhoga consistently communicates its company vision to consumers, particularly through the use of social media as a means of educating and promoting the benefits of the organic products offered. The selection of Satvika Bhoga as the research object is based on the company's commitment to marketing and raising public awareness of organic food consumption in the Denpasar area. Additionally, the company management's openness to academic collaboration was a primary consideration in determining this research subject.

Based on the results of an interview with one of the founders of Satvika Bhoga. The implementation of strategies carried out by the company hasn't been entirely successful in driving sales stability due to seasonal transaction fluctuations, which can be seen in the decline in transactions during each school holiday period and towards the end of the year and the beginning of the year, even though the company has consistently prioritized the value of sustainability in its business operations. To evaluate this condition, the company needs to further examine related purchase decision consumers' perceptions of the organic products offered are crucial for maintaining consistent sales. A factor believed to influence this decision is the marketing strategy implemented, particularly the green marketing approach that emphasizes sustainability. Satvika Bhoga, through its marketing strategy, actively seeks to create a positive perception in the minds of consumers, with the ultimate goal of encouraging consumers to choose the products offered over other alternatives available in the market. To

gain an initial understanding and a clearer picture of consumer purchasing decision patterns for Satvika Bhoga products, the authors conducted a preliminary survey. This survey involved 30 respondents specifically selected for their prior experience purchasing products from Satvika Bhoga. This approach enabled the researchers to identify initial trends and challenges Satvika Bhoga might face in influencing consumer choices, particularly in the context of an increasingly environmentally conscious market.

**Table 1. Pre-Survey Results for Satvika Bhoga Denpasar Consumers**

No	Question	Answer	
		Yes	No
1.	Do you tend to avoid products that don't show concern for the environment?	13	17
2.	Does Satvika Bhoga have any advantages over other organic food brands?	27	3
3.	Is Satvika Bhoga's brand image as an environmentally conscious brand one of your considerations when comparing with other brands?	28	2
4.	Is Satvika Bhoga one of the top brands you consider when buying organic food products?	23	7

Pre-survey results indicate a gap between consumer perceptions and behavior regarding sustainability values. While 90% of respondents rated Satvika Bhoga as superior to other organic brands and 93% considered its eco-friendly image when choosing products, only 43% actually avoided products that were environmentally unfriendly. This indicates that sustainability values have not yet fully become a primary factor in purchasing decisions. Without immediate action with a stronger communication strategy, Satvika Bhoga risks losing momentum in consolidating its brand image as an environmentally conscious organic retailer.

Kotler & Keller (2020:95) explain that purchasing decisions are the result of a consumer's evaluation of various alternatives to select the product that best suits their needs and preferences. The consumer purchasing process consists of five main stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Keller, 2020:91). These five stages play a crucial role in shaping the consumer experience and determining the sustainability of their relationship with a brand or product. Furthermore, technological advances and the digital information explosion have changed the way consumers obtain and evaluate information before making purchasing decisions. Zhu et al. (2021) explain that the proliferation of various information sources and distribution platforms has provided consumers with quick and easy access to information related to environmental sustainability and more ethical business practices. Consumers can now obtain information from various sources, such as social media, websites, and mobile applications, which increasingly influence their preferences in choosing a particular product or brand (Indu & Thampi, 2021).

The theory used in this study is the theory of planned behavior (TPB). This theory starts from the assumption that humans generally act rationally, where they always consider various information and the consequences of actions taken, both consciously and unconsciously. The theory of planned behavior (TPB) is a theory developed as an extension of the theory of reasoned action (TRA). TPB explains that human behavior is influenced by the intention to act (Ajzen, 1991). In integrating the theory of planned behavior (TPB) with economic theory, Ruangkanjanases et al. (2020) examined the application of the TPB model in green consumption behavior, emphasizing the influence of individual and societal interests on the intention to purchase environmentally friendly products. Meanwhile, by referring to marketing theory, Armutcu et al. (2023) developed the TPB model further by exploring how factors such as marketing through social media and digital marketing interactions influence green product purchasing behavior.

Moving away from the issue of worsening environmental damage, the current situation has given rise to a new term in the business world: Ecopreneurship, where a company focuses not only on profits but also on environmental aspects. In Bali itself, business owners have

begun to implement environmentally conscious behaviors in their business practices. (Ekawati et al., 2017) Not only businesses but consumers also play a vital role in protecting the environment by choosing eco-friendly products. The purchasing decisions we make every day can have a significant impact on environmental conditions. Today's fierce competition requires companies to implement creative and innovative marketing strategies to survive and win in the market. One increasingly prominent approach is green marketing, defined as the application of the concepts of a circular economy and sustainable development to business practices. By prioritizing resource efficiency, reducing waste, and promoting environmentally friendly products, green marketing contributes to environmental preservation (Liu, 2024). Green marketing, which emerged in the 1990s, is a marketing strategy based on traditional marketing theory. This strategy prioritizes environmental protection as a management principle, green culture as a value concept, and consumer demand for environmentally friendly consumption as its starting point.

Green marketing is a strategy focused on producing and promoting reusable and environmentally friendly products. In the past two decades, nearly all companies have implemented at least some sustainability-oriented practices in response to growing global awareness of climate change and the serious impact it can have on the planet and all living things (Schiffman & Wisenblit, 2019:319). Simply put, green marketing is a marketing strategy that focuses not only on commercial aspects but also prioritizes the principles of environmental sustainability. The implementation of green marketing aims to attract the attention of consumers who are increasingly concerned about environmental issues and demand products that are not only high-quality but also environmentally friendly. Based on research conducted by Alifia & Dewi (2022), environmentally friendly products are preferred by consumers because they are environmentally friendly, thus influencing purchasing decisions. Purchasing decisions occur when consumers perceive that the green product offered can meet their needs while contributing to environmental sustainability. In this context, green marketing is a crucial step that can differentiate a product from its competitors and create a certain image for environmentally conscious consumers.

Researchers have stated that environmentally friendly brands are a key factor in the successful implementation of a green image strategy. The relevance and consumer behavior towards environmentally friendly products have been the subject of numerous studies. Consumers in European countries are known to have positive and supportive attitudes towards sustainable products (Majeed et al., 2022). As consumer interest in environmentally friendly products increases, companies need to be careful and strategic in building their brand image to become the primary choice in the market. To achieve a competitive advantage, companies must be able to build a unique image and identity in the minds of consumers. This process not only creates differentiation from competitors but also ensures that the product, service, or brand offered is perceived as a better solution to meet consumer needs compared to other alternatives (Schiffman & Wisenblit, 2019:129). The presence of a brand in a product plays a crucial role for a company, as it can create and leave a lasting impression on the minds of consumers who encounter it (Rahmadhani, 2022). The impression or message instilled through a brand has great potential in shaping brand image, which ultimately influences consumer perception and interest in that brand. Brand creation is not only the foundation for building consumer perceptions but is also considered a form of psychological interaction that occurs when consumers remember a particular brand (Maharani, 2020). Brand image encompasses a product's attractiveness, functionality, ease of use, popularity, and overall value from a consumer perspective. When consumers purchase a product, they also purchase the image attached to that product. The more positive the brand image, the more positive consumer behavior towards it. Research conducted by Nasri et al. (2023) found that brand image has a significant influence on consumer purchasing behavior.

Based on previous research conducted by Tsai et al. (2020), it was shown that green marketing has a positive effect on purchase decisions. This indicates that when companies implement green marketing practices, it will increase customer decisions to purchase our products. In contrast, this study differs from research conducted by Mahendra (2020); Ginting et al. (2023); Hermawan et al. (2023) which stated that green marketing has no effect on customer purchase decisions. The results of research related to the influence of green marketing on purchase decisions found different research results (research gap), so this study uses a mediating variable. Previous research by Genoveva (2020) stated that brand image plays a positive role in mediating the relationship between green marketing and purchase decisions. This shows that when a brand image improves, it can influence the influence of green marketing on purchase decisions. Based on this study, brand image is used as a mediating variable. What distinguishes this study from the research conducted by Genoveva (2020) is the geographical gap; the study was conducted in the Greater Jakarta area, while this study was conducted in Denpasar, Bali.

Based on the existing phenomena, geographical gaps, and research gaps, research on purchase decisions at Satvika Bhoga in relation to green marketing and brand image is important to research.

## **2. Literature Review**

### **Green Marketing and Consumer Behavior**

Green marketing emerged in the 1990s as a strategic response to environmental concerns, emphasizing eco-friendly products, sustainable sourcing, and waste reduction (Liu, 2024). Schiffman & Wisenblit (2019:319) highlight that green marketing is not only about commercial success but also about prioritizing sustainability principles. Research by Alifia & Dewi (2022) confirms that environmentally friendly products are preferred by consumers, as they align with sustainability values and influence purchasing decisions. However, studies show mixed results: Tsai et al. (2020) found a positive effect of green marketing on purchase decisions, while Mahendra (2020), Ginting et al. (2023), and Hermawan et al. (2023) reported no significant effect, indicating a research gap.

### **Brand Image as a Mediator**

Brand image plays a crucial role in shaping consumer perceptions and purchase intentions. Schiffman & Wisenblit (2019:129) argue that brand image differentiates products and creates lasting impressions. Maharani (2020) and Rahmadhani (2022) emphasize that brand image is a psychological interaction influencing consumer interest. Nasri et al. (2023) found that brand image significantly affects consumer purchasing behavior. Genoveva (2020) demonstrated that brand image positively mediates the relationship between green marketing and purchase decisions, suggesting that a strong eco-friendly brand image enhances the effectiveness of green marketing strategies.

### **Theory of Planned Behavior (TPB) and Green Consumption**

Ajzen's (1991) Theory of Planned Behavior (TPB) explains that human behavior is driven by intentions shaped by attitudes, subjective norms, and perceived behavioral control. Ruangkanjanases et al. (2020) applied TPB to green consumption, showing that societal and individual interests influence eco-friendly purchasing intentions. Armutcu et al. (2023) extended TPB by integrating social media and digital marketing, highlighting their role in shaping green product purchasing behavior. This theoretical foundation supports the idea that green marketing and brand image jointly influence consumer purchase decisions.

## Research Gap

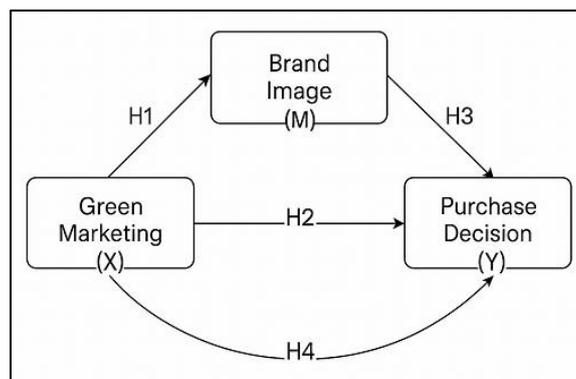
While prior studies confirm the importance of green marketing and brand image, findings remain inconsistent across contexts. Genoveva (2020) studied Jakarta, while the present study focuses on Denpasar, Bali, addressing a geographical gap. Moreover, the mixed findings on the direct effect of green marketing on purchase decisions justify the inclusion of brand image as a mediating variable.

## Conceptual Framework and Hypotheses

The conceptual framework of this study integrates three main variables: green marketing (X), brand image (M), and purchase decision (Y). Drawing on the Theory of Planned Behavior (Ajzen, 1991), consumer behavior is understood as being shaped by rational evaluations of information and consequences. In this context, green marketing represents the company's efforts to communicate sustainability values through eco-friendly packaging, sustainable sourcing, and environmental messaging. These efforts are expected to directly influence purchase decisions, as consumers increasingly consider environmental aspects in their buying behavior (Tsai et al., 2020; Alifia & Dewi, 2022). However, prior studies have shown mixed results, with some reporting no significant effect of green marketing on purchase decisions (Mahendra, 2020; Ginting et al., 2023; Hermawan et al., 2023). This inconsistency highlights the importance of examining mediating factors such as brand image.

Brand image plays a crucial role in shaping consumer perceptions and preferences. A strong and positive brand image can enhance consumer trust, differentiate products from competitors, and ultimately increase purchase decisions (Schiffman & Wisenblit, 2019; Rahmadhani, 2022; Nasri et al., 2023). In the context of green marketing, brand image serves as a psychological bridge between sustainability-oriented marketing strategies and consumer behavior. When consumers perceive a brand as genuinely environmentally conscious, they are more likely to translate their awareness into actual purchasing behavior. Previous research by Genoveva (2020) confirmed that brand image mediates the relationship between green marketing and purchase decisions, suggesting that the effectiveness of green marketing is amplified when accompanied by a credible eco-friendly brand image.

Based on this framework, four hypotheses are proposed. First, green marketing is expected to have a significant positive effect on purchase decisions, as sustainability-oriented practices influence consumer choices (H1). Second, green marketing is hypothesized to have a significant positive effect on brand image, since consistent eco-friendly strategies strengthen consumer perceptions of the brand (H2). Third, brand image is expected to have a significant positive effect on purchase decisions, as a strong brand identity enhances consumer trust and preference (H3). Finally, brand image is hypothesized to mediate the relationship between green marketing and purchase decisions, meaning that the indirect effect of green marketing through brand image will be significant (H4). This framework positions brand image as a partial mediator, reinforcing the idea that green marketing not only influences purchase decisions directly but also indirectly through the enhancement of brand image.



**Figure 2. Conceptual Framework and Hypotheses**

The conceptual framework diagram illustrates the relationships among three key variables: green marketing (X), brand image (M), and purchase decision (Y). Green marketing directly influences purchase decisions (H1), while also positively shaping brand image (H2). In turn, brand image significantly affects purchase decisions (H3), acting as a mediating variable. The indirect pathway from green marketing to purchase decision through brand image (H4) highlights the dual impact of sustainability-oriented marketing both as a direct driver of consumer behavior and as a strategic enhancer of brand perception. This integrated model reflects the Theory of Planned Behavior, emphasizing how rational evaluations of eco-friendly practices and brand credibility jointly shape consumer choices.

### 3. Research Methods

This study uses a quantitative approach with an associative design to analyze the influence of green marketing on purchasing decisions for Satvika Bhoga products, with brand image as a mediating variable. The study was conducted in Denpasar City because this area is the location of Satvika Bhoga's business and the center of urban community consumption in Bali. The object of the study is consumer purchasing behavior, while the subjects are consumers who have purchased Satvika Bhoga products. The three main variables used include green marketing (X), brand image (M), and purchase decision (Y), each of which is measured through relevant indicators and supported by previous literature.

Data collection was conducted through questionnaires distributed online and offline, with the sample determined using a purposive sampling technique. The sample size was set between 65 and 130 respondents, with the criteria of having purchased Satvika Bhoga products and having a minimum education of high school or equivalent. The questionnaire instrument has been tested for validity and reliability, with the results of all indicators showing correlation values and Cronbach's Alpha that meet the requirements. Quantitative and qualitative data in this study are sourced from respondents and supporting documents such as reports from BPS, Deloitte, and LIPI.

Data analysis was conducted using descriptive and inferential statistics, including path analysis to test direct and indirect relationships between variables, and the Sobel and VAF tests to measure the mediating role of brand image. Classical assumption tests (normality, multicollinearity, heteroscedasticity) were conducted to ensure the validity of the regression model. The results of the data processing are expected to provide a deeper understanding of green marketing strategies and consumer perceptions of brand image, as well as the influence of both on purchasing decisions for environmentally friendly products such as Satvika Bhoga.

## 4. Results and Discussion

### Results

#### Classical Assumption Test Results

##### 1) Normality Test

A normality test is performed to determine whether the residuals from the regression model are normally distributed. This test can be performed using the Kolmogorov-Smirnov test. If the Asymp Sig coefficient (two-tailed) is greater than 0.05, the data is considered normally distributed. The results of the normality test in this study can be seen in Table 2.

**Table 2. Results of Normality Test (One-Sample Kolmogorov-Smirnov)**

Equality	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov
Substructure 1	0.064
Substructure 2	0.200

Source processed data, 2025

Table 2 shows that the Asymp Sig. (2-tailed) Kolmogorov-Smirnov values are 0.064 and 0.200, respectively. These values are greater than the alpha value of 0.05, thus indicating that the data used in this study are normally distributed.

##### 2) Collinearity Test

Collinearity testing is performed by analyzing tolerance values and VIF values. Tolerance and VIF values are used to measure the variability of independent variables or the relationship between independent variables. If the tolerance value is less than 0.10 or the VIF value is more than 10, it indicates multicollinearity. The tolerance and VIF values are shown in Table 3 as follows:

**Table 3. Results of Multicollinearity Test of Structure 1**

Variables	Tolerance	VIF
Green Marketing(X)	1,000	1,000

Source processed data, 2025

The VIF and tolerance values of the green marketing variable in the structural regression equation 1 show a VIF value of 1.000 smaller than 10.00 ( $1.000 < 10.00$ ) and a tolerance value for the green marketing variable of 1.000 greater than 0.10 ( $1.000 > 0.10$ ). This means that the regression equation model is free from multicollinearity.

**Table 4. Results of Multicollinearity Test of Structure 2**

Variables	Tolerance	VIF
Green Marketing(X)	0.412	2,430
Brand Image(M)	0.412	2,430

Source processed data, 2025

The VIF and tolerance values of the green marketing and brand image variables in the structural regression equation 2 each show a VIF value of 2.430, which is smaller than 10.00 ( $2.430 < 10.00$ ), and a tolerance value of 0.412, which is larger than 0.10 ( $0.412 > 0.10$ ). This means that the regression equation model is free from multicollinearity.

##### 3) Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is unequal variance in the residuals from one observation to another in the regression model. This test is performed using the Glejser test. If the significance value is above 0.05, the regression model does not contain heteroscedasticity.

**Table 5. Results of Heteroscedasticity Test (Glejser Test)**

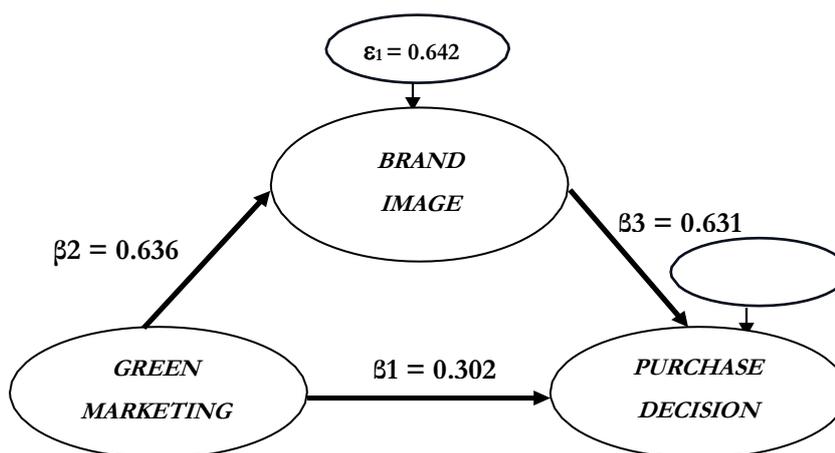
Equality	Model	t	Sig.
Substructure 1	Green Marketing	0.620	0.537
Substructure 2	Green Marketing	-0.899	0.371
	Brand Image	-0.965	0.337

Source processed data, 2025

Table 5 shows that each model has a significance value of 0.537, 0.371, and 0.337. These values are greater than 0.05, indicating no influence between the independent variables on the absolute residual. This indicates that the research model does not contain symptoms of heteroscedasticity.

**Path Analysis**

Data testing in this study used path analysis techniques. Path analysis is an extension of multiple linear regression analysis to test causal relationships between two or more variables.



**Figure 3. Path Analysis Model**

**Direct effect**

- a) The influence of green marketing (X) on purchase decisions (Y) is 0.302
- b) The influence of green marketing (X) on brand image (M) is 0.636
- c) The influence of brand image (M) on purchase decisions (Y) 0.631

**Indirect effect**

The magnitude of the indirect influence of green marketing (X) on purchase decisions (Y) through brand image (M) as a mediating variable is  $0.636 \times 0.631 = 0.401$

**Total Influence**

The total influence can be done by adding the direct influence of green marketing on purchase decisions of 0.302 and the indirect influence of green marketing on purchase decisions through brand image of 0.401, so the result is  $0.302 + 0.401 = 0.703$ .

**Coefficient of Determination (R<sup>2</sup>) and Error (ε)**

This test will examine the value of each determination coefficient for substructure 1, namely R12 of 0.588 and substructure 2 R22 of 0.513, as well as the value of each error variable in each structure with the aim of compiling a final path diagram model. The following is the calculation of the error variable value in each structure.

$$1 = \sqrt{(1 - R)^2}$$

$$1 = \sqrt{(1 - R)^2} = \sqrt{(1 - 0,588)^2} = \sqrt{0,412} = 0,642$$

$$2 = \sqrt{(1 - R)^2} = \sqrt{(1 - 0,513)^2} = \sqrt{0,487} = 0,698$$

Calculation of the influence of error then we get the results for the influence of substructure error 1 (1) of 0.642 and the influence of substructure error 2 (2) of 0.698.

The calculation of the total coefficient of determination is as follows:

$$R^2_m = 1 - (\square^{12} \times \square^{22})$$

$$R^2_m = 1 - ( [0.642]^2 \times [0.698]^2 ) = 1 - (0,412 \times 0,487) = 1 - 0,200 = 0,800$$

This means that 80.0% of the variation in purchase decisions can be explained by green marketing and brand image, while the remainder (20.0%) is explained by other variables not included in the model.

### Hypothesis Testing

H1: There is a significant influence green marketing to purchase decision. The SPSS test results show that green marketing has a Beta coefficient value of 0.302 and a Sig. value of 0.014. Therefore, it can be said that the hypothesis is accepted because the Sig. value of 0.014 < 0.05. This indicates that H0 is rejected and H1 is accepted.

H2: There is a significant influence green marketing to brand image. The SPSS test results show that green marketing has a Beta coefficient value of 0.636 and a Sig. value of 0.000. Therefore, it can be said that the hypothesis is accepted because the Sig. value of 0.000 < 0.05. This indicates that H0 is rejected and H2 is accepted.

H3: There is a significant influence brand image to purchase decision. The SPSS test results show that brand image has a Beta coefficient value of 0.631 and a Sig. value of 0.000. Therefore, it can be said that the hypothesis is accepted because the Sig. value of 0.000 < 0.05. This indicates that H0 is rejected and H3 is accepted.

### Summarizing and Concluding

**Table 6. Direct Influence, Indirect Influence, and Total Influence**

Influence of Variables	Direct Influence	Indirect Through Variable M	Influence Variable M	Total Influence	Significance	Results
X → M	0.636			0.636	0,000	Significant
M → Y	0.631			0.631	0,000	Significant
X → Y	0.302		0.401	0.703	0.014	Significant

Source processed data, 2025

Table 6 shows a summary of the direct and indirect influence paths between variables, as well as the total influence on each structural equation generated using path analysis. The following explains the meaning of the values in Table 6.

The influence of green marketing on purchase decisions. Research conducted on Satvika Bhoga consumers in Denpasar City regarding the influence of green marketing on purchase decisions showed results showing a measurable direct influence between the green marketing efforts carried out by the company and purchase decisions of 0.302 or 30.2 percent.

The influence of green marketing on brand image. Research conducted on Satvika Bhoga consumers in Denpasar City regarding the influence of green marketing on brand image found that green marketing has a direct influence on brand image of 0.636 or 63.6 percent.

The influence of brand image on purchase decisions. Research conducted on Satvika Bhoga consumers in Denpasar City regarding the influence of brand image on purchase decisions found that brand image has a direct influence on purchase decisions of 0.631 or 63.1 percent.

The role of brand image in mediating the influence of green marketing on purchase decisions. Research conducted on Satvika Bhoga consumers in Denpasar City regarding the role of brand image in mediating the influence of green marketing on purchase decisions found that green marketing has a direct influence on purchase decisions of 0.302 or 30.2

percent and an indirect influence through brand image of 0.401 or 40.1 percent so that the total influence is 0.703 or 70.3 percent.

### **Sobel test**

The Sobel test is formulated with the following equation and can be calculated using Microsoft Excel. If the calculated Z value is greater than 1.96 (with a 95 percent confidence level), then the mediator variable is considered to significantly mediate the relationship between the independent variable and the dependent variable. Therefore, the calculated z value of  $4.08 > 1.96$  indicates that H0 is rejected and H4 is accepted. This indicates that brand image is a variable that can mediate the influence of green marketing on purchase decisions or in other words, green marketing has an indirect influence on purchase decisions through brand image so that H4 can be accepted.

### **VAF Test**

The calculation results show a VAF value of 0.570, or 57 percent, which means the VAF value is between 20 percent and 80 percent. Therefore, it can be concluded that brand image can be categorized as a partial mediator of the relationship between green marketing and purchase decisions.

## **Discussion**

### **The influence of green marketing on purchase decisions**

The results of the hypothesis testing indicate that green marketing has a positive and significant influence on purchasing decisions. This finding clearly indicates that Satvika Bhoga's green marketing efforts directly and positively influence consumers' purchasing decisions.

The stronger and more effective the implementation of green marketing, the greater the tendency for consumers to choose the products offered. This is reinforced by respondents' perceptions, which demonstrate a deep awareness and concern for environmental issues. Consumers actively avoid products perceived as environmentally unfriendly and strongly consider sustainability aspects when interacting with brands. They also show a high level of attention to information and marketing campaigns that emphasize environmentally friendly values, indicating that these messages are successfully reaching and influencing their considerations. These overall responses confirm that Satvika Bhoga's green marketing strategy has successfully generated a positive response and influenced consumer purchasing behavior.

### **The influence of green marketing on brand image**

The results of the hypothesis testing indicate that green marketing has a positive and significant impact on brand image. This indicates that the green marketing strategy implemented by Satvika Bhoga has a very strong influence on shaping their brand image in the eyes of consumers.

The company's commitment to sustainability and environmentally friendly practices, as reflected in its core philosophy and partnerships with organic farmers, has translated into positive brand perceptions. However, it's worth noting that the overall brand image still shows potential for improvement. While green marketing has proven to be an image builder, there's still room to strengthen the brand's strengths, advantages, and uniqueness in consumers' minds. Respondents recognized and trusted Satvika Bhoga to some extent, but there's room to further highlight the distinctive characteristics that differentiate it from competitors in the organic market.

### **The influence of brand image on purchase decisions**

The results of the hypothesis testing indicate that brand image has a positive and significant influence on purchase decisions. This finding confirms that the perceptions and associations formed in consumers' minds regarding Satvika Bhoga have a substantial impact on purchasing decisions. The more positive the Satvika Bhoga brand image, the more likely consumers are to choose the product.

A positive brand image increases consumers' likelihood of choosing Satvika Bhoga products. Interestingly, although consumers' purchase decisions for Satvika Bhoga are at a very high level, the brand image itself still shows room for growth. This could suggest that today's consumers may be highly motivated by the product's alignment with their healthy lifestyle preferences and the convenience of shopping. However, to maintain long-term loyalty and competitiveness in a competitive market, strengthening brand image is essential.

#### **The role of brand image in mediating the influence of green marketing on purchase decisions**

The results of the H4 hypothesis testing revealed that brand image significantly mediates the relationship between green marketing and purchase decisions at Satvika Bhoga. This finding provides in-depth insight into the psychological mechanisms underlying consumer purchasing decisions in the organic product market. It suggests that green marketing not only operates as a direct stimulus but also complexly influences consumer behavior through the formation and strengthening of brand image.

Specifically, when Satvika Bhoga implements green marketing practices (e.g., through offering organic products or communicating sustainability), this information is processed by consumers. This process then contributes to the formation of brand associations such as strength, superiority, and uniqueness, which form the core of Satvika Bhoga's brand image. This formed brand image, in turn, acts as a powerful mediating factor, effectively influencing consumers' attitudes, trust levels, and ultimately, their purchase decisions. The dominant indirect effect compared to the direct effect indicates that the brand image formation process is a crucial stage in consumers' responses to green marketing. Classification as a partial mediation indicates that although there is a direct influence pathway, much of the impact of green marketing on purchase decisions is filtered and significantly amplified by brand image. This underscores that consumers are not simply buying "green products," but rather, they are buying from brands they trust and value.

### **5. Conclusion**

The findings of this study demonstrate that green marketing has both a direct and indirect influence on consumer purchase decisions at Satvika Bhoga in Denpasar. The direct effect shows that sustainability-oriented marketing practices—such as eco-friendly packaging, sustainable sourcing, and environmental messaging—positively encourage consumers to make purchasing decisions. However, the indirect effect through brand image is even stronger, highlighting that consumers are more likely to act on their environmental awareness when they perceive the brand as genuinely committed to sustainability. This reinforces the idea that green marketing alone may not be sufficient unless it is supported by a credible and trustworthy brand image.

The mediating role of brand image is particularly significant in this context. The results of the Sobel test and VAF analysis confirm that brand image partially mediates the relationship between green marketing and purchase decisions, meaning that the effectiveness of green marketing is amplified when consumers associate the brand with eco-friendly values. This finding aligns with previous research (Genoveva, 2020; Nasri et al., 2023) and supports the Theory of Planned Behavior (Ajzen, 1991), which emphasizes that consumer intentions are shaped not only by rational evaluations of product attributes but also by perceptions of

brand credibility and social norms. In practice, this suggests that companies must go beyond surface-level sustainability claims and embed environmental values into their brand identity.

Overall, the study contributes to the literature by addressing both a geographical gap and a research gap. While earlier studies in Jakarta and other regions have examined similar relationships, this research provides evidence from Denpasar, Bali, where consumer behavior is influenced by unique cultural and environmental contexts. The results confirm that green marketing strategies are effective in shaping purchase decisions, but their impact is maximized when mediated by brand image. Thus, businesses aiming to strengthen their competitive advantage in eco-friendly markets should prioritize building a strong, consistent, and credible brand image that resonates with consumers' sustainability values.

### Managerial Implications

For Satvika Bhoga and similar eco-conscious businesses, the results offer actionable insights:

- 1) Strengthen Brand Image: Since brand image significantly mediates the effect of green marketing, companies must consistently communicate their environmental values across all touchpoints especially through social media, packaging, and customer engagement.
- 2) Strategic Green Marketing: Efforts such as sustainable sourcing, eco-friendly packaging, and transparent messaging should be integrated into marketing campaigns to build trust and differentiate the brand.
- 3) Consumer Education: Despite high awareness, only 43% of surveyed consumers actively avoid environmentally unfriendly products. This gap suggests a need for targeted education campaigns that connect sustainability with personal and community benefits.
- 4) Seasonal Strategy Adjustments: Given transaction fluctuations during school holidays and year-end periods, managers should consider adaptive promotions or loyalty programs to maintain sales consistency.

### Future Research Directions

To deepen understanding and broaden applicability, future research could explore:

- 1) Longitudinal Studies: Tracking consumer behavior over time to assess the durability of green marketing effects and brand image.
- 2) Comparative Regional Analysis: Expanding the study to other regions beyond Denpasar to validate geographical differences in eco-consumption behavior.
- 3) Digital Engagement Metrics: Investigating how specific digital marketing channels (e.g., Instagram, WhatsApp, e-commerce platforms) influence brand image and purchase decisions.
- 4) Segmented Consumer Profiles: Analyzing demographic or psychographic segments to tailor green marketing strategies more effectively.

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