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Green Marketing Strategy And Consumer Purchase Intention: Examining The Mediating Roles Of Brand Image And Brand Equity In Eiger Green Label Products

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Abstrak

Meningkatnya kesadaran lingkungan di kalangan konsumen telah mendorong perusahaan untuk menerapkan pendekatan pemasaran hijau (green marketing). Dalam sektor perlengkapan luar ruang (outdoor gear), perusahaan kini menghadapi tantangan ganda, yaitu memenuhi kebutuhan konsumen yang bersifat praktis dan fungsional sekaligus menanamkan nilai-nilai keberlanjutan ke dalam produk mereka. Penelitian ini bertujuan untuk menganalisis bagaimana strategi green marketing memengaruhi niat beli terhadap produk EIGER Green Label, baik melalui pengaruh langsung maupun melalui jalur tidak langsung melalui citra merek (brand image) dan ekuitas merek (brand equity). Penelitian ini menggunakan desain kuantitatif eksplanatori yang dilakukan di Kabupaten Sidoarjo dengan melibatkan 160 responden yang dipilih melalui teknik purposive sampling berdasarkan kriteria yang telah ditentukan. Data dikumpulkan menggunakan kuesioner berskala Likert dan dianalisis menggunakan metode Partial Least Squares–Structural Equation Modeling (PLS-SEM) dengan bantuan aplikasi SmartPLS. Hasil analisis menunjukkan bahwa strategi green marketing memiliki pengaruh positif dan signifikan terhadap citra merek (brand image) (β = 0,914; $p < 0,001$) serta ekuitas merek (brand equity) (β = 0,857; $p < 0,001$). Namun, pengaruh langsung strategi green marketing terhadap niat beli (purchase intention) terbukti tidak signifikan secara statistik (β = 0,083; p = 0,343). Citra merek

juga tidak terbukti memiliki pengaruh signifikan terhadap niat beli dan tidak berperan sebagai variabel mediasi dalam model penelitian ini. Sebaliknya, ekuitas merek menunjukkan pengaruh positif dan signifikan terhadap niat beli (β = 0,916; p < 0,001) serta berperan sebagai variabel mediasi yang signifikan dalam menghubungkan strategi green marketing dengan niat beli (β = 0,785; p < 0,001). Secara keseluruhan, hasil penelitian menunjukkan bahwa ekuitas merek merupakan jalur yang lebih efektif dalam menjelaskan bagaimana strategi green marketing dapat meningkatkan niat beli konsumen. Oleh karena itu, EIGER disarankan untuk terus memperkuat nilai produk (value proposition), standar kualitas, keunggulan kompetitif, serta karakteristik unik dari lini Green Label agar mampu meningkatkan minat beli konsumen terhadap produk tersebut.

Kata kunci : ***Strategi Pemasaran Hijau, Citra Merek, Ekuitas Merek, Niat Beli, EIGER Green Label***

Abstract

Rising environmental awareness among consumers has pushed businesses toward green marketing approaches. Within the outdoor gear sector, firms now face a dual challenge: meeting practical, functional demands while also embedding sustainable values into their products. This study examines the pathway through which green marketing strategy shapes purchase intention toward EIGER Green Label products, considering both its direct route and its indirect routes through brand image and brand equity. A quantitative explanatory design was employed in Sidoarjo Regency, drawing on 160 participants selected through purposive sampling based on predetermined criteria. Data were gathered via a Likert-scale survey and processed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) in SmartPLS. The analysis reveals that green marketing strategy exerts a positive and significant influence on both brand image (β = 0.914; p < 0.001) and brand equity (β = 0.857; p < 0.001); however, its direct effect on purchase intention proves statistically insignificant (β = 0.083; p = 0.343). Brand image likewise fails to significantly shape

purchase intention and does not operate as a mediator within this framework. Brand equity, by contrast, shows a significant and positive effect on purchase intention (β = 0.916; p < 0.001) and serves as a significant mediating variable linking green marketing strategy to purchase intention (β = 0.785; p < 0.001). Taken as a whole, these results point to brand equity as the more effective channel through which green marketing strategy drives purchase intention. EIGER is therefore encouraged to keep strengthening the value proposition, quality standards, competitive edge, and distinctiveness of its Green Label line in order to boost consumers' purchase intentions.

Keywords : *Green Marketing Strategy, Brand Image, Brand Equity, Purchase Intention, EIGER Green Label*

PENDAHULUAN

Shifting environmental conditions have reshaped how both businesses and consumers approach production and consumption. A company's performance is no longer judged solely by output, but increasingly by its environmental accountability (Kunecová et al., 2024). As a result, environmental considerations have come to permeate nearly every stage of business activity product development, marketing communication, consumer perception, and long-term brand relationships (Garg et al., 2025; Khuan et al., 2024). Firms are consequently expected to weave sustainability throughout their marketing strategies rather than treat it as a mere promotional tagline. Worldwide interest in environmentally friendly products continues to climb: by 2025, 56% of consumers reported having purchased eco-friendly products, and roughly 91% had either bought such products or expressed intent to do so (Globe Scan, 2026).



Figure 1. Changes in Global Purchases of Eco-Friendly Products, 2024–2025.

Source: Globe Scan (2026)

A similar trajectory can be observed in Indonesia, where eco-friendly product purchases rose from 68% in 2024 to 78% in 2025. Beyond that, 57% of Indonesian consumers expressed a preference for products with environmentally friendly packaging, while 71% signaled a willingness to pay more to support environmental initiatives (PwC, 2025). Yet positive environmental attitudes do not automatically translate into actual purchasing behavior, since buying decisions remain shaped by economic circumstances, pricing, perceived benefits, and confidence in environmental claims (Bayat et al., 2024).

These dynamics carry particular weight for the outdoor industry, where products marketed as nature-oriented often still rely heavily on textile and synthetic materials that raise sustainability concerns (Textile Exchange, 2025). Global fiber output climbed from 112 million metric tons in 2021 to 132 million metric tons in 2024, yet the proportion made up of recycled fibers actually fell, from 8.5% to 7.6% — a sign that production growth has outpaced the wider adoption of circular materials (Textile Exchange, 2025). This gap underscores why effective green marketing strategies matter: they help strengthen how consumers perceive environmentally responsible brands (Liu & Kim, 2025).

EIGER is one of the companies addressing this gap through its Green Label

initiative, launched in 2023 to showcase products built from recycled, organic, biodegradable, and reused materials (EIGER, 2023, 2024). Even so, despite overall expansion in its product lineup, the proportion of items made from environmentally friendly materials actually declined from 31% in 2023 down to 25% in 2024, suggesting that sustainability-oriented product development has not advanced at a steady pace (EIGER, 2024).

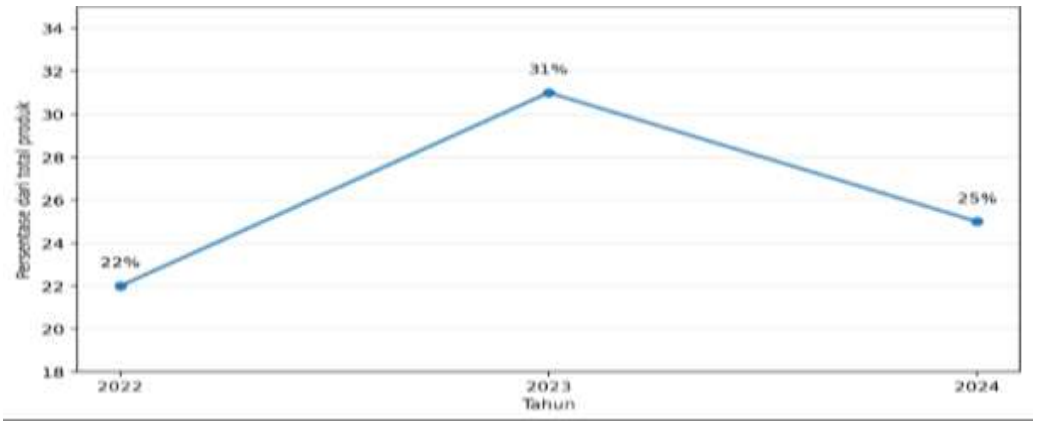


Figure 2. Share of EIGER Products Made from Environmentally Friendly Materials (2022–2024).

Source: EIGER (2024)

This raises a natural question: how do consumers actually respond to EIGER's environmental efforts, and what does that response mean for the brand's future direction? Consumer reactions to environmentally friendly products are shaped not only by the product's own attributes but also by how the brand markets itself, how it communicates its values, and how it is perceived overall by the people it hopes to reach. Green marketing works by embedding environmental values into product design, pricing, distribution, and promotion (Mulyadi et al., 2025), and when these elements work together coherently, they can meaningfully shift how a brand is viewed. Prior research has repeatedly found that green marketing positively influences purchase intention, though this influence often works indirectly, passing through intermediate variables such as brand image rather than acting on its own

(Rehman et al., 2025). Brand image, in this sense, captures how consumers view a brand overall the sum of their impressions, associations, and past experiences while brand equity reflects the additional value a brand accumulates over time through consumer trust and loyalty. Both of these constructs play a role in shaping consumer trust and, ultimately, in guiding purchasing decisions (Barrueta-Pinto et al., 2024; Castillo-Villar & Murillo, 2025).

These relationships can be understood through the lens of Stimulus–Organism–Response (S-O-R) Theory, in which green marketing strategy operates as the stimulus, brand image and brand equity represent the internal evaluations consumers form, and purchase intention emerges as the resulting behavioral response (Oktaviani et al., 2026).

Although a substantial body of research already exists on green marketing, much of it examines brand image and brand equity in isolation or across different research contexts (Pratistha et al., 2025; Yonalia et al., 2025). Studies focused specifically on EIGER have tended to center on marketing strategy or competitive positioning rather than on how consumers actually respond in terms of purchase intention toward its Green Label line. Research treating brand image and brand equity as simultaneous mediators within a single model remains notably scarce.

This study, accordingly, sets out to examine how green marketing strategy affects purchase intention for EIGER Green Label products by testing the mediating roles of brand image and brand equity together, within a single integrated model. The resulting framework aims to both extend the existing green marketing literature and offer practical direction for reinforcing sustainable marketing strategies within Indonesia's outdoor industry.

LITERATURE REVIEW

S-O-R Theory

S-O-R Theory, first introduced by Mehrabian and Russell (1974), explains how environmental stimuli translate into individual responses. Unlike the more basic Stimulus–Response (S-R) model, S-O-R inserts an organism component an internal

process that unfolds before any response takes shape (Hochreiter et al., 2022). That internal process encompasses the reception, interpretation, and evaluation of stimuli ahead of any behavioral decision (Kıymalıoğlu et al., 2024).

The model rests on three interconnected components. The stimulus consists of external cues product features, marketing communication, and brand information among them that work together to capture a consumer's attention and prompt some form of engagement (Duong, 2023; Kıymalıoğlu et al., 2024). The organism represents the internal cognitive and emotional processing that follows once that stimulus has registered, covering perception, belief, attitude, and emotion; because these internal states are shaped by each person's unique background and experience, this stage can differ considerably from one individual to the next (Duong, 2023; Tortosa-Edo et al., 2025). The response, finally, is the resulting observable behavior whether that takes the form of a purchase decision, ongoing brand loyalty, or a willingness to pay a premium price (Chaudhuri et al., 2026). Taken together, these three stages give S-O-R Theory a coherent structure for making sense of how consumers behave within sustainable marketing contexts, where environmental stimuli must first be processed internally before they show up as any kind of purchasing behavior.

Green Marketing Strategy

Green marketing strategy weaves environmental sustainability into product development, pricing, distribution, and promotion, all while still meeting consumer needs (Tan et al., 2022). As environmental awareness continues to grow, companies are increasingly expected to apply sustainability consistently across every facet of their marketing activity.

Nokhehan and Barzegar (2024) outline four dimensions of green marketing: green product, green price, green place, and green promotion. Green products emphasize environmentally friendly materials and manufacturing processes (Liu & Kim, 2025). Green pricing balances product value against sustainability-related costs (Darberazi et al., 2025). Green place centers on efficient distribution with a reduced

environmental footprint (Liu & Kim, 2025), while green promotion emphasizes transparent environmental communication and steering clear of greenwashing (Nguyen et al., 2025). This study uses these four dimensions to measure green marketing strategy and gauge its influence on brand image, brand equity, and purchase intention toward EIGER Green Label products (Nokhehan & Barzegar, 2024).

Brand Image

Brand image refers to the overall perceptions and associations consumers hold about a brand, formed through their experiences and the information they encounter. Within sustainable marketing specifically, brand image extends beyond product quality alone to include a company's environmental commitment, making it a key ingredient in building consumer trust and preference (Muliawan & Nurhasanah, 2026).

Jonathan and Tunjungsari (2025) observe that brand image takes shape when environmental claims are backed by consistent business practices, and they measure this construct through brand superiority, perceived quality, brand reputation, and brand prestige. This study follows the same approach, capturing consumers' perceptions of EIGER Green Label along these dimensions.

Brand Equity

Brand equity refers to the extra value a brand accumulates from consumer perceptions, experiences, and relationships, which in turn helps it build a competitive edge through trust, loyalty, and favorable associations (Sohaib et al., 2023). Within sustainable marketing, brand equity is shaped largely by how consumers judge a company's environmental commitment (Yonalia & Bahri, 2025). Trinh et al. (2025) note that green brand equity reflects product quality, environmental credibility, and emotional benefits. Sohaib et al. (2023) identify brand awareness, perceived quality, brand loyalty, and brand associations as the indicators of brand equity, and this study adopts the same set.

Purchase Intention

Purchase intention refers to a consumer's willingness to buy a product after weighing available information against perceived benefits (Zhuang et al., 2021). Within the context of green marketing specifically, it reflects a consumer's intention to buy environmentally friendly products promoted through sustainable marketing approaches (Krisdayanti & Widodo, 2022).

Purchase intention is shaped by how consumers perceive the credibility of green marketing, brand image, and brand equity (Pratistha & Prabawani, 2025). Positive evaluations of green products covering pricing, distribution, and promotion further reinforce a consumer's intention to purchase environmentally friendly products (Liu & Kim, 2025). This study measures the construct through purchase probability, purchase intention, and purchase desire (Cao et al., 2025).

Interrelationships Among Variables

Green Marketing Strategy → Purchase Intention

A number of prior studies point consistently to a positive influence of green marketing strategy on purchase intention. Testa et al. (2024), Liu et al. (2025), Pratistha and Prabawani (2025), and Astuti et al. (2024) report that green marketing activities raise consumers' intention to buy environmentally friendly products. Green marketing strategy is therefore expected to positively affect purchase intention toward EIGER Green Label products.

Green Marketing Strategy → Brand Image

Green marketing strategy reinforces brand image by building consumer trust and perceptions of environmental responsibility. This relationship is documented by Tan et al. (2022), Ha et al. (2022), Novitasari and Mangifera (2024), and Gunistiyo et al. (2025), so green marketing strategy is expected to positively influence EIGER Green Label's brand image.

Green Marketing Strategy → Brand Equity

Green marketing also contributes to greater brand equity by boosting perceived value and consumer trust, as supported by Yonalia and Bahri (2025),

Sohaib et al. (2023), Nguyen et al. (2025), and Ha et al. (2022). Green marketing strategy is therefore hypothesized to positively affect brand equity.

Brand Image → Purchase Intention

A positive brand image builds consumer confidence and willingness to purchase. Jonathan and Tunjungsari (2025), Vanessa and Ariestya (2024), Pratistha and Prabawani (2025), and Wijaya and Setyawan (2026) consistently report a positive relationship between brand image and purchase intention.

Brand Equity → Purchase Intention

Strong brand equity motivates consumers to purchase by increasing awareness, trust, and loyalty, as shown by Sohaib et al. (2023), Yonalia and Bahri (2025), and Naldy and Nuvriasari (2026), all of whom find that brand equity positively influences purchase intention.

The Mediating Role of Brand Image

Brand image mediates the link between green marketing strategy and purchase intention because green marketing reinforces positive brand perceptions that then encourage purchasing behavior. This mediating effect is confirmed by Tan et al. (2022), Pratistha and Prabawani (2025), and Ha et al. (2022).

The Mediating Role of Brand Equity

Brand equity also mediates between green marketing strategy and purchase intention by converting sustainability initiatives into greater brand value, a pattern supported by Sohaib et al. (2023), Yonalia and Bahri (2025), and Naldy and Nuvriasari (2026).

METODE

This study applied a quantitative, cross-sectional survey design to examine how green marketing strategy affects purchase intention, with brand image and brand equity serving as mediators. Data collection took place through a single round of an online questionnaire distributed to individuals who had either purchased or were at least familiar with EIGER Green Label products, having encountered the

brand's marketing via digital media or physical retail outlets. Primary data came directly from respondents' answers, while secondary data were drawn from books, journal articles, and prior research to build the theoretical framework and construct the research indicators. Purposive sampling was applied based on respondents' age, familiarity with EIGER Green Label, and exposure to its marketing activities, yielding a sample of 160 respondents in line with the SEM-PLS recommendation of Hair et al. (2019). All variables were measured using a five-point Likert scale adapted from earlier studies.

The research was carried out in Sidoarjo, with the online questionnaire distributed to communities of outdoor product users. Data were processed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to examine both the direct effect of green marketing strategy on purchase intention and its indirect effects through brand image and brand equity. The resulting findings are intended to supply empirical grounding for sustainable marketing strategy development, strengthen brand image and brand equity, and support corporate policies that are more adaptive, effective, and attuned to consumer needs and sustainability principles.

Data were analyzed with SmartPLS following the SEM-PLS procedure recommended by Hair et al. (2019). The analysis began with preliminary data processing, during which questionnaires were screened for completeness, respondent eligibility, and consistency of responses. Responses that failed to meet the sampling criteria or were incomplete were excluded, while valid responses were coded on the five-point Likert scale before further analysis. Descriptive statistics, frequency, percentage, mean, and standard deviation were then used to summarize respondent characteristics and describe perceptions of green marketing strategy, brand image, brand equity, and purchase intention.

Table 1. Convergent Validity Criteria

Criteria	Reference Values
Outer loading	**Valid if > 0.70**

AVE	**Valid if > 0.50**

The measurement model was then assessed for the validity and reliability of its reflective constructs. Convergent validity was examined via outer loadings and Average Variance Extracted (AVE); indicators were deemed valid when the outer loading exceeded 0.70 and the AVE exceeded 0.50 (Hair et al., 2019).

Table 2. Discriminant Validity Criteria

Criteria	Reference Value
Fornell–Larcker	$\sqrt{\boldsymbol{AVE}}$ **> correlation between constructs**
HTMT	**Valid if < 0.85**

Discriminant validity was assessed with the Fornell–Larcker criterion and the Heterotrait–Monotrait Ratio (HTMT) to confirm that each construct was empirically distinct from the others (Hair et al., 2019).

Table 3. Reliability Criteria

Criteria	Reference Value	Interpretation
Cronbach's Alpha and *Composite Reliability*	≥ 0.70	**Very reliable**
	> 0.60	**Reliable**
	< 0.60	**Not reliable**

Henseler et al. (2015) note that HTMT values under 0.85 represent a conservative benchmark for discriminant validity, while values under 0.90 may be acceptable for conceptually similar constructs. Although HTMT can empirically approach or exceed 1, higher values point to weaker discriminant validity and should be read with caution. Reliability was then assessed through Cronbach's Alpha and Composite Reliability, with values of 0.70 or above signaling adequate internal consistency (Hair et al., 2019).

Table 4. Coefficient of Determination Criteria

R^2 Value	Interpretation
0.75	**Strong**
0.50	**Moderate**
0.25	**Weak**

Once the measurement model was confirmed adequate, the structural model was assessed to examine relationships among constructs, the model's predictive power, and hypothesis testing. Multicollinearity was checked using the Variance Inflation Factor (VIF), with values below 5 indicating no multicollinearity problems (Hair et al., 2019). The coefficient of determination (R^2) was used to gauge the share of variance in endogenous constructs explained by exogenous constructs.

Table 5. Effect Size Criteria

f^2 Value	Interpretation
0.02	**Small effect**
0.15	**Moderate effect**
0.35	**Large effect**

The contribution of each exogenous construct was further assessed via effect size (f^2). Predictive relevance was examined through the blindfolding procedure, where a Q^2 above zero signals that the model has predictive relevance (Hair et al., 2019). Finally, hypothesis testing and mediation analysis relied on the bootstrapping procedure, with structural paths and indirect effects deemed significant when the t-statistic exceeded 1.96 and the p-value fell below 0.05 (Hair et al., 2019), allowing evaluation of the mediating roles of brand image and brand equity in the relationship between green marketing strategy and purchase intention

HASIL DAN PEMBAHASAN

Descriptive Analysis

Table 6. Descriptive Analysis

Note	*Green Marketing Strategy*	*Brand Image*	*Brand Equity*	*Purchase Intention*
N Valid	160	160	160	**160**
Missing	0	0	0	**0**
Mean	52.49	13.07	13.11	**9.91**
Median	49.00	13.00	13.00	**10.00**
Standard *Deviation*	16.781	4.321	4.202	**3.210**
Minimum	27	5	5	**4**
Maximum	79	20	20	**15**

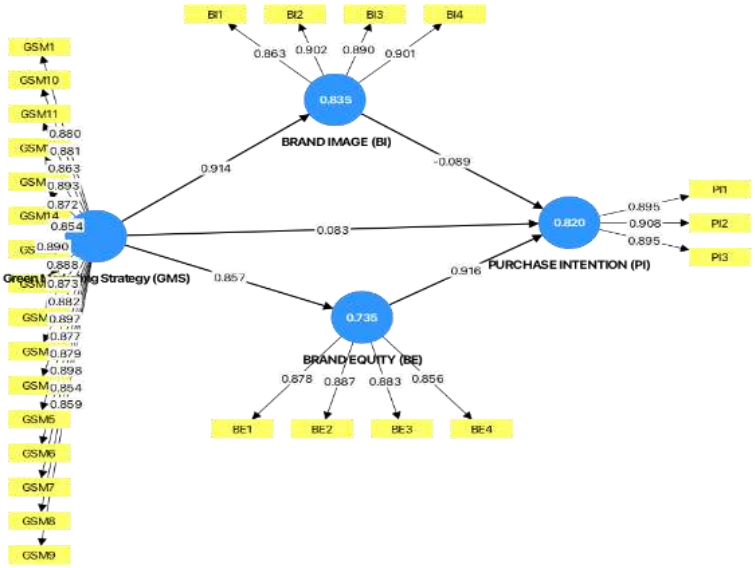
Source: Data processed by the researcher (2026)

Table 6 presents the descriptive statistics for each study variable. All 160 questionnaires were valid, with no missing data recorded. Green marketing strategy posted a mean of 52.49 (SD = 16.781), suggesting that respondents generally rated EIGER Green Label's green marketing practices favorably. Brand image (Mean = 13.07; SD = 4.321) and brand equity (Mean = 13.11; SD = 4.202) similarly registered relatively high averages. Purchase intention, meanwhile, recorded a mean of 9.91 (SD = 3.210), reflecting a fairly strong intention among respondents to purchase EIGER Green Label products. The overall data distribution appeared sound, with no notable outliers detected.

Measurement Model Evaluation (Outer Model)

Convergent Validity

Figure 3. Outer Model



The measurement model was assessed through convergent validity, reliability, discriminant validity, and common method bias (Hair et al., 2019).

Table 7. Results of the Outer Loading Test

Variable	Indicator	*Outer Loading*
Green Marketing Strategy (GMS)	GSM1	0.879
	GSM2	0.898
	GSM3	0.854
	GSM4	0.859
	GSM5	0.881
	GSM6	0.863
	GSM7	0.893
	GSM8	0.872
	GSM9	0.854
	GSM10	0.890
	GSM11	0.888
	GSM12	0.863
	GSM13	0.902

Variable	Indicator	*Outer Loading*
	GSM14	0.890
	GSM15	0.901
	GSM16	0.878
Brand Image (BI)	BI1	0.887
	BI2	0.883
	BI3	0.856
	BI4	0.895
Brand Equity (BE)	BE1	0.908
	BE2	0.895
	BE3	0.879
	BE4	0.898
Purchase Intention (PI)	PI1	0.854
	PI2	0.859
	PI3	0.881

Table 7 shows that every indicator recorded an outer loading above 0.70, ranging between 0.854 and 0.908, confirming that each indicator adequately represents its respective construct.

Table 8. Test Results of the Reliability and Convergent Validity Tests

Variable	*Cronbach 's Alpha*	*Composite Reliability (rho_a)*	*Composite Reliability (rho_c)*	*Average Variance Extracted (AVE)*
Green Marketing Strategy (GMS)	0.980	0.980	0.982	**0.770**
Brand Image (BI)	0.911	0.912	0.938	**0.790**
Brand Equity (BE)	0.899	0.900	0.930	**0.768**
Purchase Intention (PI)	0.882	0.882	0.927	**0.809**

These convergent validity findings are reinforced by the AVE values reported in Table 8. Every construct achieved an AVE above 0.50, while Composite Reliability and Cronbach's Alpha both exceeded 0.70. All constructs therefore meet the requirements for convergent validity and internal consistency (Hair et al., 2019).

Discriminant Validity

Table 9. Test Results of HTMT

Variable	GMS	BI	BE	PI
Green Marketing Strategy (GMS)	-			
Brand Image (BI)	**0.966**	-		
Brand Equity (BE)	**0.912**	**1.024**	-	
Purchase Intention (PI)	**0.845**	**0.932**	**1.015**	-

Table 9 reports the HTMT results. The HTMT value between green marketing strategy and purchase intention (0.845) met the recommended threshold, although several other construct pairs exceeded the conservative cut-off of 0.85–0.90. As Henseler et al. (2015) note, HTMT values may approach or even surpass 1, reflecting strong empirical overlap between constructs. While several constructs thus show close conceptual ties, the discriminant validity findings should be read with some

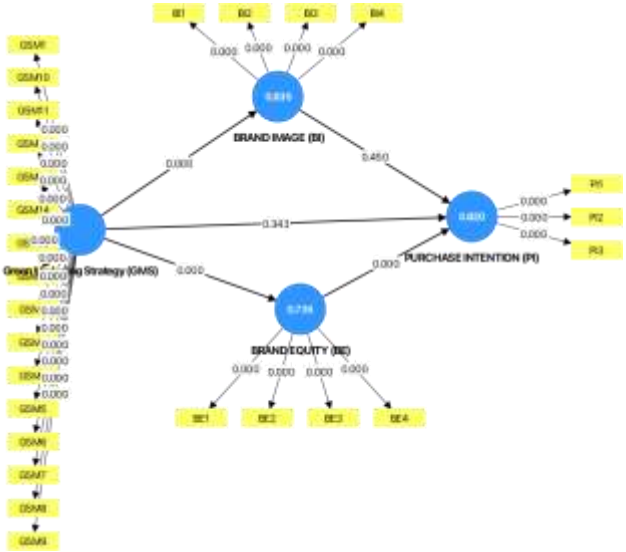
caution.

Common Method Bias

Because every variable was measured through a single cross-sectional questionnaire, common method bias (CMB) was a possible concern (Podsakoff et al., 2003). To limit this risk, respondents remained anonymous, questionnaire items were phrased clearly, and indicators for each construct were kept separate. Following Kock (2015), a full-collinearity assessment yielding VIF values at or below 3.3 suggests that common method bias is unlikely to compromise the validity of the findings.

Structural Model Evaluation (Inner Model)

Figure 4. Inner Model



The structural model was evaluated using the coefficient of determination (R^2), effect size (f^2), and model fit indices.

Coefficient of Determination (R^2)

Table 10. R-Square Results

Variable	*R-Square*	*Adjusted R-Square*
Brand Equity (BE)	0.735	**0.733**
Brand Image (BI)	0.835	**0.834**
Purchase Intention (PI)	0.820	**0.816**

As Table 10 shows, the R^2 values for brand image (0.835), brand equity (0.735), and purchase intention (0.820) point to strong explanatory power in the model, indicating that the proposed model accounts for a substantial share of variance in the endogenous constructs.

Effect Size (f^2)

Table 11. F-Square Results

Variables	BE	BI	PI
Green Marketing Strategy (GMS)	**2,768**	**5,056**	**0.006**
Brand Equity (BE)	-	-	**0.653**
Brand Image (BI)	-	-	**0.004**

Table 11 indicates that green marketing strategy carries a very large effect on brand image (f^2 = 5.056) and brand equity (f^2 = 2.768), but only a negligible direct effect on purchase intention (f^2 = 0.006). Brand equity shows a large effect on purchase intention (f^2 = 0.653), whereas brand image's effect on purchase intention is negligible (f^2 = 0.004).

Model Fit

Table 12. Model Goodness-of-Fit Results

Criteria	*Saturated Model*	*Estimated Model*
SRMR	**0.032**	**0.044**
d_ULS	**0.395**	**0.739**
d_G	**0.642**	**0.807**
Chi-square	**515.411**	**601.318**
NFI	**0.902**	**0.886**

The model fit indices point to an acceptable proposed model. The estimated SRMR of 0.044 falls below the recommended threshold of 0.08, indicating a good overall fit.

Hypothesis Testing

Table 13. Results of Hypothesis Testing.

No	Hypothesis	*Original Sample*	*T-Statistics*	*P-Values*	Conclusion
H_1	*Green marketing strategies* have a positive and significant effect on *brand image*	0.914	77.734	0.000	**Accepted**
H_2	*Green marketing strategy* has a positive and significant effect on *brand equity*	0.857	46.073	0.000	**Accepted**
H_3	*Green marketing strategy* has a positive and significant effect on *purchase intention* (direct effect)	0.083	0.948	0.343	**Rejected**
H_4	*Brand image* has a positive and significant effect on *purchase intention*	-0.089	0.756	0.450	**Rejected**
H_5	*Brand equity* has a positive and significant effect	0.916	10.378	0.000	**Accepted**

No	Hypothesis	*Original Sample*	*T-Statistics*	*P-Values*	Conclusion
	on *purchase intention*				
H_6	*Green marketing strategy* has a positive and significant on *purchase intention* through the mediation of *brand image*	-0.081	0.749	0.454	**Rejected**
H_7	*Green marketing strategy* has a positive and significant effect on *purchase intention* through the mediation of *brand equity*	0.785	10.312	0.000	**Accepted**

Hypothesis testing relied on the bootstrapping procedure in SmartPLS, with a hypothesis accepted when the t-statistic exceeded 1.96 and the p-value fell below 0.05 (Hair et al., 2019). The results indicate that H1, H2, H5, and H7 are supported, while H3, H4, and H6 are not. Green marketing strategy meaningfully strengthens brand image ($\beta = 0.914$, $p < 0.001$) and brand equity ($\beta = 0.857$, $p < 0.001$), yet it

does not directly shape purchase intention (β = 0.083, p = 0.343). Brand image similarly shows no significant effect on purchase intention (β = −0.089, p = 0.450). Brand equity, by contrast, exerts a strong positive effect on purchase intention (β = 0.916, p < 0.001). Moreover, brand image does not mediate the relationship between green marketing strategy and purchase intention, whereas brand equity serves as a significant mediator (β = 0.785, p < 0.001).

PEMBAHASAN

The Effect of Green Marketing Strategy on Brand Image

When companies fold ecological thinking into how they design products, set prices, distribute goods, and run promotions, the outcome tends to be a more favorable brand perception among consumers (Tan et al., 2022). That pattern holds here: H1 is confirmed by the data (β = 0.914, t = 77.734, p = 0.000), meaning green marketing strategy meaningfully lifts the brand image of EIGER Green Label. Explanatory strength is unusually high, with R^2 reaching 0.835 and f^2 at 5.056. S-O-R Theory frames this well green marketing acts as an external trigger that reshapes how consumers process information internally, and that reshaping produces a stronger brand image. It matters here that the sample skewed young (17–25) and mostly discovered EIGER via its official social media presence, since this group responded favorably to the brand's environmental messaging. Two earlier studies, Tan et al. (2022) and Rehman et al. (2025), reached the same conclusion: sustained green marketing builds brand image over time.

The Effect of Green Marketing Strategy on Brand Equity

A similar pattern emerges for brand equity. H2 holds up under testing (β = 0.857, t = 46.073, p = 0.000) green marketing strategy meaningfully strengthens it. Explained variance sits at 73.5% (R^2 = 0.735), and the effect size (f^2 = 2.768) qualifies as large by conventional standards. Again drawing on S-O-R Theory, the stimulus here (green marketing) shapes the internal process consumers use to judge a brand's overall worth. Interestingly, brand equity posted the highest average score of any variable in the study, suggesting EIGER Green Label enjoys strong standing among

respondents. Prior research by Ha et al. (2022) and Yonalia et al. (2025) points the same direction: consistent green marketing translates into stronger brand value and a better competitive position.

The Direct Effect of Green Marketing Strategy on Purchase Intention

Not every hypothesized path held, however. H3 failed to reach significance ($\beta = 0.083$, $t = 0.948$, $p = 0.343$; $f^2 = 0.006$), so green marketing strategy shows no direct effect on purchase intention. S-O-R Theory actually predicts this kind of result stimuli need to pass through an internal evaluative stage before they show up as behavior. So even though green marketing clearly boosts brand image and brand equity, that boost doesn't automatically show up as a stronger urge to buy. Buyers are still weighing quality, functionality, price, and durability against brand value before they decide. The takeaway: green marketing's real influence on purchase intention runs through other variables, not directly.

The Effect of Brand Image on Purchase Intention

H4 also failed to hold ($\beta = -0.089$, $t = 0.756$, $p = 0.450$; $f^2 = 0.004$) brand image doesn't significantly move purchase intention. Under S-O-R logic, brand image is supposed to represent an internal evaluation strong enough to drive behavior, but that link wasn't strong enough in this sample. Respondents liked EIGER Green Label's image well enough, yet what actually drove their buying decisions was product quality, functional payoff, price, and general brand value not image by itself. In short, liking the brand's image isn't sufficient on its own to push someone toward a purchase.

The Effect of Brand Equity on Purchase Intention

Brand equity tells a very different story. H5 is strongly supported ($\beta = 0.916$, $t = 10.378$, $p = 0.000$; $f^2 = 0.653$), with brand equity exerting a powerful positive pull on purchase intention. S-O-R Theory again applies: brand equity is the internal evaluation that actually converts into buying behavior. It carried the highest mean score in the entire study and outweighed both green marketing and brand image by

a wide margin in terms of its effect on purchase intention. Ha et al. (2022) and Yonalia et al. (2025) reported comparable results, positioning brand equity as the strongest lever for influencing consumer purchase intention. Practically, this means EIGER should keep investing in product quality, differentiation, and brand value if it wants to move the needle on purchase intention.

The Mediating Role of Brand Image

Given what's already been shown, it's no surprise that H6 didn't hold ($\beta = -0.081$, $t = 0.755$, $p = 0.450$) brand image doesn't mediate the green marketing–purchase intention relationship. Green marketing does raise brand image, yes, but since brand image itself doesn't meaningfully affect purchase intention, there's no chain running through it. Under S-O-R Theory, the internal evaluation triggered by brand image simply isn't strong enough to produce a purchase response. Consumers are prioritizing quality, value, price, and trust ahead of image. Bottom line: brand image isn't the mechanism connecting green marketing to purchase intention for this brand.

The Mediating Role of Brand Equity

Brand equity, on the other hand, does the job. H7 is confirmed ($\beta = 0.785$, $t = 9.983$, $p = 0.000$) it mediates the relationship between green marketing strategy and purchase intention. Green marketing works as a stimulus that builds up brand equity, and that stronger equity is what ultimately pushes purchase intention upward. Because the direct path from green marketing to purchase intention was insignificant while the indirect path through brand equity was significant, this qualifies as full mediation, brand equity is the main channel through which green marketing shapes consumer buying intent. Ha et al. (2022) and Yonalia et al. (2025) back this up, stressing that building brand equity should go hand-in-hand with sustained green marketing efforts.

KESIMPULAN

This research demonstrates that green marketing strategy carries a meaningful, positive impact on both brand image and brand equity within the

EIGER Green Label consumer base. Put simply, when a brand consistently rolls out eco-friendly products, adopts green pricing, promotes sustainability messaging, and distributes through environmentally conscious channels, consumers' perceptions of that brand improve accordingly. That said, green marketing strategy alone doesn't translate into purchase intention environmental initiatives by themselves aren't sufficient to push consumers toward actually buying EIGER Green Label products. A comparable pattern shows up with brand image: it has no significant bearing on purchase intention either, which tells us that consumers thinking well of a brand isn't enough, on its own, to spark a genuine desire to purchase. Brand equity tells a different story altogether, exerting a clear and significant positive influence on purchase intention consumers show a stronger pull toward buying EIGER Green Label products when they sense greater brand value behind it. Another notable distinction: brand image fails to serve as a mediating link between green marketing strategy and purchase intention, whereas brand equity does function as a meaningful mediator in that relationship. Bringing these findings together, it becomes clear that green marketing strategy shapes purchase intention indirectly, working through the pathway of brand equity, making brand equity the central mechanism by which green marketing strategy ultimately connects to consumers' intention to purchase.

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