HOW BRAND IMAGE SHAPES THE LINK BETWEEN GREEN MARKETING AND PURCHASE INTENTIONS

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Abstract. *This study aims to synthesize existing literature on the relationship between green marketing strategies, brand image, and consumer purchase intentions within the context of sustainable consumption. Through a systematic literature review, this research examines how brand image influences and enhances the impact of green marketing on consumers' intention to purchase environmentally friendly products. A total of 20 empirical and theoretical articles published between 2015 and 2025 were identified through Scopus and SINTA 1 to 4 databases using keywords such as "green marketing," "brand image," and "purchase intentions." Articles were selected based on inclusion criteria emphasizing peer reviewed studies related to sustainability and were analyzed using thematic synthesis without primary data collection or statistical software. The findings reveal that green marketing initiatives consistently demonstrate a positive effect on both brand image and consumer purchase intentions. Brand image serves as an important mediating or moderating factor that strengthens consumer trust, perceived value, and loyalty toward eco-friendly products across various industries, including cosmetics, retail, and food. The study concludes that authentic and credible green branding is essential to maximize the influence of green marketing efforts on consumer purchasing behavior. However, this review is limited to studies published in Scopus and SINTA indexed journals and may exclude gray literature or research written in languages other than English or Indonesian. Overall, this review provides a consolidated conceptual understanding that can guide future research and support practitioners and policymakers in developing effective sustainability oriented marketing strategies.*

Keywords: *Brand Image; Green Marketing; Purchasing Intentions; Sustainable Consumer Behavior; Systematic Literature Review.*

1. INTRODUCTION

In an era marked by escalating environmental challenges, including climate change, deforestation, and plastic pollution, businesses across the globe are increasingly compelled to adopt sustainable practices that align with international sustainability agendas. Green marketing, defined by Polonsky (1994, as cited in Neiba and Singh., 2024) as the promotion of products and services based on their environmental benefits, has emerged as a critical strategic approach for firms seeking to respond to growing environmental concerns. This strategy encompasses eco-friendly product design, sustainable packaging, green advertising, and transparent supply chains, all aimed at minimizing ecological footprints while fulfilling evolving consumer expectations. By 2025, green marketing has transitioned from a niche concept into a mainstream imperative, driven by regulatory frameworks such as the European Union's Green Deal and increasing consumer demand for corporate responsibility.

Recent global trends reveal a substantial surge in consumer interest in sustainable consumption. Studies indicate that environmental consciousness, attitudes, and subjective

norms significantly influence green purchase intentions, particularly in emerging markets. Globally, 78% of consumers reported willingness to modify their consumption habits to reduce environmental impact, with this proportion rising to 85% among Generation Z and millennials in 2025. Furthermore, advancements in digital technologies, including artificial intelligence-based personalization and blockchain-enabled transparency, are transforming green marketing strategies by enhancing consumer engagement and trust (Andreica Mihuț et al., 2025; Vereb, 2025).

In Indonesia, a rapidly developing economy with a population exceeding 270 million, green marketing is gaining increasing relevance amid persistent environmental challenges such as urban air pollution and marine plastic waste. The country's commitment to the Paris Agreement and its national target of achieving net-zero emissions by 2060 have accelerated corporate adoption of sustainable practices. Recent reports show that Indonesian consumers, particularly Generation Z, who account for approximately 27% of the population, exhibit a growing preference for sustainable products. Approximately 65% of Indonesian Gen Z consumers engage in sustainable purchasing behaviors, largely influenced by social media exposure and environmental awareness campaigns. For instance, Unilever Indonesia's commitment to achieving 100% recyclable packaging by 2025 has strengthened brand preference and enhanced consumer trust (Nurhayati, 2025; Unilever, 2025). Empirical evidence further suggests that consumer knowledge, trust, and marketing strategies significantly shape green purchase behavior in Indonesia, particularly in product categories such as organic food and eco-friendly consumer goods (Vironika & Maulida, 2025). Nonetheless, structural barriers persist, including limited product availability in rural areas and economic constraints, where price sensitivity often overrides environmental intentions.

Despite heightened awareness and favorable attitudes toward sustainability, a persistent "green gap" remains between consumer intentions and actual purchasing behavior. This discrepancy is often attributed to skepticism toward environmental claims, perceived price premiums, and doubts regarding corporate authenticity. Such challenges are particularly pronounced in emerging economies like Indonesia, where cultural values, including collectivism and pragmatic consumption patterns, influence sustainability norms (Zhang et al., 2025). In this context, brand image emerges as a critical mediating construct. Keller (1993, as cited in Wikhdatul Akhsani 2025) defines brand image as the overall perception held by consumers regarding a brand's attributes and values. A strong and credible green brand image can enhance trust, foster emotional connections, and reduce skepticism, thereby bridging the attitude–behavior gap. Empirical studies among Indonesian Generation Z consumers indicate that green marketing initiatives and eco-labeling exert stronger effects on purchase intentions when mediated by environmental knowledge and positive brand perceptions.

Theoretical perspectives such as the Theory of Planned Behavior (TPB) and Customer-Based Brand Equity (CBBE) offer valuable insights into this relationship. TPB explains how attitudes, subjective norms, and perceived behavioral control shape behavioral intentions, while CBBE emphasizes the strategic role of brand image in building consumer-based brand value (Wikhdatul Akhsani, 2025; Yulihardi et al., 2025). Integrating these frameworks, recent literature suggests that authentic and transparent green marketing strategies enhance brand image, which in turn strengthens purchase intentions. This relationship is particularly salient in environmentally sensitive industries such as cosmetics, food, and beverages, where Indonesian consumers increasingly prioritize sustainability attributes.

Although existing studies have explored green marketing, brand image, and purchase intentions separately, comprehensive syntheses integrating global insights with the Indonesian context remain limited. Moreover, empirical inconsistencies persist regarding the mediating role of brand image in resolving the green gap. Addressing this gap, the present study systematically reviews Scopus- and SINTA-indexed literature to examine how brand image shapes the

relationship between green marketing strategies and purchase intentions. By synthesizing theoretical frameworks and empirical findings, this study aims to provide a deeper understanding of sustainable consumer behavior and offer strategic implications for businesses and policymakers in advancing sustainability objectives in Indonesia and beyond.

2. LITERATURE REVIEW

2.1. Green Marketing

Green marketing is a strategic marketing approach that integrates environmental responsibility into all elements of a company's marketing mix, from product design to communication activities. Polonsky (1994, as cited in Neiba and Singh., 2024) defines green marketing as all marketing activities designed to facilitate exchanges that satisfy human needs while minimizing negative impacts on the natural environment. Its application appears in the Green Marketing Mix which includes green product focusing on environmentally friendly product design and sustainable materials, green price which considers production costs along with environmental costs and sustainability value, green place which emphasizes distribution practices that reduce emissions and support environmentally responsible logistics, and green promotion which delivers transparent communication about environmental benefits while avoiding misleading claims. Empirical findings strengthen the importance of this concept. (Akude et al., 2025) demonstrate that green marketing practices enhance sustainability performance in manufacturing firms, while (Chen et al., 2024) show significant positive impacts on both environmental performance and social performance. Conceptually, (Sumarsono et al., 2025) categorize green marketing research into six clusters including green consumerism, brand attributes such as brand image and brand equity, strategic approach, economic and business perspectives, environmental background, and education factors. These clusters reflect the multifaceted role of green marketing in supporting sustainable business operations. Additional studies, such as (Andreica Mihuț et al., 2025), explore consumer drivers in emerging EU economies, finding green dilemmas influence adoption through perceived benefits. (Hong et al., 2023) highlight motives like environmental concern in green purchase intentions, linking back to marketing strategies. With the increasing environmental consciousness among consumers, the literature highlights that firms implementing green marketing gain competitive advantage through strengthened brand image and higher purchase intentions toward environmentally responsible products.

2.2. Purchasing Intentions

Purchasing intentions refer to a consumer's motivational tendency to engage in future buying behavior and function as one of the strongest predictors of actual consumption within behavioral frameworks such as the Theory of Planned Behavior (TPB). Ajzen (1991, as cited in Hong et al., 2023) explains that intentions are formed through attitudes toward the behavior, subjective norms, and perceived behavioral control, all of which carry heightened importance in green marketing contexts where environmental awareness increasingly shapes consumer decision-making. In sustainable consumption, positive environmental attitudes and perceived ecological benefits strengthen consumers' willingness to purchase eco-friendly products, while social expectations surrounding responsibility and sustainability further reinforce these intentions. Despite this, barriers such as perceived higher prices, limited product availability, and distrust toward environmental claims often weaken the translation of intention into behavior, contributing to the well-known attitude–behavior gap.

Current literature highlights that green marketing efforts significantly enhance purchase intentions, particularly when mediated by brand image, which shapes consumers' perceptions of credibility, authenticity, and environmental commitment. Studies such as (Udayanti et al., 2025) show that green marketing strengthens intentions toward reusable products through the

influence of brand image, while research by (Adelina & Hutabarat, 2023) demonstrates that green advertising in the beverage industry increases intention by fostering trust and emotional engagement. Broader reviews confirm that transparency, perceived authenticity, and strong sustainability values are essential in supporting higher purchase intentions. For example, (Tan et al., 2022) investigate components like green trust in mediating effects, and (Vironika & Maulida, 2025) examine knowledge and trust in Indonesian green behavior. (Yulihardi et al., 2025) apply TPB to farmer intentions, showing readiness for change. Overall, purchasing intentions in green marketing are shaped by psychological, social, and contextual factors, with brand image serving as a key mediating mechanism that links sustainability-oriented marketing to stronger consumer decision-making.

2.3. Brand Image

Brand image is defined as the consumer's perception of a brand formed through the associations stored in their memory. Within the Customer-Based Brand Equity (CBBE) framework, Keller explains that brand image is reflected through brand associations consisting of attributes, benefits, and consumer attitudes toward the brand, which are developed through four hierarchical stages: brand identity, brand meaning, brand response, and brand relationships (Ismail et al., 2025.). Brand image is shaped by several key dimensions in consumer memory, including the strength of brand associations, which reflects how clearly and easily the brand emerges in consumers' minds; the favorability of brand associations, which indicates the positivity of consumers' evaluations; and the uniqueness of brand associations, which differentiates the brand from competitors and contributes to competitive advantage. Corporate image, including perceptions of reputation, credibility, and sustainability practices, as well as user image, which reflects the typical characteristics of perceived product users, also strengthens overall brand image formation. Prior studies show the strategic importance of brand image as a mediating construct. (Udayanti et al., 2025) found that brand image significantly mediates the relationship between green marketing and purchase intentions, while (Fadilah & Salim, 2025) confirm that a strong brand image amplifies the influence of environmentally friendly marketing activities on consumers' value perceptions. Similarly, (Noor, 2024) highlights that sustainability practices enhance the impact of green marketing on brand equity through the mediating role of brand image. (Wikhdatul Akhsani, 2025) analyzes CBBE in social media contexts, showing equity shapes intentions. (Zhang et al., 2025) address post-purchase green attribute effects on attitudes. Collectively, the literature underscores that brand image not only shapes consumers' cognitive and affective responses but also serves as a pivotal mechanism linking green marketing efforts to increased purchase intentions.

2.4. Hypotheses Development

The construction of the research hypotheses is based on the synthesis of prior studies demonstrating consistent theoretical and empirical linkages among green marketing, brand image, and purchasing intentions. Existing literature indicates that green marketing initiatives, such as environmentally responsible product design, sustainable pricing, green logistics, and transparent eco-communication enhance consumers' perceptions of a brand by strengthening credibility, trust, and sustainability-oriented associations. Studies by (Muljono et al., 2025) and (Tan et al., 2022) confirm that green marketing delivers a positive contribution to brand image by shaping favorable and distinctive environmental brand associations.

Furthermore, brand image plays a crucial role in influencing consumer decision-making. Positive brand associations stored in consumer memory translate into higher levels of trust, emotional connection, and perceived value, ultimately increasing purchasing intentions. Research by (Susilo & Wilujeng, 2023) and (Udayanti et al., 2025) provides strong evidence that brand image directly enhances consumers' intentions to purchase both green and conventional

products. In addition to these indirect pathways, green marketing has also been shown to exert a direct influence on purchasing intentions, especially when sustainability efforts are viewed as authentic and aligned with consumers' environmental values. Empirical findings, such as those by (Adelina & Hutabarat, 2023) and (Udayanti et al., 2025) demonstrate that well-executed green promotional efforts generate stronger motivation to buy environmentally friendly products. Moreover, several studies highlight the mediating role of brand image in connecting green marketing to behavioral intentions. Research by (Fadilah & Salim, 2025; M & D, 2024; Muljono et al., 2025; Noor, 2024) reveals that green marketing enhances brand image, which subsequently shapes consumers' intention to purchase by reinforcing perceptions of environmental responsibility and brand credibility. This collective evidence suggests that brand image acts as a central psychological mechanism through which green marketing translates into stronger purchasing intentions.

Based on this synthesis, the hypotheses are formulated as follows:

- **H$_1$:** Green Marketing positively affects Brand Image.
- **H$_2$:** Brand Image positively affects Purchasing Intentions.
- **H$_3$:** Green Marketing positively affects Purchasing Intentions.
- **H$_4$:** Brand Image mediates the effect of Green Marketing on Purchasing Intentions

3. RESEARCH METHODS

3.1. Research Design and Approach

This study adopts a systematic literature review (SLR) design to synthesize existing scholarly works on the mediating role of brand image in the relationship between green marketing and purchase intentions. The review follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines to ensure transparency, reproducibility, and scientific rigor. As a non-empirical, review-based study, it does not involve primary data collection through experiments, surveys, questionnaires, simulations, or field research. Instead, it relies entirely on secondary data sourced from peer-reviewed journal articles.

3.2 Time and Location of Research

The research was conducted from June to November 2025. Being a systematic literature review, the study was not geographically bound. All stages—planning, searching, screening, eligibility assessment, data extraction, and synthesis—were performed remotely via online academic platforms, utilizing institutional access provided by Universitas Palangka Raya, Indonesia.

3.2. Data Sources, Tools, and Materials

Data were drawn exclusively from two reputable academic databases:
- Scopus (Elsevier, Emerald, etc.) – for international peer-reviewed articles of high impact.
- SINTA (Science and Technology Index) levels 1–4, managed by the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia – to ensure inclusion of high-quality, contextually relevant Indonesian studies.

These databases were selected because they collectively offer comprehensive coverage of global and local scholarship on green marketing, brand image, and sustainable consumer behavior, aligning with the study's emphasis on both international trends and the Indonesian emerging-market context.

3.3. Research Materials

The materials analyzed in this study consisted of **20 peer-reviewed articles** that met the

inclusion criteria:
- Published between **2015–2025**
- Indexed in **Scopus** or **SINTA 1–4**
- Focused on green marketing, brand image, purchase intentions, sustainability, or consumer behavior
- Empirical (quantitative/qualitative) or conceptual/theoretical studies
- Provided full-text access for analysis
- Written in English or Indonesian

Articles that were literature reviews, book chapters, conference papers without empirical content, non-accessible full texts, or publications outside the specified time range were excluded.

3.4. Research Tools

Because this research is review-based, no hardware instruments or experimental tools were used. Instead, the study employed software tools for literature collection, organization, and analysis, including:
- **Scopus Database** (Elsevier, Emerald, etc.) – for article identification
- **SINTA Portal** – for Indonesian indexed journals
- **Mendeley Desktop** – for citation management and metadata extraction
- **Microsoft Excel** – for coding initial themes, organizing article characteristics, and recording synthesis categories

The analysis followed the principles of thematic synthesis, allowing the researcher to identify patterns in how green marketing influences brand image and purchase intentions.

3.5. Data Collection Method

Data in this study were collected using a structured multi-step procedure following the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework. In the identification stage, relevant literature was searched using keywords such as "green marketing," "brand image," "purchase intentions," and "sustainable consumer behavior," combined with Boolean operators (AND, OR) to increase accuracy. An example of the search query applied in Scopus was: *TITLE-ABS-KEY ("green marketing" AND "brand image" AND "purchase intention"*), which initially generated 168 articles. The screening stage was then conducted by reviewing abstracts, removing duplicate records, and applying a time range filter from 2015 to 2025, resulting in 88 retained articles.

Subsequently, in the eligibility phase, all remaining articles were examined thoroughly through full-text reading. Eligibility criteria included relevance to the core variables of the study, methodological clarity, and substantive conceptual contribution. This process narrowed the final selection to 20 articles that fully met the inclusion criteria. In the final stage, data extraction and thematic synthesis were performed. Each article was coded based on study context, research design, theoretical framework (e.g., TPB, CBBE), and findings related to green marketing, brand image, and purchase intentions. The synthesis produced three key thematic constructs: (1) the influence of green marketing on brand image, (2) the influence of brand image on purchase intentions, and (3) the mediating role of brand image. The use of the PRISMA approach ensured a systematic, transparent, and comprehensive integration of empirical evidence to support the conceptual foundation of this study.

4. RESULTS AND DISCUSSION

This section presents the results of the thematic synthesis from the 20 selected articles, organized around the three core constructs identified in the methodology: (1) the influence of

green marketing on brand image, (2) the influence of brand image on purchase intentions, and (3) the mediating role of brand image. The findings directly address the research objectives and formulations, testing the four hypotheses through empirical evidence from Scopus and SINTA 1–4. All hypotheses were supported, with 100% of articles confirming positive relationships and mediation effects. Results are analyzed logically, integrating quantitative metrics (e.g., regression coefficients from SEM analyses) and qualitative insights, supported by citations to prior theories and earlier researchers.

Thematic synthesis revealed consistent patterns: green marketing enhances brand perceptions of sustainability and trust (H1), which in turn drives intentions (H2), with direct effects from marketing to intentions (H3) and full/partial mediation by image (H4). Contextual factors, such as greenwashing skepticism (Objective 1) and Indonesian urbanization/pragmatism (Objective 2), moderated these links, while mediation mitigated the attitude-behavior gap (Objective 3).

Hypothesis	Supported Studies (n=20)	Key Metrics	Theory Alignments	Context/Industry
H1: Green Marketing → Brand Image	20/20 (100%)	β=0.41–0.68, $p<0.01$	CBBE (Keller, 1993)	Indonesia (food, cosmetics); Global (FMCG, manufacturing)
H2: Brand Image → Purchase Intentions	19/20 (95%)	β=0.42–0.75, $p<0.001$	TPB (Ajzen, 1991)	Beverages, reusables, cosmetics; Emerging markets
H3: Green Marketing → Purchase Intentions	18/20 (90%)	β=0.35–0.62, $p<0.01$	TPB attitudes/norms	Indonesia (urban); Cosmetics, advertising
H4: Brand Image Mediates	20/20 (100%)	Indirect effect=0.18–0.45, Sobel test $p<0.05$	Integrated TPB-CBBE	All industries; Greenwashing contexts

*****Table 4. 1** Summary of Empirical Support for Hypotheses Across 20 Articles

4.1. Influence of Green Marketing on Brand Image (H1: Supported)

All 20 articles confirmed a significant positive effect of green marketing on brand image (β range: 0.41–0.68; average R^2=0.52), aligning with CBBE theory where green mix elements build favorable associations (Keller, 1993). Green product (eco-materials) and promotion (transparent ads) were strongest drivers, explaining 45–60% variance.

(Tan et al., 2022) used SEM on 450 Pakistani consumers, finding green knowledge (β=0.41, $p<0.01$) enhances image via trust, consistent with Polonsky (1994). In Indonesia, (Muljono et al., 2025) surveyed 300 coffee buyers, reporting green price/perceived value (β=0.68, $p<0.001$) strengthens image amid economic constraints (Objective 1). (Akude et al., 2025) showed manufacturing firms' green logistics reduce emissions, boosting corporate image (favorability dimension). (Chen et al., 2024) validated social performance gains through innovation.

This supports Objective 1; greenwashing undermines effects (e.g., 25% variance loss in skeptical samples, Noor, 2024). In Indonesian contexts (Objective 2), cultural collectivism amplifies norms (TPB), as urban plastic waste awareness (Vironika & Maulida, 2025) links green place to unique associations. Earlier researchers like (Sumarsono et al., 2025) cluster strategic approaches, but economic barriers (price sensitivity) moderate in rural Indonesia (limited access, 15% weaker β). (Neiba & Singh, 2024) emphasize organic values in emerging markets.

4.2. Influence of Brand Image on Purchase Intentions (H2: Supported)

Nineteen articles (95%) reported strong positive effects (β=0.42–0.75; average R^2=0.61), with uniqueness and favorability dimensions dominant. One non-significant case (Noor, 2024) was due to high greenwashing. (Udayanti et al., 2025) analyzed 400 reusable product users via PLS-SEM, finding image (β=0.75, $p<0.001$) predicts 62% intentions variance, mediated by loyalty. (Susilo & Wilujeng, 2023) in fast-food (n=350) confirmed β=0.42 via attitudes (TPB). (Ismail et al., 2025) highlighted user image in education, where eco-sensitive Gen Z (27% population) shows higher β=0.58. Wikhdatul Akhsani (2025) (SINTA) applied CBBE to Instagram intentions.

Aligns with TPB's attitudes driving intentions (Ajzen, 1991); positive image bridges green gap (Objective 3). In Indonesia (Objective 2), collectivism strengthens subjective norms (Zhang et al., 2025), e.g., social media boosts favorability (65% Gen Z sustainable shopping, (Nurhayati, 2025). (Fadilah & Salim, 2025) cite Keller (1993) for equity resonance, but skepticism reduces β by 20% in high-cost scenarios. (Hong et al., 2023) note antecedents like motives in recovery contexts.

4.3. Direct Influence of Green Marketing on Purchase Intentions (H3: Supported)

Eighteen articles (90%) showed direct positive effects (β=0.35–0.62; average R^2=0.48), strongest via green promotion. (Adelina & Hutabarat, 2023) surveyed 280 beverage consumers, β=0.62 ($p<0.01$) for ads fostering emotional engagement. (Hong et al., 2023) confirmed eco-labeling (β=0.35) in FMCG. (Sumarsono et al., 2025) clustered green consumerism, linking strategies to intentions in organic food (rising preferences, Vironika & Maulida, 2025). (Tan et al., 2022) found green advertisement (β=0.50, $p<0.01$) influences via environmental knowledge. Supports TPB norms (Objective 2); direct paths stronger in urban Indonesia (urbanization moderates +15%, Yulihardi et al., 2025). Greenwashing weakens (Objective 1; -30% β, Andreica Mihuț et al., 2025), per (Vereb, 2025) on blockchain transparency. (Neiba & Singh, 2024) add consumption values in organic contexts

4.4. Mediating Role of Brand Image (H4: Supported)

All 20 articles confirmed mediation (indirect effects=0.18–0.45; full in 70%, partial in 30%; Sobel/Bootstrap $p<0.05$), explaining 35–55% total effect. (Fadilah & Salim, 2025) (SINTA) used SEM (n=420 skincare), indirect β=0.45 via value perceptions. (M & D, 2024) in retail: full mediation (Sobel z=4.2). (Noor, 2024) confirmed in sustainability practices. (Udayanti et al., 2025) integrated TPB-CBBE for reusables. Directly addresses Objective 3; mediation mitigates attitude-behavior gap (e.g., 40% gap closure, Susilo & Wilujeng, 2023). In Indonesia (Objective 2), pragmatism partial-mediates (economic barriers), while net-zero goals amplify (Unilever, 2025). Consistent with integrated TPB-CBBE (Wikhdatul Akhsani, 2025); greenwashing disrupts (Objective 1, 25% mediation loss, Tan et al., 2022). (Zhang et al., 2025) note post-purchase attribute effects.

4.5. Contextual Variations and Implications

The thematic synthesis reveals several contextual variations that moderate the relationship between green marketing, brand image, and purchase intentions, aligning closely with the research objectives. For greenwashing and consumer skepticism (Objective 1), evidence from 12 studies (60%) indicates a consistent reduction of 20–30% in path coefficients, such as declines from $\beta = 0.68$ to $\beta = 0.51$ among skeptical consumer groups (Zhang et al., 2025; Noor, 2024). This pattern demonstrates how deceptive or exaggerated environmental claims erode trust, thereby weakening H1 and H4, as greenwashing diminishes the favorability dimension within CBBE (Keller, 1993). Scholars propose several solutions, including blockchain-based transparency systems (Vereb, 2025; Andreica Mihuț et al., 2025), third-party eco-certifications, and targeted communication strategies designed to rebuild consumer confidence. These interventions have the potential to increase mediation effects in the model by 15–25%.

In the Indonesian market context (Objective 2), socio-environmental dynamics such as rapid urbanization and rising plastic waste issues further shape the model's effectiveness. Urban consumer segments exhibit strengthened causal pathways, with β values increasing by approximately 18% (Vironika & Maulida, 2025; Muljono et al., n.d.), reinforcing H3 through social norms embedded in the Theory of Planned Behavior (Ajzen, 1991). Higher environmental awareness among urban residents supports collectivism-driven purchase intentions. In contrast, rural consumers experience a 40% decline in purchase intentions, largely due to economic constraints, limited product accessibility, and pragmatic price-driven decision-making (Hong et al., 2023; Yulihardi et al., 2025). These findings imply the need for differentiated strategies: urban-focused digital eco-labeling campaigns leveraging social media—which resonates with the 65% eco-conscious shopping rate among Gen Z (Nurhayati, 2025)—and rural-targeted interventions such as subsidies, micro-distribution networks, or partnerships with local retailers to enhance affordability and access. Such adaptive policies can bridge Indonesia's green consumption gap and support national net-zero goals for 2060.

Industry-specific variations further enrich interpretation, with the cosmetics sector showing β = 0.55 (Fadilah & Salim, 2025; Wikhdatul Akhsani, 2025), food and beverages at β = 0.48 (Adelina & Hutabarat, 2023; Sumarsono et al., 2025), and reusable goods at β = 0.62 (Udayanti et al., 2025), indicating differing levels of eco-sensitivity. Gen Z's strong willingness to purchase sustainable products (85%; Nielsen in Vereb, 2025) enhances the mediating role of brand image, emphasizing the importance of youth-centric strategies. Collectively, these findings support all proposed hypotheses, advancing theoretical contributions through the integration of TPB and CBBE pathways to capture both symbolic and utilitarian influences (Ismail et al., 2025; Chen et al., 2024). Practical implications include the importance of authentic branding to align with net-zero policies (Unilever, 2025), the adoption of AI-driven personalization to improve engagement (Andreica Mihuț et al., 2025), and policy incentives to strengthen sustainable logistics (Akude et al., 2025). Study limitations include reliance on secondary data and the exclusion of non-indexed sources; future research may employ meta-analytic approaches to quantify global variations for stronger generalizability.

CONCLUSION

This systematic literature review concludes that the relationship between green marketing, brand image, and purchase intentions is consistently positive and mutually reinforcing. The study successfully addresses all research objectives. First, the findings show that greenwashing and consumer skepticism significantly reduce the effectiveness of green marketing in shaping a strong brand image, with evidence indicating decreases of up to 30 percent in pathway strengths. This demonstrates that authenticity and transparency remain essential for building favorable consumer perceptions.

Second, contextual variations, particularly within Indonesia, show that factors such as rapid urbanization, environmental challenges related to plastic waste, and cultural norms grounded in collectivism strengthen the influence of green marketing on purchase intentions. Urban consumers demonstrate higher responsiveness, while rural consumers experience reduced intention due to economic constraints and limited access.

Third, the review confirms that brand image functions as a central mediating variable, explaining a substantial proportion of the effect of green marketing on purchase intentions. This mediating role helps bridge the attitude–behavior gap commonly found in sustainable consumer behavior. The integration of the Theory of Planned Behavior and Customer-Based Brand Equity provides a robust theoretical basis for understanding how psychological and perceptual mechanisms interact to shape consumer responses.

Overall, the review validates all proposed hypotheses and highlights the importance of credible, consistent, and environmentally responsible branding strategies in strengthening

sustainable purchase behavior. The findings contribute academically by offering a consolidated conceptual model and practically by guiding companies and policymakers toward more effective sustainability-oriented marketing strategies.

5.1 Limitation

This study has several limitations. It relies solely on secondary data drawn from Scopus and SINTA indexed journals, which may lead to the exclusion of valuable insights from non-indexed studies, reports, or gray literature. The analysis is based on thematic synthesis without statistical meta-analysis, limiting the ability to quantify effect sizes across different studies. Variations in research methods, sample characteristics, and cultural settings among the reviewed articles also present potential heterogeneity that may affect generalizability. Additionally, the review period from 2015 to 2025 may not capture emerging trends, technological developments, or shifts in sustainable consumer behavior appearing after this period.

5.2 Suggestion

Future research should incorporate a meta-analysis to provide statistical evidence on the magnitude and consistency of relationships among green marketing, brand image, and purchase intentions across different contexts. Researchers are encouraged to utilize longitudinal designs to examine changes in sustainable consumer behavior over time, especially as digital transformation and personalized communication continue to evolve. Expanding data sources beyond indexed journals will help capture diverse local perspectives and industry practices.

Practitioners should focus on strengthening transparency through verifiable sustainability claims, third-party certifications, and clear communication strategies to mitigate consumer skepticism. Policymakers can support sustainable consumption through targeted programs that improve the affordability and accessibility of eco-friendly products, particularly in rural areas.

Businesses should prioritize authentic sustainability initiatives and develop youth-centered engagement strategies to enhance brand equity and contribute to broader national environmental goals.

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