

The Influence of Green Marketing and Brand Image on Purchase Decisions of Npure Products in Surabaya

Vatima As Zahra^{1*}, Ugy Soebiantoro²

Universitas Pembangunan Nasional "Veteran" Jawa Timur

Corresponding Author: Vatima As Zahra vatimazahraa@gmail.com

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ABSTRACT

The growing awareness of environmental issues among consumers has encouraged companies to adopt green marketing as a sustainable marketing strategy, including in the skincare industry. This study aims to analyze the influence of green marketing and brand image on the purchasing decisions of Npure products in Surabaya. Data were collected from 96 respondents through a questionnaire and analyzed using the Partial Least Square (PLS) method with SmartPLS 4.0. The results show that green marketing has a positive and significant effect on purchase decisions, particularly through the green product dimension. In contrast, brand image does not have a significant influence. The R² value of 47.2% indicates that purchase decisions can be explained by the variables of green marketing and brand image. These findings highlight the importance of green marketing strategies in enhancing consumer purchasing decisions.

INTRODUCTION

Global environmental issues such as global warming, marine pollution, and plastic waste accumulation continue to be major concerns. Environmentally unfriendly human activities, such as excessive plastic use and exploitation of natural resources, are the main causes of this crisis. Professor Rudy Tarumingkeng (2023) stated that plastic, made from ethylene and propylene, has a serious impact because it is not easily decomposed and can increase carbon emissions when exposed to sunlight. According to the National Waste Management Information System (SIPSN), in 2023, plastic accounted for 15.88% of the total waste composition in Indonesia, making it the second largest type of waste.

To reduce these negative impacts, companies have begun to adopt sustainable marketing strategies, one of which is green marketing. According to Polonsky (1994), green marketing is an effort to satisfy consumer needs while considering environmental impacts. This strategy covers aspects of products, pricing, distribution, and promotion oriented towards sustainability. The implementation of this strategy not only aims to preserve the environment but also attracts consumers who are increasingly aware of environmental issues.

The beauty industry is one sector with great potential for implementing environmentally friendly strategies. According to Databoks (2022), Indonesia's skincare and cosmetic industry recorded revenues of USD 7.23 billion in 2022 and is projected to continue growing until 2027. One local brand applying this concept is Npure, which carries the tagline "Pure Beauty in Natural Way" by using natural ingredients from local farmers, not tested on animals, and safe for pregnant women. Npure products, such as the Centella Asiatica Series, have also received national recognition, including from the Indonesian World Records Museum (MURI) as the first initiator of using whole leaves in skincare packaging (Npureofficial.id, 2022).

Beyond its products, Npure actively conducts social and environmental campaigns. Through the #PureGreenSaveNature program, Npure has planted thousands of mangrove trees in various regions in Indonesia, including Surabaya. This initiative contributes to reducing carbon emissions and preserving coastal ecosystems. Npure also formed the @purematesnpure community, focusing on health education and environmental actions such as clean-up days. These campaigns strengthen Npure's brand image as a brand concerned with sustainability.

In marketing theory, brand image is an important factor in shaping consumer perceptions and decisions. According to Nurhalim (2020), cited from Rohmanuddin & Suprayogo (2022), brand image is the perception embedded in consumers' minds through experience and information. Brands with a strong and positive image typically create loyalty and influence purchase decisions. However, in some cases, brand image is not always the main determinant. Research by Putra & Abiyoga (2023) found that brand image does not significantly influence the purchase decisions of bicycles, as price and functionality factors are more dominant.

Earlier research has produced mixed findings regarding the effectiveness of green marketing and brand image. For instance, Maulidia & Putri (2023) reported that green marketing significantly enhances the purchase decisions for Avoskin products, while Ginting et al. (2023) observed that similar marketing efforts did not yield a significant impact on the purchase of Unilever products. These discrepancies suggest that the influence of green marketing and brand image may vary depending on the type of product, consumer demographics, and specific market conditions.

Motivated by these market dynamics and the gaps identified in previous literature, this study seeks to examine "The Influence of Green Marketing and Brand Image on Purchase Decisions of Npure Products in Surabaya." Surabaya was selected as the research site due to its status as a major metropolitan area with a high demand for beauty products. The objective of this research is to provide empirical evidence on the effectiveness of green marketing strategies and brand image in shaping consumer purchase decisions, thereby contributing to both academic discourse in marketing and the advancement of sustainable business practices.

LITERATURE REVIEW

Green Marketing

Green marketing is a marketing strategy that considers environmental sustainability in every activity. Polonsky (1994) explains that green marketing is an effort to meet consumer needs while minimizing environmental impact. This strategy encompasses the entire marketing process, from product design to delivering information to consumers. According to Charter (1992), cited by Islam (2018), green marketing is a comprehensive and responsible management process aimed at identifying, anticipating, and fulfilling stakeholder needs without harming the environment. The application of green marketing is increasingly relevant amid rising consumer awareness of eco-friendly products and pressure on companies to participate in environmental preservation. In this study, green marketing is measured through four main dimensions as stated by Rajeshkumar (2012) in Adiyantie (2024): green product, green price, green place, and green promotion.

- Green Product (Hanifah et al., 2019): Includes three main indicators: the product must benefit the environment (e.g., non-polluting), meet consumer expectations in terms of effectiveness, and use raw materials from natural or vegan sources that are safe for consumers and the environment.
- Green Price (Chrysna et al., 2022): Consists of two indicators, namely pricing that reflects additional costs from sustainable production processes and price suitability with the quality offered.
- Green Place (Kirgiz, 2016 in Pandiangan et al., 2024): Includes product distribution through digital platforms or e-commerce to reduce carbon emissions from physical delivery and strategic distribution locations to facilitate consumer access with minimal environmental impact.
- Green Promotion (Makatumpias et al., 2018 in Lutfi & Kirono, 2023): Consists of two main indicators. First, product promotion aims to build a brand image with high credibility on environmental issues. Second, the

promotional media used support environmental campaigns, such as social media and e-commerce, which are effective in conveying sustainability messages to consumers.

These four dimensions form the basis for assessing the extent to which companies apply green marketing strategies that contribute to consumer purchasing behavior.

Brand Image

Nurhalim (2020) in Rohmanuddin & Suprayogo (2022) explains that brand image is the overall picture of consumer perceptions of a brand, formed through information and experience. Meanwhile, Hedman and Orrensaló (2018) in Farid et al. (2020) state that brand image represents the essence and strength of a brand, shaping its identity and position in consumers' minds. Tjiptono & Chandra (2016) in Arianty & Andira (2021) also state that brand image is created from consistent and repeated associations with a brand. According to Kotler & Keller in Liyono (2022), brand image indicators include: (1) strength, i.e., the superiority of the product's physical and functional attributes; (2) uniqueness, i.e., the brand's distinctive differentiation compared to competitors; and (3) favorability, i.e., perceptions that make the brand easy to remember and liked by consumers.

Purchase Decision

Purchase decision is a crucial stage in consumer behavior, where a person decides to choose and buy a product based on certain considerations. According to Tjiptono (2014) in Gunarsih et al. (2021), purchase decision is a complex process involving problem identification, information search, evaluation of alternatives, and final decision-making. Kotler (2005) in Ragatirta & Tiningrum (2020) states that purchase decision is the stage when consumers are ready to exchange money or other commitments for the right to own a product or service. Buchari Alma (2016) in Napitupulu & Supriyono (2022) adds that purchase decisions are influenced by various factors such as economic conditions, technology, culture, and marketing elements. According to Thompson (2016) in Susanti et al. (2021), purchase decision indicators include: (1) product suitability with consumer needs; (2) benefits provided by the product; (3) accuracy between price and quality; and (4) intention to repurchase based on previous experience.

The Influence of Green Marketing on Purchase Decisions

Based on the concept of sustainable marketing, green marketing is a strategy not only oriented toward company profits but also environmental sustainability. There is a relationship between the implementation of green marketing and consumer purchase decisions. The higher the quality of green marketing implementation by a company, in terms of products, pricing, distribution, and promotion, the higher the tendency for consumers to make purchases. According to Dahlstorm (2010) in Rachmawaty & Hasbi (2020), green marketing is the process of planning and executing marketing activities aligned with ecological and social interests. In this context, Npure's green

marketing strategies, such as using natural ingredients and promoting environmental campaigns, create positive perceptions that encourage purchase decisions. These results are consistent with the studies by Kiftiah et al. (2022) and Pitaloka et al. (2024), both of which found that green marketing exerts a positive and significant effect on consumers' purchase decisions.

H1: Green marketing has a positive and significant effect on the purchase decisions of Npure products in Surabaya.

The Influence of Brand Image on Purchase Decisions

In consumer behavior theory, brand image is believed to influence purchase decisions because it is directly related to consumer perceptions and beliefs about a brand. Brand image reflects how consumers view a brand based on experience, expectations, and consistent information. Nurhalim (2020) in Rohmanuddin & Suprayogo (2022) states that brand image is the overall perception formed in consumers' minds about a brand. Keller (2022) in Saputra et al. (2024) adds that a strong brand image can increase consumer trust, loyalty, and preference for a product. When a brand has uniqueness, strength, and a positive impression, consumers are more confident in choosing products from that brand. Consumers with a strong perception of a brand tend to be highly loyal and not easily switch to competitors, so a positive view of brand image can drive purchase decisions. This finding aligns with the results reported by Lita et al. (2024), who observed that brand image exerts a positive and significant impact on consumers' purchase decisions.

H2: Brand image has a positive effect on the purchase decisions of Npure products in Surabaya.

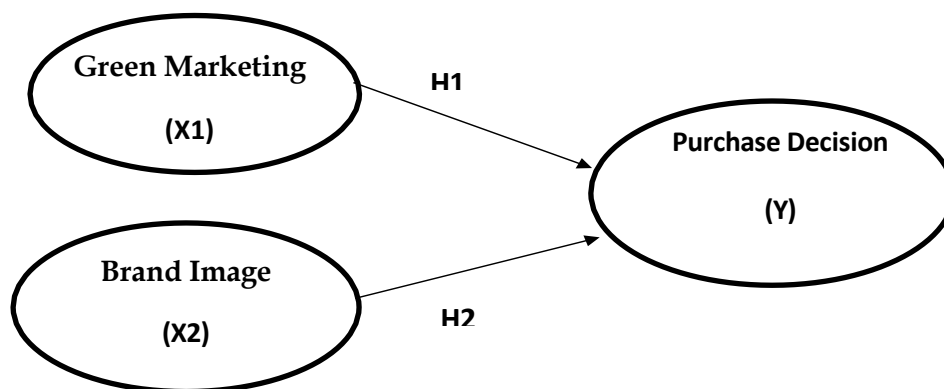


Figure 1. Conceptual Framework

METHODOLOGY

A quantitative research design was adopted for this study, targeting consumers of Npure products residing in Surabaya. The sample was determined using purposive non-probability sampling, with selection criteria aligned to the research objectives. A total of 96 respondents participated, all of whom were female, lived in Surabaya, were at least 17 years old, and had purchased Npure products at least once. Primary data were collected through questionnaires utilizing a Likert scale, while secondary data were obtained

from literature reviews to support the theoretical framework. Data analysis was conducted using SmartPLS 4.0 software, employing the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS), which included assessments of construct validity, instrument reliability, and hypothesis testing.

RESEARCH RESULT

Outer Model

Second-Order (Measurement Model of Variables Based on Dimensions)

Green Marketing variable was measured using a second-order model, where the construct is composed of multiple dimensions. Each of these dimensions was examined through its regression association with the primary variable, assessed by the magnitude of the regression coefficients and their statistical significance. The inner weight values indicate the extent to which each dimension contributes to the overall Green Marketing construct.

Table 1. Path Coefficients (Mean, STDEV, T-Values) of Dimension-to-Variable Measurement

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Product (X1.1) -> Green Marketing (X1)	0.392	0.394	0.037	10.561	0.000
Green Price (X1.2) -> Green Marketing (X1)	0.276	0.279	0.029	9.532	0.000
Green Place (X1.3) -> Green Marketing (X1)	0.254	0.257	0.024	10.433	0.000
Green Promotion (X1.4) -> Green Marketing (X1)	0.260	0.265	0.033	7.874	0.000

Source: Processed primary data, 2025

The results presented in Table 1 indicate that all dimensions within the Green Marketing variable meet the criteria for good validity. This is demonstrated by the original sample (coefficient) values exceeding 0.5, as well as T-statistic values above 1.96 at a 5% significance level. Based on these findings, the Green Product dimension records the highest T-statistic among the four dimensions, signifying that this dimension makes the largest contribution to the overall Green Marketing variable compared to the others.

First Order (Measurement Model of Dimensions and Variables through Indicators)

Convergent Validity

This research utilizes a reflective measurement model, incorporating the dimensions of Green Marketing (X1)-namely Green Price, Green Product, Green

Place, and Green Promotion-alongside Brand Image (X2) and Purchase Decision (Y) as variables. Each indicator was evaluated using a first-order measurement approach, with validity determined by examining the factor loading values as presented in the Outer Loading table.

Table 2. Outer Loadings (Mean, STDEV, T-Values, P- Values)

	Factor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1.1.1 <- Green Product (X1.1)	0.865	0.860	0.041	20.946	0.000
X1.1.2 <- Green Product (X1.1)	0.830	0.824	0.055	14.988	0.000
X1.1.3 <- Green Product (X1.1)	0.734	0.711	0.114	6.411	0.000
X1.2.1 <- Green Price (X1.2)	0.862	0.857	0.042	20.608	0.000
X1.2.2 <- Green Price (X1.2)	0.874	0.867	0.037	23.608	0.000
X1.3.1 <- Green Place (X1.3)	0.847	0.844	0.045	18.734	0.000
X1.3.2 <- Green Place (X1.3)	0.835	0.824	0.076	11.060	0.000
X1.4.1 <- Green Promotion (X1.4)	0.899	0.896	0.037	24.255	0.000
X1.4.2 <- Green Promotion (X1.4)	0.861	0.856	0.041	20.845	0.000
X2.1 <- Brand Image (X2)	0.832	0.832	0.069	12.096	0.000
X2.2 <- Brand Image (X2)	0.668	0.640	0.146	4.567	0.000
X2.3 <- Brand Image (X2)	0.735	0.711	0.121	6.067	0.000
Y1.1 <- Purchase Decision (Y)	0.600	0.609	0.071	8.435	0.000
Y1.2 <- Purchase Decision (Y)	0.792	0.779	0.062	12.826	0.000
Y1.3 <- Purchase Decision (Y)	0.710	0.699	0.083	8.547	0.000
Y1.4 <- Purchase Decision (Y)	0.739	0.728	0.074	9.953	0.000

Source: Processed primary data, 2025

As presented in Table 2, an indicator is considered valid if its factor loading exceeds 0.7 or if its T-statistic is greater than 1.96 at the 5% significance level. However, in the context of social science research, factor loadings in the range of 0.5 to 0.6 are generally deemed acceptable. The results indicate that all reflective indicators for the Green Marketing, Brand Image, and Purchase Decision constructs fulfill the criteria for convergent validity.

Table 3. Average Variance Extracted (AVE)

	<i>Average Variance Extracted (AVE)</i>
Brand Image (X2)	0.559
Green Marketing (X1)	0.510
Green Place (X1.3)	0.707
Green Price (X1.2)	0.753
Green Product (X1.1)	0.659
Green Promotion (X1.4)	0.775
Purchase Decision (Y)	0.509

Source: Processed primary data, 2025

To further assess the measurement model, Average Variance Extracted (AVE) was utilized to determine the proportion of variance explained by each construct relative to measurement error. A construct demonstrates satisfactory convergent validity when its AVE value surpasses 0.5. Referring to Table 3, all constructs-including Green Marketing (X1) and its dimensions, Brand Image (X2), and Purchase Decision (Y)-exhibited AVE values above this threshold. Thus, it can be concluded that all variables in the model possess adequate convergent validity.

Discriminant Validity

Table 4. Cross Loading

	Green Product (X1.1)	Green Price (X1.2)	Green Place (X1.3)	Green Promotion (X1.4)	Brand Image (X2)	Purchase Decision (Y)
X1.1.1	0.865	0.579	0.524	0.424	0.424	0.581
X1.1.2	0.830	0.601	0.573	0.477	0.523	0.554
X1.1.3	0.734	0.469	0.416	0.457	0.408	0.465
X1.2.1	0.601	0.862	0.547	0.495	0.509	0.465
X1.2.2	0.581	0.874	0.645	0.539	0.612	0.452
X1.3.1	0.575	0.592	0.847	0.394	0.498	0.484
X1.3.2	0.476	0.564	0.835	0.496	0.556	0.470
X1.4.1	0.570	0.548	0.484	0.899	0.645	0.524
X1.4.2	0.398	0.500	0.443	0.861	0.592	0.400
X2.1	0.449	0.489	0.387	0.624	0.832	0.472
X2.2	0.443	0.464	0.533	0.370	0.668	0.287
X2.3	0.377	0.510	0.538	0.545	0.735	0.380
Y1.1	0.464	0.366	0.359	0.419	0.408	0.600
Y1.2	0.424	0.414	0.390	0.349	0.339	0.792
Y1.3	0.424	0.335	0.354	0.356	0.400	0.710
Y1.4	0.549	0.382	0.495	0.377	0.338	0.739

Source: Processed primary data, 2025

Indicator validity was also assessed using the Cross Loading table, where an indicator is considered valid if its loading on the intended construct is higher than its loading on any other construct. Conversely, if the loading on another construct is greater, the indicator is deemed invalid. Referring to Table

4, all indicators for Green Marketing and its four dimensions, Brand Image, and Purchase Decision exhibit the highest loading values on their respective constructs, confirming that all indicators in this study are valid.

Composite Reliability

Table 5. Composite Reliability

	<i>Composite Reliability</i>
Brand Image (X2)	0.790
Green Marketing (X1)	0.903
Green Place (X1.3)	0.829
Green Price (X1.2)	0.859
Green Product (X1.1)	0.852
Green Promotion (X1.4)	0.873
Purchase Decision (Y)	0.804

Source: Processed primary data, 2025

Composite Reliability was utilized to assess the internal consistency of the indicators in representing their respective latent constructs. A construct is deemed reliable when its Composite Reliability score exceeds 0.7. As shown in Table 5, all dimensions and variables-including Green Marketing, Brand Image, and Purchase Decision-achieved Composite Reliability values above 0.7, confirming that each construct in this study demonstrates strong reliability or reliable.

Latent Variable Correlations

Tabel 6. Latent Variable Correlations

	(X1)	(X2)	(X3)
Green Marketing (X1)	1,000		
Brand Image (X2)	0,739	1,000	
Keputusan Pembelian (Y)	0,687	0,521	1,000

Source: Processed primary data, 2025

In Partial Least Squares (PLS) analysis, it is possible to observe correlations between exogenous (X) and endogenous (Y) variables, with the correlation coefficient ranging up to a maximum of 1. The closer the coefficient is to 1, the stronger the association between the variables. As shown in Table 6, the highest correlation observed is 0.739, indicating that the relationship between brand image and green marketing is the most robust among all variable pairs analyzed. Additionally, the average correlation values among the variables in this study exceed 0.5, suggesting that the interrelationships among the examined variables are relatively strong.

PLS Model Analysis

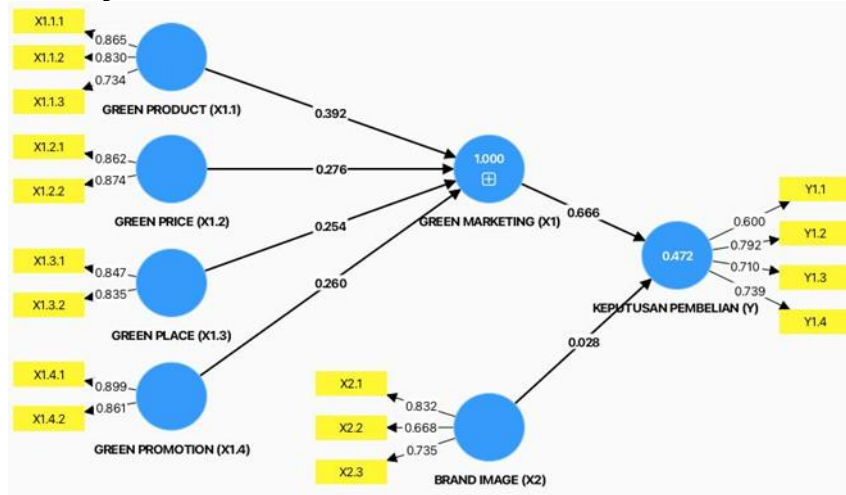


Figure 2. Path Diagram Result from SmartPLS

The outer model, as illustrated in Figure 2, displays factor loading values above the arrows connecting each variable to its indicators. Meanwhile, the path coefficients can be observed on the arrows linking exogenous variables to endogenous variables. The R-Square value is shown inside the circle representing the endogenous variable, which in this study is the purchase decision.

Inner Model
R-Square

Tabel 7. R-Square

	<i>R-Square</i>	<i>Adjusted R-Square</i>
Purchase Decision (Y)	0.472	0.461

Source: Processed primary data, 2025

Based on Table 7, the R-Square value of 0.472 indicates that green marketing and brand image together explain 47.2% of the variance in purchase decisions, while the remaining 52.8% is influenced by other factors not examined in this study. Overall, this model falls into the moderate category in terms of explanatory power.

Table 8. Path Coefficients (Mean, STDEV, T-Values, P Values)

	Sampel asli (O)	Rata-rata sampel (M)	Standar deviasi (STDEV)	T statistik (O/STDEV)	Nilai P (P values)
Green Marketing (X1) -> Purchase Decision (Y)	0.666	0.657	0.123	5.426	0.000

Brand Image (X2) -> Purchase Decision (Y)	0.028	0.047	0.132	0.212	0.416
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Source: Processed primary data, 2025

H1: Green Marketing has a positive effect on the purchase decisions of Npure products in Surabaya, as indicated by a path coefficient of 0.666, a T-statistic of 5.426 (greater than 1.96), and a P-value of 0.000 (less than 0.05). Therefore, the first hypothesis is accepted.

H2: Brand Image does not have a significant effect on the purchase decisions of Npure products in Surabaya. This is demonstrated by a T-statistic of 0.212 (less than 1.96) and a P-value of 0.416 (greater than 0.05), leading to the rejection of the second hypothesis.

DISCUSSION

The Effect of Green Marketing on Purchase Decisions

This study found that Green Marketing has a positive and significant impact on the purchase decisions of Npure products in Surabaya, as evidenced by a path coefficient of 0.666, a T-statistic of 5.426, and a P-value of 0.000. Among the dimensions of green marketing, Green Product and Green Promotion emerged as the primary factors attracting consumers, reflecting the growing awareness of sustainability and preference for environmentally driven campaigns such as #PureGreenSaveNature. These findings align with the results of Pitaloka et al. (2024), which emphasize the contribution of green marketing strategies to consumer purchase decisions. Consequently, companies should focus on developing eco-friendly product innovations and strengthening educational promotional strategies to enhance competitiveness, particularly within the beauty industry.

The Effect of Brand Image on Purchase Decisions

Conversely, this study revealed that Brand Image does not significantly influence the purchase decisions of Npure products. The T-statistic value of 0.212 (below the threshold of 1.96) and a P-value of 0.416 (above 0.05) led to the rejection of this hypothesis. This outcome may be attributed to consumers prioritizing other factors such as price, quality, promotions, and user reviews over brand image. Additionally, intense competition in the skincare industry, which often results in similar brand images, diminishes the role of brand image in purchase decisions. These results are consistent with the findings of Irfadunin et al. (2024), who also reported that brand image does not significantly affect purchasing behavior.

CONCLUSIONS AND RECOMMENDATIONS

This research demonstrates that green marketing exerts a substantial and statistically significant influence on the purchase decisions of Npure products in Surabaya. The dimensions of green product and green promotion, in particular, play a pivotal role in shaping consumer preferences, underscoring the rising importance of sustainability and environmental consciousness in the

beauty industry. In contrast, brand image was found to have no significant effect on purchase decisions, indicating that contemporary consumers are more discerning and tend to prioritize tangible product benefits, credible environmental initiatives, and value-driven promotions over brand perception alone.

In light of these findings, it is recommended that companies operating in the skincare sector intensify their commitment to sustainable product innovation and invest in educational, environmentally focused promotional campaigns to enhance their competitive edge. While maintaining a positive brand image remains valuable, greater strategic emphasis should be placed on delivering authentic green marketing initiatives and continuously adapting to evolving consumer expectations. Future research is encouraged to explore additional variables that may influence purchase decisions, such as digital engagement, consumer trust, and post-purchase satisfaction, to provide a more comprehensive understanding of consumer behavior in the context of sustainable marketing.

ADVANCED RESEARCH

This study is limited by its focus on female Npure consumers in Surabaya, which may affect the generalizability of the results. Additionally, as the model explains only 47.2% of the variance in purchase decisions, future research should consider including broader demographic groups and additional variables, such as digital marketing influence or consumer trust, to provide a more comprehensive understanding of factors shaping purchase decisions in the skincare industry.

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