

An Integrated Analysis of Green Marketing Strategies on Consumer Purchase Intentions: The Roles of Brand Image, Trust, and Generational Dynamics

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Abstract—This paper synthesizes contemporary research into a holistic study of the impact of green marketing strategies on the consumer purchase intention of Gen Z and Millennial consumers. Consolidating findings across Indonesia, Vietnam, India, and a global FMCG perspective, the contributions of the green marketing mix of product, price, place, and promotion are analyzed, along with the green brand image, brand trust, environmental knowledge, and word-of-mouth. By developing a framework founded in Structural Equation Modeling (SEM) and comparative analysis, results indicate that green price, place, and promotion have a significant and direct impact on purchase intention, whereas the effect of green product alone is often insignificant. Crucially, while green brand image-positively influenced by green product, place, and promotion-does not show consistency in mediating the relationship between marketing efforts and purchase decision-making, brand trust emerges as a pivotal factor given the strong influence of authenticity and vulnerability to greenwashing. It identifies a persistent "attitude-behaviour gap" where high environmental awareness does not follow through into actual purchase, mainly due to price sensitivity, skepticism, or convenience. The paper concludes with strategic implications for businesses in closing this gap by infusing authenticity, ensuring transparency, and leveraging digital word-of-mouth in order to effectively engage the eco-conscious consumer.

Index Terms—Green Marketing, Purchase Intention, Generation Z, Green Brand Image, Brand Trust, Word-of-Mouth, SEM, FMCG.

I. INTRODUCTION

There are two strong forces deeply rooted in the modern business landscape: the increasing global environmental crisis and the economic growth of ecologically aware generations, especially Generation

Z and Millennials. Global warming, plastic pollution, and waste production have become critical; for example, Indonesia is in the fifth position among the world's largest waste-producing countries [1]. Public awareness has grown; the number of eco-conscious consumers in Indonesia grew from 11% in 2019 to 22% in 2020, while 86% have incorporated eco-friendly habits into their daily lives [2].

Generation Z, ranging between 1997 and 2012, identifies well with technology and also with environmental concerns [3]. Counting up to 74.93 million in Indonesia alone, this generation represents a great potential market for sustainable products in the country [4]. Meanwhile, Millennials also have shown the same concern for the environment and want to see brands serving a purpose more than just after profit motives [5].

In such a perspective, green marketing has emerged from a niche to a strategic imperative for companies across the world. But as the adoption of green strategies continues to rise, there remains one complex challenge: a significant "attitude-behavior gap" where pro-environmental attitudes do not get translated into actual purchases [5]. The attitude-behavior gap is driven by price sensitivity, skepticism toward corporate claims due to greenwashing, and lack of accessible information.

While many studies have focused on a single element of green marketing, there is limited integrated knowledge as to how its core components-product, price, place, and promotion-directly and indirectly influence purchase intention through mediating variables such as green brand image and trust across various generational and cultural contexts. This study will redress this deficiency by synthesizing recent empirical research to provide an overall framework for

drivers of green purchase behavior in the contemporary marketplace.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Green Marketing Mix and Purchase Intention

The green marketing mix is an adaptation of the traditional 4Ps and provides the basic framework for most green marketing strategies.

1. **Green Product:** Green products are those that, throughout the life cycle of the product, have lesser negative impact on the environment when weighed against other products, including reduced consumption of resources and pollution [6].
2. **Green Price:** This reflects the often-higher production costs of sustainable goods. For most environmentally aware consumers, a price premium is acceptable as it recognises the associated environmental benefit [7].

Green Place: This is about sustainability in the areas of distribution and logistics. It means minimal carbon footprints. Relating it to geography, this is the place where there is access to green products for buyers.

Green Promotion: This is the promotion of a firm's commitment towards the environment through different media, which should be safe and credible.

Past literature has identified that the green marketing mix primarily affects purchase intentions [10]. The relative impact of each may vary individually.

H1: Green marketing mix (product, price, place, promotion) has a significant positive impact on green purchase intention.

2.2. Green Brand Image as a Mediator

The green brand image represents the perception of environmental responsibility of the brand in consumers' minds. A good green brand image would increase the brand's competitiveness and attract more consumers. The marketing mix is known to shape the green brand image, which is also believed to be an active driver of purchasing choices.

H2: The green brand image mediates the association between the green marketing mix and green purchase intention.

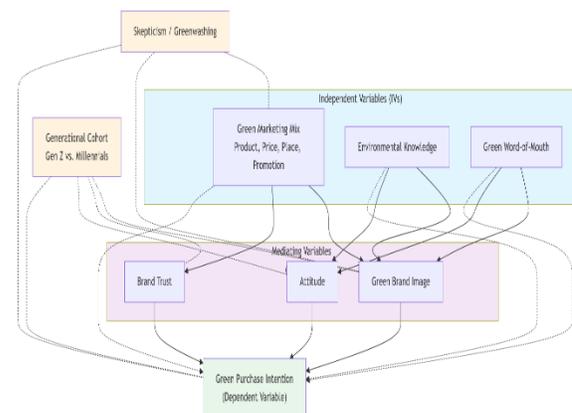
2.3. The Role of Brand Trust and Greenwashing

Brand trust can be described as the reliance of the consumer on the claims and integrity of a brand. Authentic green marketing builds trust, which is a direct antecedent of purchase intention. On the other hand, greenwashing refers to the deception of consumers about environmental practices that destroys trust and adversely influences purchase intent with great severity. To the skeptical consumer, particularly for Gen Z, greenwashing is a profound betrayal of values.

2.4. Other Critical Factors

1. **Environmental Knowledge:** A consumer's knowledge about the environment and green products has a positive relation with attitude and purchase intention [14].
2. **Attitude toward Green Purchase:** Positive or negative perception of a consumer towards buying green products. This is one of the strong predictors of his/her behavior, supported by the theory of planned behavior [15].
3. **Green Word-of-Mouth (GWOM):** It is an informal information exchange about the green product that develops credibility and trust. It often has more significant outcomes compared to the traditional type of advertising campaign [16].
4. **Perceived Value:** The customer's perception of the overall functional, emotional, social, and environmental net benefits of a green product plays a major role in the decision to buy or not.

III. CONCEPTUAL FRAMEWORK



From this synthesis, the integrated conceptual framework that has emerged is as follows:

- Independent Variables: Green Marketing Mix - product, price, place, promotion; Environmental Knowledge; Green Word-of-mouth.
- Mediating Variables: Green Brand Image, Brand Trust, Attitude.
- Dependent Variable: Green Purchase Intention.
- Moderating Variables: Generational Cohort - Gen Z vs. Millennials, Skepticism/Greenwashing

The proposed framework posits that green marketing efforts, in conjunction with external factors, influence purchase intention both directly and indirectly through key psychological constructs such as brand image and trust.

IV. METHODOLOGY: A SYNTHESIS OF APPROACHES

The present paper synthesizes the results of mainly quantitatively oriented studies. The main analytical method adopted throughout the reviewed research is Structural Equation Modeling (SEM) using Partial Least Squares (PLS), chosen for its capability to investigate complex relationships among a number of variables simultaneously.

Data Collection: The respondents were surveyed using structured questionnaires, most of which were through social media and e-mail. The 5-point and 7-point Likert scale was constantly used as a measuring tool in order to assess the attitudes and perceptions of the respondents.

Sampling: Sample sizes ranged between a minimum of 60 to more than 200, and many studies employed

purposive or convenience sampling to try and capture specific demographics, often targeting Gen Z and Millennials. The key characteristics of each sample are listed in Table 1.

Table 1: Synthesized Sample Demographics from Reviewed Studies

Study Context	Sample Size	Target Demographic	Key Demographic Highlights
Indonesia	200	Gen Z (Makassar)	66.5% Female, 33.5% Male
Vietnam	215	General Consumers (Ho Chi Minh City)	64.7% aged 18-24, 56.7% Female, 48.8% Students
India	109	Gen Z	52.3% Female, 85.3% aged 19-29
Global FMCG	500	General Consumers	Mixed age and gender for comparative analysis

V. RESULTS AND INTEGRATED ANALYSIS

5.1 Direct Impacts of the Green Marketing Mix

The synthesized results demonstrate that these four elements of the marketing mix have different and varied impacts on purchase intention.

Table 2: Synthesized Direct Effects on Purchase Intention

Green Marketing Element	Impact on Purchase Intention	Key Statistical Evidence	Interpretation
Green Product	Not Significant	t-statistic = 0.155, p-value = 0.876 [1]	The sustainability of a product alone is not a primary driver of purchase for Gen Z.
Green Price	Significantly Positive	t-statistic = 2.904, p-value = 0.004 [1]	Fair or justifiable pricing for eco-friendly products increases willingness to purchase.
Green Place (Distribution)	Significantly Positive	t-statistic = 2.179, p-value = 0.029 [1]	Accessibility and availability of green products are crucial.
Green Promotion	Significantly Positive	t-statistic = 3.575, p-value = 0.000 [1]	Well-executed promotional efforts that emphasize environmental benefits are highly effective.

5.2 The Mediating Role of Green Brand Image and Trust

A key insight from all studies on the role of green brand image: While green product, place, and promotion significantly create a strong green brand image with p-values equalling 0.000, the green brand image itself does not significantly mediate the path to purchase intention [1]. All elements mediated by brand image indirect effects were insignificant with p-values greater than 0.05 [1].

On the other hand, the explanation of Brand Trust is given as the "fragile, indispensable bridge" that connects sustainability investments with financial returns [5]. The trust is earned with genuine behavior and promptly lost by green washing, thus influencing the purchase intention.

5.3 The Power of Word-of-Mouth and Other Factors

According to the Vietnamese context, Green Word-of-Mouth was found to be the most determining factor in green purchase behavior with a β -value of 0.317 and a p-value of 0.000 [16]. That indicates the powerful word-of-mouth recommendations coming from peers and digital communities.

Concomitantly, Attitude Toward Green Purchase ($\beta = 0.229$, p-value = 0.001) and Perceived Value ($\beta = 0.172$, p-value = 0.018) were also strong positive estimators of green purchase behavior [16, 17].

5.4 The Attitude-Behavior Gap and Generational Nuances

One common thread is the "attitude-behavior gap." While a majority of Gen Z and Millennials say they would pay more for sustainable products, such as 65-73% in different surveys [5], it often seems that economic pragmatism overrides that intention. Price sensitivity, fueled by inflation, is a formidable obstacle to this trend [5].

Pragmatism and skepticism are especially characteristic for Generation Z. They expect nothing but absolute authenticity and have a highly developed ability for the detection of greenwashing. Social norms and digital GWOM have a determining impact on their purchasing decisions.

VI. DISCUSSION

Combined, the integrated findings suggest that a paradigm shift may well be necessary in how green

consumer behavior is understood. The fact that the direct link of green product-purchase intention is insignificant (H1) points to offering an eco-friendly product not being enough but, rather, that product sustainability has to be complemented by compelling value propositions through pricing, distribution, and promotion.

This failure of green brand image to act as a stable mediator, H2 rejected, is profound. It shows that though good environmental reputation is valuable, it just might not act as a major trigger for a purchase decision, unless underpinned by concrete, real actions in building brand trust. Consumers, especially Gen Z, may look at a strong green image with suspicion. This perfectly explains the severe negative effect of greenwashing.

The power of GWOM underlines the social nature of sustainable consumption. Nowadays, it is often the case that validation from peers carries more power, especially in a digital environment, than corporate messaging itself. Even more, the attitude-behavior gap is suggesting that marketers really must make the sustainable choice easier and more rational for the consumer by addressing price, convenience, and information barriers.

VII. CONCLUSION AND IMPLICATIONS

7.1 Theoretical Implications

This study synthesizes the extant findings into one cohesive framework, integrating green marketing theory. It stands to challenge the assumed centrality of the green product and the mediating role of green brand image, proposing instead that trust and direct marketing mix elements, price, place, and promotion, are the most potent drivers of purchase intention. It further reinforces the Theory of Planned Behaviour and the critical importance of subjective norms (GWOM) and perceived behavioral control (price, accessibility).

7.2. Managerial Implications

Based on the integrated results, the following strategic roadmap for businesses is proposed:

1. Embed Authenticity, Don't Embellish: Sustainability should be embedded in core corporate strategy and not used only as a communications tool. Operational truth must precede marketing claims.

2. Practice Radical Transparency: Counter skepticism with clear, specific, and verifiable evidence in favor of the sustainability claims, using credible third-party certification, and disclose challenges.
3. Strategize the Entire Mix: Think beyond the product. In other words, think:
 - Value-Based Pricing: Price premiums may be justified through quality, durability, and long-term value.
 - Seamless Distribution: Green products should be readily available.
 - Mission-Driven Promotion: Advertise the mission and not just the product. Allow the consumer to be part of something much bigger than themselves. Example: Adidas x Parley
4. Digital Word of Mouth: Digital engagement, particularly through TikTok and Instagram, enables strong user-generated content to effectively develop grassroots credibility.
5. Close the Attitude-Behavior Gap: Introduce circular economy options like repair, resale, and refill to offer lower price points. Make sure clear sustainability information is available at the point of sale.

7.3. Limitations and Future Research

This synthesis is limited to the methodologies and contexts of the original studies. Future studies should: Apply longitudinal studies to trace the changes in consumer behaviour.

- One can investigate the role of cultural dimensions in moderating the relationships found here.
- Delve into the exact messaging and channels that build brand trust among members of Gen Z.
- Quantify the effect of Circular Business Models in overcoming the price barrier.

The connection of purpose and profitability involves reconceptualizing the green marketing function from a cost center toward its function as a long-term value driver. By genuinely embedding sustainability and mastering transparent, trust-based marketing, companies will earn the loyalty of the most influential consumer generations.

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