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## **Unveiling the Power of Green Marketing: How Green Advertising and Green Branding Shape Green Buying Behavior – A Case Study on Le Minerale Consumers**

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***Abstract:***

*This study aims to analyze the influence of Green Advertising, Green Branding, and Green Marketing on Green Buying Behavior of Le Minerale Drinking Water consumers in Semarang City. This study is based on the phenomenon of increasing consumer awareness of environmentally friendly products and the importance of green marketing strategies for companies. Data were collected through questionnaires from 100 respondents, who were Le Minerale consumers in Semarang City, and analyzed using the Structural Equation Modeling (SEM) technique with the Partial Least Square (PLS) approach. The results showed that Green Advertising had a positive and significant influence on Green Buying Behavior, while its influence on Green Marketing was not significant. Furthermore, Green Branding was found to have no significant effect on Green Buying Behavior, but had a significant effect on Green Marketing. Green Marketing was proven to have a positive and significant influence on Green Buying Behavior, which indicates that green marketing strategies are effective in encouraging consumer green purchasing behavior. This study also found that Green Marketing can mediate the relationship between Green Advertising and Green Buying Behavior, indicating that green advertising will be more effective if supported by a strong green marketing strategy. The limitations of this study include limited sample coverage, research variables that do not cover all factors that may influence Green Buying Behavior, and data collection methods that only use questionnaires. Further research is suggested to expand the research area, add other variables, and use mixed data collection methods for more comprehensive results.*

***Keywords:*** Green Advertising, Green Branding, Green Marketing, Green Buying Behavior

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### **1. Introduction**

The Industrial Revolution has driven the development of environmentally friendly products as a top priority to maintain the balance of nature. Green Buying Behavior refers to consumer decisions in choosing products that support environmental sustainability and show concern for ecological issues (Soomro, 2020). Consumers consider environmental aspects when purchasing, especially environmentally friendly or organic products (Majeed, 2022). As this awareness increases, the advertising industry is developing through Green Advertising which forms a positive corporate image and influences consumer purchasing decisions (Pawitaningtyas, 2017). This

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advertisement highlights environmental issues, promotes a sustainable lifestyle, and shows the company's environmental concerns (Wong, 2017).

In marketing environmentally friendly products, Green Branding is an important strategy that builds a positive image through sustainable products. Public awareness of health encourages the consumption of organic products that are produced in a more environmentally friendly way (Chen, 2016). Green Branding functions as a communication tool to highlight the advantages of products in reducing negative impacts on the environment (Chang, 2016). Creating a brand committed to environmental sustainability strengthens its market position and provides greater opportunities for competition (Alshura, 2017). With this increasing trend, companies are increasingly encouraged to implement green marketing strategies to maintain competitiveness.

Green Marketing aims to meet the needs of consumers who care about the environment and increase the company's competitiveness in providing sustainable products (Mahmoud, 2020). Companies must be able to convey green marketing messages effectively to attract consumers who have high environmental awareness (Chen, 2016). This strategy not only functions to create environmentally friendly behavior but also helps companies adapt to global environmental challenges (Pathak, 2017). In this case, Green Buying Behavior is influenced by environmental awareness and green marketing strategies implemented by the company (Panopulos, 2023). Research shows that Green Marketing has a significant influence on consumer purchasing decisions, especially in the environmentally friendly automotive industry (Joshi, 2015).

In business practice, the Bottled Drinking Water (AMDK) industry is growing rapidly due to the increasing demand for clean water and low barriers to entry into the industry. Many companies expand their market by offering competitive advantages through product innovation and marketing strategies (Parlan, 2016). Le Mineral, as a new player, attracts attention with its disposable gallon products and environmentally friendly advertisements, while Aqua continues to strive to maintain customer loyalty. The tight competition in this industry encourages manufacturers to continue to innovate and ensure that consumers continue to choose their brands.

Le Minerale is ranked fourth in the AMDK market with an average top brand index of 6.1 percent, much smaller than other brands such as the Aqua Brand which has an index of 61.5 percent, and the Ades Brand at 7.8 percent, and the Club Brand at 6.6 percent. To increase the market, Le Minerale optimizes its marketing strategy through green environmental sponsorships. Other efforts include establishing factories near quality water sources, using attractive packaging, offering competitive prices, and collaborating with artists as brand ambassadors. In addition, international expansion was carried out to the Philippines, Brunei Darussalam, Papua New Guinea, and Singapore, although the export value is still small yet has the potential to increase (Parlan, 2016).

In marketing, green marketing aims to encourage environmentally friendly behavior with production, consumption, and disposal that does not damage the environment (Chen, 2020; Nekmahmud, 2020). Several AMDK brands have implemented this strategy, such as Ades with easy-to-crush packaging, Aqua with the Recycling Business Unit (RBU), and Le Minerale with eco-recyclable gallons. However, there is a gap in Green Branding, where consumer perceptions of green products often do not match reality due to greenwashing practices. Although 81% of consumers care about the environment, only 42% buy green products (GlobalWebIndex, Futerra). Other obstacles include premium prices that are not always balanced with clear environmental benefits and inconsistent green practices in the supply chain (McKinsey, Cone Communications).

Le Minerale launched a disposable gallon in 2020 with the tagline "Bikin Tenang, Bikin Nyaman," which is claimed to be more hygienic, BPA-free, and 100% recyclable. Green Advertising plays an important role in building a positive brand image and influencing consumer purchasing decisions (Pawitaningtyas, 2017). For a green branding strategy to be more effective, companies need to consistently implement sustainable practices, educate consumers about the benefits of green products, and increase transparency so that consumer trust in environmentally friendly products is stronger.

The differences in the results of this study indicate a gap that needs to be further studied, especially in the context of Le Minerale consumers in Semarang City. This study discusses consumer behavior towards environmentally friendly products, especially Le Minerale Bottled Drinking Water (AMDK) in Semarang City. With increasing awareness of environmental issues, green-based marketing is becoming an increasingly relevant strategy. This study explores how Green Advertising and Branding influence consumer purchasing decisions, and considers the role of Green Marketing as an intervening variable that can strengthen the relationship between the two with Green Buying Behavior.

Although Le Minerale has implemented various marketing strategies, including eco-friendly packaging and celebrity involvement, the number of its consumers still needs to be optimized. In addition, there is a research gap in previous studies, which generally focus on MSMEs, technology-based companies, and environmental businesses, while this study examines AMDK consumers. Therefore, this study aims to identify the influence of Green Advertising, Green Branding, and Green Marketing on Green Buying Behavior in Le Minerale AMDK Products in Semarang City. Therefore, this study aims to analyze more deeply how Green Advertising, Green Branding, and Green Marketing can contribute to improving Green Buying Behavior.

## 2. Theoretical Background

**Green Buying Behavior:** Green Buying Behavior refers to consumer decisions that consider the environmental attributes of a product when purchasing, especially eco-friendly or organic products (Joshi, 2015). This behavior involves searching for,

purchasing, using, and disposing of products that support environmental sustainability (Majeed, 2022). Factors that influence the intention to purchase green products include environmental concerns, social norms, attitudes toward the environment, and perceived behavioral control (Panopuolos, 2023). Eco-labeling and eco-branding also contribute to shaping Green Buying Behavior by providing product sustainability information and strengthening consumer trust (Chen, 2020). The main indicators of Green Buying Behavior according to Soomro (2020) include purchasing environmentally friendly products, environmentally responsible consumption, and awareness of the impacts of using and disposing of goods.

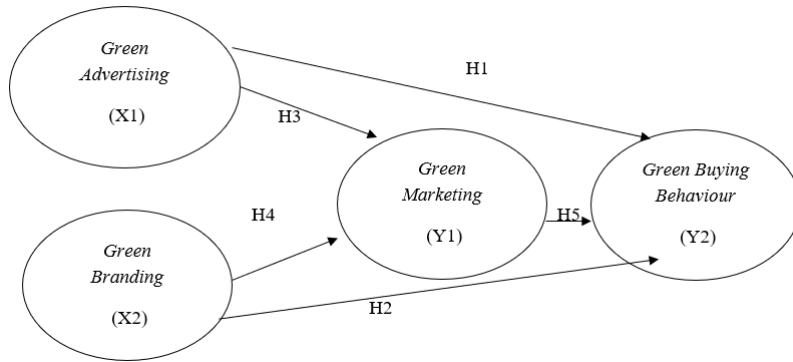
**Green Advertising:** Green Advertising is a form of promotion that emphasizes environmental concern by conveying information about environmentally friendly products or services (Wong, 2017). It can explicitly or implicitly link the product to environmental issues, increase consumer awareness of sustainability, and build the company's image as an ecologically responsible entity (Ankit, 2013; Rath, 2015). The main elements in Green Advertising include promotional objectives, messages that highlight the product's life cycle and environmentally friendly materials, and the company's image in supporting sustainability (Krstić, 2021). Consumers who trust the company's commitment to the environment tend to be more loyal to the brand (Pawitaningtyas, 2017). Green Advertising indicators according to Karna (2001) include promotional objectives, message structure, advertising appeal elements, communicated benefits, and supporting factors that strengthen green marketing campaigns.

**Green Branding:** Green Branding tries to brand a concept to promote environmental preservation which is reflected in environmentally friendly products offered by manufacturers to enhance the brand's positive image. Green Branding functions as a communication instrument that conveys information about the trademark and the benefits of the product in reducing environmental impacts (Chang, 2016). Green brands are considered to have unique advantages with a focus on the environment reproduced in a positive image for the company (Huang, 2015). Green brands appeal to consumers who care about preserving the environment, with organic products as an option that supports a healthy and sustainable lifestyle (Chen, 2016). Green Branding indicators include brand credibility in maintaining commitment to the environment, good reputation, success in protecting the environment, and concern for environmental issues (Chen, 2016).

**Green Marketing:** Green Marketing is an approach to encourage and maintain environmentally conscious consumer behavior. It includes the development of sustainable strategies such as product adjustments, changes in production processes, packaging updates, and advertising modifications to meet consumer demand for environmentally friendly products (Bestari, 2021; Haytko, 2018). This approach influences consumer emotions and purchasing decisions by highlighting the added value and environmental benefits of the product (Mahmoud, 2020). Green Marketing integrates various activities that support sustainability, including environmentally friendly products, appropriate prices, easily accessible distribution channels, and

promotions that motivate consumers to care more about the environment (Parlan, 2016).

### Hypothesis



**Figure 1. Critical Framework**

- 1) H1: Green Advertising has a positive and significant effect on Green Buying Behavior

Green Advertising is a type of advertising that connects products with environmental issues and highlights changes in the natural environment. This advertising provides a competitive advantage by conveying information related to environmentally friendly products that impact consumer purchasing behavior of the products.

- 2) H2: Green Branding has a positive and significant effect on Green Buying Behavior

Green Branding is an effort to build a brand that cares about the environment and organic products. Healthy lifestyle trends that prioritize environmental sustainability contribute to the formation of environmentally friendly product purchasing behavior.

- 3) H3: Green Advertising has a positive and significant effect on Green Marketing  
Green Advertising provides information related to environmentally friendly products and increases awareness of environmental issues, which supports the Green Marketing strategy, namely a marketing approach that shows the company's concern for sustainability.

- 4) H4: Green Branding has a positive and significant effect on Green Marketing  
Green Branding associates brands with environmental conservation and sustainable business practices, which then influences the implementation of Green Marketing strategies to market environmentally friendly products.

- 5) H5: Green Marketing has a positive and significant effect on Green Buying Behavior

Green Marketing leads to consumer behavior that cares about the environment by offering products that support sustainability, thus influencing consumer purchasing decisions to choose environmentally friendly products.

### 3. Methodology

This study employs explanatory research with a quantitative approach to test the hypothesis, whether to strengthen or reject the hypothesis based on the findings. It aims to determine whether there is a relationship and influence between the independent variables on the dependent variables, and how much influence it has (Cooper, 2017). Quantitative methods are used to obtain data in numbers and analyze statistical calculations (Syaiful, 2018). This study employs descriptive analysis to describe respondents and field conditions, whereas descriptive statistics describe the data collected without generalizing (Ghozali, 2012).

The population in this study were consumers of Le Minerale brand drinking water in Semarang City, which was considered appropriate for interpreting the research variables regarding Green Advertising, Green Branding, Green Marketing, and Green Buying Behavior. The sample was taken using a purposive sampling technique with certain criteria, namely consumers who have consumed the product for more than one year (Rahi, 2017). Based on the Wibisono formula (2003), the sample required was 97 consumers rounded up to 100 to complete the rounding.

Primary data were obtained through questionnaires given directly to respondents regarding Green Advertising, Green Branding, Green Marketing, and Green Buying Behavior. The secondary data were obtained through documents or other sources (Sugiyono, 2005). The variables measured in the questionnaire used a five-level Likert scale, with values ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Data collection was performed using a questionnaire consisting questions and statements to be answered by the respondents in five-level Likert scale to measure their perceptions, opinions, and attitudes toward the research variables.

This study involved four main variables: Green Advertising, Green Branding, Green Marketing, and Green Buying Behavior. Each variable has indicators that are described in detail, such as advertising objectives, message elements, brand credibility, and environmentally friendly purchasing patterns, which are measured using a five-level Likert scale. This study utilized Smart Partial Least Square (PLS) to analyze the data. PLS is used to build models and determine the relationship between latent variables and their indicators (Wold, 1960). Model testing involves validity and reliability tests, as well as evaluation of the structural model using the coefficient of determination ( $R^2$ ), effect size ( $f^2$ ), and hypothesis testing to determine the influence between variables.

### 4. Empirical Findings/Result

### General Description

Le Minerale, produced by PT Tirta Fresindo Jaya, a subsidiary of Mayora Group, has been one of the leading brands of bottled drinking water (AMDK) in Indonesia since 2015. With the slogan "Ada Manfaatnya," Le Minerale emphasizes the quality of mineral water that comes from natural mountain sources and contains minerals that are beneficial for health. The brand has succeeded in distinguishing itself through a strong marketing strategy, including educational campaigns and the use of celebrities to introduce the benefits of consuming mineral water. Le Minerale is also available in various distribution channels, including grocery stores, supermarkets, and e-commerce platforms, and collaborates with hotels and restaurants to expand its market reach.

This study focused on Le Minerale consumers in Semarang City, involving 100 respondents aged between 20 and 50 years. Most of the respondents were employees, entrepreneurs, and students who often consumed bottled drinking water, especially Le Minerale. The results showed that the majority of respondents were from the 30-39 age group (55%), followed by the 20-29 age group (30%) and 40-49 age groups (15%). Although men are more numerous (55%), women (45%) also show a strong preference for this product, especially in terms of health and quality.

Respondent characteristics based on education show that the majority have a high school/vocational high school education (50%), followed by bachelor's degrees (40%) and diplomas (10%). This level of education influences consumer preferences, where those with higher education tend to pay more attention to quality and health benefits, while those with lower education focus more on price and ease of access. Le Minerale has succeeded in attracting consumers from various levels of education by offering products that meet their needs.

### Qualitative Data Analysis

Based on the results of responses from 100 respondents regarding the variables of Green Advertising, Green Branding, Green Marketing, and Green Buying Behavior, the researcher will describe in detail the respondents' answers which are grouped into low, medium, and high categories as follows according to (Umar, 2012):

TT-TR

RS = \_\_\_\_\_

Class

5 = the highest Likert scale used in the study

1 = the lowest Likert scale used in the study

$$RS = \frac{5-1}{3}$$

$$RS = 1,33$$

The following explains the scale ranges for the very low, low, medium, high and very high categories.

**Table 1. Interval Categories**

No	Interval	Kategori
1	Interval 1,00 – 2,29	Low

2	Interval 2,30 – 3,59	Medium
3	Interval 3,60 – 5,00	High



### 1) Description of Green Advertising Variables

A descriptive analysis of the research variables was first conducted on Green Advertising (X1). The descriptive analysis conducted on the Green Advertising variable (X1) is presented according to the following criteria:

**Table 2. Descriptive Statistics of Green Advertising Variables**

Code	Indicators	Mean	Criterion
X1.1	The purpose of advertising is to promote the image of an environmentally friendly company.	4,341	High
X1.2	The message framework is a strong structure for advertising consisting of the title of the advertisement, copyright, and color illustrations included in the advertisement.	4,259	High
X1.3	The message element is the attraction or theme that will produce the response desired by the advertiser.	4,282	High
X1.4	Consumer benefits are the main benefits communicated in advertising, either in text or visuals conveyed in green advertising.	4,176	High
X1.5	The existence of supporting factors which are the basic values or ultimate goals to be conveyed by green advertising.	4,318	High
<b>Total average</b>		<b>4,275</b>	<b>High</b>

From the analysis of the Green Advertising variable description, the indicator with the highest value is the advertising objective, which is to promote an environmentally friendly company image, with a score of 4.341%. It shows that Le Minerale consumers in Semarang City show a positive response to advertising messages regarding the company's responsibility towards the environment. Consumers not only care about product quality but are interested in how the product is produced and its impact on the environment and choose brands that communicate a commitment to sustainability.

The high score of the advertising objective indicator reflects the effectiveness of Le Minerale's green advertising strategy in attracting consumers' attention, especially in an era that is increasingly environmentally conscious. Advertisements that highlight the image of an environmentally friendly company play a critical role in building a positive company image and strengthening consumer loyalty by promoting sustainability values.

The lowest indicator in the descriptive analysis is consumer benefits, with an average score of 4.176%. Although this is the lowest value, consumers still appreciate the benefits conveyed in Le Minerale advertisements, such as the quality of mineral water and environmentally friendly production processes. However, there is an opportunity for Le Minerale to further optimize its communication strategy in emphasizing direct benefits for consumers in order to increase the attractiveness of the product in the market.

## 2) Description of Green Branding Variable

Descriptive analysis of the research variables was first conducted on Green Branding (X2). The descriptive analysis conducted on the Green Branding variable (X2) is presented according to the following criteria:

**Table 3. Descriptive Statistics of Green Branding Variables**

Code	Indicators	Mean	Criterion
X2.1	Has high credibility in maintaining its commitment to the environment.	4,118	High
X2.2	The brand has a good reputation for the environment.	4,553	High
X2.3	The brand has success in protecting the environment.	4,271	High
X2.4	The brand has high concern for the environment.	4,259	High
<b>Total Average</b>			<b>High</b>

Green Branding analysis shows that Le Minerale consumers in Semarang City highly value the brand's environmentally friendly reputation, with the highest indicator reaching 4.553%. This reflects that consumers not only care about product quality but also the brand's commitment to sustainability and environmental preservation. Effective green advertising has built a positive perception of Le Minerale as an ecologically responsible company. However, the lowest indicator is the brand's credibility in maintaining its commitment to the environment, with a score of 4.118%. Although consumers gave a positive assessment, there was little doubt about the company's consistency in long-term environmentally friendly practices. This shows that there is an opportunity for Le Minerale to strengthen transparency and provide more tangible evidence of environmental commitment to increase consumer trust.

## 3) Description of Green Marketing Variables

Descriptive analysis of the research variables was first conducted on Green Marketing (Y1). The descriptive analysis conducted on the Green Marketing variable (Y1) is presented according to the following criteria:

**Table 4. Descriptive Statistics of Green Marketing Variables**

Code	Indicators	Mean	Criteria
Y1.1	Environmentally friendly products (Green Product) with the indicators used are environmentally friendly and recyclable.	4,682	High
Y1.2	Premium price (Green Price) with the indicators used are the price of similar products, price according to performance, and price according to design.	4,200	High
Y1.3	Environmentally friendly distribution channels (Green Place) with the indicators used are easy to reach and completeness of the product.	4,412	High
Y1.4	Environmentally friendly promotions (Green Promotion) with the indicators used are environmental messages and motivating consumers.	4,494	High
<b>Total Average</b>		<b>4,447</b>	<b>High</b>

Green Marketing analysis shows that Le Minerale consumers in Semarang City highly value environmentally friendly products, with the highest indicator for

recyclable products, reaching a score of 4.682%. It shows that consumers are increase awareness of the importance of sustainability and environmental sustainability and consider recyclable packaging as a major factor in their purchasing decisions. Le Minerale's green marketing strategy has succeeded in attracting consumers who care about environmental impacts, strengthening the brand's image as an environmentally friendly choice. However, the lowest indicator is in the premium price aspect, with a score of 4.200% indicates that although consumers are willing to pay more for environmentally friendly products, they still want a price that matches the quality and design of the product. It signifies that Le Minerale needs to improve communication about the added value of the product so that consumers feel that the price they pay is commensurate with the performance and sustainability offered.

#### 4) Green Buying Behavior Variable Description

A descriptive analysis of the research variables was first conducted on Green Buying Behavior (Y2). The descriptive analysis conducted on the Green Buying Behavior variable (Y2) is presented according to the following criteria:

**Table 5. Descriptive Statistics of the Green Buying Behavior Variable**

Code	Indicators	Mean	Criteria
Y2.1	Purchase of environmentally friendly products.	4,341	High
Y2.2	Purchase of sustainable or green products.	4,318	High
Y2.3	Environmentally responsible consumption patterns.	4,341	High
Y2.4	Customers consider the impact of using, purchasing, and disposing of goods.	4,271	High
<b>Rata – rata total</b>		<b>4,317</b>	<b>High</b>

Green Buying Behavior analysis shows that Le Minerale consumers in Semarang City have a high awareness of sustainability, with the highest indicator in the purchase of environmentally friendly products shown through a score of 4.341%. It reflects a positive tendency for consumers to choose products that not only fulfill health needs but contribute to environmental conservation. Consumers feel that their choice of environmentally friendly products, such as Le Minerale, has a positive impact on the environment which increases customer loyalty and satisfaction. However, the lowest indicator lies in awareness of the influence of using, purchasing, and disposing of goods, which has a score of 4.271%. Although still high, this signifies that consumers may not have fully considered the product life cycle and its long-term impacts. Le Minerale Company should further educate consumers about the importance of waste management and environmental responsibility to encourage their behavior.

#### Measurement Model Testing (Outer Model)

Testing the outer model measurement model determines how to measure the latent variables. Evaluation of the outer model by testing internal consistency reliability (Cronbach alpha and composite reliability), convergent validity (reliability indicators and AVE), and discriminant validity (Fornell-Larcker, Cross Loading, and HTMT).

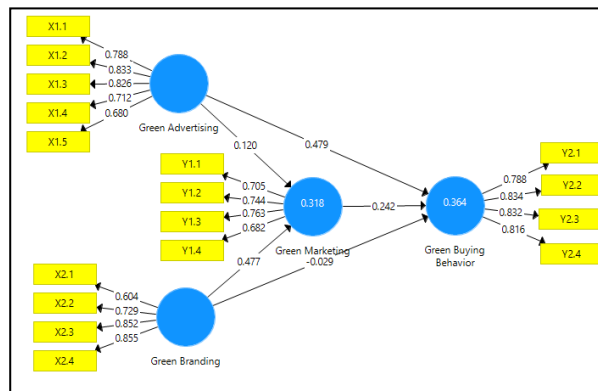


Figure 2. Measurement Model Testing

### 1) Convergent Validity

Individual reflexive measures indicate a correlation if the value is more than 0.50 with the construct to be measured (Ghozali and Latan, 2015). Indicators with very low external loadings (below 0.40) should always be removed from the construct (Bagozzi et al., 1991; Hair et al., 2011). From the results of the measurement model, it is known that there are no variables with factor loadings <0.50 and AVE values above 0.50. So, all variables have met the validity requirements of the study.

**Table 6. Outer Loading Values of Exogenous Variables of Green Advertising and Green Branding (X1,X2)**

Variable	Code	Outer Loading	Information
<i>Green Advertising</i>	X1.1	<b>0,788</b>	Valid
	X1.2	<b>0,833</b>	Valid
	X1.3	<b>0,826</b>	Valid
	X1.4	<b>0,712</b>	
	X1.5	<b>0,680</b>	
			Valid
<i>Green Branding</i>	X2.1	<b>0,604</b>	
	X2.2	<b>0,729</b>	Valid
	X2.3	<b>0,852</b>	Valid
	X2.4	<b>0,855</b>	Valid

Source : *Processed primary data, 2024*

Based on Table 4.9, the outer loadings values of all variables are >0.60, this proves that the outer loadings values are by the criteria, so no variables are removed because all variables are valid. The outer loadings values on the Green Advertising and Green Branding indicators are said to be very strong because the average outer loadings are above 0.60. This concludes that the outer loading values above 0.60 indicate a correlation between the indicators and the Green Advertising and Green Branding variables and indicate that the indicators work on their measurement model.

**Table 7. Outer Loading Values of Endogenous Variables Green Marketing and Green Buying Behavior (Y1, Y2)**

Variable	Code	Outer Loading	Information
<i>Green Marketing</i>	Y1.1	<b>0,705</b>	Valid
	Y1.2	<b>0,744</b>	Valid

		Y1.3	<b>0,763</b>	Valid
		Y1.4	<b>0,682</b>	Valid
<b>Green Behavior</b>	<b>Buying</b>	Y2.1	<b>0,788</b>	Valid
		Y2.2	<b>0,834</b>	Valid
		Y2.3	<b>0,832</b>	Valid
		Y2.4	<b>0,816</b>	Valid

Source: Processed primary data, 2024

Based on Table 4.10, the outer loadings value of all variables  $>0.60$  proves that the outer loadings value is in accordance with the criteria, so no variables are removed because all variables are valid. The outer loadings value on the Green Marketing and Green Buying Behavior indicators is said to be very strong because the average outer loadings are above 0.60. It concludes that the value of the outer loading above 0.50 indicates a correlation between the indicator and the Green Marketing and Green Buying Behavior variables and shows that the indicator works on its measurement model.

**Table 8. Average Variance Extracted Value**

Variable	Code	Average Variance Extracted (AVE)
<i>Green Advertising</i>	X1	<b>0,593</b>
<i>Green Branding</i>	X2	<b>0,588</b>
<i>Green Marketing</i>	Y1	<b>0,668</b>
<i>Green Buying Behavior</i>	Y2	<b>0,524</b>

Source: Processed primary data, 2024

The results of Table 8 show that the AVE value on the independent variables is Green Advertising, Green Branding, while the dependent variables are Green Marketing and Green Buying Behavior with a value of  $<0.50$ . An AVE value of 0.50 or higher indicates that, on average, the construct explains more than half of the variance of its indicators. Conversely, if AVE is less than 0.50 indicates on average, more variance remains in item errors than in the variance explained by the construct. This indicates that the Green Advertising, and Green Branding indicators, while the dependent variables are Green Marketing and Green Buying Behavior are valid, then causing the AVE value  $<0.50$ . So it can be concluded that the model formed has met the requirements of convergent validity.

## 2) Internal Consistency Reliability

The next step after evaluating the outer loadings and AVE values is to evaluate the internal consistency reliability by looking at the results of Cronbach's alpha and composite reliability. Specifically, the composite reliability values are 0.60 - 0.70. Internal consistency reliability shows the value of Cronbach's alpha and composite reliability of the research variables more than 0.60.

**Table 9. Internal Consistency Reliability Value**

Variable	Code	Cronbach Alpha	Composite Reliability (CR)
<i>Green Advertising</i>	X1	<b>0.831</b>	<b>0.879</b>

<i>Green Branding</i>	X2	<b>0.769</b>	<b>0.849</b>
<i>Green Marketing</i>	Y1	<b>0.699</b>	<b>0.815</b>
<i>Green Buying Behavior</i>	Y2	<b>0.835</b>	<b>0.890</b>

*Source: Processed primary data, 2024*

From the results of table 4.13, it shows that the value of all variables in the reliability test using both Cronbach's alpha and composite reliability on the variables Green Advertising, Green Branding, Green Marketing and Green Buying Behavior is  $<0.60$ . A measurement is said to have good reliability to measure each of its latent variables if it correlates with constructs and latent variables. Therefore, it can be concluded that the variables tested are valid and reliable, so they can be continued to the next test.

### 3) Discriminant Validity

To test the discriminant validity, the researcher used Fornell Larcker and HTMT (heterotrait-monotrait ratio of correlations) (Henseler, Ringle, & Sarstedt, 2016). In Fornell-Larcker, the root of the AVE square (diagonal) value is greater than all values, and the HTMT value is less than 1.

**Table 10. Correlation Values (Fornell Larcker)**

	<i>Green Advertising</i>	<i>Green Branding</i>	<i>Green Buying Behavior</i>	<i>Green Marketing</i>
<i>Green Advertising</i>	0,770			
<i>Green Branding</i>	0,667	0,767		
<i>Green Buying Behavior</i>	0,566	0,425	0.818	
<i>Green Marketing</i>	0,438	0,557	0,435	0,724

*Source: Processed primary data, 2024*

The results of Table 10 show that the fornell-larcker convinces the validity of the discriminant where the square root value of AVE for each variable is higher than the correlation value of the latent variable with all other latent variables. The correlation value of each latent variable can be seen in the Fornell-Larcker Table highlighted in yellow. The Green Advertising variable has a square root of AVE of 0.770, the Green Branding variable has a square root of AVE of 0.767, and the Green Buying Behavior variable has a square root of AVE of 0.818.

**Table 11. Heterotrait - Monotrait Ratio (Htmt)**

	<i>Green Advertising</i>	<i>Green Branding</i>	<i>Green Buying Behavior</i>	<i>Green Marketing</i>
<i>Green Advertising</i>				
<i>Green Branding</i>	0,786			
<i>Green Buying Behavior</i>	0,657	0,493		
<i>Green Marketing</i>	0,546	0,725	0,547	

*Source: Processed primary data, 2024*

The results of the HTMT (Heterotrait-Monotrait-Ratio) value per variable show  $<1$ . Based on simulations and previous research, Henseler et al. (2015) recommend that HTMT values should not exceed 0.10 if the path model includes conceptually similar constructs. In other words, the HTMT value in Table 11  $<0.10$  indicates good discriminant validity. It can be concluded that the measurement using two methods, namely Fornell-Larcker and HTMT (Heterotrait-Monotrait-Ratio) is

included in the valid criteria and has a good discriminant value.

### Structural Model Analysis (Inner Model)

The evaluation of the structural model or inner model aims to predict the relationship between latent variables. The inner model, which is the specification of the relationship between latent variables (structural model), also called the inner relation, describes the relationship between latent variables based on the substantive theory of the study (Jaya, 2008). The structural model is evaluated using R-square for the dependent construct, Stone-Geisser Q-square test for Q2 predictive relevance, and significance test of the structural path parameter coefficient.

#### 1) Coefficient Of Determination (R – Square)

The most common measure used to evaluate structural models is the coefficient of determination ( $R^2$  value). Testing of structural models is evaluated by looking at the percentage of explained variance, namely by looking at the  $R^2$  value for endogenous latent variables. The closer to the value of 1, the better the model. Likewise, if it is below 0 (zero), it indicates that the model has less predictive relevance.

**Table 12. Coefficient of Determination (R-Square)**

Variable	R Square	R Square Adjusted
<i>Green Buying Behavior</i>	0,364	<b>0,340</b>
<i>Green Marketing</i>	0,318	<b>0,302</b>

*Source: primary processed data, 2024*

Based on Table 12 regarding the Coefficient of Determination (R-Square), finds that the two main variables tested in this study, namely Green Buying Behavior and Green Marketing, have different R Square and Adjusted R Square values. For the Green Buying Behavior variable, the R Square value of 0.364 indicates that 36.4% of the variation in Green Buying Behavior can be explained by the model used in this study. Meanwhile, the Adjusted R Square value of 0.340 indicates that after being adjusted for the number of predictors in the model, the contribution of the model decreased slightly to 34.0%. It means that although the model is quite capable of explaining consumer green buying behavior, there is still 63.6% of the variation that is not explained by the factors in the model and may be influenced by other variables outside the model.

For the Green Marketing variable, the R Square value of 0.318 indicates that 31.8% of the variation in green marketing strategies can be explained by the model used. The Adjusted R Square value of 0.302 shows a slight decrease after adjustment, to 30.2%. It means that this model can explain about one-third of the variation in green marketing strategies, while the rest (68.2%) may be influenced by external factors or other variables that have not been included in this study.

The result shows that although the model used in this study is quite good at explaining the relationship between variables, there is still a lot of variation that is not explained. Therefore, researchers may need to consider adding other variables or relevant external factors to improve the model's ability to explain behavior and strategies related to green marketing and purchasing.

## 2) Effect Size (F- Square)

In addition to evaluating the  $R^2$  values of all endogenous constructs, the change in  $R^2$  values when a particular exogenous construct is removed from the model can be used to evaluate whether the removed construct has a substantive impact on the endogenous construct, this measure is referred to as the effect size  $f^2$ . A guideline for assessing  $f^2$  is that values of 0.02, 0.15, and 0.35, respectively, represent small, medium, and large effects (Cohen, 1988) of the exogenous latent variable. Effect size values of less than 0.02 indicate no effect.

**Table 13. Effect Size (F Square)**

	<i>Green Advertising</i>	<i>Green Branding</i>	<i>Green Buying Behavior</i>	<i>Green Marketing</i>
<i>Green Advertising</i>			0,198	0,012
<i>Green Branding</i>			0,001	0,186
<i>Green Buying Behavior</i>			0,063	
<i>Green Marketing</i>				

Source: Processed primary data, 2024

Based on Table 13 regarding Effect Size (F Square), it provides an overview of the magnitude of the influence of exogenous latent variables on endogenous variables in the research model. Effect size (F Square) provides an understanding of how much influence each independent variable has in influencing the dependent variable. In the interpretation of F Square, there are criteria used to assess the magnitude of the influence, namely: 0.02 is considered weak, 0.15 is considered moderate, and 0.35 is considered strong. In the Green Advertising variable, the F Square value for Green Buying Behavior is 0.198. Based on the effect size criteria, this influence is classified as moderate, indicating that Green Advertising has a significant influence in encouraging consumer green purchasing behavior. It reveals that consumers who are exposed to advertisements that emphasize environmentally friendly aspects tend to be more motivated to buy environmentally friendly products.

Meanwhile, the influence of Green Advertising on Green Marketing is lower, with an F Square of 0.012, which according to these criteria is in the weak category. For the Green Branding variable, the influence on Green Buying Behavior is tiny, with an F Square of 0.001, which makes almost no significant contribution to green purchasing behavior. However, the influence of Green Branding on Green Marketing is greater with an F Square of 0.186, which is in the moderate category. It shows that Green Branding plays an important role in forming a green marketing strategy, strengthening the company's image as an environmentally conscious entity.

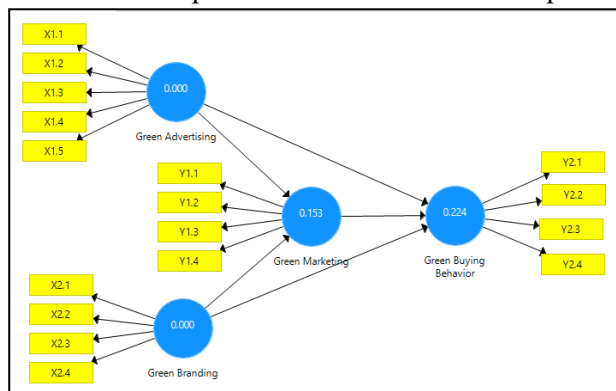
In addition, the influence of Green Buying Behavior on Green Marketing has an F Square value of 0.063, which is in the weak category. However, this influence



shows that consumer behavior that tends to choose environmentally friendly products still has an impact on encouraging companies to improve marketing strategies that focus more on sustainability and environmentally friendly aspects. With the existing F Square criteria, it can be concluded that most of the influences between variables in this study are in the moderate category, especially between Green Advertising and Green Branding on purchasing behavior and green marketing strategies, although there are some weak influences among them.

### 3) Predictive Relevance ( $Q$ -Square)

Blindfolding is a reuse sampling technique. It allows the calculation of the Stone-Geisser  $Q^2$  value (Stone, 1974; Geisser, 1974), which represents an evaluation criterion for the cross-validation predictive relevance of a PLS path model.



**Fig. 3 Blindfolding Result**

In addition to evaluating the magnitude of the  $R^2$  value as a criterion for predictive accuracy, researchers should also examine the  $Q^2$  value (Geisser, 1974; Stone, 1974). It measure is an indicator of the predictive power of the out-of-sample model or predictive relevance. When the PLS path model shows predictive relevance, it accurately predicts data that is not used in the model estimation. In structural models, a  $Q^2$  value greater than zero for a specific reflective endogenous latent variable indicates the predictive relevance of the path model for a particular dependent construct. The  $Q^2$  value is obtained utilizing a blindfolding procedure for the distance of omission determined by the data points. Blindfolding is a sample reuse technique that eliminates each data point in the endogenous construct indicator and estimates the parameters with the remaining data points (Chin, 1998; Henseler et al., 2009; Tenenhaus et al., 2005).

**Tabel 14. Predictive Relevance ( $Q$ -Square)**

Variable	CV Commonality	CV Redundancy
<i>Green Advertising</i>	<b>0,392</b>	<b>0,224</b>
<i>Green Branding</i>	<b>0,342</b>	<b>0,153</b>
<i>Green Buying Behavior</i>	<b>0,425</b>	
<i>Green Marketing</i>	<b>0,216</b>	

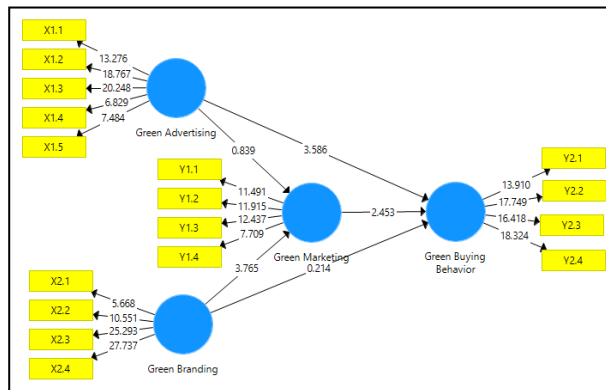
*Sumber : Data primer yang diolah, tahun 2024*

The results of the cross-validation hypothesis test, commonality, and redundancy indices estimate the quality of the structural model of the study. It shows that the cross-validation commonality globally ensures that the quality of the structural

model is by the positive index for all blocks, considering the overall measurement model. In addition, the matrix for evaluating the quality of each structural equation is available in the CV redundancy index. The value of this index must be positive for all endogenous constructs (Tenenhaus et al., 2008). This study provides the same predictive model validity and is appropriate (fit model) because all latent variables have positive cross-validation (CV) redundancy and communality values and are more than 0. Table. 14 and Figure 4.2 shows that the Q-square value of all dependent variables is more than 0. So, it can be concluded that the quality of the structural model in this study is appropriate or is called a fit model.

### Hypothesis Test

The PLS path modeling method was developed by Wold (1982). In essence, the PLS algorithm is a sequence of regressions in terms of weight vectors. The weight vectors obtained at convergence satisfy the fixed point equations for the general analysis of these equations.



**Fig. 4 Structural Model Testing**

This study tested five hypotheses on the inner model. The causal relationship developed in the model was tested through the null hypothesis stating that the regression coefficient in each relationship is equal to zero through the t-test as in regression analysis. To find out whether a hypothesis is accepted or rejected can be done by considering the significance value between constructs, t-values, and p-values. In this way, the measurement estimate and standard error are no longer calculated with statistical assumptions but are based on empirical observations. In the bootstrapping method in this study, the hypothesis is accepted if the significance value of t-values > 1.96 and/or p-values < 0.05, then  $H_a$  is accepted and  $H_0$  is rejected and vice versa. The following are the hypotheses proposed in this study:

1. H1: Green Advertising influences Green Buying Behavior
2. H2: Green Advertising has an effect on Green Marketing
3. H3: Green Branding influences Green Buying Behavior
4. H4: Green Branding influences Green Marketing
5. H5: Green Marketing influences Green Buying Behavior

**Table 15. Hypothesis Test Results**

Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P Values (Sig.)
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<i>Green Advertising &gt; Green Buying Behavior</i>	0,479	0,448	0,134	3,586	<b>0,000</b>
<i>Green Advertising &gt; Green Marketing</i>	0,120	0,144	0,143	0,839	<b>0,281</b>
<i>Green Branding &gt; Green Buying Behavior</i>	-0,029	-0,024	0,137	0,214	<b>0,415</b>
<i>Green Branding &gt; Green Marketing</i>	0,477	0,472	0,127	3,765	<b>0,000</b>
<i>Green Marketing &gt; Green Buying Behavior</i>	0,242	0,232	0,099	2,453	<b>0,007</b>

Source: Processed primary data, 2024

Based on Table 15 on Hypothesis Test Results, testing was conducted to see the influence of variables such as Green Advertising, Green Branding, and Green Marketing on Green Buying Behavior. Testing was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method which evaluates the relationship between variables through the Original Sample (O) value, T-statistic, and P-value to determine whether the relationship is significant.

#### 1) Hypothesis Test Results 1

The Effect of Green Advertising on Green Buying Behavior: The relationship between Green Advertising and Green Buying Behavior shows significant results with a T-statistic value of 3.586 and a P-value of 0.000, far below the threshold of 0.05 used to determine significance. The Original Sample value of 0.479 shows that Green Advertising has a strong positive and significant influence on Green Buying Behavior. It means that the more often consumers are exposed to advertisements that highlight the environmentally friendly aspects of a product or service, the more likely they are to purchase green products. These results support the theory that Green Advertising is effective in changing consumer perceptions and behavior to be more environmentally conscious in their purchasing decisions.

#### 2) Hypothesis Test Results 2

The Effect of Green Advertising on Green Marketing: The relationship between Green Advertising and Green Marketing shows insignificant results, with a P-value of 0.281 and a T-statistic of 1.079. This value indicates that although there is a positive relationship between green advertising and green marketing strategies, the influence is not strong enough to be considered significant in this model. With the Original Sample of 0.120, it can be concluded that although Green Advertising may contribute to green marketing strategies, its influence is not direct and strong in terms of improving Green Marketing performance.

3) Hypothesis Test Results 3 The Effect of Green Branding on Green Buying Behavior: The results for the relationship between Green Branding and Green Buying Behavior also show no significance with a P-value of 0.415 and a T-statistic of 0.814. The negative Original Sample value of -0.029 indicates that the influence of Green Branding on consumers' Green Buying Behavior tends to be very weak and in the opposite direction. This means that in this context, brand imaging that focuses on environmentally friendly aspects does not necessarily encourage green purchasing behavior significantly. This may be due to other factors that are stronger in influencing consumer purchasing decisions, such as price or product quality.

#### 3) Hypothesis Test Results 4

The Effect of Green Branding on Green Marketing: The test results show that the

effect of Green Branding on Green Marketing is proven to have a positive and significant effect, with a T-statistic value of 3.765 and a P-value of 0.000. The Original Sample value of 0.477 shows a very positive and strong effect. This means that a strong and consistent brand image related to environmentally friendly aspects can greatly increase the effectiveness of green marketing strategies. Brands known for their environmental commitments are more likely to be successful in utilizing Green Marketing to attract and retain customers who care about environmental issues.

#### 4) Hypothesis Test Results 5

The Effect of Green Marketing on Green Buying Behavior: The relationship between Green Marketing and Green Buying Behavior also shows positive and significant results, with a T-statistic value of 2.453 and a P-value of 0.007. The Original Sample value of 0.242 indicates that green marketing strategies have a fairly strong positive impact on green purchasing behavior. This suggests that implementing marketing strategies that focus on environmental values, such as emphasizing the low environmental impact of a product or service, can motivate consumers to purchase environmentally friendly products more frequently.

#### Indirect Effect on Mediation Effect (Testing Mediation Effect)

Indirect influence on the inner model can be done by testing the mediation effect where the relationship between exogenous and endogenous constructs through connecting variables. In other words, the influence of exogenous variables on endogenous variables can be direct but can also be through connecting variables. The existence of mediating variables as a solution to improve an endogenous construct. In the bootstrapping method in this study, the variables mediate if the significance value of t-values > 1.96 and or p-values < 0.05.

**Table 16. Results of Indirect Effect Tests**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values (Sig.)	Information
<i>Green Advertising&gt;Green Marketing&gt;Green Buying Behavior</i>	0,029	0,027	0,038	0,756	<b>0,255</b>	Not Mediating
<i>Green Advertising&gt;Green Marketing&gt;Green Buying Behavior</i>	0,115	0,114	0,068	1,700	<b>0,045</b>	Mediating

Source: Processed primary data, 2024

Based on Table 16 on the Results of the Indirect Effect Test, there are two relationship paths tested by looking at the role of the mediating variable, namely Green Marketing in the relationship between Green Advertising and Green Buying Behavior. These results illustrate the extent to which the mediating variable influences the connection between variables in the model.

### **1) Indirect Effect of Green Advertising on Green Buying Behavior through Green Marketing (first path)**

In this path, Green Marketing is tested as a mediating variable between Green Advertising and Green Buying Behavior. The test results show that the indirect effect of Green Advertising on Green Buying Behavior through Green Marketing has a T-statistic value of 0.756 and a P-value of 0.255. Because the P-value is greater than 0.05, this relationship is considered insignificant, which means that Green Marketing does not mediate the relationship between Green Advertising and Green Buying Behavior. It indicates that although there is a direct relationship between Green Advertising and Green Buying Behavior, the role of Green Marketing is not strong enough to be an intermediary in this relationship.

### **2) Indirect Effect of Green Advertising on Green Buying Behavior through Green Marketing (second path).**

In the second path, the indirect effect of Green Advertising on Green Buying Behavior was re-tested by involving Green Marketing as a mediating variable. The results show that this path has a T-statistic value of 1.700 and a P-value of 0.045, which means that this relationship is significant because the P-value is less than 0.05. Thus, Green Marketing can mediate the relationship between Green Advertising and Green Buying Behavior. It means that green marketing strategies play an important role in strengthening the influence of Green Advertising on consumer decisions to purchase environmentally friendly products.

## **5. Discussion**

### **The Influence of Green Advertising on Green Buying Behavior**

The relationship between Green Advertising and Green Buying Behavior shows significant results with a T-statistic value of 3.586 and a P-value of 0.000, far below the threshold of 0.05 used to determine significance. The Original Sample value of 0.479 indicates that Green Advertising has a strong positive and significant influence on Green Buying Behavior. For Le Minerale consumers, the Green Advertising campaign can influence consumer perceptions of the product, especially amidst increasing environmental awareness. Consumers who are exposed to advertisements with green messages are more likely to change their purchasing behavior towards products that are considered environmentally friendly. In the context of Le Minerale, advertisements that emphasize environmentally friendly packaging and the use of quality water can create a positive image in the minds of consumers.

The results of the hypothesis test show that Green Advertising has a positive effect on Green Buying Behavior for Le Minerale consumers in Semarang City. This means that the more intensive and effective the Green Advertising strategy carried out by Le Minerale, the greater the possibility of consumers buying the product due to environmental factors. Consumers who respond to this green advertisement feel that by choosing Le Minerale, they are contributing to the preservation of nature, so they are more likely to choose this product over other products that do not have green attributes. Thus, Le Minerale needs to continue to strengthen its Green Advertising campaign, for example by highlighting more of the positive impacts of the product on

the environment. This will not only increase environmental awareness among consumers but also encourage increased sales due to the shift in consumer behavior towards purchasing environmentally friendly products.

In research conducted by (Young, 2014) it explains that there is a positive and significant influence of Green Advertising on Green Buying Behavior towards environmentally friendly products. This is also supported by research (Bestari, 2021) and (Wong, 2017) which states that there is a positive and significant influence of Green Advertising on Green Buying Behavior. Through advertising, the company wants to instill an image to the general public about the products being sold, so the advertising and image planted by the company will aim for purchasing decisions made by consumers (Pawitaningtyas, 2017).

### **The Influence of Green Advertising on Green Marketing**

The relationship between Green Advertising and Green Marketing shows insignificant results, with a P-value of 0.281 and a T-statistic of 1.079. This value indicates that although there is a positive relationship between green advertising and green marketing strategies, the influence is not strong enough to be considered significant in this model. With an Original Sample of 0.120, it can be concluded that although Green Advertising may contribute to green marketing strategies, its influence is not direct and strong in terms of improving Green Marketing performance. Based on the results of the study, the influence of Green Advertising on Green Marketing on Le Mineral Drinking Water products in Semarang City shows an insignificant relationship. Green Advertising is a form of advertising that emphasizes the advantages of products related to environmentally friendly aspects, while Green Marketing involves the entire product marketing strategy that promotes sustainability values, from production to product distribution.

The results of this study indicate that Green Advertising Le Minerale has not directly had a significant effect on the implementation of Green Marketing as a whole. It can be interpreted that although advertising that conveys environmental messages has been carried out, it is not strong enough to influence a comprehensive green marketing strategy in a wider scope. In other words, Le Minerale's Green Advertising campaign has not succeeded in making a significant impact in changing the company's overall green marketing approach. Other factors that may cause this insignificant relationship include the lack of deeper integration between advertising and other green marketing strategies, such as product innovation, environmentally friendly distribution, or consumer involvement in recycling programs. Green Marketing is not only related to promotions and includes every aspect from the supply chain to after-sales service that supports environmentally friendly practices.

According to (Rath, 2015) Green Advertising has differences with advertising in general. There are two aspects discussed in green advertising, namely Advertising, providing information to consumers to understand the basics of green advertising or environmentally friendly advertising so that Message, environmentally friendly advertising aims to make consumers more concerned about the environment and provide information about the product life cycle, products made from environmentally

friendly materials, and environmentally friendly logos found in Green Advertising so that it has an influence on Green Marketing because the application of the Green Marketing concept in a company is an important aspect because it means that the company considers the environment in all dimensions of marketing activities. (Bestari, 2021). In research conducted by (Nekmahmud, 2020) which explains that there is a positive and significant influence of Green Advertising on Green Marketing on basic human life material products that are designed as environmentally friendly products. This is in line with research conducted by (Haytko, 2018) and (Ankit, 2013) which states that there is a positive and significant influence of Green Advertising on Green Marketing.

### **The Influence of Green Branding on Green Buying Behavior**

The Influence of Green Branding on Green Buying Behavior: The results for the relationship between Green Branding and Green Buying Behavior also showed no significance with a P-value of 0.415 and a T-statistic of 0.814. The negative Original Sample value of -0.029 indicates that the influence of Green Branding on consumer Green Buying Behavior tends to be very weak and in the opposite direction. This means that in this context, brand imaging focuses on environmentally friendly aspects. In its marketing, Green Branding targets several groups of people who are now starting to view products made from natural ingredients as good products and beneficial for body health.

The view of the importance of maintaining health and healthy living trends has motivated people to start a healthy living movement, including consuming organic products. These insignificant results reveal that even though Green Branding has been implemented, consumers may not have fully responded to the branding efforts in their purchasing decisions. There are several possible reasons why Green Branding does not have a significant influence on Green Buying Behavior. First, it could be because information about the environmentally friendly aspects of Le Minerale has not been conveyed optimally to consumers. Second, consumers may consider other factors, such as price, availability, or product quality, more than sustainability when making purchasing decisions.

This lack of significant relationship also suggests that Green Branding alone is not enough to influence changes in green purchasing behavior. Le Minerale may need to strengthen its communication strategy that emphasizes its green values or increase innovation of more environmentally friendly products to better meet the expectations of consumers who are increasingly concerned about sustainability issues. Organic products are products that pay more attention to the environment and are processed in a way that minimizes environmental damage from the production process, placement, to consumption (Chen, 2016). So, that we can build Green Buying Behavior because according to (Majeed, 2022) Green Buying Behavior refers to consumers' consideration of the environmental attributes or characteristics of a product in their purchasing process, especially referring to people's purchasing behavior related to environmentally friendly products. In a study conducted by (Soomro, 2020) pada studinya di negara Pakistan bahwa produk yang memiliki brand yang cinta dan environmentally friendly will affect Green Buying Behavior. This is also supported

by research (Zhu, 2015) and (Lasuin, 2016) which states that there is a positive and significant influence of Green Branding on Green Buying Behavior.

### **The Influence of Green Branding on Green Marketing**

The test results show that the influence of Green Branding on Green Marketing has proven to have a positive and significant effect, with a T-statistic value of 3.765 and a P-value of 0.000. The Original Sample value of 0.477 indicates a very positive and strong effect. This means that strong and consistent brand imaging related to environmentally friendly aspects can greatly increase the effectiveness of green marketing strategies. Brands that are known for their environmental commitment are more likely to be successful in utilizing Green Marketing to attract and retain customers who care about environmental issues. The brand appeals to consumers who are becoming more aware of the need to protect the environment.

A green brand can add a unique selling point to a product and can enhance the company's image. It influences the development of a marketing method using environmentally friendly green products, because Green marketing is a marketing activity designed to create and maintain environmentally friendly consumer behavior (Chen, 2016) Green marketing is a marketing process where all marketing activities are directed at the environment. In research conducted by (Sarkar, 2019) Produced findings that there is a positive and significant influence of Green Branding on Green Marketing for bottled water products so that the packaging that has been used can be recycled environmentally. This is in line with the research conducted (Ali, 2021) which states that there is a positive and significant influence of Green Branding on Green Marketing.

### **The Influence of Green Marketing on Green Buying Behavior**

The Influence of Green Marketing on Green Buying Behavior: The relationship between Green Marketing and Green Buying Behavior also shows positive and significant results, with a T-statistic value of 2.453 and a P-value of 0.007. The Original Sample value of 0.242 indicates that green marketing strategies have a fairly strong positive impact on green purchasing behavior. This shows that the implementation of marketing strategies that focus on environmental values, such as emphasizing the low environmental impact of products or services, can motivate consumers to buy environmentally friendly products more often. The influence of Green Marketing on Green Buying Behavior among Le Minerale Drinking Water consumers in Semarang City shows significant results. Based on the results of the study, the green marketing efforts carried out by Le Minerale have been shown to have a positive influence on consumers' green purchasing behavior.

These results indicate that the Green Marketing strategy, which includes the promotion of environmentally friendly products, the use of more sustainable materials, and communication that emphasizes sustainability values, has succeeded in shaping consumer awareness and preference for green products. Consumers in Semarang City who are exposed to Le Minerale's green marketing campaign tend to be more interested and motivated to buy the product because they feel that they are



contributing to environmental conservation through more responsible purchasing choices.

The success of Green Marketing in influencing Green Buying Behavior could be related to increasing consumer awareness of environmental issues and climate change, as well as appreciation for products that are considered more environmentally friendly. Consumers are increasingly paying attention to how products are produced, packaged, and distributed, as well as their impact on the environment. Therefore, marketing strategies that highlight the green advantages of products such as those carried out by Le Minerale have a positive impact on consumer purchasing decisions.

One strategy to overcome increasing environmental problems is to implement an environmentally friendly marketing strategy or what is commonly called Green Marketing (Parlan, 2016). So, it can form Green Buying Behavior based on the idea that consumer intention to buy environmentally friendly products is influenced by various factors. Green Buying Behavior refers to environmentally friendly behavior shown by consumers when buying products (Panopulos, 2023). Environmental concern is a factor that influences green purchasing intentions because consumers who are more concerned about the environment are more likely to buy green products. This is in line with research (Joshi, 2015) which states that there is a positive and significant influence of Green Marketing on Green Buying Behavior in environmentally friendly automotive products that prioritize eco-green which is free from pollution.

### **Indirect Influence of Green Advertising on Green Buying Behavior through Green Marketing**

In this path, Green Marketing is tested as a mediating variable between Green Advertising and Green Buying Behavior. The test results show that the indirect effect of Green Advertising on Green Buying Behavior through Green Marketing has a T-statistic value of 0.756 and a P-value of 0.255. Since the P-value is greater than 0.05, this relationship is considered insignificant, meaning that Green Marketing does not mediate the relationship between Green Advertising and Green Buying Behavior. It indicates that although there is a direct relationship between Green Advertising and Green Buying Behavior, the role of Green Marketing is not strong enough to be a mediator in this relationship. In an analysis conducted by (Sarkar, 2019) produced findings that there is a positive and significant influence of Green Branding on Green Marketing for bottled water products so that the packaging that has been used can be recycled environmentally. It is in line with research conducted by (Ali, 2021) which states that there is a positive and significant influence of Green Branding on Green Marketing.

### **Indirect Influence of Green Advertising on Green Buying Behavior through Green Marketing**

In the second path, the indirect effect of Green Advertising on Green Buying Behavior was re-tested by involving Green Marketing as a mediating variable. The results show that this path has a T-statistic value of 1.700 and a P-value of 0.045, which means that this relationship is significant because the P-value is less than 0.05. Thus, Green Marketing can mediate the relationship between Green Advertising and Green Buying

Behavior. It means that green marketing strategy plays an important role in strengthening the influence of Green Advertising on consumer decisions to purchase environmentally friendly products. Messages, environmentally friendly advertisements aim to make consumers more concerned about the environment, as well as provide information about the product life cycle, products made from environmentally friendly materials, and environmentally friendly logos found in Green Advertising, so that they influence Green Marketing because the application of the Green Marketing concept in a company is an important aspect. After all, it means that the company considers the environment in all dimensions of marketing activities (Bestari, 2021).

## 6. Conclusions

Based on the research results, Green Advertising is proven to have a positive and significant effect on Green Buying Behavior, indicating that an effective green advertising strategy can encourage environmentally friendly purchasing behavior. However, Green Advertising does not have a significant effect on Green Marketing, while Green Branding also does not have a significant impact on Green Buying Behavior. On the contrary, Green Branding has a positive effect on Green Marketing, which then has a positive and significant effect on Green Buying Behavior. In addition, Green Marketing is proven to mediate the relationship between Green Advertising and Green Buying Behavior, although not all mediation paths show strong statistical significance.

As a managerial implication, companies must develop more creative and educational Green Advertising strategies to increase consumer awareness of environmentally friendly products. In addition, Le Minerale is advised to strengthen Green Branding by displaying environmental certification, environmentally friendly innovation, and consistent sustainability communication in marketing. In terms of Green Marketing, companies can adopt strategies, such as recycling programs, consumer education, and collaboration with environmental communities to strengthen their green image. Periodic evaluation of the effectiveness of this strategy is also important to increase consumer loyalty and support environmental sustainability.

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