The Influence of Green Packaging and Green Products on Purchase Decisions with Brand Image as Mediation

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ABSTRACT

Objectives: *The aim of this research is to find out the environmental issues which have become a global concern as they directly affect human survival. One of the triggering factors is the lack of effective plastic waste management. This study was designed to test and analyze the impact of green packaging and green products on purchase decisions, with brand image acting as a mediating variable.*
Methodology: *A sample of 120 respondents was obtained from the millennial population in Jabodetabek through purposive sampling technique and calculation using Hair's formula. Quantitative methods were applied in this study, with data analysis using an alternative SEM approach, namely Partial Least Square (PLS), and processed with the Smart PLS 3.0 application.*
Findings: *The findings reveal that Green Packaging significantly enhances Brand Image, confirming Rahmawati & Azizah's (2022) assertion that eco-friendly, recyclable packaging appeals to consumers concerned with waste reduction.*
Conclusion: *This study proves that green packaging, green product and brand image have a positive and significant effect on purchase decision. Brand image is unable to mediate green packaging on purchase decision. Brand image is able to partially mediate green product on purchase decision.*

Keywords: *Green Packaging; Green Product; Purchase Decision; Brand Image.*

INTRODUCTION

The potential environmental threats to human existence have become a focal point of international discourse. Environmental degradation is often triggered by human behavior such as indiscriminate waste disposal, which, if not addressed promptly, may lead to substantial negative impacts without corrective actions as a manifestation of human responsibility (Kusumawati & Tiarawati, 2022). Findings from Agrifa et al. (2024) reveal that in Indonesia, 44% of packaging materials are derived from plastic, whereas 28% are made from cardboard. The United Nations (UN) launched the Sustainable Development Goals (SDGs) in 2015 as a universal agenda. This policy direction has led Indonesian enterprises to implement green and sustainability principles in both manufacturing processes and packaging, serving as a strategy

to fulfill consumer needs and affirm their responsibility toward environmental stewardship (Fatharani, 2023).

Growing concern about environmental issues has shifted consumer purchasing behavior toward products that support environmental preservation. Millennials, in particular, often prefer organic food products, driven by their inclination toward a conservative lifestyle that emphasizes production, management, and product handling practices (Rizkiawan et al., 2024). They are inclined to support sustainability and socially responsible business practices (Alamsyah et al., 2020). The healthy lifestyle trend encourages millennials to adopt clean eating habits as part of maintaining their well-being (Taviprawati et al., 2023). Despite this awareness, the relatively higher prices of eco-friendly products present a barrier for some millennials with limited budgets (Ardianto et al., 2025).

In response, Ultrajaya has transitioned to using FSC-certified carton packaging, which is environmentally friendly and recyclable. Interest in packaged liquid milk has grown in parallel with the increasing diversity of product offerings (Amalia et al., 2023). Findings from Nielsen (2021) indicate that although 81% of global consumers express interest in environmentally conscious companies, only 30% of Indonesian consumers prioritize sustainability when making purchasing decisions. Data from Databoks (2023) shows that Ultra Milk ranks third among UHT milk brands most frequently consumed in Indonesia. This finding suggests a variation in consumer preferences, potentially influenced by perceptions of eco-friendly packaging, the quality of green products, and the brand image embedded in consumers' minds.

Previous studies on the influence of green packaging on purchase decisions have yielded mixed findings. Several researchers reported a positive and significant relationship (Amalia et al., 2023; Mardiyah et al., 2022; Wahyuningsih et al., 2022; Kikuchi et al., 2021; Nataliya & Nuvriasari 2023), whereas Damayanti and Nuvriasari (2021) found no significant effect. Research on green product also tends to support its positive effect on purchase decisions (Mumpuni et al., 2023; Widodo & Muniarti, 2024; Sionika et al., 2023; Azalia & Anisa, 2021), yet findings by Mardiyah et al. (2022) contradict this pattern.

Brand image has also been shown to positively influence purchasing behavior (Putri et al., 2023) and mediate the relationship between green product and purchase decision (Sari et al., 2025; Chaniago & Nupus, 2021), although Irmasari & Umam (2025) found no significant mediating effect. These inconsistencies indicate a research gap regarding the link between green packaging, green product, and purchase decision, as well as the mediating role of brand image, particularly within the Indonesian consumer context. The primary objective of this research is to investigate the impact of green packaging and green product on purchase decisions, considering brand image as an intervening factor.

LITERATURE REVIEW

SDGS (Sustainable Development Goals)

SDGs, as an evolution of the MDGs, broaden development priorities by incorporating previously excluded issues and by defining more inclusive, measurable targets across all goals (Guntari et al., 2023). The twelfth Sustainable Development Goals prioritizes eco-friendly consumption and production practices aimed at waste reduction, with active participation expected from individuals, enterprises, and governing bodies (Capah et al., 2023). UltraJaya aligns with this vision by showcasing its sustainability commitment in the "Path Toward a Sustainable Future" report.

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Millenials

Strauss and Howe (2000) classify Generation Y, or millennials, as those born between approximately 1982 and 2002. Meanwhile, Rahmadini et al. (2024) define millennials as those born from 1981 to 1996, with an estimated current age range of 24 to 39 years. The Central Bureau of Statistics (BPS, 2024) adopts the same classification, defining millennials as individuals born during 1981–1996 with the same estimated age range.

As the first generation to experience the rise of climate change and its effects as a normal aspect of daily existence, millennials have been driven to take an active role in promoting change, one approach being the transition toward green product consumption (Sutikno & Anandya, 2021). Individuals from the millennial generation, recognized for their strong awareness of environmental challenges, are more inclined to choose products that have beneficial impacts on the environment (Supriyono et al., 2024).

Customer Based Brand Equity

According to Keller (2020), Customer-Based Brand Equity refers to the distinct impact of brand awareness on consumer perceptions of the brand's marketing strategies and delineates four progressive stages in this process: firstly, brand awareness; secondly, the interpretation of product meaning and its image; thirdly, personal evaluation; and fourthly, achieving resonance or deep emotional attachment.

In the Customer-Based Brand Equity (CBBE) approach, brand equity is assessed based on the gradual development of consumer perceptions toward the brand. A brand with high CBBE yields several advantages, including enhanced customer loyalty, greater leverage for premium pricing, and heightened consumer responsiveness to price reductions (Setiawan, 2020). This research aligns with Goal 12, which focuses on reducing waste and promoting sustainable production by encouraging behavioral shifts among individuals, companies, and governments (Capah et al., 2023). Keller (2020) identifies four key dimensions of Customer-Based Brand Equity (CBBE), which include brand identity, brand meaning, brand responses, and brand relationship.

Purchase Decision

According to Kotler and Keller (2016:194), purchase decision is part of consumer behavior, referring to the process by which individuals, groups, or organizations decide to buy, use, and evaluate products, services, ideas, or experiences in order to satisfy their needs and wants. A product with a positive brand image, sustainable product quality, and a price that reflects its perceived value tends to make it easier for consumers to make purchase decisions. Indicators for Purchase Decision according to (Rosyada & Dwijayanti, 2023) are as follows: Problem and Need Recognition, Information Search, Alternative Evaluation, Making a Purchase Decision Post-Purchase Consumer Satisfaction Level.

Green Packaging

Green packaging is defined as packaging on products that is designed to help reduce pollution in the environment and also to support the process of sustainable development environmental (Wahyuningsih et al., 2022). Green packaging, is used as a strategy by companies to attract consumers' attention through the use of sustainable packaging materials that do not harm the environment (Mardiyah et al., 2022). Adopting eco-friendly packaging offers added value that influences how consumers perceive a brand, especially among millennials and Gen Z who are

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increasingly conscious of environmental concerns. Indicators for Green Packaging according to (Mardiyah et al., 2022) are as follows: Packaging can be recycled, Packaging can be reused, Packaging made from recyclable materials, Materials Made from Non-Hazardous Materials. **Hence the hypothesis:**

H1: Green Packaging significantly influences Brand Image

H3: Green Packaging significantly influences Purchase Decision

H6: Green Packaging influences Purchase Decision through the mediation of Brand Image

Green Product

According to Mardiyah et al. (2022), green products are defined as goods produced through processes that aim to reduce environmental pollution. Environmentally friendly products are known for their high durability and do not pose health risks to consumers (Putra & Ratnawili, 2020). Budianti and Nurtjahjadi (2023) add that such products contribute to energy efficiency, conservation of natural resources, and reduction in the use of toxic substances, pollution, and waste. Indicators for Green Product according to (Saputro et al., 2024) are as follows: Perception of Products, Eco Label, Composition of Products.

Hence the hypothesis:

H2: Green Product significantly influences Brand Image

H4: Green Product significantly influences Purchase Decision

H7: Green Product influences Purchase Decision through the mediation of Brand Image
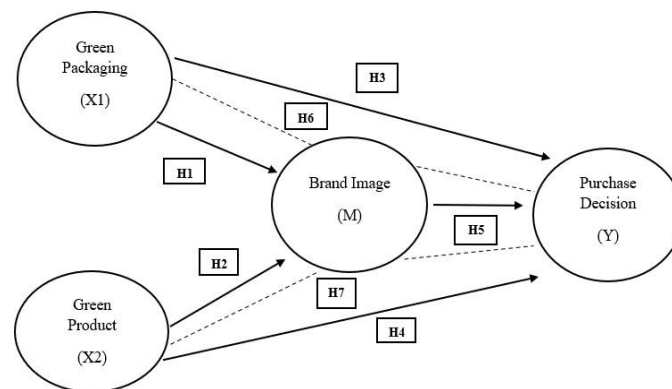
Brand Image

According to Keller (2022), brand image is defined as the process of evaluating a brand based on consumer experience. When consumers perceive a brand image positively, they feel compelled to make a purchase and are likely to become loyal consumers of that brand (Liyono, 2022). Brands that are formed from positive consumer perceptions and generate a good image can have an impact in creating performance excellence and increasing sales and consumer loyalty. Companies will reap long-term benefits as their competitiveness can grow steadily. Indicators for Brand Image according to (Rosita & Novitaningtyas, 2021) are as follows: Strenghtness, Uniqueness, Favorable.

Hence the hypothesis:

H5: Brand Image significantly influences Purchase Decision

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Figure 1. Conceptual Framework

METHOD

Population and Sample

This research targets millennial consumers living in Jabodetabek who have purchased Ultra milk at least once. The millennial cohort was selected for their notable inclination toward eco-friendly and sustainable products (Cosgrave & O'Dwyer, 2020) and heightened environmental concern (Ikhsan et al., 2023). Jabodetabek, encompassing Jakarta, Bogor, and Depok, was chosen due to its leading milk consumption in 2021. Using purposive sampling within a non-probability framework, the study obtained 120 valid responses from 151 questionnaires, surpassing the 119 minimum sample size determined via GPower at a 5% margin of error and 95% confidence interval.

Data Collection Method

The study gathered primary data via an online structured questionnaire created in Google Forms and disseminated through WhatsApp, TikTok, and Instagram. It examined respondents' perspectives on green products and their perceptions of Ultra Milk influencing purchase behavior. Responses were rated on a 1–5 Likert scale, from strong disagreement to strong agreement.

Data Analysis Method

The study applied descriptive statistics to summarize respondent demographics, including gender, age, domicile, occupation, income, and purchase history of Ultra Milk. For hypothesis testing, the Component or Variance-Based SEM approach was utilized via Smart-PLS 3.0, given its flexibility with non-normal data and small sample sizes.

RESULTS AND DISCUSSION

Results

Results of Descriptive Statistical Analysis

This study describes respondents' demographic characteristics. Data cleaning was first performed in Excel using the standard deviation method, retaining cases with values exceeding 0.5. As noted by Ali Memon et al., (2020), low standard deviation reflects inadequate variability

for valid analysis. Out of 151 responses, 120 were deemed suitable for further processing with SmartPLS 3.0.

Table 1. Profile Demographic

Profile	Category	Frequency	Percent (%)
Gender	Male	46	38%
	Female	74	62%
Age	24-31	73	60.83%
	32-39	47	39.17%
	Jakarta	42	35%
	Bogor	17	15%
	Depok	21	18%
Domicile	Tangerang	22	18%
	Bekasi	18	14%
	Jakarta	42	35%
	Civil Servant	29	24%
	Private Employee	43	36%
Occupation	Entrepreneur	22	18%
	Student	26	22%
	< Rp. 1.000.000	17	14%
	Rp. 1.000.000 - Rp. 4.000.000	46	38%
	Rp. 5.000.000 - Rp. 10.000.000	38	32%
Income	> Rp. 10.000.000	19	16%
		120	100%

Source: Proceesed Data, 2025

Measurement Model

The measurement model (outer model) defines how indicator blocks are directly associated with latent variables. According to Hair et al., (2021), the assessment involves several tests: factor loading (>0.7) to measure the shared variance among indicators; reliability, with composite reliability (>0.7) and Cronbach's alpha (>0.6) thresholds; convergent validity, with AVE values above 0.5; discriminant validity, evaluated using the Heterotrait-Monotrait Ratio (HTMT) with values below 0.9; and collinearity, assessed via the Variance Inflation Factor (VIF) with an ideal value under 5.

Table 2. Measurement Model

Variable	Item	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE
Green Packaging	X1.1	0.869	0.812	0.889	0.727
	X1.2	0,850			
	X1.4	0.838			
Green Product	X2.1	0.871	0.842	0.905	0,760
	X2.2	0.868			
	X2.3	0.876			
Brand Image	Z1	0.765	0.711	0.838	0.633
	Z2	0.794			
	Z3	0.827			
PurchaseDecision	Y1	0.825	0,780	0.858	0.603
	Y2	0.791			
	Y3	0.719			
	Y4	0,770			

Source: Processed data using SmartPLS 3.0, 2025

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Table 3. HTMT

Variable	Brand Image	Green Packaging	Green Product	Purchase Decision
Brand Image				
Green Packaging	0.567			
Green Product	0.554	0.788		
Purchase Decision	0.734	0,840	0.861	

Source: Processed data using SmartPLS 3.0, 2025

Table 4. VIF

Variable	Brand Image	Green Packaging	Green Product	Purchase Decision
Brand Image				1.294
Green Packaging	1.748			1.837
Green Product	1.748			1.836
Purchase Decision				

Source: Processed data using SmartPLS 3.0, 2025

Structural Model

Results from the structural model suggest sufficient predictive strength, with significant associations observed among several constructs. Effect size results in Table 5 highlight green product as having the greatest impact on purchase decision (0.220). According to Table 6, all direct hypotheses (H1–H5) are supported. Table 7 shows that H7, representing the mediating role of brand image between green packaging and purchase decision, is not statistically supported (p = 0.084), exceeding the 0.05 threshold. In contrast, H8 confirms partial mediation of brand image between green product and purchase decision.
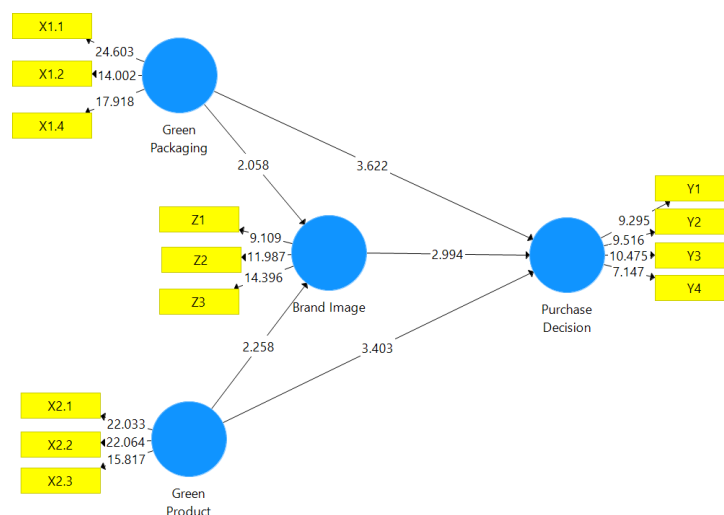
Figure 2. Structural Model

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Table 5. Effect Size

	Brand Image	Green Packaging	Green Product	Purchase Decision
Brand Image (Z)				0.118
Green Packaging (X1)	0.051			0,150
Green Product (X2)	0.051			0,220
Purchase Decision (Y)				

Source: Processed data using SmartPLS 3.0, 2025

Table 6 Hypothesis Direct Testing Result

	Beta Value (β)	T Value (/O/STDEV/)	Nilai P (P values)	Desc
Green Packaging-> Brand Image	0.263	2.140	0.033	Support
Green Product -> Brand Image	0.261	2.304	0.022	Support
Green Packaging-> Purchase Decision	0.322	3.778	0,000	Support
Green Product ->Purchase Decision	0,390	3.766	0,000	Support
Brand Image -> Purchase Decision	0,240	3.591	0,000	Support

Source: Processed data using SmartPLS 3.0, 2025

Table 7. Hypothesis Inderect Testing Result

	Beta Value (β)	T Value (/O/STDEV/)	Nilai P (P values)	Desc	Mediation Type
Green Packaging -> Brand Image -> Purchase Decision	0.063	1.732	0.084	Not Support	Unmediated
Green Product -> Brand Image -> Purchase Decision	0.063	1.995	0.047	Support	Partial Mediation

Source: Processed data using SmartPLS 3.0, 2025

Discussion

Findings reveal that Green Packaging significantly enhances Brand Image, confirming Rahmawati & Azizah's (2022) assertion that eco-friendly, recyclable packaging appeals to consumers concerned with waste reduction. The variable also significantly influences Purchase Decision, aligning with Mardiyah et al. (2022) and Suarnitha et al. (2024) but conflicting with Damayanti & Nuvriasari (2021). This suggests millennials prioritize brands demonstrating environmental responsibility, making Ultra Milk's sustainable packaging a strategic factor in consumer purchasing choices, supported by the rise of environmentally oriented products.

The results show that Green Product positively and significantly impacts Brand Image, consistent with Mumpuni et al. (2023), suggesting that consumers' stronger recognition of Ultra Milk's sustainability efforts enhances its brand perception. Additionally, Green Product demonstrates a significant positive relationship with Purchase Decision, supporting the conclusions of Saputro et al. (2024) and Hidayah et al. (2022), while contradicting Mardiyah et al. (2022), who found no significant effect. Such eco-friendly products offer consumers not only environmental benefits but also emotional gratification and social value, reinforcing responsible consumption patterns.

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Findings indicate that Brand Image significantly and positively impacts Purchase Decision, consistent with previous studies by Rosita & Novitaningtyas (2021) and Liyono (2022). This suggests that millennials, being highly sensitive to brand reputation, rely heavily on brand image when making purchasing choices.

Results reveal that Brand Image fails to act as a mediator between Green Packaging and Purchase Decision due to its non-significant statistical outcome. This aligns with Shafitry and Octaviani's (2024) observation that, while brand image plays an important role in influencing purchasing behavior, the appeal of eco-friendly packaging alone can sufficiently encourage consumers to buy. Ultra Milk's sustainable packaging generates favorable consumer perceptions without the need for brand image reinforcement.

Findings indicate that brand image plays a significant and positive mediating role between green product and purchase decision, falling under partial mediation. Consistent with Chaniago and Nupus (2021), brands perceived as committed to sustainable practices earn greater trust, which strengthens consumer purchase confidence. The Customer-Based Brand Equity (CBBE) framework reinforces this by stating that brand equity derives from customer experiences encompassing trust, brand associations, perceived quality, and emotional connections.

CONCLUSION

This study finds that Green Packaging has the strongest influence on purchase decisions, followed by the positive contribution of Green Product. Brand Image functions as a partial mediator between Green Product and purchase decisions, but its mediating role is not significant for Green Packaging. Therefore, companies are advised to optimize Ultra Milk's sustainable packaging by refining its aesthetic design and visual impact, accompanied by informative and persuasive strategies, to enhance consumer perception and increase the likelihood of purchase.

The scope of this study is limited to a particular regional setting and a relatively small sample size. Subsequent research could expand the framework by including green perceived value, green knowledge, and word of mouth, while testing across different product categories and consumer groups, such as food or electronics. Furthermore, qualitative research could serve as a valuable tool to explore in depth how consumers perceive a brand's environmental initiatives

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