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The Influence of Green Product Strategy, Green Promotion, and Brand Image on Environmental Awareness and Its Impact on Purchase Decision for Panasonic Inverter AC Products

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ABSTRACT

This research aims to analyze the influence of green product, green promotion, and brand image strategies on environmental awareness and the impact on purchase decisions. The population of this research is inverter AC users who live in Tebet District, with a total sample of 200 respondents. The data analysis method uses the Structure Equation Modeling (SEM) approach which uses SmartPLS (Partial Least Square). The research results found that green products had a positive and significant effect on environmental awareness, green promotion had a positive and significant effect on environmental awareness, and brand image had a positive and significant effect on environmental awareness. Additionally, environmental awareness had a significant impact on purchase decisions.

Keywords: Green Product; Green Promotion; Brand Image; Environmental Awareness; Purchase Decision.

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INTRODUCTION

The rapid technological advancements and globalization have significantly influenced consumer behavior, particularly in terms of purchase decisions. Modern consumers are increasingly considering not only economic factors such as price and quality but also non-economic factors such as environmental awareness. This shift in consumer behavior highlights the importance of understanding how environmental concerns impact purchase decisions.

One of the significant environmental issues faced globally is global warming, caused by increased greenhouse gas emissions from human activities such as the burning of fossil fuels. Air conditioners (ACs), especially those using Chlorofluorocarbons (CFCs), contribute to this problem by releasing harmful gases that damage the ozone layer and increase surface temperatures.

In response to these environmental challenges, both production and marketing sectors have adopted green strategies. Green products, such as energy-efficient inverter ACs, and green

promotions are now integral to addressing environmental concerns while meeting market demands. In Indonesia, leading AC brands like LG and Panasonic have introduced green products to cater to the environmentally conscious consumer market.

The adoption of green products and the implementation of green promotions are expected to enhance a company's brand image and influence consumer purchase decisions positively. Previous studies have shown that green products and brand image significantly affect consumer behavior. For instance, Prayoga et al. (2020) found that green product awareness positively impacts purchase decisions, while Nurul Huda (2020) demonstrated the influence of brand image on consumer choices.

Despite the efforts by companies like Panasonic to promote green products, the actual sales data indicate a gap between brand image and purchase decisions. For example, Panasonic's inverter ACs, despite being environmentally friendly, have not achieved the expected market share.

This study aims to analyze the influence of green product strategies, green promotions, and brand image on environmental awareness and their subsequent impact on purchase decisions among inverter AC users in the Tebet District. Understanding these relationships can provide valuable insights for companies to enhance their green marketing strategies and align them more closely with consumer expectations.

LITERATURE REVIEW

Marketing Management. Marketing management is the process of planning, organizing, implementing, and controlling marketing efforts to meet consumer needs and achieve company goals. Kotler and Keller (2017) define marketing management as the art and science of selecting target markets and growing customers through creating, delivering, and communicating superior customer value. Tjiptono (2016) emphasizes that marketing management involves strategic decisions to generate revenue and sustain business operations.

Green Marketing. Kinasih et al. (2023), green marketing encompasses policies and strategies that aim to meet consumer demand while generating sustainable profits and managing environmental impacts. Utami (2020) explains that green marketing has evolved due to increased societal concern for environmental issues, leading to demands for corporate environmental responsibility. By incorporating eco-friendly practices and highlighting environmental benefits, companies can attract environmentally conscious consumers and build a positive brand image. This approach not only helps in reducing the environmental footprint but also enhances consumer trust and loyalty towards the brand.

Purchase Decision. According to Kotler & Armstrong (2018), purchase decision is part of consumer behavior, which studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Said et al. (2020) state that purchase decision is an evaluation process where consumers integrate their knowledge with available product alternatives and make a choice.

- **Dimensions and Indicators of Purchase Decision.** Kotler & Armstrong (2018) outline five stages in the purchase decision process: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

Environmental Awareness. Puspitasari et al. (2021) define environmental awareness as efforts to cultivate and foster awareness of environmental conservation. Djajadiwangsa & Alversia (2022) describe it as an understanding of environmental threats and actions to preserve the environment.

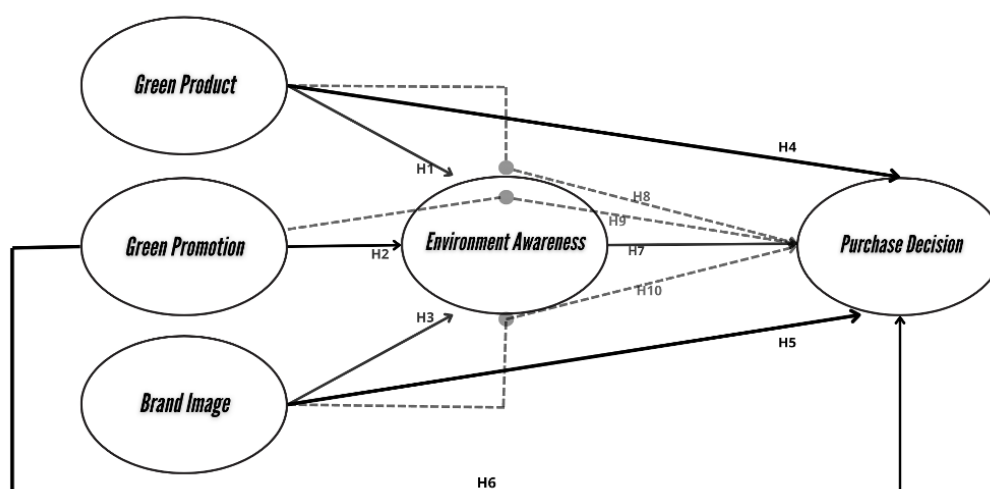
- **Dimensions and Indicators of Environmental Awareness.** Gabriela & Sugiarto (2020) list dimensions such as recycling, environmentally responsible consumption, energy conservation, and transportation behavior.

Green Product. Green products are those designed to minimize environmental impact throughout their lifecycle, from production to disposal. They use sustainable materials, eco-friendly production processes, and promote recycling and reusability. According to Bathmathan & Rajadurai (2020), green products are made with recyclable materials and aim to reduce environmental impact. Anjani & Perdhana (2021) highlight that green products utilize natural materials and contribute positively to the environment by reducing waste and pollution. The primary goals of green products include reducing natural resource use and minimizing harmful environmental impacts (Suhaily & Darmoyo, 2020).

Green Promotion. Kinasih et al. (2023) states that Green Promotion is an important element of the marketing mix that plays a crucial role in green promotion mix as it involves communicating the advantages of a product and influencing consumers. The delivery of information through green promotion is intended to inform consumers about the company's commitment to environmental sustainability.

Brand Image. According to Genoveva and Samukti (2020), brand image is the overall understanding consumers have of a brand, which is not solely determined by how well the product is named, but also by how the product is introduced to create lasting memories for consumers, shaping their perception of the product.

Figure 1. Theoretical Framework



- H¹: Does a green product have a positive and significant impact on environmental awareness?
H²: Does green promotion have a positive and significant impact on environmental awareness?
H³: Does brand image have a positive and significant impact on environmental awareness?
H⁴: Does a green product have a positive and significant impact on purchase decisions?
H⁵: Does brand image have a positive and significant impact on purchase decisions?
H⁶: Does green promotion have a positive and significant impact on purchase decisions?
H⁷: Does environmental awareness have a positive and significant impact on purchase decisions?

H⁸: Does a green product have a positive and significant impact on environmental awareness that affects purchase decisions?

H⁹: Does green promotion have a positive and significant impact on environmental awareness that affects purchase decisions?

H¹⁰: Does brand image have a positive and significant impact on environmental awareness that positively affects purchase decisions?

METHOD

This study employs a quantitative research design focused on causal analysis to investigate the effects of independent variables—green product, green promotion, and brand image—on environmental awareness and its impact on purchase decisions regarding Panasonic inverter air conditioners among consumers aged 20-40 in Tebet District. Data were collected using a structured questionnaire, distributed via Google Forms and in-person visits to electronics stores, which employed a Likert scale to measure responses. The operationalization of variables was rigorously defined to ensure clarity and relevance to the research objectives. Sample selection was based on purposive sampling techniques within the specified demographic, aiming for a sample size calculated by the Hair formula to ensure statistical validity and reliability. Data analysis was conducted using Structural Equation Modeling (SEM) through SmartPLS software, focusing on the relationships between the variables to assess their influence on consumer behavior effectively.

RESULTS AND DISCUSSION

Results

Descriptive Statistics. The description of the respondents in this study is as follows:

Tables 1. Description of Research Respondents

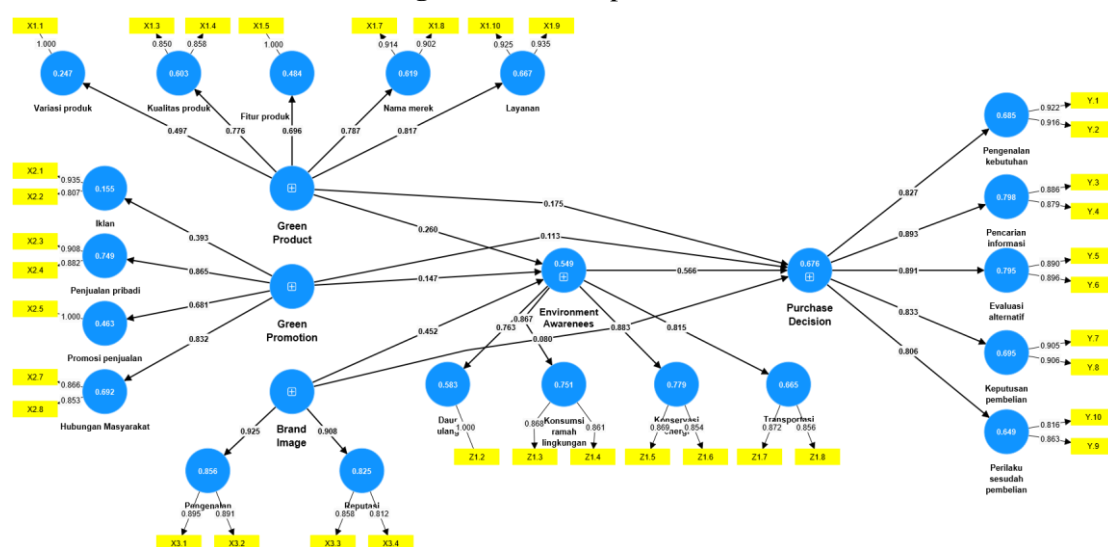
| Characteristic | Category | Frequency | Percentage |
|----------------|-----------------------|------------|------------|
| Gender | Male | 118 | 59% |
| | Female | 82 | 41% |
| | Total | 200 | |
| Age | 20-25 years | 15 | 7.5% |
| | 26-30 years | 79 | 39.5% |
| | 31-35 years | 48 | 24.2% |
| | 36-40 years | 58 | 28.8% |
| | Total | 200 | |
| Domicile | Bukit Duri | 20 | 10% |
| | Kebon Baru | 34 | 17% |
| | Manggarai | 10 | 5% |
| | Manggarai Selatan | 14 | 7% |
| | Menteng Dalam | 36 | 18% |
| | Tebet Barat | 49 | 25% |
| | Tebet Timur | 37 | 19% |
| | Total | 200 | |
| Last Education | High School | 6 | 3% |
| | Associate Degree (D3) | 10 | 5% |

| Characteristic | Category | Frequency | Percentage |
|--------------------------|------------------------|------------|------------|
| | Bachelor's Degree (S1) | 148 | 74% |
| | Master's Degree (S2) | 36 | 18% |
| | Total | 200 | |
| Employment Status | Student | 0 | 0% |
| | Private Employee | 136 | 68% |
| | Public Servant | 42 | 21% |
| | Housewife | 22 | 11% |
| | Total | 200 | |

Source: Survey results from respondents, 2024

Measurement Model (Outer Model). Reliability tests showed that Cronbach's Alpha for all constructs was above 0.80, and Composite Reliability scores ranged from 0.82 to 0.89, ensuring robust internal consistency.

Figure 2. PLS Output Results



Based on Figure 2, it can be seen that all indicators have passed the test as they have loading factor values above 0.70; therefore, all indicators can proceed to the next testing phase.

Table 2. Fornell-Larcker Criterion Test Results

| Variable | <i>Purchase Decision</i> (Y) | <i>Environment Awareness</i> (Z) | <i>Green Product</i> (X1) | <i>Green Promotion</i> (X2) | <i>Brand Image</i> (X3) |
|---------------------------|---------------------------------|-------------------------------------|------------------------------|--------------------------------|----------------------------|
| Purchase Decision (Y) | 0.756 | | | | |
| Environment Awareness (Z) | 0.691 | 0.735 | | | |
| Green Product (X1) | 0.626 | 0.593 | 0.711 | | |
| Green Promotion (X2) | 0.614 | 0.597 | 0.647 | 0.712 | |
| Brand Image (X3) | 0.627 | 0.681 | 0.528 | 0.624 | 0.793 |

Source: Data processed using SmartPLS 4, 2024

Based on Table 2, it can be interpreted that in this study all constructs within the model are truly distinct from each other and measure different things, thus it can be concluded that all constructs or latent variables already possess good discriminant validity.

Table 3. Construct Reliability Test and Average Variance Extracted (AVE) Results

| Variabel | Cronbach's Alpha | Composite Reliability | Average variance extracted (AVE) |
|---------------------------|------------------|-----------------------|----------------------------------|
| Purchase Decision (Y) | 0.916 | 0.918 | 0.572 |
| Environment Awareness (Z) | 0.878 | 0.880 | 0.541 |
| Green Product (X1) | 0.836 | 0.838 | 0.505 |
| Green Promotion (X2) | 0.804 | 0.814 | 0.507 |
| Brand Image (X3) | 0.801 | 0.803 | 0.629 |

Source: Data processed using SmartPLS 4, 2024

The reliability and validity statistics of the constructs in the study indicate robust measurement properties. For Purchase Decision, Environment Awareness, Green Product, Green Promotion, and Brand Image, the Cronbach's Alpha and Composite Reliability values are well above the commonly accepted threshold of 0.7, demonstrating excellent internal consistency. Specifically, Purchase Decision shows exceptionally high reliability with a Cronbach's Alpha of 0.916 and Composite Reliability of 0.918. Similarly, the Average Variance Extracted (AVE)

for all constructs exceeds the minimum recommended value of 0.5, confirming adequate convergent validity. The highest AVE is observed for Brand Image at 0.629, indicating that a significant portion of the variance in Brand Image is captured by its indicators. Overall, these results suggest that the constructs are measured reliably and represent distinct dimensions, thus supporting their use in further analysis of the model.

Structural Model (Inner Model). Inner model analysis is conducted to ensure that the constructed structural model is robust and accurate. Testing of the structural model is performed by examining the values of *R-Square*, *f-Square*, and *Q-Square*.

Table 4. *R-Square* Test Results

| Variable | <i>R-Square</i> |
|-----------------------|-----------------|
| Purchase Decision | 0.676 |
| Environment Awareness | 0.549 |

Source: Data processed using SmartPLS 4, 2024

Based on the test results in Table 4, it can be seen that the *R-Square* value for purchase decision is 0.676, indicating that 67.6% of the variability in purchase decision can be explained by the independent variables included in the regression model. Similarly, the environmental awareness variable has an *R-Square* value of 0.549, indicating that 54.9% of the variability in environmental awareness can be explained by the independent variables in the regression model.

Table 5. *f-Square* Test Results

| Variable | <i>f-Square</i> |
|--|-----------------|
| Green Product => Environment Awareness | 0,083 |
| Green Promotion => Environment Awareness | 0,023 |
| Brand Image => Environment Awareness | 0,265 |
| Green Product => Purchase Decision | 0,049 |
| Brand Image => Purchase Decision | 0,009 |
| Green Promotion => Purchase Decision | 0,023 |
| Environment Awareness => Purchase Decision | 0,446 |

Source: Data processed using SmartPLS 4, 2024

Based on Table 5, it can be seen that the variable brand image has a strong relationship with environmental awareness, as well as the relationship between environmental awareness and purchase decision, which also has a strong relationship. These results indicate that a good brand image not only increases environmental awareness but also, through the increase in environmental awareness, can significantly influence purchase decisions.

Table 6. Q-Square Test Results

| Variabel | Q ² predict |
|---------------------------|------------------------|
| Environment Awareness (Z) | 0.542 |
| Purchase Decision (Y) | 0.529 |

Source: Data processed using SmartPLS 4, 2024

Based on Table 6, it can be seen that the Q² value of 0.542 indicates that the model has a fairly good predictive ability for the variable environmental awareness. Similarly, for the variable purchase decision, the Q² value of 0.529 also indicates a good predictive ability of the model for the variable purchase decision.

Table 7. Hypothesis Test Results

| No | Hypothesis | Path Coefficients | Standard Deviasi | T-Statistics | P-Value | Desc | Result | Mediation |
|--|--|-------------------|------------------|--------------|---------|----------|--------------------------|-----------|
| Coefficients Direct Effects (Direct Effects) | | | | | | | | |
| H ¹ | Green Product => Environment Awareness | 0.260 | 0.079 | 3.271 | 0.001 | Accepted | Positive Significant | - |
| H ² | Green Promotion => Environment Awareness | 0.147 | 0.071 | 2.085 | 0.037 | Accepted | Positive Significant | - |
| H ³ | Brand Image => Environment Awareness | 0.452 | 0.059 | 7.709 | 0.000 | Accepted | Positive Significant | - |
| H ⁴ | Green Product => Purchase Decision | 0.175 | 0.062 | 2.818 | 0.005 | Accepted | Positive Significant | - |
| H ⁵ | Brand Image => Purchase Decision | 0.080 | 0.061 | 1.315 | 0.189 | Rejected | Negative Not Significant | - |
| H ⁶ | Green Promotion => Purchase Decision | 0.113 | 0.062 | 1.824 | 0.068 | Rejected | Negative Not Significant | - |

| No | Hypotheses | Path Coefficients | Standard Deviasi | T-Statistics | P-Value | Desc | Result | Mediation |
|--------------------------------------|---|-------------------|------------------|--------------|---------|----------|----------------------|-------------------|
| H ⁷ | Environment Awareness => Purchase Decision | 0.566 | 0.063 | 9.007 | 0.000 | Accepted | Positive Significant | - |
| Coefficients Indirect Effects | | | | | | | | |
| H ⁸ | Green Product => Environment Awareness => Purchase Decision | 0.147 | 0.049 | 3.015 | 0.003 | Accepted | Positive Significant | Partial Mediation |
| H ⁹ | Green Promotion => Environment Awareness => Purchase Decision | 0.083 | 0.041 | 2.014 | 0.044 | Accepted | Positive Significant | Full Mediation |
| H ₀ ¹ | Brand Image => Environment Awareness => Purchase Decision | 0.256 | 0.046 | 5.571 | 0.000 | Accepted | Positive Significant | Full Mediation |

Source: Data processed using SmartPLS 4, 2024

Based on the results presented in Table 7, it can be concluded that the hypotheses testing reveals significant insights into the relationships among the studied variables. The direct effects indicate that green product (H¹), green promotion (H²), and brand image (H³) significantly and positively influence environmental awareness. Furthermore, green product (H⁴) and environmental awareness (H⁷) has a positive and significant direct effect on purchase decisions. This indicates that consumers are likely to make purchase decisions favoring products that are environmentally friendly, emphasizing the importance of green product features in influencing consumer behavior directly. However, the direct effects of brand image (H⁵) and green promotion (H⁶) on purchase decisions were not significant, suggesting that these factors may not directly drive purchase decisions in the absence of environmental awareness.

The indirect effects analysis shows that green product (H^8), green promotion (H^9), and brand image (H^{10}) have significant positive effects on purchase decisions through the mediation of environmental awareness. This implies that environmental awareness fully mediates the relationship between these factors and purchase decisions, highlighting the critical role of environmental awareness in translating green marketing efforts into actual consumer behavior.

Discussion

- 1. Analysis of the Influence of Green Product on Environmental Awareness.** The first hypothesis examined if green products positively affect environmental awareness. Results showed a significant *T-Statistic* of 3.271 and a P-Value of 0.001, confirming that green products substantially boost environmental awareness. This aligns with prior research by Lestari (2020) and underscores the dual benefits of green products: they reduce environmental impact and enhance consumer awareness about environmental conservation. This leads to a virtuous cycle where increased awareness fuels demand for green products, promoting long-term sustainability. Specifically, Panasonic's inverter AC exemplifies this by using advanced technology to achieve efficient cooling with less energy, thereby minimizing carbon emissions and supporting environmental sustainability.
- 2. Analysis of the Influence of Green Promotion on Environmental Awareness.** The second hypothesis explored whether green promotion effectively boosts environmental awareness. The study revealed a positive impact, supported by a *T-Statistic* of 2.085 and a P-Value of 0.037, which confirms the significance of green promotion in enhancing environmental awareness. This finding is consistent with Agarwal (2020), emphasizing that green promotion plays a crucial role in highlighting environmental issues, thus influencing consumer behaviors towards sustainability. Panasonic effectively utilizes green promotion through strategic communication, innovative products, and educational efforts, thereby fostering a positive environmental image among consumers.
- 3. Analysis of the Influence of Brand Image on Environmental Awareness.** The third hypothesis examined the impact of brand image on environmental awareness, revealing a substantial positive effect with a *T-Statistic* of 7.709 and a P-Value of 0.000, underscoring the strong link between brand image and environmental consciousness. This correlation is corroborated by research from Dzulhijj & Hidayat (2023), which highlighted the significant role of brand image in fostering environmental awareness. Companies like Panasonic, with their robust commitment to eco-friendly practices and production of energy-efficient products, enhance consumer perceptions of their environmental responsibility. This reputation helps raise consumer awareness about environmental issues, as customers are more engaged with brands that demonstrate genuine environmental concern.
- 4. Analysis of the Influence of Green Product on Purchase Decision.** The fourth hypothesis investigated the influence of green products on purchase decisions, revealing a significant positive effect with a *T-Statistic* of 2.818 and a P-Value of 0.005. This supports the notion that consumers increasingly value environmental friendliness in their purchasing choices. Research by Utami (2020), Chaniago & Nupus (2021), Suhaily & Darmoyo (2020), and Mukaromah et al. (2020) confirms that green products not only meet higher quality and safety standards but also enhance consumer satisfaction by aligning with their environmental values. This attribute acts as a key differentiator in the market, enhancing the appeal of products like Panasonic's inverter ACs, which optimize energy use and

maintain comfort efficiently, leading to significant cost savings and increased likelihood of consumer recommendations.

5. **Analysis of the Influence of Brand Image on Purchase Decision.** The fifth hypothesis explored whether brand image has a positive impact on purchase decisions. The results, with a *T-Statistic* of 1.315 and a P-Value of 0.189, indicate that brand image does not significantly affect purchase decisions, marking a departure from previous findings by Genoveva & Samukti (2020) and Putra & Hartono (2020), which identified a significant positive impact. However, these results are consistent with more recent studies by Sukwanto & Handini (2021) and Kurniawan & Tanujaya (2024), suggesting that brand image may not be a decisive factor in consumer buying behavior. This could be due to a leveling effect where multiple brands in the inverter AC market possess similarly strong brand images, thus leading consumers to focus on other attributes such as technology and cost efficiency rather than brand reputation alone. This shift implies that consumers may place greater trust in the functional benefits of inverter technology itself, rather than the brand presenting it, when making purchase decisions.
6. **Analysis of the Influence of Green Promotion on Purchase Decision.** The sixth hypothesis examined whether green promotion significantly influences purchase decisions. The findings, showing a *T-Statistic* of 1.824 and a P-Value of 0.068, suggest that green promotion does not significantly affect purchase decisions, aligning with Azzahra's (2023) research indicating a similar lack of significant positive impact. While green promotion highlights the eco-friendly features of products, its effectiveness may be diluted by other more decisive factors such as price, energy efficiency, and overall product performance. Despite the appeal of green features, the higher price points of inverter ACs compared to traditional models may lead consumers to favor initial cost savings over long-term benefits. This underscores the need for manufacturers to balance green marketing with competitive pricing and compelling product attributes to effectively sway consumer purchase decisions.
7. **Analysis of the Influence of Environmental Awareness on Purchase Decision.** The seventh hypothesis explored the impact of environmental awareness on purchase decisions, revealing a strong and significant positive correlation with a *T-Statistic* of 9.007 and a P-Value of 0.000. This robust finding underscores that heightened environmental awareness considerably sways consumer purchase behaviors. Supported by studies from Lestari (2020), Prayoga et al. (2020), and Irfanita et al. (2021), the evidence confirms that consumers with greater environmental consciousness are more likely to opt for eco-friendly products. Such consumers prioritize items that are recyclable, have low carbon footprints, are energy-efficient, or are produced sustainably. They are also attentive to environmental labels like "Organic" and "Eco-Friendly," which boosts their confidence in the products and influences their buying decisions. This illustrates that environmental awareness not only shapes consumer preferences but also significantly drives their purchase decisions, highlighting the critical role of sustainability in modern consumer markets.
8. **Analysis of the Influence of Green Product on Environmental Awareness Impacting Purchase Decision.** The eighth hypothesis examined the indirect relationship where green products enhance environmental awareness, which subsequently influences purchase decisions. The results indicated a substantial impact, with a *T-Statistic* of 3.015 and a P-Value of 0.003, confirming that green products significantly boost environmental awareness, which in turn affects buying behaviors. This is consistent with Agarwal's (2020) findings, which also highlighted the positive effect of green products on environmental awareness and their purchase decisions. Products such as Panasonic's inverter ACs, which

are crafted with safer materials, improved energy efficiency, and reduced emissions, help educate consumers about sustainability. As consumers become more environmentally conscious through their interactions with such products, their appreciation for green attributes grows, leading them to make purchasing decisions that they believe contribute to environmental preservation. This cycle demonstrates the powerful role of green products in fostering environmental awareness and driving consumer choices toward more sustainable options.

- 9. Analysis of the Influence of Green Promotion on Environmental Awareness Impacting Purchase Decision.** The ninth hypothesis investigated the influence of green promotion on environmental awareness and its subsequent impact on purchase decisions. The study demonstrated a significant positive effect, evidenced by a *T-Statistic* of 2.014 and a *P-Value* of 0.044, validating that green promotion effectively enhances environmental awareness, which in turn positively influences purchase decisions. This finding aligns with research by Puspitasari et al. (2021), which confirmed that green promotion can shift consumer behavior towards more sustainable consumption patterns. By emphasizing the environmental benefits and energy efficiency of products, such as Panasonic's inverter ACs, green promotion informs consumers about the ecological advantages of these products. This knowledge encourages consumers to choose options that not only meet their needs but also contribute to environmental conservation by reducing CO² emissions. Therefore, green promotion serves as a crucial tool in directing consumer choices towards environmentally friendly products, thereby facilitating more sustainable purchasing behaviors.
- 10. Analysis of the Influence of Brand Image on Environmental Awareness Impacting Purchase Decision.** The tenth hypothesis tested whether brand image positively influences environmental awareness, which in turn affects purchase decisions. The study reported a *T-Statistic* value of 5.571 and a *P-Value* of 0.000, indicating a positive and significant relationship between brand image and environmental awareness, impacting purchase decisions. This result is supported by previous research by Lestari (2020) and Ulfiah et al. (2023), which demonstrate that companies focused on developing a brand image that emphasizes environmental issues can increase consumer awareness about the environment and ultimately influence their purchase decisions. Panasonic is recognized for its strong commitment to sustainability and green innovation, which positively enhances environmental awareness among consumers. Those who value Panasonic's efforts towards environmental conservation tend to be loyal to the brand and this loyalty significantly influences their purchasing decisions of Panasonic's products.

CONCLUSION

This research aimed to explore the effects of green product strategies, green promotions, and brand image on environmental awareness and their subsequent impact on purchase decisions. The study identified significant positive effects of green products and green promotions on environmental awareness, underscoring their role in enhancing consumer knowledge and influencing eco-friendly behaviors. Brand image, particularly when aligned with environmental sustainability, significantly boosts environmental awareness, although it does not directly influence purchase decisions as consumers today perceive many brands as similar, reducing the distinct impact of brand image alone.

1. Green Products significantly boost environmental awareness and directly contribute to eco-conscious purchase decisions by showcasing energy efficiency and sustainable practices.
2. Green Promotions effectively raise awareness about environmental issues, thereby facilitating an increase in consumer support for sustainable products.
3. Brand Image plays a critical role in enhancing environmental awareness but has a limited direct effect on purchase decisions due to the similarity in perception among different brands.

Implications of these findings include the necessity for companies to integrate genuine green attributes into their product design and communication strategies to resonate with environmentally conscious consumers. Moreover, the minimal impact of brand image on purchase decisions suggests that businesses need to focus more on tangible environmental benefits rather than solely relying on branding.

Future research should consider investigating other variables that could influence environmental awareness and purchase decisions, such as price sensitivity, product quality, consumer behavior, and loyalty. Additionally, future studies could explore the varying effects of green promotion across different consumer segments, including those highly concerned with environmental issues versus those less concerned, to tailor more effective marketing strategies.

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