International Review of Management and Marketing

ISSN: 2146-4405

available at http: www.econjournals.com

International Review of Management and Marketing, 2024, 14(4), 210-229.

Deciphering the Green Marketing Puzzle: Understanding the Interplay of Green Marketing Strategic Orientation, Attitude towards Green Marketing, Brand Integrity, and Purchase Intention

Aditya Halim Perdana Kusuma Putra[1]*, Siti Mariam[2], Moh. Tafsir[3], Novita Rosanti[4]

[1]Department of Management, Faculty of Economic and Business, Universitas Muslim Indonesia, Indonesia, [2]Department of Management, Faculty of Economic and Business, Universitas Esa Unggul, Indonesia, [3]Department of Management, STIEM Bongaya, Indonesia. [4]Magister Program of Management, Institut Bisnis dan Keuangan Nitro, Indonesia. *Email: adityatrojhan@gmail.com

Received: 18 Feburary 2024 **Accepted:** 20 June 2024 **DOI:** https://doi.org/10.32479/irmm.16224

ABSTRACT

The purpose of this study aims (1) Investigate the role of the item constructs access to information, labelling and peer pressure, sense of retribution, and circular economy perception on green individuals feelings; (2) Evaluate the role of green business orientation and product quality on perceived of green marketing strategic orientation through the second-order analysis test. As a design methodology we involved 178 respondents at Starbucks outlets in Makassar City, Indonesia, with purposive random sampling. The analysis was conducted through a second-order analysis approach to test the variable constructs and through direct and indirect testing by involving attitude towards green marketing and brand integrity as intervening variables. The result of this study shows all items have a significant role in shaping the perceived of green marketing strategic orientation and green individuals feelings through the second-order analysis approach. Direct test showed a positive and significant effect except in the relationship between perceived of green promotion and innovation and brand integrity. Indirect test shows that the relationship between perceived of green marketing strategic orientation, perceived of green promotion and innovation, and purchase intention with attitude towards green marketing as an intervening variable is not significant. Similarly, the relationship between green individuals feelings, purchase intention, brand integrity, and perceived of green promotion and innovation as intervening variables is also not significant.

Keywords: Green Individuals Feelings, Green Marketing, Perceived of Green Promotion, Attitude Toward Green Marketing, Brand Integrity, Purchase Intention
JEL Classifications: M31, M14, Q56, D91

1. INTRODUCTION

In today's age, there's a growing consciousness surrounding environmental concerns, leading consumers to prioritize eco-friendly business practices. Consequently, companies must tailor their marketing strategies to emphasize sustainability and environmental preservation (Chen et al., 2015). The concept of perceived green marketing strategic orientation reflects the company's views and attitudes towards the environment and sustainability (Rivera-Camino, 2007). Perceived green marketing strategic orientation denotes a company's capacity to recognize, formulate, and execute sustainable marketing strategies. This encompasses utilizing eco-friendly raw materials, implementing effective waste management practices, and fostering innovation in environmentally conscious product development (Marcon et al., 2017). Through adopting a sustainable marketing orientation, companies can not only address the growing environmental concerns of consumers but also contribute positively to the planet.

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Additionally, one of the antecedent variables in this study is green individual feelings, encompassing individual perceptions, attitudes, and beliefs toward eco-conscious business practices and environmental issues (Han and Yoon, 2015). Green individual feelings strongly influence consumer behavior, including in choosing products or services that are considered environmentally friendly (Cho et al., 2013). Consumers who harbor favorable sentiments towards environmentally sustainable business practices are often inclined to purchase eco-friendly products. Hence, it's imperative for companies to grasp individual perceptions and attitudes regarding environmental issues in order to craft impactful marketing strategies (Wilburn Green et al., 2015). Perceived green promotion and innovation encompass the communication and promotion of sustainable products, alongside innovation within an environmental framework. This involves companies' endeavors to highlight the environmental benefits of their products or services through suitable marketing channels (de Medeiros and Ribeiro, 2017); (De Jesus and Mendonça, 2018).

Perceived green promotion and innovation also involves developing innovative products and processes that reduce negative impacts on the environment. In the context of marketing, it is important for companies to clearly and transparently communicate the environmental benefits of their products or services to consumers (Zhou et al., 2020). Thus, perceived green promotion and innovation can help companies to build a positive brand image and increase consumer trust (García-Salirrosas and Rondon-Eusebio, 2022; Yu et al., 2021). These concepts are important in the modern marketing context because of the changing behavior of consumers who are increasingly concerned about environmental issues (Wilburn Green et al., 2015). Modern consumers tend to choose products and services that have a positive impact on the environment in their daily lives. Consumers want to contribute to the preservation of the environment and reduce the negative impacts generated by consumption activities (Dabija et al., 2018). Therefore, companies must adapt their marketing strategies to these values in order to remain relevant and competitive in the market. One of the main reasons why perceived green marketing strategic orientation, green individual feelings, and perceived green promotion and innovation are so important is because they can provide a competitive advantage for companies (Rex and Baumann, 2007; Zhou et al., 2020). As consumer preferences lean towards environmentally friendly products and brands, they show readiness to invest more in items that offer evident environmental advantages. Through adopting a sustainable marketing approach, companies can not only attract a broader customer base but also foster robust brand loyalty (Wongsansukcharoen, 2022).

In addition, sustainability has also become an urgency for companies due to increasingly stringent environmental pressures and regulations. Governments and international regulatory agencies issue laws and policies that encourage companies to adopt more environmentally friendly business practices (Lai et al., 2011). Companies that do not pay attention to environmental aspects risk facing significant fines and sanctions, as well as reputational losses that can damage their image in the eyes of consumers. Furthermore, it is important to understand that environmental issues not only affect our planet, but also human life as a whole. Climate change, pollution, and environmental degradation have a serious impact on human health and the balance of ecosystems (Ordonez et al., 2021). Therefore, adopting a sustainable marketing strategy is a corporate social responsibility and is also a step that contributes to general sustainability. In an era of globalization and technological advancement, information about business practices and environmental impacts is rapidly spreading around the world. Consumers are becoming more aware of their choices and increasingly critical of companies' business practices. In this regard, companies should pay attention to the perceptions and needs of consumers who are increasingly concerned about environmental issues, and integrate sustainability values throughout their value chain (Austin and Rahman, 2022; Rinaldi and Jonsson, 2020). By adopting sustainability-focused marketing strategies, companies can meet the demands of consumers who are increasingly concerned about the environment, build competitive advantage, comply with environmental regulations, and make a positive impact on the planet. Therefore, it is important for companies to integrate sustainability values in their culture and operations and develop sustainable and environmentally-focused marketing strategies. To implement perceived green marketing strategic orientation, companies need to conduct a thorough evaluation of their business processes. This includes identifying and managing environmental risks (Astuti et al., 2022), reducing greenhouse gas emissions (Puertas and Marti, 2021), minimizing the use of limited natural resources, and promoting environmentally friendly business practices (Passetti and Tenucci, 2016). Companies also need to collaborate with suppliers, partners and customers to ensure compliance with sustainability standards.

Perceived green promotion and innovation are also important for differentiating themselves from competitors and creating strong brand awareness (Sharma and Foropon, 2019). Companies need to commit to promoting the environmental benefits of their products or services through various effective marketing channels. This includes the use of social media, sustainability-focused advertising campaigns, and collaboration with leading environmental influencers or organizations. In addition, companies should encourage innovation in product development and production processes that are more environmentally friendly (Zubair et al., 2020). This may include the use of recycled raw materials, waste reduction, and the use of renewable energy. The urgency of implementing these concepts is also driven by the fact that consumers are increasingly savvy and have greater access to information. They can easily access product reviews, brand comparisons and information on companies' business practices. Consumers who are concerned about the environment tend to do research before buying products or using services (Pan and Du, 2021). In addition, sustainability also provides long-term benefits for companies. By adopting environmentally friendly business practices, companies can reduce operational costs, improve resource use efficiency, and avoid fines or sanctions that may result from environmental violations (Green and Baird, 2020; Park and Ahn, 2012). Sustainable product and process innovation can also open up new market opportunities, create added value, and help companies position themselves as responsible industry leaders. The urgency of implementing sustainable marketing strategies

is not only related to the success of companies in achieving their business goals, but also to the sustainability of our planet.

1.1. Phenomena, Research Gap, and Novelty

While there is already research exploring the influence of sustainable marketing strategic orientations on consumer behavior, there is still room to deepen the understanding of the extent to which such strategic orientations influence consumers' purchase decisions in concrete terms. Previous research has shown a positive relationship between green individual feelings and attitude towards green marketing (Kao and Du, 2020; Lai et al., 2011; Sharma, 2021). However, there is still a lack of understanding on how green individual feelings directly influence attitude towards green marketing or through other mediators (Luo et al., 2020; Schmuck et al., 2018). Therefore, this gap research can dig deeper to explore whether attitude towards green marketing acts as a mediator between green individual feelings and purchase intention. Thus, this research will certainly contribute to understanding the psychological mechanisms that connect green individual feelings with purchase intention through Attitude towards green marketing. This can help companies to design more effective marketing strategies by understanding how individual feelings towards the environment can influence attitudes towards green marketing and, ultimately, consumer purchase intentions.

Secondly, previous studies show a positive relationship between perceived of green promotion and innovation and brand integrity (Chen and Chang, 2013). However, there is still a lack in the understanding of the extent to which perceived of green promotion and innovation directly affects brand integrity or through other mediators (Zhou et al., 2020). Therefore, this gap research can investigate whether brand integrity acts as a mediator between perceived of green promotion and innovation and purchase intention. By understanding this mechanism, companies can direct their efforts in building and maintaining strong brand integrity to increase consumer purchase intentions. Third, previous research by (Ko et al., 2013; Mohd Suki, 2016) has shown a positive relationship between perceived of green marketing strategic orientation and purchase intention. However, there is still a lack of understanding about whether the effect of perceived of green marketing strategic orientation on purchase intention varies depending on the level of attitude towards green marketing of consumers (García-Salirrosas and Rondon-Eusebio, 2022). This gap research can test whether the effect of perceived of green marketing strategic orientation on purchase intention differs between consumers with high and low attitude towards green marketing (Sharma, 2021). Thus, this study will provide further understanding of the differences in the effect of perceived of green marketing strategic orientation on purchase intention between consumers with high and low attitude towards green marketing can provide valuable insights for companies. By understanding these differences, companies can develop more segmented and relevant marketing strategies to influence consumer purchase intentions (Akkaya, 2021; Kilajian and Chareonsudjai, 2021; Nasir et al., 2021).

This study can test whether consumers with high attitude towards green marketing are more responsive to perceived of green marketing strategic orientation than consumers with low attitude towards green marketing. This can help companies determine more appropriate target segments and design marketing messages that match consumer preferences. In addition, this gap research can also investigate other factors that can moderate the relationship between perceived of green marketing strategic orientation and purchase intention. For example, the influence of demographic factors such as age, gender, or education level on this relationship could be an interesting research area to explore (Burton, 2014; Shen and Saijo, 2008). By understanding these factors, companies can customize their marketing strategies according to different consumer characteristics. The novelty of this gap research lies in its focus on the different effects of perceived of green marketing strategic orientation on purchase intention based on the level of attitude towards green marketing. This research can provide a deeper understanding of how consumer attitudes towards green marketing can moderate the relationship between perceptions of green marketing strategic orientation and purchase intentions. The results of this study can provide practical insights for companies in designing marketing strategies that are more effective and in accordance with consumer preferences. In order to fill this research gap, future research can use a study design that involves a representative sample of the consumer population, valid and reliable data collection methods, and appropriate statistical analysis. A mixed approach of quantitative and qualitative methods may also provide a comprehensive understanding of this phenomenon. Overall, this gap research will provide new insights into the relationship between the antecedent and intervening variables mentioned, as well as their influence on purchase intention. This research will provide a deeper understanding of the dynamics of sustainable marketing and environmentally concerned consumers. Environmental issues are increasing and becoming a major concern in today's society. In this context, we all have a responsibility to pay attention to the impact caused by the environment. Many previous studies have examined the topic of green marketing and sustainability innovation, which is a hot topic to research. Efforts have been made by various parties to minimize the continuing adverse environmental impacts (Prieto-Sandoval et al., 2022). One way to reduce environmental impact is to adopt renewable energy as an alternative energy source. This is a clear example of efforts to create environmentally friendly innovations. In addition, it is also important to campaign on environmental issues to the public at large to increase consumer awareness (Rhein and Schmid, 2020).

Our study offers several alternative strategies for green marketing. One of them is businesses that have an orientation towards environmental aspects and improve the quality of environmentally friendly-based products. This aims to create an optimal business orientation towards the environment. Furthermore, consumer awareness of environmentally friendly activities can be increased through access to information, product labeling, and pressure from the surrounding environment. In addition, the feeling of wanting to contribute to the environment and a complex understanding of the circular economy also play an important role in raising consumer awareness. We believe that these items are very important, but our research is unique in including all of them as part of the construct variable. Through second order analysis, we aim to investigate

the role of each of these items, and the results are expected to provide a comprehensive understanding of the factors that influence consumer attitudes and behaviors in green purchasing decisions. Thus, our research aims to provide a deeper and more comprehensive insight into the importance of green marketing and the factors that influence consumers in choosing green products.

This paper will comprehensively review these parts, including in the introduction section we thoroughly review what is the phenomenon, the fundamental basis based on prior research and also the research objectives. In the literature review section we review the definition of this study, then develop our conceptual framework based on previous research results to form several sets of hypotheses. Until the stage of the research method section, we have comprehensively reviewed the research approach, the results and discussion section to the conclusion where we outline the findings of our research, the impact of our study theoretically and the implications and agenda for future research to enrich our study specifically in the field of marketing management and marketing strategy expertise.

2. LITERATURE REVIEW

In an era of increasing awareness of environmental issues, sustainable marketing or better known as green marketing has become a focus of attention for companies and consumers. Green marketing aims to promote products and services that have a positive impact on the environment, whether through the reduction of waste, the use of eco-friendly materials, or sustainable business policies (Horng et al., 2017). Many companies have started to adopt this strategy as part of their efforts to become more socially responsible and accommodate the growing consumer demand for environmentally friendly products (Wandosell et al., 2021). In this context, researchers and marketers continue to look for ways to understand the factors that influence consumer attitudes and behavior towards green marketing. One approach used is through the concept of antecedent variables, which consist of perceived green marketing strategic orientation, green individual feelings, and perceived green promotion and innovation (Groening et al., 2018). These variables serve as factors that influence consumer perceptions and attitudes towards green marketing.

First of all, perceived green marketing strategic orientation refers to consumers' perceptions of the overall marketing strategies undertaken by companies in order to support sustainability and environmental friendliness (Dangelico and Vocalelli, 2017). This includes the company's commitment to sustainable business practices, their efforts in reducing negative impacts on the environment, and transparency in communicating information about their green policies and practices to consumers. In measuring this variable, consumers will evaluate whether the company is actually implementing real actions to protect the environment or just using greenwashing as a marketing strategy (Nishitani et al., 2021; Zhang et al., 2018). Furthermore, green individual feelings is another antecedent variable that refers to consumers' feelings towards environmental issues and awareness of their responsibility as individuals in protecting the environment. This can include concern for climate change, concern for the preservation of natural resources, or awareness of the negative impacts caused by environmentally unfriendly consumption behavior (Roberts and Bacon, 1997; Whitmarsh, 2009). Consumers' perceptions of this variable will influence how they assess and respond to companies' green marketing efforts.

Perceived of green promotion and innovation is the third important antecedent variable in this context. This includes consumers' perceptions of the company's promotion and innovation of environmentally friendly products (Loučanová et al., 2021). Consumers will assess the extent to which companies communicate the benefits and advantages of environmentally friendly products, as well as whether companies actively develop new, more environmentally friendly products as alternatives to conventional products (Mina Okada and Mais, 2010). Consumers' positive perceptions of this variable will increase their perceptions of green marketing as a whole. However, it is not only antecedent variables that influence consumer attitudes and behavior towards green marketing. There are also intervening variables that have an important role in connecting antecedent variables with consequence variables, namely attitude towards green marketing and brand integrity (Razak et al., 2020). Attitude towards green marketing is an intervening variable that reflects consumer attitudes towards green marketing. This attitude includes consumers' evaluation of the values, benefits, and relevance of green marketing in their lives. If consumers have a positive attitude towards green marketing, they are more likely to accept and support environmentally friendly products and services (Boztepe, 2012).

In addition, brand integrity is also an intervening variable that plays an important role in influencing consumer attitudes and behavior towards green marketing. Brand integrity reflects the integrity and credibility of the company in adopting sustainable practices and values. Consumers tend to trust more and have a tendency to buy products from companies that are considered to have high integrity and credibility in doing green marketing (Amatulli et al., 2021; Pham and Tran, 2020). The consequence variable that arises from the relationship between antecedent variables and intervening variables is purchase intention, which is the intention or tendency of consumers to buy environmentally friendly products and services. If antecedent variables such as perceived of green marketing strategic orientation (Sharma and Bansal, 2013), green individual feelings, and perceived of green promotion and innovation have a positive influence on attitude towards green marketing and brand integrity (Maas et al., 2009), it will naturally increase consumer intention to buy environmentally friendly products.

Thus, a deeper understanding of the antecedent, intervening, and consequence variables in the context of green marketing will provide valuable insights for companies in developing more effective marketing strategies to attract and influence consumers (Nguyen-Viet, 2022). attitudes towards green marketing reflect consumers' approach to sustainable business practices, while brand integrity emphasizes the image and trust that companies build through their commitment to sustainability (Widyastuti et al., 2019). Both influence each other and play an important role in creating a strong relationship between companies and consumers who care about the environment (Lin and Huang, 2012). Attitude towards

green marketing refers to consumers' subjective evaluation of companies' efforts to adopt sustainable business practices (Kar and Harichandan, 2022). It includes consumers' attitudes, beliefs, and judgments towards products, brands, or companies that offer environmentally friendly solutions. Consumers who have a positive attitude towards green marketing tend to have a tendency to choose sustainable products or services and support companies that implement environmentally friendly business practices (Sharma, 2021). In this context, brand integrity is an important factor in influencing consumer attitudes towards green marketing (Lima et al., 2023). Brand integrity refers to the image and reputation built by companies through consistency between their words and actions in terms of sustainability (Yuen et al., 2018). When companies have high brand integrity, consumers believe that companies honestly and consistently implement sustainable business practices (Islam et al., 2021). This includes their commitment to the environment, sustainable supply chain management, and transparency in marketing communications (Liu et al., 2012). Thus, Brand integrity serves as a foundation for building consumer trust and forming positive attitudes towards green marketing.

The logical link between attitude towards green marketing and brand integrity involves a mechanism of mutual influence. Attitude towards green marketing influences consumers' perception of brand integrity, while brand integrity influences consumers' attitude towards green marketing (García-Salirrosas and Rondon-Eusebio, 2022). When companies have a good reputation in terms of sustainability, consumers tend to have a positive attitude towards green marketing and feel confident that the company is truly committed to sustainable business practices (Dangelico and Vocalelli, 2017). This forms a mutually reinforcing cycle between consumer perception, attitude, and brand perception. Brand integrity can also be key in building consumer loyalty (Ozdemir et al., 2020). In addition, Brand Integrity can also help companies differentiate themselves from competitors in an increasingly competitive market (Herbst and Merz, 2011). In an era where consumers are increasingly aware of environmental issues and seek products that match their values, companies with high brand integrity can attract consumers who care about the environment and gain a competitive advantage (García-Salirrosas and Rondon-Eusebio, 2022). They can build emotional bonds with consumers, gain strong trust and loyalty, and create a positive brand image in the market (Veloutsou, 2015). However, it is important to remember that brand integrity cannot be taken for granted or simply a marketing ploy (Hackley and Tiwsakul, 2006). To maintain strong brand integrity, companies must consistently adhere to sustainable business practices, manage and improve their environmental impacts, and transparently communicate with consumers about their efforts. If there is a gap between the brand's commitments and the company's actual actions, this can lead to consumer disillusionment and damage the brand's reputation (Montgomery et al., 2018).

In the context of research, the logical link between attitude towards green marketing and brand integrity opens up some interesting research opportunities (Papadas et al., 2017). In this context, brand integrity is an important factor in influencing consumer attitudes towards green marketing (García-Salirrosas and Rondon-Eusebio, 2022). Brand Integrity refers to the image and reputation that companies build through consistency between their words and actions in terms of sustainability (Dutot et al., 2016). Attitudes towards green marketing influence consumers' perceptions of brand integrity, while brand integrity influences consumers' attitudes towards green marketing (Bañares et al., 2021). When companies have a good reputation in terms of sustainability, consumers tend to have a positive attitude towards green marketing and feel confident that the company is truly committed to sustainable business practices (Dangelico and Vocalelli, 2017). This forms a mutually reinforcing cycle between consumer perception, attitude, and brand perception. Green business orientation is an environmentally-focused approach to business, where companies prioritize environmentally-friendly and sustainable business practices (Khan et al., 2021). Product quality, on the other hand, refers to the quality of the products produced by the company. In the context of green marketing, product quality based on the principles of sustainability and environmental friendliness is an important factor in shaping perceived green marketing strategic orientation (Rex and Baumann, 2007). Perceived green marketing strategic orientation is the consumer's perception of the company's commitment and strategy in marketing environmentally friendly products and services (Majerova, 2015). In this case, green business orientation and product quality are closely related. Green business orientation reflects the company's commitment to carrying out environmentally friendly business practices, while sustainability-based product quality is a concrete implementation of this commitment (Svensson and Wagner, 2015). The relationship between green business orientation and product quality in shaping perceived green marketing strategic orientation is very important and has high urgency. This is because green business orientation and environmentally friendly product quality reflect the company's commitment to sustainability and the environment. Consumers who are increasingly aware of environmental issues tend to choose products and services from companies that have a good reputation in terms of sustainability (D'souza et al., 2006). Second, by having a strong green business orientation and environmentally friendly product quality, companies can meet consumer demands and win a larger market share (Fraj-Andrés et al., 2009). Third, companies that are able to offer environmentally friendly products and services with good quality will be more attractive to environmentally concerned consumers than their competitors (Hassan, 2000). This can help companies maintain a competitive advantage and achieve sustainable growth. Next, to narrow down the results of the literature review and before entering the research hypothesis section. So we created a conceptual framework for this research as shown in Figure 1.

Based on what has been discussed in this section, our study hypotheses include:

H1: Through second order testing, green business orientation and product quaity items can be constructs that have a significant and positive effect in forming perceived of green marketing strategic orientation as a latent variable.

H2: Through second order testing, items access to information, labelling and peer pressure, sense of retribution and circulaer economy perception can be constructs that have a significant and positive effect in shaping perceived green individual feelings.

H3: Through direct testing, the variables perceived of green marketing strategic marketing strategic orientation, green individuals feelings and perceived of green promotion and innovation have a significant effect on attitude towards green marketing, and purchase intention.

H4: Through direct testing, perceived of green marketing strategic marketing strategic orientation, perceived of green individuals feelings and perceived of green promotion and innovation have a significant effect on brand integrity, and purchase intention.

H5: Through indirect testing, perceived of green marketing strategic orientation has a significant effect on purchase intention, involving attitude toward green marketing as an intervening variable.

H6: Through indirect testing, perceived of green marketing strategic orientation has a significant effect on purchase intention, involving Brand integrity as an intervening variable.

H7: Through indirect testing, Green individual feelings have a significant effect on purchase intention, involving attitude toward green marketing as an intervening variable.

H8: Through indirect testing, Green individuals feelings have a significant effect on purchase intention, involving brand integrity as an intervening variable.

H9: Through indirect testing, perceived of green promotion and innovation has a significant effect on purchase intention, involving attitude toward green marketing as an intervening variable.

H10:Through indirect testing, perceived of green promotion and innovation has a significant effect on purchase intention, involving brand integrity as an intervening variable.

3. RESEARCH METHODS

The model employed in this research leverages a quantitative explanatory approach, coupled with the SmartPLS (Partial Least Squares Structural Equation Modeling) analysis method, to elucidate the interrelations among various factors within the domain of green marketing. Specifically, the study examines the influence of green marketing strategic orientation, Green Individuals' feelings, and perceived green promotion as antecedent variables on attitude towards green marketing and brand integrity, which serve as intervening variables, eventually impacting purchase intention, the consequence variable. By gathering data from 178 respondents at multiple Starbucks outlets in Makassar City, Indonesia, this study taps into a niche demographic that aligns well with the research objectives, owing to Starbucks' pronounced commitment to sustainability and eco-friendly business practices. This research stands out from previous studies in several key aspects (e.g., Thoo et al., 2019; Mehraj and Qureshi, 2022; Aulina and Yuliati, 2017. Firstly, it adopts the SmartPLS analysis method, a variance-based structural equation modeling (SEM) technique, which is particularly effective for predictive analysis and theory building in the early stages of research on a given phenomenon. This choice of methodology is significant as it differs from the more commonly used covariance-based SEM approaches in past studies, offering a more flexible model evaluation with fewer demands on sample size and residual distributions Salam et al. (2021). Secondly, the focus on Starbucks outlets in Makassar City as a case study presents a unique context for exploring green marketing dynamics. Previous studies in the realm of green marketing have often spread across diverse sectors without a concentrated examination of how a single company's sustainability efforts influence consumer behavior within a specific geographical area. By concentrating on Starbucks, a company known for its green initiatives, the research provides in-depth insights into how such practices impact consumers' attitudes and purchase intentions in a localized setting. Lastly, the incorporation of green individuals' feelings and perceived green promotion as antecedent variables, along with brand integrity as an intervening variable, introduces a novel framework for understanding the complex interactions that drive green marketing effectiveness. These elements underscore the emotional and perceptual dimensions of green marketing, extending beyond the traditional focus on tangible attributes and strategies, to encompass the broader, more nuanced influences on consumer decision-making processes.

The research process began with data collection through measuring the distribution of respondents' answers. We used the Smart-PLS method to calculate the standard deviation, mean value of the answer distribution, and relevant loading factors. Measurements were made in compliance with predefined criteria, such as a loading factor >0.60 (Fornell and Larcker, 1981; Sarstedt et al., 2014) for second-order confirmatory analysis on the green marketing strategic orientation and green individuals feelings variables. We also applied scoring criteria >0.60 (such as Cronbach alpha, composite reliability, and AVE) (Chin, 1998) for the inner-model analysis. After ensuring measurement quality based on the predefined criteria, we proceeded to test the goodness of fit of the model using criteria such as Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI). The success of our study depends on the extent to which the proposed model fits the data we observe. We also compared d_ULS and d_G by considering the original value (saturated model) and estimated model. We present the findings of this model goodness fit test in Table 1 for clear illustration. The next step in this study involves testing the coefficient of determination and F-test to evaluate the strength of the relationship between variables as well as its significance. We want to understand the extent to which the antecedent and intervening variables influence the consequences variable we are studying. In the final stage, our research hypotheses will be tested using the constant bootstrapping method with Chi-square (n = 177) to generate a T-statistic and P-value that will indicate the significance of the relationship between the variables.

In Table 2, we present detailed information about the measurement of research variables, including green marketing strategic orientation with 2 variable items and a total of 9 questions,

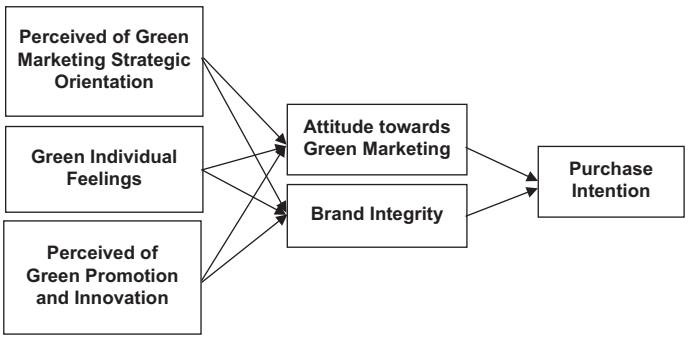
Table 1: Model fit

SEM PLS Model Fit Criteria	Saturated Model	Estimated Model
Standardized root mean square residual (SRMR)	0.019	0.017
Degrees of freedom for the unweighted least squares estimator (d_ULS)	18.121	16.084
Degrees of Freedom for the GSC Algorithm (d_G)	11.221	11.119
Chi-square	176	177
Normed fit index (NFI)	0.809	0.812

Table 2: Measurement of variable

Variables/indicators	Item
Green individuals feelings	
Access to information	- I see information on the internet that makes me change my consumption patterns
	- I became aware of the human impact on pollution and destruction of nature
	- I consider the value of environmental and social certificates
Labelling and peer presure	- Environmental product labels match my personal values
	- I am getting interested in the information on product labels (eco-labels)
	- I try "sustainable" products/practices recommended by people close to me
Sense of retribution	- I prefer to buy products in packaging that can be recycled or reused
	- I choose "fair trade" products because they help us have a better world.
	- I prefer organic products because the quality is superior.
Circular economy perception	- I realize that some product packaging can pollute the planet
	- I realize that some products produce waste that is harmful to nature (plantation, fabrication)
	- I was taught about the 3Rs (Reduce, Reuse, and Recycle)
Green marketing strategic orientation	
Green business orientation	- Consumer perception of companies that use environmentally friendly technology in the production process
	- Companies are considered to have an environmental policy in relation to their business.
	- The company is believed to have participated in environmental business networks
	- The company continues to campaign on the environment
Product quality	- Products are of high quality
	- Products use environmentally friendly/organic raw materials
	- Product packaging using environmentally friendly materials
	- Good durability
Perceived of green promotion	
- Consumers rated the company's promotions as highlighting energy savings, waste reduction, or better product quality.	
- Consumers assess that the company has implemented green promotion principles such as reducing the use of plastic	
- Consumers assess the company as having a long-term commitment to the company	
Attitude towards green marketing	
- Choose products that have an eco-friendly label.	
- Believe that sustainable business practices are important.	
- Support companies committed to green marketing practices.	
- Feeling satisfied when buying products that are considered environmentally friendly.	
- Happy to share information about sustainability-focused brands or products.	
- Feeling proud when using environmentally friendly products or services.	
Brand integrity	
- Believe that this brand consistently follows the values and principles they claim.	
- Trust that this brand is committed to acting honestly and fairly in all aspects of their business.	
- Feel that this brand has a good reputation for delivering on their promises and commitments to customers.	
- Feel that the brand puts the interests of customers and society first rather than just making a profit.	
- The brand is open to feedback and criticism from customers and the public.	
Purchase intention	
- Intend to purchase this product soon.	
- Would recommend this product to others	
- Allocate a special budget to purchase this product	
- Feel confident that this product will fulfill my needs and wants	
- Have compared this product with other brands and concluded that this is the best choice and provides value for me	
- Feel that this product fits my lifestyle and values	

Figure 1: Conceptual framework



green individuals feelings with 4 variable items and a total of 13 questions, and perceived green promotion with a total of 5 questions. The intervening variables in this study consist of attitude towards green marketing with a total of 7 questions, and brand integrity with a total of 6 questions. The consequences variable that we focus on is purchase intention, which is measured using 7 questions. To collect data, we used a questionnaire distributed to the entire research sample. The questionnaire consisted of a total of 59 questions with answer distribution using a Likert scale, where respondents were asked to indicate their level of agreement from 1 (Strongly Disagree) to 5 (Strongly Agree). Details of the distribution of answers and questions can be found in Table 2.

4. RESULTS AND DISCUSSION

4.1. Respondent Demographic Data

In this section, we will develop a narrative of the three stages contained in this section. The first stage is a description of the

respondents' demographic data, which includes several important items such as gender, age, income level, level of formal education completed, and type of employment. This information provides an overview of the demographic characteristics of the respondents involved in this study. The second stage is the results of the data processing description, which includes variable descriptions and inner and outer model tests. In this stage, we conduct a detailed analysis of the variables involved in this study. We look at the relationship between the variables and test the model that has been developed to see how well it fits the data. Through the inner and outer model tests, we test the fit of the model to the data and see to what extent the variables influence each other. The next stage is the interpretation of the results of the hypothesis testing demonstration. The results of this hypothesis testing will be used as part of the discussion in this study. Interpretation of the results obtained from SEM analysis with SmartPLS will help us identify the relationship between variables, significant effects, and implications of the findings of this study. By combining these three stages, we can provide a comprehensive overview of the respondents' demographic data, variable analysis, and hypothesis testing results. This will serve as a basis for further discussion of the research findings, as well as provide deeper insights into the topic under study.

The data in Table 3 shows the diverse characteristics of individuals in the analyzed population. Several age groups are represented, with the majority of individuals between 17 and 21 years old. The gender recorded includes both males and females in relatively equal numbers. In terms of income levels, most individuals had an income of <1 million rupiah/month. However, there are also individuals with incomes in the range of 1-3 million, as well as individuals with incomes above 5 million rupiah. The data in Table 3 also illustrates the education level of individuals, where most are university students. However, there are also individuals with higher levels of education, such as bachelors (S1), masters (S2), and doctors (S3), as well as individuals with diploma levels of education. Based on the occupations described in the data in Table 3, most individuals are recorded as students. In addition, there are also individuals who work in the civil servant/TNI/Polri sector, private/state employees, entrepreneurs, and other professionals.

Table 3: Demografi responden (n=178)

Gender	F	%
Male	59	34.1
Female	114	65.9
Age (years)		
>51	4	2.3
17-21	72	41.6
22-26	12	6.9
27-31	14	8.1
32-36	33	19.1
37-41	13	7.5
42-46	15	8.7
47-51	10	5.8
Income level (in rupiah)		
<1	74	42.8
1-3	20	11.6
3-5	36	20.8
Up to 5	43	24.9
<1	74	42.8
Education level		
Diploma	4	2.3
Bachelor	77	44.5
Magister	34	19.7
Doctor	22	12.7
Senior high school	36	20.8
Occupation		
Student	78	45.1
Civil servant/TNI/police	35	20.2
Private/SOE employee	23	13.3
Lecturer/academia	23	13.3
Not working/housewife	1	0.6
Self-employed	13	7.5

4.2. Statistics Results

4.2.1. Outer model test

At this stage, construct measurement is carried out using measurable indicators or variables. This measurement is carried out by linking the indicator with the appropriate construct. SmartPLS allows users to connect indicators with constructs through a flexible mapping model. at this stage, construct validity testing is carried out through confirmatory loading factors.

Based on the results in Table 4, it can be seen that the variables measured in this study show a relatively high average value and significant outer loading for most of the indicators (loading factor >0.60). This indicates that the indicators well describe the variables to be measured. These results also show that the constructs measured have good reliability, as indicated by high outer loading. A significant outer loading value indicates that the indicators have a strong relationship with the variables they measure. In addition, these results also illustrate a fairly high construct validity. The high mean value indicates that respondents generally have positive or high perceptions related to the measured variables. Significant outer loading values indicate that the indicators effectively explain the variance of the measured variables.

In Figures 2 and 3, we present the results of confirmatory factor analysis (CFA) that explains the causal relationship between the green individual feelings variable and some of its indicators, namely access to information, labeling and peer pressure, sense of retribution, and circular economic perception. The CFA measurement results show that all items have loading factors >0.60. This indicates that all of these indicators make a good contribution and can be considered valid in measuring the latent variable green individual feelings. The implication is that these results provide confidence that indicators such as access to information, labeling and peer pressure, sense of retribution, and circular economic perception can be used as reliable and valid measures to describe individual feelings towards environmental issues. Therefore, a deeper understanding of these factors can help researchers, practitioners, and decision makers to design more effective marketing strategies that consider individuals' feelings towards environmental issues. Furthermore, the confirmatory factor analysis also shows that the green marketing strategic orientation variable (Figure 3) consists of two main indicators, namely green business orientation and product quality. This finding shows that both indicators have a significant contribution in forming the latent variable green marketing strategic orientation.

Table 4: Outer model result

Variables	Indicator	Item	Mean	Outer Loading	Cronbach Alpha	Composite Reliability	AVE
Green individuals feelings	Access to information (AI)	AI1	4.295	0.836	0.727	0.846	0.648
		AI2	4.046	0.773			
		AI3	4.387	0.803			
	Labelling and peer presure (LPP)	LPP1	4.37	0.753	0.720	0.843	0.642
		LPP2	4.387	0.833			
		LPP3	4.272	0.815			
	Sense of retribution (SR)	SR1	4.098	0.862	0.761	0.862	0.677
		SR2	4.301	0.809			
		SR3	4.179	0.795			
	Circular economy perception (CEP)	CEP1	4.358	0.790	0.705	0.835	0.628
		CEP2	4.37	0.796			
		CEP3	4.162	0.792			
Green marketing strategic orientation	Green business orientation (GBO)	GBO1	3.925	0.722	0.771	0.854	0.594
		GBO2	4.197	0.746			
		GBO3	4.254	0.831			
		GBO4	4.237	0.780			
	Product quality (PQ)	PQ1	4.064	0.831	0.786	0.827	0.619
		PQ2	4.064	0.865			
		PQ	3.85	0.646			
Perceived of green promotion (PGP)		PGP1	4.012	0.824	0.832	0.875	0.502
		PGP2	4.046	0.857			
		PGP4	4.202	0.818			
Attitude towards green marketing (ATGM)		ATGM1	4.052	0.750	0.864	0.898	0.596
		ATGM2	4.393	0.678			
		ATGM3	4.277	0.783			
		ATGM4	4.277	0.845			
		ATGM5	4.277	0.791			
		ATGM6	4.173	0.775			
Brand integrity (BI)		BI1	4.41	0.806	0.896	0.923	0.796
		BI2	4.48	0.875			
		BI3	4.387	0.841			
		BI4	4.434	0.859			
		BI5	4.486	0.818			
Purchase intention (PI)		P1	4.468	0.604	0.867	0.894	0.587
		P2	4.116	0.771			
		P3	4.092	0.800			
		P4	4.104	0.832			
		P5	4.023	0.769			
		P6	4.081	0.801			

In this context, green business orientation refers to a business orientation that focuses on environmentally friendly practices and values, while product quality reflects the quality of environmentally friendly products. The significance of these findings suggests that the concept of green marketing strategic orientation can be validly measured and can be used as a foundation for designing marketing strategies that focus on environmental aspects. By understanding that green business orientation and product quality are the main components that influence green marketing strategic orientation, marketing practitioners can identify and integrate these elements in product development, marketing communications, and efforts to build a sustainable brand image. Thus, the results of this confirmatory factor analysis provide valuable insights for researchers and practitioners in understanding the structure and dimensions of the green individual feelings and green marketing strategic orientation variables. These findings can be used as a basis for developing marketing strategies that are more targeted and effective in influencing consumer perceptions and behavior related to environmental issues. Furthermore, in Table 4, we can see several variables and information related to each of these variables, among others:

1. Green individual feelings variable with the item "Access to Information"; where there are three indicators measured in this variable, namely AI1, AI2, and AI3. The mean of AI1 = 4.295, with outer loading = 0.836. Cronbach alpha = 0.727, which indicates a good level of consistency in measurement. Composite Reliability = 0.846, indicating that this construct is reliable. AVE = 0.648, which indicates that the variability explained by this construct is quite high. This item shows a good level of consistency in measurement and can be relied upon to explain variability in individual feelings regarding the environment.
2. Green individual feeling variable with the item "Labelling and peer pressure"; where three indicators are measured in this variable, namely LPP1, LPP2, and LPP3. The mean of LPP1 = 4.37, with an outer loading of 0.753. Cronbach alpha is 0.720, which indicates good internal reliability. Composite reliability is 0.843, indicating the reliability of this construct. AVE is 0.642, indicating that the variability explained by this construct is quite high.
3. Green individual feelings variable with the item "Sense of Retribution" where there are three indicators measured in this

Figure 2: Confirmatory factor analysis variables green individual feelings

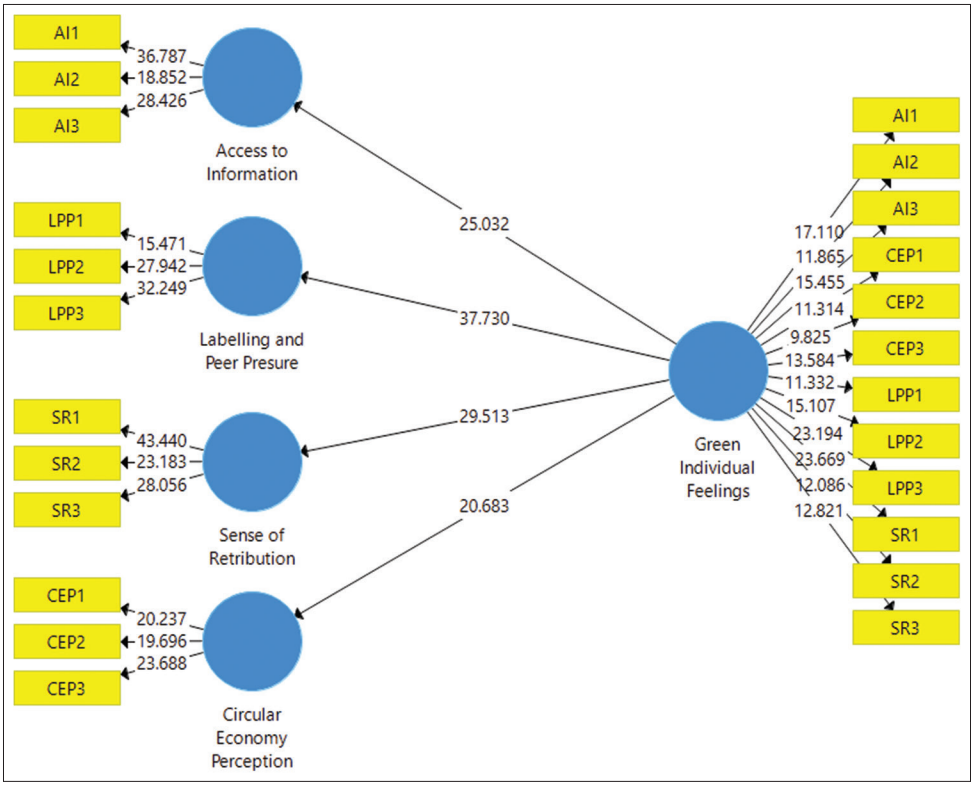
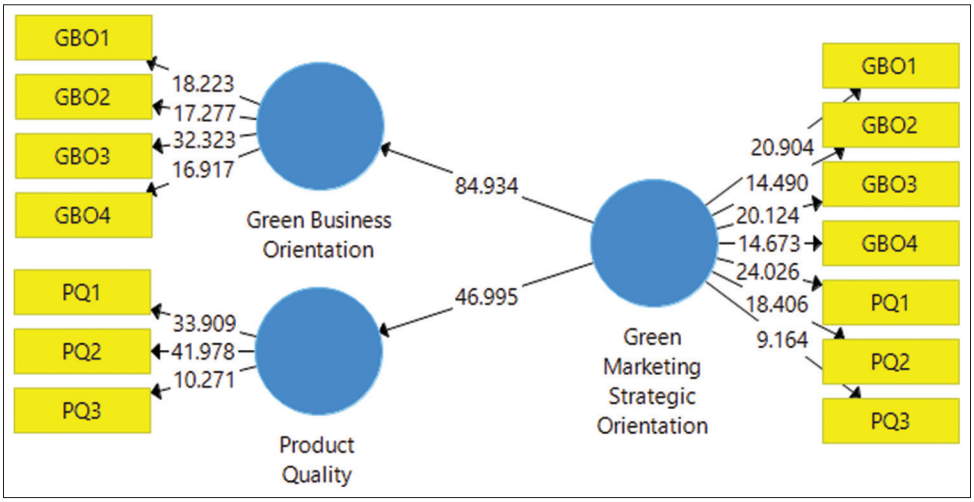


Figure 3: Confirmatory factor analysis variables green marketing strategic orientation



variable, namely SR1, SR2, and SR3. Mean of SR1 = 4.098, with outer loading = 0.862. Cronbach alpha = 0.761, indicating good internal reliability. Composite Reliability = 0.862, indicating the reliability of this construct. AVE = 0.677, indicating that the variability explained by this construct is quite high.

4. Green individual feelings variable with the item "Circular Economy Perception" where there are three indicators measured in this variable, namely CEP1, CEP2, and CEP3. Mean of CEP1 = 4.358, with outer loading = 0.790. Cronbach alpha = 0.705, indicating good internal reliability. Composite reliability = 0.835, indicating the reliability of this construct. AVE is 0.628, indicating that the variability explained by this construct is quite high.
5. The next variable is green marketing strategic orientation with the item "Green Business Orientation" where there are four indicators measured in this variable, namely GBO1, GBO2, GBO3, and GBO4. Mean of GBO1 = 3.925, with outer loading = 0.722. Cronbach alpha = 0.771, indicating good internal reliability. Composite reliability = 0.854, indicating the reliability of this construct. AVE = 0.594, indicating that the variability explained by this construct is quite high.
6. The next variable is green marketing strategic orientation with the item "Product Quality" where there are three indicators measured in this variable, namely PQ1, PQ2, and PQ3. The mean of PQ1 = 4.064, with outer loading = 0.831. Cronbach alpha = 0.786, indicating good internal reliability. Composite reliability = 0.827, indicating the reliability of this construct.

AVE is 0.619, indicating that the variability explained by this construct is quite high.

7. Variable "Perceived Green Promotion" with indicators PGP1, PGP2, and PGP4. Mean of PGP1 = 4.012, with outer loading = 0.824. Cronbach alpha = 0.832, indicating good internal reliability. Composite reliability = 0.875, indicating the reliability of this construct. AVE = 0.502, indicating that the variability explained by this construct is quite low.
8. The variable "Attitude towards Green Marketing" where there are six indicators measured in this variable, namely ATGM1, ATGM2, ATGM3, ATGM4, ATGM5, and ATGM6. Mean of ATGM1 = 4.052, with outer loading = 0.750. Cronbach alpha = 0.864, indicating good internal reliability. Composite reliability = 0.898, indicating the reliability of this construct. AVE = 0.596, indicating that the variability explained by this construct is quite high.
9. Variable "Brand Integrity" with indicators BI1, BI2, BI3, BI4, and BI5. Mean of BI1 = 4.41, with outer loading = 0.806. Cronbach alpha = 0.896, indicating good internal reliability. Composite reliability = 0.923, indicating the reliability of this construct. AVE = 0.796, indicating that the variability explained by this construct is quite high.
10. Variable "Purchase Intention" with indicator P1. The mean of P1 is 4.468, with an outer loading of 0.604. Cronbach alpha = 0.867, indicating good internal reliability. Composite reliability = 0.894, indicating the reliability of this construct. AVE = 0.587, indicating that the variability explained by this construct is quite low.

So it can be concluded that first, the green individual feelings variable which consists of several indicators such as "Access to Information", "Labelling and Peer Pressure", "Sense of Retribution", and "Circular Economy Perception". This variable shows a good level of consistency in measurement and can be relied upon to explain variability in individual feelings regarding the environment (Cronbach alpha, Composite reliability and AVE is >0.60). Second, the green marketing strategic orientation variable consists of indicators such as "Green Business Orientation" and "Product Quality". This variable also shows a good level of consistency in measurement and is reliable in explaining variability in sustainable marketing strategic orientation (Cronbach alpha, Composite reliability and AVE is >0.60). The third variable "Perceived Green Promotion" shows good reliability and is reliable in measurement. However, the variability explained by this construct is relatively low (AVE = 0.502 < 0.60). Fourth, the variable "Attitude towards Green Marketing" shows good reliability and is reliable in measurement. The variability explained by this construct is also quite high (AVE = 0.502 < 0.60). Fifth, the variable "Brand Integrity" shows good reliability and is reliable in measurement. The variability explained by this construct is quite high (Cronbach alpha, Composite reliability and AVE is >0.60). The sixth variable "Purchase Intention" shows good reliability and is reliable in measurement. However, the variability explained by this construct is quite low (AVE = 0.502 < 0.60).

Table 5 is a matrix of correlation coefficients between the variables under study. In this case, the table is used to evaluate discriminant validity, which measures the extent to which constructs (variables) differ from each other. The Fornell-Larcker Criterion table in this study also explains the meaning that the main diagonal of the table indicates the reliability of the construct because the value of the correlation coefficient between the variables themselves (for example, access to information with access to information) is 1. This is as expected because the correlation between a variable and itself should be perfect (that is, 1). To meet the Fornell-Larcker discriminant validity criterion, the correlation coefficient between a construct and other constructs must be lower than the correlation coefficient between the construct and itself. In Table 5, the correlation coefficient between each construct and itself (main diagonal) is greater than the correlation coefficient between the construct and other constructs outside the main diagonal. Based on this interpretation, it can be concluded that discriminant validity is met, which means that each construct has a higher level of correlation with the variables in that construct than with the variables in other constructs. In this context, the variables studied are well differentiated from each other.

Based on the Fornell-Larcker criterion table illustrated in Table 5, it can be concluded that the discriminant validity between the constructs in this study is met. Each construct has a higher level of correlation with the variables in the construct itself than with the variables in other constructs. This indicates that each construct can be adequately distinguished from the other constructs, and each construct has a unique impact on the research variables. Satisfied discriminant validity indicates that the variables under study in your research have the ability to effectively distinguish between different constructs. This is important because it ensures that the constructs measured separately can make unique and specific

Table 5: Discriminant validity result

Variables	AI	ATGM	BI	CEP	GBO	GIF	LPP	PGMS	PGP	PQ	PI	SR
AI	0.805											
ATGM	0.536	0.772										
BI	0.265	0.445	0.840									
CEP	0.529	0.568	0.387	0.792								
GBO	0.528	0.674	0.421	0.577	0.771							
GIF	0.832	0.694	0.388	0.795	0.662	0.665						
LPP	0.671	0.626	0.329	0.550	0.571	0.854	0.801					
PGMS	0.563	0.672	0.430	0.584	0.938	0.704	0.610	0.709				
PGP	0.549	0.587	0.315	0.396	0.537	0.577	0.434	0.631	0.837			
PQ	0.495	0.531	0.349	0.473	0.657	0.616	0.538	0.878	0.632	0.786		
PI	0.449	0.410	0.468	0.425	0.481	0.533	0.423	0.539	0.519	0.508	0.766	
SR	0.549	0.559	0.301	0.575	0.511	0.823	0.586	0.566	0.526	0.526	0.466	0.823

contributions to the understanding and analysis of the research. Thus, it can be concluded that this study meets the criteria of discriminant validity, which indicates that the variables in the study are reliable in measuring different constructs.

4.2.2. Model fit test

Table 1 explains that the SRMR value in the saturated model = 0.019, while in the estimated model = 0.017. This indicates that the estimated model has a slightly better level of fit in estimating the relationship between the variables. The difference between the two models is not substantially significant, but the estimated model has a lower SRMR value, indicating a slightly better level of fit. Both d_ULS values in the saturated model = 18.121, while in the estimated model = 16.084. This indicates that the estimated model has a better level of specification in explaining the relationship between the variables. This difference shows that the estimated model reduces the level of unspecifiedness in the model. Third, the d_G value in the saturated model = 11.221, while in the estimated model = 11.119. This shows that both models have a similar level of freedom in describing the relationship between variables. The difference between the two models is very small, so it is not substantially significant. Fourth, the Chi-square value in the saturated model = 176, while in the estimated model = 177. This indicates that both models have a similar level of fit to the observed data. The difference between the two models in Chi-square value is not substantially significant. Fifth, the NFI value in the saturated model = 0.809, while in the estimated model = 0.812. This shows that the estimated model has a slightly better fit to the observed data. The difference between the two models in NFI values is very small, but the estimated model has a slightly higher value. Thus, based on these results, it can be concluded that the estimated model has a good level of fit with the data and is able to estimate the relationship between the variables well. Although there are small differences with the saturated model in some evaluation metrics, the differences are not substantially significant.

4.2.3. R-square

R square is a coefficient of determination that indicates the extent to which variation in the dependent variable can be explained by the independent variable. The R square value ranges between 0 and 1, and the higher the value, the greater the percentage of variation that can be explained by the independent variables. Meanwhile, Adjusted R square is an adjusted version of R square that takes into account the number of independent variables and sample size. Adjusted R square provides a more conservative estimate for how well the model can explain variation in the dependent variable.

Based on the data in Table 6, it can be concluded that: The green business orientation variable has the highest R square and adjusted R square, which are 0.880 and 0.879. This indicates that this variable is able to explain most of the variation in the dependent variable. The variables access to information, circular economy perception, and labelling and peer pressure also have quite high R square and R square adjusted, with values above 0.6. This indicates that these variables also make a significant contribution in explaining variations in the dependent variable. The variables attitude towards green marketing, product quality, and sense of retribution also have relatively high R square and R square adjusted, with values above 0.5. This indicates that these variables also have a significant influence on the dependent variable. The Brand integrity and purchase intention variables have relatively low R square and R square adjusted, with values below 0.3. This suggests that these variables may have a smaller contribution in explaining the variation in the dependent variable. The adjusted R square which is quite close to the R square value indicates that the regression model used is quite stable and is not greatly affected by the number of independent variables and sample size in the case of this study.

Table 6: R-square

Variables	R square	R square adjusted
Access to information	0.692	0.690
Attitude towards green marketing	0.568	0.560
Brand integrity	0.200	0.186
Circular economy perception	0.632	0.630
Green business orientation	0.880	0.879
Labelling and peer presure	0.729	0.727
Product quality	0.770	0.769
Purchase intention	0.269	0.261
Sense of retribution	0.678	0.676

4.2.4. F-square

Based on the F-square value contained in Table 7, the following interpretations can be drawn: Green individuals feelings has a significant influence on access to information, attitude towards green marketing, brand integrity, circular economy perception, and product quality. This is indicated by the significant F-Square value in the green individuals feelings column for these variables. Second, perceived of green marketing strategic orientation has a significant influence on attitude towards green marketing, brand integrity, and purchase intention. This is indicated by the significant F-Square value in the perceived of green marketing strategic orientation column for these variables. Third, perceived of green promotion and innovation has a significant influence on attitude towards green marketing. This is indicated by the significant F-square value in the perceived of green promotion and innovation column for the attitude towards green marketing variable. Fourth, other variables such as circular economy perception, green business orientation, labelling and peer pressure, product quality, purchase intention, and sense of retribution do not have a significant influence on other variables in this analysis, given that there is no significant F-Square value seen in Table 7.

4.2.5. Direct and indirect effect test

Table 8 demonstrate, In SmartPLS analysis, Mean and SD provide descriptive information about the measured variables, while the T-stat and P-value are used to test hypotheses and determine the statistical significance of the relationship between the variables. The mean value provides an overview of the level of centrality or central tendency of the data. A higher mean indicates a higher level of the measured variable. SD is a statistical measure that quantifies the extent to which data is spread around the mean value. A higher standard deviation indicates greater variation in the data and indicates greater variation in the measured variable. T-statistic score resulting from hypothesis testing related to the relationship between variables in the structural equation model. T-stat values are used to test the statistical significance of the relationship.

A higher T-stat value indicates that there is a significant difference between the variables. The P-value is a measure of the statistical significance of the relationship between the tested variables. The P value indicates the probability of the found T-stat value or more extreme if the null hypothesis is true. If the P-value is less than the significance level ($P < 0.05$), then the relationship is considered statistically significant. From Table 8, it can be concluded that all variable demonstration results state a positive and significant effect, except for the variable relationship between perceived of green promotion and innovation on brand integrity. Furthermore, in the second order relationship, the items access to information, attitude towards green marketing, circular economy perception, labelling and peer presure, and sense of retribution have a positive and significant effect in forming the construct variable green individuals feelings.

From the results of the data demonstration in Table 9, we can see that in the series of demonstrations of the relationships between the variables that have been tested, there are some interesting findings. Two of the six variable relationships show a significant effect, while the other four relationships do not show a significant effect. This provides a deeper understanding of the factors that influence Purchase Intention in the context of green marketing. For example, the relationship between perceived of green marketing strategic orientation and purchase intention, which was intervened by attitude towards green marketing, did not have a significant effect. This finding suggests that perceptions of green marketing strategic orientation do not directly influence purchase intention, but rather are influenced by attitudes towards green marketing. The implication is that it is important to pay attention to consumer attitudes towards green marketing in designing effective marketing strategies.

Table 7: F-square

Variables	AI	ATGM	BI	CEP	GBO	GIF	LPP	PGMS	PGP	PQ	PI	SR
AI												
ATGM											0.070	
BI											0.139	
CEP												
GBO												
GIF	2.246	0.167	0.015	1.718			2.685					2.105
LPP												
PGMS		0.079	0.046		7.338					3.354		
PGP		0.045	0.001									
PQ												
PI												
SR												

Table 8: Direct effect

Direct Effect Between Variables	Mean	SD	T-stat	P-value	Info
Attitude towards green marketing → purchase intention	0.253	0.092	2.733	0.006	Significant
Brand integrity → Purchase intention	0.363	0.110	3.239	0.001	Significant
Green individuals feelings → Access to information	0.832	0.033	25.572	0.000	Significant
Green individuals feelings → Attitude towards green marketing	0.396	0.080	4.887	0.000	Significant
Green individuals feelings → Circular economy perception	0.798	0.038	20.986	0.000	Significant
Green individuals feelings → Labelling and peer presure	0.856	0.020	43.056	0.000	Significant
Green individuals feelings → Sense of retribution	0.823	0.030	27.642	0.000	Significant
Perceived of green marketing strategic orientation → Attitude towards green marketing	0.275	0.089	3.151	0.002	Significant
Perceived of green marketing strategic orientation → Brand integrity	0.293	0.104	2.809	0.005	Significant
Perceived of green marketing strategic orientation → Green business orientation	0.938	0.010	98.258	0.000	Significant
Perceived of green marketing strategic orientation → Product quality	0.878	0.021	41.862	0.000	Significant
Perceived of green promotion and innovation → Attitude towards green marketing	0.188	0.071	2.624	0.009	Significant
Perceived of green promotion and innovation → Brand integrity	0.042	0.099	0.378	0.705	Not Significant

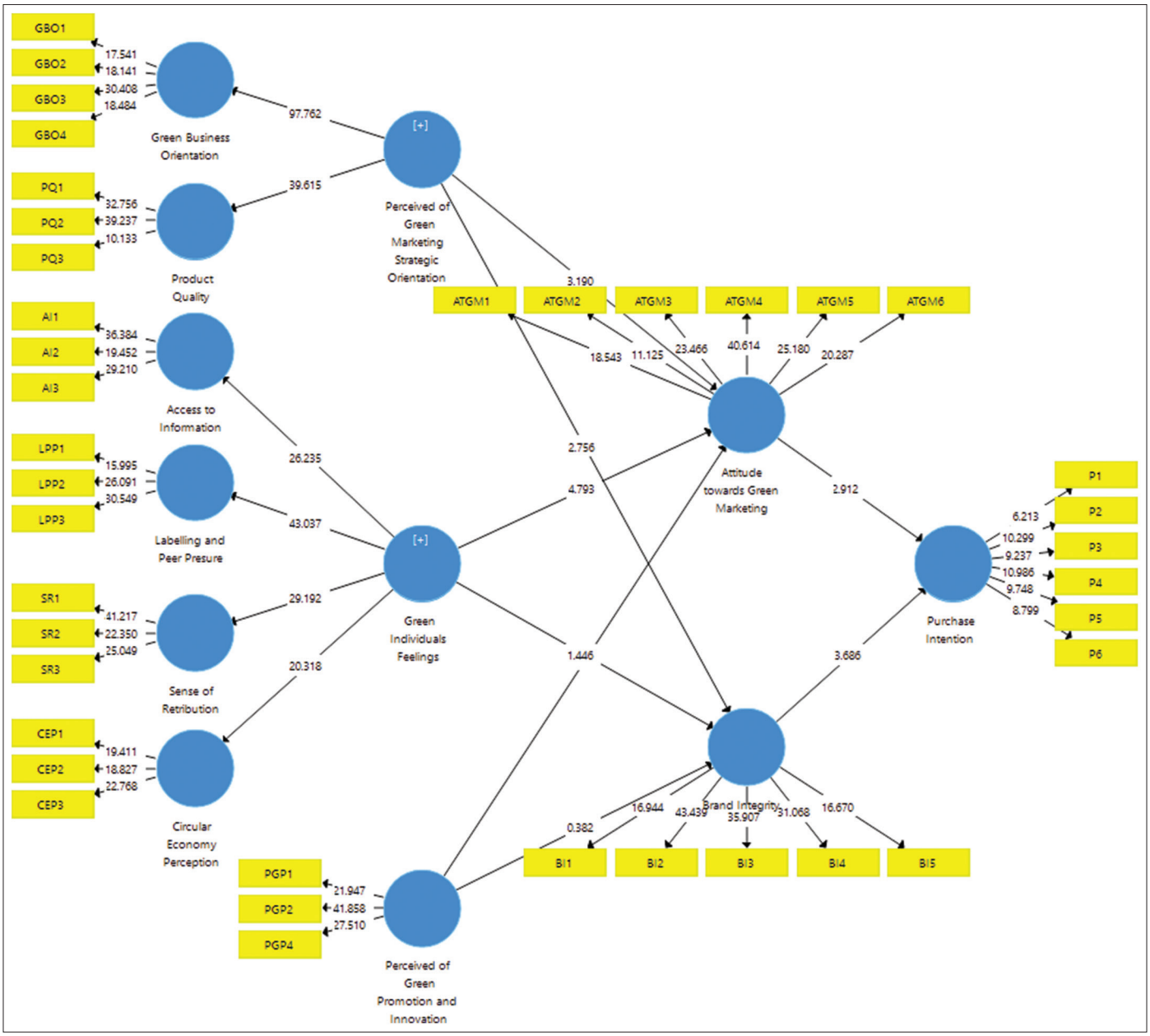
Table 9: Indirect effect

Indirect Effect Between Variables	Mean	SD	T-Stat	P-values	Info
Green individuals feelings → Attitude towards green marketing → Purchase intention	0.100	0.042	2.306	0.022	Significant
Perceived of green marketing strategic orientation → Attitude towards green marketing → Purchase intention	0.070	0.036	1.962	0.050	Not Significant
Perceived of green promotion and innovation → Attitude towards green marketing → Purchase intention	0.048	0.026	1.814	0.070	Not Significant
Green individuals feelings → Brand integrity → Purchase intention	0.060	0.046	1.246	0.213	Not Significant
Perceived of green marketing strategic orientation → Brand integrity → Purchase intention	0.106	0.049	2.136	0.033	Significant
Perceived of Green Promotion and Innovation → Brand Integrity → Purchase Intention	0.015	0.038	0.355	0.723	Not Significant

In addition, the relationship between perceived of green promotion and innovation and purchase intention, which involves attitude towards green marketing as an intervening variable, also does not show a significant effect. These findings highlight that perceptions of green promotion and innovation do not directly contribute to purchase intention, but are influenced by attitudes towards green marketing. This suggests the need to build a positive attitude towards green marketing so that promotions and innovations can be effective in influencing purchasing decisions. However, there is also a significant relationship between green individuals feelings and purchase intention through brand integrity as an intervening variable. This finding indicates that individual feelings towards environmental issues influence purchase intention through perceptions of brand integrity. The implication is the importance of building a strong awareness and understanding of environmental issues among consumers and strengthening brand integrity in an environmentally friendly context.

In Figure 4, we can see the results that explain the second order relationship of the green individual feelings variable specifically. From these results, it can be concluded that the main driving factors that shape the variable are labelling and peer pressure. Labelling or the process of labeling individuals based on certain attributes or characteristics can have a significant impact on individual feelings towards green sustainability. When individuals are labeled as "green" or "not green", this can affect how they feel about their sustainability efforts. If they feel labeled as individuals who care about the environment, this can increase positive feelings towards their green behavior. In addition, peer pressure is also a significant driving factor in shaping individuals' feelings towards environmental sustainability. It can be specifically assumed in this study that Peer pressure can play an important role in encouraging individuals to adopt green behaviors or to maintain existing behaviors. If individuals feel positive pressure from their peers to be green, this may increase their feelings

Figure 4: SEM-PLS second order result



towards environmental sustainability. Then, in the second order relationship of the perceived of marketing strategic orientation variable, it can be seen that the green business orientation item is an item that has a dominant role in shaping this variable. By understanding the relationship between labelling and peer pressure and the green individual feelings variable, we can better understand the factors that contribute to individuals' feelings towards environmental sustainability. This research suggests that interventions aimed at reducing negative labelling and increasing positive peer pressure could potentially improve individuals' feelings towards sustainability and motivate them to adopt more active green behaviors.

4.3. Discussion

The results of the demonstration of relationships between variables in our study, especially in the relationship between green marketing strategic orientation and green individual feelings, revealed that all the items we identified had a positive and significant influence in shaping the constructs of these latent variables. Thus, in our study, we developed unique items that play an important role in shaping this variable as part of the green marketing strategy. One of the items we developed is "Access to information". Easy and broad access to information about environmental sustainability practices and benefits can influence an individual's feelings towards green efforts. Through easy access to information on green products, environmentally friendly production processes, and environmental impacts, consumers can inform themselves and make sustainability-conscious choices. The next item is "Circular Economy Perception". An individual's perception of the circular economy, which involves using renewable resources and reducing waste, can influence their feelings towards sustainability. By making them aware of the importance of using renewable resources and business practices that reduce waste, consumers can feel the positive impact of adopting green practices in their economic activities.

Labelling and peer pressure are also important items in shaping individuals' feelings towards sustainability. As explained earlier, labeling and peer pressure can play an important role in influencing individual attitudes and behaviors, especially towards green practices. Humans tend to want to gain a positive identity or image within their social environment. Labeling or associating with a particular product or brand can help a person feel like they belong to a desired group or community. On the other hand, peers have a strong influence in shaping one's behavior. If peers promote or recommend a product or brand, individuals tend to feel pressured to go with the flow and buy the product. This social pressure can come in the form of direct advice, testimonials, or indirect influence through social media and digital platforms. In the context of purchase intention, labeling and peer pressure can increase a person's interest in buying a product or brand. Individuals may feel that by purchasing the product, they will gain recognition or acceptance from their peers. In addition, peer influence can also generate fears of missed opportunities or being left behind if they do not buy the recommended product.

Furthermore, Sense of retribution is also an important factor in shaping individuals' feelings towards sustainability. If individuals perceive a reward or benefit for their sustainability efforts, be it in the form of energy savings, reduced emissions, or other positive contributions, they are likely to have more positive feelings towards green practices. Sense of retribution can also relate to purchasing products that allow individuals to express their identity or feel socially exclusive. Individuals who have a sense of retribution may be more inclined to choose brands that are active in sustainability activities or have social responsibility programs that focus on environmental issues. Of course, the Sense of retribution involving the feeling of wanting to contribute may encourage individuals to get involved in the environmental movement. This can influence their purchase intention by choosing products or brands that support or are associated with the environmental movement they support. In terms of shaping the role of Attitude Toward Green Marketing, sense of retribution can also be interpreted as an individual's effort to seek justice and restoration in an environmental context.

Product quality also plays an important role. Consumers who believe that green products are of good quality and meet their needs well will have more positive feelings towards green practices. Perceptions of product quality can influence consumers' intentions to purchase and support sustainable products. Product quality is one of the most important factors in persuading consumers to support green products. When a green product is able to present equal or even better quality compared to conventional products, this gives confidence to consumers and encourages them to choose green products as the first choice. Consumers today are very aware of the importance of protecting the environment and contributing to the reduction of negative impacts on the earth. However, they also prioritize the quality and performance of the products they buy. If green products only focus on the environmental aspects without paying attention to the quality, consumers may be reluctant to change their preference and stick to conventional products. However, when green products are able to offer equivalent or even better quality than conventional products, it gives consumers a sense of confidence. They no longer feel like they are sacrificing quality just to support the environment. Instead, they can choose green products with the confidence that they do not have to sacrifice the quality they expect. In an increasingly competitive market, innovation in green products is key to gaining consumer support. If a green product can deliver a proven quality advantage, consumers will see it as a complete solution, providing benefits to both the environment and themselves. Building a reputation as a manufacturer of quality green products can also help companies to win consumer loyalty. Consumers who have experienced the benefits of a quality green product will be more likely to purchase products from the same brand in the future, and they will also recommend it to others.

Thus, focusing on green product quality is an important step in winning consumer support. Through a good combination of environmental aspects and product quality, companies can build trust and win consumer preferences in choosing green products as a sustainable and beneficial choice. "Green business orientation" is also an important factor in shaping individuals' feelings towards sustainability. When individuals see that a business or brand has a strong commitment to green practices and sustainability, this

tends to create more positive feelings and motivate them to take a proactive stance in carrying out sustainable economic activities. Green business orientation encompasses various aspects, such as the use of renewable energy, reduction of waste and emissions, use of environmentally friendly raw materials, and policies that support overall sustainable business practices. When individuals see a clear commitment to these green practices, they feel that the business or brand is socially responsible and cares about the environment. Seeing a business or brand that has a strong green business orientation, individuals tend to feel closer in value to that entity. They feel that their decision to buy a product or use a service from that business is in line with their personal goals and values related to sustainability. This creates a deeper feeling of affinity and involvement. In addition, green business orientation also plays a role in motivating individuals to adopt more sustainable behaviors in their daily lives. When individuals see a strong commitment to green practices from a business or brand, they feel inspired and motivated to follow suit. They tend to become more proactive in adopting sustainable habits, such as reducing energy consumption, choosing eco-friendly transportation, and recycling. In an era where environmental awareness is on the rise, green business orientation is not only a necessity, but also a significant business opportunity. Businesses that are able to establish a reputation as leaders in green practices will attract the interest and support of individuals who care about sustainability. In addition, a green business orientation can also create strong competitive differentiation in an increasingly environmentally sensitive market.

In this study, we also found an interesting fact that perceptions of green promotion and innovation do not have a positive and significant influence on brand integrity. Brand integrity refers to consumers' trust and confidence in the integrity and social responsibility of a brand or company. In the context of sustainability, consumers tend to look for brands that are consistent in fulfilling promises and commitments to sustainable practices. While continuous promotion and innovation are considered as potential strategies to build a sustainable brand image and reputation, our findings suggest that perceptions of these do not directly influence brand integrity. In this context, we can assume that consumers may see sustainable promotions and innovations as mere marketing efforts without reflecting a genuine commitment to sustainability. Or consumer incomprehension or lack of awareness whereby while at times, a brand may clearly promote and innovate sustainability, consumers may not fully understand or appreciate such efforts or perceive that there is no significant change. Lack of awareness or understanding of sustainability issues can reduce the influence of promotion and innovation on brand integrity. Certainly in this case, effective and massive education and information campaigns can help raise awareness and appreciation of brand efforts in terms of sustainability. However, it should be noted that this finding does not mean that sustainable promotion and innovation have no value or relevance in the context of sustainable brands. Although their influence on brand integrity was not significant in this study, continuous promotion and innovation are still needed in order to help create brand awareness and exposure in relation to sustainability issues.

In addition, the findings suggest that building strong brand integrity in terms of sustainability requires a more holistic and comprehensive approach. Relying on promotion and continuous innovation alone is not enough. Brands also need to prove their commitment through concrete and consistent actions in all company operations, including supply chains, production, packaging, and other activities that reflect sustainable principles and take a long time to shape consumer awareness of environmental issues. In this case, the integration of sustainable practices into core business and brand values is key to building sustainable brand integrity. Consumers need to see the alignment between what brands claim in promotions and sustainable innovations and the actual actions that brands take in every aspect of their business.

Our study found that individual feelings, which we identified as green individual feelings variables, play an important and significant role in shaping attitudes and purchase intentions towards green products. This concept can be linked to the theory of planned behavior, which is a theoretical framework used to understand human behavior in specific contexts, including purchasing decisions. The theory of planned behavior states that the intention to perform an action is influenced by three main factors, namely the individual's attitude towards the action, subjective norms (normative beliefs) which reflect the individual's view of social perceptions, and perceived behavioral control which reflects the individual's belief in his ability to perform the action.

In the context of sustainability, green individual feelings can be considered as one aspect of an individual's attitude towards purchasing green products. If individuals have positive feelings, such as environmental concern, a sense of responsibility, or a desire to make a positive contribution to the environment, they are more likely to have a positive attitude towards purchasing green products. Individuals' feelings towards sustainability may influence their view of the environmental benefits, morality, or social values associated with green products, which then influence their decision to purchase or not. In addition, planned behavior theory also recognizes the influence of subjective norms in shaping purchase intentions. Subjective norms reflect an individual's view of what is considered important or socially acceptable in the context of sustainability. For example, if individuals feel that people around them encourage or value the purchase of green products, this may influence their intention to purchase such products.

In our indirect relationship analysis, we found that perceived of green marketing strategic orientation has no significant influence on purchase intention when considering the intervening variable of attitude towards green marketing. The same is true for the antecedent variable of perceived of green promotion and innovation. Through the intervening variables of attitude towards green marketing and brand integrity, both do not show a significant effect. This finding should not be taken as a negative, but rather as a guide for business strategies that focus on environmental and sustainability issues, as well as promotion and innovation centered on improvement and sustainability. This suggests that it is important for business entities to provide consumers with education and understanding about environmental awareness. In this case, it is possible that consumers do not fully understand the

importance of sustainability and the positive impact that green-oriented products or brands can have. Another possibility is the lack of consumer engagement or awareness of brand integrity and attitudes towards green marketing. Therefore, education and efforts to increase consumer awareness of environmental issues and the importance of purchasing sustainable products are important for business entities. Although the relationship between the variables is not directly significant, it is important for businesses to still implement sustainability-oriented strategies and conduct promotions and innovations that promote green practices. In the long run, these efforts can help build consumer awareness and trust in brands or products that have a commitment to sustainability.

Theoretical implications: The theoretical implications of this study are significant for expanding and enriching existing theoretical frameworks related to green product purchase behavior. One of the main contributions is to include attitude towards green marketing as an important variable within the framework of planned behavior theory and similar theories. Thus, the understanding of the factors that influence green product purchase behavior can become more comprehensive. Although our findings suggest that brand integrity has no direct influence on purchase intention when influenced by attitudes towards green marketing, the theoretical implication is that further research is needed to understand the more appropriate role of brand integrity in the context of green product purchases. In developing this theory, it is important to consider factors that may moderate the relationship between brand integrity and purchase intention, so as to provide more complete insights. In addition, our findings suggest that individuals' feelings towards sustainability play an important role in shaping attitudes and purchase intentions. Therefore, the theoretical implication is that it is important to incorporate this variable into existing theoretical frameworks, such as planned behavior theory, as a significant factor influencing consumer behavior regarding green products. By doing so, we can gain a better understanding of the psychological factors that drive sustainable purchasing behavior. Thus, the theoretical implications of this study emphasize the importance of developing a more holistic and inclusive theory in understanding green product purchase behavior. By including attitudes towards green marketing and individual feelings towards sustainability as important factors, we can gain a more complete and in-depth understanding of consumer behavior in the context of sustainability and the environment.

Managerial implications: In a managerial context, our findings suggest that consumer attitudes towards green marketing have a significant effect on green product purchase intentions. Therefore, marketing managers need to develop highly effective strategies to efficiently communicate the company's commitment to environmental sustainability and diversity. One step that needs to be taken is to convey clear and convincing information about the green practices undertaken by the company as well as product innovations that support sustainability. By doing this, managers can ensure that consumers understand the benefits of green products and their positive impact on the environment. In addition, managers should provide consumers with a deep understanding of how their purchasing decisions can contribute to sustainability. To achieve this, managers can design educational marketing campaigns, use transparent promotional materials, and engage consumers through social media platforms or environmental awareness programs. In addition, managers need to see innovation as a tool to improve the quality of green products and provide added value to consumers. In this endeavor, it is critical for managers to understand and manage factors that moderate the relationship between the variables we have discussed, such as attitudes towards green marketing and brand integrity. Consistency of messaging, maintaining brand integrity, and enhancing effective communication with consumers are key steps that managers should pay attention to. In conclusion, a deep understanding of consumer behavior and the relationship between the variables we have discussed will help managers make the right decisions. By adopting effective marketing strategies, managers can ensure that their company is successful in building strong relationships with consumers and increasing sales of green products.

5. CONCLUSION

In our previous discussion, we talked about ways to influence individuals' feelings towards green practices and the importance of effective green marketing strategies. We concluded that companies and brands should pay attention to the factors that influence individuals' perceptions and attitudes towards sustainability. One important aspect to consider is trust. Individuals tend to be more accepting of green practices from companies they trust. Therefore, companies need to build trust by being transparent about their green practices. This includes providing tangible evidence of the company's commitment to sustainability, such as legitimate certifications or independently verified sustainability reports. In building trust, it is also important to avoid greenwashing, which is making green claims that cannot be substantiated. By doing so, companies can build a strong reputation and gain consumer trust. In addition, it is important to understand that individual perceptions of green practices may vary. Some individuals may be skeptical of green claims and require tangible evidence of a company's commitment to sustainability. Therefore, companies should focus on transparency and accountability in the green practices they adopt. Further, it is important to change established habits. Behavior change takes time and effort. Companies can play an active role in helping consumers adopt green behaviors by providing clear and educational information on the benefits of sustainability as well as the negative impacts of environmentally unfriendly behaviors. Businesses can also develop marketing campaigns that educate consumers about the environmental benefits of their products and services. In addition to companies' own efforts, collaboration between companies, governments and communities is also important in promoting green practices widely. Through cooperation and mutual support, an enabling environment can be built that encourages the adoption of green behaviors. Companies can participate in community initiatives and build partnerships with environmental organizations to expand the positive impact that can be achieved.

6. LIMITATION AND FUTURE RESEARCH AGENDA

While our study has provided valuable insights into the relationship between various factors towards sustainability, it is important to

acknowledge certain limitations that could be addressed in future research endeavors. Firstly, the sample size and demographic characteristics of our participants may have posed limitations on the generalizability of our findings. Conducting future studies with larger and more diverse samples could enhance the external validity of the results. Additionally, the cross-sectional design employed in our study limits our ability to establish causal relationships between variables. Future research could benefit from employing longitudinal or experimental designs to better understand the temporal dynamics of the relationships under investigation. Second, our study may not have accounted for all potential confounding variables that could influence towards sustainability. Future research could consider additional factors or moderators to provide a more comprehensive understanding of the phenomena under study.

Based on that, drawing on the insights gained from our study, several promising avenues for future research emerge. Firstly, longitudinal studies could offer valuable insights into the dynamic nature of consumer behavior towards sustainability over time. By tracking individuals' attitudes, perceptions, and behaviors longitudinally, researchers can gain a deeper understanding of the factors driving changes in sustainable consumption patterns. Secondly, qualitative research methods could provide rich insights into the underlying motivations and decision-making processes driving consumer behavior towards sustainability. Moreover, comparative studies across different cultural contexts could shed light on the cultural variations in consumer attitudes and behaviors towards sustainability. Overall, by addressing these limitations and pursuing these future research agendas, scholars can advance our understanding of consumer behavior towards sustainability and contribute to the development of strategies aimed at promoting more sustainable consumption patterns.

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