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SUSTAINABILITY AS A STRATEGIC NECESSITY: THE MODERATING ROLE OF GREEN PERCEIVED VALUE ON THE RELATIONSHIP BETWEEN GREEN PRODUCT, GREEN BRAND IMAGE, AND PURCHASING DECISIONS

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Abstract:
Indonesia, as an agrarian nation, continues to face challenges in agricultural distribution inefficiency, particularly in the Yogyakarta region, leading to significant farmer losses and reduced product quality. This study aims to analyze the influence of Green Product (GP) and Green Brand Image (GBI) on Purchasing Decisions (PD) for organic products, with Green Perceived Value (GPV) serving as a moderating variable. Grounded in the Value-Belief-Norm (VBN) Theory, the research explains that pro-environmental behavior emerges from individuals' personal values, environmental beliefs, and moral norms. Using a quantitative approach, the study employed a saturated sampling technique involving 293 respondents and analyzed the data with Structural Equation Modeling-Partial Least Squares (SEM-PLS). The findings reveal that both GP and GBI have positive and significant effects on PD, while GPV strengthens these relationships. Theoretically, the study extends the VBN framework by confirming that sustainability-oriented values foster consumers' environmental beliefs and moral norms, which subsequently translate into voluntary green purchasing behavior. This finding suggests that Indonesian consumers increasingly demonstrate a sense of moral responsibility toward the environment, minimizing the value–action gap in green consumption. Practically, producers are encouraged to improve transparency through credible eco-certifications and clear communication about environmental impacts. Green products should be designed to integrate into consumers' daily routines, supported by consistent experiences that align with green claims to enhance trust and loyalty. Furthermore, companies should build both emotional and rational connections between consumers' sustainability values and product attributes to strengthen long-term commitment to green consumption.

Keywords: Green Product, Green Brand Image, Green Perceived Value, Purchasing Decisions.

LA SOSTENIBILIDAD COMO UNA NECESIDAD ESTRATÉGICA: EL PAPEL MODERADOR DEL VALOR PERCIBIDO VERDE EN LA RELACIÓN ENTRE EL PRODUCTO VERDE, LA IMAGEN DE MARCA VERDE Y LAS DECISIONES DE COMPRA

Resumen:
Indonesia, como nación agraria, continúa enfrentando desafíos de ineficiencia en la distribución agrícola, particularmente en la región de Yogyakarta, lo que provoca pérdidas significativas para los agricultores y una reducción en la calidad de los productos. Este estudio tiene como objetivo analizar la influencia del Producto Verde (Green Product, GP) y la Imagen de Marca Verde (Green Brand Image, GBI) sobre las Decisiones de Compra (Purchasing Decisions, PD) de productos orgánicos, con el Valor Percibido Verde (Green Perceived Value, GPV) como variable moderadora. Basado en la Teoría del Valor-Creencia-Norma (Value-Belief-Norm, VBN), la investigación explica que el comportamiento proambiental surge de los valores personales, las creencias ambientales y las normas morales de los individuos. Mediante un enfoque cuantitativo, el estudio utilizó una técnica de muestreo saturado con la participación de 293 encuestados, y los datos fueron analizados utilizando el modelo de ecuaciones estructurales con mínimos cuadrados parciales (SEM-PLS). Los resultados revelan que tanto el GP como el GBI tienen efectos positivos y significativos sobre el PD, mientras que el GPV fortalece dichas relaciones. Teóricamente, el estudio amplía el marco de la teoría VBN al confirmar que los valores orientados hacia la sostenibilidad fomentan las creencias ambientales y las normas morales de los consumidores, las cuales se traducen posteriormente en un comportamiento de compra verde voluntario. Este hallazgo sugiere que los consumidores indonesios demuestran cada vez más un sentido de responsabilidad moral hacia el medio ambiente, reduciendo la brecha entre los valores y la acción en el consumo ecológico. En términos prácticos, se recomienda que los productores mejoren la transparencia mediante eco-certificaciones creíbles y una comunicación clara sobre los impactos ambientales. Los productos verdes deben diseñarse para integrarse en las rutinas diarias de los consumidores, respaldados por experiencias coherentes con las declaraciones ecológicas, con el fin de reforzar la confianza y la lealtad. Además, las empresas deben construir conexiones tanto emocionales como racionales entre los valores de sostenibilidad de los consumidores y los atributos del producto, fortaleciendo así el compromiso a largo plazo con el consumo verde.

Palabras clave: Producto Verde, Imagen de Marca Verde, Valor Percibido Verde, Decisiones de Compra.

1. Introduction

Indonesia is known as an agrarian country; however, the distribution of agricultural products remains suboptimal. The FAO predicts an increasing demand for food in developing countries, where organic agriculture has the potential to be a viable solution. This growth is driven by high consumer demand, environmental awareness, and supportive policies (Kujala et al., 2022). The development of the agriicultural sector and its contributiion to the Gross Regional Domestic Product (GRDP) of Yogyakarta, Indonesia, is presented in Table 1.

Table 1. Development of Rice Production and Its Contribution to GRDP in Yogyakarta, Indonesia (2021–2025)

Year	Rice Productions (Tons)	Harvested Area (Ha)	Productivity (Quintals/Ha)	Contribution to GRDP (%)
2021	417.231,00	93.456,00	44,65	8,75
2022	428.900,00	95.201,00	45,05	8,91
2023	440.745,62	96.113,52	45,85	9,03
2024	452.831,77	96.976,13	46,70	9,12
2025*	465.000,00 (projection)	98.000,00 (projection)	47,45 (projection)	9,25 (projection)

Source: BPS Yogyakarta, Indonesia, and 4-year trend projection, processed in 2025.

The distribution of agricultural products remains suboptimal, causing losses for farmers, particularly in Sleman, Yogyakarta, Indonesia. Inadequate infrastructure makes it difficult for harvests to reach markets on time and in good condition (Lu & Cheng, 2023), which negatively impacts farmers' income and food availability (Suriadi & Sukmawati, 2023). This situation highlights the importance of developing a distribution system based on Green Product (GP) principles efficient, sustainable, and environmentally friendly (Wati et al., 2021).

GP (Green Product) in agriculture refers to products produced using environmentally friendly methods (Gamage et al., 2023), such as the use of organic fertilizers, biopesticides, and sustainable farming techniques (Sihombing & Tobing, 2023). Environmentally sustainable products help safeguard soil and water quality, minimize greenhouse gas emissions, and enhance biodiversity (Mishra et al., 2023). Their positive impacts include improved soil fertility, food safety, better health for both farmers and consumers (Loka et al., 2023), and increased market value (Lestari et al., 2020). However, challenges remain, including higher production costs, lower yields, and difficulties in technology adoption among smallholder farmers (Najafabadiha et al., 2025). Therefore, government support is essential to facilitate this transition while also fostering a strong Green Brand Image (GBI) (Suherman & Puspaningrum, 2023).

GBI (Green Brand Image) in agriculture refers to the positive image built by producers through environmentally friendly practices (Hengboriboon et al., 2022), such as the use of organic materials, sustainable cultivation methods, and production transparency (Yang et al., 2023a). GBI enhances competitiveness (Dangaiso, 2024), boosts consumer trust, opens global market opportunities (Plotkina et al., 2025a), and fosters environmental awareness (Isbahi, et al., 2024). However, challenges include high costs, complex certification processes, and the risk of greenwashing (Viet et al., 2024). A strong GBI also enhances Green Perceived Value (GPV), which reflects consumers' appreciation of sustainability (Yoebrilianti et al., 2024).

GPV (Green Perceived Value) in agriculture refers to consumers' perception of the added value of environmentally friendly products (Kamboj & Kishor, 2022), such as the use of natural materials and sustainable processes (Muhammad et al., 2023). When consumers believe that agricultural products are not only of high quality but also contribute to environmental preservation,

their perceived value of the product increases (Roh et al., 2022a). GPV enhances purchase intention, loyalty, and willingness to pay more, as the product is seen to align with consumers' personal values (Hairu et al., 2025). However, a key challenge is maintaining consistent trust (Zhang et al., 2025), as greenwashing practices can undermine GPV and damage brand image (Hudayah et al., 2023). High GPV motivates consumers to choose products that are not only high-quality but also environmentally responsible (Li & Shan, 2025).

This research is important to help mitigate negative impacts such as higher production costs and lower yields compared to conventional methods, the need for additional time and knowledge to adapt to eco-friendly technologies, high initial investment to implement green standards, the complex and costly requirements for environmental certification, and the risk of misleading environmental claims (greenwashing).

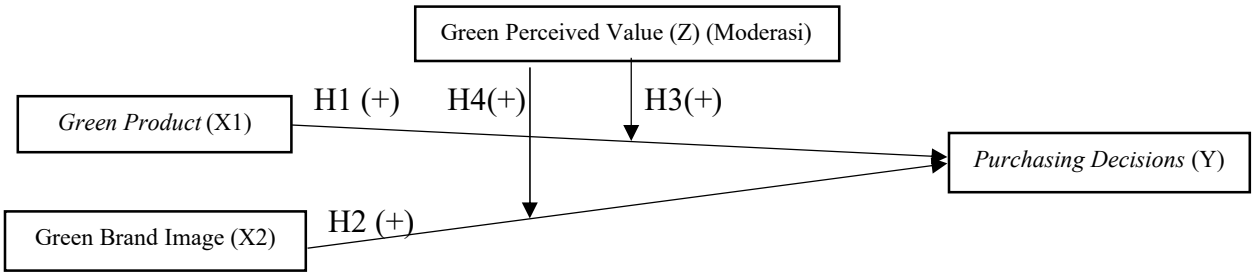

Figure 1. Research Framework

2. Literature Review

This research draws upon the Value-Belief-Norm (VBN) Theory proposed by Stern et al., (1999), which posits that pro-environmental behavior is influenced by individuals' values, environmental beliefs, and personal norms. Core values shape beliefs about the environmental impact of individual actions, which in turn generate personal norms that motivate ecological behavior (Batool et al., 2024). This concept aligns with the idea of Green Product (GP), which evaluates sustainability not only based on the end product (Loka et al., 2023), but also on the production process (Gamage et al., 2023). Growing environmental awareness reinforces Green Brand Image (GBI) (Suherman & Puspaningrum, 2023), which reflects consumer perceptions of brands that demonstrate ecological responsibility (Hengboriboon et al., 2022).

GBI signifies consumers' belief that a brand consistently supports sustainability (Ariestania & Adriyanto, 2024), enhancing trust, loyalty (Dangaiso, 2024), and competitive advantage (Plotkina et al., 2025). GBI also contributes to GPV (Yoebrilianti et al., 2024), defined as the perception that a product delivers environmental benefits (Kamboj & Kishor, 2022). GPV represents personal values in green consumption (Hudayah et al., 2023), where consumers value products that have a positive impact on nature (Roh et al., 2022), even showing willingness to pay a premium.

PD of GP are manifestations of personal norms driven by values and beliefs about the importance of environmental protection. These decisions are not solely influenced by price or quality (Yanti et al., 2024), but also reflect consumer concern for health and sustainability (Mahapatro & Ray, 2022), and involve internal processes such as information seeking (Komalasari et al., 2021), evaluating alternatives, and post-purchase behavior (Septiano & Sari, 2021).

3. Hypothesis Development

3.1. The Influence of Green Product (GP) on Purchasing Decisions (PD)

GP in the context of organic agriculture has a strong influence on consumer PD (Mishra et al., 2023), especially amid growing awareness of environmental sustainability and health concerns (Firdaus, 2023). Organic agricultural products categorized as GP are typically produced without synthetic chemicals, emphasize environmentally friendly methods, and maintain ecosystem balance and soil fertility (Hasman et al., 2024). This creates a positive perception among consumers regarding the quality, safety, and ethical value of the products (Rahmawati & Soliha, 2024). Environmentally and health-conscious consumers show a greater tendency to buy products that not only provide personal benefits but also contribute to environmental preservation (Septiani et al., 2024). Labels such as "organic" or "eco-friendly" serve as significant added value in influencing purchase interest and decisions. In addition, psychological and social factors also play a role, as consumers feel that by purchasing organic products (Hidayah et al., 2022), they are contributing to environmental sustainability and supporting more responsible agricultural practices. Thus, PD are no longer solely based on price or product availability but are also driven by values of sustainability, ethics, and social responsibility offered by GP in organic agriculture (Daffa & Sanjaya, 2022).

H1: GP has a positive and significant influence on PD

3.2. The Influence of Green Brand Image (GBI) on Purchasing Decisions (PD)

GBI exerts a notable impact on consumers' buying behavior, especially in the context of increasing awareness of sustainability and environmental responsibility (Silaban & Sinulingga, 2021). GBI is formed through consumers' positive perceptions of a brand's commitment to implementing environmentally friendly practices, such as using organic raw (Yang et al., 2023b), recyclable packaging, energy efficiency, and participation in environmental conservation programs (Insaniy et al., 2024). When a brand consistently demonstrates care for the environment, it builds consumer trust and loyalty, as consumers feel that purchasing from such a brand not only fulfills their functional needs (Elwisam & Batubara, 2024) but also represents a contribution to environmental preservation (Khomsin et al., 2023). Consumers with strong environmental values are more likely to choose brands that reflect their principles (Pitaloka et al., 2024), even if the product comes at a higher price. Therefore, the stronger the brand's green image, the greater its ability to influence purchasing decisions, as consumers are not only buying a product but also embracing the values and identity of a brand that aligns with their environmental concerns (Puspitasari et al., 2021).

H2: GBI has a positive and significant influence on PD

3.3. The Influence of Green Product (GP) on Purchasing Decisions (PD) with Green Perceived Value (GPV) as a Moderating Variable

GP plays a crucial role in consumers' PD for organic products, as buyers are increasingly attracted to items that provide both functional benefits and environmental perks (Roh et al., 2022). Goods produced with eco-friendly methods, including the absence of chemicals, recyclable packaging, and sustainable manufacturing practices, can enhance the likelihood of purchase since they are viewed as beneficial to both health and the environment (Ariestania & Adriyanto, 2024). However, this influence is not always direct or consistent. This is where GPV plays a crucial moderating role (Wicaksono & Darpito, 2023). GPV indicates how much consumers believe that a green product genuinely provides actual environmental advantages (Hartanto et al., 2023). When

GPV is elevated, consumers perceive that buying organic products offers personal advantages as well as aids in environmental conservation (Hairu et al., 2025). This reinforces the connection between perceptions of GP and buying choices. On the other hand, if GPV is low, even when a product is claimed to be environmentally friendly consumers may hesitate to buy it because they do not perceive sufficient added value in terms of sustainability (Bagia et al., 2024). Consequently, GPV serves as a strengthening element in the connection between GP and PD (Li & Shan, 2025), with higher perceived value resulting in a greater likelihood that consumers will choose to buy the organic product.

H3: GPV strengthens the influence of GP on PD

3.4. The Influence of Green Brand Image (GBI) on Purchasing Decisions (PD) with Green Perceived Value (GPV) as a Moderating Variable

GBI reflects consumers' positive perception of a brand that demonstrates a strong commitment to environmental sustainability through eco-friendly and sustainable business practices (Hengboriboon et al., 2022). Brands with a strong green image tend to be more trusted by consumers, especially in the context of organic products that heavily rely on sustainability values (Viet et al., 2024). A strong GBI not only enhances corporate reputation but also drives purchasing decisions, as consumers feel that buying from such a brand aligns with their personal environmental values and concerns (Dangaiso, 2024). However, the influence of GBI on purchasing decisions is not absolute and can be moderated by the level of GPV held by consumers. GPV acts as a moderating variable that can either strengthen or weaken the relationship between green brand image and purchasing decisions. When GPV is high, meaning consumers genuinely perceive that the brand's products provide tangible environmental benefits (Li & Shan, 2025), the effect of GBI on purchasing decisions becomes stronger (Zahra & Rohman, 2024). Consumers feel that purchasing from a brand with a green image is not merely a consumption act, but also a form of contribution to environmental preservation (Zhang et al., 2025). Conversely, when GPV is low, even if the brand appears environmentally friendly, purchasing decisions may not occur because consumers doubt the authenticity of the environmental values being promoted (Yang et al., 2023b).

H4: GPV strengthens the influence of GBI on PD

4. RESEARCH METHODOLOGY

4.1. Type of Research

This study employs a quantitative method, which emphasizes the use of numbers, statistics, and numerical data to describe, explain, and predict specific phenomena (Syamsudin et al., 2022). This method focuses on the measurement of variables that can be analyzed statistically. In addition, the study adopts an associative approach, which aims to identify relationships or associations between two or more variables (de Castro et al., 2023).

4.2. Population and Sample

The population refers to the entire group of subjects or objects that meet specific criteria relevant to the research problem (Hartini, 2023). The population used in this study consists of 293 residents who are members of farmer partner networks in the Yogyakarta area, Indonesia. Given the relatively limited number of individuals, this study employs a saturated sampling method, which is a technique where all members of the population are used as the research sample

(Banning, 2024). Additionally, the sampling technique also applies a purposive random sampling approach to ensure that only respondents with specific characteristics are selected. The sample criteria used in this study are as follows: 1. Residents aged 18–45 years. 2. Have been part of the farmer partner network for less than 1 year to a maximum of 5 years.

4.3. Research Model

The research model was adapted and modified from several previous studies relevant to the research topic. The Green Product variable was adopted from (Jave-Chire et al., 2025), Green Brand Image from (Plotkina et al., 2025), Green Perceived Value from (Woo & Kim, 2019), and Purchasing Decisions from (Ramadhan et al., 2024). All models were then modified by the researcher to suit the context of organic agriculture in the Yogyakarta region, Indonesia.

4.4. Operational Definition of Research Variables, Indicators, and Measurement Scale

Table 2. Operational Definition of Research Variables, Indicators, and Measurement Scale

Variable	Operational Definition	Indicators	Measurement Scale
Green Product (X1)	Green Product reflects how consumers perceive organic items that are made from eco-friendly materials, produced through sustainable methods, and packaged using recyclable materials. (Gamage et al., 2023)	1. I believe it is essential that the organic products I buy are produced from eco-friendly materials. 2. I choose to purchase organic items made with recycled or reusable materials during their manufacturing. 3. It is important to me that the packaging (such as boxes or plastics) of organic products is reusable or environmentally friendly. (Jave-Chire et al., 2025)	5-Point Likert Scale.
Green Brand Image (X2)	Green Brand Image refers to the image of an organic product brand that is associated with commitment and concern for environmental issues. (Hengboriboon et al., 2022)	1. I associate this organic product brand with environmental protection. 2. I consider this organic product brand as a benchmark of environmental commitment. 3. This organic product brand appears to address environmental concerns. 4. This organic product brand seems trustworthy regarding its environmental promises. 5. This organic product brand appears to fulfill its promises and demonstrate strong engagement in environmental protection. (Plotkina et al., 2025)	5-Point Likert Scale.
Green Perceived Value (X3)	Green Perceived Value refers to the value perceived by consumers from environmentally friendly products, encompassing functional, emotional, social, and conditional aspects. (Kamboj & Kishor, 2022)	**Functional Value** 1. Buying environmentally friendly products provides good value for the money spent. 2. Eco-friendly products are affordably priced. 3. These products are effectively designed to minimize environmental harm. 4. Green products maintain an acceptable standard of quality. **Conditional Value** 1. I am likely to buy eco-friendly products when they are discounted. 2. I would consider purchasing green products if promotional deals are available. 3. I am more inclined to purchase green products when they are readily accessible. **Social Value**	5-Point Likert Scale.

		1. Buying green products helps create a positive impression on others. 2. Purchasing eco-friendly products can enhance how others perceive me. 3. Choosing green products makes me feel more socially accepted. 4. Buying environmentally friendly products gives me a sense of social recognition. **Emotional Value** 1. I find pleasure in buying green products. 2. I feel at ease after making a green purchase. 3. Purchasing eco-friendly products gives me a sense of satisfaction. (Woo & Kim, 2019)	
Purchasing Decisions (Y)	Purchasing Decisions refer to consumers' actions in selecting and purchasing organic products based on needs, frequency, and ease of transaction. (Komalasari et al., 2021)	1. Consumers decide to purchase products once a week. 2. Consumers decide to purchase products according to their needs. 3. Consumers decide to purchase products because they provide various payment methods. (Ramadhan et al., 2024)	5-Point Likert Scale.

4.5. Tools of Analysis

Structural equation modeling (SEM) is a statistical method developed to assess the complex relatiionships betweeen observed and latent variables within a causal framework. It is commonly used to determine the degree of fit between a proposed theoretical model and empirical data(Al-khatib et al., 2024). PLS-SEM is particularly useful for analyzing models involving latent constructs that are not diirectly measurable. This approach is especially advantageous when the dataset violates normality assumptions or when the sample size is limited (Sheng et al., 2025). Moreover, PLS-SEM provides flexibility in identifying the most suitable model for the available data, enhancing its applicability across diverse research settings. To assess convergent validity for reflective constructs, researchers typically examine loading coefficients, which represent the correlation between individual item scores and their corresponding component scores. A commonly accepted threshold for a strong loading factor is above 0.7 (Shela et al., 2023), the average variance extracted (AVE) for each construct should exceed 0.5 (Shela et al., 2023). Convergent validity is established when two distinct measurement tools targeting the same concept yield highly correlated results (Shela et al., 2023). Discriminant validity is assessed using cross-loadings and the Fornell-Larcker criterion. Both metrics generally require values greater than 0.7 (Kurtaliqi et al., 2024), or researchers may apply the square root of AVE for comparison purposes. Discriminant validity confirms that each latent construct is empirically distinct from the others in the model. A strong model is indicated when an indicator's loading on the target construct is higher than its loadings on other constructs (Kurtaliqi et al., 2024). Finally, reliability testing assesses the internal consistency of a measurement instrument, reflecting its precision, consistency, and reliability. This is typically measured using Cronbach's alpha and composite reliability, both of which must meet or exceed a threshold of 0.70 to confirm construct reliability (Kurtaliqi et al., 2024).

5. Results

The general overview of respondents aims to describe the characteristics of the respondents, which include gender, age, level of education, and length of membership with the partner organization.

Table 3. Descriptive Analysis of Respondents

Research Object	Frequency	Percentage (%)
Gender		
Male	196	66,89
Female	97	33,11
Age		
18 – 30 Years	38	12,97
31 – 40 Years	141	48,12
41 – 50 Years	103	35,15
>51 Years	11	3,75
Length of Membership		
<1 Years	10	3,41
1 – 2 Years	79	26,96
3 – 5 Years	122	41,64
>5 Years	82	27,99
Education Level		
Senior High School (or Equivalent)	153	52,22
Diploma (D1, D2, D3)	80	27,30
Bachelor's Degree (D4 & S1)	60	20,48
Total	293	100,00

Source: Processed Primary Data (2025)

Table 3 is dominated by male respondents, totaling 196 individuals (66.89%), with the majority age group being 31–40 years old, accounting for 141 individuals (48.21%). Most respondents have been partnered with the farmers for 3–5 years, totaling 122 individuals (41.64%), and the highest level of education attained by most respondents is Senior High School/Vocational School, with 153 individuals (52.22%).

Discriminant validity testing can be performed by examining the cross-loading values of each indicator, as shown in Table 4.

Table 4. Discriminant validity

Variable	Indicator	Loading Factor	Mean
Green Product (GP)	GP 1 : I believe it is essential that the organic products I buy are produced from eco-friendly materials.	0,934	2,870*
	GP 2 : I choose to purchase organic items made with recycled or reusable materials during their manufacturing.	0,947	2,997
	GP 3 : It is important to me that the packaging (such as boxes or plastics) of organic products is reusable or environmentally friendly.	0,948	2,942**
Green Brand Image (GBI)	GBI 1 : I associate this organic product brand with environmental protection.	0,836	2,829*
	GBI 2 : I consider this organic product brand as a benchmark of environmental commitment.	0,911	2,863
	GBI 3 : This organic product brand appears to address environmental concerns.	0,824	2,843
	GBI 4 : This organic product brand seems trustworthy regarding its environmental promises.	0,854	2,939**
	GBI 5 : This organic product brand appears to fulfill its promises and demonstrate strong engagement in environmental protection.	0,911	2,860
Green Perceived Value (GPV)	GPV 1 : Buying environmentally friendly products provides good value for the money spent.	0,899	2,884

	GPV 2 : Eco-friendly products are affordably priced.	0,879	2,846
	GPV 3 : These products are effectively designed to minimize environmental harm.	0,910	2,850
	GPV 4: Green products maintain an acceptable standard of quality.	0,901	2,884
	GPV 5 : I am likely to buy eco-friendly products when they are discounted.	0,883	2,819
	GPV 6 : I would consider purchasing green products if promotional deals are available.	0,902	2,887
	GPV 7 : I am more inclined to purchase green products when they are readily accessible.	0,894	2,952**
	GPV 8 : Buying green products helps create a positive impression on others.	0,908	2,915
	GPV 9 : Purchasing eco-friendly products can enhance how others perceive me.	0,885	2,915
	GPV 10 : Choosing green products makes me feel more socially accepted.	0,897	2,823
	GPV 11 : Buying environmentally friendly products gives me a sense of social recognition.	0,902	2,792
	GPV 12 : I find pleasure in buying green products.	0,898	2,911
	GPV 13 : I feel at ease after making a green purchase.	0,901	2,904
	GPV 14 : Purchasing eco-friendly products gives me a sense of satisfaction.	0,898	2,833
Purchasing Decisions (PD)	PD 1 : Consumers decide to purchase products once a week.	0,851	2,935**
	PD 2 : Consumers decide to purchase products according to their needs.	0,837	2,867*
	PD 3 : Consumers decide to purchase products because they provide various payment methods.	0,862	2,884

Note: lowest mean (*), highest mean (**)

The validity testing produced impressive results, as the variables GP, GBI, GPV, and PD all met the criteria. Specifically, each had a loading factor value greater than 0.7 (Shela et al., 2023).

5.1. Reliability Test and Convergent Validity Test

Table 5. Discriminant Validity and Reliability Results

Variable	Cronbach's Alpha	Composite Reability (rho_a)	Composite Reability (rho_c)	AVE	Results
Green Product (GP)	0,918	0,918	0,938	0,753	Valid & Reliable
Green Brand Image (GBI)	0,981	0,982	0,983	0,804	Valid & Reliable
Green Perceived Value (GPV)	0,938	0,939	0,960	0,889	Valid & Reliable
Purchasing Decisions (PD)	0,808	0,809	0,887	0,723	Valid & Reliable

Source: Processed Primary Data (2025)

The results of the discriminant validity test show that the variables GP, GBI, GPV, and PD have AVE values greater than 0.5. Therefore, it can be concluded that the sample is valid and meets the requirements. The composite reliability value of the indicator block measuring the construct is a method for testing reliability. The results show values greater than 0.7, meaning that the composite reliability and Cronbach's alpha for all exogenous and endogenous constructs are reliable. Therefore, it can be interpreted that GP, GBI, GPV, and PD have good reliability.

5.2. Fornell – Larcker Criterion

Table 6. Fornell – Larcker Criterion Results

Variable	Green Brand Image (GBI)	Green Perceived Value (GPV)	Green Product (GP)	Purchasing Decisions (PD)
Green Brand Image (GBI)	0,868			
Green Perceived Value (GPV)	0,330	0,897		
Green Product (GP)	0,395	0,073	0,943	
Purchasing Decisions (PD)	0,679	0,379	0,384	0,850

Source: Processed Primary Data (2025)

The Fornell-Larcker Criterion is required to be greater than 0.7 and is therefore considered to meet the assessment of discriminant validity. The test results show that the Fornell-Larcker Criterion values are greater than 0.7. Thus, it can be concluded that the discriminant validity test based on the AVE values and the Fornell-Larcker Criterion can be considered validly distributed as it meets the required conditions.

5.3. Heterotrait Monotrait Ratio (HTMT)

Table 7. Heterotrait Monotrait Ratio (HTMT) Results

Variable	Green Brand Image	Green Perceived Value	Green Product	Purchasing Decisions	Green Perceived Value x Green Product
Green Brand Image					
Green Perceived Value	0,346				
Green Product	0,425	0,079			
Purchasing Decisions	0,788	0,424	0,441		
Green Perceived Value x Green Product	0,508	0,052	0,076	0,445	
Green Perceived Value x Green Brand Image	0,290	0,311	0,513	0,184	0,511

Source: Processed Primary Data (2025)

The recommended value is less than 0.90. Discriminant validity is achieved because, according to the test results in Table 7, all variable pairs have HTMT values less than 0.90.

5.4. Goodness of Fit (GoF)

Table 8. Goodness of Fit (GoF) Results

	Results	Explanation
SRMR	0,035	Accepted if < 0,08
d_ULS	0,389	Accepted if > 0,95
d_G	2,818	Accepted if > 0,95
Chi-Square	1928,819	Preferably close to 0
NFI	0,795	Preferably close to 1

Source: Processed Primary Data (2025)

Table 8 shows that the SRMR result of 0.035 is acceptable, as it meets the criterion of being less than 0.08, and the NFI value of 0.795 is considered close to 1 (Kante & Michel, 2023). Therefore, it can be concluded that the constructed model is categorized as good. The values of d_ULS and d_G were not generated through bootstrapping, thus no correlation is observed, similar to the chi-square statistic, which is sensitive to sample size and cannot be used as a reliable measure of model fit.

5.5. Hypothesis Testing

Table 9. Hypothesis Testing Results

	P – Values	T – Statistics	Keterangan
Direct Effect			
Green Product → Purchasing Decisions	4,880	0,000	Positive and Significant
Green Brand Image → Purchasing Decisions	9,633	0,000	Positive and Significant
Indirect Effect			
Green Perceived Value x Green Brand Image → Purchasing Decisions	2,858	0,004	Positive and Significant
Green Perceived Value x Green Product → Purchasing Decisions	4,384	0,000	Positive and Significant

Source: Processed Primary Data (2025)

Table 9 on direct and indirect effects can be explained as follows: the T-Statistic for GP on PD is 4.880, which is greater than 1.96; the T-Statistic for GBI on PD is 9.633, also greater than 1.96; the T-Statistic for GP on PD with GPV as a moderating variable is 4.384, which exceeds 1.96; and the T-Statistic for GBI on PD with GPV as a moderating variable is 2.858, again greater than 1.96. In conclusion, the null hypotheses (H0) are rejected, and the alternative hypotheses (H1, H2, H3, and H4) are accepted.

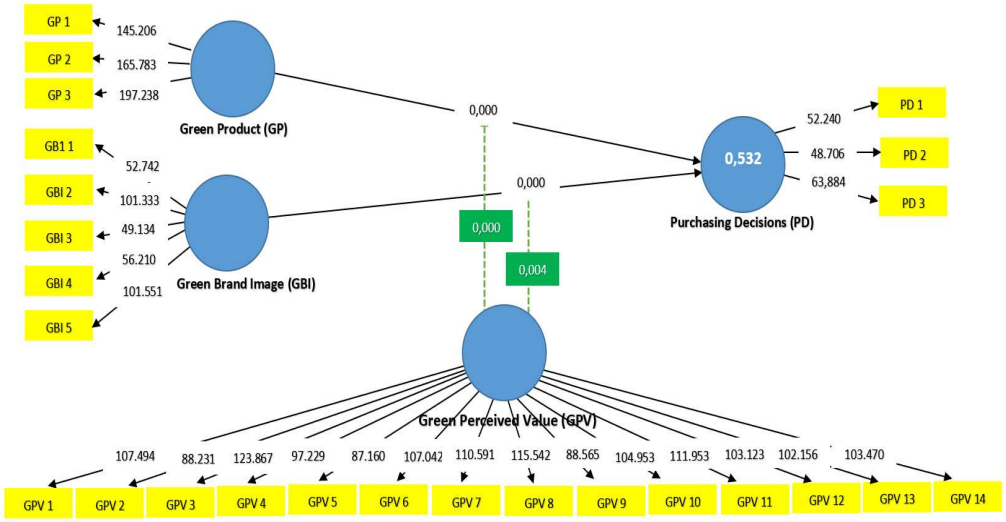

Figure 2. Inner Model T-Statistic Test Results

Figure 2 presents a comprehensive overview of the t-test results, indicating that each indicator for all variables has been validated.

6. Discussion

6.1. Green Product has a positive and significant effect on Purchasing Decisions

The initial discovery reveals that product packaging made from reusable and environmentally friendly materials is a key factor influencing consumers' purchasing decisions. This is supported by GP3, which had the highest mean score: "It is important to me that the packaging (such as boxes or plastic) of organic products is reusable or environmentally friendly." This indicates that the higher consumers' perception of a product's sustainability and environmental friendliness, the more likely they are to purchase it. Consumer preferences today are no longer solely focused on product function and price, but also take into account the environmental values embedded in the product. Reusable or biodegradable packaging is considered more valuable because it reflects the producer's environmental responsibility (Gamage et al., 2023). Environmentally conscious consumers tend to consider the long-term impacts of the goods they purchase, particularly those related to waste and carbon emissions (Mishra et al., 2023).

The relationship between GP and PD has been proven to be both significant and positive, indicating that the presence of environmentally friendly attributes in a product plays a crucial role in influencing consumer PD. In the modern era, marked by rising environmental awareness, consumers no longer consider only functional aspects such as quality, brand, and price; they are increasingly concerned with how a product is produced, what materials are used, and the environmental impact it generates (Sihombing & Tobing, 2023). Products developed through sustainable approaches are perceived as more ethical, responsible, and worthy of consumption, as they reflect the producer's social and ecological responsibility. Attributes such as the use of organic materials, low-emission production processes, recycling labels, and eco-friendly packaging enhance positive perceptions of a product, thereby influencing the final decision in the purchasing process. Modern consumers, especially those with high environmental awareness, view green products as an expression of their values and lifestyle (Loka et al., 2023). This suggests that purchasing decisions are no longer driven solely by practical considerations but also by psychological and personal value dimensions. When consumers feel that buying GP represents a real contribution to environmental preservation, the act of purchasing brings deeper moral and emotional satisfaction than buying conventional products (Hidayah et al., 2022). In this context, green products offer not only utility value but also symbolic and social value, which in turn strengthens consumer loyalty and engagement with the brand (Najafabadiha et al., 2025). The significance of this relationship also highlights that GP can serve as a strategic tool in modern marketing, where companies capable of effectively communicating sustainability messages are more likely to reach a broader market and establish a stronger brand image. The greater the consumer trust in a company's environmental commitment, the higher the likelihood of them making a purchase decision (Lestari et al., 2020). Therefore, companies seeking to win over today's consumers must position sustainability not merely as a supplementary strategy, but as a core element of their production processes, brand communication, and customer experience. In other words, the relationship between GP and PD demonstrates that sustainability is no longer just a trend it has become a strategic necessity shaping current and future consumption patterns.

6.2. Green Brand Image has a positive and significant effect on Purchasing Decisions

The second finding reveals that green trust is central to consumers' perception of a brand's green image. This aligns with GBI4, which had the highest mean score: "This organic product brand appears to be trustworthy in fulfilling its environmental promises." Trust in a brand's commitment to sustainability such as waste reduction, the use of natural ingredients, or environmentally friendly production processes directly enhances consumers' belief that their purchasing actions contribute positively to the environment (Hengboriboon et al., 2022). Consumers who believe that a brand genuinely implements green principles tend to develop emotional connections and strong loyalty toward that brand. From a consumer behavior perspective, this indicates that a green brand image not only shapes consumers' cognitive perception of product quality but also strengthens their affective involvement in purchasing decisions (Yang et al., 2023a). A brand image that is trustworthy and consistent with environmental values fosters a sense of comfort, safety, and pride in consumers, as they feel they are choosing products that align with sustainability principles (Dangaiso, 2024).

The influence of GBI on PD reflects the growing consumer attention toward a brand's integrity in upholding its environmental values. When a brand authentically demonstrates a green identity through visual communication, marketing messages, and sustainable operational practices, consumers tend to perceive it as a responsible entity worthy of their support (Plotkina et al., 2025a). This positive perception of the brand's green image fosters trust and assurance that the products they purchase not only meet personal needs but also contribute to global issues such as climate change, pollution, and natural resource conservation (Isbahi, et al., 2024). As a result, brands associated with environmental concern are more likely to win consumer loyalty because they are seen as offering added value compared to conventional brands. Moreover, GBI can influence social norms within consumer communities, where individuals feel encouraged to make purchases as a form of participation in the growing environmental awareness movement (Viet et al., 2024). Thus, purchasing decisions become part of consumers' identity as environmentally conscious individuals who uphold ethical consumption preferences. Beyond influencing perceptions of product quality, a strong GBI also enhances perceptions of corporate social responsibility, which in turn fosters consumer loyalty and emotional attachment to the product. Therefore, a consistent and credible green brand image strategy proves to be a key factor in influencing purchasing decisions in today's increasingly competitive and value-driven market. The term value-driven refers to behavioral patterns, choices, or decisions that are guided by personal, social, or moral values. In the consumer context, value-driven behavior means that individuals choose a product or brand not merely for its functionality or price but because it aligns with the values they hold such as environmental concern, social justice, health, or sustainability (Yoebrilianti et al., 2024).

6.3. Green Perceived Value strengthens the effect of Green Product on Purchasing Decisions

The third finding of this study indicates that consumers are more likely to purchase environmentally friendly products when they perceive high value in them. This is supported by the highest mean scores in indicators GP3: "It is important to me that the packaging (such as boxes or plastic) of organic products is reusable or environmentally friendly", and GPV7: "I will purchase environmentally friendly products when they are easily accessible." This finding reflects that consumers consider not only the physical sustainability attributes of a product but also the ease of accessing such products. When consumers perceive that eco-friendly products offer practical benefits and align with their personal values, their purchasing decisions become stronger (Roh et al., 2022), as the products are seen not only as environmentally friendly but also as relevant and functional for everyday life (Ariestania & Adriyanto, 2024).

In the relationship between GP and PD, the presence of GPV as a strengthening moderating variable indicates that consumers are more inclined to make a purchase when they genuinely perceive tangible benefits from the sustainability features offered by the product. This perceiveed value encompassees various aspects, such as ease of access, convenience of use, and the belief that the product truly delivers positive impacts on the environment and society (Wicaksono & Darpito, 2023). When consumers believe that the green attributes presented are not merely symbolic or marketing strategies, but rather reflect an authentic commitment to sustainability, the relationship between green product perception and purchasing decision becomes significantly stronger (Bagia et al., 2024). For instance, products with reusable packaging, safe natural ingredients, and ethical production processes foster trust and deep emotional engagement (Hartanto et al., 2023). In this context, GPV plays a critical role in transforming positive attitudes into actual behavior, as a high perception of sustainability value aligns closely with the consumers' personal interests and preferences. Furthermore, a strong perceived value can also mitigate doubt or skepticism toward green claims, thereby increasing the effectiveness of sustainability messaging in shaping consumption behavior (Hairu et al., 2025). Therefore, companies must not only emphasize green attributes in their product communication but also ensure that the consumer experience genuinely reflects these values in order to generate a significant positive influence on PD (Li & Shan, 2025).

6.4. Green Perceived Value strengthens the effect of Green Brand Image on Purchasing Decisions

The fourth finding of this study reveals that GPV strengthens the effect of GBI on PD. This is evident from the high mean scores on GBI4: "This organic product brand appears to be trustworthy in fulfilling its environmental promises", and GPV7: "I will purchase environmentally friendly products when they are easily accessible." This finding indicates that consumer trust in a brand's environmental commitment becomes more effective in driving purchasing decisions when the product is also easily accessible or available. In other words, a positive perception of a GBI alone may not be sufficient to encourage purchase unless it is accompanied by practical value perceived by the consumer, such as ease of access to the product (Hengboriboon et al., 2022). When consumers perceive that a product is not only environmentally credible but also readily available and within reach, the purchasing decision becomes more rational and convincing (Yang et al., 2023).

In the relationship between GBI and PD, the presence of GPV as a strengthening moderating variable suggests that consumer trust in a brand's environmental commitment becomes more impactful when they perceive tangible benefits from the products offered. Today's consumers are no longer easily convinced by symbolic green messaging alone; they demand concrete proof that a product not only contributes positively to the environment but also meets their practical needs (Viet et al., 2024). This means that when consumers see that a product not only carries a sustainability mission but is also easily accessible, convenient to use, and relevant to their daily lifestyle, their purchasing decision becomes more convincing. They begin to view sustainability not as mere idealism but as something accessible and applicable in their everyday consumption routines (Dangaiso, 2024). In this context, GPV not only reinforces belief in the brand image but also acts as a catalyst that transforms perception into actual behavior. The greater the perceived value, whether in terms of functionality, accessibility, or environmental impact, the stronger the consumer's tendency to purchase and even recommend the product (Li & Shan, 2025). Moreover, GPV helps reduce skepticism toward green claims which are often perceived as mere marketing strategies because consumers experience firsthand the alignment between the brand's sustainability message and the actual product experience. Therefore, green marketing strategies

must go beyond building a positive image and also address the tangible aspects perceived by consumers (Zhang et al., 2025), so that the relationship between brand perception and purchasing decisions can be developed in a strong, consistent, and sustainable manner (Zahra & Rohman, 2024).

7. Implications

7.1. Theoretical Implications

Since all results indicate positive and significant relationships, the theoretical implication of the Value-Belief-Norm (VBN) Theory by Stern et al., (1999) suggests that consumers not only possess values that support sustainability but also successfully develop beliefs and personal norms that drive environmentally friendly behavior, particularly in purchasing green products. This can be explained as follows. First, the activation of values and beliefs: the findings reflect that consumers hold biospheric or environmentally concerned values and have internalized the belief that their actions such as purchasing green products contribute meaningfully to sustainability. This shows that awareness of consequences (AC) and ascription of responsibility (AR) function effectively in triggering ecological awareness. Second, the formation of strong personal norms: when beliefs about environmental impact are established, consumers feel a moral responsibility to act in accordance with these values. Third, the validity of the VBN model in shaping green consumer behavior: the results support the entire pathway of the VBN theory, in which value → belief → norm → behavior forms a consistent psychological process. No value-action gap is observed, as consumers genuinely translate their values and beliefs into actual behaviors, specifically the decision to purchase green products.

7.1. Practical Implications

From a practical standpoint, producers need to enhance the credibility and transparency of green products through certifications, eco-labels, or product life cycle analyses to foster consumer trust in sustainability claims. Marketing communication strategies should also highlight the tangible environmental impacts of green product consumption, both globally and locally, to deliver more meaningful messages. Green products must be widely distributed and easily accessible to ensure their relevance in daily life. Furthermore, producers should build associations between green products and both the emotional and rational values of consumers, so that purchasing decisions are driven not only by functionality but also by alignment with the consumers' life principles. Green marketing strategies should go beyond symbolic representations and instead offer real, experiential value to create long-term consumer loyalty and influence sustainable consumption behavior.

8. Conclusion

This study concludes that *Green Product* (GP), *Green Brand Image* (GBI), and *Green Perceived Value* (GPV) play a significant and interconnected role in shaping consumers' purchasing decisions toward environmentally friendly products. First, the findings confirm that green product attributes such as the use of recyclable, reusable, and biodegradable materials directly enhance consumer purchasing decisions, as they reflect producers' environmental responsibility and align with consumers' ecological values. Second, a strong and trustworthy green brand image significantly strengthens consumer confidence and emotional attachment, positioning sustainability as both an ethical and symbolic element in purchasing behavior. Third, *Green Perceived Value* acts as a powerful moderating factor that amplifies the effects of both GP and GBI on purchasing decisions. When consumers perceive that green products not only contribute

to environmental preservation but also provide tangible benefits such as functionality, accessibility, and convenience, their purchase intentions become stronger and more consistent.

Theoretically, the findings validate the *Value-Belief-Norm (VBN)* Theory by Stern et al., (1999), demonstrating that consumers' biospheric values, beliefs about environmental consequences, and personal moral norms collectively drive sustainable consumption behaviors. The absence of a value–action gap indicates that environmentally conscious consumers successfully translate their ecological values into real purchasing actions. Practically, the results highlight the importance for companies to integrate sustainability into all aspects of production, communication, and distribution. Firms should not only emphasize eco-friendly attributes but also ensure authenticity, transparency, and accessibility in their green initiatives. By offering real, experiential, and value-driven sustainability, companies can build deeper emotional connections, enhance consumer trust, and promote long-term loyalty. Ultimately, this study reinforces that sustainability is no longer an optional marketing approach it is a strategic imperative that defines future market competitiveness and consumer behavior in the green economy era.

9. **Research Limitations and Future Research Directions**

Despite its significant findings, this study is not without limitations. First, the data collection was geographically limited to a specific regional context within Indonesia, which may restrict the generalizability of the results to broader populations with differing cultural, economic, and environmental awareness levels. Future research should expand the sampling area to include multiple regions or countries, allowing for comparative analysis across diverse socio-cultural and market settings. Second, the study relied on cross-sectional data, which limits the ability to observe changes in consumer perceptions and behaviors over time. Subsequent studies could adopt a longitudinal design to examine how green purchasing intentions evolve as environmental awareness and green innovation strategies develop. Third, this research primarily focused on the relationships among *Green Product*, *Green Brand Image*, *Green Perceived Value*, and *Purchasing Decisions*. Future investigations could integrate additional variables such as *Green Trust*, *Environmental Concern*, *Perceived Risk*, or *Eco-Innovation* to provide a more comprehensive understanding of the factors shaping sustainable consumer behavior.

Moreover, future studies are encouraged to incorporate qualitative approaches, such as interviews or focus group discussions, to gain deeper insights into consumers' emotional and cognitive processes in evaluating green products. Integrating behavioral experiments or neuromarketing methods could also enhance understanding of the subconscious drivers influencing green purchasing decisions. Finally, the moderating and mediating mechanisms explored in this study particularly *Green Perceived Value* could be extended to different product categories, such as green fashion, electric vehicles, or sustainable tourism, to validate the robustness of the model across various industries.

By addressing these limitations, future research can contribute to developing a more holistic and dynamic framework for understanding green consumerism, offering both theoretical enrichment and practical guidance for firms seeking to strengthen their sustainability-driven marketing strategies.

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KONFLICT OF INTEREST

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