

BRAND IMAGE AS A MEDIATOR IN THE RELATIONSHIP BETWEEN GREEN MARKETING AND PURCHASE DECISION AT IKEA COMPANY

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ABSTRACT

This study aimed to examine the influence of green marketing on consumer purchase decisions, focusing on the role of brand image as a mediating variable in that relationship. With increasing public awareness of environmental issues, understanding how green marketing strategies affected consumer behavior became essential particularly for multinational companies like IKEA, which implemented various sustainability practices. The main problem addressed in this research was the extent to which green marketing influenced purchasing decisions and how brand image served as a mediator that strengthened this effect. Although previous studies had often investigated green marketing and brand image separately, the interaction between the two variables in the context of a global company had not been widely explored. This research employed a quantitative approach using a survey method. Questionnaires were distributed to 80 respondents, specifically IKEA consumers in Indonesia. The data collected were analyzed using SPSS software, applying several statistical tests, including reliability testing, validity testing, multiple linear regression, and mediation analysis. The findings indicated that green marketing had a significant impact on consumers' purchase decisions. Moreover, brand image was proven to mediate the relationship between green marketing and purchase decisions, reinforcing the positive effect of green marketing strategies on consumer behavior. In conclusion, green marketing was found to be effective in capturing consumer attention and interest, especially when supported by a strong and positive brand image. The results of this study suggested that companies needed to align their green marketing efforts with brand image development in order to enhance customer loyalty and influence purchasing decisions. Ultimately, the study highlighted that a favorable brand image amplified the positive impact of green marketing on consumer behavior in environmentally conscious markets.

Keywords: Green marketing, brand image, purchasing decisions, IKEA

INTRODUCTION

Purchasing decisions are a complex process in which consumers decide to buy a product after considering various factors, such as needs, preferences, price, quality, and brand image. Modern consumers are increasingly aware of other broader factors, such as the social and environmental impacts of the products they buy. These purchasing decisions have become more dynamic with the emergence of environmental awareness, where consumers consider not only the direct benefits of the product, but also how the product is produced and its impact on the environment. Factors such as a company's commitment to sustainability, the use of recycled materials, and environmentally friendly business practices are important factors influencing consumer purchasing decisions, especially in the context of changing preferences of people who are increasingly concerned about the environment (Chen, 2013). Green marketing is one strategy used by companies to take advantage of this change in consumer behavior (Ottman, 2011). By promoting environmentally friendly products, companies can attract the attention of consumers who care about environmental issues (Peattie, 2001). Green marketing seeks to communicate to consumers that the products offered have minimal environmental impact and are produced in a sustainable manner (Lee, 2008). In addition, brand image plays a significant role in mediating the relationship between green marketing and purchasing decisions (Hartmann & Apaolaza-Ibáñez, 2009).

Green marketing is one strategy used by companies to take advantage of this change in consumer behavior. By promoting environmentally friendly products, companies can attract the attention of consumers who care about environmental issues (Chen & Chang, 2022). Green marketing seeks to communicate to consumers that the products offered have minimal environmental impact and are produced in a sustainable manner (Schlegelmilch & Öberseder, 2021). In this context, green marketing not only influences purchasing decisions through product price and quality, but also through how consumers feel that their purchases can contribute to environmental conservation (Luchs & Kumar, 2020). Therefore, green marketing is a very important factor in the purchasing decision-making process, especially among consumers who are increasingly concerned about sustainability (Dangelico & Vocalelli, 2017).

Previous studies have shown that brand image plays an important role in mediating the relationship between green marketing and purchasing decisions. Joungh and Park (2023) found that a positive brand image increases the attractiveness of products marketed through green marketing strategies. Consumers who have a positive perception of a brand are more likely to believe the environmental claims made by the company, so they are more motivated to buy products from that brand. Lee, Kim, and Han (2022) also support this finding by showing that a strong brand image can strengthen the influence of green marketing on purchasing decisions, because consumers feel that they are supporting a company whose values are in line with their beliefs about the need to protect the environment. In addition, Hwang and Kim (2023) suggest that a strong brand image can increase consumer loyalty, which encourages them to choose products from companies with a good reputation for social and environmental responsibility. Chen, Zhang, and Liu (2021) emphasize that a positive brand image can attract consumers who are in line with the company's values, strengthening the influence of green marketing and increasing the likelihood of higher purchasing decisions. These findings underscore the importance of brand image in facilitating the impact of green marketing on consumer behavior.

In addition, brand image plays a significant role in mediating the relationship between green marketing and purchasing decisions. A strong and positive brand image can increase the appeal of products marketed through green marketing strategies. Consumers who have a positive perception of a brand tend to trust the environmental claims made by the company more, so they are more motivated to buy products from that brand (Chen, 2013). A brand image that reflects the company's commitment to sustainability can strengthen the influence of green marketing on purchasing decisions, because consumers feel that they are supporting a company that has values that are in line with their beliefs about the need to protect the environment (Hartmann & Apaolaza-Ibañez, 2009). Previous studies have also shown that a strong brand image can increase consumer loyalty and make them more likely to choose products from companies that have a good reputation for social and environmental responsibility (Ottman, 2011; Lee, 2008; Kang & Hur, 2012).

Recent studies have shown that brand image plays a significant role in mediating the relationship between green marketing and purchasing decisions. A strong and positive brand image can increase the appeal of products marketed through green marketing strategies. Consumers who have a positive perception of a brand are more likely to believe the environmental claims made by the company, so they are more motivated to buy products from that brand. A brand image that reflects a company's commitment to sustainability can strengthen the influence of green marketing on purchasing decisions, because consumers feel that they are supporting a company that has values that are in line with their beliefs about the need to protect the environment (Joung & Park, 2023; Lee et al., 2022). Previous studies have also shown that a strong brand image can increase consumer loyalty and make them more likely to choose products from companies that have a good reputation for social and environmental responsibility (Hwang & Kim, 2023; Chen et al., 2021).

One of the companies in Indonesia that actively implements green marketing is IKEA. As a multinational company known for its commitment to sustainability, IKEA has long integrated environmentally friendly business practices throughout its supply chain. In addition to marketing products with minimalist designs and competitive prices, IKEA is committed to the use of recycled materials, renewable energy, and reducing carbon emissions. IKEA's brand image as a company that cares about the environment strengthens their green marketing strategy, which in turn influences the purchasing decisions of consumers who care about sustainability. Thus, IKEA is a very relevant case study to further examine the relationship between green marketing, brand image, and purchasing decisions, as it can provide insight into how a strong brand image and green marketing practices can influence consumer behavior.

IKEA employs a variety of green marketing strategies to emphasize its commitment to sustainability and environmental protection. The company uses recycled materials in its products, such as sustainably sourced wood and recycled paper in its packaging. IKEA also invests in renewable energy by installing solar panels in many of its stores and warehouses, and claims to have achieved carbon neutrality in its global operations. Its product designs take environmental impact into account, using efficient and environmentally friendly materials such as bamboo fiber. In addition, IKEA seeks to reduce carbon emissions through supply chain and logistics optimization and by encouraging the use of electric vehicles in its delivery fleet. IKEA's environmental awareness campaigns educate consumers on how to recycle and reduce household waste. They also offer energy-efficient products, such as LED lighting and energy storage systems, to help consumers reduce their energy consumption from non-renewable sources. All of these

initiatives reflect the integration of sustainability principles into IKEA's design, production, and operations, making it a prime example of effective green marketing.

LITERATURE REVIEW

Green marketing is a marketing strategy that emphasizes the sustainability and environmental aspects of products and their production processes. Ottman (2011) stated that green marketing has a significant influence on purchasing decisions, especially among consumers who care about environmental impacts. Green marketing promotes products as environmentally friendly, using recycled materials, or reducing the carbon footprint in their production processes, which are increasingly becoming a major concern for modern consumers (Chen & Chang, 2022). According to Lee et al. (2020), in the context of global companies such as IKEA, green marketing strategies are also used to demonstrate the company's commitment to environmental preservation, which can influence brand image and ultimately purchasing decisions.

Brand image is the perception formed by consumers towards a brand, encompassing the overall experience, reputation, and superiority of the product offered. According to Keller (2013), a strong brand image can increase consumer loyalty and strengthen trust in environmental claims made by the company. Hartmann and Apaolaza-Ibáñez (2009) added that an environmentally friendly brand image can be an important mediating factor in linking green marketing strategies to purchasing decisions. This is reinforced by research by Lee et al. (2022) which shows that when consumers have a positive perception of a brand's commitment to the environment, they are more likely to purchase products marketed with green marketing.

Consumer purchasing decisions are complex processes that involve evaluating multiple factors, including price, quality, and brand image (Kotler & Keller, 2016). Green marketing, through its sustainability-focused approach, not only influences direct purchasing decisions through product aspects but also through how consumers perceive the brand as a whole (Luchs & Kumar, 2020). Research by Hwang and Kim (2023) shows that green marketing has a greater influence on purchasing decisions when supported by a strong brand image. This is because consumers tend to trust environmental claims from brands that are well-known and have a good reputation for social responsibility.

METHOD, DATA, AND ANALYSIS

This study uses a quantitative method with a survey approach to explore the influence of green marketing on consumer purchasing decisions, as well as the role of brand image as a mediator. This method was chosen because it is suitable for testing the relationship between green marketing, brand image, and purchasing decisions. Data were collected through questionnaires distributed to 80 IKEA consumers in Indonesia who had made purchases and understood green marketing. The number of samples was calculated based on the Ferdinand formula (2006), namely the number of indicators multiplied by 10. The questionnaire used a 5-point Likert scale to measure perceptions of green marketing, brand image, and purchasing decisions. Data analysis was carried out using SPSS. The analysis steps include a reliability test to ensure the consistency of the questionnaire, a validity test to ensure the relevance of the questionnaire items, and a descriptive analysis to describe the characteristics of the respondents. A normality test was carried out to ensure that the data distribution is in accordance with the assumptions of linear regression. The influence of green marketing and brand image on purchasing decisions was analyzed using multiple

linear regression, while a mediation test was conducted to determine whether brand image mediates the relationship between green marketing and purchasing decisions. The results of the analysis show that green marketing significantly influences purchasing decisions, and brand image partially mediates this influence.

RESULT AND DISCUSSION

Validity Test

A variable is declared valid if $r \text{ count} > r \text{ Table}$. The value of $r \text{ count}$ can be seen from the coefficient between each variable and the total variable.

Table 1 Validity Test Results

No	Item	Coefficient Correlation (r)	r-Table	Sig	Note
Green Marketing					
1	X _{1.1}	0.515	0, 174	0.007	Valid
2	X _{1.2}	0.493	0, 174	0.006	Valid
3	X _{1.3}	0.997	0, 174	0,000	Valid
Buying decision					
4	Y _{1.1}	0.449	0, 174	0.006	Valid
5	Y _{1.2}	0.205	0, 174	0.018	Valid
6	Y _{1.3}	0.178	0, 174	0.008	Valid
Brand Image					
7	Z _{1.1}	0.582	0, 174	0.048	Valid
8	Z _{1.2}	0.871	0, 174	0.014	Valid

Based on table 1, it shows that all questions from the Green Marketing variable is said to be valid. This can be seen from all items in the green marketing variable which have a correlation coefficient >0.174 with $\text{sig} < 0.05$. The coefficient value of each correlation ($r \text{ count}$) results from all items in the purchasing decision behavior variable correlation coefficient >0.174 with $\text{sig} < 0.05$. The results of all items in the *brand image variable* have a correlation coefficient >0.174 with $\text{sig} < 0.05$.

Reliability Test

Table 2. Reliability Test Results

No	Variables Study	Cronbach Alpha	Recipient Limit	Caption
1	X ₁	0, 7 5 8	0.70	Reliable
2	Y	0.9 1 5	0.70	Reliable
3	Z	0, 91 0	0.70	Reliable

Based on the table, it is known that the *cronbach alpha* value of each variable is greater than 0.70 according to the statistical test. Thus, the questions used in this study are reliable, so they can be used as a measuring tool for the existing variables.

Classical Assumption Test

Normality Test

According to (Ghozali, 2016) the normality test, it aims to test whether in the regression model, the interfering variables or residuals have a normal distribution. If this assumption is violated, then not valid for small sample sizes.

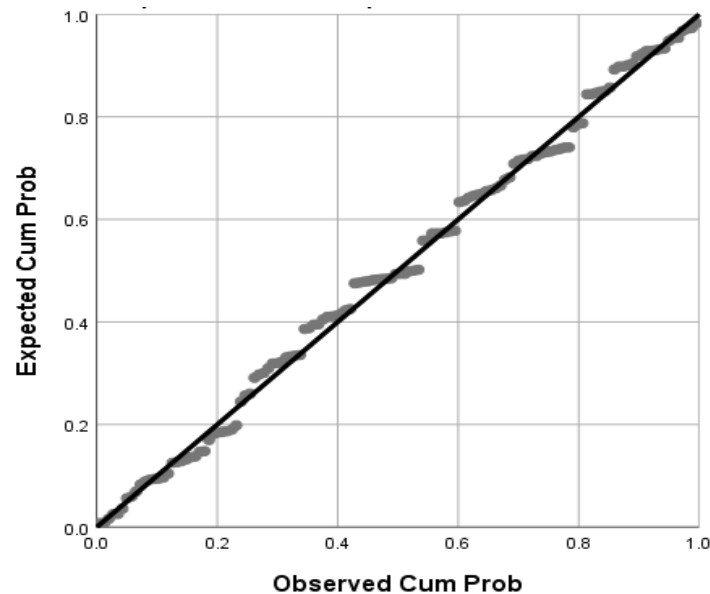


Figure 1. Results of Normality Test for Equation 1

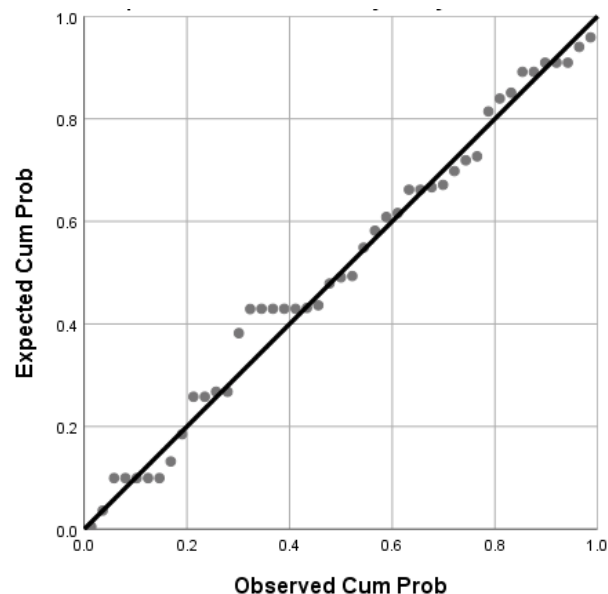


Figure 2 Results of Normality Test for Equation 2

Based on the image above, it can be seen that the data points are spread around the diagonal line, thus it can be said that the data is normally distributed.

Multicollinearity Test

Table 3. Multicollinearity Test Results for Equation 1

Variables	Collinearity Statistics		Note.
	Tolerance	VIF	
Green Marketing (X)	0.902	2.131	No Multicollinearity Occurs

Table 4. Results of Multicollinearity Test for Equation 2

Variables	Collinearity Statistics		Note.
	Tolerance	VIF	
Purchasing Decisions (Y)	0.819	3,721	No Multicollinearity Occurs
Brand Image (Z)	0.919	1,987	No Multicollinearity Occurs

Based on the table above, it can be said that the independent variables do not have multicollinearity problems. the result is < 10 and the *tolerance* value is above 0.1 This variable stands alone not interdependent. That matter proven by the VIF value under 10 s so independent variables explain the different influences on dependent variables.

Heteroscedasticity Test

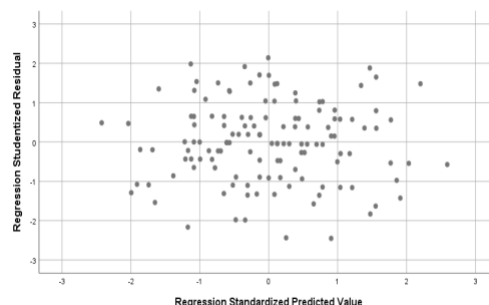


Figure 3. Heteroscedasticity Test Results

From the image above, it can be seen that the points are spread randomly below the number 0 on the Y axis. so this model is suitable for use in predicting dependent variable Y based on input variables X and Z.

Path Analysis Hypothesis Testing

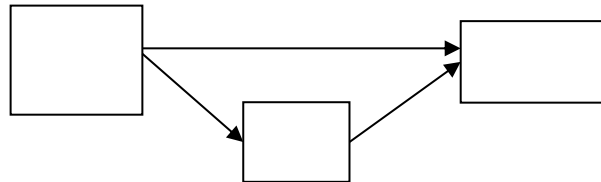


Figure 4 Analysis Test Results Track

Figure 5 above shows the magnitude of the influence of *Green marketing* on *brand image* is 2.020. The magnitude of the direct influence of *Green marketing* on purchasing decisions is 1.027, The magnitude of the influence of *brand image* on purchasing decisions is 2.371. The influence of *Green marketing* on purchasing decisions through *brand image* as an *intervening variable* is calculated in the following way: $(2.020 \times 2.371) = 4.78942$ so that the total influence becomes $((1.027 + 1.204 + 2.020) \times 2.371) = 10.079121$. The level of influence of green marketing on purchasing decisions of 4.78942 is smaller than the direct relationship coefficient of 10.079121, so it is concluded that green marketing indirectly influences purchasing decisions through the mediating variable *brand image*.

Multiple Linear Regression Analysis

Table 5 Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandard Coefficients		Stand Coeff	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.936	.251		2,781	.000
	Green marketing	3.291	.152	1,027	4.233	.003
	Brand Image	2.463	.324	2,371	4.261	.002

Based on the results of the regression analysis above, it can be interpreted as follows:

1. The coefficient value of β_1 of 1.027 shows a negative value, which means that every increase in the green marketing variable then purchasing decisions will increase .
2. The coefficient value of β_3 is 2.371 which is negative. So it means that every increase in *the brand image variable* will increase the value of the purchasing decision.

Hypothesis Testing

In this test, the t-test is carried out with a 95% confidence level, the following provisions:

1. If the calculated statistic value \geq table statistic (0.05), then H_0 is accepted, H_a is rejected.
2. If the calculated statistic value \leq table statistic (0.05), then H_0 is rejected, H_a is accepted.

Based on the previous table, it is known that the partial test results, the calculated t value can be seen in the t column of 1.656 and the sig value of 0.05. Based on these results, it can be interpreted as follows:

Hypothesis 1: Green marketing has an impact on purchasing decisions

Based on the test results between the green marketing variable and purchasing decisions, the calculated t value is $4.233 > 1.656$ from the t table. It has a positive direction with a significance value smaller than $\alpha = 0.05$ ($0.003 < 0.05$) so it is concluded that green marketing has a positive and significant impact on purchasing decisions.

Hypothesis 2: Brand Image has an impact on Purchasing Decisions

Brand Image Variable on Purchasing Decision, obtained a calculated t value of 4.261 greater than the t table which is 1.656 has a positive direction, a significance value smaller than $\alpha = 0.05$ ($0.002 < 0.05$). So, it can be concluded that the hypothesis is accepted, because *brand image* has a positive and significant impact on purchasing decisions.

Hypothesis 3: Green marketing has an impact on brand image

Based on the test results between the Green Marketing variable and *Brand Image*, the calculated t value of 2.020 is greater than the t table, which is 2.020 ($2.020 > 1.656$) with a significance value smaller than $\alpha = 0.05$ ($0.002 < 0.05$). So it is concluded that Green marketing has a positive and significant impact on *Brand Image*.

Hypothesis 4: The Influence of Green Marketing on Purchasing Decisions through Brand Image

To obtain the t-value of the Green marketing variable (X) mediated by *the brand image variable* (Z1) on purchasing decisions (Y), the t-value is 15.378. The t-value (15.378) is greater ($>$) than 1.656, so it is concluded that *brand image* (Z1) mediates the influence of green marketing (X) on purchasing decisions (Y).

Determination Coefficient Test (R^2)

Table 6. Results of Determination Coefficient Analysis

Model Summary ^b				
R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.732 ^a	.691	.711	3.276	3.212

Based on table 9, the results of the determination coefficient test of the *R Square value* (R^2) are 0.711. This shows that the influence of the green marketing variable is 82.1%. While the remaining 17.9% is explained by other variables outside the regression equation.

Table 7 Results of Determination Coefficient Analysis

Model Summary ^b				
R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.921 ^a	.802	.821	4.316	2.126

Based on the Table 10 it can be seen that the test results of the *R Square value* (R^2) are 0.821. This shows the influence of the Green Marketing variable. and *brand image* by 82.1%, the remaining 17.9% is explained by other variables not examined in this study.

Q Test ² Predictive Relevance

Table 8 Results of Q^2 Predictive Relevance

Item	SSO	SSE	$Q^2 (=1 - \frac{SSE}{SSO})$
Green Marketing	350,000	350,000	
<i>Brand Image</i>	540,000	408,059	0.244
Purchasing Decisions	360,000	307,532	0.147

Table 8 shows that Q^2 of each variable has a value of more than 0 so it can be concluded that Green marketing, brand image, and purchasing decisions have good *predictive relevance*

Discussion

The Influence of Green Marketing on Purchasing Decisions

The test results show that green marketing has a significant influence on consumer purchasing decisions. Consumers prefer products marketed through green marketing strategies because they feel that the products make a positive contribution to the environment. This is in line with previous studies showing that green marketing can influence purchasing decisions of consumers who care about sustainability and environmental issues. Factors such as the use of recycled materials, reducing carbon emissions, and commitment to sustainability are important elements that attract consumer interest.

Research by Ottman (2011) emphasized that green marketing has a significant impact on purchasing decisions, especially among consumers who care about environmental issues. Green marketing helps position products as environmentally friendly and sustainable, which attracts consumers with high environmental concerns. Chen & Chang (2022) also found that green marketing can change consumers' perceptions of brands, thus motivating them to choose products that contribute to environmental conservation.

The Influence of Brand Image on Purchasing Decisions

Brand image was also found to have a significant influence on purchasing decisions. A strong and positive brand image provides a sense of trust to consumers. In this context, brand image acts as a key driver of purchasing decisions because consumers are more likely to trust environmental claims from companies with a good reputation. IKEA, for example, has a strong brand image related to its commitment to sustainability, which ultimately influences consumers to choose their products. This finding is consistent with research showing that brand image strengthens the relationship between green marketing and purchasing decisions.

According to Keller (2013), a strong brand image can increase consumer trust and loyalty to the brand. Hartmann & Apaolaza-Ibañez (2009) assert that an environmentally friendly brand image can act as

an important mediator between green marketing strategies and purchasing decisions. Consumers are more likely to purchase products from brands they believe are committed to sustainability.

The Influence of Green Marketing on Brand Image

The influence of green marketing on brand image is also significant. Green marketing strategies implemented by companies improve brand image in the eyes of consumers, especially among those who care about environmental issues. Consumers see brands that are committed to sustainability as more socially responsible, which then increases positive perceptions of the brand. This strengthens the role of green marketing in creating a better brand image, which also serves as a tool to attract new consumers and retain old consumers.

Lee et al. (2022) found that effective green marketing strategies not only directly influence purchasing decisions but also enhance brand image. This study shows that when companies promote their commitment to sustainable practices, it builds a more positive brand image in the eyes of consumers. Hwang & Kim (2023) also support this by showing that consistent green marketing can strengthen brand image, especially in competitive industries.

The Influence of Green Marketing on Purchasing Decisions through Brand Image

The results of the mediation test show that brand image mediates the relationship between green marketing and purchasing decisions. This means that green marketing not only directly influences purchasing decisions, but also through improving brand image. Consumers who have a positive perception of an environmentally friendly brand image are more likely to make a purchase. Thus, the role of brand image as a mediator emphasizes the importance of building a strong brand image as part of a green marketing strategy.

Research by Joung & Park (2023) shows that a positive brand image can mediate the relationship between green marketing and purchasing decisions. A strong brand image strengthens the influence of green marketing by making consumers feel that they are contributing to environmental goals when purchasing products from companies with a positive image. Chen et al. (2021) also found that a positive brand image can attract consumers who are in line with the company's sustainability values, strengthening the impact of green marketing.

This study strengthens the findings of previous studies by showing that the green marketing strategy implemented by IKEA not only has a direct impact on purchasing decisions, but also through brand image as a mediator. This is in line with the research of Hwang & Kim (2023) which emphasizes the importance of building a strong brand image in the context of sustainable marketing. This study also adds insight into how multinational companies such as IKEA can utilize green marketing strategies and brand image to attract consumers who care about the environment.

CONCLUSION

From all these findings, it can be concluded that *green marketing* is not only effective in attracting consumer attention but also works more optimally when reinforced by a positive brand image. For companies like IKEA, maintaining an image as an environmentally conscious company is crucial, because this not only increases consumer loyalty but also strengthens the influence of *green marketing* in driving purchasing decisions.

IMPLICATIONS/LIMITATIONS AND SUGGESTIONS

The findings of this study have important implications for companies, especially in consumer-oriented industries. Companies implementing green marketing strategies should pay attention to how these strategies affect brand image because a strong brand image will strengthen the positive impact of green marketing on purchasing decisions. For IKEA, for example, their success in integrating environmentally friendly practices into their brand image has helped increase consumer loyalty and motivate repeat purchases. This study adds to the literature on green marketing and brand image by showing that brand image not only influences purchasing decisions but also mediates the relationship between green marketing and purchasing decisions. This confirms the importance of brand image in sustainability-focused marketing strategies.

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