

The Effect of Green Marketing Strategy on Consumer Purchase Intention, Mediated by Brand Image and Brand Equity, For Eiger Green Label Products

Manuscript Information

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Abstrak

Kesadaran konsumen terhadap isu lingkungan telah mendorong perusahaan untuk mengembangkan strategi pemasaran hijau. Dalam industri perlengkapan kegiatan luar ruang, perusahaan semakin dituntut untuk menawarkan produk yang tidak hanya mampu memenuhi kebutuhan fungsional, tetapi juga mencerminkan nilai-nilai keberlanjutan. Penelitian ini bertujuan untuk menganalisis pengaruh strategi pemasaran hijau terhadap minat beli, baik secara langsung maupun tidak langsung melalui citra merek dan ekuitas merek dalam konteks produk EIGER Green Label. Penelitian ini menggunakan desain kuantitatif eksplanatori yang dilaksanakan di Kabupaten Sidoarjo. Penelitian melibatkan 160 responden yang dipilih melalui teknik purposive sampling berdasarkan kriteria yang telah ditetapkan. Data dikumpulkan menggunakan kuesioner berskala Likert dan dianalisis dengan metode Partial Least Squares-Structural Equation Modeling (PLS-SEM) menggunakan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa strategi pemasaran hijau berpengaruh positif dan signifikan terhadap citra merek ($\beta = 0,914$; $p < 0,001$) dan ekuitas merek ($\beta = 0,857$; $p < 0,001$), tetapi tidak memiliki pengaruh langsung yang signifikan terhadap minat beli ($\beta = 0,083$; $p = 0,343$). Citra merek tidak berpengaruh signifikan terhadap minat beli dan tidak mampu memediasi hubungan tersebut. Sebaliknya, ekuitas merek berpengaruh positif dan signifikan terhadap minat beli ($\beta = 0,916$; $p < 0,001$) serta secara signifikan memediasi pengaruh strategi pemasaran hijau terhadap minat beli ($\beta = 0,785$; $p < 0,001$). Temuan ini menunjukkan bahwa strategi pemasaran hijau lebih efektif dalam memengaruhi minat beli melalui ekuitas merek. Oleh karena itu, EIGER perlu memperkuat nilai, kualitas, keunggulan kompetitif, dan diferensiasi produk Green Label untuk meningkatkan minat beli konsumen.

Kata Kunci:

Strategi Pemasaran Hijau, Minat Beli, Citra Merek, Ekuitas Merek, Eiger Green Label.

Abstract

Consumer awareness of environmental issues has encouraged companies to develop green marketing strategies. In the outdoor equipment industry, companies are increasingly expected to offer products that meet functional needs while also reflecting sustainability values. This study aims to analyze the effect of green marketing strategy on purchase intention both directly and indirectly through brand image and brand equity in the context of EIGER Green Label products. A quantitative explanatory design was employed in Sidoarjo Regency. The study involved 160 respondents selected through purposive sampling based on predetermined criteria. Data were collected using a Likert-scale questionnaire and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS. The results show that the green marketing strategy has a positive and significant effect on brand image ($\beta = 0.914$; $p < 0.001$) and brand equity ($\beta = 0.857$; $p < 0.001$), but no significant direct effect on purchase intention ($\beta = 0.083$; $p = 0.343$). Brand image does not significantly affect purchase intention and does not mediate the relationship. In contrast, brand equity has a positive and significant effect on purchase intention ($\beta = 0.916$; $p < 0.001$) and significantly mediates the effect of the green marketing strategy on purchase intention ($\beta = 0.785$; $p < 0.001$). These findings indicate that the green marketing strategy influences purchase intention more effectively through brand equity. Therefore, EIGER should strengthen the value, quality, competitive advantages, and differentiation of its Green Label products to enhance consumers purchase intentions.

Key Word:

Green Marketing Strategy, Purchase Intention, Brand Image, Brand Equity, Eiger Green Label.

Information Production:

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INTRODUCTION

Environmental changes have shifted how companies and consumers perceive production and consumption activities. Business performance is no longer assessed solely by productivity but also by environmental responsibility (Kunecová et al., 2024). Consequently, environmental values have become an integral part of product development, marketing communication, consumer perception, and long-term brand

relationships (Garg et al., 2025; Khuan et al., 2024). Companies are therefore expected to integrate sustainability into their marketing strategies rather than treating it merely as a promotional message.

Global consumer interest in environmentally friendly products continues to increase. In 2025, 56% of consumers reported purchasing eco-friendly products, while approximately 91% had either purchased or expressed an intention to purchase them (Globe Scan, 2026).

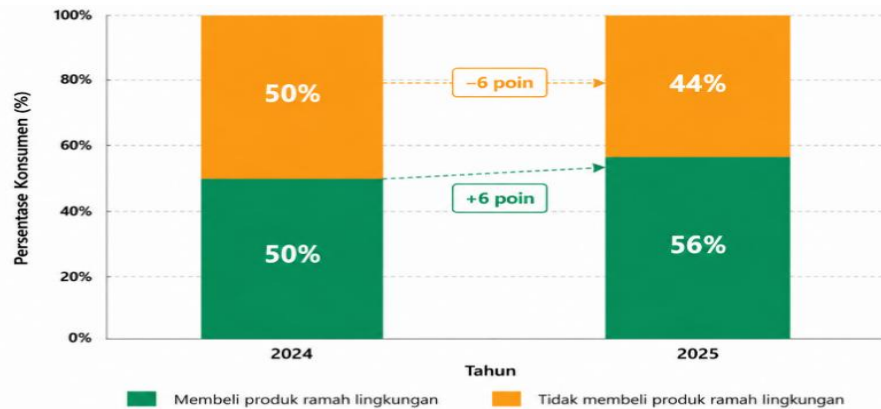


Figure 1. Changes in Global Purchases of Eco-Friendly Products, 2024–2025
Source: Globe Scan (2026)

Similar trends are observed in Indonesia, where eco-friendly product purchases increased from 68% in 2024 to 78% in 2025. Furthermore, 57% of Indonesian consumers preferred products with environmentally friendly packaging, and 71% were willing to pay more to support environmental initiatives (PwC, 2025). Nevertheless, positive environmental attitudes do not always translate into purchasing behavior, as purchase decisions remain influenced by economic conditions, product prices, perceived benefits, and trust in environmental claims (Bayat et al., 2024).

These challenges are particularly relevant to the outdoor industry, where products are closely associated with nature but still rely heavily on textile and synthetic materials that present sustainability concerns (Textile Exchange, 2025). Although global fiber production increased from 112 million metric tons in 2021 to 132 million metric tons in 2024, the proportion of recycled fibers declined from 8.5% to 7.6%, indicating that production growth has not been accompanied by greater use of circular materials (Textile Exchange, 2025). This highlights the importance of effective green marketing strategies in strengthening consumers' perceptions of environmentally responsible brands (Liu & Kim, 2025).

One company responding to this issue is EIGER through its Green Label initiative, introduced in 2023 to promote products made from recycled, organic, biodegradable, and reused materials (EIGER, 2023, 2024). However, despite overall product growth, the proportion of products made from environmentally friendly materials declined from 31% in 2023 to 25% in 2024, indicating that sustainability-oriented product development has not yet shown consistent progress (EIGER, 2024).

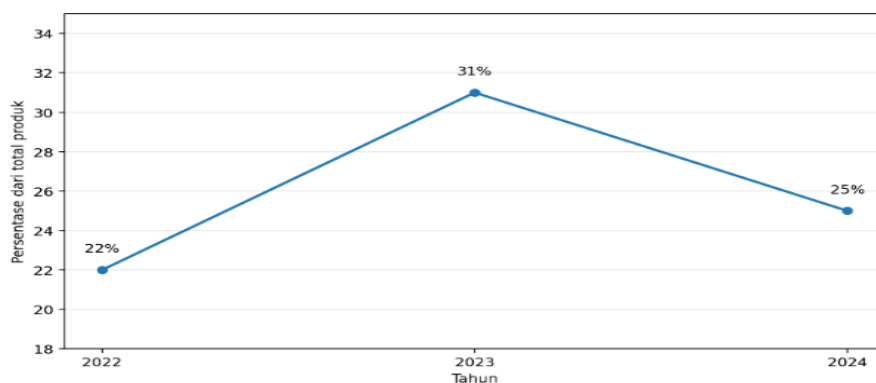


Figure 2 Share of EIGER Products Made from Environmentally Friendly Materials (2022–2024)
Source: EIGER (2024)

This condition raises questions regarding how consumers respond to EIGER's environmental initiatives. Consumer responses to environmentally friendly products are not determined solely by product attributes but also by marketing strategies and brand perceptions. Green marketing integrates environmental values into

product design, pricing, distribution, and promotional activities (Mulyadi et al., 2025). Previous studies have shown that green marketing positively influences purchase intention, often indirectly through variables such as brand image (Rehman et al., 2025). Brand image reflects consumers' perceptions of a brand, whereas brand equity represents the value attached to the brand and influences consumers' trust and purchasing decisions (Barrueta-Pinto et al., 2024; Castillo-Villar & Murillo, 2025).

The relationship among these variables can be explained using the Stimulus–Organism–Response (SOR) Theory, where green marketing strategy serves as the stimulus, brand image and brand equity represent consumers' internal evaluations, and purchase intention constitutes the behavioral response (Oktaviani et al., 2026). Although green marketing has been widely examined, previous studies have generally investigated brand image and brand equity separately or applied them to different research contexts (Pratistha et al., 2025; Yonalia et al., 2025). Research focusing specifically on EIGER has primarily addressed marketing strategies or brand competitiveness rather than consumers' purchase intention toward EIGER Green Label products. Therefore, empirical evidence integrating brand image and brand equity as simultaneous mediators remains limited. Accordingly, this study aims to examine the effect of green marketing strategy on purchase intention for EIGER Green Label products by simultaneously testing the mediating roles of brand image and brand equity. This integrated model is expected to extend previous green marketing literature while providing practical insights for strengthening sustainable marketing strategies in Indonesia's outdoor industry.

S-O-R Theory

The S-O-R Theory, developed by Mehrabian and Russell (1974), explains how individuals' responses are formed through environmental stimuli. Unlike the Stimulus–Response (S-R) model, S-O-R introduces the organism as an internal process occurring before a response is generated (Hochreiter et al., 2022). This process involves receiving, interpreting, and evaluating stimuli before behavioral decisions are made (Kıymalıoğlu et al., 2024).

The theory consists of three components. Stimulus refers to external cues such as product attributes, marketing communications, and brand information that attract consumers' attention (Duong, 2023; Kıymalıoğlu et al., 2024). Organism represents consumers' internal cognitive and emotional evaluations, including perceptions, beliefs, attitudes, and emotions, which may differ among individuals (Duong, 2023; Tortosa-Edo et al., 2025). Response refers to the resulting behavior, such as purchase decisions, loyalty, or willingness to pay (Chaudhuri et al., 2026). Therefore, S-O-R Theory provides a relevant framework for explaining consumer responses in sustainable marketing contexts.

Green Marketing Strategy

A green marketing strategy integrates environmental sustainability into product development, pricing, distribution, and promotional activities while satisfying consumer needs (Tan et al., 2022). As environmental awareness increases, companies are expected to implement sustainability consistently throughout their marketing activities. According to Nokhehan and Barzegar (2024), green marketing consists of four dimensions: green product, green price, green place, and green promotion. Green products emphasize environmentally friendly materials and production processes (Liu & Kim, 2025). Green pricing balances product value with sustainability benefits (Darberazi et al., 2025). Green place promotes efficient distribution with lower environmental impact (Liu & Kim, 2025), while green promotion emphasizes transparent environmental communication and avoids greenwashing (Nguyen et al., 2025). This study measures green marketing strategy using these four dimensions to examine its influence on brand image, brand equity, and purchase intention toward EIGER Green Label products (Nokhehan & Barzegar, 2024).

Brand Image

Brand image refers to consumers' overall perceptions and associations toward a brand based on their experiences and information received. In sustainable marketing, brand image reflects not only product quality but also a company's environmental commitment, making it an important determinant of consumer trust and preference (Muliawan & Nurhasanah, 2026).

Jonathan and Tunjungsari (2025) explain that brand image develops when environmental claims are supported by consistent business practices. The construct is measured through brand superiority, perceived quality, brand reputation, and brand prestige (Jonathan & Tunjungsari, 2025). In this study, brand image reflects consumers' perceptions of EIGER Green Label based on these dimensions.

Brand Equity

Brand equity is the added value of a brand derived from consumer perceptions, experiences, and relationships, enabling the brand to create competitive advantages through trust, loyalty, and positive

associations (Sohaib et al., 2023). Within sustainable marketing, brand equity develops through consumers' evaluations of a company's environmental commitment (Yonalia & Bahri, 2025). Trinh et al. (2025) emphasize that green brand equity reflects product quality, environmental credibility, and emotional benefits. According to Sohaib et al. (2023), brand equity consists of brand awareness, perceived quality, brand loyalty, and brand associations, which are used as indicators in this study.

Purchase Intention

Purchase intention refers to consumers' willingness to purchase a product after evaluating available information and perceived benefits (Zhuang et al., 2021). In green marketing, purchase intention reflects consumers' intention to buy environmentally friendly products promoted through sustainable marketing strategies (Krisdayanti & Widodo, 2022).

Purchase intention is influenced by consumers' perceptions of green marketing credibility, brand image, and brand equity (Pratistha & Prabawani, 2025). Positive evaluations of green products, prices, distribution, and promotions also strengthen consumers' intentions to purchase environmentally friendly products (Liu & Kim, 2025). The construct is measured using purchase probability, purchase intention, and purchase desire (Cao et al., 2025).

Interrelationships Among Variables

Green Marketing Strategy → Purchase Intention

Previous studies consistently show that green marketing strategy positively influences purchase intention. Testa et al. (2024), Liu et al. (2025), Pratistha and Prabawani (2025), and Astuti et al. (2024) found that green marketing activities increase consumers' intention to purchase environmentally friendly products. Therefore, green marketing strategy is expected to positively influence purchase intention for EIGER Green Label products.

Green Marketing Strategy → Brand Image

Green marketing strategy strengthens brand image by enhancing consumers' trust and perceptions of environmental responsibility. This relationship is supported by Tan et al. (2022), Ha et al. (2022), Novitasari and Mangifera (2024), and Gunistiyo et al. (2025). Accordingly, green marketing strategy is expected to positively affect EIGER Green Label's brand image.

Green Marketing Strategy → Brand Equity

Green marketing also contributes to stronger brand equity by increasing perceived value and consumer trust. This relationship is supported by Yonalia and Bahri (2025), Sohaib et al. (2023), Nguyen et al. (2025), and Ha et al. (2022). Therefore, green marketing strategy is hypothesized to positively influence brand equity.

Brand Image → Purchase Intention

A favorable brand image enhances consumers' confidence and willingness to purchase. Jonathan and Tunjungsari (2025), Vanessa and Ariestya (2024), Pratistha and Prabawani (2025), and Wijaya and Setyawan (2026) consistently found a positive relationship between brand image and purchase intention.

Brand Equity → Purchase Intention

Strong brand equity encourages consumers to purchase through greater awareness, trust, and loyalty. This relationship is supported by Sohaib et al. (2023), Yonalia and Bahri (2025), and Naldy and Nuvriasari (2026), indicating that brand equity positively influences purchase intention.

The Mediating Role of Brand Image

Brand image mediates the relationship between green marketing strategy and purchase intention because green marketing strengthens positive brand perceptions that subsequently encourage purchasing behavior. This mediating role has been confirmed by Tan et al. (2022), Pratistha and Prabawani (2025), and Ha et al. (2022).

The Mediating Role of Brand Equity

Brand equity also serves as a mediator between green marketing strategy and purchase intention by translating sustainability initiatives into greater brand value. This relationship is supported by Sohaib et al. (2023), Yonalia and Bahri (2025), and Naldy and Nuvriasari (2026).

METHODS

This study employed a quantitative approach with a cross-sectional survey design to examine the effect of green marketing strategy on purchase intention, mediated by brand image and brand equity. Data were collected once through an online questionnaire distributed to individuals who had purchased or were familiar

with EIGER Green Label products and had been exposed to the brand's marketing through digital media or physical stores. The study used primary data obtained from respondents' answers and secondary data from books, journal articles, and previous studies to support the theoretical framework and develop the research indicators. Purposive sampling was applied based on respondents' age, familiarity with EIGER Green Label, and exposure to its marketing activities, resulting in a sample of 160 respondents in accordance with the SEM-PLS recommendation proposed by Hair et al. (2019). All variables were measured using a five-point Likert scale adapted from previous studies.

The research was conducted in Sidoarjo, with questionnaires distributed online to communities of outdoor product users. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to examine both the direct effect of green marketing strategy on purchase intention and its indirect effects through brand image and brand equity. The findings are expected to provide empirical evidence for developing sustainable marketing strategies, strengthening brand image and brand equity, and supporting corporate policies that are more adaptive, effective, and aligned with consumer needs and sustainability principles.

Data analysis was performed using SmartPLS following the SEM-PLS procedure recommended by Hair et al. (2019). The analysis began with preliminary data processing by screening questionnaires for completeness, respondent eligibility, and response consistency. Responses that did not satisfy the sampling criteria or contained incomplete information were excluded, while valid responses were coded according to the five-point Likert scale before further analysis. Descriptive statistics, including frequency, percentage, mean, and standard deviation, were subsequently employed to summarize respondent characteristics and describe perceptions of green marketing strategy, brand image, brand equity, and purchase intention.

Table 1 Convergent Validity Criteria

Criteria	Reference Values
Outer loading	Valid if > 0.70
AVE	Valid if > 0.50

The measurement model was then evaluated to assess the validity and reliability of the reflective constructs. Convergent validity was examined using outer loadings and Average Variance Extracted (AVE), where indicators were considered valid when the outer loading exceeded 0.70 and the AVE value was greater than 0.50 (Hair et al., 2019).

Table 2 Discriminant Validity Criteria

Criteria	Reference Value
Fornell–Larcker	$\sqrt{AVE} > \text{correlation between constructs}$
HTMT	Valid if < 0.85

Discriminant validity was assessed using the Fornell–Larcker criterion and the Heterotrait–Monotrait Ratio (HTMT) to ensure that each construct was empirically distinct from the others (Hair et al., 2019).

Table 3 Reliability Criteria

Criteria	Reference Value	Interpretation
Cronbach's Alpha and Composite Reliability	≥ 0.70	Very reliable
	> 0.60	Reliable
	< 0.60	Not reliable

According to Henseler et al. (2015), HTMT values below 0.85 indicate a conservative criterion for discriminant validity, whereas values below 0.90 may be acceptable for conceptually similar constructs. Although HTMT values may empirically reach or exceed 1, higher values indicate insufficient discriminant validity and should therefore be interpreted with caution. Reliability was subsequently evaluated using Cronbach's Alpha and Composite Reliability, with values of 0.70 or higher indicating good internal consistency (Hair et al., 2019).

Table 4 Coefficient of Determination Criteria

R ² Value	Interpretation
0.75	Strong
0.50	Moderate
0.25	Weak

After confirming the adequacy of the measurement model, the structural model was evaluated to examine the relationships among constructs, the model's predictive capability, and hypothesis testing.

Multicollinearity was assessed using the Variance Inflation Factor (VIF), where values below 5 indicate the absence of multicollinearity issues (Hair et al., 2019). The coefficient of determination (R^2) was used to measure the proportion of variance in endogenous constructs explained by exogenous constructs.

Table 5 Effect Size Criteria

f^2 Value	Interpretation
0.02	Small effect
0.15	Moderate effect
0.35	Large effect

The contribution of each exogenous construct was further evaluated using effect size (f^2). Predictive relevance was examined using the blindfolding procedure, where a Q^2 value greater than zero indicates that the model has predictive relevance (Hair et al., 2019). Finally, hypothesis testing and mediation analysis were performed using the bootstrapping procedure. Structural paths and indirect effects were considered significant when the t-statistic exceeded 1.96 and the p-value was below 0.05 (Hair et al., 2019), allowing the mediating roles of brand image and brand equity in the relationship between green marketing strategy and purchase intention to be evaluated.

RESULTS AND DISCUSSION

Uji Descriptive Analysis

Table 6 Descriptive Analysis

Note	Green Marketing Strategy	Brand Image	Brand Equity	Purchase Intention
N Valid	160	160	160	160
Missing	0	0	0	0
Mean	52.49	13.07	13.11	9.91
Median	49.00	13.00	13.00	10.00
Standard Deviation	16.781	4.321	4.202	3.210
Minimum	27	5	5	4
Maximum	79	20	20	15

Source: Data processed by the researcher (2026)

Table 6 presents the descriptive statistics of the study variables. All 160 questionnaires were valid, with no missing data. The green marketing strategy variable recorded a mean of 52.49 (SD = 16.781), indicating that respondents generally perceived EIGER Green Label's green marketing practices positively. Brand image (Mean = 13.07; SD = 4.321) and brand equity (Mean = 13.11; SD = 4.202) also showed relatively high average scores. Meanwhile, purchase intention obtained a mean score of 9.91 (SD = 3.210), suggesting a relatively strong intention among respondents to purchase EIGER Green Label products. Overall, the data distribution was adequate with no apparent outliers.

Measurement Model Evaluation (Outer Model)

Convergent Validity

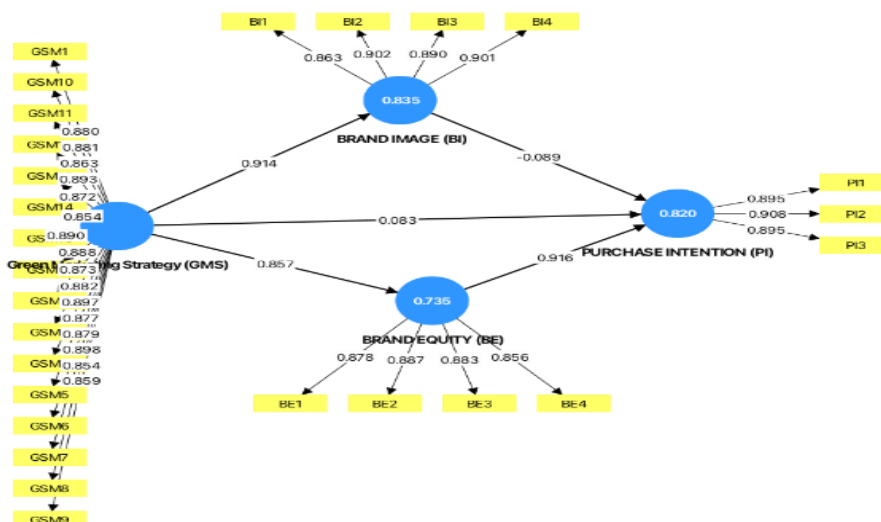


Figure 3 Outer Model

The measurement model was evaluated through convergent validity, reliability, discriminant validity, and common method bias (Hair et al., 2019).

Table 7 Results of the Outer Loading Test

Variable	Indicator	Outer Loading
Green Marketing Strategy (GMS)	GSM1	0.879
	GSM2	0.898
	GSM3	0.854
	GSM4	0.859
	GSM5	0.881
	GSM6	0.863
	GSM7	0.893
	GSM8	0.872
	GSM9	0.854
	GSM10	0.890
	GSM11	0.888
	GSM12	0.863
	GSM13	0.902
	GSM14	0.890
	GSM15	0.901
	GSM16	0.878
Brand Image (BI)	BI1	0.887
	BI2	0.883
	BI3	0.856
	BI4	0.895
Brand Equity (BE)	BE1	0.908
	BE2	0.895
	BE3	0.879
	BE4	0.898
Purchase Intention (PI)	PI1	0.854
	PI2	0.859
	PI3	0.881

Table 7 shows that all indicators have outer loading values above 0.70, ranging from 0.854 to 0.908. These results indicate that every indicator adequately represents its respective construct.

Table 8 Test Results of the Reliability and Convergent Validity Tests

Variable	Cronbach's Alpha	Composite Reliability (rho a)	Composite Reliability (rho c)	Average Variance Extracted (AVE)
Green Marketing Strategy (GMS)	0.980	0.980	0.982	0.770
Brand Image (BI)	0.911	0.912	0.938	0.790
Brand Equity (BE)	0.899	0.900	0.930	0.768
Purchase Intention (PI)	0.882	0.882	0.927	0.809

The convergent validity results are further supported by the AVE values presented in Table 8. All constructs achieved AVE values above 0.50, while Composite Reliability and Cronbach's Alpha exceeded 0.70. Therefore, all constructs satisfy the requirements for convergent validity and internal consistency (Hair et al., 2019).

Discriminant Validity

Table 9 Test Results of HTMT

Variable	GMS	BI	BE	PI
Green Marketing Strategy (GMS)	-			
Brand Image (BI)	0.966	-		
Brand Equity (BE)	0.912	1.024	-	
Purchase Intention (PI)	0.845	0.932	1.015	-

Table 9 presents the HTMT results. The HTMT value between green marketing strategy and purchase intention (0.845) met the recommended threshold. However, several construct pairs exceeded the conservative cut-off values of 0.85–0.90. As suggested by Henseler et al. (2015), HTMT values may approach or even exceed 1, indicating high empirical similarity between constructs. Therefore, although several constructs

demonstrate strong conceptual relationships, the discriminant validity results should be interpreted with caution.

Common Method Bias

Because all variables were measured using a single cross-sectional questionnaire, common method bias (CMB) could potentially occur (Podsakoff et al., 2003). To reduce this risk, respondent anonymity was maintained, questionnaire items were clearly worded, and indicators for each construct were separated. Following Kock (2015), a full-collinearity assessment with VIF values ≤ 3.3 indicates that common method bias is not likely to threaten the validity of the findings.

Structural Model Evaluation (Inner Model)

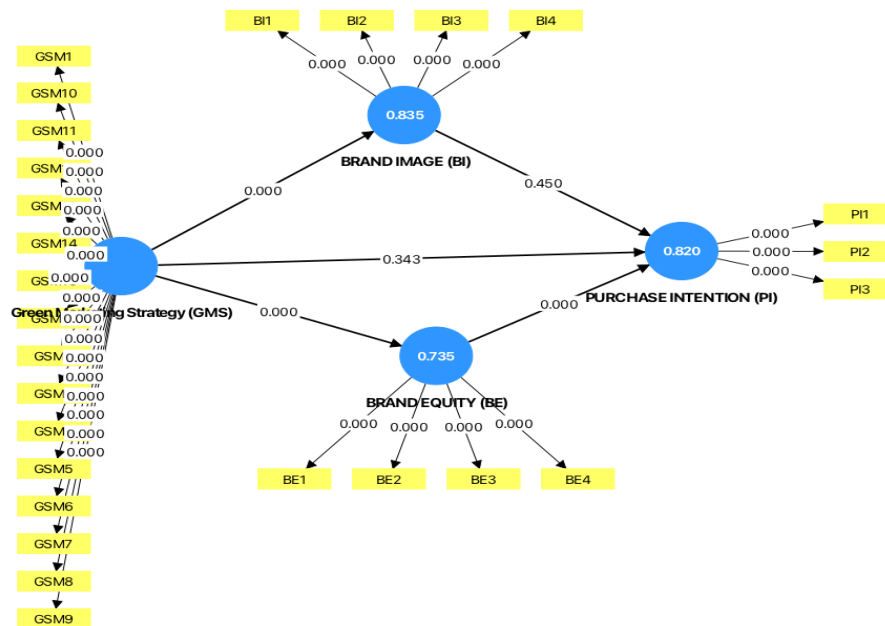


Figure 4 Inner Model

The structural model was evaluated using the coefficient of determination (R^2), effect size (f^2), and model fit indices.

Coefficient of Determination (R^2)

Table 10 R-Square Results

Variable	R-Square	Adjusted R-Square
Brand Equity (BE)	0.735	0.733
Brand Image (BI)	0.835	0.834
Purchase Intention (PI)	0.820	0.816

As presented in Table 10, the R^2 values for brand image (0.835), brand equity (0.735), and purchase intention (0.820) indicate that the model has strong explanatory power. These results suggest that the proposed model explains a substantial proportion of the variance in the endogenous constructs.

Effect Size (f^2)

Table 11 F-Square Results

Variables	BE	BI	PI
Green Marketing Strategy (GMS)	2,768	5,056	0.006
Brand Equity (BE)	-	-	0.653
Brand Image (BI)	-	-	0.004

Table 11 shows that green marketing strategy has a very large effect on brand image ($f^2 = 5.056$) and brand equity ($f^2 = 2.768$), but only a negligible direct effect on purchase intention ($f^2 = 0.006$). Brand equity demonstrates a large effect on purchase intention ($f^2 = 0.653$), whereas the effect of brand image on purchase intention is negligible ($f^2 = 0.004$).

Model Fit

Table 12 Model Goodness-of-Fit Results

Criteria	Saturated Model	Estimated Model
SRMR	0.032	0.044
d ULS	0.395	0.739
d G	0.642	0.807
Chi-square	515.411	601.318
NFI	0.902	0.886

The model fit results indicate that the proposed model is acceptable. The estimated SRMR value is 0.044, which is below the recommended threshold of 0.08, suggesting a good overall model fit.

Hypothesis Testing

Table 13 Results of Hypothesis Testing

No	Hypothesis	Original Sample	T-Statistics	P-Values	Conclusion
H1	Green marketing strategies have a positive and significant effect on brand image	0.914	77.734	0.000	Accepted
H2	Green marketing strategy has a positive and significant effect on brand equity	0.857	46.073	0.000	Accepted
H3	Green marketing strategy has a positive and significant effect on purchase intention (direct effect)	0.083	0.948	0.343	Rejected
H4	Brand image has a positive and significant effect on purchase intention	-0.089	0.756	0.450	Rejected
H5	Brand equity has a positive and significant effect on purchase intention	0.916	10.378	0.000	Accepted
H6	Green marketing strategy has a positive and significant on purchase intention through the mediation of brand image	-0.081	0.749	0.454	Rejected
H7	Green marketing strategy has a positive and significant effect on purchase intention through the mediation of brand equity	0.785	10.312	0.000	Accepted

Hypothesis testing was performed using the bootstrapping procedure in SmartPLS. A hypothesis is accepted when the t-statistic exceeds 1.96 and the p-value is below 0.05 (Hair et al., 2019). The results indicate that H1, H2, H5, and H7 are supported, whereas H3, H4, and H6 are rejected. Green marketing strategy significantly improves brand image ($\beta = 0.914$, $p < 0.001$) and brand equity ($\beta = 0.857$, $p < 0.001$), but it does not directly influence purchase intention ($\beta = 0.083$, $p = 0.343$). Similarly, brand image does not significantly affect purchase intention ($\beta = -0.089$, $p = 0.450$). In contrast, brand equity has a strong positive effect on purchase intention ($\beta = 0.916$, $p < 0.001$). Furthermore, brand image does not mediate the relationship between green marketing strategy and purchase intention, whereas brand equity serves as a significant mediator ($\beta = 0.785$, $p < 0.001$).

Discussion

The Effect of Green Marketing Strategy on Brand Image

Green marketing strategy integrates environmental aspects into products, pricing, distribution, and promotion to build positive brand perceptions (Tan et al., 2022). The results support H1 ($\beta = 0.914$, $t = 77.734$, $p = 0.000$), indicating that green marketing strategy has a positive and significant effect on EIGER Green Label's brand image. The R^2 value of 0.835 and f^2 of 5.056 indicate a very strong explanatory and effect size. Consistent with the S-O-R Theory, green marketing strategy acts as a stimulus that shapes consumers' internal evaluations, resulting in a stronger brand image. Respondents, predominantly aged 17–25 and exposed to EIGER through official social media, perceived the brand's environmental initiatives positively. These findings are consistent with Tan et al. (2022) and Rehman et al. (2025), confirming that consistent green marketing strengthens brand image.

The Effect of Green Marketing Strategy on Brand Equity

The findings support H2 ($\beta = 0.857$, $t = 46.073$, $p = 0.000$), demonstrating that green marketing strategy significantly enhances brand equity. The model explains 73.5% of the variance in brand equity ($R^2 = 0.735$), with a very large effect size ($f^2 = 2.768$). According to the S-O-R Theory, green marketing serves as a stimulus that shapes consumers' evaluation of brand value. Brand equity also recorded the highest mean among all variables, suggesting that respondents highly valued EIGER Green Label. These findings support previous studies by Ha et al. (2022) and Yonalia et al. (2025), indicating that consistent green marketing strengthens brand value and competitive advantage.

The Direct Effect of Green Marketing Strategy on Purchase Intention

The results do not support H3 ($\beta = 0.083$, $t = 0.948$, $p = 0.343$; $f^2 = 0.006$), indicating that green marketing strategy does not directly influence purchase intention. In line with the S-O-R Theory, marketing stimuli require consumers' internal evaluation before generating behavioral responses. Although green marketing significantly improves brand image and brand equity, it does not directly translate into purchase intention. Consumers still consider factors such as product quality, functionality, price, durability, and brand value before purchasing. These findings suggest that green marketing is more effective when its influence operates through mediating variables rather than directly affecting purchase intention.

The Effect of Brand Image on Purchase Intention

The results reject H4 ($\beta = -0.089$, $t = 0.756$, $p = 0.450$; $f^2 = 0.004$), indicating that brand image does not significantly influence purchase intention. According to the S-O-R Theory, brand image reflects consumers' internal evaluations, but in this case, those evaluations were insufficient to generate purchase intention. Although respondents generally held positive perceptions of EIGER Green Label, purchasing decisions were more strongly influenced by product quality, functional benefits, price, and overall brand value. Therefore, a favorable brand image alone is insufficient to increase purchase intention.

The Effect of Brand Equity on Purchase Intention

The findings support H5 ($\beta = 0.916$, $t = 10.378$, $p = 0.000$; $f^2 = 0.653$), demonstrating that brand equity has a strong positive effect on purchase intention. Under the S-O-R framework, brand equity represents consumers' internal evaluation that leads to purchasing behavior. Brand equity achieved the highest mean score and exerted a substantially stronger influence on purchase intention than either green marketing strategy or brand image. These findings agree with Ha et al. (2022) and Yonalia et al. (2025), highlighting brand equity as a key driver of consumers' purchase intention. Therefore, maintaining product quality, differentiation, and brand value is essential for strengthening purchase intention.

The Mediating Role of Brand Image

The results do not support H6 ($\beta = -0.081$, $t = 0.755$, $p = 0.450$), indicating that brand image does not mediate the relationship between green marketing strategy and purchase intention. Although green marketing significantly improves brand image, brand image itself does not significantly affect purchase intention. In terms of S-O-R Theory, the internal evaluation formed through brand image is insufficient to produce a purchasing response. Consumers continue to prioritize factors such as quality, value, price, and trust over brand image alone. Consequently, brand image is not the primary mechanism linking green marketing strategy to purchase intention for EIGER Green Label.

The Mediating Role of Brand Equity

The findings support H7 ($\beta = 0.785$, $t = 9.983$, $p = 0.000$), confirming that brand equity significantly mediates the relationship between green marketing strategy and purchase intention. Consistent with the S-O-R Theory, green marketing acts as a stimulus that strengthens brand equity, which subsequently encourages purchase intention. The insignificant direct effect of green marketing and the significant indirect effect through brand equity indicate full mediation, suggesting that brand equity is the primary pathway through which green marketing influences consumers' purchase intention. These results are consistent with Ha et al. (2022) and Yonalia et al. (2025), emphasizing the importance of strengthening brand value alongside implementing consistent green marketing strategies.

CONCLUSION

Based on the findings of this study, it can be concluded that green marketing strategy has a positive and significant effect on both brand image and brand equity among EIGER Green Label consumers, indicating that consistent implementation of green products, green pricing, green promotion, and green place strengthens consumers' perceptions of the brand. However, green marketing strategy does not directly influence purchase intention, suggesting that environmental marketing activities alone are insufficient to encourage consumers to purchase EIGER Green Label products. Similarly, brand image does not significantly affect purchase intention, indicating that a favorable brand image alone is not enough to stimulate consumers' purchasing intentions. In contrast, brand equity has a positive and significant effect on purchase intention, demonstrating that consumers are more likely to purchase EIGER Green Label products when they perceive stronger brand value. Furthermore, brand image does not mediate the relationship between green marketing strategy and purchase intention, whereas brand equity serves as a significant mediating variable. These findings indicate that the influence of green marketing strategy on purchase intention occurs indirectly through the development of brand

equity, highlighting brand equity as the primary mechanism linking green marketing strategy to consumers' purchase intention.

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