

Improving Repurchase Intention on Green Marketing Strategy

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Abstract

Purpose – The best eco-friendly brands are rapidly gaining a powerful reputation for their commitment to the environment. Organisations of all sizes are discovering that the present consumers need more than just the right products and services. Therefore, this study aims to analyze the effect of green brand image on the repurchase intention mediated by brand trust and attachment.

Methodology – The samples were cosmetic products and herbal oil users, which applied green products in Bali, Indonesia. In this study, data were obtained by distributing questionnaires to 149 respondents, with the PLS model used to analyze the hypothetical results acquired.

Findings – The results showed that brand image positively affected trust, attachment, and repurchase intention. The effect of this image on repurchase intention was also mediated by green trust. Based on the findings, the investment of resources helped increase trust, attachment, and repurchase intention, to enhance brand image.

Originality – This study developed a strategical marketing framework, to increase the repurchase intention of green products. According to the analytical novelty, brand image indirectly affected repurchase intention through trust. This strategy encouraged customers to always perform repeated purchases from trustable companies producing environmentally friendly green products and services.

1. Introduction

The present industrial development has tremendously impacted the provision of goods and services, as well as improved the economy of various countries. This development, especially in the manufacturing sector, has positively contributed to the economy and the actualization of community needs, but several negative impacts are observed, such as the sequent pollution which augment global warming (Chen et al., 2017; Lin et al., 2011; Situmorang et al., 2021). These environmental issues are presently very crucial due to the general endangerment of human life to climatic damages (Situmorang et al., 2021). This crucial consideration led to the transformation of business operations, causing the provision of green products and services (Mahmoud, 2018). In developing business strategies, many companies have adopted the concept of green marketing, to produce better performances (Papadas et al., 2017). This shows that the companies interested in

protecting the environment, customer health, and society are appropriately eligible in applying the business concept (Mahmoud, 2018). Green marketing is not also a new concept, regarding its introduction by Hennion and Kinnear in 1976.

Additionally, the strategy is related to all the marketing activities of a product, to overcome environmental problems (Dangelico & Vocalelli, 2017). With public awareness of environmental sustainability, customers are presently switching to the use of environmentally friendly green products. This is because competitive advantages are often created by marketing the products contributing to environmental preservation (Lam et al., 2016). Green marketing is the organizational integration of environmental sustainability into business strategies and tools to create a competitive advantage. This is an important key for the company based on designing, developing, and marketing environmentally friendly products. Besides customer satisfaction and company profits, the maintenance of environmental sustainability is also a goal of this marketing strategy (Dangelico & Vocalelli, 2017). In this context, the following five factors are observed regarding the reasons a company adopts green marketing in its business plans, (1) enhancing corporate images, (2) compliance with environmental trends, (3) capitalizing on green opportunities, (4) obtaining competitive advantage, and (5) increasing product value (Chen & Chang, 2012, 2013). Besides being an important tool in maintaining business continuity, this marketing strategy also improves organizational performance (Papadas et al., 2017) regarding its ability to provide environmentally friendly products for more customer attraction. This shows that the consumption of these products by the consumers with environmental awareness causes increased purchases.

The knowledge development on global warming has led to the awareness of many customers to engage in "green consumption" (Whitmarsh, 2009). Besides this, it also increased the repurchase intentions of green-product companies. This was in line with Alamsyah et al. (2020) and Chen et al. (2018), where brand image positively influenced the product's repurchase intention (RI). Qomariah & Prabawani (2020) also attempted to explain the relationship between these factors, although the brand image did not affect RI when interacting with environmental conditions. This was not in line with the concept of green marketing, which emphasizes environmental considerations. Therefore, this study aims to analyze the effect of brand image on the repurchase intention mediated by attachment and trust, to obtain and evaluate appropriate perceptions and applications of green marketing. The utilization of these mediating variables emphasizes their essential roles in increasing the desire to repurchase the green product. This was in line with Lin et al. (2011), Hidayati et al. (2021), Chen & Chang (2012), and Chen & Chang (2013), where attachment and trust increased customer's repurchase intentions, respectively.

1.1 The Effect of Green Brand Image on Repurchase Intention

Based on customers' perceptions, brand image is related to all the elements attached to a specific business idea (Chen et al., 2018), whose positivity indicates an important effort in marketing strategy (Farida & Ardyan, 2015). In green marketing, many related companies are expected to directly provide an environmentally friendly image to the product brand. Those with a commitment to environmental sustainability also need to create a green brand image in the minds of customers. Therefore, a brand image is a customer's perception of a product with environmental features (Chen et al., 2018). This is used by companies to increase the repurchase interest in organizational products (Alamsyah et al., 2020). In this situation, customers often evaluate usable products, as environmentally friendly goods always provide better benefits for health and atmospheric safety. The positive image obtained from green marketing is also able to increase

customer loyalty toward the use of the company's products (Lam et al., 2016). This leads to the repeated purchases of positive and valuable products by loyal customers. Additionally, the creation of a green image provides a good brand reputation, which increases repurchase intentions (Nahar & Silintowe, 2021).

H1: Green brand image is positively associated with repurchase intention

1.2 The Effect of Green Brand Image on Attachment

Green brand image is a set of perceptions related to the environment, promises, and obligations (Li et al., 2019), where a customer's cognition of a business idea is created. This cognition ultimately strengthens the customer's connectedness to the brand (Chen et al., 2017; Kerdpitak & Mekkhom, 2019). To generate positive image perceptions, brand interaction with customers is needed, where communication has an important interactive contribution. This shows that brands need to be able to continuously communicate green image features as reminders in the minds of customers (Li et al., 2019). Moreover, environmental concerns have presently become crucial, with customers becoming loyal to the brands consistently producing environmentally friendly products (Hussain & Waheed, 2016). In this case, the value perceived by customers greatly determines the level of brand attachment. This emphasizes the importance for brands to build an image to strengthen emotional attachment (Barreda et al., 2020).

H2: Green brand image is positively associated with attachment.

1.3 The Effect of Green Brand Image on Trust

Green marketing has reportedly been accepted and applied to demanding businesses in this present environmental era. This indicates that companies need to adapt to their business models, according to environmental trends (Chen, 2010). Therefore, the creation of a brand image is very important in providing customers confidence, regarding the implementation of an organizational green marketing strategy. This emphasizes the image and promises integrated into the minds of the customers (Farida & Ardyan, 2015). Companies also need to design a good corporate image, where organizational services are appropriately comprehended by the customers (Situmorang et al., 2021). This proves the beliefs in the products committed to meeting promises, as a designed image often reflects organizational credibility (Chen, 2010; Chen & Chang, 2012, 2013).

H3: Green brand image is positively associated with trust.

1.4 The Effect of Green Brand Attachment on Repurchase Intention

The green attachment shows the emotional connection of brands with customers, explaining the specific behavior emphasizing the purchase or non-purchase of a product (Lin et al., 2011). The relationship between these parties often leads to repurchasing interests, due to the customers' continuous desires to use a specific product (Hidayati et al., 2021). Meanwhile, repurchase intention is the decision showing the consideration of a customer in buying a brand. This interest is found when the attachment is sufficiently strong between the customers and the brand to be purchased.

H4: Green brand attachment is positively associated with repurchase intention.

1.5 The Effect of Green Trust on Brand Attachment

Green marketing investment is an opportunity when the need for environmentally friendly products is increasing. This shows that the relationships with stakeholders are improved when the company considers these products in the present environmental era. The maintenance of these relationships also explains that a brand should always build, for the sustenance of long-term performances (Papadas et al., 2017). However, green attachment is the occurrence of a bond between customers and brands. This bond is a mental representation involving the thoughts and feelings of the business idea (Yu & Yuan, 2019). When customers have confidence in the brand, a strong bond is observed, as those believing in the business idea often display a positive attitude. **H5:** Green trust is positively associated with brand attachment.

1.6 The Effect of Green Trust on Repurchase Intention

Green trust is a willingness to rely on a product, service, or brand, regarding the beliefs or expectations acquired from environmental-performance credibility, good deeds, and skills (Chen & Chang, 2012, 2013). This plays an important role in increasing customer desire, to repurchase green marketing products. In this context, customers believe in a product relying on promised functions and benefits (Yu & Yuan, 2019). Therefore, green products should be able to meet environmentally friendly features, for the appropriate actualization of their promises. Trust also influences the customers' desire to buy a product in the present environmental era (Chen & Chang, 2012). This indicates that the companies unable to maintain trust are shunned by their customers, whose high confidence in a product is likely to futuristically impact their interests (Farida & Ardyan, 2015). Credibility is also one of the important keys in green marketing based on the influence of customers' brand confidence, which leads to an increase in purchasing interest (Lam et al., 2016). Additionally, trust is closely related to customers' loyal attitudes and behaviours, due to positively impacting the interest to repurchase a trustable brand (Ferdinand & Selamat, 2020). **H6:** Green trust is positively associated with repurchase intention.

2. Research Methods

The sample contained the users of cosmetic products and herbal oils, which had applied the green concept in Bali, Indonesia. These were obtained using the convenience sampling method, with data derived through the random distribution of questionnaires. The distribution targets emphasized 240 participants, representing 10 times of parameters, as only 149 filled out the data instruments with a response rate of 62.08%.

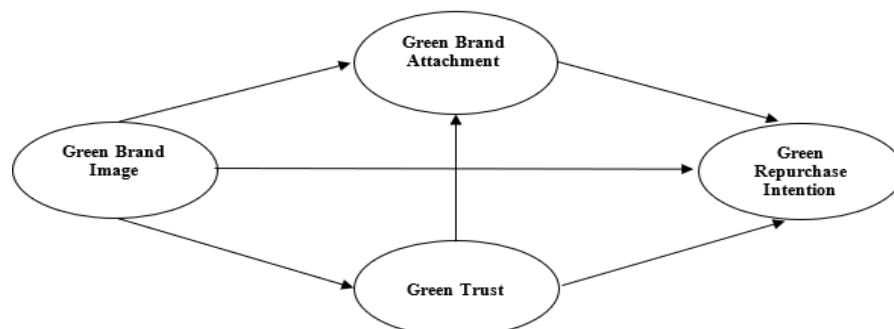


Figure 1. The conceptual framework

The Partial Least Square (PLS) approach was used to test the developed model according to the adopted literature review, to avoid the problem of normality. Subsequent analyses were also performed, such as the validity and reliability tests, as well as the measurements of the outer and inner models. Based on Fig. 1, four variables were observed, namely Green brand image, attachment, trust, and repurchase intention. The indicators for each of these variables are presented in Table 1.

Table 1. Variables and indicators

Construct	Indicators	Source
Green Brand Image	The brand is considered the benchmark of environmental commitment. The brand's environmental reputation is outstanding. The brand's environmental performance is successful. The branding is based on its emphasis on environmental protection. The brand's environmental commitment is trustworthy.	(Chen et al., 2017)
Green Brand Attachment	The brand's eco-friendliness makes you feel strongly passionate about it. The brand's environmental concern makes you feel strongly passionate about it. The brand's environmental performance makes you crave for it. The brand's extraordinary environmental features make you willing to pay for it.	(Chen et al., 2017)
Green Trust	I feel that this product's environmental reputation is generally reliable. I feel that this product's environmental performance is generally dependable. I feel that this product's environmental claims are generally trustworthy. This product's environmental concern meets your expectations. This product keeps promises and commitments to environmental protection.	(Chen, 2010)
Green Repurchase Intention	I consider eco-friendly products to be my first choice. I will use eco-friendly products again in the future. With today's changing environment, I intend to use environmentally friendly products. I will repurchase eco-friendly products. With today's changing environment, I consider using environmentally friendly products in the future.	(Situmorang et al., 2021)

Sources: (Chen, 2010; Chen et al., 2017; Situmorang et al., 2021)

3. Results and Discussions

Based on the validity test, all the respective indicators were viable, indicating their appropriateness as variable measures. An indicator was declared valid when the r-value produced was greater than 0.159. From the reliability test, the Cronbach alpha values of Green Brand Image,

Attachment, Trust, and Repurchase Intention were 0.862, 0.843, 0.904, and 0.928, respectively. This indicated that all the variables were reliable, due to being greater than 0.7.

Furthermore, the convergent validity test was carried out by observing the loading factor values, as shown in Table 2.

Table 2. The loading factor values

Construct	Indicator	Loading Factor
Green Brand Image	GBI 1	0.820
	GBI 2	0.822
	GBI 3	0.856
	GBI 4	0.728
	GBI 5	0.786
Green Brand Attachment	GBA 1	0.778
	GBA 2	0.866
	GBA 3	0.789
	GBA 4	0.865
Green Trust	GT 1	0.851
	GT 2	0.878
	GT 3	0.854
	GT 4	0.864
	GT 5	0.804
Green Repurchase Intention	GRI 1	0.851
	GRI 2	0.891
	GRI 3	0.906
	GRI 4	0.887
	GRI 5	0.870

Sources: Process Data

In Table 2, the value of each indicator was above 0.5, indicating that the variables met the requirements of convergent validity. By comparing the roots of AVE and the correlation between variables, the results of discriminant validity were observed.

Table 3. Correlation between variables

Variable	Green Brand Attachment	Green Brand Image	Green Repurchase Intention	Green Trust
Green Brand Attachment	1.000			
Green Brand Image	0.701	1.000		
Green Repurchase Intention	0.628	0.433	1.000	
Green Trust	0.750	0.737	0.599	1.000

Sources: Process Data

From the AVE values for Green Brand Image, Attachment, Trust, and Repurchase Intention were 0.646, 0.681, 0.723, and 0.777, respectively. The correlation between the variables is also shown in Table 3. Based on Table 3, the AVE roots obtained were greater than the correlation values of the latent variables, indicating that the model had met the discriminant validity requirements.

Table 4. Composite reliability

Variable	Composite Reliability
Green Brand Attachment	0.895
Green Brand Image	0.901
Green Repurchase Intention	0.946
Green Trust	0.929

Sources: Process Data

In Table 4, the values obtained were found to be greater than 0.7, proving that all the variables had met the composite reliability requirements.

3.1 Hypothesis Test

Table 5. Testing the direct effect

Proposed Hypothesis	Estimate	T Statistics	Result
Green Brand Image→Repurchase Intention	-0.170	1.400	H1 is not supported
Green Brand Image→Attachment	0.324	3.217	H2 is supported
Green Brand Image→Trust	0.737	16.548	H3 is supported
Green Brand Attachment→Repurchase Intention	0.465	3.487	H4 is supported
Green Trust→Attachment	0.512	5.330	H5 is supported
Green Trust→Repurchase Intention	0.375	2.675	H6 is supported

Sources: Process Data

Based on Table 5, H1 was not supported, as the T-statistic value (1.400) was smaller than 1.96. This proved that the green brand image did not affect repurchase intention. Furthermore, H2 and H3 were supported, as the T-statistic values were greater than 1.96, at 3.217 and 16.548, respectively. This showed that the effect of brand image on trust and attachment was positively significant. H4 was also supported based on having a greater T-statistic value (3.487) than 1.96, indicating that attachment had a positive effect on repurchase intention. In addition, H5 and H6 were supported regarding greater T-statistic values at 5.330 and 2.675, respectively. This confirmed that green trust positively affected brand attachment and repurchase intention.



Figure 2. The PLS analysis

In these analyses, both the direct and indirect effects between the variables were appropriately observed. These indirect effects were subsequently observed through the role of the mediating variables, namely green attachment and trust, as shown in Table 6.

Table 6. Mediating Effect Test

Proposed Hypothesis	VAF	Result
Green Brand Image→Attachment→Repurchase Intention	-673%	No mediation
Green Brand Image→Trust→Repurchase Intention	260%	Full Mediation

Sources: Process Data

Using the VAF values (Table 6), the roles of green brand attachment and trust were observed. This indicated that attachment was unable to mediate the association between brand image and repurchase intention, due to having a VAF value (-673%) lesser than 20%. Meanwhile, the trust had a mediating role in the relationship between both variables, with a VAF value (260%) greater than 80%.

3.2 The Effect of Green Brand Image on Repurchase Intention

The results showed that the green brand image did not directly affect a customer's purchasing interest. This was inconsistent with some previous Alamsyah et al. (2020) and (Chen et al., 2018), although consistent with Qomariah & Prabawani (2020). However, brand image indirectly affected repurchase intention when the trust was observed in the green products. This proved that image was not only sufficient for customers' repurchasing interests, as mediation with other variables was needed. Based on the results, a positive significant effect was only observed between these variables through trust. In this case, the brand image needs to be designed toward the development of trust. Brands should also be able to provide confidence to customers, regarding their actual manifestations in the product. Besides meeting the market needs for green products, the image needs to be appropriately created in earnest. This showed that the sincerity of the brand led to customer confidence in the company's green products. Increased customer confidence also elevated repurchasing interests, confirming that the maintenance of trust was very important.

3.3 The Effect of Green Brand Image on Attachment

The green brand image had positive effects on attachment, as environmental issues had presently become very crucial, with customers becoming loyal toward eco-friendly organizations and products. In this process, a customer's perception of a business idea was formed through the use of a brand image, where their connections were strengthened based on understanding. To generate positive impressions, brand engagement with customers was highly required, indicating the impossibility to overestimate the importance of communication in a contact. This showed that brands should be able to consistently communicate green image qualities to customers. In this situation, the image was observed as a set of perceptions of management commitments, promises, and responsibilities. Furthermore, the brands with a positive image increased customer attachment and were consistent with (Barreda et al., 2020), where a positive bond was observed. When the brands consistently created their green images, the emotional attachment was highly improved. A brand should also be able to build an attachment, which produces a relationship toward the

customer's comfortability to use a green product. This indicated that comfortable customers often had a strong relationship with the brand, to foster a sense of loyalty towards the product.

3.4 The Effect of Green Brand Image on Trust

Based on the results, the green brand image positively increased customer trust. This was because the development of a business image was essential in providing customers' confidence toward organizational marketing initiatives. In this case, the business development and promises provided to the customers were reflected in the green brand image. Therefore, companies need to create a positive corporate image, which allows customers to grasp the organizational provisions. In this context, customers also need to build a committed firm image due to the credibility of an organization. This was in line with Farida & Ardyan (2015), where brand image increased trust, indicating that a firm is trustworthy when emphasizing environmental concerns. The brands are also believed to be dependable and environmentally conscious regarding the employment of various green strategies.

3.5 The Effect of Green Brand Attachment on Repurchase Intention

The green brand attachment is also positively associated with repurchasing intention. In this condition, repurchasing was performed due to the customers' desire to continuously use the products. This type of intention demonstrates a customer's thought process when purchasing a product, as interest was developed when a strong bond was observed with the green brand. According to Lin et al. (2011), attachment was found to influence the purchasing behaviours of customers. This explained that the decision to futuristically purchase a product is likely to increase with customers' attachment. In this situation, the product then becomes an inseparable part of consumer needs. An attachment was also observed in the development of trust, as brands need to be able to provide customers' confidence toward meeting environmental requirements for their products. This was based on improving the relationship between brands and customers. Moreover, trust and relationships should be maintained in the long term, for the continuous occurrence of customer purchases. When the brand establishes good relationships and maintains confidence in green products, customer loyalty is highly guaranteed, as observed in their positive repurchasing interests.

3.6 The Effect of Green Trust on Brand Attachment

According to the results, customer attachment to green-brand products is mostly based on trust. In this present environmental era, the company's relationships with stakeholders are often improved when eco-friendly products are considered. This relationship maintenance emphasizes long-term organizational performances. Green Brand Attachment is also the relationship existing between firms and their customers. This is observed as a mental image, including ideas and feelings, where customers having faith and belief often form a strong bond and have positive perceptions. Based on Yang & Zhao (2019), trust was an important determinant for brand attachment, due to promoting a positive relationship between customers and firms. In this case, the brands need to maintain their promises as green products to the customers.

3.7 The Effect of Green Trust on Repurchase Intention

Based on the hypothetical results, trust positively affected repurchase intention. In this case, the customers' propensity to repurchase green marketing products was influenced by their level of trust. When a product is found to perform and provide the functions and advantages promised, trust is highly guaranteed. Therefore, green products should be able to meet environmental requirements, regarding the delivery of their promises. In the contemporary environmental period, trust was observed to affect purchasing desires, as customers were ready to desert the companies unable to preserve their promises. One of the most crucial aspects of green marketing is credibility, where customer confidence is critical toward influencing trust in a brand, leading to the provision of purchasing interest. This was in line with (Chen & Chang, 2012, 2013), where trust positively affected purchase intention. Meanwhile, it was not in line with Farida & Ardyan (2015), where no effect was found on repurchase intention.

4. Conclusions

Environmental problems are presently considered due to their continuous emergence, with most of the previously-produced industrial commodities playing huge roles as contributors. To solve these issues, several companies began to produce eco-friendly green products, which are presently being considered by consumers. Besides reducing the impact of environmental damage, these products were expected to avoid negative effects on human health. Irrespective of these merits, many companies are still very challenged in balancing environmental concerns with profits. In this situation, companies need to produce environmentally friendly products for community benefits, and continuously generate profits for well-maintained sustainability. The implementation of the green marketing concept is also one of the efforts to balance these issues.

In this analysis, the strategical concept was very useful in increasing the repurchase intention of green products, where results showed that brand image positively affected trust and attachment. The effect of this image on repurchase intention was also found to be mediated by trust. This indicated that the green brand image directly influenced trust and attachment, although indirectly affected repurchase intention. Based on these results, the image played an important role in the green marketing concept, regarding the effective improvement of the customer relationship. Using the green product, a very strong relationship was also able to maintain the customer's continuous purchasing desires. This showed that the green marketing strategy should begin from the core value of consumers and focus on the basic brand significance. Furthermore, brands need to be able to build an image, to provide value and benefits to consumers from the products produced. The green brand image supported by trust also increased consumer interest in continuously buying the provided products. From the results, a brand needs to focus on delivering value and benefits to consumers, with green products carrying out the following, (1) protecting the environment, (2) providing natural products with similar functional benefits, and (3) considering environmental concerns.

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