

The Power of Brand Greening: How Green Marketing Drives Consumer Purchase Intentions

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Abstract:

This study contributes by addressing three main research objectives using both symmetrical and asymmetrical data analysis approaches. First, structural equation modeling (SEM), a symmetrical analysis method, is employed to investigate the net effects among key constructs: green marketing, brand image, perceived risk, and purchase intention. Second, fuzzy-set qualitative comparative analysis (fsQCA), an asymmetrical method, is utilized to identify sufficient conditions that lead to high purchase intention. Data were collected through a purposive sampling survey targeting consumers with prior experience in purchasing eco-friendly and green energy brand products. Multivariate analytical techniques, including descriptive statistics, factor analysis, reliability analysis, SEM, and fsQCA, were conducted using IBM SPSS 20, AMOS 20, and fsQCA 4.1 software. The SEM results indicate that green marketing has a significant positive impact on both perceived risk and purchase intention, while brand image and perceived risk also exert significant positive effects on purchase intention. The fsQCA findings reveal two distinct configurations of sufficient conditions leading to high purchase intention across different sample groups.

Keywords:

fuzzy set, green marketing, brand image, purchase intention.