The impact of green marketing on customer purchase intention: The mediating role of customer concerns and beliefs and green brand knowledge

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Abstract	This study aims to analyse the effect of green marketing on customer purchase intention by using two intervening variables, which are green brand knowledge and customer concern and beliefs, especially on Unilever customers in Indonesia. In order to analyse the relationship between green marketing, customer concern and beliefs, green brand knowledge, and customer purchase intention, a research framework was developed using the Theory of Planned Behaviour. The number of samples used in this study was 192 respondents representing Indonesia. Those respondents came the age of over 17 years old and over, also aware of Unilever as a brand. The analysis moment of structural (AMOS) program was used as a tool for the quantitative and structural analysis of the data utilising the structural equation modelling (SEM) method. The results indicate that green marketing positively and significantly affects green brand knowledge and customer concern and beliefs. Also, green brand knowledge and customer concern and beliefs positively and significantly affect customer purchase intention. Moreover, green brand knowledge and customer concern and beliefs have proven to mediate green marketing and customer purchase intention. Accordingly, all of the hypotheses in this were accepted.
Keywords	green marketing; green brand knowledge; customer concern and beliefs; customer purchase intention

INTRODUCTION

Over the years, Indonesia has faced several environmental problems ranging from garbage emergencies, climate change, environmental pollution, and inadequate waste disposal. Yet, Indonesia has slowly and steadily improved its environmental quality, as can be seen from the environmental quality index, which exceeded the target and increased by 1.16 points in 2020 to 71.43 in 2021 (Ministry of Forestry and Environment, 2021). According to Ministry of Forestry and Environment, such achievements were due to the combination of regulations and willingness in society that able to increase the level of environmental awareness. Based on the study conducted by Statista (2021), in 2019, 82% of consumers in Indonesia agreed that the environment is very important to their life, and only 1% of them felt that the environment is very not important. The increase in public awareness becomes a pinpoint for the customer and businesses to improve their behavior toward the environment (Moravcikova et al., 2017). The changes in customer and business behaviour towards environmental issues can become a starting point of the green revolution that will reduce our environment's damage and improve sustainable consumption (Delafrooz et al., 2014; Baily et al., 2016).

With the improvement in customer awareness of environmental issues, many companies are developing and adapting sustainable business practices and strategies as a way to fulfill customers' demands for products and production processes that save for the environment (Cherian & Jacob, 2012). Sustainable business strategies can be achieved through company objectives, company vision, and tactical plan by using the marketing mix, and some logical tools related to marketing that will support plans to gain outcomes and value creation in marketing sustainability (Amoako et al., 2020). By combining marketing and sustainable business strategy, companies can use green marketing as a bridge to gain customer attention, fulfilled customer demands, and a company committed to the environment (Amoako et al., 2020).

Green marketing comes from customer demand for products and activities that are safe for the environment, which could increase the customer purchase intention since the customer is looking for environmental-friendly products that are produced using a safe production process that the company provides by establishing a green marketing strategy (Karunarathna et al., 2020). Green products can easily reach the customer when a company uses green marketing tools, which improve the perception and awareness regarding the products and brand attributes as well as their characteristics (Rahbar & Wahid, 2011).

In general, the green marketing concept is closely related to customers' intention to purchase products due to the shifts in customer behaviour (Alharthey, 2019; Tan et al., 2022). The shift in customer behavior is in relation to their purchasing considerations based on the environment brand identity as it was surveyed by Deloitte (2021) that in 2021, 40% (increased by 6% from 2019) of customers consider brands that have environment brand identity. The importance of brand has become one of the factors why companies adopt green marketing (Chen & Chang, 2012). Since brand holds a key role in green marketing, green brand knowledge is chosen to represent the green brand factors as it was suggested by Huang et al. (2013) to be used as the factor of customer considerations when purchasing products.

Green marketing is closely related to customer's demands and perceptions, aligning with their concerns and beliefs about environmental issues (Huang et al., 2014). On the contrary, Alharthey (2019) mentioned that the customers' environmental concerns and beliefs could be said to be the challenge and obstacle in green marketing implementation. Therefore, in light of the recommendations of Alharthey (2019), this study uses customer concerns and beliefs as one of the intervening variables, Moreover, it was due to the increase in awareness about the importance of the environment for Indonesian people, as mentioned before.

In some countries, green marketing can be considered a trendy move in the business sectors, which makes it utilised by many companies in different industry sectors as one of the ways to be more competitive than their rivals (Amir & Dhyani, 2018). One of the sectors that got affected by the so-called phenomenon is the Fast-Moving Consumer Goods or FMCG Sector. As it was mentioned by Nagaraju and Thejaswini (2016), the FMCG sector could be seen as one of the growing industries concerned with the environment and aware of eco-friendliness. In relation to this, Sayed et al. (2021) mentioned that there's a need to expand the study of green marketing in many sectors since factors contributing to its implementation may vary from one sector or industry to another. Therefore, the FMCG sector is chosen due to the industry's rapid adoption of green strategies (Wanegaonkar, 2017).

This study aims to develop a comprehensive model, fill some research gaps, and explore the relationship between green marketing and customer purchase intention through the theory of planned behaviour by adding intervening variables of customer concerns and beliefs and green brand knowledge. Since green marketing studies were mostly conducted in developed countries (Mohd Suki, 2016; Huang et al., 2014), this study focuses on Indonesia as one of the developing countries. Moreover, this study is conducted for the fast-moving consumer goods (FMCG) sector, specifically for the Unilever Indonesia brand. Lastly, the results of this study are expected to give more new insights to the strategy and marketing managers to frame marketing strategies and tools to improve the chance of profitability by taking into account the improvement of concerns and beliefs of the customers, as well as their knowledge of the brand.

RESEARCH FRAMEWORK AND HYPOTHESES DEVELOPMENT

The relationship between green marketing and green brand knowledge

Green marketing is an innovative opportunity to achieve business success by focusing on environmental issues, making products more environmentally friendly, educating consumers to be environmentally responsible, and consuming green products (Maheshwari, 2014; Sugandini et al., 2018). The company uses green marketing to educate customers to consume green products, which means that green marketing can be used by company to increase customer brand knowledge about their green products. Green marketing could be used by

companies that has green products and brand within its portfolio to increase customer green brand knowledge (Chen & Chang, 2012; Siyal et al., 2021). Green brand knowledge can be represented into brand recognition, brand image, and brand awareness from customer as well as provide information related to environmental issues to customers.

Moreover, Siyal et al. (2021) mentioned that if company able to manage positive green marketing, it will help to develop a better green brand knowledge since customers will associate the brand with environmental support. Also, customer can gain better insights about the brand attributes. Based on the previous study, the hypothesis can be purposed as follows:

H1: Green marketing positively affects green brand knowledge.

The relationship between green marketing and customer concern and beliefs

Green marketing is a process that encompasses all marketing operations designed to stimulate and maintain consumers' environmental beliefs and behaviours (Chen & Chang, 2012). Some companies are utilising green marketing as a tool to approach customer that have a concern for the environment. At the same time, some customers are curious towards green products and services as their concerns and beliefs are increased due to the current environmental conditions (Siyal et al., 2021). It's also in relation to customers preferences for products that meet their needs but are also interested in products that align with their way of thinking and values (Curvelo et al., 2019).

There's an implication of the dual role of customer concerns and beliefs, as it was mentioned by Uthamaputhran et al., (2014) that green marketing could be used to increase customer concern and beliefs towards the environment since the existence of green marketing itself naturally came from customer concern and beliefs. As mentioned by Sayed et al. (2021), some companies are doing green marketing campaigns with the hope of slowly changing customer behaviour for the better to increase customer concern for the environment (Sayed et al., 2021). Therefore, it can be assumed that green marketing can be used as a strategy to

improve and develop customer concerns and beliefs about the environment. Based on the previous study, the hypothesis can be proposed as follows:

H2: Green marketing positively affects customer concerns and beliefs.

The relationship between customer concern and beliefs and green brand knowledge

Green brand knowledge can be defined as the customer memory related to the brand commitment and concern about the environment (Huang et al., 2014). Green brand knowledge related to how customer process and react to green messages or advertising in a brand will be varies in relation to customer's level of concern and beliefs about environmental issues and problems (Chang, 2012 in Zhou et al., 2021). Chang (2012) also implied that the customer with a high level of environmental concern and beliefs is more attracted and tries to prove the environmental claims of the brand, whether its claim is right or wrong. Therefore, customers might not believe a brand's claim after they know that the claims are not plausible, especially if the customers have a high degree of environmental concern and beliefs.

Mohd Suki (2016) mentioned that knowledge of green brands could cause customers to develop an awareness of green marketing and induces concern for environmental protection. Moreover, the knowledge about the brand will affect the messages framing of the green advertisement in terms of influencing customer pro-environmental behaviours caused by the customer's environmental concerns and beliefs (Chang and Wu, 2015 in Kwong and Balaji, 2016). However, Lin et al. (2019) implied that increasing customer's awareness of environmental issues could help improve customer's attitudes towards the brand which help them to understand better the green values delivered by the brand. In addition to that, Zhou et al. (2021) implied that whether customers have a weak or strong concern about the environment might affect their knowledge of the brand. Then, since customer concerns and beliefs hold a dual role, further investigation of this factor is needed to develop a better customer understanding of green brands represented as green brand Knowledge.

Therefore, based on the previous study, the hypothesis can be proposed as follows:

H3: Customer concerns and beliefs positively affect green brand knowledge.

knowledge and customer purchase intentions

Green brand knowledge is gained by a customer from a reliable source provided by the company, and the information will be needed to decide whether the customer wants to purchase the products or not (Ganapathy et al., 2014). Knowledge still has a strong contribution and can meditate the relationship towards the customer's attitudes regarding the intention to buy and consume the green product (Huang et al., 2014; Mohd Suki, 2016). Besides, Zhou et al. (2021) mentioned that a higher rate of customer knowledge about a brand might increase their purchase intention by improving customers' green brand image and awareness.

Customer knowledge about the brand can be gained through prior product experience which may influence consumers' behavioural intentions toward product consumption of a certain brand (Kang et al., 2013). One of the behavioural intentions of the customer is purchasing behaviour. Moreover, Kang et al. (2013) mentioned customer knowledge of the brand as an important factor in purchasing decisions and intentions, especially for the product that uses value-based labels which makes customers want to have reliable information regarding the brand.

The relationship between green brand knowledge and customer purchase intention was investigated by Zhou et al. in 2021. On the contrary, Joshi and Rahman (2014) are unable to recognize the association between Green Brand Knowledge and Customer intentions to purchase green Products. Therefore, further investigation may be needed with the different results from previous studies. Then, the hypothesis can be proposed as follows:

H4: Green brand knowledge positively affects customer purchase intention.

Relationship between customer concern and beliefs and customer purchase intentions

According to Nath et al. (2013 in Ahmad et al., 2018), when customers are really concerned about the environment, they are more inclined to consider the environmental impact of their purchases. It means that customer purchase behaviour might be determined by their concern and beliefs towards the environment, since the products may negatively affect the environment. Moreover, Do Paço et al. (2013) mentioned that customer concerns and beliefs align with customer purchase intentions. Similarly, customers with good environmental concerns and beliefs may have demonstrated a consistent reaction to green products and brands in terms of their purchase intention (D'Souza et al., 2007).

On the contrary, Pickett-Baker & Ozaki (2008) implied that strong concerns and beliefs might not be strong enough to predict purchase intention. Similarly, Ahmad et al. (2018) mentioned that a direct relationship between environmental concern and beliefs and purchase intention was found quite weak. Therefore, based on previous studies, further investigation is needed then the hypothesis can be proposed as follows:

H5: Customer concerns and beliefs positively affects customer purchase intention

METHODS

Population, sample, and sampling technique

In this study, the population is the customer of Unilever that live in Indonesia a minimum of 17 years old in all gender, education levels, socioeconomic status, and marital statuses as long the respondents know and are aware of Unilever Indonesia as a brand. The sampling technique used is purposive sampling, which is a non-probability sampling method of collecting samples.

Operational definition of variables

The independent variable in this study is green marketing. The dependent variable is customer purchase intention. Then,
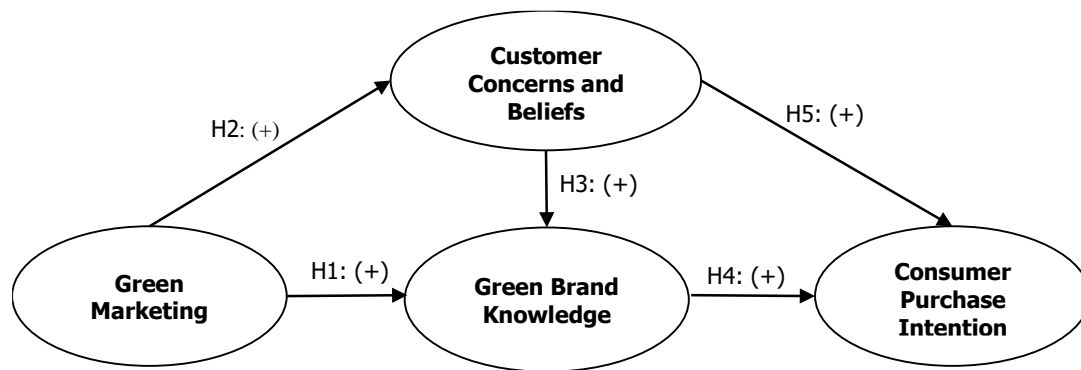
Figure 1.
Conceptual framework

intervening variables are consumer concerns and beliefs and green brand knowledge. The explanation of the definitions and indicators of each variable used in this study can be seen in Table 1, while the conceptual framework is presentedn in Figure 1.

Data collection

The questionnaire was distributed through the total responses received were 195, and 3 did not meet the criteria. Therefore, only 192 responses were used for further analysis.

Data analysis method

The data analysis method used in this study was the *Structural Equation Model* (SEM), estimated through the *Analysis Moment of Structural Program* (AMOS). The Structural Equation Model can be used to analyze the relationship or correlation among multiple variables simultaneously.

RESULTS AND DISCUSSION

Confirmatory Factor Analysis (CFA) is one of the methods of multivariate analysis used to test or confirm the hypothesized model. CFA aims to investigate the dimensions representing the research model's latent variables.

Descriptive statistics

Descriptive statistics and characteristics of the respondents are depicted in Table 2. The

majority of the respondents were females (58.9%). Most of the respondents were between 17 – 30 years old (64.1%). Regarding educational level, 45.8% of the respondents held a bachelor's degree, followed by those who graduated from senior high school (40.1%). Additionally, respondents mostly were working as private employees (38.5%). The marital status of the respondents was mostly single (57.8%). Lastly, the majority of respondents were in the income level of <Rp 5.000.000 (or 40.6%).

SEM assumptions

Prior to the SEM analysis, normality, outliers, multicollinearity, and singularity were screened to avoid issues in further analysis. Normality was assessed by observing the value of Skewness and Kurtosis, which resulted in normal data distribution. Outliers were assessed with Mahalanobis distance and ended up with no outliers. Multicollinearity and Singularity results were feasible

Validity and reliability test

Based on **Table 3,** it can be seen that the Standardized Loading Estimate value of all indicators are not smaller than the threshold of 0.5. Thus, all indicators are declared valid. Moreover, each variable also meets the criteria for both Construct Reliability and Variance Extracted, which must be above 0.70 and 0.50. It indicates that all of the indicators used in the study are quite reliable and can represent the variable constructs used in the study.

Table 1.
Operational definition of variables

Variable	Definition	Indicators
Green marketing	Green Marketing can be defined as the philosophy where it's involving promotional activities to draw attention by using products and services that are friendly to the environment (Rahbar & Wahid, 2011)	1. Green marketing affects my purchasing intention of products in general 2. Green marketing affects my purchase of this brand's products 3. It's Important for this brand to make known its green marketing policies to customers 4. I will not purchase products that are not green marketing oriented, unlike the products of this brand 5. I'm often seeing green advertising and/or campaign from this brand 6. Green advertising and/or campaign of this brand is helpful to increase my environmental awareness (Ali, 2021; Amoako et al. ,2020)
Customer concerns and beliefs	Customer concerns and beliefs can be defined as the broad views about the natural environment that customer hold which can influence their willingness to willingness to support activities and efforts related to environmental issues (Ahmad et al., 2018; Huang, 2016; Lee et al., 2014)	1. I tend to read labels to see if the products are environmentally safe 2. I tend to recycle bottles and/or cans and/or glass 3. I purchased products that were made and/or packaged in recycled materials 4. I purchased products in Packages that can be refilled 5. I would describe myself as an environmentally responsible person 6. I consider the potential environmental impact of my purchase when making many of my decisions (Shabbir et al., 2020; Nekmahmud & Fekete-Farkas, 2020)
Green brand knowledge	Green Brand Knowledge is an association link of a certain brand that takes commitments and concernss towards the environment from the customer-specific knowledge. Green Brand Knowledge is providing much information about the brand's uniqueness, attributes, and benefits to the environment as well as to the community (Mohd Suki, 2016; Zhou et al., 2021)	1. This brand's products have a good quality 2. I know that this brand's products are made of recyclable materials 3. I know that this brand produces environmentally friendly products 4. This brand has a great environmental performance 5. I have heard about this brand 6. This brand is the first to come to mind when talking about environmentally friendly products and performance 7. I'm aware of this brand because of their environmental commitment 8. This brand can be associated with protecting the environment Awareness of the brand's environmental commitments 9. This brand has a good reputation as a company that provides environmentally friendly products (Huang et al., 2014; Mohd Suki, 2016)
Consumer purchase intentions	Consumer Purchase Intention is the willingness of the customer to purchase products that is safer and less harmful to the environment (Mohd Suki, 2016).	1. I intend to buy this brand's products because of their environmental concern 2. I expect to purchase this brand's products in the future because of its environmental benefits 3. I'm Willing to buy the products from this brand due to their environmental performance 4. Overall, I am glad to purchase green product because it is environmentally friendly (Chen & Chang, 2012; Mohd Suki, 2016)

Structural model estimation

After CFA analysis on exogenous and endogenous variables resulted in good results, a structural equation model was developed. The study's structure model is shown in Figure 2. Moreover, all of the model fit indices' scores and threshold values can be seen in Table 4. Most indices are within

Table 2.
Characteristics of the respondents

Variable	Frequency	Percentage	Variable	Frequency	Percentage
Gender			*Occupation*		
Male	79	41.1	Student	65	33.9
Female	113	58.9	Entrepreneur	27	14.1
			Civil Servant	14	7.3
Age			Private Employee	74	38.5
17 – 30	123	64.1	Unemployed	3	1.6
31 – 45	54	28.1	Others	9	4.7
46 – 60	12	6.3			
Over 60	3	1.6	*Marital Status*		
			Single	111	57.8
Education Level			Married	81	42.2
Elementary	1	0.5			
Junior High	2	1.0	*Income Level*		
Senior High	77	40.1	< Rp 5.000.000	78	40.6
Diploma	19	9.9	Rp 5.000.000 – Rp 10.000.000	69	35.9
Bachelor	88	45.8	> Rp 10.000.000	45	23.4
Master	4	2.1			
Profession	1	0.5			

the acceptable range, yet GFI (0.882) and AGFI (0.858) are below the threshold, which is declared a marginal fit. It means that the overall model fitness can be considered as good.

The estimated parameter value of the standardized regression weight coefficient, in Table 5, between green marketing and green brand knowledge is obtained at the value of 3.286. The test of the relationship between the two variables shows a probability value of 0.001 (p <0.05). It means that H1 is supported because there is a significant relationship between green marketing and green brand knowledge. While the estimated value of 0.218 indicates that green marketing has a significant positive effect on customer green brand knowledge. Therefore, the higher customer apprehension of green marketing practices applied by the brand will lead to better green brand knowledge.

The estimated parameter value of the standardized regression weight coefficient between green marketing and customer concerns and beliefs is obtained at 5.362. The test of the relationship between the two variables shows a probability value 0.000 (p <0.05). It means that H2 is supported because of a significant relationship between green marketing and customer concerns and beliefs. While the estimated value of 0.421 indicates that green marketing has a significant positive effect on customer concerns and beliefs. Therefore,

the higher the ability of customers to understand green marketing will improve their concerns and beliefs.

The estimated standardized regression weight coefficient parameter between customer concerns and beliefs and green brand knowledge is 5.303. The test of the relationship between the two variables shows a probability value of 0.000 (p <0.05). It means that H3 is supported because there is a significant relationship between customer concerns and beliefs and green brand knowledge. While the estimated value of 0.399 indicates that customer concerns and beliefs have a significant positive effect on green brand knowledge. Therefore, high customer concerns and beliefs about the environment will increase green brand knowledge.

The estimated parameter value of the standardized regression weight coefficient between green brand knowledge and customer purchase intention is obtained at 6.535. The test of the relationship between the two variables shows a probability value of 0.000 (p <0.05). It means that H4 is supported because there is a significant relationship between green brand knowledge and customer purchase intention. While the estimated value of 0.612 indicates that green brand knowledge has a significant positive effect on customer purchase intention. Therefore, if customers have a high green brand knowledge, it will

Table 3.
Validity and reliability

Construct and measurement items	Standardized loadings	CR	AVE
Green marketing			
Green marketing affects my purchasing intention of products in general	0.884		
Green marketing affects my purchasing intention for Unilever Products	0.882		
It's Important for Unilever to make known their green marketing policies to customers	0.705	0.904	0.612
I will not purchase products that are not green marketing oriented, unlike the products of Unilever	0.691		
I'm often seeing green advertising and/or campaign from Unilever	0.748		
Green advertising and/or campaign Unilever is helpful to increase my environmental awareness	0.76		
Customer concerns and beliefs			
I tend to read labels to see if the products are environmentally safe	0.773		
I tend to recycle bottles and/or cans and/or glass	0.747		
I tend to purchase products that were made and/or packaged in recycled materials	0.806	0.890	0.574
I tend to purchase products in Packages that can be refilled	0.668		
I would describe myself as an environmentally responsible person	0.761		
I consider the potential environmental impact of my purchase when making many of my decisions	0.783		
Green brand knowledge			
Unilever products have a good quality	0.761		
I know that Unilever products are made of recyclable materials	0.743		
I know that Unilever produce environmentally friendly products	0.773		
Unilever have a great environmental performance	0.821		
I've heard about Unilever brand	0.778		
Unilever is the first to come to mind when talking about environmentally friendly products and performance	0.799	0.940	0.636
I'm aware of Unilever because of their environmental commitment	0.863		
Unilever can be associated with protecting the environment	0.833		
Unilever has a good reputation as a company that provides environmentally friendly products	0.798		
Customer purchase intention			
I intend to buy Unilever products because of their environmental concerns	0.834		
I expect to purchase Unilever products in the future because of its environmental benefits	0.886		
I'm Willing to buy the products from Unilever due to their environmental performance	0.77	0.888	0.665
Overall, I am glad to have an intention to purchase green product because it is environmentally friendly	0.765		

improve and increase customer's intention to purchase the products.

The estimated parameter value of the standardized regression weight coefficient between customer concerns and beliefs and customer purchase intention is obtained at 2.293. The test of the relationship between the two variables shows a probability value of 0.022 (p <0.05). It means that H5 is supported because there is a significant relationship between customer concerns and beliefs and customer purchase intention. While the estimated value of 0.18 indicates that customer concerns and beliefs has a significant positive effect on customer purchase intention. Therefore, if customers have better concerns and beliefs towards the environment, it will improve and increase Customer's intention to purchase the products.

Table 4.
Structural equation model feasibility test results

Goodness of Fit Indices	Cut-off Value	Result	Evaluation
Chi-Square	309.326	296.881	Good Fit
Probability	≥ 0.05	0.125	Good Fit
Degree of Freedom (df)	-	270	Good Fit
CMIN/DF	≤ 2.0	1.100	Good Fit
GFI	≥ 0.90	0.882	Marginal Fit
AGFI	≥ 0.90	0.858	Marginal Fit
TLI	≥ 0.95	0.990	Good Fit
CFI	≥ 0.95	0.991	Good Fit
RMSEA	≤ 0.08	0.023	Good Fit

Table 5.
Regression weight structural equation model

			Estimate	S.E.	C.R.	P
Customer concerns and beliefs	<---	Green marketing	0.421	0.078	5.362	***
Green brand knowledge	<---	Green marketing	0.218	0.066	3.286	0.001
Green brand knowledge	<---	Customer concerns and beliefs	0.399	0.075	5.305	***
Consumer purchase intention	<---	Green brand knowledge	0.612	0.094	6.535	***
Consumer purchase intention	<---	Customer concerns and beliefs	0.18	0.079	2.293	0.022

CONCLUSION

This study aims to identify the impact of green marketing implementation on customers' intention to purchase products. This study develops a research framework of green purchase intentions to discuss further its relationships with green marketing, customer concern and beliefs, and green brand knowledge. In this case, the study was conducted in the FMCG sector, specifically on a brand of Unilever.

The empirical results of this study are consistent with the findings of the previous studies where green marketing significantly and positively affects customer purchase intention (Alharthey, 2019; Karunarathna et al., 2010; Tan et al., 2022). Overall, it can be concluded that there is a causality between green marketing and customer concerns and beliefs, as well as green brand knowledge (H1 and H2 are significant and positive). Thus, it shows that customers' comprehension of the brand's green marketing can improve their concerns and beliefs about the environment and their green brand knowledge. Similar to previous

studies that show customers' awareness of green marketing becomes the driver for them to improve their environmental concerns and beliefs (Amoako et al., 2020; Devi Juwaheer et al., 2012; P. Govender & J. Govender, 2016; Shabbir et al., 2020) and their willingness to learn about the brands (Chen & Chang, 2012; Siyal et al., 2021; Wu & Chen, 2014).

Customer concerns and beliefs about the environment have significantly affected green brand knowledge (H3 is supported). From that, it shows that the concerns and beliefs of customers towards the environment will enhance their willingness to learn about the green brand knowledge of brand. This finding is consistent with the previous studies from Huang et al. (2014), Kwong & Balaji (2016), Mohd Suki (2016), and Zhou et al. (2021). Therefore, great ecological concerns and beliefs will improve customers' desire to learn more about the green brand.

Furthermore, it has been found that there's a causality of customer purchase intention, customer concern and beliefs, and green brand knowledge (H4 and H5 are
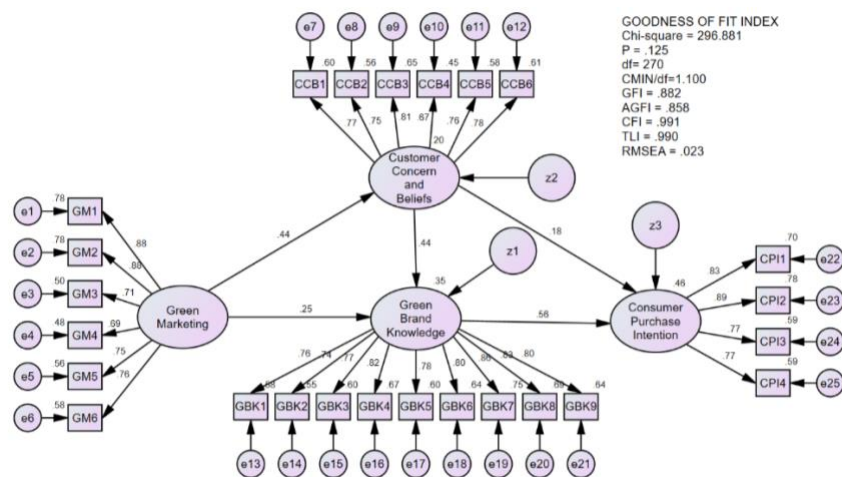
Figure 2.
Full structural model

positive and significant). Hence, it shows that customer purchase intention got affected by ecological concerns and beliefs of customers (Ahmad et al., 2018; Sayed et al., 2021; Siyal et al., 2021; Syadzwina & Astuti, 2021; Yue et al., 2020), as well as their green knowledge about the brand (Ali, 2021; Kang et al., 2013; Sayed et al., 2021; Siyal et al., 2021; Mohd Suki, 2016; Wang et al., 2019). Accordingly, customer purchase intention was driven by their ecological concern and beliefs and their knowledge about the brand, which affected their behaviour.

The findings also found that green marketing indirectly affects customer intention to purchase products. Based on that, it shows that green marketing affects customer purchase intention for products influenced by green brand knowledge and customer concern and beliefs. Thus, it shows the importance for a brand to respect customers' concerns and beliefs, as well as improve customers' willingness to learn about the brand to boost their intention to purchase products (Ahmad et al., 2018; Amoako et al., 2020; Siyal et al., 2021).

Above all, this study enriches the body of knowledge by proposing and testing a framework model that accounts for customer concerns and beliefs to comprehend customers' intention to purchase products from brands that implement green marketing. Consequently, we can affirm that customer concerns and beliefs, along with green brand knowledge, significantly enhance customers' intention to purchase products.

This study presents some managerial implications for companies and brands from a managerial point of view. To begin, Companies and brands should be aware that increasing customer concern and beliefs, as well as awareness of green brand knowledge, can improve the potential impact of green marketing on customers' purchase intentions.

Enhancing business activities to become more environmentally friendly might be important to improve customer purchase intention. It can vary from using safer ingredients, reducing the usage of plastics, using alternative fuels, making more reduction of carbon emissions, enhancing eco-labelling, and others. This will improve green marketing implementation and increase shared environmental values with customers, which will increase customers' ecological concern and beliefs and green brand knowledge.

Companies and brands should pay more attention to how they maximise their implementation of green marketing in their business activities to boost customer intention to purchase products. Enhancing green advertisements to introduce their product's uniqueness will enrich customers' green brand knowledge. Increasing campaigns to share environmental issues and protection will increase customers' concerns and beliefs since it shows the shared ecological values between brands and customers.

By aligning ecological values with customers, companies need to increase the reliable sources of information regarding

their brand and products since customers tend to seek more information about the brand that they believed in. Therefore, knowledge or information about the brand should be more accessible to customers to improve green brand knowledge. Lastly, it will be better to implement green marketing fully and consider customer concerns and beliefs and green brand knowledge as the supporting factors. Both will become a catalyst to increase customers' purchase intentions.

Limitations

In the research process, shortcomings and limitations are expected to be corrected in future research. The following are some of the limitations and shortcomings of this study, first this research was conducted in Indonesia, but most respondents live in big cities and Java Island, such as Jakarta, Surakarta, Tangerang, Semarang, Bandung, and several others. Therefore, they might not be enough to represent Indonesia due to the lack of respondents that live in small cities, districts, and outside Java Island. Second, this research was conducted only in the Fast-Moving Company Goods Industry and limited to one brand, which is Unilever. Therefore, the result of this study might not be generalized for other brands or it may result in a different outcome.

Future research

Because there are shortcomings and limitations in this study, for future research, there are several suggestions that can be considered, first, this research was conducted using a quantitative method, so it cannot explore deeply about consumer perceptions such as in qualitative research. Second, this study uses a sample that is domiciled in Indonesia only. Therefore, in future research, expanding the sampling area to international respondents can be considered. As well as increase the sample size and representation of the samples to describe the population more broadly. Last, this study recommended to continue or develop this research by looking for other variables that can influence purchasing decisions besides green marketing, customer concerns and beliefs, and green brand knowledge. For example customer

trust, customer loyalty, price, green product, customer advertising receptivity, and others.

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