JEMSI: Jurnal Ekonomi Manajemen Sistem Informasi
E-ISSN: 2686-5238
P-ISSN: 2686-4916
https://dinastirev.org/JEMSI dinasti.info@gmail.com +62 811 7404 455
DOI: https://doi.org/10.38035/jemsi.v6i6

How Green Marketing Builds Consumer Intention: A Study on the Mediating Role of Green Perceived Value and Green Trust in Organic Agricultural Product Purchases

Eriklex Donald[1], Muhamad Al Faruq Abdullah[2]
[1]Universitas Dian Nusantara, Jakarta, Indonesia, eriklex.donald@undira.ac.id
[2]Universitas Dian Nusantara, Jakarta, Indonesia, alfaruq@undira.ac.id

Corresponding Author: eriklex.donald@undira.ac.id[1]

Abstract: This study is titled "How Green Marketing Builds Consumer Intention: A Study on the Mediating Role of Green Perceived Value and Green Trust in Organic Agricultural Product Purchases." It aims to examine the influence of green marketing strategies on consumer purchase intention of organic agricultural products by considering the mediating roles of green perceived value and green trust. The study employs a quantitative approach using a survey method with 180 respondents who have purchased or considered purchasing organic products in modern traditional markets in Indonesia. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that green marketing has a positive and significant effect on green perceived value and green trust. Both mediating variables also have a significant influence on purchase intention. Furthermore, green perceived value and green trust significantly mediate the relationship between green marketing and purchase intention. The study concludes that effective green marketing strategies not only enhance consumer value perceptions and trust but also strengthen consumer purchase intention toward organic agricultural products. These findings contribute to the development of sustainable marketing strategies in the agribusiness and eco-based SME sectors.

Keyword: Green Marketing, Green Perceived Value, Green Trust, Purchase Intention, Organic Agricultural Products

INTRODUCTION

In recent years, the demand for environmentally friendly products has increased significantly, driven by rising consumer awareness of environmental sustainability. One of the prominent developments is the growing interest in organic agricultural products, which are cultivated without synthetic chemicals and are considered safer for health and the environment. Indonesia, as an agrarian country, has great potential in the organic agriculture sector, especially with the rise of middle-class consumers who are more selective in choosing products that align with their environmental and health values (Yaseen et al., 2023).

In this context, green marketing has become a key strategy adopted by companies to communicate their commitment to sustainability while attracting consumers who care about

ecological issues. Green marketing involves various elements such as eco-friendly product features, sustainable pricing, responsible distribution, and promotional messages that emphasize environmental awareness (Chen & Chang, 2013). However, the effectiveness of green marketing in shaping purchase intention is not solely determined by the marketing effort itself, but also by how consumers perceive the value and trustworthiness of such efforts.

Green perceived value reflects the consumer's overall assessment of the benefits of a green product compared to its cost, considering not only functional utility but also emotional and social values (Sangroya & Kumar, 2017). At the same time, green trust refers to the consumer's belief that the product or brand genuinely upholds its environmental claims, which is essential in avoiding the perception of greenwashing (Chen, 2010).

Previous studies have examined the individual effects of green marketing on purchase intention, but few have investigated the role of green perceived value and green trust as mediating variables, especially in the context of organic agricultural product purchases in modern-traditional market settings. Such markets are unique in combining traditional values with modern infrastructure, attracting a wide demographic of environmentally conscious consumers.

Therefore, this study aims to analyze how green marketing influences consumer purchase intention for organic agricultural products, with green perceived value and green trust as mediating variables. This research is expected to contribute theoretically by enriching the literature on green consumer behavior and practically by providing insights for marketers and policymakers in designing effective green marketing strategies. The theories that support this study include the Theory of Planned Behavior (Ajzen, 1991), green marketing theory (Polonsky, 1994), and consumer value theory. Based on the background above, the problem formulation in this study is:

How does green marketing influence purchase intention of organic agricultural products, and how do green perceived value and green trust mediate this relationship?

METHOD

This study adopts a quantitative research approach with a causal-explanatory design to examine the influence of green marketing on purchase intention through the mediating roles of green perceived value and green trust. The purpose of this approach is to test predetermined hypotheses and measure the strength of the relationships among variables using statistical analysis.

The population in this study consists of consumers who have purchased or are interested in purchasing organic agricultural products in modern traditional markets in urban areas in Indonesia, such as Jakarta, Bandung, and Surabaya. The selection of modern traditional markets as the research context is based on their unique position in blending conventional market culture with structured and semi-modern infrastructure, which often becomes a platform for promoting eco-friendly products. The sampling technique used is purposive sampling, with inclusion criteria as follows: (1) consumers aged 18 years and above, (2) have purchased or considered purchasing organic agricultural products, and (3) are aware of environmental claims communicated in green product promotions. The minimum sample size was determined using the rule of thumb by Hair et al. (2019), which recommends multiplying the number of indicators by 10 for SEM-PLS analysis. This study uses 17 indicators (4 for green marketing, 4 for green perceived value, 4 for green trust, and 5 for purchase intention), resulting in a minimum sample size of 170 (17 × 10). To enhance model stability and ensure sufficient statistical power, the study collected data from a total of 180 respondents.

Data were collected through an online survey using a structured questionnaire distributed via Google Forms. The distribution was carried out through various social media platforms and online communities that support sustainable consumption during the month of May 2025. The

research instrument consists of closed-ended statements measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The questionnaire items were adapted from prior validated instruments related to green marketing (Chen & Chang, 2013; Yaseen et al., 2023), green perceived value (Sangroya & Kumar, 2017; Li & Shan, 2025), green trust (Chen, 2010), and purchase intention (Ajzen, 1991; Yaseen et al., 2023).

To ensure theoretical and empirical consistency, each variable in this study is conceptually and operationally defined as follows:

1. Green Marketing (X) refers to environmentally oriented marketing strategies through product features, pricing, placement, and promotion. Measured by 4 indicators.
2. Green Perceived Value (M1) refers to consumer perceptions of the functional, emotional, social, and worth-based value of organic agricultural products. Measured by 4 indicators.
3. Green Trust (M2) represents consumers' confidence in the credibility, honesty, reliability, and environmental commitment of organic brands. Measured by 4 indicators.
4. Purchase Intention (Y) refers to a consumer's conscious plan and willingness to buy organic agricultural products. Measured by 5 indicators.

Table 1. Operational Definitions and Measurement of Variables

Variable	Type	Indicator	Item Statement (Questionnaire)	Scale	Source
Green Marketing (X)	Independent	Green Product	The organic products I encounter are free from harmful chemicals.	Likert 1–5	Chen & Chang (2013); Yaseen et al. (2023)
		Green Price	The price of organic products reflects the value and environmental benefits I receive.	Likert 1–5	
		Green Place	Organic products are easy to find at stores or modern traditional markets.	Likert 1–5	
		Green Promotion	The advertisements and promotions of organic products provide education about their environmental benefits.	Likert 1–5	
Green Perceived Value (M1)	Mediating	Functional Value	I believe organic products are healthier and of better quality.	Likert 1–5	Sangroya & Kumar (2017); Li & Shan (2025)
		Emotional Value	I feel satisfied and proud when purchasing organic products.	Likert 1–5	
		Social Value	Buying organic products reflects my concern for the environment.	Likert 1–5	
		Perceived Worth	I consider organic products worth the price for the benefits they offer.	Likert 1–5	
Green Trust (M2)	Mediating	Brand Credibility	I believe organic brands do not exaggerate their environmental claims.	Likert 1–5	Chen (2010); Yaseen et al. (2023)
		Brand Reliability	I trust that organic brands consistently maintain product quality.	Likert 1–5	

		Brand Honesty	I believe organic product labels and claims are truthful.	Likert 1–5	
		Environmental Commitment	I trust that organic producers are genuinely committed to environmental sustainability.	Likert 1–5	
Purchase Intention (Y)	Dependent	Behavioral Intention	I intend to purchase organic agricultural products in the near future.	Likert 1–5	Ajzen (1991); Yaseen et al. (2023)
		Willingness to Pay	I am willing to pay more for organic products compared to conventional ones.	Likert 1–5	
		Re-purchase Intention	I will continue to buy organic products if they are available.	Likert 1–5	
		Recommendation	I will recommend organic products to others.	Likert 1–5	
		Trial Behavior	I am interested in trying organic products that I have never purchased before.	Likert 1–5	

The research procedure consisted of three stages: instrument development and validation, data collection, and data analysis. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS software, a method suitable for predictive models involving mediation and complex constructs, particularly when using relatively small to medium sample sizes.

Ethical principles were upheld throughout the research. Participation was voluntary, with informed consent, and responses were kept confidential and used solely for academic purposes.

RESULT AND DISCUSSION

The data collected from 180 respondents were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software. The analysis was conducted in several stages, including measurement model evaluation and structural model testing.

1. Convergent Validity

The outer loading values were first assessed to ensure convergent validity. Two indicators were below the recommended threshold of 0.70, namely M2.4 (0.615) and Y.5 (0.648). These items were subsequently removed from the model. The revised model showed that all outer loading values exceeded 0.70, indicating acceptable convergent validity.

2. Construct Reliability and Validity

Construct reliability was tested using Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). The results are as follows:

Table 2. Construct Reliability

Construct	Cronbach's Alpha	Composite Reliability	AVE
Green Marketing (X)	0.919	0.942	0.804
Green Perceived Value (M1)	0.860	0.906	0.707
Green Trust (M2)	0.827	0.896	0.741
Purchase Intention (Y)	0.889	0.924	0.752

All values meet the minimum criteria (CR > 0.7; AVE > 0.5), indicating strong reliability and convergent validity of the constructs.

3. Discriminant Validity

Using the Fornell-Larcker Criterion, discriminant validity was confirmed. Each construct's AVE square root exceeded its correlation with other constructs, fulfilling the discriminant validity condition:

Table 3. Discriminant Validity

	Green Marketing	Green Perceived Value	Green Trust	Purchase Intention
Green Marketing	**0.896**			
Green Perceived Value	0.807	**0.841**		
Green Trust	0.622	0.748	**0.861**	
Purchase Intention	0.532	0.673	0.647	**0.867**

4. R Square (R^2)

R^2 reflects the level of variance explained by the predictors:

Table 4. R Square

Endogenous Variable	R^2 Value
Green Perceived Value (M1)	0.652
Green Trust (M2)	0.387
Purchase Intention (Y)	0.500

These values indicate moderate to substantial explanatory power (Hair et al., 2019).

5. Effect Size (f^2)

Effect size indicates the contribution of each exogenous variable to the R^2 value of an endogenous variable:

Table 5. Effect Size

Relationship	f^2 Value	Effect Size Interpretation
Green Marketing → Green Perceived Value	1.871	Very large
Green Marketing → Green Trust	0.633	Large
Green Marketing → Purchase Intention	0.162	Medium
Green Perceived Value → Purchase Intention	0.094	Small
Green Trust → Purchase Intention	0.000	Negligible to small

6. Predictive Relevance (Q^2)

Predictive relevance was assessed using the blindfolding method. All Q^2 values > 0, suggesting that the model has predictive accuracy:

Table 6. Predictive Relevance

Endogenous Variable	Q^2 Value
Green Perceived Value	0.454
Green Trust	0.277
Purchase Intention	0.363

7. Hypothesis Testing

The results of hypothesis testing are summarized as follows (Path Coefficients Table):

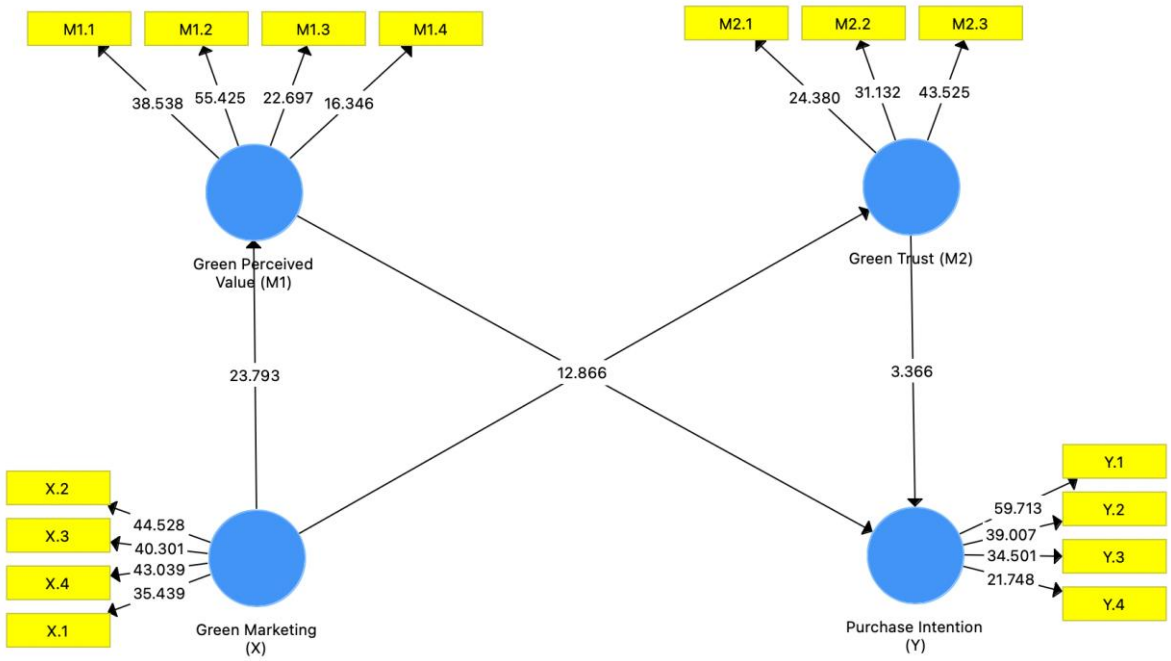

Figure 1. Hypothesis Testing

Direct Effects

Table 7. Direct Effects

Path	Original Sample (β)	T Statistics	P Value	Conclusion
Green Marketing → Green Perceived Value	0.807	23.793	0.000	Significant
Green Marketing → Green Trust	0.622	12.866	0.000	Significant
Green Perceived Value → Purchase Intention	0.429	4.364	0.000	Significant
Green Trust → Purchase Intention	0.326	3.366	0.001	Significant

Indirect (Mediating) Effects

Table 8. Indirect Effects

Indirect Path	β	T Statistics	P Value	Conclusion
Green Marketing → Green Perceived Value → Purchase Intention	0.346	4.067	0.000	Significant
Green Marketing → Green Trust → Purchase Intention	0.203	3.358	0.001	Significant

The results show that Green Perceived Value and Green Trust both significantly mediate the relationship between Green Marketing and Purchase Intention.

Discussion

The results of this study confirm the significant influence of green marketing on purchase intention of organic agricultural products, both directly and indirectly through the mediating roles of green perceived value and green trust. These findings support previous literature and provide deeper insight into how environmentally responsible marketing strategies shape consumer behavior in sustainable product contexts.

1. The Influence of Green Marketing on Green Perceived Value and Green Trust

Green marketing significantly affects green perceived value ($\beta = 0.807$, $p < 0.001$) and green trust ($\beta = 0.622$, $p < 0.001$). These findings reinforce the assertion by Chen and Chang

(2013) that when marketing activities highlight ecological benefits, consumers perceive more value in green products—both functionally and emotionally. Moreover, promotional efforts that emphasize authenticity and environmental commitment increase consumers' trust toward the brand (Chen, 2010; Yaseen et al., 2023).

The high R^2 value for green perceived value (0.652) and green trust (0.387) further supports that green marketing is a strong predictor of both constructs. This aligns with the argument that communication clarity, environmental labeling, and accessibility of green products positively shape consumer evaluations and brand confidence.

2. The Role of Green Perceived Value in Driving Purchase Intention

Green perceived value has a significant and positive influence on purchase intention ($\beta = 0.429$, $p < 0.001$). This finding confirms the theory of value-based decision-making, where consumers assess not only the price but also emotional and social values associated with sustainable consumption (Sangroya & Kumar, 2017; Li & Shan, 2025). The f^2 value (0.094) indicates a small but meaningful effect, and the R^2 for purchase intention (0.500) suggests that perceived value plays a substantial role in explaining consumer willingness to buy organic products.

These results underline the importance of positioning organic agricultural products not merely as healthy or safe, but as meaningful purchases that reflect lifestyle choices, moral values, and environmental contribution.

3. The Role of Green Trust in Driving Purchase Intention

Green trust also significantly influences purchase intention ($\beta = 0.326$, $p = 0.001$), showing that trust is a key determinant in green consumer behavior. This confirms prior research that consumer skepticism can hinder the success of green marketing unless companies can demonstrate credibility, honesty, and environmental commitment (Chen, 2010).

Despite a lower f^2 value (0.000–0.094), the significance of the trust–intention path remains strong, indicating that green trust, while a slightly weaker predictor than perceived value, is nonetheless essential in increasing intention to purchase, particularly in markets prone to greenwashing concerns.

4. The Mediating Effects of Green Perceived Value and Green Trust

Both green perceived value and green trust significantly mediate the relationship between green marketing and purchase intention:

1. Green Perceived Value: Indirect effect = 0.346, $t = 4.067$, $p < 0.001$
2. Green Trust: Indirect effect = 0.203, $t = 3.358$, $p = 0.001$

These results demonstrate that the effectiveness of green marketing is significantly enhanced when it successfully builds perceived value and trust in the minds of consumers. Without these mediators, the direct effect of green marketing on purchase intention would be less impactful. This provides empirical support for the Stimulus–Organism–Response (S–O–R) framework in green marketing research, where consumer cognition (value) and affect (trust) mediate the stimulus (green marketing) to response (purchase).

5. Managerial and Practical Implications

For marketers and practitioners in the organic product industry, these findings offer clear strategic directions:

1. Develop green product messages that emphasize value creation, such as health benefits, environmental impact, and social contribution.
2. Invest in transparent labeling, third-party certifications, and sustainable packaging to build trust.

3. Use education-based promotional strategies (e.g., storytelling, testimonials) to emotionally connect consumers with brand values.
4. Ensure product availability and reasonable pricing to increase perceived accessibility and credibility.

CONCLUSION

This study aimed to investigate the influence of green marketing on consumers' purchase intention of organic agricultural products, with green perceived value and green trust as mediating variables. Using a quantitative approach and analysis through PLS-SEM, the findings reveal several key conclusions.

First, green marketing has a significant and positive impact on both green perceived value and green trust. This highlights that marketing strategies emphasizing environmental benefits, product authenticity, and sustainable values are effective in shaping favorable consumer perceptions and strengthening brand credibility.

Second, green perceived value plays an important role in increasing purchase intention. Consumers are more likely to buy organic products when they perceive functional, emotional, and social value. Likewise, green trust significantly influences purchase intention, showing that belief in the brand's honesty, reliability, and environmental commitment is crucial in building consumer confidence.

Third, both green perceived value and green trust significantly mediate the relationship between green marketing and purchase intention. This confirms that green marketing is more effective when it is able to deliver real value and foster trust. These findings validate the Stimulus–Organism–Response (S-O-R) framework, emphasizing the importance of cognitive and emotional processes in translating marketing efforts into actual consumer behavior.

Overall, the study contributes to green marketing theory and provides practical guidance for businesses, especially in the organic agricultural sector, to design environmentally responsible and consumer-centered marketing strategies.

REFERENCE

Abdullah, M. A. F., & Perkasa, D. H. (2024, November). Understanding Indonesia's public photovoltaic solar power system adoption. In *AIP Conference Proceedings* (Vol. 3213, No. 1). AIP Publishing.

Abdullah, M. A. F., & Suhud, U. (2025). Green marketing strategies and consumer engagement: A theoretical perspective. *Greenation International Journal of Tourism and Management*, 3(2), 121–129.

Abdullah, M. A. F., & Tarmizi, A. (2024). The impact of the green marketing mix strategy on consumer purchasing decisions at KFC fast food restaurants. *Siber Journal of Advanced Multidisciplinary*, 2(1), 68–77.

Abdullah, M. A. F., Febrian, W. D., Perkasa, D. H., & Alhazami, L. (2024). Strategies for utilizing TikTok in small and medium enterprises' digital marketing. *Dinasti International Journal of Education Management & Social Science*, 6(1).

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Chen, Y.-S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319. https://doi.org/10.1007/s10551-009-0223-9

Chen, Y.-S., & Chang, C.-H. (2013). Greenwash and green trust: The mediation effects of green consumer confusion and green perceived risk. *Journal of Business Ethics*, 114(3), 489–500. https://doi.org/10.1007/s10551-012-1360-0

Doktoralina, C. M., Abdullah, M. A. F., Desty, W., & Febrian, D. (2025). Empowering coastal SMEs: A digital transformation model to enhance competitiveness and sustainability. *Quality-Access to Success*, 26(206).

Doktoralina, C. M., Abdullah, M. A. F., Febrian, W. D., Maulana, D., Prayogo, D. A., & Shukor, A. S. A. A. (2024). Islamic values in coastal SME education: A model for sustainable development. *TARBIYA: Journal of Education in Muslim Society*, 11(2), 105–114.

Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). SAGE Publications.

Li, M., & Shan, Y. (2025). The influence of green advertising on green purchase intention: The roles of green perceived value and green trust. *Frontiers in Sustainable Food Systems*, 9, 1515792. https://doi.org/10.3389/fsufs.2025.1515792

Puji Wahono, S. E., Handaru, A. W., Ilhamalimy, R. R., Sihotang, D. S., & Reztrianti, D. (2025). *Strategic marketing: Concepts, theories, and applications for studies in management*. PT KIMHSAFI ALUNG CIPTA.

Reztrianti, D., Abdullah, M. A. F., Juanna, A., Ferry, S., & Wibowo, W. (2025). Paid vs. organic in sustainability performance: Which approach delivers greater long-term value? *Applied Business and Administration Journal*, 4(02), 28–41.

Rizan, M., Nurranto, H., Sihotang, D. S., Abdullah, M. A. F., Hanny, R., Cholifah, F., ... & Reztrianti, D. (2025). *Manajemen pemasaran: Konsep, strategi dan implementasi*.

Sangroya, D., & Kumar, R. (2017). Green consumer behavior in an emerging economy: Antecedents of green purchase intentions. *Business Strategy & Development*, 1(1), 64–73. https://doi.org/10.1002/bsd2.12

Tarmizi, A., & Abdullah, M. A. F. (2024). Analysis of environmental awareness, knowledge, and income minimarket consumers on reducing the use of plastic shopping bags. *Jurnal Scientia*, 13(02), 1262–1270.

Tarmizi, A., & Abdullah, M. A. F. (2024). Determinants of green product purchase decisions. *Jurnal Scientia*, 13(02), 1271–1278.

Yaseen, S. G., Dajani, D., & Hasan, Y. S. (2023). Factors influencing green purchase intention: A mediation–moderation study. *Journal of Cleaner Production*, 397, 136636. https://doi.org/10.1016/j.jclepro.2023.136636