

THE INFLUENCE OF GREEN MARKETING MIX ON GREEN PURCHASE DECISION: THE MEDIATING ROLE OF GREEN BRAND IMAGE

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ABSTRACT

Nowadays, environmental issues encourage companies to start looking for marketing ideas that prioritize marketing campaigns to protect the environment, known as green marketing. This research aims to understand how green 4Ps marketing affects green purchasing decisions through the mediating role of green brand image towards the sustainable development goal of businesses. Quantitative method through surveying 310 green milk consumers in Ho Chi Minh City using a convenient survey questionnaire. The results indicate that a green marketing mix (green product, green price, green promotion, green place) has a positive effect on green brand image and green brand image has a positive effect on green purchasing decisions. Furthermore, green brand image plays a mediating role in green 4Ps marketing and green purchasing decisions. This finding is useful for marketers and manufacturers to determine green marketing strategies.

Ngày nay, vấn đề môi trường khuyến khích các công ty bắt đầu tìm kiếm giải pháp marketing, ý tưởng ưu tiên các chiến dịch marketing để bảo vệ môi trường, được gọi là marketing xanh. Nghiên cứu này nhằm mục đích hiểu marketing 4Ps xanh ảnh hưởng đến quyết định mua xanh thông qua vai trò trung gian của hình ảnh thương hiệu xanh hướng đến mục tiêu phát triển bền vững của doanh nghiệp. Phương pháp định lượng thông qua khảo sát 310 người tiêu dùng sữa thực vật tại TP.HCM bằng bảng câu hỏi điều tra theo phương pháp thuận tiện. Kết quả chỉ ra rằng hỗn hợp marketing xanh (sản phẩm xanh, giá xanh, truyền thông xanh, phân phối xanh) có ảnh hưởng tích cực đến hình ảnh thương hiệu xanh và hình ảnh thương hiệu xanh có tác động tích cực đến quyết định mua xanh. Hơn nữa, hình ảnh thương hiệu xanh đóng vai trò trung gian của marketing 4Ps xanh và quyết định mua xanh. Phát hiện này hữu ích cho nhà tiếp thị và sản xuất xác định chiến lược marketing xanh.

Keywords: Green marketing; Green brand image; Green purchase decision

1. INTRODUCTION

Green marketing is a novel concern revolving around how companies engage in sustaining environmental sustainability, which inevitably influences the corporate brand image as well (FuiYeng & Yazdanifard, 2015). Green consumers compel industries to pay heightened attention to the environment and potentially create environmentally friendly products (Sharma & Trivedi, 2016). Furthermore, companies are realizing the significance of green initiatives in marketing and developing suitable strategies to garner customer preference and competitive advantage (Schubert et al., 2010). As sustainable consumption continues to burgeon, driven by consumer environmentalism and societal ecological concerns, companies have concerted efforts towards providing environmentally friendly products and services to address environmental needs (Ishaq & Di Maria, 2019). Vietnam is no exception to this trend (De Koning et al., 2015). Consequently, there has been an elevation in consumer awareness regarding green marketing, prompting their responsiveness towards brands advocating environmental stewardship, particularly given that corporate environmental initiatives are often regarded as a component of a company's social responsibility (Olsen et al., 2014).

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The corporate image is influenced by a blend of green marketing comprising green products, green prices, green promotion, and green places (Sembiring, 2021; Suyoto et al., 2023; Shafira & Johan, 2022; Tirtayasa et al., 2021). A green product is a product manufactured using non-toxic materials, environmentally friendly processes, and certified by a recognized organization (Kumar & Ghodeswar, 2015). Green price refers to a specific price or fee that consumers must pay to acquire environmentally friendly products provided by an organization (Sohail, 2017). Green promotion reflects communication activities designed to inform stakeholders about a company's efforts, commitments, and achievements in environmental protection (Dahlstrom, 2011). According to Manongko (2018), green place is a product distribution strategy aimed at reducing the impact of transportation and distribution.

By implementing green marketing activities, the company's brand image will enhance, ultimately impacting consumers' purchasing decisions (Nguyen & Nguyen, 2018). Environmentally conscious companies certainly perceive green marketing as a strategic marketing opportunity applicable within business strategies, as it holds the potential to increase revenue and secure a competitive edge in the market (Aldoko et al., 2016). In today's fiercely competitive business landscape, enterprises are striving to build a strong and positive image in the minds of customers (Suyoto et al., 2023). Besides, Helmi et al. (2022) showed that brand image has the ability to significantly mediate the impact of green marketing on purchase decisions. Similarly, Helmi & Setyadi (2022) showed that indirect green marketing has a significant influence on purchasing decisions through brand image as an intermediate variable. Furthermore, Hadi et al. (2023) indicated that influences purchasing decisions mediated by brand image

This study aims to examine the green marketing 4Ps strategy to enhance the green brand image of businesses and lead to green purchasing decisions among Vietnamese consumers. Additionally, it explores the potential integration of a more environmentally friendly consumption model into modern lifestyles, given the increasingly diverse market with many environmentally protective

products. The research also contributes to outlining green marketing strategies, playing a significant role in achieving sustainable development goals in Vietnam. Furthermore, the study provides management suggestions to enhance the effectiveness of green marketing strategies while adjusting them to be more compatible with changes in consumer behavior, particularly the growing concern of consumers regarding environmental issues.

2. LITERATURE REVIEW

The positive influence of the green marketing mix on the green brand image has been extensively examined and supported by several scholars. Sembiring (2021) asserts that the components comprising the green marketing strategy, including green product, green price, green promotion, and green place, collectively contribute to fostering a favorable perception of the brand's environmental commitment. Besides, Suyoto et al. (2023) corroborate the notion by highlighting the inherent synergy between the elements of the green marketing mix and the resultant enhancement of the brand's eco-friendly image. Furthermore, Shafira & Johan (2022) accentuate the significance of aligning marketing strategies with environmental consciousness, underscoring the pivotal role of green marketing in shaping a positive brand image that resonates with environmentally conscious consumers. Similarly, in Tirtayasa et al. (2021), the green marketing mix positively influences green brand image.

The interplay between green marketing strategies, green brand image, and purchasing decisions has been a focal point of scholarly inquiry, yielding valuable insights into consumer behavior and environmental consciousness. Based on the research by Liana & Oktafani (2020) and Shafira & Johan (2022), green brand image has a positive impact on purchasing decisions. Furthermore, Genoveva & Samukti (2020), Hadi et al. (2023), and Dwipamurti et al. (2018) assert that the green marketing mix significantly influences green brand image directly, green brand image significantly affects purchasing decisions directly, and green marketing indirectly influences purchasing decisions through green brand image as an intermediate variable. In Vietnam, there is research

on how the 4Ps of green marketing influence green purchasing decisions (Van Duc Chi Vu & Nguyen Viet Bang, 2023). However, there is still a gap in the literature regarding the influence of the green marketing 4Ps strategy on green purchasing decisions through green brand image.

2.1. Green marketing and green marketing mix

Green marketing originates from the initial efforts of Lazer (1969), aimed at addressing social aspects in marketing related to finite environmental resources. It was developed to confront the social and environmental impacts of traditional marketing, focusing on the greening of various components of marketing strategies. Green marketing is not just a new trend but also a significant aspect that can play a crucial role in creating prosperity opportunities for society (Kumar & Ghodeswar, 2015). According to Polonsky (2008), green marketing is defined as any activity designed to generate and facilitate intentional exchanges, aimed at satisfying human needs or desires, under the condition that the satisfaction of these needs and desires occurs with minimal adverse impact on the natural environment. Another definition provided by Kalama (2007) identifies it as a comprehensive management process, responsible for identifying, anticipating, and meeting the demands of customers and society in a beneficial and sustainable manner. This definition is supported by Mahmoud (2018), who posits that green marketing encompasses all marketing activities conducted with environmental responsibility, meaning reducing negative impacts on the environment.

The 4Ps marketing mix was first introduced by McCarthy, with its constituent elements being product, price, place, and promotion (McCarthy, 1960). It was later further developed by Kotler, where the marketing mix was evolved to successfully penetrate the market with a product tailored to the needs and desires of customers, while also achieving a competitive position through the successful delivery of the component mix (Kotler & Armstrong, 2010). The green 4Ps are formed from green product, green price, green place, and green promotion components, constituting the green marketing

mix (Chen & Chai, 2010; Awan & Wamiq, 2016). The green marketing mix comprises tools and marketing elements that enable a firm to serve the target market and achieve organizational goals without harming the natural environment (Mukonza & Swarts, 2020).

2.2. Green brand image

Green brand image is defined as a collection of brand perceptions in the minds of consumers associated with commitments and concerns about the environment (Chen, 2010; Martinez, 2015). The green brand image meets consumers' environmental desires and minimizes arising issues (Khandelwal et al., 2019). Green brand image is highly significant for companies, especially concerning consumer environmental awareness and stringent international environmental protection requirements (Delafrooz & Goli, 2015).

2.3. Green purchase decision

Green purchasing decision is an expression of environmentally responsible shopping, where customers actively choose environmentally friendly products or services to minimize negative environmental impacts (Joshi & Rahman, 2015). This concept encompasses avoiding purchasing and using products/services with adverse environmental impacts (Chan, 2001). It involves consuming environmentally beneficial, useful, and quality products (Mostafa, 2007). This behavior represents the actions of individuals or organizations in using products from nature, purchasing and using products that have little to no impact on the environment (Halpenny, 2006).

2.4. The relationship between green marketing mix and green brand image

According to Fuller (1999), green marketing is defined as the process of planning, implementing, and controlling the development of products, pricing, communication, and distribution aimed at environmental protection. Ottman et al. (2006) argue that aspects of green marketing, by integrating the environment into all facets of marketing (green products, green communication, green pricing, green

distribution). The goal of green marketing is to improve the relationship between the industry and the environment, monitor the impact of the economy, and comply with government regulations on the environment. According to Wu & Chen (2014), green marketing encompasses all activities that companies design to meet human needs by reducing negative environmental impacts.

Brand image is the impression of a brand in the minds of consumers (Schiffman & Kanuk, 1997). Brand image is considered a primary and crucial factor in reflecting consumers' perceptions of the brand (Plumeyer et al., 2019). For green brands, green brand image refers to consumers' perceptions of a sustainable and environmentally friendly brand (Chen, 2010). Consumers tend to perceive higher quality and a greener brand image of a business when the business claims to offer environmentally friendly products (Ng et al., 2014).

Green products are described as both safe for consumer use and environmentally beneficial (Tsai et al., 2020). These products have opened new market opportunities and encouraged businesses to adopt environmentally responsible practices (Mukonza and Swarts, 2020). According to Agustini et al. (2021), green products should encompass the entire lifecycle, from design and material procurement through manufacturing, storage, distribution, and usage, to post-usage activities. It is an environmentally friendly product or service that does not harm the environment (Mahmoud et al., 2017). Tiwari et al. (2011) explain that in green product planning, consumption of resources and pollution is reduced while enhancing the conservation of scarce resources. Green products have indicators such as: consumer-safe materials, product antibacterial properties, and the use of materials from renewable sources (Rahman et al., 2017). The research results conducted by Sembiring (2021) demonstrated that the implementation of environmentally green products directly influences green brand image. This finding is corroborated by Suyoto et al. (2023), who explored how the integration of green products into a company's offerings not only appeals to environmentally aware consumers but also significantly improves

the brand's image as being responsible and sustainable. Furthermore, Tirtayasa et al. (2021) added to this body of evidence by showing that green products contribute to a positive green brand image through their appeal to consumers' increasing preference for sustainable and eco-friendly products. Additionally, actively engaging in public affairs and meeting corporate social responsibilities significantly enhances a firm's image among consumers and distinguishes it from its competitors (Tsai et al., 2020). Therefore, the hypothesis H1 is as follows:

H1: Green product has a positive impact on green brand image.

According to Fan & Zeng (2011), green price is the maximum price that consumers are willing to pay for environmentally friendly products. Green price relates to a specific price level within a company's policy concerning environmental considerations as set forth by company regulations and directives (Hashem & Al-Rifai, 2011). According to Agustini et al. (2021), price serves as an indicator of socially and environmentally responsible businesses, educating consumers about the value of paying a premium for green products. This approach not only supports sustainable practices but also enhances the brand's image by associating it with environmental and social responsibility. Sembiring (2021) found that consumers are more likely to perceive a brand as environmentally conscious when its products are priced to reflect the cost of sustainable business practices. Moreover, Suyoto et al. (2023) further supported this view by demonstrating that pricing strategies aligned with environmental sustainability can significantly enhance a brand's image. Besides, Tirtayasa et al. (2021) also echoed these findings, showing that green pricing not only affects consumer choices but actively contributes to a positive green brand image by reinforcing the brand's commitment to sustainability. In addition, Nguyen Viet Bang (2023) found that green prices positively impact green brand image. Hence, the next hypothesis is developed:

H2: Green price has a positive impact on green brand image.

Green promotion utilizes communication channels such as sales promotion, direct marketing, and video presentations by considering life on Earth (Sohail, 2017). Green promotion involves the use of communication tools such as advertising, public relations, promotions, direct marketing, videos, ..., focusing on people, the planet, and profits (Shil, 2012). The company's green communication activities aim to advocate for environmental issues by creating programs to portray the company as increasingly environmentally friendly and sustainable (Sembiring, 2021). Furthermore, Suyoto et al. (2023) provide further evidence that green communication practices have a direct and positive impact on a company's green brand image. Besides, Tirtayasa et al. (2021) reinforce this perspective by demonstrating that effective green communication not only raises awareness but also significantly enhances the public perception of the brand. In addition, Nguyen Viet Bang (2023) adds to this body of knowledge by confirming that green communication is a powerful tool for enhancing a brand's green image. Therefore, hypothesis H3 is as follows:

H3: Green promotion has a positive impact on green brand image.

Green place relates to the locations where products can be accessed or the process of distributing products (Suyoto et al., 2023). Green place involves managing post-sales activities to reduce emissions from transportation activities, thus fundamentally aiming to reduce carbon emissions (Shil, 2012). Sembiring (2021) provides a foundation for understanding how green distribution strategies, contribute significantly to enhancing a brand's environmental image. Furthermore, Suyoto et al. (2023) offer empirical evidence that green distribution initiatives are integral to a brand's image as environmentally responsible. Besides, Tirtayasa et al. (2021) illustrate that green place has a direct positive impact on a brand's green image. In addition, Nguyen Viet Bang (2023) found that green distribution practices can gain

a competitive edge by aligning with the values of environmentally conscious consumers, thus significantly boosting their green brand image. Hence, the next hypothesis is developed:

H4: Green place has a positive impact on green brand image.

2.5. The relationship between green brand image and green purchase decision

According to Joshi & Rahman (2015), green purchasing decision is a complex form of social behavior for green products stemming from an ethical decision-making process. Green purchasing behavior refers to consuming products that are environmentally friendly, recyclable, or meet ecological concerns (Mostafa, 2007). Green brand image is a positively influential factor on consumers' green purchasing decisions (Hadi et al., 2023). Furthermore, Shafira & Johan (2022) demonstrated that the perceived environmental efforts of a brand, significantly enhance the brand's appeal to consumers who prioritize environmental impacts in their purchasing decisions. Besides, Liana & Oktafani (2020) indicates that emotional engagement plays a pivotal role in purchasing decisions, where consumers feel a sense of pride and responsibility in choosing green products from brands that are perceived as environmentally friendly. In addition, Genoveva & Samukti (2020) argue that trust in a brand's environmental claims leads to increased consumer confidence in the brand, which is directly related to their willingness to purchase green products. Therefore, hypothesis H5 is as follows:

H5: Green brand image has a positive impact on green purchasing decisions.

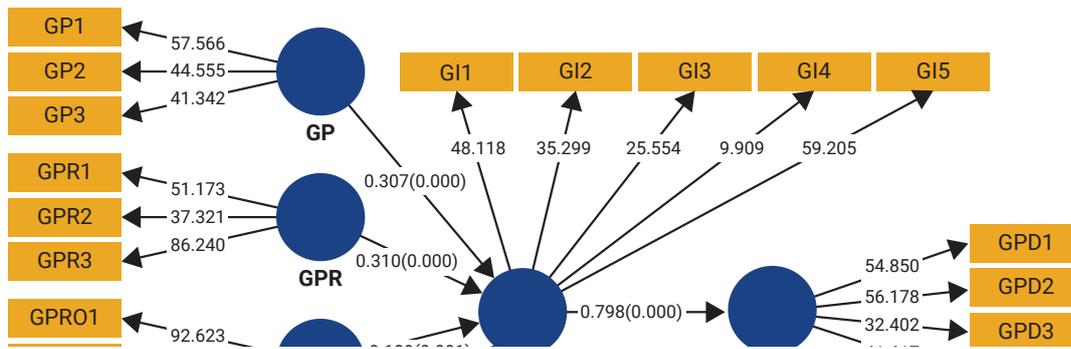


Figure 1: The conceptual model

3. RESEARCH DESIGN

3.1. Research scale

The questionnaire was developed based on the English version collected from previous studies, which was then translated into Vietnamese. Subsequently, the questionnaire was tested through interviews with a group of 10 individuals who are active participants in green consumption activities and experts in the field of marketing. The aim of these interviews was to adjust the scale to ensure its reliability and relevance to the actual context of the study. The survey questions were divided into two main parts: (1) a detailed description of the personal characteristics of the survey participants and (2) a detailed description of the research concepts.

3.2. Sample and Sampling Method

All variables measured were based on a five-point Likert scale, from 1 – completely disagree to 5 – totally agree. Quantitative research was conducted through a survey of the consumers using green milk in Ho Chi Minh City. A convenience sample was chosen for the study design. Ensuring confidentiality and anonymity, survey participants were informed about the private nature of the study. Interviewers were instructed not to interview more than five consumers from the same store to avoid cross-individual influence. The data collection process lasted for about 4 months (from 07/2023 to 10/2023). 400 survey sheets were distributed, and 310 sheets were used for data analysis with 77.5% recorded. The majority gender of the survey respondents was female, accounting for 53.5%. The age group 26-35 accounted for the majority of the respondents (54.5%). The majority were single (56.1%). The majority of respondents had university degrees (67.7%). In terms of Income, the majority is 8-12 million (33.9%).

3.3. Data analysis

The data analysis was carried out in two main steps, the measurement model assessment and the structural model assessment. The quality of the measurement model was verified by evaluating the composite reliability, convergent validity, and discriminant validity of the constructs. The structural model's robustness was assessed using several key criteria included SRMR, VIF, Q2, and R2. These evaluation methods were conducted using SmartPLS 3 software. (Hair et al, 2019)

4. RESULTS AND DISCUSSION

4.1. Characteristics of the research sample

The sample consisted of 310 respondents who are current or past users of green milk products in Ho Chi Minh City. The characteristics of the sample are presented in Table 1.

Table 1. Characteristics of the research sample

Measure	Items	Frequency	Percent (%)
Gender	Male	144	46.5
	Female	166	53.5
Marital status	Single	174	56.1
	Married	136	43.9
Age	18-25 years	59	19.0
	26-35 years	169	54.5
	35-50 years	78	25.2
	Over 50 years	4	1.3
Education	Intermediate/College	18	5.8
	University	210	67.7
	Postgraduate	82	26.5
Occupation	Student	28	9.0
	Employee	180	58.1
	Manager	102	32.9
Income	Under 8 million	36	11.6
	8-12 million	105	33.9
	Over 12-20 million	87	28.1
	Over 20 million	82	26.5
Use of green milk	Used	126	40.6
	Using	184	59.4

Source: Result of data analysis

4.2. Scale reliability analysis

4.2.1. Results of scale reliability and convergent validity

The reliability test results of the scale are presented in Table 2, indicating that the measurement reliability is $CR = 0.902 - 0.921$. The internal consistency reliability among the scales is demonstrated using Cronbach's Alpha > 0.6 , achieving reliability/internal consistency among the scales. Convergence validity is measured using Factor loading and AVE. Factor loading = $0.591 - 0.918$. AVE = $0.652 - 0.776$ (Hair et al., 2010). Convergence values are achieved.

Table 2. Results of scale reliability analysis

Constructs	Loading	Alpha	CR	AVE
Green Product GP. Mean(SD) = 4,279(0,742) (Kumar & Ghodeswar, 2015)				
GP1: I am willing to buy products with no harmful materials	0,911	0,843	0,905	0,762
GP2: I prefer purchasing products with biodegradable packaging	0,855			
GP3: I would be willing to buy products that are recyclable	0,852			
Green price GPR. Mean(SD) = 4,009(0,864) (Hossain & Khan, 2018)				
GPR1: I am willing to pay more to purchase higher quality products.	0,888	0,855	0,912	0,776
GPR2: I might agree to pay a fee for companies to package products in an environmentally friendly way	0,839			
GPR3: I am willing to spend money to buy products that are less harmful	0,914			
Green promotion GPRO. Mean(SD) = 3,598(0,977) (Hashem & Al-Rifai, 2011)				
GPRO1: I know about green products through the media channels	0,918	0,838	0,903	0,757
GPRO2: I come across green products at booths in exhibitions	0,863			
GPRO3: I learn about green products through supermarket promotional programs	0,826			
Green place GPL. Mean(SD) = 3,636(0,972) (Achola & Were, 2018)				
GPL1: I am willing to buy products sold at environmentally friendly retailers	0,613	0,870	0,908	0,667
GPL2: I would be willing to purchase products that retailers are using reusable packaging	0,900			
GPL3: I can purchase green products through distribution channels	0,872			
GPL4: I am willing to buy products that retailers are using energy-saving measures	0,822			
GPL5: I would purchase green products at supermarkets that are particularly environmentally friendly	0,843			

Constructs	Loading	Alpha	CR	AVE
Green brand image GI. Mean(SD) = 4,032(0,866) (Chen, 2010)				
GI1: The brand is considered the best standard for environmental commitments	0,875	0,863	0,902	0,652
GI2: The brand is professionally reputed for environmental credibility	0,855			
GI3: The brand is successful in environmental efficiency	0,794			
GI4: The brand has been well established in environmental concern	0,591			
GI5: The brand is reliable in its promises regarding the environment	0,883			
Green purchasing decision GPD. Mean(SD) = 3,991(0,866) (Achola & Were, 2018)				
GPD1: I often purchase products considered environmentally safe	0,878	0,885	0,921	0,744
GPD2: I often purchase environmentally safe products	0,876			
GPD3: I often purchase products that use environmentally friendly packaging	0,837			
GPD4: I often purchase products that are not tested on animals	0,860			

Source: Result of data analysis

4.2.2. Results of discriminant validity

The discriminant validity is measured using the Fornell-Larcker criterion. The results presented in Table 3 show that all square roots of the Average Variance Extracted (AVE) values are higher than the correlation values between each construct and all other constructs (Fornell & Larcker, 1981). Discriminant validity is achieved.

Table 3. Results of discriminant validity

	GI	GP	GPD	GPL	GPR	GPRO
GI	0,807					
GP	0,601	0,873				
GPD	0,798	0,442	0,863			
GPL	0,687	0,454	0,647	0,817		
GPR	0,644	0,498	0,619	0,515	0,881	
GPRO	0,457	0,094	0,548	0,632	0,226	0,870

Source: Result of data analysis

4.3. Results of model test

The model and analysis of direct effects were conducted within an integrated framework, utilizing indices such as SRMR, VIF, Q^2 , and R^2 to assess model fit. The SRMR is 0.08, VIF values range from 1.328 to 2.982, Q^2 values are between 0.416 and 0.469, while R^2 values are 0.654 and 0.637. The results indicate that the model fits the research framework. Bootstrap analysis with a sample size of 5,000 reveals that all 05 impact coefficients are statistically significant (see Table 4, Figure 2), supporting H1 - H5. Furthermore, the results also indicate that green brand image plays an intermediary role between green marketing 4Ps and green purchase decisions (see Table 5).

Table 4. Results of hypotheses testing

Hypotheses	Path	Estimat	P Values	Results
H1	GP→GI	0,307	0,000	Supporting
H2	GPR→GI	0,310	0,000	Supporting
H3	GPRO→GI	0,189	0,001	Supporting
H4	GPL→GI	0,268	0,000	Supporting
H5	GI→GPD	0,798	0,000	Supporting

Source: Result of data analysis

Table 5. Results of the mediating role of green brand image

v	Estimate	P Values	Results
GP→GI→GPD	0,245	0,000	Supporting
GPR→GI→GPD	0,248	0,000	Supporting
GPRO→GI→GPD	0,151	0,001	Supporting
GPL→GI→GPD	0,214	0,000	Supporting

Source: Result of data analysis

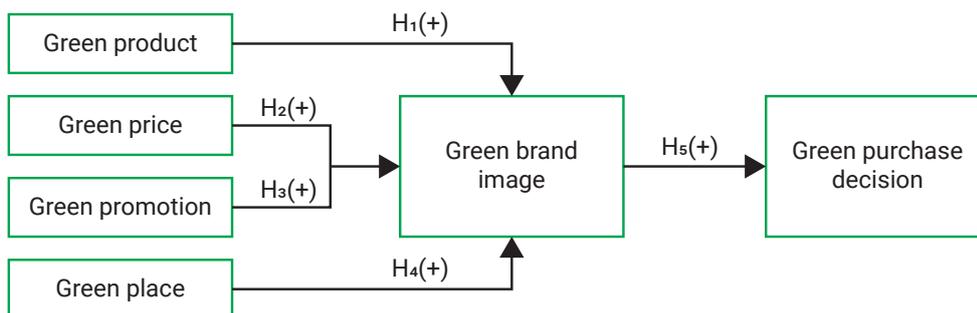


Figure 2. Results of the research model

4.4. Discussions

H1: GP will have a positive impact on GI - Data presented in table 4 indicate a statistically significant relationship between GP and GI with $\beta = 0.307$ ($p=0.000$) hypothesis H1 is supported. This result aligns with Sembiring (2021) found that GP plays a pivotal role in shaping GI. Besides, Suyoto et al. (2023) provide evidence supporting the positive impact of GP on the perception of GI. Moreover, Tirtayasa et al. (2021) contribute to this understanding by emphasizing the influence of GP on fostering a favorable GI. This affirms the hypothesis that GP positively affects GI.

H2: GPR will have a positive impact on GI - Data from this study, as presented in Table 4, demonstrate that the relationship between GPR and GI is statistically significant with $\beta = 0.310$ ($p=0.000$) hypothesis H2 is supported. Thus, the hypothesis that GPR significantly affects GI is accepted. This result is consistent with Sembiring (2021) showed that a significant relationship is observed between green pricing strategies and the cultivation of a positive GI. Likewise, Suyoto et al. (2023) provide empirical evidence suggesting that GPR aligned with environmental considerations contribute to the enhancement of GI perception. Furthermore, Tirtayasa et al. (2021) shed light on the pivotal role of GPR in shaping consumers' perceptions of GI.

H3: GPRO will have a positive impact on GI - Data displayed in Table 4 show a statistically significant relationship between GPRO and GI with $\beta = 0.189$ ($p=0.001$) hypothesis H3 is supported. This result aligns with Sembiring (2021) indicated that a significant relationship between GPRO strategies and the formation of a favorable GI. Besides, Suyoto et al. (2023) present empirical evidence suggesting that well-executed GPRO initiatives contribute positively to shaping consumers' perceptions of GI. Moreover, Tirtayasa et al. (2021) highlight the pivotal role of GPRO efforts in enhancing the overall image of brands. These collective findings substantiate the hypothesis that GPRO exerts a positive influence on GI.

H4: GPL will have a positive impact on GI - Data from this study, as presented in Table 4, reveal that the relationship between GPL and GI is statistically significant with $\beta = 0.268$ ($p=0.000$) hypothesis H4 is supported. Therefore, the hypothesis that GPL significantly affects GI is accepted. This result is consistent with Sembiring (2021) indicated that a notable correlation between green place and the establishment of a favorable green brand image. Similarly, Suyoto et al. (2023) provide empirical evidence suggesting that strategic green place efforts positively shape consumers' perceptions of GI. Furthermore, Tirtayasa et al. (2021) emphasize the significance of green place in reinforcing the image of brands. These collective insights confirm the hypothesis that green place positively influence green brand image.

H5: GI will have a positive impact on GPD - Data presented in Table 4 indicate a statistically significant relationship between GI and GPD with $\beta = 0.798$ ($p=0.000$) hypothesis H5 is supported. This result aligns with Hadi et al. (2023) provide compelling evidence suggesting a significant link between green brand image and consumers' green purchase decisions. Similarly, Shafira & Johan (2022) contribute empirical insights highlighting the influential role of green brand image in shaping consumers' environmentally conscious purchasing behaviors. Additionally, Liana & Oktafani (2020) present findings indicating that a positive perception of a brand's green influences consumers' decisions for green purchases. Furthermore, Genoveva & Samukti (2020) underscore the impact of green brand image on driving consumers towards environmentally friendly purchasing choices. These collective research endeavors substantiate the hypothesis that GI a positive influence on GPD.

Table 5 demonstrates that GI acts as a mediator between green 4Ps and green purchase decisions with statistically significant β values (0.245; 0.248; 0.151; 0.214). This is consistent with the research of Hadi et al. (2023).

5. CONCLUSIONS AND IMPLICATIONS

5.1. Conclusion

Consumers are increasingly concerned about green purchasing decisions as they recognize the depletion of natural resources and global environmental issues. Therefore, companies today are building green brand image and sustainability in the minds of customers. In Vietnam, there is research evaluating the impact of green 4Ps on green purchase decisions (Van Duc Chi Vu & Nguyen Viet Bang, 2023). However, there is no study on the influence of green marketing strategy 4Ps on green brand image and the green brand image acting as a mediator between green 4Ps marketing and green purchase decisions. Through a survey of 310 consumers in Ho Chi Minh City, the results provide important empirical evidence for managers and marketers to better understand green consumer behavior, the impact of green 4Ps activities on green brand image, and leading to green purchase.

5.2. Theoretical contribution

This research opens up a new scope in the discussion of green marketing by confirming that green 4Ps influence GI, consistent with previous studies by Sembiring (2021); Suyoto et al. (2023); Tirtayasa et al. (2021). Additionally, the study shows that GI positively affects GPD. This result reflects the specific context of the study in Vietnam and needs to be carefully considered when applied to other contexts. With the importance of sustainability in today's market, the research is a significant contribution to building green brand image through the implementation of green 4Ps marketing strategies.

5.3. Implications

5.3.1. Green product

Businesses need to make decisions and take actions related to products to protect and benefit the environment, thereby building a green brand image to promote green purchasing. The company's strategy should

focus on choosing environmentally friendly packaging and product branding. Additionally, the strategy may involve changing product design techniques, improving manufacturing processes, and developing new environmentally friendly products.

5.3.2. Green price

Firms determine product prices based on economic and environmental costs. Pricing strategies may include actions such as discounts for recycling packaging, and from a strategic perspective, companies may price products based on the overall cost from research to disposal to build a green brand image leading to green purchase decisions.

5.3.3. Green promotion

Firms should proactively use a variety of communication tools to communicate about their green products and services. This action aims to enhance the green brand image, contributing to stimulating and promoting green purchasing decisions from consumers.

5.3.4. Green place

To build and maintain a green brand image, businesses need to ensure that their product distribution channels do not have negative impacts on the environment. Moreover, committing to environmental protection through distribution activities can stimulate green purchasing decisions from consumers.

LIMITATIONS

Although providing significant contributions, this study has limitations. Firstly, despite being one of the first studies on green 4Ps and GI in Vietnam, the use of scales replicated from foreign studies creates disadvantages. Secondly, the research scope limitation focuses on green milk consumers in Ho Chi Minh City. Future research in other fields and countries may validate and generalize the results.

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