

The Effect of Green Brand Awareness and Green Brand Image on Sustainable Purchase Intention With Green Brand Trust as a Mediation Variable in Cake Products in Yogyakarta

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Abstract

This study aims to analyze the influence of green brand awareness, green brand image, and green brand trust on sustainable purchase intention among Cocoabutter Yogyakarta consumers. The research approach used is a quantitative approach. The population in this study are consumers who have never purchased but have received information. The sampling technique used a non-probability sampling method with a convenience sampling technique. The number of samples in this study was 281 respondents. The research data was obtained through online questionnaires using Google Forms with measurements using a 5-point Likert scale. The research data were analyzed using SmartPLS software version 4.1.1.8 with the Structural Equation Model (SEM) method. The results of the analysis show that green brand awareness has a positive and significant effect on green brand image, green brand awareness has a positive and significant effect on sustainable purchase intention, green brand awareness has a positive and significant effect on green brand trust, green brand image has a positive and significant effect on sustainable purchase intention, green brand image has a positive and significant effect on green brand trust, and green brand trust has a positive and significant effect on sustainable purchase intention among Cocoabutter Yogyakarta consumers.

INTRODUCTION

Increasing public awareness of environmental issues has driven changes in consumer behavior, leading to a shift in product choices that not only offer quality but also have a positive environmental impact. This has encouraged companies to implement green branding strategies as an effort to build positive consumer perceptions of a brand's environmental commitment. From a Customer-Based Brand Equity (CBBE) perspective, consumer perceptions of a brand can be shaped through brand awareness and brand image, which in turn influence consumer behavior in making purchasing decisions (Keller, 1993; Oliveira et al., 2023; Zheng *et al.*, 2025).

The development of the green branding concept has also begun to be implemented by Micro, Small, and Medium Enterprises (MSMEs), including in the culinary industry. One MSME implementing this practice is Cocoabutter Yogyakarta, which uses natural and local raw materials and uses more environmentally friendly paper and cardboard packaging. The implementation of these practices is expected to build awareness and a positive brand image in the minds of consumers. However, the success of a green branding strategy depends not only on the brand's recognition and positive perception, but also on the level of consumer trust in the brand's sustainability commitment (Maduretno & Junaedi, 2022; Nhuong & Truong, 2024).

Previous research indicates that green brand awareness, green brand image, and green brand trust are factors that can influence sustainable purchase intention. Tan et al., (2022) found that green brand awareness influences green brand image and green brand trust, Realino & Parera, (2025) showed that green brand image has a positive effect on sustainable purchase intention. Furthermore, Huo *et al.*, (2022) and Shafiq *et al.*, (2023) found that green brand trust plays a significant role in increasing sustainable purchase intention. However, research integrating the relationship between these four variables in the context of local culinary MSMEs is still relatively limited, particularly on cake products that implement the green branding concept.

Based on these conditions, this study is a modified replication of the research by Firdausy *et al.*, (2024) and Dewi *et al.*, (2022) through the development of constructs into the context of green branding. This study aims to analyze the influence of green brand awareness and green brand image on sustainable purchase intention with green brand trust as a mediating variable among consumers of Cocoabutter Yogyakarta cake products. The results of this study are expected to contribute to the development of the CBBE concept in the context of sustainability and provide input for MSMEs in designing sustainability-oriented brand strategies.

METHODS

This study used a quantitative approach to examine the influence of green brand awareness and green brand image on sustainable purchase intention through green brand trust as a mediating variable. This quantitative approach was chosen because the study focuses on empirically testing the relationship between variables using numerical data analyzed statistically (Guzik & Więckowska, 2023). The population in this study were consumers who had never made a purchase but had received information about Cocoabutter Yogyakarta cake products. The sampling technique used non-probability sampling with a convenience sampling method. Respondent criteria included individuals aged at least 17 years who were aware of Cocoabutter Yogyakarta products but had never made a purchase. The sample size used was 281 respondents, which met the minimum sample size requirements based on the number of indicators and research variables (Maroah & Ulfa, 2021).

The research data were obtained through an online questionnaire using Google Forms. The research instrument measured four main constructs: green brand awareness, green brand image, green brand trust, and sustainable purchase intention. All indicators were adapted from previous research that had been tested for validity and reliability. Variable measurement used a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The analysis stages included testing the measurement model (outer model) through convergent validity, discriminant validity, and construct reliability tests, as well as testing the structural model (inner model) to examine the relationships between variables and research hypotheses. Data processing was performed using SmartPLS software to obtain accurate and comprehensive test results.

RESULTS AND DISCUSSION

1. The Effect of Green Brand Awareness on Green Brand Image

The results of the first hypothesis test (H1) indicate that green brand awareness has a positive and significant effect on the green brand image of Cocoabutter Yogyakarta. This is indicated by a coefficient value of 0.780, a t-statistic of 27.876, which far exceeds the minimum threshold of 1.96, and a p-value of 0.000, which falls below the 0.05 significance level. Thus, the hypothesis that

green brand awareness has a positive effect on green brand image is accepted. This relatively large coefficient value indicates that consumer awareness of environmentally friendly brands plays a strong role in shaping the environmentally friendly brand image of Cocoabutter Yogyakarta. When consumers are able to recognize, remember, and understand Cocoabutter Yogyakarta's environmental commitment, they are more likely to form a positive perception of the brand as a cake product that cares about environmental sustainability. In other words, green brand awareness not only functions as a consumer's ability to recognize the brand but also plays a crucial role in building a positive brand image in the minds of consumers.

2. The Influence of Green Brand Awareness on Sustainable Purchase Intention

Based on the results of the second hypothesis test (H2), it is clear that green brand awareness has a positive and significant effect on sustainable purchase intention at Cocoabutter Yogyakarta. This is reflected in the coefficient value of 0.178, indicating a positive relationship. Furthermore, the t-statistic of 2.520 exceeds the critical threshold of 1.96 and is supported by a p-value of 0.012, which falls below the 0.05 significance level. Therefore, the hypothesis that green brand awareness has a positive effect on sustainable purchase intention is accepted. The high coefficient value indicates that green brand awareness contributes to increasing consumers' sustainable purchase intention towards Cocoabutter Yogyakarta products. In practice, the higher the level of consumer awareness of brands with environmental commitments, the greater the consumer's desire to purchase sustainable products. Information regarding the use of environmentally friendly materials, the company's commitment to sustainability, and the product's image as environmentally safe can shape positive consumer perceptions of Cocoabutter Yogyakarta products.

3. The Influence of Green Brand Awareness on Green Brand Trust

The results of the third hypothesis test (H3) indicate that green brand awareness has a positive and significant effect on green brand trust at Cocoabutter Yogyakarta. A coefficient value of 0.371 indicates that the higher the level of consumer awareness of environmentally friendly brands, the greater the consumer trust in Cocoabutter Yogyakarta. The t-statistic of 5.960, well above the 1.96 threshold, and the p-value of 0.000, which is less than 0.05, further confirm the statistical significance of this relationship. These findings indicate that consumer awareness of environmentally friendly brands plays a significant role in shaping consumer trust. When consumers know and understand Cocoabutter Yogyakarta's environmental commitments, such as the use of environmentally friendly materials and the company's commitment to sustainability, consumer trust in the brand will increase.

4. The Influence of Green Brand Image on Sustainable Purchase Intention

The results of the fourth hypothesis (H4) test indicate that green brand image has a positive and significant effect on sustainable purchase intention at Cocoabutter Yogyakarta. A coefficient value of 0.372 indicates that an increase in the image of an environmentally friendly brand will be followed by an increase in consumers' sustainable purchase intention. The t-statistic value of 5.282, which exceeds the 1.96 threshold, and the p-value of 0.000, which is below 0.05, indicate that the relationship is statistically significant. The large coefficient value indicates that green brand image plays a significant role in shaping consumers' sustainable purchase intention. In the context of environmentally friendly products, consumers tend to consider positive perceptions of a brand before deciding to purchase a product. When Cocoabutter Yogyakarta is perceived as a brand committed to sustainability and the use of environmentally friendly materials, consumers will be more motivated to purchase sustainable products.

5. The Influence of Green Brand Image on Green Brand Trust

The results of the fifth hypothesis test (H5) indicate that green brand image has a positive and significant effect on green brand trust at Cocoabutter Yogyakarta. The path coefficient value of 0.512, a t-statistic of 8.225, and a p-value of 0.000, indicate that the proposed hypothesis is accepted. The positive direction of the coefficient indicates that the better Cocoabutter Yogyakarta's eco-friendly brand image, the higher the level of consumer trust in the brand. In the context of eco-friendly products, brand image is a crucial factor influencing consumer confidence before making a purchase. Perceptions regarding the use of environmentally friendly materials, the company's commitment to sustainability, and positive consumer experiences with the product can create a favorable impression of the brand. This positive impression then contributes to building green brand trust among consumers.

6. The Effect of Green Brand Trust on Sustainable Purchase Intention

The results of the sixth hypothesis (H6) test, namely, green brand trust, were proven to have a positive and significant effect on sustainable purchase intention at Cocoabutter Yogyakarta. This is indicated by a coefficient value of 0.335, a t-statistic of 4.946, which is greater than 1.96, and a p-value of 0.000, which is below 0.05. Thus, the hypothesis that green brand trust has a positive effect on sustainable purchase intention is accepted. This positive coefficient indicates that the higher the level of consumer trust in environmentally friendly brands, the greater the consumer's desire to purchase sustainable products. In the context of environmentally friendly products, green brand trust arises when consumers feel confident that Cocoabutter Yogyakarta is truly committed to environmental sustainability, uses safe and environmentally friendly materials, and is able to provide product quality that meets consumer expectations.

CONCLUSION

The results showed that all proposed hypotheses were accepted. Green brand awareness was proven to have a positive and significant effect on green brand image, sustainable purchase intention, and green brand trust. Furthermore, green brand image also had a positive and significant effect on sustainable purchase intention and green brand trust, while green brand trust was proven to have a positive and significant effect on sustainable purchase intention. The findings of this study indicate that green brand awareness is the most influential factor in shaping the green brand image among Cocoabutter Yogyakarta consumers. The results indicate that the green branding strategy implemented by Cocoabutter Yogyakarta is able to increase sustainable purchase intention by enhancing brand awareness, brand image, and consumer trust in the company's sustainability commitments. Therefore, the company needs to strengthen communication regarding environmentally friendly practices, maintain product quality and the use of sustainable materials, and increase transparency of information regarding the company's environmental commitments. This research is still limited to the object of Cocoabutter Yogyakarta and the use of variables of green brand awareness, green brand image, green brand trust, and sustainable purchase intention, so that further research is recommended to expand the research object and add other variables that have the potential to influence consumers' sustainable purchasing behavior.

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