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Sustainability Branding and Green Marketing Toward Green Purchase Intention

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Abstract

Purpose: This study examines the influence of environmental concern, brand sustainability practice, and green marketing on green purchase intention in Indonesia, while assessing the moderating role of price among digital consumers.

Methodology/approach: A quantitative design using Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied to analyze data from 350 digital consumers. The measurement model fulfilled validity and reliability criteria (outer loadings > 0.70; AVE > 0.70). The structural model achieved an R^2 value of 0.394, indicating a moderate explanatory power.

Results/findings: Environmental concern ($\beta = 0.192$; $p < 0.001$), brand sustainability practice ($\beta = 0.221$; $p < 0.001$), and green marketing ($\beta = 0.159$; $p = 0.001$) positively influence green purchase intention. Price also shows a positive direct effect ($\beta = 0.139$; $p = 0.008$). All moderating interactions are significant, with the strongest effect found in Price × Green Marketing ($\beta = 0.384$; $p < 0.001$; $f^2 = 0.253$), suggesting that perceived price compatibility strengthens the effectiveness of green marketing messages.

Conclusion: Green purchase intention in Indonesia is driven by environmental concern, sustainable brand practices, and green marketing. Price does not hinder but instead reinforces these effects, indicating a consumer shift toward valuing sustainability despite premium pricing.

Limitations: The study uses self-reported, cross-sectional data from purposive sampling of digital consumers, limiting generalizability across demographic groups and longitudinal behavioral changes.

Contribution: This research provides an integrated model that highlights the combined effects of environmental concern, sustainability branding, and green marketing with price moderation, offering empirical insights relevant to green marketing strategies in emerging markets.

Keywords: Brand Sustainability Practice, Environmental Concern, Green Marketing, Green Purchase Intention, Price.

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1. Introduction

The issues of climate change and sustainability have become a growing global concern, with the majority of the public supporting stronger climate action (Guardian, 2025) (Risks, 2024). In Indonesia, interest in green consumption is growing, particularly among the younger generation, who are increasingly considering circular packaging and environmentally friendly products in their purchasing decisions (Ramadhanti et al., 2024) (Iqbal et al., 2024). Simultaneously, the perception of sustainability

in brand marketing practices has proven to enhance perceptions of quality, value, and purchase intention across various sectors, including fashion (M. Li et al., 2024a). Government initiatives, such as the National Roadmap and Action Plan for Circular Economy 2025–2045, further strengthen the direction of sustainable consumption and production (Monoarfa, 2025) (Asia, 2025).

Green marketing strategies, which encompass product, price, promotion, and distribution elements, have been empirically proven to influence consumer attitudes and purchase intentions (Wu & Lee, 2025) (Widyastuti et al., 2024) (Khomsin et al., 2023). However, price sensitivity remains an important issue, as some studies indicate that price can weaken the conversion of intention into actual purchase behavior (Nguyễn et al., 2025) (Liu et al., 2025) (Nuraini et al., 2025). In the Indonesian context, the dynamics of the e-commerce market, such as the integration of TikTok Shop with Tokopedia, demonstrate how policies and platform structures influence the pricing strategy of green products (Reuters 2024) (Dea 2025).

Although environmental awareness is increasing, doubts about social support for climate action may reduce the expression of green behavior (Carrington, 2025). Additionally, the gap between sustainability claims and actual practices generates consumer skepticism toward green messages, making brand credibility highly important (M. M. Li et al., 2024) (Khan & Hinterhuber, 2025) (Iqbal et al., 2024). Other studies have shown that environmental concern and green brand knowledge significantly influence green purchase intention in Indonesia (Vemas et al., 2024) (Dina & Kuswati, 2025) (Mulya & Kusumawardhani, 2023) (Purboyo & Firdaus, 2024) (Tamim & Lipe Akter, 2024; Vemas et al., 2024). However, most studies still focus on single variables, contexts from other countries (China, Vietnam, India), or fail to include price as an important moderator that could affect the effectiveness of green marketing strategies (Pardeshi et al., 2024) (D. D. Li, 2025) (Su & Li, 2024).

Therefore, a research gap emerges because there is no comprehensive model testing the simultaneous effects of environmental concern, brand sustainability practices, and green marketing on green purchase intention, with price as a moderator in the context of digital consumers in Indonesia. The novelty of this research lies in the integration of these three variables and the empirical analysis of how price strengthens or weakens these relationships, especially in the context of the increasing adoption of the circular economy and the dynamics of the national digital market (Widyastuti et al., 2024) (Reuters, 2024).

Based on this gap, this study aims to analyze the effect of environmental concern on green purchase intention, examine the effects of brand sustainability practices and green marketing on green purchase intention, and assess the moderating role of price in these three relationships within the context of digital consumers in Indonesia.

2. Literature Review and Hypothesis Development

2.1 Environmental Concern

2.1.1 Theoretical Concept

Environmental concern refers to an individual's level of concern about environmental issues and their impact on consumption behavior. In the theory of green consumer behavior, environmental concern is viewed as a psychological factor that shapes attitudes, preferences, and purchase intentions regarding sustainable products. Several behavioral models, including the Theory of Planned Behavior (TPB), assume that environmental concern can direct consumers toward more eco-friendly choices through the formation of attitudes, subjective norms, and perceived behavioral control (Lady et al., 2025).

2.1.2 Findings from Previous Research

Previous studies have shown that environmental concerns can directly or indirectly influence green purchase intentions. Riyanto and Pangaribuan (2025) found that the influence of environmental concern on green purchase intention was fully mediated by attitude, particularly among Gen Z users of green cosmetic products in Indonesia (Mirah & Martini, 2025). also showed that environmental concern has a positive impact on the intention to purchase products with eco-friendly packaging in a study that expanded the TPB. These empirical findings emphasize that environmental concerns are an important driver of sustainable product purchasing.

2.2 Brand Sustainability Practice

2.2.1 Theoretical Concept

Brand sustainability practices refer to the measurable efforts made by brands to demonstrate their commitment to sustainability, including eco-labeling, green advertising, environmentally friendly product innovation, environmental brand image, and consumer education. These practices are believed to enhance green brand credibility, trust, and perceived value, ultimately influencing purchase intentions (Mulya & Kusumawardhani, 2023).

2.2.2 Findings from Previous Research

Mulya and Kusumawardhani (2023) showed that green marketing enhances green brand knowledge and customer beliefs, which strengthens green purchase intentions. Through a systematic review, Adinugroho et al. (2025) identified that eco-labeling, green advertising, and sustainable innovation are key components of sustainable branding that impact purchase intention through increased brand trust and credibility. These results underscore the strategic role of brand sustainability in shaping green consumption behaviors.

2.3 Green Marketing

2.3.1 Theoretical Concept

Green marketing is a strategy that emphasizes the environmentally friendly attributes of products, price, promotion, and distribution. Components such as green products, green promotion, and green places are designed to increase perceptions of environmental value and influence consumer attitudes. In the context of TPB, green marketing forms attitudes and subjective norms through consistent sustainability information (Hidayat & Sananta, 2024).

2.3.2 Findings from Previous Research

Hidayat and Sananta (2024) found that green marketing influences attitudes and subjective norms but does not directly affect purchasing decisions. Sugiarti et al., (2025) showed that green marketing, combined with product knowledge and influencer endorsement, significantly affects green purchase intention. Global research has shown similar trends: green advertising can increase purchase intention, especially when reinforced by eco-branding and environmental knowledge (D. Li, 2025).

2.4 Price Sensitivity as a Moderator

2.4.1 Theoretical Concept

Price sensitivity, or price consciousness, refers to the level of attention consumers pay to prices in their purchasing decisions (Nurtjahjadi & Budianti, 2023). In the context of green products, price is often perceived as higher, which can weaken purchase intentions. As a moderating variable, price can either strengthen or weaken the relationship between psychological factors (attitude and concern) and purchase intention (Khalisatuz Zahro et al., 2025).

2.4.2 Findings from Previous Research

Research in Jakarta has shown that price sensitivity weakens the relationship between attitude and subjective norms as determinants of green purchase intentions (Khalisatuz Zahro et al., 2025). A study in Vietnam also found that price sensitivity can hinder the conversion of intention into actual purchase behavior (Nguyễn et al., 2025). In the context of green clothing, price consciousness moderates the relationship between environmental knowledge and sustainable behavior as determinants of purchase intention (Pardeshi et al., 2024). However, some studies in Indonesia have found that perceived price does not always moderate the relationship between green trust and purchase decisions, although it remains an important factor in value perception (Wulandari and Pratiwi, 2025).

2.5 Price as a Moderator in Green Purchase Behavior

In consumer behavior, price is not only a cost but also a signal of value and quality, according to perceived value theory and signaling theory. In the context of green products, price can be perceived as an indicator of sustainability credibility, thus potentially strengthening the influence of environmental concern, brand sustainability practices, and green marketing as determinants of purchase intentions. However, price sensitivity can weaken this relationship when consumers perceive the price as not being aligned with environmental benefits. Therefore, price functions as a conditional factor that can alter the strength of the relationship between key variables and green purchase intention.

Previous studies have shown that price sensitivity can weaken the relationship between attitude and subjective norms as determinants of green purchase intention (Khalisatuz Zahro et al., 2025) and hinder the conversion of intention into actual behavior (Nguyễn et al., 2025). In the sustainable fashion and cosmetics sectors, price consciousness has been found to act as a moderator influencing the effectiveness of psychological factors and behavior on purchase intention (Pardeshi et al., 2024). These findings underscore the relevance of price as a moderating variable in green consumption and form the basis for this study's examination.

2.6 Research Hypotheses

Direct Effects Hypotheses

Hypothesis 1: Environmental concern positively affects purchase intention.
Hypothesis 2: Brand sustainability practices positively affect green purchase intentions.
Hypothesis 3: Green marketing has a positive effect on green purchase intention.
Hypothesis 4: Price positively affects GPInt.

Moderation Hypotheses

Hypothesis 5: Price moderates the relationship between environmental concern and green purchase intention.
Hypothesis 6: Price moderates the relationship between brand sustainability practices and green purchase intention.
Hypothesis 7: Price moderates the relationship between green marketing and green purchase intention.

2.7 Conceptual Framework

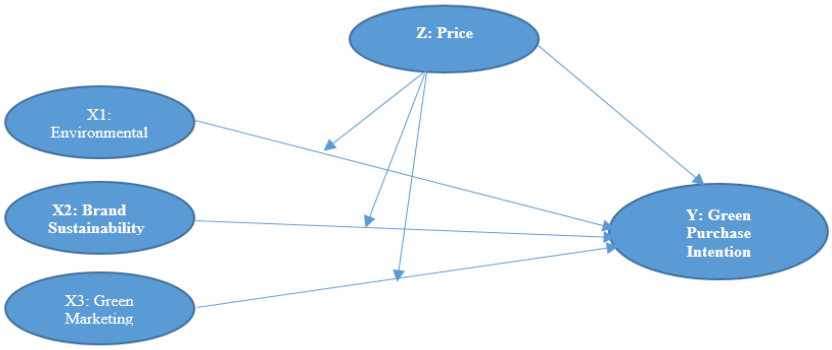

Figure 2.7 Conceptual Framework
Source: Research Hypotheses

3. Research Methodology

3.1 Research Design

Partial Least Squares structural equation modeling (PLS-SEM) was used in this research because this technique allows for the simultaneous analysis of relationships between constructs, including variables with complex moderation characteristics. It is also effective for predictive and complex modeling. PLS-SEM is suitable for data that are not fully normally distributed and for medium-sized samples (Islam & Ali Khan, 2024).

3.2 Location & Population

The research population comprised Indonesian digital consumers with prior experience purchasing environmentally friendly products. A purposive sampling technique was chosen because this research requires respondents with specific characteristics that support the research objectives. Scientifically, purposive sampling is appropriate when the variables under study (green marketing exposure, sustainability perception, and purchase intention) can only be analyzed in individuals with actual experience with green products (Amir et al., 2025).

Inclusion Criteria for Respondents

1. Residing in Indonesia.
2. Have purchased or consumed a sustainable product within the last six months.
3. Have shopped through digital/e-commerce platforms.
4. Aged ≥ 17 years (age at which consumers can make independent purchase decisions).
5. The questionnaire was completed fully and validly.

These criteria ensured that the respondents truly represented the target population, that is, digital consumers with exposure to green products.

3.3 Sampling Technique & Sample Size

Sampling was done using purposive sampling, targeting respondents with awareness and experience of green products (based on Likert scale and qualification filters). According to Hair et al. (Sugiyono, 2022), the minimum sample size for PLS-SEM analysis can be determined using the 10-times rule, which means that the sample size should be at least ten times the maximum number of structural paths leading to a construct in the model. Based on this guideline and considering the complexity of this research model, the minimum sample size was set to 200-300 respondents to ensure the statistical power and model reliability of PLS-SEM. This number is also in line with the common recommendations for SEM (≥100–300) and best practices in quantitative research.

3.4 Instrumentation & Data Collection

The instrument used was a closed-ended questionnaire developed based on recent literature to measure Variables X1 (Environmental Concern), X2 (Brand Sustainability Practice), X3 (Green Marketing), Y (Green Purchase Intention), and the moderating variable (Product Price). Each item used a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), as in TPB and green purchasing research designs (Wang et al. 2019). Additionally, demographic information is included to support multigroup analysis if needed (MBI/gender, generation, etc.) (Wang et al. 2019).

3.5 Operationalization of Research Variables

Table 3.5 Operationalization of Variables

Variable	Dimension/Indicator	Operational Definition	Source
X1: Environmental Concern	1) Awareness of environmental impact 2) Concern for choosing eco-friendly products 3) Attitude supporting sustainability 4) Daily environmental care behaviors	The level of consumer awareness and concern about environmental issues, influencing attitudes and intentions to purchase environmentally friendly products	Riyanto & Pangaribuan (2025); Lianita et al. (2024)
X2: Brand Sustainability Practice	1) Green brand knowledge 2) Customer concern and belief 3) Eco-labeling 4) Green advertising 5) Environmental brand image	The sustainability practices of a brand (labels, green advertising, credibility, consumer education) that can enhance trust and purchase intention	Mulya & Kusumawardhani (2023); Adinugroho et al. (2025)
X3: Green Marketing	1) Green product 2) Green promotion 3) Green place 4) Green price 5) Pengaruh endorsement/influencer	A marketing strategy that emphasizes eco-friendly attributes in products, promotion, distribution, and price, as well as the role of endorsements in reinforcing purchase intention	Hidayat & Sananta (2024); Sugiarti et al. (2023)
Y: Minat Beli Produk Ramah Lingkungan (Green Purchase Intention)	1) Keinginan mencoba produk hijau 2) Niat membeli di masa depan 3) Kesediaan merekomendasikan 4) Preferensi memilih produk hijau dibanding produk biasa	The consumer's inclination to purchase environmentally friendly products as a result of concern, brand practices, and green marketing	Disarikan dari teori TPB & penelitian konsumen hijau (2023–2025)
Moderasi: Harga Produk (Price Sensitivity / Price Consciousness)	1) Sensitivitas terhadap harga 2) Perbandingan harga dengan produk lain 3) Perasaan harga terlalu tinggi 4) Kesediaan membayar lebih untuk produk hijau	The consumer's perception of the price of eco-friendly products, whether considered too expensive or justified, which can strengthen or weaken the relationship between variables X and Y	Zahro et al. (2023); Wulandari & Pratiwi (2025)

Source: Literature Review

3.6 Data Analysis Techniques

Data analysis is conducted in two main stages using SmartPLS 4

3.6.1 Measurement Model Testing (Outer Model)

1. Reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR) (>0.7), and convergent validity (outer loading >0.7; AVE >0.5) (Adipa Gusti Permana et al., 2024) (Islam & Ali Khan, 2024b).
2. Discriminant Validity is tested using the Fornell–Larcker criterion and HTMT (<0.85)

3.6.2 Structural Model Testing (Inner Model)

1. R^2 was used to assess the variance explanation of Y.
2. f^2 (effect size) was used to determine the contribution of each construct.

3.6.3 Hypothesis Testing

Direct paths X1 → Y, X2 → Y, and X3 → Y were tested using bootstrapping (e.g., 5000–10,000 subsamples) to obtain t-statistics and p-values.

3.6.4 Moderation Test

The moderating role of Product Price was tested using the interaction term technique in SmartPLS 4. This step examines whether the price strengthens or weakens the relationship between X1/X2/X3 and Y.

4. Results and Discussion

4.1 Results

4.1.1 Descriptive Analysis of Respondents

4.1.1.1 Descriptive Analysis of Respondents by Gende

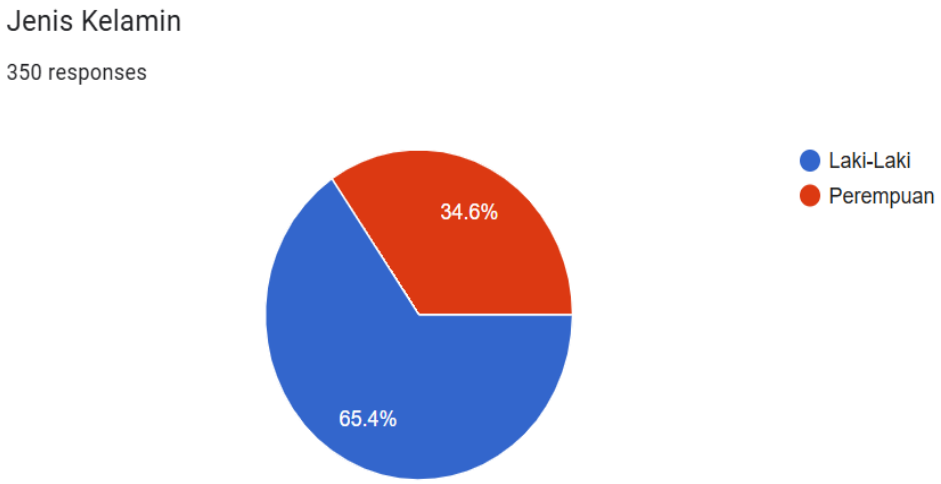

Figure 4.1.1 Diagram of Respondents by Gender
Source: Google Form

Of the 350 respondents, the majority were male (65.4 %), while females accounted for 34.6%. This indicates that the respondents in this study were predominantly men.

4.1.1.2 Descriptive Analysis of Respondents by Age

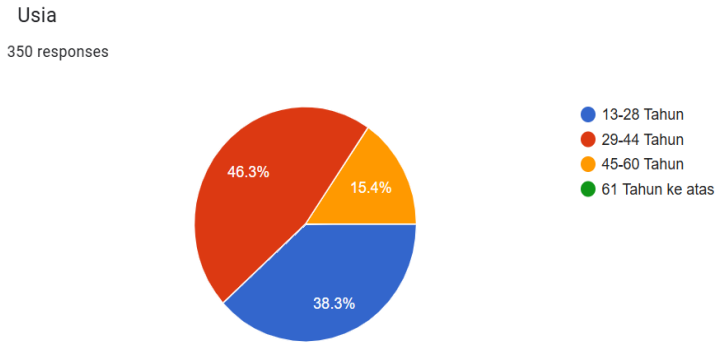

Figure 4.1.2 Diagram of Respondents by Age
Source: Google Form

4.1.2 Measurement Model Testing (Outer Model)

4.1.2.1 Outer Loading

To assess convergent validity, an outer loading analysis was performed on each indicator of the construct. High outer loading values indicate that the indicator is a good representation of a latent variable. The following are the outer loading results of this study.

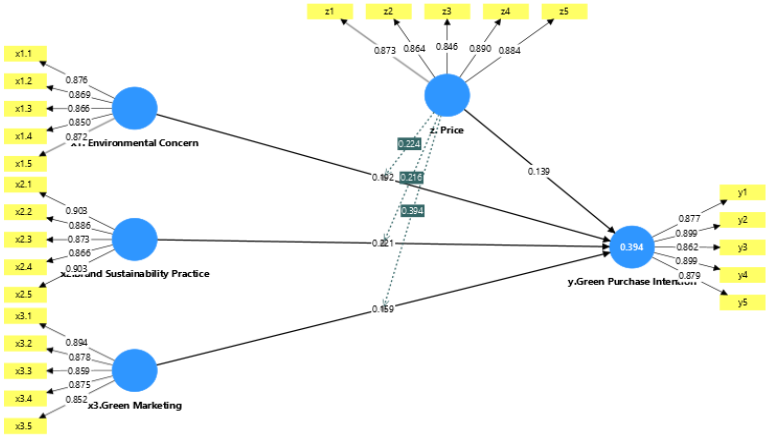

Figure 4.1.2.1 Outer Loading Diagram
Source: Data processed with SmartPLS

Table 4.1.2.1 Outer Loading

Indicator	Environmental Concern (X1)	Brand Sustainability Practice (X2)	Green Marketing (X3)	Green Purchase Intention (Y)	Price (Z)
x1.1	0.875	–	–	–	–
x1.2	0.869	–	–	–	–
x1.3	0.866	–	–	–	–
x1.4	0.850	–	–	–	–
x1.5	0.872	–	–	–	–
x2.1	–	0.903	–	–	–
x2.2	–	0.886	–	–	–

Indicator	Environmental Concern (X1)	Brand Sustainability Practice (X2)	Green Marketing (X3)	Green Purchase Intention (Y)	Price (Z)
x2.3	–	0.873	–	–	–
x2.4	–	0.866	–	–	–
x2.5	–	0.903	–	–	–
x3.1	–	–	0.894	–	–
x3.2	–	–	0.878	–	–
x3.3	–	–	0.859	–	–
x3.4	–	–	0.875	–	–
x3.5	–	–	0.852	–	–
y1	–	–	–	0.877	–
y2	–	–	–	0.889	–
y3	–	–	–	0.862	–
y4	–	–	–	0.899	–
y5	–	–	–	0.879	–
z1	–	–	–	–	0.873
z2	–	–	–	–	0.864
z3	–	–	–	–	0.846
z4	–	–	–	–	0.890
z5	–	–	–	–	0.884

Source: Data processed with SmartPLS

Based on the outer loading test results, all indicators had values above 0.70, which means they met the criteria for convergent validity (Hair et al., 2023). This indicates that each indicator effectively reflects its corresponding latent variable.

1. Environmental Concern (X1): indicators x1.1–x1.5 were valid with loadings between 0.850 and 0.875.
2. Brand Sustainability Practice (X2): indicators x2.1–x2.5 are very strong (0.866–0.903).
3. Green Marketing (X3): indicators x3.1–x3.5 are valid (0.852–0.894).
4. Green Purchase Intention (Y): indicators y1–y5 are valid (0.862–0.899).
5. Price (Z): Indicators z1–z5 are valid (0.846–0.890).

Thus, all constructs were reliable and valid at the measurement stage and could proceed to the structural model (inner model) testing..

4.1.2.2 Construct Reliability and Validity

To test construct reliability and validity, measurements were taken using Cronbach's Alpha, Composite Reliability (rho_a and rho_c), and Average Variance Extracted (AVE). The test results are presented in table below:

Table 4.1.2.2 Construct Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE
Environmental Concern (X1)	0.918	0.927	0.938	0.751
Brand Sustainability Practice (X2)	0.932	0.939	0.948	0.786
Green Marketing (X3)	0.921	0.929	0.941	0.703
Green Purchase Intention (Y)	0.930	0.938	0.947	0.780
Price (Z)	0.922	0.935	0.940	0.760

Source: Data processed with SmartPLS

Based on the test results:

1. Cronbach's alpha for all variables was > 0.7, indicating that the indicators for each construct were reliable.
2. The composite Reliability (rho_a & rho_c) for all constructs was > 0.7, confirming excellent internal reliability.
3. The Average Variance Extracted (AVE) for all constructs was > 0.5, indicating that convergent validity was met, as the indicators explained more than 50% of the variance in the constructs.

Therefore, all constructs (Environmental Concern, Brand Sustainability Practice, Green Marketing, Green Purchase Intention, and Price) are valid and reliable and can be used in structural model testing (inner model).

4.1.2.3 Discriminant Validity

The Heterotrait-Monotrait Ratio (HTMT) criterion was used to test discriminant validity. A construct is considered to have good discriminant validity if the HTMT value is < 0.85 (conservative) or < 0.90 (liberal). The HTMT test results are shown in table below:

Table 4.1.2.3 Discriminant Validity

Variable	X1. Environmental Concern	X2. Brand Sustainability Practice	X3. Green Marketing	Y. Green Purchase Intention	Z. Price
X1. Environmental Concern	–	0.043	0.046	0.225	0.065
X2. Brand Sustainability Practice	0.043	–	0.024	0.224	0.054
X3. Green Marketing	0.046	0.024	–	0.254	0.065
Y. Green Purchase Intention	0.225	0.224	0.254	–	0.174
Z. Price	0.065	0.054	0.065	0.174	–

Source: Data processed with SmartPLS

All HTMT values were < 0.90, with the majority far below 0.30. This shows that each construct (Environmental Concern, Brand Sustainability Practice, Green Marketing, Green Purchase Intention, and Price) has good discriminant validity, meaning that it measures distinct concepts. With discriminant validity met, the research model can proceed to the next stage: structural model testing (examining relationships between variables, R^2, f^2, and path coefficients).

4.1.3 Structural Model Testing (Inner Model)

4.1.3.1 R-Square

To assess the predictive capability of the structural model, the R-squared (R^2) value was used for endogenous variables. R^2 indicates the extent to which the variation in the dependent variable can be explained by the independent variables. The following is the R^2 test result for this study

Table 4.1.3.1 R-Square

Endogenous Variable	**R-Square**	**Adjusted R-Square**
Green Purchase Intention (Y)	0.394	0.382

Source: Data processed with SmartPLS

The R^2 value for Green Purchase Intention = 0.394 (39.4%). This means that the variables Environmental Concern, Brand Sustainability Practice, and Green Marketing (with Price as a moderator) explain 39.4% of the variation in Green Purchase Intention. The Adjusted R^2 = 0.382 confirms that this result has been controlled for the number of predictor variables, ensuring that the model remains stable. According to Hair et al.'s criteria, an R^2 of 0.39 is considered to be moderate. Therefore, the model in this study has good explanatory power for predicting consumers' intention to buy environmentally friendly products.

4.1.3.2 F-Square

The f-square (f^2) analysis was used to determine the contribution of each independent variable to the dependent variable. According to Cohen (1988), as cited in Hair et al. (2023), the interpretation criteria for f^2 are as follows:

1. 0.02 = small effect
2. 0.15 = medium effect
3. 0.35 = large effect

Tabel 4.1.3.2 F-Square

Hubungan Variable	**f^2**	**Category**
X1 → Y (Environmental Concern → Green Purchase Intention)	0.059	Small
X2 → Y (Brand Sustainability Practice → Green Purchase Intention)	0.089	Small
X3 → Y (Green Marketing → Green Purchase Intention)	0.040	Small
Z → Y (Price → Green Purchase Intention)	0.031	Small
Z × X2 → Y (Price × Brand Sustainability Practice → Green Purchase Intention)	0.063	Small
Z × X3 → Y (Price × Green Marketing → Green Purchase Intention)	0.253	Medium
Z × X1 → Y (Price × Environmental Concern → Green Purchase Intention)	0.078	Small

Source: Data processed with SmartPLS

Environmental Concern (X1), Brand Sustainability Practice (X2), Green Marketing (X3), and price (Z) have small effects on Green Purchase Intention. The interaction between Price and Green Marketing showed a medium effect (0.253), indicating that price plays a significant role as a moderator in strengthening or weakening the impact of green marketing on consumers' intention to buy environmentally friendly products. Overall, the contributions of the variables in the study are small individually but remain significant, as they complement each other in explaining green purchase intention.

4.1.3.3 Hypothesis Testing

Hypothesis testing was conducted by analyzing the path coefficients, showing the original sample values (β), t-statistics, and p-values. A hypothesis is considered significant if the t-value > 1.96 and p-value < 0.05 (Hair et al.).

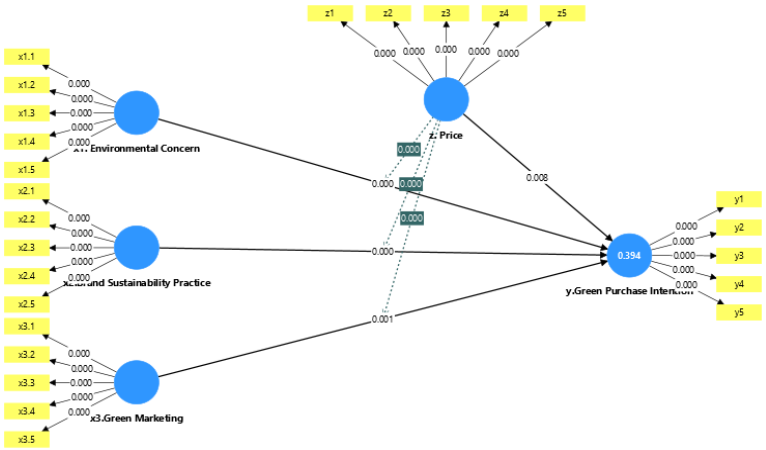

Figure 4.1.3.3 Path Coefficients
Source: Data processed with SmartPLS

Table 4.1.3.3 Path Coefficients

Variable Relationship	Coefficient (β)	T Statistic	P Value	Significance
X1 → Y (Environmental Concern → Green Purchase Intention)	0.192	4.563	0.000	Significant
X2 → Y (Brand Sustainability Practice → Green Purchase Intention)	0.221	5.411	0.000	Significant
X3 → Y (Green Marketing → Green Purchase Intention)	0.159	3.241	0.001	Significant
Z → Y (Price → Green Purchase Intention)	0.139	2.668	0.008	Significant
Z × X1 → Y (Price × Environmental Concern → Green Purchase Intention)	0.224	4.764	0.000	Significant
Z × X2 → Y (Price × Brand Sustainability Practice → Green Purchase Intention)	0.216	4.565	0.000	Significant
Z × X3 → Y (Price × Green Marketing → Green Purchase Intention)	0.384	7.637	0.000	Significant

Source: Data processed with SmartPLS

The study results indicate that environmental concern, brand sustainability practices, and green marketing have a positive and significant impact on Green Purchase Intention, meaning that as environmental concern, brand sustainability practices, and green marketing strategies increase, consumers' intention to buy environmentally friendly products also increases. The Price variable also has a positive and significant impact on green purchase intention. Interestingly, despite often being considered a barrier, price in this study actually strengthened consumers' decision to purchase green products because it was perceived as proportional to sustainability value. All interaction effects between price and the three main variables are significant, with the strongest effect being the Price × Green Marketing interaction ($\beta = 0.384$, $t = 7.637$, $p = 0.000$), indicating that the effectiveness of green marketing is strongly influenced by price perceptions. Overall, all hypotheses were accepted, confirming that price is not just a barrier but can also enhance the impact of green marketing strategies in encouraging consumers to purchase environmentally friendly products.

4.2 Discussion

The findings of this study show that environmental concern positively affects green purchase intention. This result aligns with the basic assumptions of the Theory of Planned Behavior (TPB), which places personal values and beliefs as determinants of attitudes and behavioral intentions. In the context of green consumption, environmental concerns lead to positive evaluations of eco-friendly products, thereby encouraging purchase intentions. These findings reinforce those of Vemas et al. (2024) and Dina and Kuswati (2025), who reported that environmental awareness is a strong factor in increasing preferences for green products in Indonesia. Therefore, this study not only supports the TPB but also broadens its relevance in the context of digital consumers, where exposure to environmental information is higher through online platforms.

The positive effect of brand sustainability practices on green purchase intention is consistent with Sustainability Branding Theory, which emphasizes that brand sustainability builds credibility, trust, and perceived value. This result also confirms the findings of Li et al. (2024a) in the fashion sector, who found that sustainability practices enhance perceptions of product quality and value. In the Indonesian context, where consumers are increasingly sensitive to greenwashing claims, this finding suggests that authentic sustainability practices have a significant impact on perceptions and purchase intentions. This study extends the literature by demonstrating that this effect remains consistent for digital consumers exposed to sustainability content through social media and e-commerce.

The positive effect of green marketing on green purchase intention reinforces the Green Marketing Framework, which asserts that the green marketing mix (product, price, promotion, and distribution) can improve attitudes toward environmentally friendly products. This finding is consistent with Wu and Lee (2025) and Widyastuti et al. (2024), who found that sustainability-based communication and marketing strategies increase buying intentions. In this study, the most likely mechanism is that credible green messaging enhances perceptions of environmental benefits and moral value, two factors that increase purchase intention in the TPB and green consumer behavior models. This study strengthens the argument that consistent, transparent, and evidence-based marketing strategies are more effective in influencing the purchase intentions of digital consumers.

The finding that price positively affects green purchase intention can be explained through perceived value and signaling theories, where a premium price is perceived as a signal of quality, safety, and sustainability credibility. This result shows that consumers are not always price-sensitive when it comes to green products; instead, they may view high prices as a representation of stronger environmental commitment. This finding differs from some studies that claim that price is a barrier (Nguyễn et al., 2025a), suggesting a shift in the value perception of Indonesian digital consumers. Therefore, this study makes a theoretical contribution by showing that price is not just a barrier but can serve as an authenticity signal in the context of green products.

The moderation analysis results show that price influences the strength of the relationship between environmental concern, brand sustainability practices, and green marketing on GPInt. This moderation effect is consistent with previous studies (Khalisatuz Zahro et al., 2025; Pardeshi et al., 2024), but with a stronger pattern in the relationship between brand sustainability practices and green marketing. This suggests that when consumers perceive price as a reflection of sustainability value, marketing strategies and brand image become more effective in driving purchase intentions. However, when the price is perceived as too high, the impact of concerns and marketing activities becomes weaker. This finding extends the theory of green consumer behavior by emphasizing that economic and moral values interact rather than exist independently. In other words, Indonesian consumers are increasingly evaluating green products based on both altruism and their utility and economic credibility.

5. Conclusion

5.1 Conclusion

This study aimed to analyze the impact of environmental concern, brand sustainability practices, and green marketing on green purchase intention, with price as a moderating variable, on digital consumers in Indonesia. The results showed that all the independent variables had a positive effect on green purchase intention. Environmental concern strengthens consumers' evaluation of green products, while brand sustainability practices and green marketing significantly influence purchase intention through increased credibility, value, and perceived quality of eco-friendly products. Price also positively influenced purchase intention, indicating that consumers view price as a signal of quality and sustainability authenticity.

Furthermore, price plays a role as a moderator that affects the relationship between the three main variables and green purchase intention. This moderation effect shows that economic and moral values work simultaneously to influence purchase intentions. When consumers perceive the price as fair for sustainability benefits, the influence of environmental concern, brand sustainability practices, and green marketing becomes more pronounced. This finding provides new insights by showing that price is not only a barrier but can also act as a value enhancer in green consumption contexts.

Theoretically, this study contributes to strengthening the application of the Theory of Planned Behavior (TPB), Sustainability Branding Theory, and the Green Marketing Framework in the context of digital consumers in Indonesia. This study expands the literature by showing that price not only acts as an external factor but also as a psychological factor that can alter the strength of the relationships between variables in the green consumer behavior model.

5.2 Suggestions

5.2.1 Theoretical Implications

1. This study emphasizes the need to include price as a moderator in green consumer behavior models, as the interaction between moral and economic values has been shown to be significant.
2. The findings extend the use of TPB by showing that environmental beliefs are more influential among digital consumers with a positive price perception.
3. This study enriches the literature on sustainability branding with empirical evidence that authentic sustainability practices remain effective, even for higher-priced products.
4. Future research could include other factors, such as green skepticism, perceived authenticity, and social norms, to enrich the predictive model of green purchase intention.

5.2.2 Practical Implications

For Marketing Practitioners

1. Companies should emphasize tangible evidence of sustainability practices (e.g., certifications, traceability, and emission data) to strengthen the perceived value of premium prices.
2. Green marketing strategies should focus on transparency and consumer education to minimize the perception of greenwashing.

3. Digital communications should highlight both environmental and functional benefits so that the product price is seen as justifiable (value-for-impact).
4. Brands can implement a tiered pricing strategy for premium green products of high quality, accompanied by education on their sustainability value.

For Policymakers

1. The government should expand fiscal incentives for green products and SMEs (e.g., tax deductions and subsidies for eco-friendly raw materials).
2. Regulations on environmental claims should be tightened to reduce the risk of green-washing and increase public trust.
3. Public education on sustainable consumption should be strengthened through national campaigns and integrated into digital literacy programmes.
4. Collaboration between the government, e-commerce platforms, and industry players is necessary to promote verified green labels on marketplaces

5.2.3 Suggestions for Future Research

1. Future research could expand to specific product contexts (e.g., food packaging, fashion, and personal care) to increase model specificity.
2. Mediating variables such as green trust or perceived green value can be included to understand psychological mechanisms more comprehensively.
3. Multi-group analysis (MGA) can be used to analyze differences in behavior across age groups, income, and education levels.
4. Future research could consider a mixed-methods approach to enrich both the conceptual and phenomenological understanding of green consumption behavior.

Limitations and Future Studies

This study had several limitations. First, data were collected through an online survey using purposive sampling, meaning that the results depend on the subjective perceptions of respondents and may not fully represent the entire digital consumer population in Indonesia. Second, this study only focuses on the variables of environmental concern, brand sustainability practices, green marketing, and price as moderators, without considering other psychological or social factors, such as green trust, environmental knowledge, or subjective norms, that could influence green purchase intention. Third, the research design was cross-sectional; therefore, it could not identify changes in consumer behavior over time. Future research should expand the sample to include consumers from various regions and socioeconomic backgrounds and consider longitudinal methods to explore the dynamics of green behavior change. Future studies could also include additional variables, such as green perceived value, brand trust, or environmental literacy, as mediators or moderators. Additionally, a comparative analysis across generations or product sectors (e.g., fashion, food, or electronics) could provide deeper insights into the factors affecting green purchase intentions in Indonesia.

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