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The Role of Green Marketing Orientation and Brand Social Responsibility in Enhancing Consumers' Intention to Purchase Environmentally Friendly Products

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Abstract

The primary objective of this study is to investigate the impact of Green Marketing Orientation (GMO) on Green Purchase Intention (GPI) and to assess the mediating roles of Brand Social Responsibility (BSR) and Green Customer Loyalty (GCL) in shaping consumers' intentions to purchase environmentally friendly products. The research involved 207 respondents aged 17 years and older who had previously purchased eco-friendly products. Participants were selected using a non-probability purposive sampling technique. Data were collected through structured questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 3.0. These findings underscore the importance of not only adopting green marketing strategies but also consistently implementing them through effective social responsibility programs, thereby fostering loyal, environmentally conscious customers. However, this study acknowledges certain limitations, particularly its focus on a single industry sector, which restricts the generalizability of the results. Therefore, future research is recommended to expand the respondent scope across diverse sectors and utilize a longitudinal approach to gain a deeper and more comprehensive understanding of the long-term effects of green marketing orientation on consumer behavior.

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Introduction

In recent years, the world has undergone significant changes, marked by a growing global ecological awareness and the emergence of climate crises as strategic issues that require attention from all sectors, including the business sector. This phenomenon has evolved beyond merely an environmental concern to become a key driver of economic and social transformation, influencing how companies operate, innovate, and engage with consumers. Reports from various international ecological organizations indicate that unsustainable business practices are among the primary contributors to ecosystem degradation and climate change. Consequently, there is an increasing demand for companies to actively participate in sustainability efforts through strategies that consider not only short-term profits but also long-term social and ecological impacts (Loucks, et al., 2021).

This transformation reflects a fundamental shift in how business performance is evaluated. Companies are now judged not merely by their financial outcomes but also by their efforts to promote environmental sustainability and social well-being. In this regard, the concept of Green Marketing Orientation (GMO) has emerged as a vital strategic framework to address these global expectations. As noted by A et al., (2017), GMO represents a managerial philosophy that embeds environmental principles into every aspect of marketing, including product design, pricing, promotion, and distribution. This orientation encourages firms to go beyond selling products by creating eco-friendly values that contribute to environmental preservation while simultaneously enhancing their brand image among consumers.

Green Marketing Orientation (GMO) represents more than a form of corporate social responsibility; it also serves as a differentiation strategy that creates a competitive advantage amid rising consumer environmental awareness. When companies consistently and transparently implement eco-friendly practices such as using recycled materials, improving energy efficiency, and reducing production waste, consumers tend to respond positively, feeling that their personal values align with the company's principles (E-issn, 2024).

Thus, implementing GMOs not only strengthens consumer trust but also builds a deeper emotional bond between the brand and its customers. This emotional connection ultimately contributes to an increase in Green Purchase Intention (GPI), which reflects consumers' intention to purchase environmentally friendly products as a sign of their support for sustainable business practices(E-issn, 2024).

Green Purchase Intention (GPI) reflects consumers' willingness and tendency to purchase environmentally friendly products and serves as an important predictor of sustainable consumption behavior. Previous studies have demonstrated that firms' Green Marketing Orientation (GMO) can positively influence consumers' GPI by communicating environmental values and strengthening perceptions of ecological responsibility. However, despite growing environmental awareness, consumers do not always translate their concerns into actual purchasing behavior, a phenomenon commonly referred to as the Green Gap. According to Nasution et al., (2026), this gap emerges primarily because consumers often doubt the credibility of firms' environmental claims and perceive green products as more expensive than conventional alternatives. These findings suggest that the effectiveness of GMO in stimulating GPI may depend on additional mechanisms that enhance consumer trust and commitment. In this regard, Green Consumer Loyalty (GCL) and Brand Social Responsibility (BSR) are proposed as important mediating factors. From a signaling perspective, socially responsible and environmentally committed brands send credible signals that reduce consumer skepticism, strengthen loyalty, and ultimately encourage green purchasing intentions. Therefore, this study extends previous GMO–GPI research by examining the mediating roles of GCL and BSR, offering a more comprehensive explanation of how green marketing initiatives influence consumers' purchase intentions.

To bridge this gap, companies must develop psychological and social mechanisms that foster trust and emotional attachment between consumers and brands. One practical approach is cultivating Green Customer Loyalty (GCL) as an outcome of successful GMO implementation. Salsabilla et al.,

(2024) emphasize that green customer loyalty extends beyond product satisfaction to include emotional commitment and shared values between consumers and brands. Consumers who perceive alignment between their personal values, such as environmental concern, and the brand's values are more likely to remain loyal, make repeat purchases, and even recommend products to others. In this sense, GCL acts as a psychological bridge converting awareness into tangible action.

In addition to building loyalty, companies must also enhance Brand Social Responsibility (BSR) as an externally visible commitment. Traore, et al, (2025) explain that BSR reflects consumers' perceptions of the extent to which a brand demonstrates social concern and environmental responsibility in its business activities. Positive BSR can strengthen brand reputation and foster consumer trust that their purchases contribute not only to personal benefits but also to societal and environmental well-being. BSR, therefore, plays a crucial role in validating brand credibility amid growing skepticism regarding greenwashing.

Beyond fostering customer loyalty, companies also need to strengthen their Brand Social Responsibility (BSR) as a tangible and visible form of external commitment. According to Ramadhan and Putri (2022), BSR represents consumers' perceptions of how far a brand exhibits genuine social awareness and environmental responsibility through its business practices. A strong BSR can enhance brand reputation and build consumer trust by assuring them that their purchases generate not only personal satisfaction but also positive social and environmental impacts. Consequently, BSR serves as a vital mechanism for reinforcing brand credibility in an era marked by increasing skepticism toward greenwashing practices (Girls, 2022) .

The synergy of GMO, GCL, and BSR is vital in bridging the gap between environmental awareness and green purchasing behavior. Together, these elements form a mutually reinforcing model: GMO serves as the company's strategic initiative, GCL reflects consumers' affective responses based on value alignment, and BSR provides social confirmation of the brand's responsibility. When these components function harmoniously, consumer purchasing decisions for green products are guided not only by functional benefits but also by deeper moral and emotional considerations (Widodo, et al., 2022).

In this context, the current study aims to examine the direct influence of Green Marketing Orientation (GMO) on Green Purchase Intention (GPI), while also exploring the mediating roles of Green Customer Loyalty (GCL) and Brand Social Responsibility (BSR) (Murtiningsih, et al., 2025). The research is expected to make a theoretical contribution by deepening the understanding of sustainable consumer behavior in Indonesia and to offer practical insights for companies seeking to implement authentic, value-driven green marketing strategies that strengthen long-term sustainable competitive advantage.

Additionally, the findings are expected to serve as a strategic reference for policymakers in promoting sustainable business practices that balance profitability with the achievement of the United Nations' Sustainable Development Goals (SDGs).

Building on this rationale, the study further investigates the simultaneous mediating effects of GCL and BSR in the relationship between GMO and GPI. This dual focus aims to provide both academic contributions to the sustainable marketing literature and practical guidance for companies seeking to design marketing strategies that are economically effective, ethically responsible, and aligned with contemporary consumers' sustainability principles.

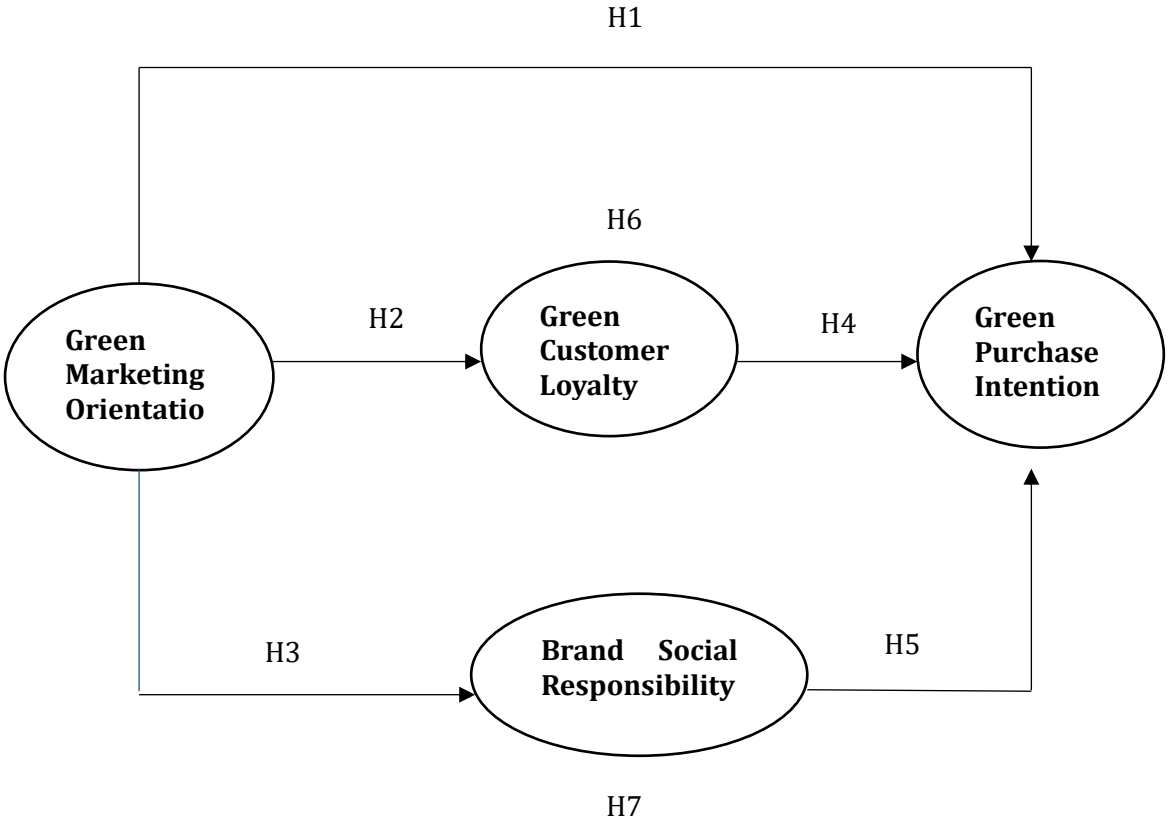

Figure 1. Conceptual Framework

Research Methods

This study employs a quantitative approach, focusing on the analysis of numerical data to systematically and objectively describing the relationships between research variables. The primary goal of this method is to identify patterns of association among key research concepts based on statistically testable measurements. The study population comprises consumers who have previously purchased or used environmentally friendly products, chosen for their relevance to sustainability and green consumption behaviors (Ghanad, et al., 2023). Inclusion criteria for participants are: (1) prior experience with eco-friendly products, (2) a demonstrable awareness of environmental and sustainability issues, and (3) willingness to participate by completing the questionnaire accurately and conscientiously.

The sampling technique applied is non-probability sampling, where the probability of each individual in the population being selected is unknown. This method was chosen due to the inability to fully identify the target population (Khalid, et al., 2024). More specifically, purposive sampling was employed, selecting respondents based on predefined criteria aligned with the research objectives. Respondent criteria included: (1) being at least 17 years old, (2) having prior experience purchasing eco-friendly products, and (3) willingness to participate in the study.

The sample size of 207 respondents was determined based on methodological considerations for Partial Least Squares Structural Equation Modeling (PLS-SEM). According to (Hair et al., 2022), PLS-SEM requires an adequate sample size to ensure statistical power and reliable parameter estimation. The final sample exceeded the minimum recommendation of 100–200 observations suggested by Ferdinand (2014) for studies with unknown population sizes and was considered sufficient to estimate the proposed structural model, which includes multiple latent constructs

and mediation relationships. Therefore, the use of 207 respondents was deemed appropriate to achieve robust and reliable analytical results.

This analysis aimed to examine the influence of Green Marketing Orientation (GMO) as a strategic organizational framework on Brand Social Responsibility (BSR), which reflects a brand's commitment to social and environmental values, and to explore how these constructs affect Green Customer Loyalty (GCL) and Green Purchase Intention (GPI). The evaluation process consisted of two main stages: the measurement model (outer model), which tested the validity and reliability of the constructs, and the structural model (inner model), which assessed both the direct and indirect relationships among the variables (Letters, 2025). This analytical approach follows the recommendations of Wijayanti et al., (2025), who emphasize that PLS-SEM is particularly suitable for research involving complex multivariate relationships and exploratory conceptual models.

Data were collected using structured, closed-ended questionnaires administered online. Respondents evaluated each item using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The measurement items were adapted from previously validated scales. Green Marketing Orientation (GMO) items were adapted from Papadas, Avlonitis, and Carrigan (2017), Green Customer Loyalty (GCL) items were adapted from Chen and Chang (2013), Brand Social Responsibility (BSR) items were adapted from Martínez and Rodríguez del Bosque Chen and Chang (2013), and Green Purchase Intention (GPI) items were adapted from Chen and Chang (2012). These instruments have demonstrated satisfactory validity and reliability in prior studies. Out of the 207 questionnaires distributed, all were completed and returned, resulting in a complete dataset for further analysis.

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS version 3.0. This method enables the simultaneous examination of complex causal relationships between latent exogenous and endogenous variables, focusing on both predictive capabilities and testing theoretical assumptions (Hair et al., 2022), PLS-SEM is particularly appropriate for this study because it accommodates mediating variables and indirect relationships among constructs.

The analysis aimed to investigate the effect of Green Marketing Orientation (GMO) as a strategic organizational framework on Brand Social Responsibility (BSR), which reflects a brand's commitment to social and environmental values, and to explore how these constructs influence Green Customer Loyalty (GCL) and Green Purchase Intention (GPI). The evaluation was conducted in two stages: first, the measurement model (outer model), which assessed the validity and reliability of the constructs, and second, the structural model (inner model), which examined the direct and indirect relationships among variables. This approach aligns with the recommendations of Wijayanti et al., (2025), who highlight that PLS-SEM is well-suited for studies involving complex multivariate relationships and exploratory conceptual frameworks.

Table 1 Respondent Data

Characteristics	Options	Number	Frequency
Gender	Male	61	29,5
	Female	146	70,5
Respondent Age	17-20 Years	28	13,5
	21-24 Years	120	58,0
	25-28 Years	50	24,2
	29-32 Years	9	4,3
Education	Student	105	50,7
	Civil Servant	25	12,1
	Private Employee	64	30,9
	Self-Employed	12	5,8
	Bachelor's Degree	1	5

Source: processed with Primer 2025

Result

The demographic data presented in Table 1 indicate that the majority of respondents were female, accounting for 146 individuals (70.5%), whereas males comprised 61 respondents (29.5%). With respect to age distribution, most participants were between 21 and 24 years old (120 respondents; 58%), followed by those aged 25–28 years (50 respondents; 24.2%), 17–20 years (28 respondents; 13.5%), and 29–32 years (9 respondents; 4.3%). Regarding educational and occupational background, the most significant proportion of respondents were students or university attendees (105 respondents; 50.7%), followed by private sector employees (64 respondents; 30.9%), civil servants (PNS) (25 respondents; 12.1%), entrepreneurs (12 respondents; 5.8%), and graduates (1 respondent; 0.5%). Overall, these results suggest that the sample consisted mainly of young adults with relatively high educational attainment and a notable awareness of environmental concerns.

Assessing the Measurement Model (Outer Model) is a critical stage in PLS-SEM, aimed at verifying that each indicator consistently and accurately represents its intended construct. In this study, four key constructs were evaluated: Green Marketing Orientation (GMO), Green Customer Loyalty (GCL), Brand Social Responsibility (BSR), and Green Purchase Intention (GPI) (Subhaktiyasa, 2024). evaluation process involved testing for convergent validity, discriminant validity, and construct reliability to ensure that the measurement instruments effectively and consistently captured the constructs under investigation (Cheung et al., 2024).

According to Maulana & Semarang, (2023), validity testing is conducted to determine whether a questionnaire is legitimate and capable of measuring the intended variable. A questionnaire is considered valid if its items can adequately capture the concept being measured. The testing is performed using a two-tailed approach with a significance level greater than 0.07. The results of the convergent validity test are presented in Table 2.

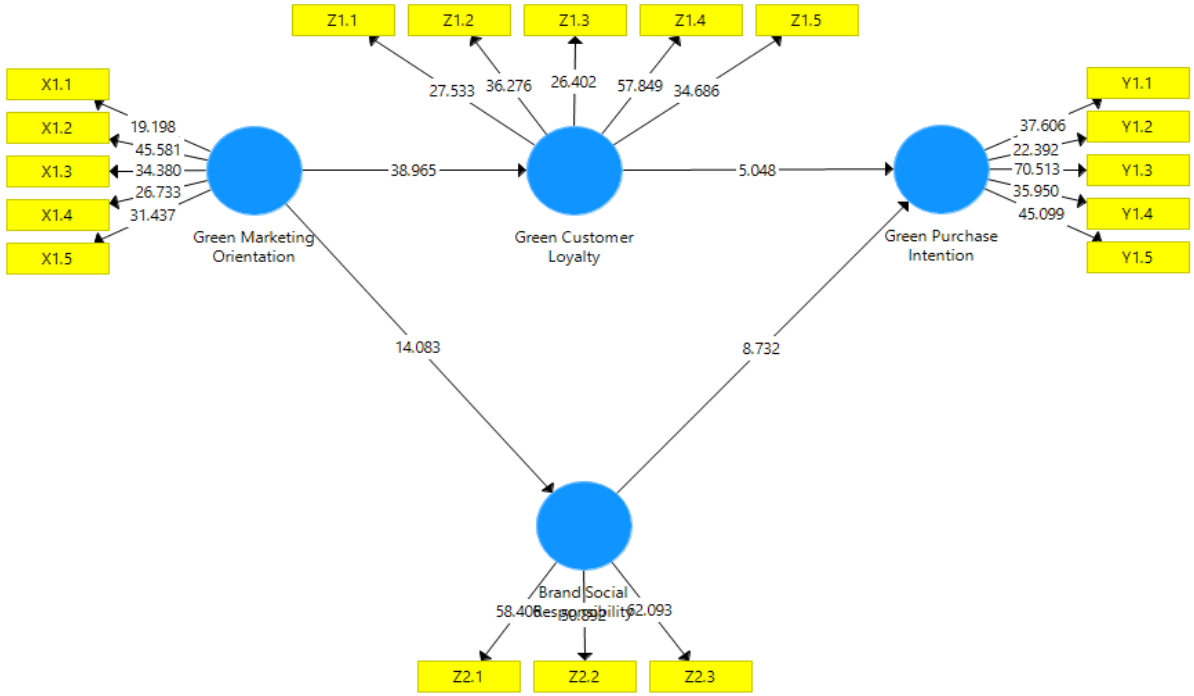

Figure 2. PLS Algorithm Results Display

Table 2. Convergent Validity Results

Variable	Indicator	Outer Loading	Remarks
Green Marketing Orientation	X1.1	0.812	Valid
	X1.2	0.881	Valid
	X1.3	0.851	Valid
	X1.4	0.834	Valid
	X1.5	0.861	Valid
Green Customer Loyalty	Z1.1	0.837	Valid
	Z1.2	0.864	Valid
	Z1.3	0.855	Valid
	Z1.4	0.910	Valid
	Z1.5	0.868	Valid
Brand Social Responsibility	Z2.1	0.904	Valid
	Z2.2	0.910	Valid
	Z2.3	0.934	Valid
Green Purchase Intention	Y.1	0.889	Valid
	Y.2	0.807	Valid
	Y.3	0.924	Valid
	Y.4	0.863	Valid
	Y.5	0.904	Valid

Source: processed with SmartPLS 3

The validity evaluation of the reflective model was conducted by assessing both convergent validity and discriminant validity. Convergent validity is determined using the factor loading values. An instrument is considered to meet the convergent validity criteria if the factor loading is greater than 0.7. As shown in Table 2, the indicators measuring Perceived Ease, Perceived Benefit, Training, and Income all have factor loadings above 0.7, indicating that these four variables are valid.

In addition to evaluating factor loadings, construct validity can also be determined using the Average Variance Extracted (AVE). A construct is considered valid when its AVE exceeds the threshold of 0.5. As shown in Table 3, the AVE values for Perceived Ease, Perceived Benefit, Training, and MSME Income all surpass 0.5, confirming that the indicators for these four constructs are valid (Tran et al., 2022).

Instrument reliability indicates the degree to which a measurement tool consistently produces accurate and error-free data. In essence, a reliable instrument yields stable results across different administrations or respondent groups. Within the Partial Least Squares Structural Equation Modeling (PLS-SEM) framework, reliability is assessed using two key metrics: Cronbach's Alpha and Composite Reliability (CR). A construct is deemed reliable if both metrics exceed the 0.7 threshold (Hair et al., 2021), which reflects strong internal consistency among the indicators and ensures that the data are dependable for subsequent hypothesis testing.

Table 3. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Green Marketing Orientation	0.839
Green Customer Loyalty	0.752
Brand Social Responsibility	0.719
Green Purchase Intention	0.771

Source: processed with SmartPLS 3

The AVE test evaluates the degree of convergent validity for each variable by calculating the percentage of variation in a concept that is explained by its indicators. Table 3 displays the AVE findings for this investigation.

The Composite Reliability test evaluates how well a construct exhibits high internal consistency, showing if its indicators yield consistent and dependable measurement results. Table 4 displays the Composite Reliability evaluation findings.

Table 4. Composite Reliability

Variable	Composite Reliability	Description
Green Marketing Orientation	0.928	Reliable
Green Customer Loyalty	0.938	Reliable
Brand Social Responsibility	0.940	Reliable
Green Purchase Intention	0.944	Reliable

Source: processed with SmartPLS 3

A construct's internal consistency or reliability is assessed using the Cronbach's Alpha test, which makes sure that the indicators that make up a variable yield consistent measurements and are correlated with one another. Table 5 displays the findings of the Cronbach's Alpha evaluation.

Table 5. Cronbach's Alpha

Variable	Cronbach's Alpha	Description
Green Marketing Orientation	0.904	Reliable
Green Customer Loyalty	0.917	Reliable
Brand Social Responsibility	0.902	Reliable
Green Purchase Intention	0.925	Reliable

Source: processed with SmartPLS 3

Reliability assessment constitutes a fundamental step in evaluating the Outer Model in PLS-SEM, ensuring that each indicator consistently measures its intended latent construct. This evaluation employs two principal metrics: Composite Reliability (CR) and Cronbach's Alpha. The results reveal that all research variables exhibit CR and Cronbach's Alpha values equal to or exceeding 0.70, indicating strong internal consistency among the indicators within each construct (Haji-othman et al., 2022). Given that all constructs satisfy the reliability criteria, it can be concluded that the research instruments are both consistent and valid, supporting the progression to the structural model (Inner Model) analysis.

After confirming that all constructs meet the criteria for convergent validity, discriminant validity, and composite reliability, the next step is to analyze the structural model (inner model) (Tambunan et al., 2025). This stage involves testing the model fit, path coefficients, and the coefficient of determination (R^2). The model fit test aims to assess the extent to which the proposed model corresponds to the data used in the analysis.

The first step in structural model (inner model) analysis is the model fit test, which aims to evaluate how well the theoretical model aligns with the empirical data used in the study. The results show a Normed Fit Index (NFI) of 0.823 for the Saturated Model and 0.816 for the Estimated Model, indicating that the model demonstrates a good overall fit between the data and the proposed theoretical structure. These values reflect the model's ability to adequately adjust to the empirical data (Zuraida et al., 2025).

According to established guidelines, NFI values approaching 1 indicate a high goodness of fit, while values above 0.80 are considered acceptable. Therefore, the NFI results of 0.823 and 0.816 suggest that the model has an acceptable fit and is suitable for further analysis. This confirms that the relationships among the latent variables GMO, BSR, GCL, and GPI are empirically and accurately represented within the tested model (Zuraida et al., 2025).

Table 6 Model Fit

	Saturated Model	Estimated Model
NFI	0.823	0.816

Source: processed with SmartPLS 3

The Normed Fit Index (NFI) is a key indicator in evaluating model fit within PLS-SEM analysis, used to assess the extent to which a theoretical model aligns with empirical data. NFI values range from 0 to 1, with values closer to 1 indicating a better model fit (Gao, 2023). The test results show an NFI of 0.823 for the Saturated Model and 0.816 for the Estimated Model, reflecting an

acceptable level of fit. Although an ideal NFI is typically ≥ 0.90, values above 0.80 are considered sufficient for complex models in the PLS-SEM context (Harsono et al., 2024). Therefore, the structural model can be considered fit and suitable for proceeding to the hypothesis testing stage.

In the analysis of the structural model (inner model), the coefficient of determination (R^2) is employed to evaluate how effectively the independent variables account for the variance in the dependent variables. The R^2 value indicates the predictive strength of the model, where higher values represent a greater proportion of explained variance (Gao, 2023).

The findings reveal R^2 values of 0.571, 0.813, and 0.873 for the dependent constructs. Based on PLS-SEM criteria (Harsono et al., 2024), values of 0.813 and 0.873 are classified as high (substantial), indicating a strong capacity of the model to explain relationships among variables. Meanwhile, a value of 0.571 is categorized as moderate, yet it still demonstrates adequate predictive power for research in social and behavioral contexts (Solihin et al., 2023).

Collectively, these results indicate that the structural model in this study possesses solid empirical relevance and predictive strength, supporting its suitability for subsequent hypothesis testing.

Table 7 R Square

	R Square	R Square Adjusted
Brand Social Responsibility	0.571	0.569
Green Customer Loyalty	0.813	0.812
Green Purchase Intention	0.873	0.872

Source: processed with SmartPLS 3

The evaluation of the structural model shows that the coefficient of determination (R2) for the dependent constructs is 0.571 for Brand Social Responsibility (BSR), 0.813 for Green Customer Loyalty (GCL), and 0.873 for Green Purchase Intention (GPI). According to interpretation guidelines, values above 0.80 are considered strong (substantial), while a value of 0.571 is categorized as moderate. This indicates that the model demonstrates good predictive capability in explaining the relationships among the latent variables (Munasinghe et al., 2022).

Conceptually, these findings align with recent literature on green marketing. The high R^2 values for GCL and GPI suggest that Green Marketing Orientation (GMO) plays a significant role in enhancing Brand Social Responsibility (BSR) and promoting sustainable consumer behavior. These results support (Munasinghe et al., 2022), who argue that commitment to green values can foster customer loyalty and positively influence ethical purchasing decisions. Additionally, the findings are consistent with Donald et al., (2025), who emphasize that an integrated green marketing strategy strengthens the brand's social responsibility image, which in turn positively affects consumers' green purchase intentions. Thus, the structural model in this study demonstrates strong predictive power and aligns well with sustainable marketing theory.

Table 8 Effect Sizes Test (f2)

Variables	Purchase Decision
Green Marketing Orientation	0.032
Green Customer Loyalty	0.119
Brand Social Responsibility	0.114
Green Purchase Intention	0.093

Source: processed with SmartPLS 3

Based on the F-Square (f^2) test results, this analysis aims to determine the magnitude of the influence of independent variables on dependent variables within the structural model. According to Hair et al. (2021), f^2 values are interpreted as follows: $0.02 \leq f^2 < 0.15$ indicates a weak effect, $0.15 \leq f^2 < 0.35$ indicates a moderate effect, and $f^2 \geq 0.35$ indicates a strong effect.

The results indicate that the relationships between Brand Social Responsibility (BSR) and Green Purchase Intention (GPI) ($f^2 = 1.047$), as well as between Green Customer Loyalty (GCL) and Green Marketing Orientation (GMO) ($f^2 = 1.331$), fall within the strong effect category, emphasizing their

substantial contributions to the dependent variables Donald et al., (2025). In contrast, the relationship between Green Customer Loyalty and Green Purchase Intention (f^2 = 0.317) is categorized as a moderate effect, implying that although GCL exerts a meaningful influence on GPI, its impact is comparatively weaker than the other two relationships.

Overall, these findings indicate that most of the relationships in the model exhibit strong influence, particularly those involving Brand Social Responsibility and Green Customer Donald et al., (2025).

Table 9 Hypothesis Testing Results

	Original Sample Estimate (O)	Sample Mean (M)	"Standard Deviation (STDEV)	T Statistik (0/STDEV)	P Values	Conclusion
Green Marketing Orientation → Green Purchase Intention	0.072	0.069	0.101	10.666	0.000	Positive and significant effect
Green Marketing Orientation → Green Customer Loyalty	0.902	0.902	0.022	40.662	0.000	Positive and significant effect
Green Marketing Orientation → Brand Social Responsibility	0.756	0.758	0.054	13.948	0.000	Positive and significant effect
Green Customer Loyalty → Green Purchase Intention	0.347	0.358	0.070	4.977	0.000	Positive and significant effect
Brand Social Responsibility → Green Purchase Intention	0.630	0.619	0.073	8.629	0.000	Positive and significant effect
Green Marketing Orientation → Green Customer Loyalty → Green Purchase Intention	0.313	0.323	0.063	4.961	0.000	Positive and significant effect
Green Marketing Orientation → Brand Social Responsibility → Green Purchase Intention	0.476	0.467	0.049	9.685	0.000	Positive and significant effect

Source: processed with SmartPLS 3

Discussion

The findings of this study clearly demonstrate that Green Marketing Orientation (GMO) plays a dominant role in shaping Green Purchase Intention (GPI), both directly and indirectly through Green Customer Loyalty (GCL) and Brand Social Responsibility (BSR). These results highlight that commitment to sustainability principles is not merely a moral responsibility but also constitutes a strategic and sustainable business approach (Mohammad et al., 2025).

The direct positive influence of GMO on GPI indicates that when companies integrate environmentally friendly values across all stages of marketing activities, from product design and production processes to distribution and promotion, consumers perceive the company as having high integrity and credibility. Authenticity and consistency in green practices serve as signals of trust, encouraging consumers to make purchasing decisions aligned with their environmental values.

This is supported by Xia, (2026), who emphasize that transparent and authentic communication regarding green marketing strategies enhances green trust, which forms a critical psychological basis for consumers' intention to purchase eco-friendly products. The study also shows that GMO strongly affects GCL and BSR. When green strategies are consistently applied, they foster emotional bonds between customers and the brand (green loyalty) and simultaneously strengthen the brand's reputation as socially and environmentally responsible. This aligns with Donald et al., (2025), who argue that tangible and sustained sustainability practices build customer equity,

reinforce loyalty, and create competitive advantage in increasingly environmentally conscious markets.

Beyond serving as key variables, GCL and BSR function as important mediating mechanisms (ÇelİK, 2025). Psychologically, GCL acts as an internal driver that nurtures emotional attachment and customer commitment to eco-friendly products. Highly loyal customers are more likely to engage in repeat purchases, exhibit lower price sensitivity, and promote the brand to others (customer advocacy). Meanwhile, BSR operates as an external driver, generating positive brand perceptions. When consumers perceive a brand as socially and ethically responsible, they derive social and moral value from their purchases. Therefore, the mediating pathways through GCL and BSR indicate that the influence of GMO on GPI becomes more effective when companies successfully establish both loyalty and social reputation. This demonstrates that consumer behavior toward green products is shaped not only by functional preferences but also by emotional and moral perceptions of the brand.

Despite the strong interrelationships observed, previous literature has also reported contradictory findings, often referred to as the green paradox. In specific contexts, particularly markets with high green skepticism or among price-sensitive consumer segments, the relationship between GMO and GPI may not always be significant (Elhaffar et al., 2020). This phenomenon, known as the Green Gap, reflects the discrepancy between consumers' environmental awareness and their actual purchasing behavior. Such gaps may arise from perceptions of higher prices for green products, lack of trust in companies' green claims, or limited consumer knowledge regarding the real benefits of eco-friendly products.

The current findings suggest that the Green Gap can be mitigated when GMO is implemented authentically, consistently, and communicatively. Through transparent practices, companies can cultivate emotional customer loyalty (GCL) and enhance brand social responsibility (BSR), signaling a genuine commitment to sustainability. Both factors play a critical role in reducing consumer skepticism and increasing their willingness to purchase eco-friendly products. Consequently, GMO is not merely a promotional tool but a transformative strategy that fosters long-term relationships built on trust and sustainable values (Widodo, et al., 2022). Overall, the success of a brand in driving GPI heavily depends on the consistent application of Green Marketing Orientation that integrates ethical, emotional, and functional dimensions within consumer perceptions.

Conclusion

This study examines the impact of Green Marketing Orientation (GMO) on Green Purchase Intention (GPI), Green Customer Loyalty (GCL), and Brand Social Responsibility (BSR). Data were collected through questionnaires distributed to business operators across multiple regions in Indonesia who have implemented environmentally sustainable practices, particularly within the creative industry SME sector. A total of 207 respondents participated, and the data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) version 3.0.

The findings reveal that GMO has a positive and significant effect on GPI, GCL, and BSR. Furthermore, both GCL and BSR serve as mediating variables, strengthening the relationship between GMO and consumers' intentions to purchase eco-friendly products.

These results offer practical implications for business practitioners and policymakers, underscoring the importance of incorporating green marketing principles into corporate strategies. Such integration not only fosters customer loyalty but also sustainably enhances brand reputation and image.

Nonetheless, the study has some limitations. The sample was restricted to the creative industry sector, and the use of cross-sectional data may not fully reflect long-term consumer behavior. Future research is therefore recommended to broaden the scope of the population across various

sectors and to employ a longitudinal design to gain more comprehensive insights into the enduring effects of Green Marketing Orientation (GMO) on consumer behavior.

In conclusion, the results underscore that the consistent and authentic application of green marketing strategies represents a strategic approach for promoting environmental sustainability while simultaneously enhancing organizational performance and competitive advantage.

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