

Influence Green Product, Green Price and Green Promotion Against Consumer Purchase Intention with Brand Awareness as Moderation on Commonsense Market

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ABSTRACT.

This study examines public awareness of environmental issues and the use of environmentally friendly products. Currently, companies selling environmentally friendly products still face challenges in attracting consumer purchasing interest. Therefore, this study aims to analyze the influence of Green Product, Green Price, and Green Promotion on Purchase Intention with Brand Awareness as a moderating variable in Commonsense Market consumers. This study uses a quantitative approach. Data collection was carried out by distributing online questionnaires to 170 Balinese people and the data obtained were analyzed using SEM-PLS. The results showed that Green Product, Green Price, and Green Promotion had a positive and significant effect on Purchase Intention, but Brand Awareness moderation produced mixed results with evidence that it strengthened the influence of Green Product on Purchase Intention, weakened the influence of Green Price on Purchase Intention, and theoretically was able to strengthen the influence of Green Promotion on Purchase Intention but was not statistically significant.

Keywords: Brand Awareness, Green Product, Green Price, Green Promotion, Purchase Intention.

INTRODUCTION

Environmental issues are common occurrences because they are naturally part of natural processes and initially do not cause fatal consequences for the environment and can recover on their own (homeostasis) (Haryadi et al., 2025) . However, in reality, environmental issues are no longer a problem that can be underestimated. Because currently, the cause of these environmental problems does not come from nature but from humans themselves (Haryadi et al., 2025) .This encourages business owners to be more concerned with their surroundings and to consider the social impacts of their business decisions, rather than solely focusing on profits. Therefore, the strategy needed today is one that can create sustainability by encompassing economic, social, and environmental elements (Priliana et al., 2024) . Business owners must take actions that can provide creative solutions to help preserve and enhance natural, social, and financial resources within their businesses to demonstrate corporate responsibility (Sebrina et al., 2024) .

In response to this, more and more companies are implementing sustainable business practices. Implementing a sustainable business strategy is considered crucial for increasing corporate responsibility towards the environment and surrounding society, maintaining and increasing business profitability, and contributing to a company's competitive advantage (Sebrina et al., 2024) . One company inspired by environmental issues and committed to helping maintain environmental and social order is Commonsense Trading. Founded in 2019, Commonsense Trading is a manufacturing company that has successfully imported, exported, and distributed premium ingredients such as vanilla, cocoa, spices, coffee, and organic palm sugar sourced from local farmers in Indonesia to Australia. In addition to exporting raw products, Commonsense Trading also owns several

product brands, including Manah Flavors, Harmonize Coffee, and Vanilla Paste.



Figure 1. Commonsense Trading

Source: Commonsense Trading Website, (2025)

From the results of on-site observations, the Founder of Commonsense Trading, Yeni Aspini, stated that Commonsense Trading has succeeded in connecting products from local Indonesian farmers abroad by successfully exporting its products abroad, especially to Australia. Commonsense Trading is currently exploring its market share in Indonesia, specifically in Bali. They opened a store, the Commonsense Market, on March 19, 2025, selling their exports, organic produce from farmers, and other locally sourced produce. To further introduce their products to the local market, Commonsense Market also conducts several humanitarian, sports, and educational activities for the local community and students.



Figure 1 Product Commonsense Market

Source: Commonsense Market Social Media, (2025)

However, the reality is that Commonsense Market hasn't shown any increase in sales, especially in the local market. This contrasts sharply with the international market, where Commonsense products are already widely known.



Figure 2 Visitor Data Commonsense Market

Source: Commonsense Market Visitor Report Year, (2025)

The data revealed a decline in visitors, indicating a lack of consumer interest in Commonsense Market 's products , particularly in the local market. One strategy to address this issue is sustainable marketing, specifically Green Marketing, which is considered a form of corporate social responsibility and a way to meet the needs and foster consumer interest in environmentally conscious products (Suparman et al., 2025)

With consumer awareness of environmental issues, green marketing can create purchase intention , or consumer interest in buying environmentally friendly products. Consumer purchase intention is the first stage in determining whether or not to make a purchase decision, which is determined by marketing strategy, individual differences, and environmental factors. Green marketing strategies can be a trigger for consumer purchase interest in a product (Elvierayani & Choiroh, 2020)

Sustainable marketing strategies, or green marketing, are a concrete response businesses can take to address environmental issues. Green marketing emphasizes the importance of businesses looking at environmental factors beyond just financial gain (Pradani & Putri, 2025) . Green marketing is a combination of all studies in an effort to respond to environmental issues, which are reflected in the processes of consumption, production, distribution, promotion, and product packaging (Elvierayani & Choiroh, 2020) . According to Amrita et al. (2024), green marketing has dimensions related to the traditional marketing concept, namely the 4Ps or marketing mix (Product, Price, Promotion, and Place).

A green product is a product created by considering the fulfillment of needs with the impact on the environment that appears as a positive response from the company to environmental issues that are expected to be a factor that also helps consumers be more sensitive to environmental problems that occur and make it a strong reason to commit to buying and using environmentally friendly products (Suparman et al., 2025) . Green products that have an environmentally friendly label, with natural raw materials can create purchasing interest in consumers who are aware of environmental issues (Nabilah & Iriantini, 2022).

Green Price is the price of a Green Product calculated by considering product quality, raw material prices, and the added value provided to the environment. It is generally more expensive than conventional products due to additional costs to

reduce waste and garbage during the production process (Suparman et al., 2025) . An environmentally friendly product with good quality, innovative and environmentally friendly design can attract environmentally conscious buyers despite its higher price (Nabilah & Iriantini, 2022).

Green Promotion is a marketing strategy that aims to balance product and service innovation by examining consumer perceptions, not only focusing on how to attract product purchases but also demonstrating how the product's use impacts the environment in the long term (Suparman et al., 2025) . Green promotion , which prioritizes the promotion of environmentally friendly products and links them to lifestyle and environmental responsibility, can create consumer purchasing interest (Nabilah & Iriantini, 2022)

However, the reality at Commonsense Market shows a gap between the results obtained in previous studies and the reality on the ground. As can be seen in Figure 1.5, Commonsense Market Visitor Data shows a decrease in the number of visitors following the opening of an offline store in the local market. This is in stark contrast to Commonsense's previous sales, which successfully exported its products to Australia. Furthermore, several studies have found inconsistent results regarding the impact of Green Marketing. (Green Product, Green Price, and Green Promotion) on Purchase Intention as in the study The Influence of Green Marketing, Environmental Concern, Attitude Toward Behavior on Purchase Intention of Local Skincare in DKI Jakarta stated that the Green Marketing variable has no effect on purchasing interest or Purchase Intention of men in buying environmentally friendly local skincare (Vannia et al., 2023) . However, in the study The Influence of Green Marketing Mix on Green Product Purchase Intention on Love Beauty and Planet Products in Surabaya stated that Green Marketing (Green Product, Green Price, and Green Promotion) has a significant effect on Purchase Intention on Love Beauty and Planet products in Surabaya (Nabilah & Iriantini, 2022) .

Based on the inconsistent results of previous research, the Brand Awareness variable was obtained as a moderating variable which will later become a variable that can strengthen or weaken the influence of Green Product, Green Price and Green Promotion. Brand awareness is a consumer's ability to remember and recognize a brand as belonging to a specific product category. Brand awareness is crucial for businesses as a marker of product quality and a measure of consumer understanding of the product. The stronger a brand's brand awareness , the greater its potential to increase consumer purchase intention for that brand and product (Winarti et al., 2025) .

With the presentation of the material above, the author is aware of the existence of a research gap in the influence of the variables Green Product, Green Price and Green Promotion on the Purchase Intention variable. Consumers and adding Brand Awareness as a moderating variable that will later become a variable that strengthens or weakens the Dependent Variable. To explain how consumer behavior or in this study refers to the Purchase Intention variable towards Green Products, Green Prices and Green Promotions , the theory from Ajzen, (1991) is used, namely the Theory of Planned Behavior. This theory is a theory that explains that individual behavior does not just happen suddenly but there are stimuli or factors that encourage the emergence of such behavior. Therefore, researchers are interested in studying and researching more deeply regarding "**The Effect of Green Products, Green Prices and Green Promotions on Purchase Intentions with Brand Awareness as a Moderating Variable**"

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Theory of Planned Behavior

This theory was developed by Icek Ajzen (1991), which is an extension of the Theory of Reasoned Action with the addition of a perceived behavioral control component. According to Ajzen, (1991), an individual's behavior is determined by their behavioral intention, which is also influenced by their attitude toward the behavior, subjective norm, and perceived behavioral control.

Green Products and Purchase Intention

According to (Elvierayani & Choiroh, 2020), their research states that green products can contribute to the process of creating consumer purchasing interest. High-quality green products will ultimately provide customer satisfaction and indirectly create purchase intention (Chumpitaz & Paparoidamis, 2004).

H1: Green Product has a positive effect on Purchase Intention. Green Price and Purchase Intention

According to Pidada et al. (2022), the high price of an environmentally friendly product also reflects its quality and superiority over other products, particularly in terms of its impact on the environment. Research by Lutfi & Kirono (2023) shows that Green Price has a significant influence on consumer purchasing intention.

H2: Green Price has a positive effect on Purchase Intention. Green Promotion and Purchase Intention

According to Ginting & Safrin (2023), their research states that Green Promotion, which aims to influence consumer purchasing behavior toward environmentally friendly products, has a partial and significant effect on consumer purchasing intention toward environmentally friendly products.

H3: Green Promotion has a positive effect on Purchase Intention.

Brand Awareness as a Moderator of Green Products and Purchase Intention

Green products influence consumer purchase intention (Nabilah & Iriantini, 2022). Although consumers are concerned about environmental issues, without brand recognition, brand trust will prevent consumers from choosing or intending to purchase the product (Hidayatullah et al., 2023). The greater a consumer's brand awareness of a brand, the stronger their interest in purchasing that brand's products (Sijoatmodjo & Soetedja, 2021).

H4: Brand Awareness can strengthen or weaken the effect of Green Product on Purchase Intention

Brand Awareness as a Moderator of Green Price and Purchase Intention

Consumers who care about the environment will not mind paying more for environmentally friendly products because they feel the money spent is commensurate with the benefits provided (Pidada et al., 2022). However, other research indicates that Green Price has no effect on Purchase Intention, where higher prices make consumers hesitate to purchase because they consider the price they have to pay for the product (Rahayu et al., 2022). The higher consumers' brand awareness of a product, the higher their interest in purchasing that product (Winarti et al., 2025).

H5: Brand Awareness can strengthen or weaken the effect of Green Price on Purchase Intention.

Brand Awareness as a Moderator of Green Promotion and Purchase Intention

Green promotion is crucial for promoting environmentally friendly products or green products and will boost consumer purchase intention (Hidayatullah et al., 2023). However, other research indicates that green promotion has no effect on purchase intention (Rahayu et al., 2022). Brand awareness can increase product sales by raising consumer awareness, which in turn leads to consumers choosing the product because they tend to choose product's they are already familiar with (Kholifah et al., 2023).

H6: Brand Awareness can strengthen or weaken the effect of Green Promotion on Purchase Intention.

RESEARCH METHODS

This research was conducted at Commonsense Market located on Jl. Cempaka, Br. Kumbuh, Ubud District, Gianyar Regency, Bali. Commonsense Market is a shop that sells organic products from local farmers as well as products produced by local companies that have premium quality. Commonsense Market was chosen as the object of this research because although Commonsense Market is a business that cares about the environment and focuses on the growth of local farmers and high-quality local products, but the local community is less familiar with and interested in the products sold at Commonsense Market. Therefore, Commonsense Market is relevant to be used as an object in this research.

According to Creswell (2014) in Subhaktiyasa, (2024) population is a group of individuals classified based on their number, nature, location and characteristics, where in general the population has the same characteristics and becomes the basis for collecting data for a study. The population in this study refers to the people in Bali with an age range of 17-40 years whose number is unknown.

The data collection technique in this study was conducted using a questionnaire distributed online using the Google Forms platform to respondents from Bali who met certain criteria. Questionnaires are considered effective for use in quantitative research because they are a data collection method that involves providing several questions or statements that respondents must answer, measured based on a predetermined scale or score (Prawiyogi et al., 2021).

RESULTS AND DISCUSSION

1. Results Analysis

a. Evaluation of Measurement Model (Outer Model)

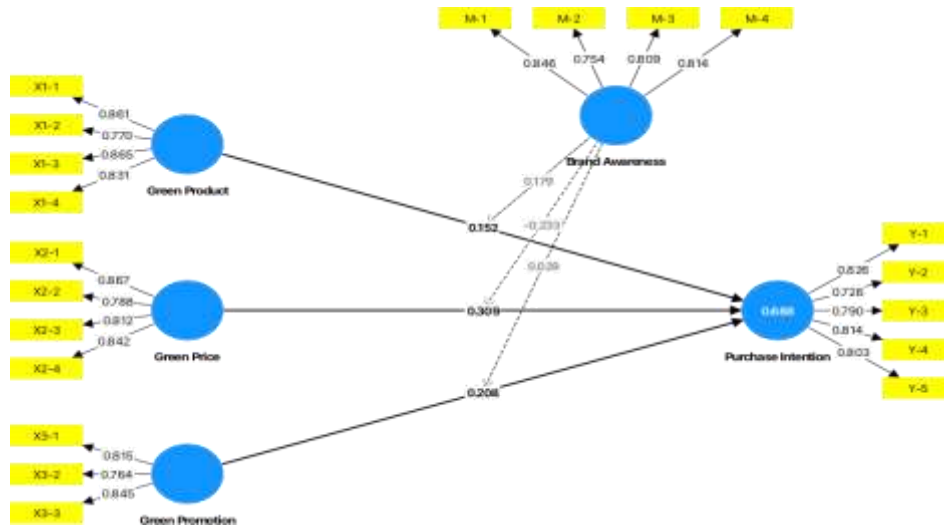


Figure 6. Outer Model PLS Measurement

Source: Processed Data Researcher (2025)

a. Convergent Validity and Reliability

Table 1. Outer Loadings and Reliability Test

Construct	Indicator	Loading Factor	Cronbach's Alpha	Composite Reliability
Brand Awareness	M-1	0.846	0.820	0.881
	M-2	0.754		
	M-3	0.809		
	M-4	0.814		
Green Product	X1-1	0.861	0.852	0.900
	X1-2	0.770		
	X1-3	0.865		
	X1-4	0.831		
Green Price	X2-1	0.867	0.847	0.897
	X2-2	0.788		
	X2-3	0.812		
	X2-4	0.842		
Green Promotion	X3-1	0.815	0.734	0.850
	X3-2	0.764		
	X3-3	0.845		
Purchase Intention	Y-1	0.826	0.852	0.894
	Y-2	0.726		
	Y-3	0.790		
	Y-4	0.814		
	Y-5	0.803		

Source: Data Processed by Researchers (2025)

Table 2 shows that the Outer Loading value for each indicator is

greater than 0.50. Therefore, it can be concluded that the Convergent Validity test has met the criteria and the indicators used are considered valid to explain the construct used. For reliability it can be seen that the indicator values that measure the constructs in this study have values between 0.70 and 0.90, which are considered very good or can be said to be valid.

b. Discriminant Validity

Table 2. Discriminant Validity Test

	Brand Awareness	Green Product	Green Price	Green Promotion	Purchase Intention	BA x G Product	BA x G Price	BA x G Promotion
Brand Awareness								
Green Product	0.559							
Green Price	0.714	0.606						
Green Promotion	0.439	0.579	0.444					
Purchase Intention	0.816	0.688	0.768	0.647				
BA x G Product	0.356	0.141	0.248	0.082	0.174			
BA x G Price	0.406	0.223	0.195	0.065	0.387	0.631		
BA x G Promotion	0.222	0.021	0.060	0.132	0.067	0.550	0.341	

Source: Data Processed by Researchers (2025)

Based on Table 3, it can be seen that the HTMT values for all constructs are less than

0.90. Therefore, it can be concluded that the constructs used are empirically valid.

2. Structural Model Evaluation (Inner Model)

a. R-Square

Table 3. R-Square Test

	R-Square	R-Square Adjusted
Purchase Intention	0.688	0.675

Source: Data Processed by Researchers (2025)

Based on Table 5, the value of the Dependent Variable, or Purchase Intention, is 0.688, indicating that the research model can explain 68.8% of the variation in the endogenous variables used in this study. The remaining 31.2% is explained by factors outside the model. According to Hair & Alamer (2022), this value is considered very strong, indicating that the model can explain valid relationships between the variables used in this study.

b. Q-Square

Table 4. Predictive Relevance Test

	Q ² Predict
Purchase Intention	0.633

Source: Data Processed by Researchers (2025)

Based on Table 6, it can be seen that the value of the Purchase Intention variable is 0.633. This indicates that the structural model used in this study has good predictive relevance value, or it can be said to be able to provide good predictions and is able to explain the Purchase Intention variable, because it has a value greater than 0 and less than 1.

3. Hypothesis Testing

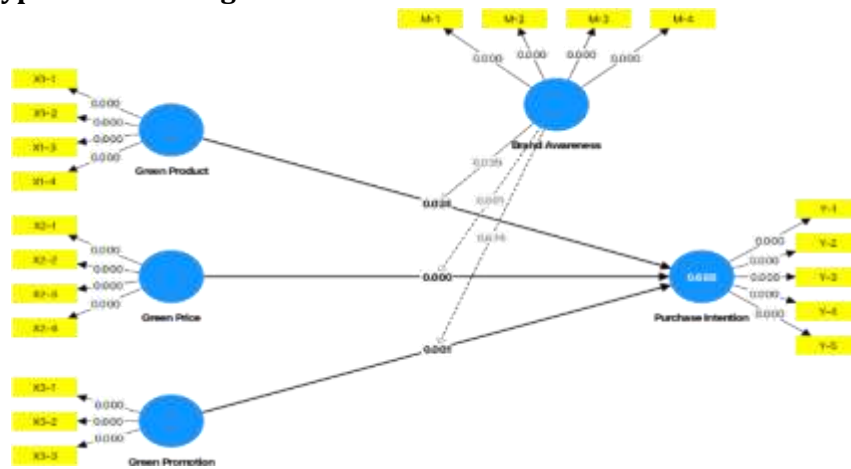


Figure 7. Test Results Bootstrapping
Source: Processed Data Researcher (2025)

Table 5 Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
H1: Green Product -> Purchase Intention	0.152	0.151	0.067	2,259	0.024
H2: Green Price -> Purchase Intention	0.309	0.309	0.068	4,523	0.000
H3: Green Promotion -> Purchase Intention	0.208	0.200	0.062	3,342	0.001
H4: Brand Awareness x Green Product -> Purchase Intention	0.179	0.171	0.087	2,064	0.039
H5: Brand Awareness x Green Price -> Purchase Intention	-0.233	-0.219	0.069	3,387	0.001
H6: Brand Awareness x Green Promotion -> Purchase Intention	0.029	0.025	0.070	0.421	0.674

Source: Processed Data Researcher (2025)

Based on table 7, it can be seen that the independent variables in this study have varying influences on the dependent variable, namely Purchase Intention, with the following explanation:

Based on table 7, it is known that variables Green Product own positive influence to variables Purchase Intention that can see from mark original sample Green Product to Purchase Intention of 0.152 which means Green Product can influence Purchase Intention by 15.2%. It has a T-statistic value of 2.259, which can be said to have a significant effect. Therefore, that, can know that hypothesis 1, namely Green Products have a positive effect on Purchase Intention, accepted.

Based on Table 7, it shows that the Green Price variable has a positive influence on the Purchase Intention variable. This can be seen in the value original

sample Green Price against Purchase Intention of 0.309, which means the Green Price variable can influence Purchase intention was 30.9%. It had a T-statistic value of 4.523, indicating a significant influence. that, hypothesis 2 is Green Price has a positive effect on Purchase Intention, which is acceptable.

In Table 7, it is known that Green Promotion on Purchase Intention has an original sample value of 0.280, which means that the Green Promotion variable can influence the Purchase Intention variable by 28%. This indicates that the Green Promotion variable has a positive influence on the Purchase Intention variable. The T-statistic value is 3.342, which means this relationship has a significant influence. Therefore, hypothesis 3, namely Green Promotion has a positive influence on Purchase Intention, can be accepted.

Based on table 7, it can be known that mark original sample Green Product on Purchase Intention moderated by Brand Awareness by 0.179, which means Brand Awareness capable strengthen Green Product in influence Purchase Intention of 17.9%. It has a T-statistic value of 2.064, indicating a positive and significant influence. Therefore, hypothesis 4, namely that Brand Awareness can strengthen or weaken Green Product's effect on Purchase Intention, can be accepted with a positive or strengthening moderation direction.

In table 7, it shows that mark original sample from Green Price on Purchase Intention moderated by Brand Awareness is -0.233, which means existence moderation Brand Awareness weakens influence Green Price to Purchase Intention of -23.3%. However, it has a T-statistic value of 3.387, indicating a significant effect. Therefore, hypothesis 5, namely that Brand Awareness can strengthen or weaken Green Price on Purchase Intention, can be accepted with a negative moderation or weakening direction.

Based on table 7, it shows mark original sample from Green Promotion on Purchase Intention moderated by Brand Awareness is 0.029 or moderation Brand Awareness on influence Green Promotion to Purchase Intention by 2.9%, with mark T- statistics of 0.421, indicating that Brand Awareness does not capable strengthen or weaken influence Green Promotion to Purchase Intention and not influential significant. So from that is, hypothesis 6, namely Brand Awareness can strengthen or weaken Green Promotion to Purchase Intent rejected.

Discussion

The results of this study indicate that Green Product, Green Price, and Green Promotion have a positive and significant effect on Purchase Intention among Balinese consumers toward products sold at Commonsense Market. Green Products increase purchase intention through consumers' positive perceptions of product quality, material safety, functional benefits, and environmental impact. Environmentally friendly products are perceived as superior because they not only fulfill consumer needs but also contribute positively to environmental sustainability amid growing environmental concerns (Nabilah & Iriantini, 2022; Ginting & Safrin, 2023; Beatrice & Sidharta, 2025). These findings confirm that integrating sustainable values into product offerings can effectively stimulate consumers' purchase intention.

Furthermore, Green Price also shows a positive and significant influence on Purchase Intention, indicating that consumers are willing to purchase eco-friendly products even when prices are relatively higher than conventional alternatives, as long as the prices are perceived as reasonable and aligned with the quality and

ecological benefits received. Eco-friendly product prices are often seen as a reflection of superior quality and environmental responsibility (Pidada et al., 2022). This result is consistent with previous studies that found green pricing strategies positively affect consumers' purchase intention (Elvierayani & Choiroh, 2020; Choerunisa, 2024).

In addition, Green Promotion significantly increases Purchase Intention by educating consumers about healthy products, explaining product ingredients, communicating sustainability values, and promoting organic and environmentally friendly lifestyles. Effective green promotion builds consumer trust and creates positive perceptions of environmentally friendly products, which in turn encourages purchase intention (Ginting & Safrin, 2023; Hidayatullah et al., 2023).

Regarding the moderating effect, Brand Awareness significantly strengthens the influence of Green Product on Purchase Intention. Consumers with high brand awareness tend to have greater confidence in product quality, safety, and benefits, which reinforces their intention to purchase environmentally friendly products. Brand awareness helps consumers recognize and trust sustainable brands, thereby amplifying the impact of green products on purchase intention (Kumar & Ghodeswar, 2015; Lin & Chang, 2012; Sijoatmodjo & Soetedja, 2021; Mensah, 2021).

Conversely, Brand Awareness weakens the influence of Green Price on Purchase Intention. This finding suggests that consumers with higher brand awareness become more sensitive to the relatively higher prices of eco-friendly products. Although they possess environmental awareness and knowledge, price considerations remain a critical factor in their purchasing decisions, which can reduce purchase intention toward green products (Giarti & Santoso, 2015; Rahayu et al., 2022; Abidin & Panjaitan, 2024).

Lastly, Brand Awareness does not significantly moderate the relationship between Green Promotion and Purchase Intention. Although the direction of the relationship indicates a potential strengthening effect, statistically the moderating role is not significant. This implies that well- designed and consistent green promotion can independently encourage consumer purchase intention regardless of consumers' level of brand awareness (Braimah, 2015; Candra, 2024).

CONCLUSION

Based on the results of this study entitled "The Influence of Green Products, Green Prices and Green Promotions on Consumer Purchase Intention with Brand Awareness as a Moderator in the Commonsense Market ", the following conclusions were obtained: There is a positive and significant influence between green products and Balinese people's purchase intention for Commonsense Market products. This indicates that the better consumers' perceptions of green products, including material quality, benefits, and environmental impact, the more likely they are to increase their purchasing interest. There is a positive and significant influence between Green Price and Balinese Purchase Intention regarding the prices of Commonsense Market products. This indicates that the prices offered for environmentally friendly products are still considered reasonable when combined with the quality and ecological benefits consumers receive when purchasing them. There is a positive and significant influence between Green Promotion and Balinese people's Purchase Intention regarding the price of Commonsense Market products. This indicates that Green Promotion can increase consumer trust in environmentally friendly products, which then creates a positive perception and will encourage

consumer purchasing interest in environmentally friendly products. Brand awareness, as a moderating variable, strengthens the influence of green products on Balinese people's purchase intention for Commonsense Market products. This indicates that brand awareness will create consumer trust in environmentally friendly products, which can encourage consumer purchasing interest. Brand awareness, as a moderating variable, weakens the influence of green price on Balinese people's purchase intention regarding the prices of Commonsense Market products. This indicates that brand awareness creates the perception that environmentally friendly products are expensive and influences consumer price sensitivity, which in turn influences consumer purchasing intention. Brand Awareness as a moderating variable cannot strengthen or weaken the influence of Green Promotion on Purchase Intention of Balinese people towards Commonsense Market product promotion. This shows that the effectiveness of Green Promotion in encouraging consumer purchasing interest does not always depend on the level of consumer brand awareness, because Green Promotion that is attractive and in accordance with the target market can stand alone in building consumer purchasing interest, regardless of how high consumer awareness of the brand is.

Overall, it can be concluded that the elements of Green Marketing (Green Product, Green Price and Green Promotion) have a positive and significant effect on Purchase Intention, but the presence of the moderating variable Brand Awareness creates a variety of influences, both strengthening such as the role of Brand Awareness moderating Green Product on Purchase Intention, weakening such as the role of Brand Awareness moderating Green Price on Purchase Intention, and not having a statistical effect such as the role of Brand Awareness moderating Green Promotion on Purchase Intention.

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