

## The Influence of Green Marketing, Brand Awareness, and Environmental Awareness on Purchasing Decisions (A Case Study on the Purchase of Samsung Brand Inverter AC in Bogor City)

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**Abstract.** This study aims to examine the influence of green marketing, brand awareness, and environmental awareness on the purchase decision of Samsung inverter air conditioners in Bogor City. As public awareness of environmentally friendly products increases, green marketing strategies and strong brand positioning are essential for influencing consumer choices. The study used a quantitative associative-causal approach with a sample of 300 respondents who have purchased Samsung inverter AC units. Data collection was conducted using a structured questionnaire and analyzed through multiple linear regression. The findings show that all three independent variables green marketing, brand awareness, and environmental awareness have a positive and significant influence on purchase decisions, both partially and simultaneously. Brand awareness emerged as the most dominant factor influencing consumers choices, indicating that familiarity and trust in the Samsung brand play a major role in the purchasing process. Additionally, environmental awareness contributes to shaping consumers' preferences toward energy- saving and eco-friendly products. This study highlights the importance of aligning product strategies with environmental values and brand communication to enhance consumer interest. The implications suggest that Samsung and similar companies should continue promoting their green initiatives and improve public knowledge about the environmental and economic benefits of inverter technology.

**Keywords :** Green Marketing; Brand Awareness; Environmental Awareness; Purchase Decision; Inverter AC

### INTRODUCTION

The electronics industry is shifting rapidly toward energy efficient and environmentally friendly technologies. In the cooling appliance segment, inverter air conditioners have gained popularity for their ability to reduce energy consumption by enabling variable-speed compressor operation, often saving 30–60% energy compared to conventional units. Growing consumer concern regarding environmental sustainability has pushed firms to adopt green marketing strategies emphasizing product eco features, eco design, and responsible communication. Simultaneously, brand awareness and environmental awareness have emerged as pivotal factors in consumer choice of household appliances. This study focuses on Bogor City, a representative urban market with rising environmental consciousness and investigates how green marketing, brand awareness, and environmental awareness influence purchase decisions for Samsung inverter ACs.

### METHOD

This study uses a quantitative approach with a causal associative research design to analyze the influence of Green Marketing (X<sub>1</sub>), Brand Awareness (X<sub>2</sub>), and Environmental Awareness (X<sub>3</sub>) on Purchase Decisions (Y) for Samsung Inverter AC products in Bogor City.

The population consists of consumers who have purchased Samsung Inverter ACs in Bogor City. The sample size was 300 respondents, determined using the Lemeshow formula due to the unknown population size.

Data collection was conducted using a structured questionnaire distributed through Google Forms, using a 5-point Likert scale. Data analysis techniques included:

1. Descriptive Statistics
2. Instrument Testing: Validity Test and Reliability Test. All variables were declared reliable with a Cronbach's Alpha value above 0.60.
3. Classical Assumption Test: Normality Test (with Normal Probability Plot and Histogram), Multicollinearity Test, and Heteroscedasticity Test (Scatterplot).
4. Multiple Linear Regression Analysis.
5. Hypothesis Test: Partial Test (t-Test), Simultaneous Test (F-Test), and Coefficient of Determination ( $R^2$ ).

The regression model used:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

Where:

Y = Purchase Decision

X1 = Green Marketing

X2 = Brand Awareness

X3 = Environmental Awareness

## RESULTS AND DISCUSSION

### Data Analysis Result

#### 1. Classical Assumption Test

Based on the results of the classical assumption test, the data in this study meets the requirements for using multiple linear regression analysis :

- Normality : Data is normally distributed.
- Multicollinearity : No multicollinearity occurred ( $VIF < 10$  and  $Tolerance > 0.10$  for all variables).
- Heteroscedasticity : No heteroscedasticity occurred.

#### 2. Multiple Linear Regression Analysis Result

Multiple linear regression analysis was used to test the influence of the independent variable. The regression equation obtained is :

$$Y = 6.268 + 0.294X_1 + 0.193X_2 + 0.246X_3$$

Where:

- Y : Purchase Decision
- X1: Green Marketing
- X2: Brand Awareness
- X3: Environmental Awareness

The equation shows a positive relationship for all three independent variables, indicating that an increase in the score of any independent variable will be followed by an increase in the Purchase Decision.

### 3. Coefficient of Determination ( $R^2$ )

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.783	0.642	0.628	2.346

The *R Square* value of 0.642 indicates that 64.2% of the variation in the Purchase Decision variable can be explained jointly by the Green marketing, Brand Awareness, and Environmental awareness variables. The remaining 35.8% is attributed to other factors outside the scope of this research model.

### 4. Partial Hypothesis Test (t-test)

Independent Variable	B (Regression Coefficient)	t-count	Sig.	Result
Green Marketing (X1)	0.294	4.618	0.000	Significant Influence
Brand Awareness (X2)	0.193	3.522	0.005	Significant Influence
Environmental Awareness (X3)	0.246	3.822	0.001	Significant Influence

### 5. Simultaneous Hypothesis Test (F-test)

The F-test result shows a Sig. value of 0.0000, confirming that the variables Green Marketing, Brand Awareness, and Environmental Awareness significantly influence the Purchase Decision simultaneously.

## Discussion

### Significance of Key Findings

The main finding reveals a strong and significant influence of Green marketing, Brand Awareness, and Environmental Awareness on the Purchase Decision of Samsung Inverter Acs in Bogor City, accounting for 64.2% of the variance.

1. Influence of Green Marketing Green Marketing (X1) exhibits the strongest influence ( $p = 0.000$ ) with the highest coefficient (0.294). This suggests that Samsung's efforts in communicating the environmental benefits (e.g., energy efficiency) of its Inverter ACs are the most effective strategy in driving consumer purchasing behavior. This result aligns with prior research (Widiarsa & Sulistyawati, 2018; Agustin, 2015) that highlights the critical role of green communication in consumer choice.
2. Influence of Brand Awareness Brand Awareness (X2) is statistically significant ( $p = 0.005$ ). High recognition and familiarity with the Samsung brand provide a competitive advantage, especially in complex product categories like ACs, supporting Aaker's (2018) Brand Equity theory. However, its lower coefficient (0.193) compared to the other two variables suggests that for eco-friendly products, 'green' attributes carry more weight in the decision-making process than brand popularity alone.
3. Influence of Environmental Awareness Environmental Awareness (X3) also has a significant influence ( $p = 0.001$ ). The positive coefficient (0.246) indicates that consumers who are intrinsically concerned about environmental issues (Yeung, 2018) are more likely to select the environmentally sound Inverter AC model. This variable acts as a prerequisite; a company's Green Marketing strategy is most effective when engaging with an environmentally aware consumer base.

### Theoretical Implications

These findings support the necessity of expanding the traditional purchasing stimulus-response model to integrate sustainability factors. Green Marketing and Environmental Awareness are demonstrated not as secondary influences but as core, interacting components that significantly shape the modern consumer's decision-making process for products with ecological attributes.

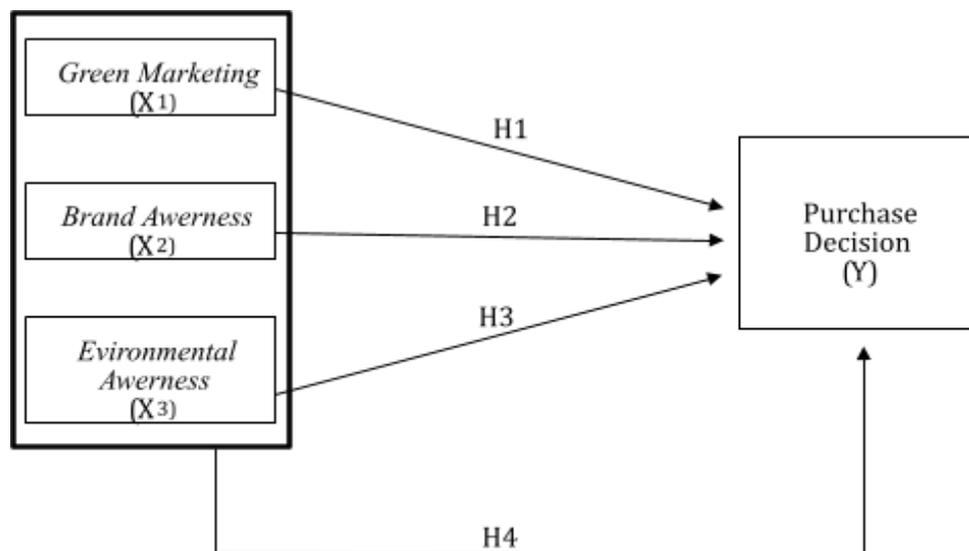
### Quotation & Figures

**Table 1:** Partial Hypothesis Test Result

Independent Variable	Significance level	Decision
Green Marketing (X1)	0.000	Accepted (H1)
Brand Awareness (X2)	0.005	Accepted (H2)
Environmental Awareness (X3)	0.001	Accepted (H3)

“These research findings reinforce the discovery that consumers are no longer driven solely by the functional benefits of a product, but also by symbolic and ethical benefits, especially those related to environmental responsibility. Integrated Green Marketing strategies become a competitive advantage (Widiarsa & Sulistyawati, 2018).”

**Figure 1:** Conceptual Framework



**Table 2:** Multiple Linear Regression Coefficients

Model	Unstandardized coefficients (B)	Std. Error	Standardized Coefficients (beta)	t-count	Sig.
(Constant)	6.268	1.387		4.519	0.001
Green Marketing (X1)	0.294	0.064	0.255	4.618	0.000
Brand Awareness (X2)	0.193	0.055	0.193	3.522	0.005
Environmental Awareness (X3)	0.246	0.065	0.204	3.811	0.001

Dependent Variable : Purchase Decision (Y)

**Table 3:** Coefficient of Determination ( $R^2$ )

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.783	0.642	0.628	2.346

## CONCLUSION

### 1. Simultaneous Influence (Simultaneous Test/F-Test)

The variables Green Marketing, Brand Awareness, and Environmental Awareness collectively have a significant and joint influence on the Purchase Decision of Samsung Inverter ACs in Bogor City.

Coefficient of Determination (R-Square): The R-Square value is 0.642. This indicates that 64.2% of the variation in Purchase Decisions can be explained by these three variables (Green Marketing, Brand Awareness, and Environmental Awareness).

The remaining 35.8% is influenced by other variables not included in this research model.

### 2. Partial Influence (t-test)

Each independent variable individually has a positive and significant influence on Purchase Decisions.

Independent Variable	Coefficient (B)	Sig.	Conclusion
Green Marketing	0.294	0.000	Has a significant and positive partial influence on Purchase Decisions.
Brand Awareness	0.193	0.005	Has a significant and positive partial influence on Purchase Decisions.
Environmental Awareness	0.246	0.001	Has a significant and positive partial influence on Purchase Decisions.

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