How Green Product and Promotion Affect Purchase Intention in Sports Fashion?

Aprilia Zahra[1], Gatot Nazir Ahmad[2], Nofriska Krissanya[3], Terrylina Arvinta Monoarfa[4]

[1,2,3,4]Department of Management, Universitas Negeri Jakarta, Indonesia

Abstract

This research aims to analyze the effect of green products, price, place, and promotion on green purchase intention in the sports fashion industry in Jakarta. With increasing consumer awareness of the environment, companies in the sports fashion sector need to understand the factors that drive consumer interest in purchasing environmentally friendly products. In this study, the method used is quantitative and data collection uses an online survey method with an instrument in the form of a questionnaire using a 6-point Likert scale distributed to users of Nike brand sportswear in DKI Jakarta. The research test uses SEM-PLS. This study aims to validate the proposed hypothesis regarding the impact of independent variables on the dependent variable. The implication of this research is to contribute to the development of green marketing theory by identifying factors that influence purchase intention of environmentally friendly products in the sports fashion sector. The results of the study are expected to provide insight to sports fashion companies in designing and developing marketing strategies oriented towards environmental sustainability to increase consumer awareness and buying interest in environmentally friendly products.

Keyword: Green Products; Green Promotion; Green Purchase Intention; Sport Fashion Industry; Jakarta

1. Introduction

With rapid economic development and technological advancement, unsustainable development and consumption patterns have caused many negative impacts on the environment, such as climate change, water and air pollution, ozone layer destruction, and smog. Environmental issues have become the focus of public and media attention, and attracted the attention of many academics (Wang, Ma, & Bai, 2019). The National Waste Management Information System (SIPSN) has released waste management data, data input by 367 districts/cities throughout Indonesia in 2023 through the official website. In 2023, it was recorded that 38.4 million tonnes of annual waste was generated. Of this amount, around 23.7 million tonnes or 61.62% of the waste was managed, while 14.7 million tonnes or 38.38% was unmanaged. Of the 128 cities recorded, cities on Java Island dominate the list of the top 10 most waste-producing cities, with five of them coming from DKI Jakarta province. The first rank is occupied by East Jakarta with an annual waste generation of 851.6 thousand tonnes, followed by West Jakarta with 748.1 thousand tonnes in the second rank, and South Jakarta with 719.5 thousand tonnes in the third rank (SIPSN, 2023).

Based on data from DataIndonesia.id, products in the fashion and sportswear category are frequently purchased items where 59% of respondents buy these products (Sadya, 2023). In this study, researchers used the Nike brand which is one of the companies in the sports fashion industry. Based on data from statista, Nike as one of the largest and most recognised sports brands in the world with sales reaching more than 51.5 billion US dollars in 2023. Nike has a Move to Zero initiative, which is an ambitious commitment to achieve zero carbon and zero waste across its operations (Statista, 2024). Nike has released a shoe collection that uses environmentally friendly Crater Foam material consisting of at least 20 per cent recycled material, demonstrating Nike's commitment to sustainability in its products (Pratiwi, 2020). Data from Goodstats shows an increasing global awareness of the importance of green products. The survey results show that the trend of purchasing products that have a positive impact on the environment is increasingly significant. More than 70% of respondents expressed their willingness to choose environmentally friendly products (Gusmiarti, 2024).

Green purchase intention is described as consumers desire to buy and pay for environmentally friendly products (Zaremohzzabieh et al., 2021). Green purchase intention is considered a form of pro-environmental consumerism, because green products help protect the environment by saving resources or energy, minimising or eliminating pollutants, hazardous waste, and the use of harmful chemicals, and still meeting consumer needs. Various studies show that interest in green purchasing continues to increase (Tian et al., 2022). Some studies also show that product attributes such as price, packaging, and advertising are important elements that motivate people to buy green products. Finally, other contextual factors include perceived incentives and green communication (Chang et al., 2019). The green marketing mix approach is believed to be able to increase the integration of environmental issues in all aspects of company activities, from strategy formulation, planning, preparation, to production and distribution, which ultimately affects consumer purchasing decisions (Zaky & Made, 2020).

Green marketing includes adjustments in the production process/packaging of products and services, as well as promotion to market products that are known to be safe for the environment. Green marketing involves the deliberate integration of social and environmental issues in a company's relationship with consumers. In addition, the marketing mix is part of green marketing which includes 4Ps, namely product, price, place, and promotion (Astuti et al., 2024). Research conducted by Munamba & Nuangjamnong (2021) shows that four aspects of the green marketing mix, namely green product, green price, green place, and green promotion, have a positive and significant impact on green purchasing intention. Based on the research results, the correlation between green product and green purchasing intention shows the strongest relationship compared to other dimensions in the green marketing mix.

Based on the background described above, researchers want to know whether there is an influence of the green marketing mix (green product, green price, green place and green promotion) on green purchase intention. Therefore, to find out more about this, researchers are interested in conducting research on “How Green Product and Promotion Affect Purchase Intention in Sports Fashion?”.

2. Literature Review

2.1 Green Purchase Intention

Green purchase intention refers to the extent to which consumers are willing to pay for environmentally friendly products or services (Chen et al., 2021). Green purchase intention is a process that involves individuals in searching for, selecting, and ultimately purchasing green products (Khan, Edwin, Ahmad, & Shah, 2020). The growth of consumers' desire to buy a product is the result of their knowledge about the product and their purchasing power (Sugandini et al., 2020). The desire to buy a product or service in the hope of getting benefits is known as purchase intention (Astuti et al., 2024). The formation of attitudes and purchase intentions is based on expectations of positive or negative experiences, as well as expectations that may be caused by internal or external social pressure. Just as purchase intention is widely researched using the Theory of Planned Behaviour (TPB), similar concepts are also applied to green purchase intention. TPB has a major impact on consumer purchase intention (Ali et al., 2023). During the pandemic, people's awareness of health, nature, and the environment has increased (Mutum, Ghazali, & Wei-Pin, 2021). After the COVID-19 pandemic, consumers are more concerned about environmental preservation (Dhir et al., 2021). Green purchase intention is very important, because unplanned purchases can cause serious environmental damage (Wijekoon & Sabri, 2021).

2.2 Green Product

One approach of the green marketing mix is green product, which includes the finished product, packaging, materials used, and production methods. If the three subcategories of materials, packaging, and production are safe for the environment and do not contain hazardous materials, then a product can be designated as a green product (Astuti et al., 2024). Green products are made using environmentally friendly technology and do not harm the environment (Sinambela, Azizah, & Putra, 2022). Green products do not pose a danger to human health and safety or nature, because these products do not contribute to air pollution, can be recycled, and allow the preservation of natural resources for future generations (Wang et al., 2019). Green products aim to protect the environment and preserve nature by limiting the use of chemicals and other harmful substances (Kaur, Gangwar, & Dash, 2022).

Green products are categorised as tangible and intangible products that reduce the impact on the environment directly or indirectly during their entire life cycle, in accordance with current technological and scientific developments (Zaremohzzabieh et al., 2021). Currently, many consumers are aware of the environmental problems that occur. This awareness encourages consumers to choose green products because they are considered safer and able to preserve the environment (Putri, 2022). Providing green products to customers will encourage green purchase intention (Karunarathna, Bandara, Silva, & De Mel, 2020). Research shows that green products can play a significant role in influencing green purchase intention (Khan et al., 2020; Munamba & Nuangjamnong, 2021; Sinambela et al., 2022; Putri, 2022; Karunarathna et al., 2020).

Hypothesis 1 (H1): Green product has an influence on green purchase intention.

2.3 Green Price

Green Price is the price associated with products that focus on environmental conservation. Due to their environmentally friendly qualities, such products are usually priced higher than non-green products. Some consumers are willing to pay more if they feel the product provides added value (Karunarathna et al., 2020). In general, the production cost of green products is higher than non-green products due to increased labour and material costs, as well as additional expenses related to product certification for eco-labels (Astuti et al., 2024). Management must be careful in determining green prices so that consumers get benefits that match the exchange rate offered (Sinambela et al., 2022).

Green pricing has become a major focus for marketers and organisations to remain competitive in the industry (Bathmathan & Rajadurai, 2019). In developing countries, the green price is getting special attention, because the concept involves pricing products that not only benefit the country, but also include the responsibility and welfare of the Community (Khan et al., 2020). Research shows that green price has a significant influence on green purchase intention (Sabri et al., 2020; Munamba & Nuangjamnong, 2021; Sinambela et al., 2022; Putri, 2022; Karunarathna et al., 2020).

Hypothesis 2 (H2): Green price has an influence on green purchase intention.

2.4 Green Place

The strategy implemented by marketers to ensure green products are available at the right time, in the right quantity, and in the right location is known as ‘green place’ as one of the components of the green marketing mix (Karunarathna et al., 2020). Green place is concerned with managing logistics to reduce emissions from transport, with the aim of reducing the carbon footprint (Mehraj & Qureshi, 2020). Research shows various e-business models that emphasise distribution channels as a method of online shopping. In addition, the global trend in shopping has shifted towards e-commerce. The decision to purchase green products is influenced by the distribution method.

Consumers prefer products that are delivered directly to the home. Consumers prefer to buy from stores that support green causes (Bathmathan & Rajadurai, 2019). By introducing the issue of two-channel supply coordination, e-commerce retailers can send products from their fulfilment centres or vendor warehouses based on the geographical location of customers (Zhang et al., 2019). Based on research findings, there is a significant relationship between green place and green purchase intention (Khan et al., 2020; Sinambela et al., 2022; Putri, 2022; Bathmathan & Rajadurai, 2019; Munamba & Nuangjamnong, 2021).

Hypothesis 3 (H3): Green place has an influence on green purchase intention.

2.5 Green Promotion

The basic theme of green promotion is to convey product specifications along with the environmentally friendly features of the product (Khan et al., 2020). Currently, businesses around the world tend to choose environmentally-based advertising or better known as green promotion through the media to introduce their products to environmentally friendly consumers (Bathmathan & Rajadurai, 2019). Green promotion strategies play an important

role in the successful adoption of green products by consumers. Communication is an important part of the success of green promotion (Kaur et al., 2022). Strategically, this practice includes activities aimed at reducing the adverse environmental impact of an organisation's promotional actions (Mehraj & Qureshi, 2020).

The motivation behind green promotion is to influence consumers' purchasing behaviour by encouraging them to buy products that do not harm the environment and direct their interest in the positive impact of their purchasing behaviour on themselves and the environment (Putri, 2022). Green promotion has a significant impact on consumers' green purchase intention (Bathmathan & Rajadurai, 2019; Putri, 2022; Khan et al., 2020; Kaur et al., 2022; Karunarathna et al., 2020).

Hypothesis 4 (H4): Green promotion has an influence on green purchase intention.

3. Material and Method

The research time lasted for 2 months, from November 2024 to December 2024. This research was conducted in the DKI Jakarta area. The choice of this location is based on the characteristics of consumers in DKI Jakarta who have an increasing awareness of environmental issues, so it is relevant to examine the effect of green marketing mix strategies on green purchase intention (Anwar, 2020). This study will examine the relationship between variables, namely Green Product (GPD), Green Price (GPC), Green Place (GPA), and Green Promotion (GPM) as independent variables, and Green Purchase Intention (GPI) as the dependent variable. The population in this study includes all consumers of Nike brand sports fashion products in the DKI Jakarta area. This study uses a non-probability sampling technique with the type of sample used is purposive sampling with a minimum sample size of 200 to be used in structural equation modelling (SEM) analysis (Hair et al., 2021). The number of samples is the number of indicators of the formation variable, which is multiplied by 5 to 10. Based on this statement, this study will use a sample of 250 respondents.

3.1 Design Study

The purposive sampling technique was chosen because the research requires a sample that has specific criteria, namely consumers of Nike sports fashion products who live in the Jakarta area, consumers who have seen or been exposed to Nike's green marketing campaign, consumers who are at least 18 years old, because they are considered to have the ability to make purchasing decisions independently and understand the concept of green marketing. This study uses a Likert scale measurement method with six categories ranging from 1 (strongly disagree) to 6 (strongly agree). In this study, the data collection method used was a survey with a questionnaire as the main instrument. In its implementation, this survey was conducted through distributing questionnaires online, which utilised the Google Form platform as a medium for collecting data.

3.2 Data Analysis

This research uses a quantitative approach which is a method of collecting and analysing data sourced from various instruments, such as questionnaires and journals (Sabri et al., 2020). The research test uses SEM-PLS analysis or Structural Equation Modeling Partial Least Square (PLS) with SmartPLS software to analyse the data that has been collected, including testing the structural model (inner model) and size model (outer model). Outer model testing includes validity tests (convergent validity and discriminant validity), reliability tests (Cronbach's alpha and composite reliability). Analysis of the measurement model (outer model) is carried out to assess the level of validity and reliability of the data, with the aim of ensuring the suitability of the measurements used. In this study, the data were analysed using SmartPLS software. The inner model includes latent variables as well as connecting lines that represent causal relationships or influences between concepts. Thus, the inner model describes the extent to which and how latent variables influence each other in the research conceptual framework (Hair et al., 2021).

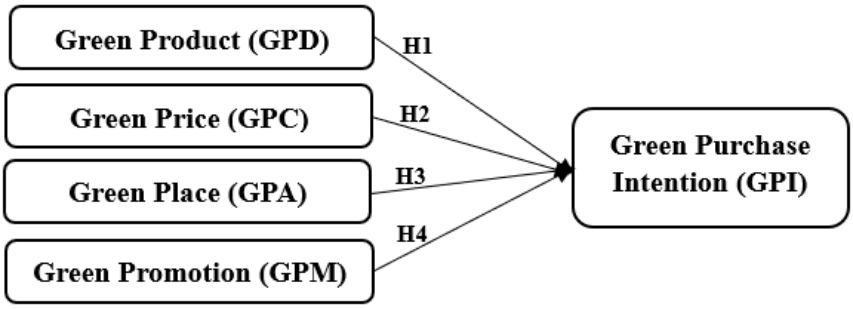

Figure 1. Research Model

4. Result

Researchers used the outer model method to test the validity and reliability of the questionnaire used. Validity testing includes analysis of convergent validity, and discriminant validity. Meanwhile, reliability will be tested through composite reliability and Cronbach's alpha. Convergent validity test in PLS is evaluated based on the loading factor value, which is the correlation between the item score or component score and the construct score. The rule of thumb for convergent validity includes an outer loading value > 0.70 and an Average Variance Extracted (AVE) value > 0.50 (Hair et al., 2021). The following is the outer loading value and AVE value:

Table 1. Outer Loadings & AVE

Variable	Indicator	Outer Loadings	AVE	Description
Green Product	GPD1	0.805	0.636	Valid
	GPD2	0.853		Valid
	GPD3	0.837		Valid
	GPD4	0.777		Valid
	GPD5	0.768		Valid
	GPD6	0.736		Valid
Green Price	GPC1	0.832	0.762	Valid
	GPC2	0.882		Valid
	GPC3	0.895		Valid
	GPC4	0.912		Valid

Variable	Indicator	Outer Loadings	AVE	Description
	GPC5	0.87		Valid
	GPC6	0.844		Valid
Green Place	GPA1	0.814	0.679	Valid
	GPA2	0.856		Valid
	GPA3	0.837		Valid
	GPA4	0.845		Valid
	GPA5	0.799		Valid
	GPA6	0.79		Valid
Green Promotion	GPM1	0.865	0.678	Valid
	GPM2	0.887		Valid
	GPM3	0.815		Valid
	GPM4	0.78		Valid
	GPM5	0.799		Valid
	GPM6	0.788		Valid
Green Purchase Intention	GPI1	0.826	0.68	Valid
	GPI2	0.879		Valid
	GPI3	0.822		Valid
	GPI4	0.855		Valid
	GPI5	0.784		Valid
	GPI6	0.777		Valid

Table 1 shows that the Outer Loading value for each research variable is> 0.7. This shows that each indicator in this study is valid and meets the criteria for convergent validity, so it is feasible to use it to measure research variables. AVE value for each research variable> 0.5. This shows that each research variable meets the rule of thumb for convergent validity, namely AVE> 0.5. Thus, it can be concluded that the research variables are able to act as valid and reliable constructs in this study.

Table 2. HTMT

	GPA	GPC	GPD	GPI	GPM
GPA					
GPC	0.838				
GPD	0.791	0.778			
GPI	0.853	0.864	0.829		
GPM	0.842	0.843	0.843	0.888	

In addition to convergent validity, discriminant validity is also used to evaluate construct validity. Discriminant validity can be tested by looking at the HTMT value. An indicator is considered valid if the HTMT value is <0.90 (Hair et al., 2021). The HTMT results for each indicator of the research variable presented in Table 2 show that the HTMT value for each indicator of the research variable is <0.90. This indicates that each indicator on the research construct is valid and fulfils the rule of thumb and assumptions for discriminant validity. Thus, these indicators are capable and feasible to be used to accurately measure research variables.

Table 3. Cronbach's Alpha & Composite Reliability

Variable	Cronbach's alpha	Composite reliability (rho_c)	Description
GPA	0.905	0.927	Reliable
GPC	0.937	0.95	Reliable
GPD	0.886	0.913	Reliable
GPI	0.905	0.927	Reliable
GPM	0.904	0.926	Reliable

Reliability testing is carried out to ensure the internal consistency of the indicators used as measuring instruments for research variables. In Smart PLS, there are two main methods for testing the reliability of research variables, namely Cronbach's alpha and composite reliability. The rule of thumb states that both Cronbach's alpha and composite reliability values must be greater than 0.7. Table 3 shows that the Cronbach's alpha value for each variable is > 0.7, which indicates that each research variable is reliable and suitable as a research variable. In addition, the results in the same table also show that the composite reliability value for all variables is > 0.7. This confirms that the research variables have high reliability and consistent constructs, making them suitable for use in research.

Table 4. VIF

Variable	VIF
GPA -> GPI	3.137
GPC -> GPI	3.249
GPD -> GPI	2.721
GPM -> GPI	3.477

To detect potential bias due to multicollinearity, the most appropriate step is to check the Variance Inflation Factor (VIF) value using SmartPLS. VIF is a multivariate measure that indicates the level of variation in a variable that can be explained by other variables in the same model. According to Hair et al. (2021), the optimal VIF value is <5. Table 4 shows that the VIF value for all constructs is <5. This indicates that there is no significant bias between the constructs in this research framework. Thus, it can be concluded that the research model is free from multicollinearity problems and the results can be considered valid and reliable for further analysis.

Table 5. R-square

Variable	R-square	R-square adjusted	Description
GPI	0.796	0.793	High prediction

The structural model in PLS is evaluated using the R^2 value for the dependent construct. This value is used to measure the extent to which variation in the dependent variable can be explained by the independent variables in the research model. The higher the R^2 value, the better the model's ability to predict the relationship between variables. The R^2 value is in the range 0 to 1, with the interpretation of R^2> 0.25 indicating a low level of predictive accuracy, R^2> 0.50 indicating a medium level of predictive accuracy, R^2> 0.75 indicating a high level of

predictive accuracy. Based on table 5, it shows that the magnitude of the R2 construct of the green purchase intention variable is 0.796. This shows that the percentage of green purchase intention explained by other constructs is 0.204 which is explained by other variables outside the research model.

Table 6. F-square

Variable	f-square	Description
GPA -> GPI	0.27	Medium prediction
GPC -> GPI	0.06	Low prediction
GPD -> GPI	0.04	Low prediction
GPM -> GPI	0.07	Low prediction

F-Square is used to evaluate the magnitude of influence between variables in the research model. This value helps assess the contribution of each independent variable to the dependent variable in the model. The influence of variables is classified based on the F-Square value, namely > 0.02 small influence, > 0.15 medium influence, > 0.35 large influence. Table 6 presents the results of the F-Square calculation for each variable, providing an overview of the extent to which each variable influences the research model in the context of the F-Square analysis.

Table 7. Path Coefficient

Hypothesis	Variable	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Results
H1	GPD -> GPI	0.142	0.056	2.557	0.011	Retrieved
H2	GPC -> GPI	0.2	0.062	3.225	0.001	Retrieved
H3	GPA -> GPI	0.412	0.07	5.921	0.000	Retrieved
H4	GPM -> GPI	0.228	0.065	3.482	0.001	Retrieved

This study examines the direct effect of independent variables on the dependent variable using the path coefficient. The results of path coefficient testing for the research constructs are presented in Table 7, providing an overview of the relationship between variables and their significance. The T-statistic value must be greater than 1.96 to be considered significant. In addition, hypothesis testing is also based on the p-value, where a p-value <0.05 indicates significance.

5. Discussion

The results of the analysis show that green product has a positive and significant influence on green purchase intention, with a p-value of 0.011 (<0.05) and a t-statistic of 2.557 (>1.96). The original sample value of 0.142 shows a positive influence of 14%. Thus the first hypothesis which states that green product has a positive and significant effect on green purchase intention is accepted. This shows that green product characteristics, such as environmental friendliness, the use of sustainable raw materials, and product durability, play an important role in encouraging consumer purchase intention. Consumers tend to prefer products that actually contribute to environmental preservation. The results of this study are in

accordance with research conducted by Khan et al., (2020); Munamba & Nuangjamnong, (2021); Sinambela et al., (2022); Putri, (2022); and Karunarathna et al., (2020) which suggest that green product has a positive and significant relationship with green purchase intention.

Green price was also found to have a positive and significant influence on green purchase intention, with a p-value of 0.001 (<0.05) and a t-statistic of 3.225 (>1.96). The original sample value of 0.2 indicates a positive influence of 20%. Thus the second hypothesis which states that green price has a positive and significant effect on green purchase intention is accepted. These results indicate that consumers consider price in making decisions to buy green products. Although consumers are aware of the importance of green products, price is still a factor that influences purchase intention. Green products that have competitive prices, or at least are considered to provide value commensurate with the benefits received, are more likely to attract consumer interest. The results of this study are in accordance with research conducted by Sabri et al., (2020); Munamba & Nuangjamnong, (2021); Sinambela et al., (2022); Putri, (2022); and Karunarathna et al., (2020) which suggest that green price has a positive and significant relationship with green purchase intention.

Green place has the strongest influence on green purchase intention, with a p-value of 0.000 (<0.05) and a t-statistic of 5.921 (>1.96). The original sample value of 0.412 shows a positive influence of 41%. Thus the third hypothesis which states that green place has a positive and significant effect on green purchase intention is accepted. This shows that ease of access, environmentally friendly distribution locations, and the availability of green products at various platforms or points of sale influence consumer decisions to buy. In addition, distribution that prioritises sustainability, such as the use of environmentally friendly packaging or shipping with a low carbon footprint, can add positive value to consumers who care about environmental impacts. The results of this study are in accordance with research conducted by Khan et al., (2020); Sinambela et al., (2022); Putri, (2022); Bathmathan & Rajadurai, (2019); Munamba & Nuangjamnong, (2021) which suggest that green place has a positive and significant relationship with green purchase intention.

Green promotion also shows a positive and significant influence on green purchase intention, with a p-value of 0.001 (<0.05) and a t-statistic of 3.482 (>1.96). The original sample value of 0.228 shows a positive influence of 22%. Thus the fourth hypothesis which states that green promotion has a positive and significant effect on green purchase intention is accepted. Consumers are more interested in green products that are promoted by highlighting environmental benefits and other added values, such as support for local communities or recycling programmes. The results of this study are in accordance with research conducted by Bathmathan & Rajadurai, (2019); Putri, (2022); Khan et al., (2020); Kaur et al., (2022); Karunarathna et al., (2020) which suggests that green promotion has a positive and significant relationship with green purchase intention.

6. Conclusion, Implication, and Recommendation

This study analyses the effect of the independent variable on the dependent variable. The independent variables in this study are green product, green price, green place and green promotion while the dependent variable in this study is green purchase intention. This research was conducted with structural equation modelling (SEM) using the help of the Smart PLS 3.0 application. This study used a sample of 250 people with the criteria of Nike product users in DKI Jakarta. The data used is primary data regarding the effect of green marketing mix (green product, green price, green place and green promotion) on green purchase intention in the Nike brand sports fashion industry.

The first hypothesis, which states that the green product variable (GPD) has a positive and significant effect on green purchase intention (GPI) is accepted. Green product has a significant effect which indicates that the quality, innovation and sustainability of environmentally friendly products can increase consumer confidence and attractiveness of these products. The second hypothesis, which states that the green price variable (GPC) has a positive and significant effect on green purchase intention (GPI) is accepted. Indicating that pricing is reasonable and comparable to the value of environmentally friendly products is one of the main considerations for consumers. The third hypothesis, which states that the green place variable (GPA) has a positive and significant effect on green purchasing intention (GPI), is accepted. Indicating that ease of access, distribution, and the presence of green products in the right location or platform can influence consumers' intention to buy them. The fourth hypothesis, which states that the green promotion variable (GPM) has a positive and significant effect on green purchase intention (GPI) is accepted. Indicating that the importance of a marketing communication strategy that is able to convey messages about the sustainability and environmental benefits of the product.

The implication of this research is Companies should focus on innovation and development of environmentally friendly products, such as using sustainable raw materials, reducing carbon footprints, and ensuring products are easily recyclable. Companies must carefully assess the price of green products so that consumers feel that the price is comparable to the benefits provided, both in terms of quality and impact on the environment. The pricing strategy should take into account the target market segment, as well as educate consumers about the added value obtained from green products, even if the price is slightly higher. Companies must ensure that green products are available in various distribution channels that are easily accessible to consumers, both offline and online. Improving ease of access and ensuring product availability in strategic locations will strengthen brand presence in the market and make it easier for consumers to obtain green products. Companies need to develop educative and communicative marketing campaigns to increase consumer awareness about the benefits of green products. The use of social media, sustainability-based advertising, and promotional programmes that highlight the advantages of green products will help build an emotional connection with consumers and encourage them to choose green products.

This research is limited to users of Nike products in DKI Jakarta. To increase the generalisability of the findings, future research can involve a larger and more diverse sample, both in terms of geographic and demographic location. Using samples from various regions in

Indonesia or other countries will provide a broader perspective on the effect of green marketing mix on green purchase intention in a more heterogeneous market. This research only focuses on one brand, Nike, in the context of the sports fashion industry. Future research could include various brands in the same category, or even brands from different industries, that also implement green marketing mix strategies. This will provide a more comprehensive picture of the influence of green marketing mix across different industry sectors. This research only focuses on the four dimensions of green marketing mix. Future research can include other variables that may affect green purchase intention, such as psychographic factors, as well as external factors such as social and media influences. This will provide a more holistic understanding of the factors that influence purchasing decisions.

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