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Brand Image and E-WOM: Antecedents of *Green Marketing* on *E-commerce* Users' Purchase Decisions

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Abstract
Green marketing is an essential strategy in promoting public awareness of sustainability and the green economy. A positive brand image and strong e-WOM can influence consumer purchasing decisions in *e-commerce*. Environmentally friendly products are increasingly becoming the choice in supporting economic sustainability in the future. However, the effectiveness of *green marketing* in driving purchasing decisions through brand image and e-WOM still needs further analysis. The purpose of this study is to analyse the direct and indirect effects of *green marketing* on purchasing decisions, with brand image and e-WOM as mediators, among consumers who buy *green* products in Situbondo Regency. Hypothesis testing was conducted based on a structural equation model using the Partial Least Squares (SEM-PLS) approach. The main achievement expected from this study is to fill the knowledge gap by exploring how brand image and e-WOM can strengthen the influence of *green marketing* on purchasing decisions, particularly among electric bicycle users in Situbondo Regency. The results of this study can be used as a consideration in formulating more effective green marketing strategies by maximising the roles of brand image and e-WOM to encourage purchasing decisions.

Keywords: *Green Marketing, Brand Image, e-WOM, Purchase Decision, E-commerce.*

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INTRODUCTION

Changes in consumer behaviour, with increasing concern for environmental issues, have prompted businesses to adopt more sustainable marketing strategies. One approach gaining attention is green marketing, which not only promotes environmentally friendly products but also creates added value and sustainable competitive advantage for organisations. The integration of green marketing with social responsibility, brand equity, and green brand image is seen as an essential strategy in building a competitive advantage oriented towards long-term sustainability (Sheykhan et al., 2024).

Conceptually, green marketing is a marketing approach that emphasises communicating the environmentally friendly values of products or services to consumers, to increase awareness, preference, and market response to sustainable business practices. The application of green marketing not only affects environmental aspects but also has the potential to improve company performance by increasing consumer trust and loyalty (Luo et al., 2025). This strategy encompasses various activities, ranging from environmentally friendly product and process design to the use of sustainable packaging to the delivery of marketing messages that emphasise the ecological and social benefits of products (Tzanidis et al., 2024). Thus, green

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marketing has become an important instrument in driving industrial transformation towards sustainability through synergy between marketing and innovation (Chen et al., 2024).

As consumer awareness of sustainability issues increases, digital channels have evolved into strategic media for communicating environmental values to the market. Digital platforms and e-commerce enable businesses to promote environmentally friendly products more widely, quickly, and interactively, while also opening up space for consumer-to-consumer information exchange. In this context, a strategic green marketing orientation has been shown to contribute to environmental sustainability and responsible business practices, mainly when supported by an organisation's capacity to absorb and implement green knowledge (Ismail et al., 2023). Situbondo Regency was chosen as the research location because it shows the dynamics of MSME participation growth in digital channels and support for environmentally friendly product campaigns, making it a relevant context for examining the effectiveness of green marketing at the local level.

Various studies show that green marketing has significant potential to influence purchasing decisions oriented towards sustainable consumption. Consumers who care about the environment tend to consider sustainability attributes when evaluating products before purchase (Salguero Núñez et al., 2024). When companies communicate green marketing messages effectively and credibly, this can increase product appeal, shape positive perceptions, and ultimately encourage more pro-environmental purchasing decisions.

However, empirical findings on the influence of green marketing on purchasing decisions remain inconsistent. Several studies have found that the green marketing mix positively affects consumer purchasing decisions (Astuti et al., 2021) and that green marketing claims can influence purchasing decisions by shaping perceptions of value and image (Fatmawati & Alikhwan, 2021). Conversely, other studies show that green marketing does not always have a significant effect on purchasing decisions, especially when other factors such as price, advertising, or conventional brand image are more dominant in consumer considerations (Ramadhan et al., 2024). This inconsistency indicates the need to develop a more comprehensive research model that considers relevant mediating mechanisms.

To bridge this gap, this study includes brand image as a mediating variable in the relationship between green marketing and purchasing decisions. Brand image is understood as a set of consumer perceptions formed in their minds about a brand, covering emotional, functional, and symbolic dimensions (Ulfiah et al., 2023). Previous research shows that green marketing can influence purchasing decisions through brand image as a mediating variable (Asyhari & Yuwalliatin, 2021). In addition, various studies confirm that green and digital marketing strategies strengthen brand image (Mulyani & Hermina, 2023; Majeed et al., 2022; Kewakuma et al., 2021; Wibowo & Wulandari, 2022). A strong and positive brand image further increases consumer confidence and encourages purchase decisions (Rosanti et al., 2021; Tjahjono et al., 2021; Solihin, 2021; Ningsih & Pradanawati, 2021).

In addition to brand image, electronic word-of-mouth (e-WOM) has also been identified as a relevant mediating variable in the context of digital marketing. e-WOM is defined as a form of positive or negative communication about a product or service that is disseminated online by consumers to other consumers (Marwida et al., 2023). Previous research has shown that e-WOM can mediate the influence of green marketing on purchasing decisions (Romadhany & Hakim, 2024). This is due to consumers' tendency to trust recommendations and experiences from fellow users more, so that positive e-WOM plays an important role in

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shaping purchasing decisions (Zahid & Ruswanti, 2024; Romadhoni et al., 2023; Purwianti & Niawati, 2022).

Although much research has been conducted on green marketing, most of it still focuses on its general context without treating e-WOM and brand image as key mechanisms in the e-commerce ecosystem (Ramli, 2025). Furthermore, previous studies have generally examined environmentally friendly products across different market contexts, including the roles of ecolabel awareness, the green marketing mix, and brand image in specific products (Shafira et al., 2022). Therefore, the novelty of this study lies in integrating green marketing, brand image, and e-WOM to influence purchase decisions for go-green products, specifically among e-commerce consumers in Situbondo Regency.

From a methodological perspective, this study combines empirical and comparative causal approaches within a deductive quantitative framework. This approach allows the study not only to identify the relationship between variables but also to explain the roles of brand image and e-WOM as mechanisms that strengthen the influence of green marketing on purchasing decisions. By focusing on the context of regional consumers, which remains relatively unexplored, this study is expected to make additional theoretical and empirical contributions to the development of green marketing research in the e-commerce ecosystem.

RESEARCH METHODOLOGY

This study uses a deductive, quantitative approach and a survey method to collect primary data from respondents. The research population includes all consumers who purchase *green* products through e-commerce platforms in Situbondo Regency, with an unknown population size. The sample size was determined based on the PLS-SEM principle that the minimum sample size is 10 times the number of indicators in the construct or 10 times the number of structural paths leading to the endogenous construct (Hair et al., 2018). Based on 18 research indicators, the sample size was 80 respondents.

Data collection was conducted using a structured questionnaire. Before being used in the main data collection, the questionnaire prototype was tested in a pilot study with 15 respondents to ensure internal consistency and construct validity. The questionnaire was divided into two sections: one on respondents' demographic characteristics and another containing statements to measure the constructs of green marketing, purchase decisions, brand image, and e-WOM. The measurement scale used a five-point Likert scale ( ), ranging from 1 (strongly disagree) to 5 (strongly agree), to capture the respondents' level of agreement with each statement.

The green marketing variable is defined as efforts to market environmentally friendly products to attract consumer interest on e-commerce platforms (Ulfiah et al., 2023). This construct is operationalised through four indicators, namely green product, green promotion, green price, and green place. Green product reflects the use of environmentally friendly materials and sustainable production processes; green promotion reflects the communication of environmental benefits through marketing campaigns; green price reflects pricing that reflects sustainability values while remaining affordable; and green place reflects ease of access to products through e-commerce and efficient distribution. Green marketing is measured using 13 statement items derived from previous research instruments (Setiawan & Riana, 2024).

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The purchase decision variable is defined as a series of processes that consumers go through before, during, and after purchasing products through e-commerce platforms (Solihin, 2021). This construct is operationalised through five indicators, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behaviour. Problem recognition reflects awareness of the need for environmentally friendly products; information search reflects efforts to find product references; alternative evaluation reflects the process of comparing various options; purchase decision reflects the act of choosing and buying; and post-purchase behaviour reflects satisfaction and the possibility of follow-up behaviour such as recommendations or repeat purchases. The measurement of purchase decisions uses 10 statement items that refer to relevant instruments (Setiawan & Riana, 2024).

The brand image variable is defined as consumers' perceptions of environmentally friendly products in e-commerce (Tarmidi & Mulyani, 2023). This construct is operationalised through five indicators, namely product characteristics, product quality, unique and desirable image, product variety/type, and positive image in the public eye. Product characteristics reflect the inherent uniqueness of the product; product quality reflects the perception of high quality; a unique and desirable image reflects the uniqueness of the product that distinguishes it from other products; product variety/type reflects the diversity of choices; and a positive image in the public eye reflects the general perception that the product supports sustainability. Brand image measurement uses 10 statement items that are based on previous research instruments (Asyhari & Yuwalliatin, 2021).

Electronic word of mouth (e-WOM) is the dissemination of product information through digital platforms (Romadhoni et al., 2023). This construct is operationalised through four indicators, namely positive recommendations, good reputation, positive feedback, and positive information dissemination (Romadhoni et al., 2023). Positive recommendations reflect consumers' encouragement to recommend products to others; good reputation reflects the public's optimistic view of the product; positive feedback reflects testimonials or good experiences shared online; and positive information dissemination reflects the intensity of the distribution of messages that support the value of product sustainability. The measurement of e-WOM uses 8-item statements, consistent with indicators used in e-WOM research in the context of digital marketing (Romadhoni et al., 2023).

Hypothesis testing was conducted based on Structural Equation Modelling (SEM) using the Partial Least Squares (PLS) approach through SmartPLS software. The SEM-PLS approach was used because it is predictive and suitable for testing causal relationships among constructs and for evaluating measurement and structural models simultaneously (Juliandi, 2018). Procedurally, the analysis was conducted by evaluating the measurement model to assess the validity and reliability of the constructs, followed by evaluating the structural model to assess the relationships among variables in line with the research hypothesis. The interpretation of the test results was based on the significance criteria at an error rate of 5% ($\alpha = 0.05$), with p-values below 0.05 indicating acceptance of the hypothesis. In contrast, a value above 0.05 indicates rejection of the hypothesis.

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RESULTS AND DISCUSSION

PLS model-based measurement analysis is used to evaluate the validity and reliability of a construct. In PLS-based SEM analysis, there are two approaches to measuring construct validity: convergent validity and discriminant validity.

Table 1. Convergent Validity (Loading Factor)

Variable	Indicator	Item	Loading Factor	AVE	Description
Green Marketing (X1)	Green Product (X1.1)	X1.1	0.724	0.693	Valid
		X1.2	0.732		Valid
		X1.3	0.856		Valid
	Green Promotion (X1.2)	X1.4	0.882		Valid
		X1.5	0.835		Valid
		X1.6	0.845		Valid
	Green Price (X1.3)	X1.7	0.875		Valid
		X1.8	0.851		Valid
		X1.9	0.858		Valid
	Green Place (X1.4)	X1.10	0.858		Valid
		X1.11	0.814		Valid
		X1.12	0.838		Valid
		X1.13	0.837		Valid
Purchase Decision (Y1)	Problem Recognition (Y1.1)	Y1.1	0.847	0.823	Valid
		Y1.2	0.921		Valid
	Information Search (Y1.2)	Y1.3	0.930		Valid
		Y1.4	0.917		Valid
	Alternative Evaluation (Y1.3)	Y1.5	0.909		Valid
		Y1.6	0.911		Valid
	Purchase Decision (Y1.4)	Y1.7	0.903		Valid
		Y1.8	0.925		Valid
	Post-Purchase Behaviour (Y1.5)	Y1.9	0.914		Valid
		Y1.10	0.892		Valid
Brand Image (Z1)	Product Characteristics (Z1.1)	Z1.1	0.865	0.746	Valid
		Z1.2	0.870		Valid
	Quality Products (Z1.2)	Z1.3	0.873		Valid
		Z1.4	0.892		Valid
	Unique and Favoured Image (Z1.3)	Z1.5	0.830		Valid
		Z1.6	0.844		Valid
	Product Variation/Type (Z1.4)	Z1.7	0.841		Valid
		Z1.8	0.839		Valid
	Positive Image in the Public Eye (Z1.5)	Z1.9	0.884		Valid
		Z1.10	0.895	0.823	Valid
e-WOM (Z2)	Positive Recommendations (Z2.1)	Z2.1	0.787		Valid
		Z2.2	0.890		Valid
	Good Reputation (Z2.2)	Z2.3	0.921		Valid
		Z2.4	0.929		Valid
	Positive Feedback (Z2.3)	Z2.5	0.881		Valid
		Z2.6	0.938		Valid
	Positive Information Dissemination (Z2.4)	Z2.7	0.941		Valid

Based on Table 1, all items for green marketing, purchase decisions, brand image, and e-WOM have factor loadings greater than 0.60 and AVEs greater than 0.5. Thus, it can be concluded that all items in this research instrument are valid.

Table 2. Results of the Discriminant Validity Test (*Cross Loading*)

Item	Brand Image	Green Marketing	Purchase Decision	e-WOM
X1.1	0.681	0.724	0.656	0.648
X1.2	0.731	0.732	0.667	0.675
X1.3	0.597	0.856	0.735	0.666
X1.4	0.622	0.882	0.805	0.676
X1.5	0.612	0.835	0.809	0.655
X1.6	0.567	0.845	0.698	0.626
X1.7	0.610	0.875	0.794	0.650
X1.8	0.636	0.851	0.820	0.670
X1.9	0.579	0.858	0.696	0.612
X1.10	0.604	0.858	0.774	0.657
X1.11	0.622	0.814	0.784	0.620
X1.12	0.716	0.838	0.749	0.672

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X1.13	0.708	0.837	0.775	0.701
Y1.1	0.720	0.863	0.847	0.777
Y1.2	0.746	0.852	0.921	0.818
Y1.3	0.766	0.829	0.930	0.787
Y1.4	0.750	0.858	0.917	0.807
Y1.5	0.756	0.803	0.909	0.778
Y1.6	0.792	0.845	0.911	0.814
Y1.7	0.802	0.812	0.903	0.812
Y1.8	0.827	0.788	0.925	0.840
Y1.9	0.822	0.794	0.914	0.862
Y1.10	0.800	0.759	0.892	0.799
Z1.1	0.865	0.765	0.846	0.801
Z1.2	0.870	0.679	0.762	0.781
Z1.3	0.873	0.616	0.696	0.708
Z1.4	0.892	0.660	0.738	0.763
Z1.5	0.830	0.706	0.783	0.756
Z1.6	0.844	0.638	0.722	0.750
Z1.7	0.841	0.581	0.633	0.686
Z1.8	0.839	0.609	0.684	0.651
Z1.9	0.884	0.677	0.763	0.769
Z1.10	0.895	0.663	0.740	0.746
Z2.1	0.862	0.686	0.776	0.787
Z2.2	0.797	0.734	0.844	0.890
Z2.3	0.743	0.670	0.771	0.921
Z2.4	0.746	0.689	0.791	0.929
Z2.5	0.773	0.804	0.872	0.881
Z2.6	0.737	0.686	0.787	0.938
Z2.7	0.785	0.710	0.794	0.941
Z2.8	0.795	0.729	0.820	0.959

Based on the results of the discriminant validity test in Table 2, each indicator shows higher loadings than its cross-loadings with other variables, indicating that each indicator effectively measures the latent variable corresponding to the concept.

Table 3. Composite Reliability and Cronbach's Alpha Results

	Cronbach's Alpha	**Composite Reliability**	Note
Brand Image	0.962	0.967	Reliable
Green Marketing	0.963	0.967	Reliable
Purchase Decision	0.976	0.979	Reliable
e-WOM	0.969	0.974	Reliable

Based on the research results in Table 3, all variables, such as green marketing, purchase decisions, brand image, and e-WOM, show composite reliability values above 0.7 and *Cronbach's* alpha values above 0.6. Therefore, it can be concluded that all indicators used in this study are consistent and reliable in measuring unobserved constructs.

Table 4. Model Goodness of Fit

Variable	**R^2**
Brand Image	0.590
Purchase Decision	0.911
e-WOM	0.624
$Q^2 = 1 - (1 - R1^2) \times (1 - R2^2) \times (1 - R3^2)$	
$Q^2 = 1 - (0.41)$ X (0.089) X (0.376)	
$Q2 = 1 - 0.013$	
$Q2 = 0.987$	

The *Q-Square predictive relevance* value of this study was 0.987, equivalent to 98.7%. This means that the model as a whole explains 98.7% of the diversity in the purchase decision variables. In other words, the contribution of the green marketing, brand image, and e-WOM

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variables to the purchase decision is 98.7% accurate. In comparison, the remaining 1.3% is due to other variables not the focus of this study.

Hypothesis Testing for Direct and Indirect Effects

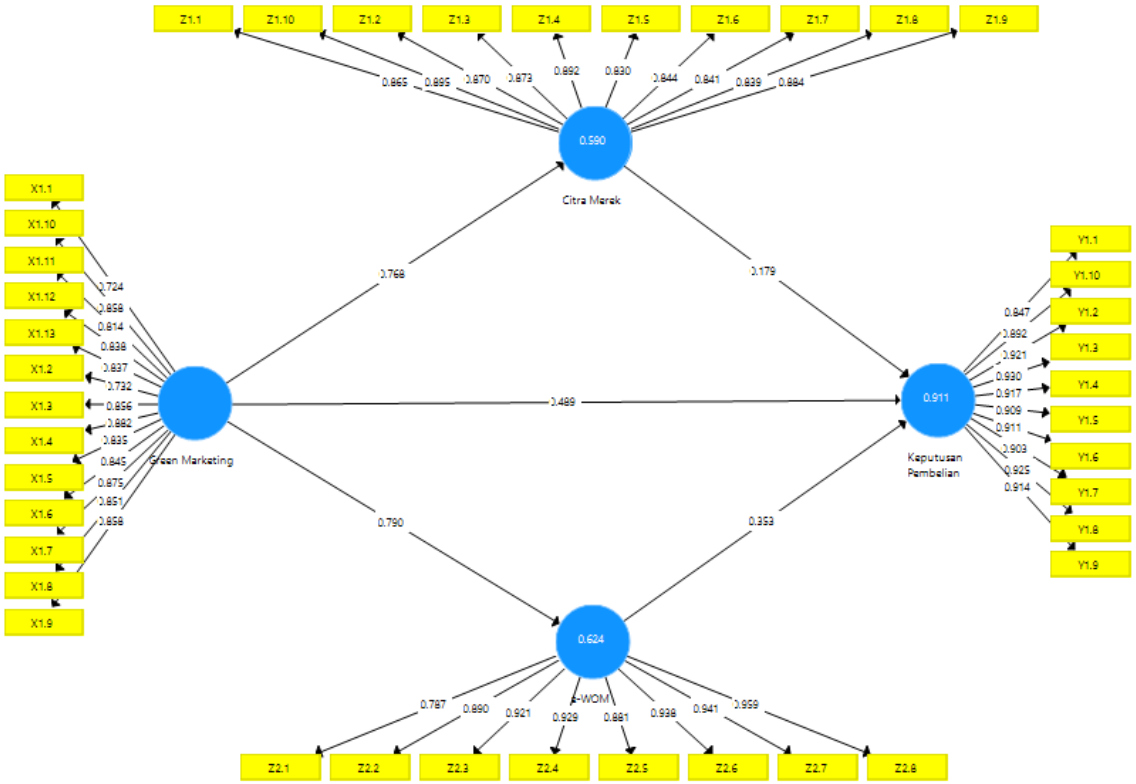

Figure 1. Direct Hypothesis Diagram

Table 5. Direct and Indirect Effects

	Original Sample (O)	Standard Deviation	T Statistics	P Values	Description
Green Marketing ➔ Purchase Decision	0.489	0.061	8.032	0.000	Significant
Green Marketing ➔ Brand Image	0.768	0.042	18,100	0.000	Significant
Green Marketing ➔ e-WOM	0.790	0.035	22.685	0.000	Significant
Brand Image ➔ Purchase Decision	0.179	0.077	2.326	0.020	Significant
e-WOM ➔ Purchase Decision	0.353	0.085	4.163	0.000	Significant
Green Marketing ➔ Brand Image ➔ Purchase Decision	0.137	0.061	2.252	0.025	Significant
Green Marketing ➔ e-WOM ➔ Purchase Decision	0.279	0.071	3.941	0.000	Significant

Based on Figure 1, Table 5, the results of testing the hypothesis regarding the influence of green marketing, brand image, e-WOM, and purchasing decisions are as follows:

H^1 = Green Marketing Influences Purchase Decision

Based on Smart PLS data processing, coefficient values and T-statistics were obtained as indicators of the significance of the relationship between variables. The test results show that green marketing has a positive and significant effect on purchasing decisions, with a coefficient value of 0.489 and a T-statistic of 8.032, which exceeds the t-table value (1.99).

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Statistically and empirically, these findings indicate that the more effective the implementation of green marketing strategies by e-commerce companies, the stronger the tendency for consumers to make purchasing decisions. Thus, hypothesis 1 can be accepted.

H^2 = Green Marketing Influences Brand Image

The statistical analysis results show that green marketing has a significant effect on brand image, with a path coefficient of 0.768 and a T-statistic of 18.100, which exceeds the T-table value (1.99). Empirically, these findings confirm that implementing green marketing strategies for green products on optimal e-commerce platforms can increase consumers' positive perceptions of brand image. In other words, the more effective the green marketing implementation, the stronger the brand image formed in consumers' minds. Therefore, the second hypothesis is supported by the data and accepted.

H^3 = Green Marketing Influences *Electronic Word of Mouth* (e-WOM)

Based on the statistical analysis, green marketing has a positive and significant effect on electronic word of mouth (e-WOM) for go-green products on e-commerce platforms. The path coefficient value of 0.790 with a T-statistic of 22.685, which is higher than the T-table (1.99), indicates the strength of this relationship. Empirically, these findings confirm that the more effectively green marketing strategies are implemented, the greater the tendency for consumers to share positive information and experiences about environmentally friendly products through digital media. Thus, the third hypothesis is accepted based on the test results.

H^4 = Brand Image Influences Purchase Decisions.

The statistical test results show that brand image significantly influences purchasing decisions, with a path coefficient value of 0.179 and a T-statistic of 2.326, which exceeds the T-table value (1.99). Empirically, these results indicate that the stronger the brand image built on *green* products on e-commerce platforms, the higher the tendency for consumers to make purchases. Thus, the fourth hypothesis is accepted, indicating that implementing an effective brand image strategy positively influences consumer purchasing decisions.

H^5 = *Electronic Word of Mouth* (e-WOM) Influences Purchase Decisions

The statistical analysis results show that electronic word of mouth (e-WOM) has a positive and significant effect on purchasing decisions, with a path coefficient of 0.353 and a T-statistic of 4.163, which exceeds the T-table value (1.99). Empirically, these findings indicate that the more intense and positive the information disseminated through *e-WOM*, the greater the likelihood that consumers will purchase *green* products on e-commerce platforms. Thus, hypothesis five is accepted, indicating that positive communication between consumers via digital media plays an important role in shaping purchasing decisions for environmentally friendly products.

H^6 = *Green Marketing* Influences Purchasing Decisions Through Brand Image as an Intervening Variable

Statistical analysis results indicate that green marketing significantly influences purchasing decisions through brand image as an intervening variable. The path coefficient value of 0.137 and the T-statistic of 2.252, which is higher than the T-table value (1.99), confirm

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the existence of a significant indirect influence. Empirically, these findings indicate that effectively implemented green marketing strategies can strengthen brand image, thereby increasing consumers' tendency to purchase *green* products on e-commerce platforms. Thus, hypothesis six is accepted, meaning that brand image plays an important mediating role in the relationship between green marketing and consumer purchasing decisions.

H^7 = *Green Marketing* Influences Purchase Decisions Through *Electronic Word of Mouth* (e-WOM) as an Intervening Variable

The statistical analysis results show that green marketing has a positive and significant effect on purchasing decisions through electronic word of mouth (e-WOM) as an intervening variable. The path coefficient value of 0.179 and the T-statistic of 2.326, which is greater than the T-table value (1.99), confirm the existence of a significant indirect effect. Empirically, these findings indicate that implementing effective green marketing strategies can encourage positive communication among consumers via e-WOM, ultimately increasing consumers' tendency to purchase *green* products on e-commerce platforms. Thus, hypothesis seven is accepted, meaning that e-WOM plays an important mediating role in the relationship between green marketing and consumer purchasing decisions.

Discussion

Green Marketing on Purchase Decisions

The results of this study indicate that green marketing plays an important role in driving consumer purchasing decisions *for green* products on e-commerce platforms. Conceptually, green marketing serves not only as a promotional strategy but also as a means of shaping values that increase consumer awareness of environmental issues. In the digital context, consistently communicated green marketing messages can shape the perception that the products offered are not only functional but also have social and ecological contributions. This aligns with the view that modern consumers increasingly consider sustainability factors in the purchasing decision-making process (Kotler & Keller, 2016; Chen & Chang, 2013).

These findings support several previous studies that state that green marketing influences purchasing decisions, especially when consumers have a relatively high level of environmental awareness (Rahbar & Wahid, 2011; Yadav & Pathak, 2017). In these studies, green marketing is seen as a differentiating factor that can increase product appeal amid market competition. However, several other studies have found different results, where green marketing does not significantly influence purchasing decisions (D'Souza et al., 2006; Joshi & Rahman, 2015). These differences are generally caused by consumer scepticism towards environmental claims or the perception that the benefits of green products are not commensurate with the prices charged.

The difference between these findings and previous studies lies in the e-commerce context and the product being studied. Electric bicycles, as part of *the green product category, offer* relatively tangible environmental benefits that are easily understood by consumers, making it easier for green marketing messages to translate into purchasing decisions. In addition, the e-commerce ecosystem provides a wealth of supporting information that reinforces consumer confidence in green claims.

Green Marketing and Brand Image

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This study also found that green marketing plays a role in shaping a positive brand image. Consistently implemented green marketing strategies can create brand associations that are responsible, environmentally conscious, and sustainability-oriented. In brand theory, brand image is formed from the accumulation of consumer perceptions of the attributes and values communicated by the company (Aaker, 1997). Therefore, when green marketing is made an integral part of the marketing strategy, positive perceptions of the brand tend to become stronger.

These results are in line with the research by Chen (2010) and Chen and Chang (2013), which states that green marketing contributes significantly to the formation of *a green brand image*. More recent research also shows that consistent environmental messaging in digital marketing can strengthen brand image in consumers' eyes (Nguyen et al., 2020). However, research also shows that green marketing does not always have a positive impact on brand image, especially when consumers doubt the authenticity of companies' environmental claims (Delmas & Burbano, 2011).

These differing results can be explained by differences in consumer trust levels and in the quality of marketing communications. In this study, the e-commerce context allows consumers to verify green marketing claims through reviews, ratings, and other users' experiences, thereby strengthening the formation of a positive brand image. This is a key difference compared to previous studies conducted in the conventional market context.

Green Marketing and Electronic Word of Mouth (e-WOM)

Research findings indicate that green marketing promotes the formation of positive e-WOM. In the digital environment, green marketing messages that are considered relevant and socially valuable tend to prompt consumers to share experiences, offer recommendations, and disseminate product information. e-WOM becomes an important channel in disseminating sustainability values because consumers not only act as buyers but also as brand communicators (Hennig-Thurau et al., 2004).

These results support previous research stating that green marketing can increase the intensity of e-WOM, especially among consumers who are environmentally conscious and highly engaged with green products (Cheung & Thadani, 2012; Ismagilova et al., 2020). However, several other studies have found that green marketing does not always trigger e-WOM if consumers perceive environmental messages as normative and do not provide a tangibly different experience (Sweeney et al., 2014).

These differences indicate that e-WOM is influenced not only by marketing messages but also by consumers' actual product experiences. In this study, electric bicycles, as a green product, provide a tangible user experience, encouraging consumers to share their positive experiences on digital platforms.

Brand Image and Purchase Decisions

The results of this study confirm that brand image plays an important role in influencing purchasing decisions. A positive brand image signals quality and trust, especially in e-commerce, where uncertainty is greater than in offline purchases. When consumers have a good perception of a brand, they tend to feel more confident in making purchasing decisions (Keller, 2013).

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This finding aligns with numerous studies showing that brand image influences purchasing decisions, both for conventional and eco-friendly products (Aaker, 1997; Wang et al., 2018). However, studies show that brand image is not always a dominant factor, especially among consumers who are very price-sensitive or in product categories with low involvement (Lien et al., 2015).

This difference can be explained by the characteristics of the product being studied. Electric bicycles have a relatively high level of involvement, so brand image becomes an important consideration in reducing the functional and financial risks perceived by consumers.

Electronic Word of Mouth (e-WOM) on Purchase Decisions

This study shows that e-WOM plays a significant role in influencing purchasing decisions. In the context of e-commerce, e-WOM is considered a more credible source of information because it comes from the experiences of other consumers. Information disseminated through e-WOM helps consumers evaluate a product's benefits, quality, and risks before making a purchase (Filieri & McLeay, 2014).

These results are consistent with previous studies that found that e-WOM has a positive effect on purchasing decisions, particularly in digital environments (Erkan & Evans, 2016; Ismagilova et al., 2020). However, studies also show that the influence of e-WOM can weaken when consumers doubt the authenticity of reviews or consider the available information to be too biased (Park & Lee, 2008).

These differences emphasise the importance of e-WOM quality and credibility. In this study, the local context and social proximity between e-commerce users in Situbondo have the potential to increase trust in e-WOM, thereby strengthening its influence on purchasing decisions.

The Mediating Role of Brand Image and e-WOM in the Relationship between Green Marketing and Purchase Decisions

The main findings of this study indicate that brand image and e-WOM act as mediators in the relationship between green marketing and purchasing decisions. Green marketing not only influences purchasing decisions directly, but also works through the formation of a positive brand image and the spread of constructive e-WOM. This aligns with the view that consumers need psychological and social mechanisms before green marketing messages can be translated into purchasing actions (Chen & Chang, 2013).

Several previous studies have also found that brand image and e-WOM mediate the relationship in the context of green marketing (Yadav & Pathak, 2017; Nguyen et al., 2020). However, other studies that did not find a mediating effect were generally conducted in the context of products with less clear environmental benefits or in markets with low consumer trust.

The uniqueness of this study lies in the simultaneous integration of two mediator variables in the context of e-commerce and *green* products in a relatively under-researched region. Thus, this study contributes theoretically by explaining how green marketing influences purchasing decisions through cognitive (brand image) and social (e-WOM) channels.

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CONCLUSION

This study aims to analyse the influence of green marketing on purchasing decisions with brand image and electronic word of mouth (e-WOM) as mediating variables among users *of green* e-commerce products in Situbondo Regency. Based on the overall results and discussion, it can be concluded that green marketing plays a strategic role in shaping consumer purchasing decisions. Consistently implemented green marketing strategies can increase consumer trust and interest in environmentally friendly products, thereby encouraging purchasing decisions.

In addition to its direct influence, green marketing has been proven to strengthen brand image and encourage positive e-WOM. A strong brand image serves as a representation of product value and credibility in the minds of consumers, while e-WOM acts as a trusted source of social information in the e-commerce environment. These two variables are important mechanisms that bridge the influence of green marketing on purchasing decisions, indicating that consumer decisions are not only driven by marketing messages but also by brand perception and consumer-to-consumer communication.

Thus, the research objective to examine the direct and indirect effects of green marketing on purchasing decisions through brand image and e-WOM has been achieved. This study confirms that the success of green marketing in e-commerce depends heavily on its ability to build a positive brand image and trigger consumer interaction through e-WOM.

Theoretically, this study contributes to the development of sustainable marketing literature by strengthening the understanding of the mechanisms by which green marketing influences purchasing decisions. The findings of this study confirm that the influence of green marketing is not singular and direct, but works through cognitive and social channels, namely brand image and e-WOM. Thus, this study enriches the conceptual model of green marketing by placing brand image and e-WOM as important antecedents in the context of e-commerce, especially for *green* products.

In practical terms, the results of this study have implications for businesses and e-commerce managers to not only focus on delivering green marketing messages, but also on efforts to build a consistent and credible brand image. Companies are advised to integrate sustainability values into all marketing activities, from product quality and brand communication to after-sales service. In addition, businesses need to encourage and manage positive e-WOM by providing a satisfying consumer experience, as consumer recommendations and reviews have been proven to play an important role in driving purchasing decisions for environmentally friendly products.

This study has several limitations that need to be considered when interpreting the results. First, this study was conducted in a limited geographical area, namely Situbondo Regency, so the results cannot necessarily be generalized to other regions with different consumer characteristics. Second, the study focused on specific green products on e-commerce platforms, so the findings may differ when applied to other products or marketing channels. Third, this study used a quantitative approach with a questionnaire, which is highly dependent on respondents' subjective perceptions and is susceptible to bias.

Based on the results and limitations of this study, future researchers are advised to expand the scope of the research area in order to obtain a more diverse picture of consumer behaviour and improve the generalisation of findings. In addition, future research could examine different types of environmentally friendly products or compare e-commerce

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platforms and conventional markets to see differences in the mechanisms of green marketing influence. Future researchers are also advised to add other variables, such as consumer trust, environmental awareness, or perceived value, to enrich the research model. The use of a mixed methods approach is also recommended in order to gain a deeper understanding of consumer motivations and behaviour in response to green marketing.

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