

## GREEN MARKETING STRATEGY: DO CONTENT MARKETING, BRAND PURPOSE, AND E-WOM AFFECT CONSUMER PURCHASE INTENTION?

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### Abstract

*Marketing strategies for environmentally friendly products focus on creating and promoting products that are responsible toward both the environment and society, while building a loyal customer base that supports the commitment to environmental preservation. As digital technology continues to develop, consumers increasingly seek product information online, read reviews, and engage in discussions on digital platforms before making purchasing decisions. Combining engaging content marketing, emphasizing a meaningful brand purpose, and leveraging the power of e-WOM is predicted to create a significant impact on consumers' purchase intention toward green products. The objectives of this study are to analyze: (1) the influence of content marketing and brand purpose on e-WOM, (2) the influence of content marketing and brand purpose on purchase intention for green products, (3) the influence of e-WOM on purchase intention for green products, and (4) the influence of content marketing and brand purpose on purchase intention for green products mediated by e-WOM. The research method is descriptive quantitative research using a sample survey. The population consists of green product consumers, with a total sample of 100 respondents. The analysis uses SEM with the PLS3 analytical tool. The results of the study show that content marketing and brand purpose have a significant influence on e-WOM and purchase intention for environmentally friendly products. This research carries urgency considering the importance of providing comprehensive understanding to consumers as agents of change through approaches such as content marketing, brand purpose, and e-WOM in shaping purchase intention, particularly in the context of environmentally friendly products.*

**Keywords:** Content Marketing, Brand, Green Product, Purchase Intention, Marketing

### Introduction

Consumer purchase intention is one of the most important aspects in the field of marketing and serves as a key indicator of the effectiveness of marketing strategies. According to (Arli et al., 2018), consumer purchase intention toward sustainable products is currently increasing. Study (Roza et al., 2023) states that green purchase intention reflects consumers' willingness to pay for products they perceive as environmentally safe. Numerous global studies have investigated issues related to green product purchase intention using various approaches, exploring different content, and conducted across regions with diverse cultures and traditions. In the context of increasingly intense business competition, understanding the factors that influence consumer purchase intention becomes crucial for developing effective marketing strategies. Considering the growing trend of sustainable lifestyles in modern society, consumer behavior is shifting toward environmentally friendly living (Sriayudha et al., 2025). According (Sriayudha et al., 2024), consumers play an important role in purchasing decisions. However, this high purchase intention is often hindered by the limited information consumers possess. With the advancement of digital technologies, consumers actively seek information about green products online, read reviews, and engage in discussions on digital platforms before making a purchase decision.

According to (Roza et al., n.d.), the rapid growth of internet technology encourages consumers to search for information and purchase products digitally. Study. (Kennis & Octavia, 2024) states that digital marketing facilitates interaction between companies and consumers while enhancing product value. This phenomenon positions digital marketing strategies, such as content marketing, at the forefront as tools to attract consumer attention. Content marketing not only serves to deliver product information but also builds emotional connections with consumers. By providing relevant, engaging, and consistent content, consumers can obtain sufficient information about green products. However, according to (Hasani et al., 2023) digital content marketing has not yet been thoroughly explored by many researchers. Evidence on the impact of content marketing largely originates from developed countries and tends to overlook emerging markets. Since markets have unique characteristics and consumer behavior differs across countries, it is important to conduct studies in developing countries, particularly Indonesia. With 212.9 million internet users (Essential Digital Headline, 2023), Indonesia represents a large and promising market for digital marketing of sustainable products. However, content marketing alone is not sufficient to create a significant impact on purchase intention. In many green product cases, brand purpose plays a crucial role in attracting increasingly selective consumers.

Study (Narayanan & Das, 2022) states that brand purpose is a form of marketing innovation. According to the aim of brand purpose as a marketing tool is to align with environmental needs and concerns. Today's

consumers tend to choose brands that possess values or purposes aligned with their personal beliefs. When the brand purpose of environmentally friendly products is communicated effectively alongside content marketing, it is predicted that consumers will form an emotional connection with the brand, ultimately influencing their purchase intention.

Then how can brand messages combined with engaging content reach consumers more effectively? The presence of electronic Word of Mouth (e-WOM) across digital platforms plays a role in shaping consumer perceptions. According to (Nguyen et al., 2024), e-WOM is understood as product-related information or product discussions sent to others through various social media channels using the internet. Several studies (Rahim et al., 2016), (Al-Gasawneh & Al-Adamat, 2020) dan (Nur & Octavia, 2022) suggest using e-WOM as a tool to increase purchase intention, as e-WOM is considered more authentic and trustworthy compared to traditional advertising. e-WOM has an extraordinary ability to influence consumer purchase intention. In many cases, consumers tend to trust e-WOM more than direct claims from companies.

Environmental problems largely stem from consumption patterns, making it essential to understand consumer purchase intention so that it can be directed toward environmentally friendly behavior—this forms the urgency of this research. Increasing market competition also requires companies not only to focus on sales but also on creating meaningful relationships with consumers. The potential of content marketing, brand purpose, and e-WOM is substantial; therefore, the researcher is interested in analyzing more deeply how the integration of these three elements can optimally influence consumer purchase intention.

## **Literature Review**

### **Green Marketing**

In green marketing, various terms have emerged, all emphasizing the importance of meeting corporate goals and consumer needs without causing harm to the planet. This perspective carries significant implications, requiring companies to adopt a global mindset and reduce environmentally damaging practices across all the locations in which they operate (Horizons-, 2014). There are three definitions of green marketing: First, the retailing definition: the marketing of products that are presumed to be environmentally safe. Second, the social marketing definition: the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality. Third, the environmental definition: the efforts by organizations to produce, promote, package, and reclaim products in ways that are sensitive or responsive to ecological concerns (www.ama.org).

### **Brand Purposes**

Harvard Business Review highlights purpose as a central idea for achieving success in the twenty-first century, noting that many rapidly growing companies rely on purpose to maintain their relevance in a rapidly evolving environment (Gonçalves Filho et al., 2024). Brand purpose is why it was created (Rachel & Ph, 2009). Brand purpose represents the core value that keeps a brand meaningful and relevant beyond the products it offers. This is because, in ensuring the sustainability and long-term viability of a business, it is essential for management to commit to a larger mission—one that goes beyond the immediate interests of stakeholders. The concept of brand purpose is explored through a systematic literature review to synthesize and integrate prior research. Through thematic analysis, brand purpose is then defined and distinguished from related branding concepts such as corporate social responsibility (CSR), sustainable branding, brand activism, conscientious corporate branding, and transformative branding (France et al., 2024).

### **Electronic Word of Mouth (e-WOM)**

E-WOM refers to any form of positive or negative opinion, comment, review, or recommendation about a product, service, or brand that is shared by consumers through digital platforms. According to (Romadhany & Hakim, 2024) in terms of green marketing, electronic Word of Mouth (e-WOM) also plays a significant role in influencing consumers during the purchasing process. Advances in technology have enabled marketing activities to make use of social media, which positively affects consumers' buying decisions. Furthermore, E-WOM refers to informal online communication directed at consumers that relates to the usefulness, main features, or the brand of a product or service (Al-gasawneh & Al-adamat, 2020). This allowed the current study to confirm that We-OM is a valuable part of drawing in consumers to purchase green products.

### **Purchase Intention**

The Internet has permanently transformed the marketing landscape. Greater connectivity and easier access to information have disrupted—or at minimum compelled the evolution of—traditional marketing models and platforms. Its presence is now so widespread in today's business environment that virtually every company, regardless of size, is affected by its impact (Dash et al., 2021). Research from (Al-gasawneh & Al-adamat, 2020) also found that green purchase intention is a necessary aspect of the actual green buying behavior of a consumer, and denotes that a customer aims to purchase a green product if it is attractive to them.

**Methods**

The population of this research is consumers. Since the total number of consumers is infinite and no accurate data exist regarding the overall population size, the sample size was determined based on a sampling approach stating that the minimum number of samples should be 5 times and the maximum 10 times the total number of indicators. This study includes 20 indicators (20×5), so the required sample size is 100 respondents (Hair et al., 2019). The sampling technique used is non-probability sampling with a purposive sampling method. This technique is applied to select respondents based on specific characteristics intentionally determined by the researcher, according to certain purposes (purposive) and judgments. The selected respondents meet the predetermined criteria: they must be consumers of sustainable products, at least 18 years old, and willing to participate in this study. The study conducted is quantitative research involving modeling and model testing. This research examines the theoretical model using structural equation modeling (SEM) with the SmartPLS 3 analysis tool.

**Results and Discussion**

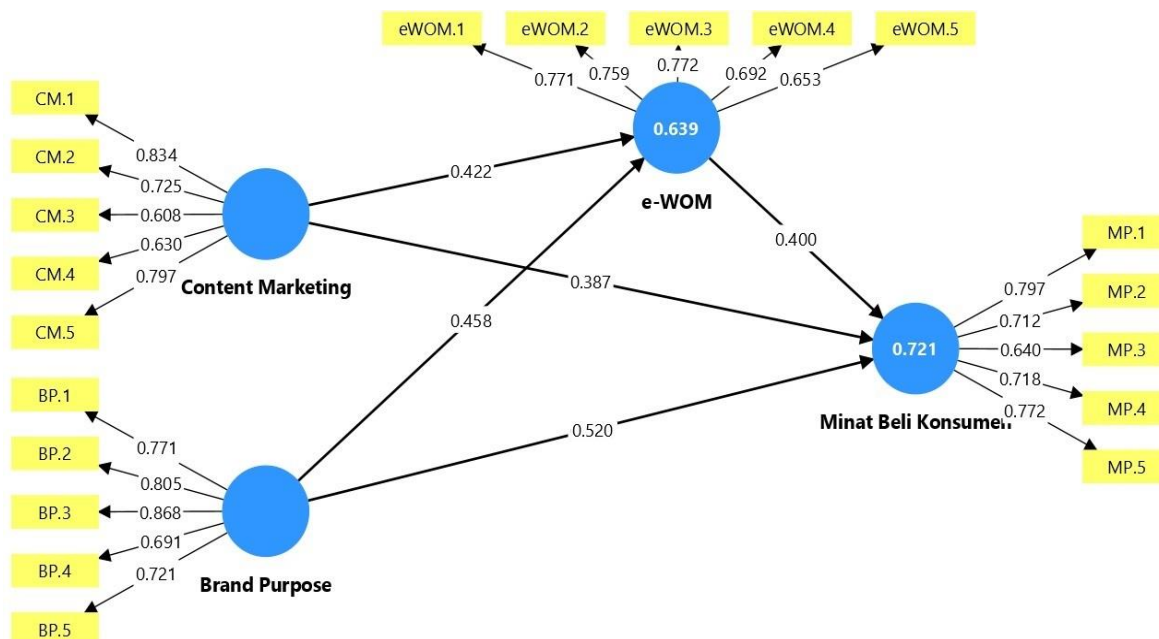
After collecting data through the distribution of research questionnaires, the next step is data processing. The reliability and validity values can be seen in the following table:

**Table 1. Construct Reliability and Validity**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)	Information
Brand Purpose	0,788	0,818	0,853	0,543	Accepted
Content Marketing	0,773	0,812	0,845	0,525	Accepted
Purchase Intention	0,709	0,829	0,812	0,567	Accepted
e-WOM	0,781	0,789	0,851	0,534	Accepted

Source: Primary Data, 2025

Based on the data processing results in Table 1, the values of Cronbach’s alpha, composite reliability, and AVE for all the variables studied (brand purpose, content marketing, purchase intention, and e-WOM) meet the Rule of Thumb criteria for analysis using SEM-PLS. If a measurement instrument has a validity value above 0.5, the measurement results can be considered to reflect the actual condition or underlying concept. According to the results shown in Table 1, the data in this study can be considered consistent and accurate. The results of the algorithm analysis are presented in the following figure:



**Figure 1. Algorithmic Model**

Next, the results of the direct effect path analysis show that there is a significant influence among all the variables studied. The details are presented in the following table:

**Tabel 2.** Direct Effect Score

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Brand Purpose -> e-WOM	0,458	0,459	0,087	5,282	0,000
Brand Purpose -> Purchase Intention	0,520	0,519	0,106	6,141	0,000
Content Marketing -> e-WOM	0,422	0,426	0,089	4,749	0,000
Content Marketing -> Purchase Intention	0,387	0,382	0,095	4,077	0,000
e-WOM -> Purchase Intention	0,400	0,403	0,113	3,525	0,000

Source: Primary data, 2025

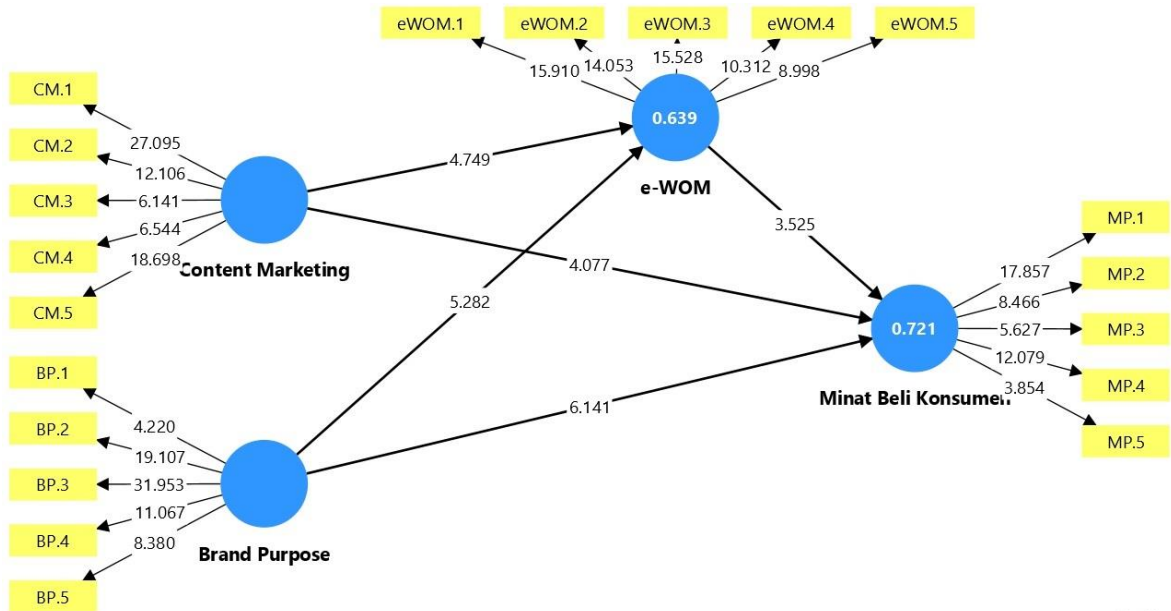
From the data in Table 2, it is known that the six direct-effect constructs show significant results, where the T-statistic values are greater than 1.96 and the P-values are less than 0.05. Next, the indirect relationships among the constructs in the study are shown in the following table:

**Tabel 3.** Indirect Effect Score

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Brand Purpose -> e-WOM -> Purchase Intention	0,183	0,187	0,068	2,678	0,007
Content Marketing -> e-WOM -> Purchase Intention	0,169	0,170	0,055	3,072	0,002

Source: Primary data, 2025

For the constructs that show indirect effects, e-WOM successfully mediates two relationships in the study: (1) the influence of brand purpose on purchase intention (T-stat = 2.678; P value = 0.007), and (2) the influence of content marketing on purchase intention (T-stat = 3.072; P value = 0.002). Next, the complete bootstrapping analysis is presented in the following figure :



**Figure 2.** Boothstrapping Model

In the context of environmentally friendly products, brand purpose has a significant influence on e-WOM. When a brand has a strong purpose—such as environmental concern, community empowerment, or production transparency—consumers tend to view the brand as more authentic and trustworthy. This trust encourages consumers to voluntarily share their experiences on social media, online reviews, or other digital platforms. Brand purpose creates an emotional bond. Consumers are not only buying the product but also the values and meaning offered by the brand. When they feel aligned with these values, they are motivated to share them with others through e-WOM as a form of support. So how is brand purpose related to purchase intention? This study also shows significant results. When a brand has a meaningful purpose (such as sustainability, community empowerment, health, education), consumers see the brand as a responsible entity.

This trust makes consumers more confident in making a purchase because they feel they are supporting something valuable. In addition, in a competitive market, the brand purpose of environmentally friendly products such as organic vegetables becomes a differentiating factor.

Consumers tend to choose brands with a clear purpose related to health, rather than brands that simply sell products. This difference shapes positive perceptions and sparks purchase intention. As a result, the number of consumers interested in organic vegetables continues to increase over time. (Frostling-Henningsson et al., 2014) stated that. The findings of this study indicate that environmentally conscious consumers often struggle with a conflict between purchasing organic food and considering environmental impacts. To manage this conflict, they employ various strategies, with the most common one being the justification of their non-purchase decisions.

When social media is involved, anything can be marketed. In this case, brand purpose also shows a significant influence on e-WOM and purchase intention. This is because brand purpose provides deeper meaning to a brand's existence, allowing consumers to view a product not only from its functional aspects but also from the values, mission, and social contributions carried by the brand. When consumers feel aligned with a brand's purpose and recognize a connection between their personal values and the brand's goals, a stronger emotional bond and trust emerge. This emotional closeness and trust encourage consumers to voluntarily share their positive experiences and opinions through digital platforms, thereby generating higher levels of electronic word of mouth (e-WOM). In addition, brand purpose enhances perceived value, brand authenticity, and corporate credibility in the eyes of consumers. These psychological effects directly influence purchase intention, as consumers feel that buying the product not only benefits them personally but also supports a broader social or environmental mission. Thus, brand purpose plays a dual role: strengthening consumer-to-consumer communication through e-WOM and increasing consumers' motivation to make actual purchases (Yuwanti et al., 2023). Furthermore, the more positive reviews there are, the greater the sense of trust and security consumers feel when deciding to buy. e-WOM helps consumers evaluate product quality, reduce purchase risk, and feel assured that they are making the right decision. This is why e-WOM becomes an essential variable in consumer behavior models.

Based on the research findings, in the context of environmentally friendly products, electronic word of mouth (e-WOM) effectively mediates the relationship between brand purpose, content marketing, and green purchase intention. The mediating role of e-WOM demonstrates that when brands communicate clear social or environmental missions and deliver relevant, value-driven content, consumers are more motivated to share their positive experiences online. This digital engagement amplifies the brand's message, strengthens consumer trust, and reduces perceived risks associated with purchasing green products. As a result, e-WOM becomes a crucial pathway through which brand purpose and content marketing influence consumers' intention to choose eco-friendly products. This results also supported by (Al-Gasawneh & Al-Adamat, 2020) that boost customer intention to purchase green products, by achieving word of mouth and presenting suitable marketing content.

## **Conclusion**

This study demonstrates that content marketing, brand purpose, and e-WOM play significant roles in shaping consumer purchase intention for environmentally friendly products. The findings show that both content marketing and brand purpose have a strong and direct influence on e-WOM and purchase intention. Additionally, e-WOM acts as an effective mediator, strengthening the impact of content marketing and brand purpose on consumers' intention to buy green products. Brands with meaningful purposes—such as sustainability, community empowerment, and transparency are perceived as more authentic and trustworthy. This perception encourages consumers to engage in e-WOM by sharing their positive experiences through digital platforms. Likewise, relevant and engaging content marketing provides consumers with the information they need, further boosting their confidence and intention to purchase. Overall, the integration of content marketing, brand purpose, and e-WOM creates a powerful synergy that enhances consumer engagement and drives purchase intention in the green product market. These findings highlight the importance for companies to adopt value-driven strategies and leverage digital communication to remain competitive while supporting sustainable consumer behavior

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