

The Influence of Social Media Marketing on Green Brand Image and Green Trust Toward Green Purchase Intention on Fore Coffee

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ABSTRACT

The rapid growth of Indonesia coffee industry has intensified competition among brands, requiring innovative marketing strategies that emphasize sustainability and consumer trust. Fore Coffee, a local brand known for its environmentally conscious approach, actively communicates its green initiatives through social media to build a positive brand image and enhance customer engagement. The goal here's to examine the effect of Social Media Marketing and Green Brand Image on Green Purchase Intention, mediated by Green Trust. Implementing quantitative technique data is collected of 108 respondents aged 15–64 who had previously purchased fore coffee products. The sample size was determined using Cochran's formula. Data analysis is organized by PLS SEM with SmartPLS 4.0 software, which is suitable for small samples and non-normal data distribution. The findings reveal that Social Media Marketing and Green Brand Image significantly influence Green Trust, which in turn positively effects Green Purchase Intention. Moreover, Green Trust fully mediates the effect of Green Brand Image on purchase intention, and partially indicates connection among Social Media Marketing and purchase intention. The regression model in this study shows a result of 91% with a variance ($R^2 = 0.908$). These study result proves crucial role of effective social media marketing strategies, alongside green brand image and consumer trust in environmental commitment, in driving green purchase intention particularly in the case of Fore Coffee as an eco conscious brand.

Keywords: Social Media Marketing, Green Trust, Green Purchase Intention, Green Brand Image

1. INTRODUCTION

The coffee business in Indonesia has experienced significant growth, driven by changing lifestyle preferences, heightened urbanization, and a rising inclination for coffee, especially among millennials and generation z. Daily social interactions and internet culture now integrate coffee consumption, surpassing traditional rituals. However, this trend also contributes to the increase in packaging waste, such as plastic cups and straws, according to waste management in Indonesia, especially single use plastic waste from the food and beverage sector, is increasingly a concern. Data from the National Waste Management Information System noted that the volume of national waste in 2024 reached 33,345,126.82 tons, with plastic as the main contributor. According to data obtained from the national waste management information system (SIPSN, 2024), meanwhile, the increase in coffee consumption reached 379,655 tons in 2022 according to sources from databoks (Santika, 2025) which reflects the lifestyle of modern society, especially the younger generation who make coffee a part of their daily lives.

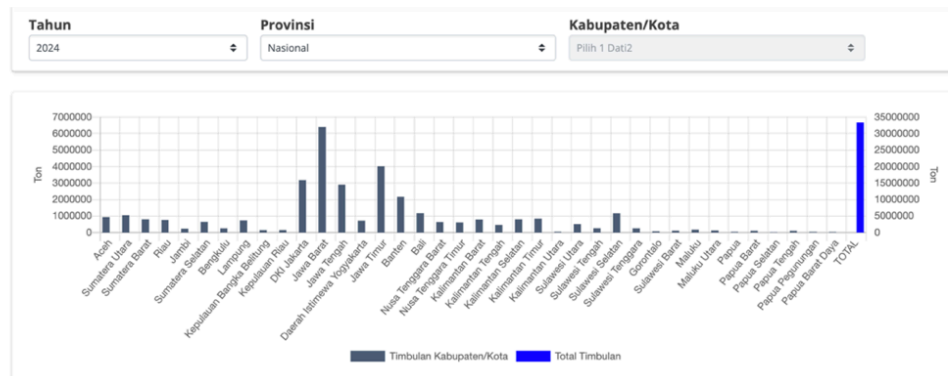


Figure 1. Data from The National Waste Management Information System

Source: Sistem Informasi Pengelolaan Nasional (SIPSN, 2024)

Fore Coffee is one of the brands that consistently carries an eco friendly image as part of its marketing strategy. Through the Forresponsible program, fore presents recycled packaging innovations that aim to reduce negative impacts on the environment. This strategy not only strengthens the brand's reputation but also encourages consumer awareness of environmental protection, a crucial thing. Green marketing strategies that are implemented optimally can strengthen the brand image as an environmentally friendly brand, which ultimately has a major impact on increasing consumer desire to buy environmentally friendly products (Devi & Kumari, 2024). Green brand image is the formation of a positive perception of sustainability that aims to strengthen the brand image as a supporter of environmentally friendly practices (Almuricha & Chaerudin, 2022). Green brand image is the consumer's view that a brand is committed to environmental sustainability and applies sustainability principles in its operations (Dewi & Sari, 2023). Green Brand Image is an environmentally friendly brand image that very crucial companies to pay attention to, because the existence of a brand on a product has a significant role (Astini, 2016). Green brand image has a role in increasing brand equity, with the influence mediated by green trust and satisfaction levels. A strong green brand image can directly strengthen brand equity, thus becoming an important factor in market competition (Wadyatenti & Pranatasari, 2025). In addition, by focusing on major brands and the influence of their eco friendly image on consumer loyalty, we can provide a new perspective on the impact of the absence of eco friendly attributes on consumer behavior (Watson, 2023).

This variable concern to the brand's perception environmentally friendly and sustainable, which is formed through effective green marketing strategies. Green brand image shows that a strong green brand image provides added value and significantly influences consumer purchase intentions towards eco-friendly products (Devi & Kumari, 2024). This application actions and the delivery of a good green brand image through social media play a role in strengthening consumer trust and loyalty to the brand. Implementing environmentally conscious actions and conveying a good green brand image through social media acted in strengthening consumer loyalty and trust straight to the brand (Byung-Kwan Cho et al., 2023). To expand its reach and strengthen its environmentally friendly image, Fore Coffee actively utilizes social media as a primary campaign tool. Utilizing digital platforms allows companies to convey sustainability messages more creatively and reach a

wider audience. Marketing strategies on social media can encourage consumer interest in buying environmentally friendly products by building trust in brand sustainability and providing information that is considered useful by consumers (Meifen Wu & Ruyin Long, 2024). Transparent communication and credible information shared on platforms like Instagram help foster trust and boost customer confidence in eco-friendly products (Ningsih & Nurjanah, 2023). This marketing strategy not only aims to introduce a green image but also to build green trust, namely, consumer confidence that Fore is truly committed to environmental issues. Green trust functions as an intermediary variable linking social media marketing to green purchase intentions; however, its impact differs depending on consumer segments (Pertiwi et al., 2024). This trust is an important foundation that encourages consumers to feel that buying Fore products means participating in an environmental care movement. This implies that when consumers possess a high level of confidence in the credibility and advantages of environmentally friendly products (Vebriyanto & Hadi, 2023). Consumers are driven by the perceived financial advantages and the emotional fulfillment associated with choosing environmentally friendly options (U. Mishra, 2024). While the consumers has confidentiality on brand's environmental claims they dominantly inclined to buy its products. This trust serves as a key mediating factor, connecting green marketing and eco-friendly package with the intention to purchase sustainable products. Consumers perceive that buying these products aligns by their environmental values, and strengthening their focus to make such purchases (Magfiroh & Vania, 2024). It is essential for marketers to prioritize consumer education regarding the advantages and quality of green products in order to cultivate trust (Bagia et al., 2024). Consumer trust in environmentally friendly products plays a pivotal role in shaping purchasing behavior, with environmental concern serving as a foundational driver of green trust (Vinoth S., 2024).

Moreover, individual convictions regarding environmental preservation and awareness of sustainable practices serve as significant predictors of consumers intentions to engage in it (Shafiq et al., 2024). The social media and review of engagement play a crucial role in influencing green purchase intentions, underscoring the substantial or the subjective norma to form consumer behavior (Hidayatullah & Sutarso, 2023). Ultimately, the formation of this trust is expected to encourage green purchase intention. This variable refers to the degree of buyer interest in purchasing friendly & environmentally products or services, influenced by their environmental attitudes and the likelihood of choosing offerings from companies recognized for their eco-friendly reputation (Zhang et al., 2018). Green purchase intention denotes consumers' willingness to select environmentally friendly products, demonstrating their commitment to sustainability and their desire to minimize negative environmental effects (Royani & Imaningsih, 2024). By combining green brand image and social media marketing, Fore Coffee has a great opportunity to build sustainable consumer loyalty while contributing to reducing the environmental burden caused by plastic waste in Indonesia. Moreover, firms that embrace a green preneurial orientation tend to shape favorable consumer perceptions and intentions, as individuals are skewed to the brand's endorse which demonstrate a proactive commitment to sustainability (M.Y. Dwi Hayu Agustin, 2023).

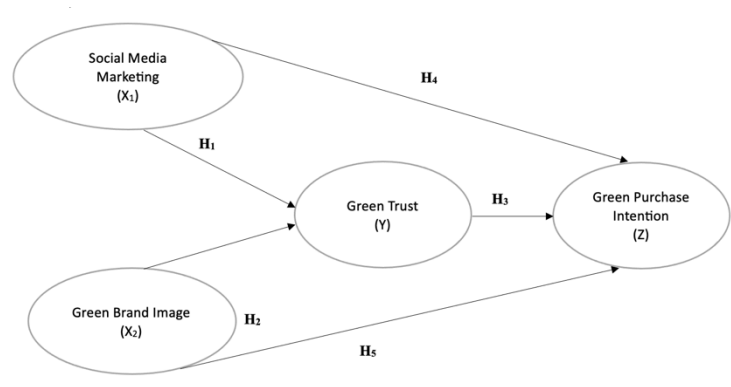


Figure 2. Research Model

Source: development of previous research studies

The research problem, which to observe the impact of all variables which is temporarily addressed by the hypotheses put out in this study:

H₁: Social Media Marketing have a positive influence on Green Trust. Implementing environmentally conscious actions and conveying a good green brand image through social media plays a role in strengthening consumer trust and loyalty towards the brand. (Byung-Kwan Cho et al., 2023)

H₂: Green Brand Image have a positive influence on Green Trust. Green brand image has a role in increasing brand equity, with the influence mediated by green trust and satisfaction levels. A strong green brand image can directly strengthen brand equity, thus becoming an important factor in market competition (Wadyatenti & Pranatasari, 2025)

H₃: Green Trust have a positive influence on Green Purchase Intention. Green trust plays a important thing behavior of consumer by increasing their intention to purchase environmentally friendly products. Serving as a mediating factor, it reinforces the link between perceived value and green product attributes, ultimately encouraging consumers to make more sustainable buying choices. (Bagia et al., 2024)

H₄: Social Media Marketing have a positive influence on Green Purchase through Green Trust. Social media marketing contributes to the development of green trust, which in turn improves consumers' perception of the usefulness of information. This trust-based relationship acts as a mediating link between social media marketing efforts and the intention to purchase eco-friendly products, effectively motivating green purchasing behavior. (Wu & Long, 2024)

H₅: Green Brand Image have a positive influence on Green Purchase Intention through Green Trust. Consumer trust in environmentally friendly products plays a pivotal role in shaping purchasing behavior, with environmental concern serving as a foundational driver of green trust. (Vinoth S et al., 2024)

2. METHODS

This research was conducted with a productive age population (15-64 years) as presented in Table 1 of the processed research data. This research study consist of quantitative method (SEM-PLS). Partial Least Squares (PLS) was selected as the preferred method due to its compatibility with research involving small sample sizes and its ability to operate without relying on the assumption of normally distributed data. Furthermore, PLS is well equipped to handle both formative and reflective measurement models, making it a versatile tool for SEM.(Hair et al., 2017) In this research, the sample consists of individuals who have made previous purchases of Fore Coffee products. Given the vast and undefined nature of the population, the researchers applied the cochran formula to calculate the appropriate sample size. This method aligns with the approach proposed in the cochran formula as referenced by (A'yuni & Chusumastuti, 2021). A total of 108 respondents.

Table 1. Data of Respondents

Item	Characteristics	Frequency	%
Gender	Male	59	54,62
	Female	49	45,00
Age	15 – 25 years	87	79,8
	26 – 35 years	17	15,6
	36 – 45 years	2	1,8
	> 45 years	3	2,8

Source: Processed Data, 2025

n: Number of samples required

$$n = \frac{Z^2 pq}{e^2}$$

Z: The level of confidence required in the sample, namely 95%
p: Probability of Correct 50%

q: 50% chance of being wrong

Moe: Margin of Error or maximum tolerable error rate. The confidence level used is 95% where the Z value is 1.96 and the maximum error rate is 10%. The number of sample sizes in this study is as follows:

$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,10)^2}$$

$$n = 96,04 = 97 \text{ people}$$

From that projection so the minimum number here is 97 respondents. Detailed dimensions of each variable are presented

Variables	Dimensions	Symbol	Sources	Scale
Social Media Marketing (X ₁)	Interactivity	SMM1	(Mayank Yadav, 2017) as cited in (HAZNA MUTIA HANIFA, 2024)	Likert
		SMM2		
	Informativeness	SMM3		
		SMM4		
	Personalization	SMM5		
		SMM6		
	Trendiness	SMM7		
		SMM8		
	Word of Mouth	SMM9		
		SMM10		
Green Brand Image (X ₂)	A brand considered a key indicator of a company commitment to the environment	GBI 1	(Chen, 2010;)As cited in Yunita Dwi Maharani, 2020)	Likert
		GBI 2		
	The brand has a positive image in terms of environmental awareness	GBI 3		
		GBI 4		
	The brand demonstrates strong performance in its environmental conservation efforts.	GBI 5		
		GBI 6		
	The brand is known for its strong concern for environmental issues.	GBI 7		
		GBI 8		
	The brand's commitment to the environment is considered dependable and credible.	GBI 9		
		GBI 10		

Green Trust (Y)	The brand reputation for environmental concern is trustworthy.	GT 1	(Chen, 2010)	Likert
		GT 2		
	The brand performance in the environmental field demonstrates reliability.	GT 3		
		GT 4		
	The brand statements regarding environmental issues are considered credible	GT 5		
		GT 6		
	The brand concern for the environment aligns with expectations	GT 7		
		GT 8		
	The brand is consistent in fulfilling its commitment to environmental conservation	GT 9		
		GT 10		
Green Purchase Intention	Environmental concern	GPI 1	(Kai Chen, 2016; Mariusz Urbański, 2020)	Likert
		GPI 2		
	Attitude	GPI 3		
		GPI 4		
	Price	GPI 5		
		GPI 6		
	Expectation	GPI 7		
		GPI 8		

3. RESULTS AND DISCUSSIONS

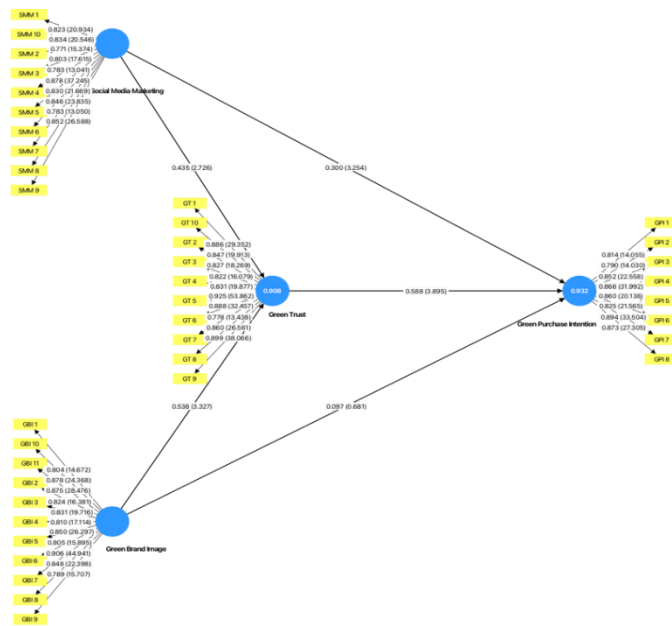


Figure 3. Outer Model Structural Equation Modeling
Source: Processed Data, 2025

The convergent validity test for the variables Social Media Marketing, Green Brand Image, Green Trust, and Green Repurchase Intention in this study shows that all *Loading Factor* values in the *Outer Loadings* exceed > 0.70 , based on the analysis using SmartPLS software. This indicates every indicators of all the variables find the validity criteria (Citra Savitri, 2021).

Table 2. Discriminant Validity

	Green Brand Image	Green Purchase Intention	Green Trust	Social Media Marketing
Green Brand Image	0.938			
Green Purchase Intention	0.924	0.958		
Green Trust	0.839	0.848	0.930	
Social Media Marketing	0.919	0.821	0.857	0.936

Table 2 presents the discriminant validity results, demonstrating that each variable's square root of the AVE is higher than its association to others (Citra Savitri, 2021). For instance, AVE's square root for green brand image is 0.938, greater than its associations with social media marketing (0.919), green trust (0.839), and green purchase intention (0.924). Likewise, green purchasing intention has a square root AVE of 0.958, higher than its correlation with social media marketing (0.821) and green trust (0.848). In the meantime, the discriminant validity criteria are confirmed by the Social Media Marketing construct's square root AVE of 0.936. Each construct is conceptually different when the square root AVE (diagonal values) is $>$ correlations between variables.

Table 3. Cronbach's Alpha and Composite Reliability

	Cronbach's alpha	Composite reliability (rho c)
Green Brand Image	0.958	0.963
Green Purchase Intention	0.944	0.953
Green Trust	0.960	0.965
Social Media Marketing	0.946	0.954

The composite reliability test results in Table 3 show values greater than 0.70 for all variables, indicating excellent reliability. Both Cronbach's Alpha and CR values up to 0.70 for all studied variables (Savitri et al., 2021). This suggests that the research instrument can consistently measure each variable.

Table 4. R-square

	R-square	R-square adjusted
Green Trust	0.910	0.908
Green Purchase Intention	0.934	0.932

Source : Processed Data, 2025

The result here prove that the R square is implemented to gauge the stage to which the independent variables explain the dependent variable. The indicators are as follows: 0.67 (strong model), 0.33 or moderate, and 0.19 or weak (Savitri et al., 2021: 35). The R square of Green Trust variable is 0.908, indicating that the social media marketing and green brand image variables elaborate 90,8% of the variance in green all variables. Similarly, the

adjusted R-square value for the green purchase intention variable is 0.932, showing that the social media marketing, and other variables can explain 93.2% of the variances. Since the adjusted R-square values for both green trust and green purchase intention exceed 0.67, all variables in the model are considered strong.

Table 5. Direct Hypothesis

Source : Author's creation work

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Green Brand Image -> Green Purchase Intention	0.097	0.118	0.142	0.681	0.496
Green Brand Image -> Green Trust	0.538	0.535	0.162	3.327	0.001
Green Trust -> Green Purchase Intention	0.588	0.562	0.151	3.895	0.000
Social Media Marketing -> Green Purchase Intention	0.300	0.304	0.092	3.254	0.001
Social Media Marketing -> Green Trust	0.435	0.439	0.160	2.726	0.006

Indirect hypothesis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Social Media Marketing -> Green Trust -> Green Purchase Intention	0.256	0.253	0.119	2.142	0.032
Green Brand Image -> Green Trust -> Green Purchase Intention	0.316	0.295	0.109	2.899	0.004

Table 5 which the test of hypothesis is organizing the t value of 1.96 as 5% significance level (Savitri et al., 2021: 35). If the (T-statistic > 1,96 and the P-value < 0,05 (5%)), the result is considered positively significant, leading to the conclusion that the hypothesis is accepted. (Citra Savitri, 2021). The path analysis results show that for the path (social media marketing → green trust), the values obtained are T-statistics = 2.726 (greater than 1.96) and P-value = 0.006 (less than 0.05), indicating that H₁ is accepted and positively significant. For the path (green brand image → green trust), the values obtained are T-statistics = 3.327 (greater than 1.96) and P-value = 0.001 (less than 0.05), indicating that H₂ is accepted and positively significant. Additionally, for the path (green trust → green purchase intention), the values obtained are T-statistics = 3.895 (greater than 1.96) and P-value = 0.000 or < 0.05 indicating that H₃ is accepted and positively significant.

As shown in the hypothesis pathway table, the indirect hypothesis (Social media marketing → green trust → green purchase intention) obtained a (T-statistic of 2,142 > 1,96 and a P-value of 0,032 < 0,05), indicating that it has a positive significance. Simultaneously, the direct hypothesis route (social media marketing → green purchase intention) achieved a positively significant T-statistic of 3,254 > 1,96 and a P-value of 0,001 < 0,05. H₄ is therefore approved with partial mediation. The indirect hypothesis route is positively significant, as indicated by the T-statistic value of 2,899 > 1,96 and the P-value of 0,004 < 0,05. Conversely, the T-statistic value is 0,681 > 1,96 and the P-value is 0,496 <

0,05 for the direct hypothesis pathway (green brand image → green buy intention), indicating that it is not significant. As a result, H5 is approved with full mediation.

4. CONCLUSION

The conclusion is that Social Media Marketing and Green Brand Image substantially influence Green Trust, that being good impact on Green Purchase Intention. However, Green Brand Image does not directly influence Green Purchase Intention without the mediation of green trust. These findings indicate that Green Trust serves as a critical mediating variable, linking both variables to consumers intention to purchase environmentally friendly products. The implications of these results suggest that enhancing a brand's eco-friendly image and actively promoting sustainability through social media are not enough to drive green consumer behavior unless they effectively build trust. Therefore, companies must prioritize transparent communication and authenticity in their sustainability efforts to foster consumer confidence and drive green purchasing behavior.

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