

The Effect of Green Marketing on Purchase Intention and Actual Purchase Behavior of Organic Rice Products

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ABSTRACT

The growing global awareness of environmental sustainability has encouraged agribusiness actors to adopt green marketing strategies, particularly in promoting organic rice products. This study aims to analyze the effect of green marketing on purchase intention and its subsequent influence on actual purchase behavior among organic rice consumers in Semarang, Indonesia. Quantitative explanatory survey approach was employed using purposive sampling with 150 respondents who had purchased or were familiar with organic rice products. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS. The results indicate that all constructs meet the criteria for validity and reliability, with outer loadings above 0.70, composite reliability above 0.70, and AVE above 0.50. Structural model testing reveals that green marketing has a positive and significant effect on purchase intention ($\beta = 0.170$; $p = 0.045$), while purchase intention significantly influences actual purchase behavior ($\beta = 0.407$; $p < 0.001$). The model explains 2.9% of the variance in purchase intention and 16.6% of the variance in actual purchase behavior, indicating that green marketing contributes to intention formation but should be complemented by other factors such as price, availability, trust, and product knowledge. Practically, organic rice marketers should strengthen credible environmental claims, certification information, accessible distribution, and visual social media communication to increase intention and convert it into actual purchases. This study contributes to green marketing literature in staple food agribusiness by linking marketing communication, intention, and actual buying behavior in an emerging organic rice market.

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INTRODUCTION

The increasing global awareness of environmental issues has driven changes in food production and consumption patterns towards more sustainable systems (FAO, 2023; Irfan & Bryła, 2025). The agribusiness sector, particularly in staple food commodities, faces pressure to meet food demand while also considering the ecological impact of production, distribution, and consumption processes (FAO, 2023; Zidan et al., 2025). This trend is increasingly evident in developing countries, where urbanization, health awareness, environmental concern, and trust in food claims influence consumer preferences toward healthier and environmentally friendly food products (Bazhan et al., 2024; Al Falah et al., 2024). One agribusiness product experiencing this shift in preference is organic rice, which is associated with production practices that reduce the use of synthetic chemical inputs and support more sustainable food consumption (Willer et al., 2023; Irfan & Bryła, 2025).

As a major staple food commodity, rice plays a strategic role in the national food security system (FAO, 2022). However, the growing attention to health and sustainability issues has led to the emergence of a new market segment that is more selective about the food products they consume (Bazhan et al., 2024; Garg et al., 2024b). Recent studies show that consumers increasingly consider food safety, nutritional value, environmental concern, convenience, and trust when evaluating organic food products (Al Falah et al., 2024; Li & Shan, 2025). This phenomenon opens opportunities for the development of the organic rice market, although price premiums, limited availability, and uncertainty regarding organic claims remain important barriers to expanding market share (Garg et al., 2024a; Zidan et al., 2025).

Semarang, as the economic and trade center in Central Java, has a dynamic and heterogeneous market (Badan Pusat Statistik [BPS], 2023). The growth of modern retail and the development of digital commerce platforms have driven the diversification of food products available to consumers (Nielsen, 2022; Euromonitor International, 2023). This situation creates opportunities for organic rice products to enter a broader market, particularly among urban consumers with relatively higher health awareness, environmental concern, and access to digital marketing information (Al Falah et al., 2024; Bazhan et al., 2024). Additionally, recent organic food studies in developing-country contexts indicate that lifestyle changes, health consciousness, consumer trust, and product accessibility can shape the demand for organic food products (Kamboj et al., 2023; Garg et al., 2024b).

Data from the Central Statistics Agency (BPS) show that household expenditures on high-quality and healthy food products have tended to increase in recent years (BPS, 2023). On the other hand, FAO reports emphasize the importance of developing sustainable food systems as part of the global strategy to maintain food security and environmental sustainability (FAO, 2023). This reinforces the urgency of research related to the marketing of sustainable food products, including organic rice (Irfan & Bryła, 2025; Zidan et al., 2025).

Although the potential market for organic rice is substantial, its market penetration remains relatively limited (Willer et al., 2023). One of the reasons for this is the lack of consumer understanding regarding the benefits of organic rice and the low level of trust in environmental and organic claims (Al Falah et al., 2024; Li & Shan, 2025). In addition, recent literature continues to highlight the gap between consumers' favorable evaluations of sustainable or organic food and their actual purchasing behavior, especially when price,

accessibility, and trust barriers are present (Irfan & Bryła, 2025; Zidan et al., 2025). This phenomenon indicates the need for a deeper understanding of the factors influencing consumers' purchasing decisions regarding organic rice products.

Although previous studies have examined green marketing, organic food purchase intention, and green consumption behavior, several gaps remain. First, recent reviews indicate that many green marketing studies still focus on general green products or broad sustainable food categories rather than staple food products such as organic rice (García-Salirrosas & Rondon-Eusebio, 2022; Irfan & Bryła, 2025). Second, prior studies often emphasize purchase intention, while fewer studies connect green marketing, intention, and actual purchase behavior in a single empirical model (Dinc-Cavlak & Ozdemir, 2024; Kamboj et al., 2023). Third, empirical evidence from urban consumers in developing-country contexts remains important because price sensitivity, product availability, certification trust, and limited knowledge often constrain organic food purchasing behavior (Garg et al., 2024a; Zidan et al., 2025).

Organic rice was selected as the research object because rice is a staple food commodity in Indonesia, while the organic rice market represents the intersection between food security, health consciousness, and environmental sustainability (FAO, 2022; Willer et al., 2023). By focusing on organic rice consumers in Semarang, this study offers a specific contribution to green marketing literature by examining whether sustainability-oriented marketing communication can shape purchase intention and whether such intention is translated into actual purchase behavior in a local urban agribusiness market. Therefore, this study aims to analyze the effect of green marketing on purchase intention and the subsequent influence of purchase intention on actual purchase behavior among organic rice consumers in Semarang, Indonesia.

LITERATURE REVIEW

The increasing awareness of environmental degradation and climate change has significantly transformed consumer preferences toward environmentally responsible products, particularly within the food and agribusiness sectors. Consumers are no longer solely concerned with product quality and price but increasingly evaluate products based on their environmental performance, production processes, and contribution to sustainable development. Consequently, companies have begun integrating environmental considerations into their marketing strategies through the implementation of green marketing. Green marketing encompasses organizational efforts to develop, promote, price, and distribute products in ways that minimize environmental impacts while simultaneously satisfying consumer needs and achieving long-term business sustainability. Previous studies suggest that green marketing contributes not only to corporate competitiveness but also to environmental preservation by encouraging sustainable consumption patterns and strengthening consumers' environmental awareness (Peattie & Crane, 2005; Leonidou et al., 2013; Papadas et al., 2017; Testa et al., 2021). Furthermore, organizations implementing comprehensive green marketing strategies often experience improvements in brand reputation, customer loyalty, and market differentiation, particularly in environmentally sensitive industries such as food and agriculture.

The effectiveness of green marketing largely depends on consumers' perceptions regarding the credibility and authenticity of environmental claims. Consumers are becoming increasingly skeptical of marketing messages that merely emphasize environmental friendliness without providing transparent information regarding certification, production processes, or

sustainability practices. This phenomenon, commonly referred to as greenwashing skepticism, may reduce consumer confidence and weaken marketing effectiveness. Therefore, environmental communication must be supported by credible certification systems, transparent product information, and consistent corporate environmental performance to strengthen consumer trust. Several studies have demonstrated that perceived environmental credibility significantly enhances consumers' trust, perceived quality, and willingness to purchase environmentally friendly products, whereas misleading environmental claims generate skepticism and reduce consumers' purchasing decisions (Chen & Chang, 2013; Nyilasy et al., 2014; Nguyen et al., 2019; Sun et al., 2022). Consequently, successful green marketing requires firms to communicate sustainability attributes honestly while maintaining consistency between environmental claims and actual business practices.

Within the organic food industry, green marketing has become increasingly important because organic products inherently embody environmental sustainability, food safety, and human health values. Organic farming minimizes the use of synthetic fertilizers and pesticides while promoting biodiversity, soil conservation, and ecological balance. These characteristics create opportunities for marketers to communicate multiple product benefits that appeal simultaneously to consumers' environmental concerns and health consciousness. Previous empirical studies have consistently reported that consumers perceive organic food products as healthier, safer, and environmentally superior compared with conventionally produced alternatives. Such perceptions positively influence product evaluation, brand preference, and consumers' willingness to purchase organic food, particularly when supported by credible environmental communication (Magnusson et al., 2003; Hughner et al., 2007; Rana & Paul, 2017; Aschemann-Witzel & Zielke, 2017). Consequently, green marketing has become one of the primary strategic approaches for expanding the market share of organic food products worldwide.

Despite growing environmental awareness, consumers' purchasing decisions remain highly complex because multiple psychological factors simultaneously influence their behavioral intentions. Purchase intention represents an individual's conscious willingness to purchase a product after evaluating its expected benefits and potential consequences. According to behavioral decision theories, purchase intention reflects consumers' motivational readiness to perform purchasing behavior and therefore serves as one of the strongest predictors of actual product purchases. Within sustainable food markets, purchase intention is frequently influenced by health consciousness, environmental concern, perceived product quality, subjective norms, perceived behavioral control, product knowledge, and trust in environmental certification. Consumers possessing stronger environmental values generally exhibit higher purchase intentions toward sustainable food products because these products align with their personal beliefs regarding environmental responsibility and healthy lifestyles (Paul et al., 2016; Yadav & Pathak, 2016; Han & Stoel, 2017; Kushwah et al., 2019). These findings indicate that strengthening consumers' environmental perceptions represents an essential mechanism for increasing purchase intention toward organic food products.

THEORETICAL FRAMEWORKS

Green marketing has become a relevant strategic approach for communicating product sustainability values to consumers (García-Salirrosas & Rondon-Eusebio, 2022; Irfan & Bryła, 2025). Effective green marketing can strengthen consumers' positive perceptions, build green

brand trust, and encourage purchase intention toward environmentally friendly products (Tan et al., 2022; Hengboriboon et al., 2022). Recent reviews also show that green marketing research in sustainable food is developing rapidly, but still requires stronger empirical evidence across specific food categories, cultural contexts, and purchasing behavior outcomes (Irfan & Bryła, 2025; Aldaihani et al., 2024).

However, the success of green marketing is also influenced by consumers' psychological characteristics, such as environmental concern, health consciousness, perceived value, and trust in environmental claims (Al Falah et al., 2024; Li & Shan, 2025). Environmental concern is an important factor that can strengthen consumers' evaluation of organic food products and shape their purchase intention, particularly when marketing communication is perceived as credible and informative (Bazhan et al., 2024; Garg et al., 2024b).

Accordingly, the conceptual framework positions Green Marketing as the exogenous construct influencing Purchase Intention, and Purchase Intention as the antecedent of Actual Purchase Behavior. This framework is consistent with the Theory of Planned Behavior, which explains that intention is a central predictor of actual behavior (Ajzen, 1991), and is also consistent with recent organic food research using intention-based behavioral models (Dinc-Cavlak & Ozdemir, 2024; Bazhan et al., 2024).

METHOD

Participants

This study employed a quantitative approach using an explanatory survey method. A quantitative approach was selected because the study aims to examine the causal relationships among Green Marketing, Purchase Intention, and Actual Purchase Behavior. The survey method was used to obtain data on consumer perceptions directly through a structured questionnaire. The research was conducted in Semarang, one of the major centers of food trade and distribution in Indonesia. This location was chosen based on its heterogeneous market characteristics, high level of urbanization, and the growth of modern retail and food e-commerce, which provide consumers with broader access to organic rice products. The population in this study consisted of consumers in Semarang who had purchased or were familiar with organic rice products.

The sampling technique applied in this study was non-probability sampling using purposive sampling. The criteria for respondents were as follows: residing in Semarang, being at least 17 years old, having purchased or being familiar with organic rice products, and being involved in household food purchasing decisions.

The final model used 11 indicators consisting of four indicators for Green Marketing, four indicators for Purchase Intention, and three indicators for Actual Purchase Behavior. The determination of the sample size was based on multivariate analysis requirements, namely a minimum of 5-10 times the number of research indicators. Based on 11 indicators, the minimum required sample size ranged from 55 to 110 respondents. To improve the reliability of the findings and exceed the minimum requirement, this study used 150 respondents.

Data collection and analysis

Data were collected through both online and offline questionnaire distribution. The

online questionnaire was distributed using Google Forms to facilitate wider and more efficient access to respondents. Offline data collection was carried out by distributing questionnaires directly at food retail stores, supermarkets, and modern markets that sell organic rice in order to broaden the representation of consumer characteristics. All questionnaire items were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Before the main survey, the questionnaire was pre-tested with 30 respondents who had characteristics similar to the target sample. The pre-test was used to assess item clarity, wording, and respondent understanding; minor wording adjustments were made without changing the meaning of the indicators. To minimize common method bias, the questionnaire assured respondent anonymity, avoided leading questions, separated predictor and outcome variables into different sections, and emphasized that there were no right or wrong answers.

The data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. PLS-SEM was chosen because it is capable of analyzing relationships among latent variables, can be applied to relatively small to medium sample sizes, and does not require strict assumptions of normal data distribution. The data analysis procedure began with the evaluation of the measurement model (outer model), which was conducted to assess the validity and reliability of the constructs. Convergent validity was evaluated based on outer loading values greater than 0.70 and Average Variance Extracted (AVE) values greater than 0.50. Construct reliability was assessed using Composite Reliability values, which were required to exceed 0.70 (Hair et al., 2022).

The next stage involved evaluating the structural model (inner model), which was used to examine the relationships among latent variables in the research model. This evaluation was carried out by analyzing path coefficients to determine the direction and strength of the relationships, T-statistics values greater than 1.96, and p-values below 0.05. In addition, R-square values were used to assess the explanatory power of the model, while f-square values were used to evaluate the effect size of each exogenous construct. Hypothesis testing was conducted using the bootstrapping technique to determine the statistical significance of the effects among variables in the model.

Instrument development

The questionnaire was developed by adapting established indicators for Green Marketing, Purchase Intention, and Actual Purchase Behavior. Each item was measured using a five-point Likert scale, and the instrument was pre-tested before the main survey to assess clarity and respondent understanding.

Table 1. Indicators for Variable Measurement

Variable	Item	Questionnaire	Source
Green marketing refers to a marketing strategy that emphasizes environmentally friendly aspects in products, production processes, packaging, distribution, and marketing communication, with the aim of reducing negative environmental impacts while simultaneously creating value for consumers.	GM1	Organic rice products that I am familiar with use environmentally friendly materials and production processes.	Adapted from Peattie & Belz (2010), Leonidou et al. (2020), and Konuk (2020)
	GM2	Information about the environmental benefits of organic rice is clearly communicated to consumers.	
	GM3	The packaging of organic rice products that I encounter uses environmentally friendly materials.	
	GM4	Organic rice promotions emphasize concern for environmental sustainability.	
Purchase intention refers to the level of a consumer's	PI1	I am interested in purchasing organic rice in the near future.	Adapted from Ajzen (1991), Paul et al.

Variable	Item	Questionnaire	Source
desire or tendency to purchase a product within a certain period of time based on their perceptions, attitudes, and evaluation of the product.	PI2	I plan to choose organic rice over conventional rice.	(2016), and Yadav & Pathak (2017)
	PI3	I am willing to try organic rice when it is available at the place where I shop.	
	PI4	I intend to purchase organic rice on a regular basis.	
Actual purchase refers to the consumer's actual buying behavior, namely the realization of purchase intention in the form of a direct transaction or product purchase.	AP1	I have purchased organic rice within the past few months.	Adapted from Ajzen (1991), Rana & Paul (2017), and ElHaffar et al. (2020)
	AP2	I regularly purchase organic rice for household consumption.	
	AP3	I have repurchased organic rice after my first purchase.	

FINDINGS

Respondent characteristics

Respondent characteristics were used to examine the diversity of the respondents based on several criteria. These criteria included gender, age, frequency of social media usage, and the type of social media platform used. This information provides a clearer overview of the respondents' profile and its relevance to green marketing communication for organic rice products.

Table 2. Respondent Characteristics

Characteristics	Frequency	Percentage
Gender		
Male	73	48.67
Female	77	51.33
Total	150	100
Age		
17-21	15	10.00
22-26	16	10.67
27-31	27	18.00
32-36	45	30.00
≥ 37	47	31.33
Total		
Frequency of Social Media Usage	Frequency of Social Media Usage	Frequency of Social Media Usage
High	57	38.00
Moderate	64	42.67
Low	29	19.33
Total		
Social Media Used	Social Media Used	Social Media Used
Facebook	40	26.67
Instagram	56	37.33
TikTok	35	23.33
Others	19	12.67
Total	150	100

Source: Processed Primary Data (2025)

Based on Table 2, the sample description shows that the composition of respondents was relatively balanced in terms of gender. Female respondents were slightly more dominant, accounting for 51.33%, compared to 48.67% for male respondents. A relatively proportional gender composition is important in consumer behavior research because demographic characteristics may influence preferences, risk perceptions, and purchasing decisions regarding organic and environmentally friendly products (Bazhan et al., 2024; Zidan et al., 2025). This indicates that respondent participation in the study was sufficiently representative of both gender groups, thereby providing a relatively balanced picture of consumer perceptions.

Based on the age groups, the majority of respondents were in the productive adult category. Respondents aged 37 years and above represented the highest percentage at 31.33%, followed by those aged 32-36 years at 30.00%. In contrast, younger age groups, such as 17-21 years and 22-26 years, accounted for smaller proportions. This suggests that the respondents in this study were dominated by age groups that are generally more economically stable and tend to have higher purchasing power, making them particularly relevant in the context of purchasing behavior for food products such as organic rice (NielsenIQ, 2023; Lissitsa & Laor, 2021). Adults may also consider health, safety, and sustainability aspects when evaluating organic food purchases (Al Falah et al., 2024; Garg et al., 2024b).

In terms of social media usage frequency, most respondents fell into the moderate usage category at 42.67%, followed by the high usage category at 38.00%. The relatively high intensity of social media use reflects a strong likelihood of exposure to digital marketing communication and sustainability-related content (DataReportal, 2024; Kemp, 2024). This indicates that most respondents were fairly active social media users in their daily lives, suggesting that their potential exposure to digital green marketing information was relatively high (Aldaihani et al., 2024; Irfan & Bryła, 2025).

Based on the types of social media used, Instagram was the most widely used platform at 37.33%, followed by Facebook at 26.67% and TikTok at 23.33%. Other platforms accounted for 12.67%. These findings indicate that visually oriented and short-video-based social media platforms tended to be more dominant among respondents. This is relevant because digital and visual communication can help firms communicate environmental claims, certification information, and product benefits more clearly to consumers (Kemp, 2024; Irfan & Bryła, 2025). Platforms such as Instagram and TikTok are therefore relevant channels for strengthening green brand communication and increasing purchase intention through interactive content (Aldaihani et al., 2024; Statista, 2024).

Overall, the sample characteristics indicate that the respondents were dominated by productive adults with relatively active social media usage. This suggests that the respondents had good access to information related to digital marketing campaigns, making them relevant for analyzing the influence of green marketing on purchase intention and purchasing behavior toward organic rice products (DataReportal, 2024; Irfan & Bryła, 2025).

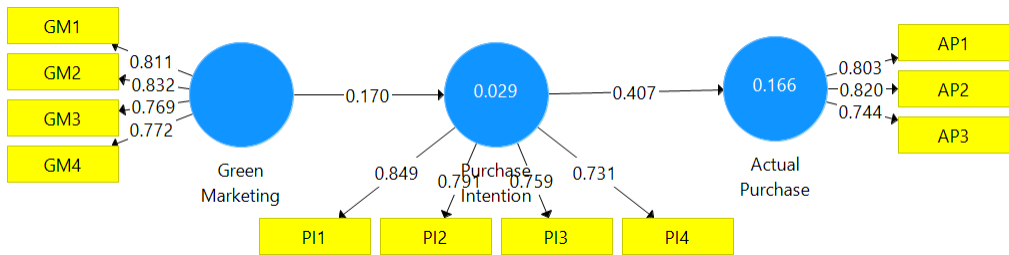


Figure 1. Results of the SEM-PLS Outer Loading Test

Measurement model assessment

Table 3. Results of the SEM-PLS Outer Loading Test

Variable	Indicators	Outer loadings	Composite Reliability (rho_c)	Average Variance Extracted
Green Marketing	GM1	0.811	0.874	0.634
	GM2	0.832		
	GM3	0.769		
	GM4	0.772		
Purchase Intention	PI1	0.849	0.864	0.614
	PI2	0.791		
	PI3	0.759		
	PI4	0.731		
Actual Purchase	AP1	0.803	0.832	0.624
	AP2	0.820		
	AP3	0.744		

Source: Processed Primary Data (2025)

Based on the measurement model testing results, it can be seen that all indicators for each variable met the criteria for construct validity and reliability. This is reflected in the outer loading, composite reliability, and Average Variance Extracted (AVE) values for each research variable.

For the Green Marketing variable, all indicators had outer loading values above 0.70, ranging from 0.769 to 0.832. These values indicate that each indicator was able to reflect the Green Marketing construct well. In addition, the composite reliability value of 0.874 indicates that the Green Marketing variable had a very good level of internal consistency, as it exceeded the minimum threshold of 0.70. The AVE value of 0.634 also shows that more than 50% of the variance in the indicators could be explained by the Green Marketing construct, thereby satisfying the criterion for convergent validity.

For the Purchase Intention variable, the outer loading values ranged from 0.731 to 0.849. These values indicate that all indicators were valid in measuring the Purchase Intention construct. The composite reliability value of 0.864 suggests that the construct had good reliability. Meanwhile, the AVE value of 0.614 indicates that the Purchase Intention variable met the criterion for convergent validity, as the AVE exceeded 0.50.

Furthermore, for the Actual Purchase variable, the outer loading values ranged from 0.744 to 0.820, indicating that all indicators made a good contribution to forming the Actual

Purchase construct. The composite reliability value of 0.832 shows that the construct had good reliability. In addition, the AVE value of 0.624 indicates that the Actual Purchase variable also satisfied the criterion for convergent validity.

Overall, the results of the measurement model testing indicate that all constructs in this study fulfilled the criteria for convergent validity and construct reliability. Therefore, the indicators used in this study were considered appropriate for further analysis in the structural model.

Structural model assessment

Table 4. Structural Model Assessment

Endogenous construct / relationship	R-square	f-square	Interpretation
Green Marketing -> Purchase Intention	0.029	0.030	Low explanatory power; small effect size
Purchase Intention -> Actual Purchase	0.166	0.199	Modest explanatory power; medium effect size

Source: Processed Primary Data (2025)

The f-square values indicate that the effect of Green Marketing on Purchase Intention is small, whereas the effect of Purchase Intention on Actual Purchase Behavior is close to the medium category. Predictive relevance (Q-square) should be reported if the SmartPLS blindfolding or PLSpredict output is available.

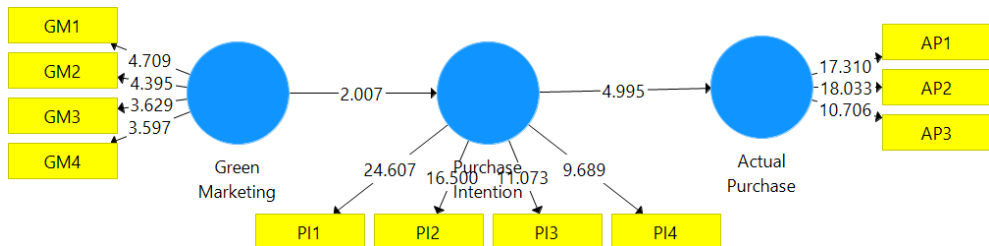


Figure 2. Hypothesis Testing Results

Hypothesis testing

Table 5. Hypothesis Testing Results

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Marketing -> Purchase Intention	0.170	0.201	0.085	2.007	0.045
Purchase Intention -> Actual Purchase	0.407	0.423	0.081	4.995	0.000

Source: Processed Primary Data (2025)

Based on the hypothesis testing results, all relationships among the variables in the research model were found to be statistically significant. This can be seen from the T-statistics values, which were greater than 1.96, and the p-values, which were below 0.05. These criteria are consistent with the significance testing standard in SEM-PLS analysis, which states that a hypothesis is accepted when the T-statistics value exceeds 1.96 at a 5% significance level (Hair et al., 2022).

DISCUSSION

The first hypothesis test showed that Green Marketing had a positive and significant effect on Purchase Intention, with a coefficient value of 0.170. The T-statistics value of 2.007 (>1.96) and the p-value of 0.045 (<0.05) indicate that the hypothesis was accepted. This result suggests that the better the company's implementation of green marketing, the higher the consumers' intention to purchase organic rice products. This finding is in line with recent studies suggesting that environmentally oriented marketing strategies can enhance consumers' perceived value, green trust, brand image, and purchase intention toward environmentally friendly or organic products (Tan et al., 2022; Hengboriboon et al., 2022; Li & Shan, 2025; Aldaihani et al., 2024). However, the relatively modest coefficient indicates that green marketing alone may not be the dominant driver of purchase intention. In developing-country organic food markets, consumer intention is often constrained by price premiums, limited availability, low product knowledge, convenience, and skepticism toward environmental or organic claims (Al Falah et al., 2024; Garg et al., 2024a; Zidan et al., 2025). Therefore, green marketing communication needs to be supported by credible certification information, consistent product availability, and clear consumer education to strengthen its effect on purchase intention.

The second hypothesis test showed that Purchase Intention had a positive and significant effect on Actual Purchase Behavior, with a coefficient value of 0.407. The T-statistics value of 4.995 (>1.96) and the p-value of <0.001 indicate that the hypothesis was accepted. This result shows that consumer purchase intention has a relatively stronger effect on actual buying behavior than the direct effect of green marketing on intention. In other words, the stronger the consumers' intention to purchase organic rice, the greater the likelihood that they will actually make the purchase. This finding is consistent with the Theory of Planned Behavior, which states that intention is a central predictor of actual behavior (Ajzen, 1991), and is also supported by recent empirical studies identifying a significant relationship between purchase intention and organic food purchasing behavior (Dinc-Cavlak & Ozdemir, 2024; Bazhan et al., 2024; Kamboj et al., 2023).

Overall, the results of this study indicate that green marketing is able to increase consumers' purchase intention, and this purchase intention subsequently plays an important role in driving actual purchase behavior. The model explained 2.9% of the variance in Purchase Intention and 16.6% of the variance in Actual Purchase Behavior, indicating that the proposed model has statistically significant but modest explanatory power. This finding is reasonable because organic rice purchasing behavior may also be influenced by other factors beyond the model, such as household income, perceived price fairness, product availability, health consciousness, and trust in certification. In Southeast Asian and developing-country contexts, recent studies emphasize that affordability, accessibility, consumer knowledge, trust, perceived value, and convenience are critical barriers and drivers of organic food consumption (Al Falah et al., 2024; Irfan & Bryła, 2025; Zidan et al., 2025). Thus, the findings confirm that sustainability-based marketing strategies can serve as an effective starting point for increasing demand for organic rice products, but their effectiveness should be reinforced through trust-building, certification transparency, and affordability-oriented strategies (Garg et al., 2024a; Li & Shan, 2025).

CONCLUSION

This study shows that respondent characteristics were dominated by productive adults with relatively active social media usage, indicating a high potential for exposure to digital green marketing information. The results of the measurement model testing demonstrated that all indicators of the Green Marketing, Purchase Intention, and Actual Purchase Behavior variables met the criteria for validity and reliability, indicating that they were appropriate for use in structural model analysis. Furthermore, the hypothesis testing results revealed that Green Marketing had a positive and significant effect on Purchase Intention, and Purchase Intention had a positive and significant effect on Actual Purchase Behavior. The R-square values indicate that the model has modest explanatory power, suggesting that organic rice purchasing behavior is also shaped by other factors such as price, trust, availability, health consciousness, and certification credibility.

From a practical perspective, the results highlight the importance for agribusiness practitioners to optimize credible green marketing communication through visual social media and short-form video platforms. Marketing messages should not only emphasize environmental sustainability, but also provide clear information about organic certification, product safety, health benefits, and product availability to reduce consumer skepticism and strengthen purchase intention. From an academic perspective, this study reinforces the role of purchase intention as an important mechanism linking sustainable marketing strategies with actual purchasing behavior in staple food agribusiness. Future research is recommended to incorporate additional variables such as green trust, perceived price fairness, environmental awareness, brand credibility, and product availability, as well as to expand the research object and geographical scope so that the findings can be generalized more broadly in the context of environmentally friendly food product marketing.

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