



Influence of Green Marketing and Customer Value on Purchase Decision and Customer Loyalty for Healthy Food Products Innovation

Laeli Ana Slavia Pratiwi^{1*}, Budi Setiawan¹, Fitria Dina Riana¹

¹ Agribusiness, Brawijaya University, Malang, Indonesia.

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Corresponding Author:

Laeli Ana Slavia Pratiwi

laeliaslavia@student.ub.ac.id

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Abstract: The growing demand for healthy and environmentally friendly food products has encouraged businesses to adopt green marketing strategies and provide greater customer value. This study aims to analyze the influence of green marketing and green customer value on purchase decisions and customer loyalty in healthy food product innovation. A quantitative method was employed using purposive sampling of 100 respondents who had purchased Green Rebel products in the Jabodetabek area. Data were analyzed with Structural Equation Modeling–Partial Least Squares (SEM-PLS) to test the relationships among variables, including purchase attitude and purchase intention as mediators. The findings reveal that green marketing and green customer value significantly affect purchase decisions, both directly and indirectly through purchase attitude and purchase intention. However, their influence on customer loyalty was limited. These results indicate that although green marketing and customer value enhance consumer purchasing behavior, maintaining loyalty requires additional strategies such as product certification, stronger promotional activities, and highlighting sustainability and health benefits. This study contributes to the understanding of consumer behavior in healthy food innovation and provides managerial insights for companies seeking to strengthen competitiveness in the sustainable food industry.

Keywords: Customer loyalty; Green marketing; Green customer value; Purchase decision.

Introduction

The rapid growth of concern for sustainability, green environments, health, and clean technology has underscored the importance of sustainable and green marketing, further supported by increasing consumer awareness regarding products that are healthy and environmentally friendly globally, including in Indonesia. As highlighted by (Kamal & Sruthiya, 2024), as more consumers become aware of the consequences of their food choices, nutrition-conscious marketing strategies become essential in bridging the gap between health, awareness, and environmental sustainability. Sustainable food marketing involves promoting

products produced in environmentally protective ways, supporting fair labor practices, and reducing waste. This approach emphasizes locally sourced raw materials, conventional agriculture, and the reduction of carbon footprints associated with food consumption and production. Health-focused marketing highlights the nutritional benefits of food products, encouraging consumers to enhance their well-being and prevent chronic diseases (Ditlevsen & Lassen, 2019).

The presence of environmentally friendly product phenomena presents opportunities for marketers to address business competition. Marketer must strive to enhance purchase intention, purchase decision, and customer loyalty to healthy food products. This creates

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specific challenges for companies to guarantee that their goods or services are safe for consumers and environmentally friendly. Consequently, businesses face these challenges by implementing green marketing strategies. According to (Amalia & Ramli, 2024), the green marketing concept is essential for minimizing environmental impacts across every stage of the product lifecycle, including raw material acquisition, manufacturing, distribution, consumption, and disposal (from farm to table) (Islam, 2018). Additionally, green marketing reinforces consumer considerations in purchasing environmentally friendly products (Syahrivar & Rizky, 2017).

Understanding the factors influencing purchase decisions and customer loyalty enables businesses to define precise marketing strategies and conduct necessary evaluations. To identify these factors, it is insightful to examine the green marketing approach and green customer value, utilizing the 7 Ps (product, price, place, promotion, people, process, and physical evidence), perceived value, environmental image, along with other variables such as consumer attitudes and purchase intentions (Timang et al., 2024). This approach aligns with research by (Puspitasari & Afendi, 2021), who found that purchase decisions are significantly influenced by green marketing. Recognizing the importance of consumer attitudes toward environmentally friendly product purchases, attitude has been included as a mediating variable (Hidayah & Sugandini, 2022). Healthy food products are increasingly developed through innovations that incorporate nutritional science, natural ingredients, and sustainable practices (Marifat & Dita Pulubuhu, 2023). These innovations aim to provide not only health benefits but also align with the evolving needs of modern consumers who are more informed about food safety and nutritional value. In this context, understanding consumer response to marketing efforts that emphasize such innovations becomes crucial.

Green Rebel, as a business unit engaged in the production and marketing of healthy food products, exists to help the community easily access healthy food according to their expectations. Increasing consumer intention to consume healthy food products presents significant opportunities for Green Rebel to expand its business. To sustain business operations, Green Rebel must continuously develop its market by attracting new consumers while maintaining its existing customer base. One strategy the company can employ to expand its market is enhancing product promotion and broadening partnerships with distributors of healthy food products. However, Green Rebel's promotional activities remain relatively limited, and the company has yet to establish official physical stores. Currently, the company relies on partnerships with supermarkets and online sales within

the operational area, reaching several regions in Indonesia. Furthermore, intensified competition in similar business sectors requires the company to seize opportunities by understanding factors that influence consumer purchasing decisions. By identifying these factors, the company can implement business strategies aligned with consumer expectations, building customer loyalty toward healthy food products.

Researchers hypothesize that creating positive consumer perceived value, particularly through healthy food products supported by green marketing strategies or environmentally-focused marketing approaches, can effectively enhance market reach and strengthen consumer purchase intentions for Green Rebel products. This study presents an innovation through its findings regarding the impact of green marketing strategies and green customer value on purchase decisions and customer loyalty, mediated by consumer attitudes and purchase intentions. Developing actionable strategies is the essential outcome of this research, enabling management to effectively implement these marketing strategies to optimize product sales.

The objective of this research is to analyze the effect of green marketing strategies and green customer value, which include the 7 Ps (product, price, place, promotion, people, process, and physical evidence), perceived value, environmental image, along with additional variables such as consumer attitudes and purchase intentions, on purchase decisions and customer loyalty. Furthermore, this study aims to formulate an appropriate marketing strategy for Green Rebel's healthy food products.

Method

Type of Study

This research used a quantitative approach with an explanatory design to analyze the causal relationship between variables.

Time and Location of the Study

The study was conducted at Warung Sayur Segar, Malang City, over one month, from March 2025 to April 2025.

Population and Sampling

The population in this study consists of consumers of Warung Sayur Segar. Since the exact population size is unknown, the sample was determined using the Lemeshow formula, resulting in 96 respondents, rounded up to 100. The sampling technique used was purposive sampling with the following criteria: (1) respondents had purchased at least once since November 2024; (2) followed the Instagram account @warungsayursegar; and (3) were at least 17 years old.

Data Collection

Primary data was collected using structured questionnaires distributed to respondents who met the criteria.

Data Analysis

The data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with WarpPLS 8.0 software on a Windows 10 operating system.

Result and Discussion

The Outer Model Testing stage begins with the examination of convergent validity and convergent reliability. Validity testing consists of assessing both convergent validity and discriminant validity, while reliability testing is conducted through two methods: by evaluating the Cronbach’s Alpha and Composite Reliability values (Hamid & Anwar, 2019). The results of the convergent validity testing are presented in Table 1.

Table 1. Evaluation of Reflective Constructs from the First-Order Construct

Indicator	Loading Factor	AVE	CA	CR
X1.1	0.846			
X1.2	0.842	0.793	0.701	0.835
X1.3	0.700			
X2.1	0.510			
X2.2	0.802	0.695	0.453	0.731
X2.3	0.739			
X3.1	0.091			
X3.2	0.890	0.728	0.451	0.712
X3.3	0.888			
X4.1	0.424			
X4.2	0.770	0.644	0.505	0.728
X4.3	0.536			
X4.4	0.773			
X5.1	0.802			
X5.2	0.820	0.763	0.757	0.847
X5.3	0.622			
X5.4	0.793			
X6.1	0.758	0.758	0.259	0.730
X6.2	0.758			
X7.1	0.778	0.778	0.347	0.754
X7.2	0.778			
X8.1	0.681			
X8.2	0.825	0.711	0.669	0.802
X8.3	0.622			
X8.4	0.701			
X9.1	0.572			
X9.2	0.699	0.699	0.646	0.790
X9.3	0.779			
X9.4	0.756			

Based on the data analysis presented in Table 1, the results indicate that all indicators achieved loading factor and Average Variance Extracted (AVE) values

greater than 0.50, fulfilling the criteria for convergent validity. According to the recommended guidelines, an indicator is considered to have good convergent validity if its loading factor > 0.50 and its AVE > 0.50 (Ghozali & Latan, 2015; Hair & Ray, 2021) However, two indicators, X3.1 and X4.1, recorded loading factor values of 0.091 and 0.424 respectively, which fall below the acceptable threshold and therefore were excluded from further analysis. This suggests that the remaining indicators are valid and exhibit strong positive correlations with their respective latent variables. A higher loading factor indicates a stronger role of the indicator in reflecting its underlying construct. Accordingly, these valid indicators were retained for subsequent measurement evaluations. Overall, all reflective dimensions of the Green Marketing and Green Customer Value constructs met the criteria for convergent validity based on AVE.

In terms of reliability, Table 1 also provides the Cronbach’s Alpha (CA) and Composite Reliability (CR) values. A dimension is deemed reliable if CR > 0.70. Although Cronbach’s Alpha is commonly used, Composite Reliability is preferred due to its better estimation of internal consistency (Ghozali & Latan, 2015; Hair & Ray, 2021). While seven dimensions, Green Price, Green Place, Green Product, Green People, Physical Evidence, Perceived Value, and Environmental Image, do not meet the threshold for Cronbach’s Alpha, all constructs satisfy the CR > 0.70 criterion. Thus, it can be concluded that all reflective constructs within the Green Marketing and Green Customer Value variables demonstrate both validity and reliability.

After conducting the outer model evaluation for the first-order constructs, both reflective and formative, the next step is to perform an evaluation for the second-order constructs. This stage follows the same procedures as the previous evaluation, followed by the assessment of the inner model within the construct.

Based on the data analysis presented in Table 2, all indicators meet the required loading factor threshold of > 0.50 and are therefore considered valid. However, one indicator, Y4.1, with loading factor values of 0.091 and 0.424, did not meet the criteria and was eliminated. As such, the remaining indicators are deemed valid and show a positive correlation with their respective latent variables. Since all indicators also have AVE values greater than 0.50, this confirms that the constructs have achieved convergent validity based on AVE. The variables of Purchase Attitude, Purchase Intention, Purchase Decision, and Customer Loyalty meet the criteria for both Cronbach’s Alpha and Composite Reliability, each exceeding 0.70 (Ghozali & Latan, 2015) ; (Hair & Ray, 2021). Thus, the reflective constructs are considered reliable, meaning they measure their constructs accurately and consistently.

Tabel 2. Evaluation of Reflective Constructs from the Second-Order Construct

Indicator	Loading Factor	AVE	CA	CR
Y1.1	0.583			
Y1.2	0.860	0.753	0.607	0.793
Y1.3	0.790			
Y2.1	0.766			
Y2.2	0.653			
Y2.3	0.780	0.790	0.846	0.891
Y2.4	0.854			
Y2.5	0.877			
Y3.1	0.645			
Y3.2	0.765	0.670	0.381	0.707
Y3.3	0.588			
Y4.1	0.359			
Y4.2	0.863	0.714	0.479	0.737
Y4.3	0.809			

The next stage involves testing the coefficient of determination or R-square to assess how much variance in the endogenous variables can be explained by the exogenous variables in the model (Ghozali & Latan, 2015)). The first step is to examine the R-square values for each dependent latent variable (Sugiyono, 2019). These values are presented in Table 3. The results show that indicators Y1.1, Y1.2, and Y1.3 influence Purchase Attitude with an R-square value of 0.376, which is considered weak. Indicators Y2.1 to Y2.5 influence Purchase Intention with an R-square value of 0.555, which is considered moderate. Indicators Y3.1 to Y3.3 influence Purchase Decision with an R-square of 0.195, considered weak. Indicators Y4.1 to Y4.3 influence Customer Loyalty with an R-square of 0.448, also considered weak. These findings are consistent with (Sarstedt M. & Ringle, 2019), who explain that R-square values of 0.75, 0.50, and 0.25 represent strong, moderate, and weak levels of explanatory power, respectively.

Tabel 3. R-Square and Q-Square Value

Variabel	Effect size	Decision
Green marketing		
Green marketing → Purchase attitude	0,252	Moderate
Green marketing → Purchase decision (Direct)	0.047	Low
Green marketing → Customer loyalty (Direct)	0.250	Moderate
Green marketing → Purchase attitude → Purchase intention → Purchase decision (Indirect)	0.046	Low
Green marketing → Purchase attitude → Purchase intention → Customer loyalty (Indirect)	0.001	Low
Green customer value		
Green customer value. → Purchase attitude	0.124	Low
Green customer value. → Purchase decision (Direct)	0.053	Low
Green customer value → Customer loyalty (Direct)	0.049	Low
Green customer value → Purchase attitude → Purchase intention → Purchase decision (Indirect)	0.028	Low
Green customer value → Purchase attitude → Purchase intention → Customer loyalty (Indirect)	0.014	Low

Based on the Q-Squared values obtained in this study, the Q² for purchase decision is 0.293, and for customer loyalty is 0.448. According to (Ghozali & Latan, 2015)), a Q-Squared value less than 0 indicates a lack of predictive relevance, while a value greater than 0 signifies good predictive relevance. Therefore, the research model meets the criteria for predictive validity, as all Q-Squared values are greater than 0.

Following the evaluation of R-Squared and Q-Squared values, the structural model was further assessed using the Effect Size (F-Square), which indicates the magnitude of influence that exogenous constructs have on endogenous constructs. (Ghozali & Latan, 2015)) state that F-Square values are categorized into three levels: ≥ 0.02 (small effect), ≥ 0.15 (medium effect), and ≥ 0.35 (large effect).

The F-Square test was then conducted to assess whether the exogenous variables exert a small, medium, or large influence on the endogenous variables (Ghozali & Latan, 2015)). As shown in Table 4, the F-Square value for the influence of Green Marketing on Purchase Attitude is 0.252, which falls into the medium effect category. Meanwhile, the F-Square value for the influence of Green Marketing on Purchase Decision is 0.047, indicating a low effect. The F-Square values for the effect of Green Marketing on Purchase Decision (0.046) and on Customer Loyalty (0.001) also fall into the low effect category. These results suggest that Green Marketing has a weak effect on Purchase Decision and Customer Loyalty when mediated by Purchase Attitude and Purchase Intention.

The F-square value for the effect of Green Customer Value on Purchase Attitude is 0.124, which falls into the

category of a small effect. Similarly, the F-square value for the effect of Green Customer Value on Purchase Decision is 0.053, also categorized as a small effect. The F-square values for the effect of Green Customer Value on Purchase Decision (0.028) and on Customer Loyalty (0.014) likewise fall within the small effect category. It can be concluded that Green Customer Value has a relatively weak influence on Purchase Decision and Customer Loyalty when mediated by Purchase Attitude and Purchase Intention.

Tabel 4. F-square Value

Variabel	R ²	Q ²
Purchase attitude (Y1)	0.376	0.382
Purchase intention (Y2)	0.555	0.560
Purchase decision (Y3)	0.195	0.293
Customer loyalty (Y4)	0.448	0.448

The hypothesis testing in this study involves two latent variables, each comprising nine manifest variables. These latent and manifest variables are used to predict the influence of Green Marketing and Green Customer Value on Purchase Decision and Customer Loyalty in the context of healthy food products. The hypothesis testing was conducted by examining the path coefficients and p-values to determine the significance of the relationships between variables. A significance level of 5% was applied, meaning a hypothesis is accepted if the p-value is ≤ 0.05 . The following are the results of the

data analysis and hypothesis testing, which are presented and discussed below.

The Influence of Green Marketing on Purchase Decision

There is a significant influence, both direct and indirect of green marketing on purchase decision (Y3). This influence originates from exogenous variables such as Green Marketing, which includes green product (X1), green price (X2), green place (X3), green promotion (X4), green people (X5), green process (X6), and physical evidence (X7). The effect of green marketing on the purchase decision for Green Rebel’s healthy food products is positive, indicating that an increase in green marketing efforts leads to an increased likelihood of consumers making a purchase. The influence of green marketing on purchase decision is reflected through indicators such as product, price, place, promotion, people, process, and physical evidence. The significance of this relationship is consistent with findings from previous studies (Nekmahmud & Fekete-Farkas, 2020). To retain existing customers, it is essential to improve product quality. Strategic efforts should focus on well-executed promotions, maintaining price competitiveness and store placement, and ensuring consistent product quality. These strategies are necessary to enhance purchase decisions (Genoveva & Samukti, 2020; Nekmahmud & Fekete-Farkas, 2020).

Tabel 5. Results of Hypothesis Testing

Hypothesis	Coefficient	P-values	Decision
Direct Effect			
H1 Green marketing → Purchase attitude	0.425	<0.01	Accepted
H2 Green customer value. → Purchase attitude	0.230	0.008	Accepted
H3 Green marketing → Purchase decision	0.181	0.030	Accepted
H4 Green customer value. → Purchase decision	0.182	0.029	Accepted
H5 Green marketing → Customer loyalty	0.429	<0.01	Accepted
H6 Green customer value → Customer loyalty	0.100	0.153	Rejected
Indirect relation			
H7 Green marketing → Purchase attitude → Purchase intention → Purchase decision	0.175	<0.01	Accepted
H8 Green customer loyalty → Purchase attitude → Purchase intention → Purchase decision	0.175	<0.01	Accepted
H9 Green marketing → Purchase attitude → Purchase intention → Customer loyalty	0.002	0.049	Rejected
H10 Green customer value → Purchase attitude → Purchase intention → Customer loyalty	0.029	0.342	Rejected

The integration of green marketing strategies conveys to consumers that Green Rebel is not merely a healthy food brand, but a responsible and sustainable choice. Green products that emphasize environmental friendliness signal to consumers that Green Rebel’s offerings are made with consideration for both health and environmental impact. The use of organic raw materials, sustainable production processes, and eco-friendly packaging are aspects that appeal to health- and

environment-conscious consumers (Chaudhary & Chaudhary, 2023). As a result, environmentally friendly products tend to be more attractive to consumers who prioritize health and environmental awareness in their purchasing decisions (Bhutto & Khan, 2019). Consequently, the company can build a strong environmental image and perceived value, attract more sustainability-conscious consumers, and gain a

competitive edge in the healthy food market by offering more than just conventional food products.

The Influence of Green Customer Value on Purchase Decision

Green customer value, which includes environmental image and perceived value, has a significant influence on the purchase decision for Green Rebel's healthy food products. A strong environmental image plays a key role in shaping consumer perception and social values, thereby influencing consumer behavior (Batool & Rizwan, 2023). A positive environmental image signals to consumers that Green Rebel's healthy food products are trustworthy, high-quality, and aligned with their expectations. As a result, consumers are more likely to choose products with a strong environmental image when making purchasing decisions.

Furthermore, a good environmental image fosters a positive emotional connection between the brand and the consumer, which further impacts their purchase decisions (Liao & Pham, 2020). When consumers perceive a product positively, they are generally more motivated to select it over other alternatives. This aligns with the findings of (Melović & Gubinova, 2020), who stated that the influence of environmental image and perceived value on purchase decisions reflects a company's success in building a strong and positive environmental brand image. Therefore, by focusing on unique strengths and a compelling environmental image, a company can effectively attract consumer attention, gain their trust, and compete successfully in the healthy food market (Ditlevsen & Lassen, 2019).

The Mediating Role of Purchase Attitude and Purchase Intention in the Influence of Green Marketing on Purchase Decision and Customer Loyalty

The purchase decision variable plays a crucial role in linking the influence of green marketing strategies to both purchase decisions and customer loyalty for Green Rebel's healthy food products. As an initial step, green marketing strategies signal to consumers that Green Rebel represents a choice that delivers health benefits, is environmentally friendly, and supports sustainability. This encourages purchase intention as consumers begin to consider the product when making their purchase decisions (Liobikienė & Bernatoniene, 2017). Promotional campaigns that align with or exceed the actual product quality, along with food safety certifications, increase consumer confidence, satisfaction, and loyalty toward the product (Sudari & Tham, 2019). This, in turn, strengthens their intention to choose Green Rebel products.

Purchase intention serves as a significant mediating variable in facilitating the impact of green marketing strategies on both purchase decisions and customer

loyalty toward Green Rebel's healthy food products. The intention to choose environmentally friendly products with positive ecological impact is a primary driver of consumer purchasing behavior (Kumar & Ghodeswar, 2015). This underscores that environmental awareness and sustainability are critical factors influencing consumer preferences (Motoki & Togawa, 2022). In the context of Green Rebel's healthy food products, purchase intention functions as a crucial link that explains how green marketing strategies affect consumer buying behavior.

In mediation analysis, purchase intention not only represents the direct effect of green marketing strategies on purchase decisions and customer loyalty but also captures their indirect effects through the intention-building process. This aligns with the view of (Tzanidis T. & Maalaoui, 2024), who state that understanding the mediating role of purchase intention provides valuable insights for marketers in developing effective strategies to promote environmentally friendly products.

The Mediating Role of Purchase Attitude and Purchase Intention in the Influence of Green Customer Value on Purchase Decision and Customer Loyalty

Purchase attitude and purchase intention play an important role as significant mediators in facilitating the influence of green customer value on purchase decisions and customer loyalty for Green Rebel's healthy food products. These variables serve as a bridge between consumers' perceptions of environmental image and the perceived value of healthy food products. A strong environmental image creates a positive impression of the product in the eyes of consumers (Saputra & Ardyan, 2020). This positive perception leads to the formation of strong purchase intentions, as consumers feel emotionally connected to the brand's environmental image and are motivated to support it by purchasing healthy food products. Through strong purchase intentions, consumers are more likely to take concrete action and make actual purchases (Liao & Pham, 2020).

This demonstrates that purchase attitude and purchase intention effectively mediate the relationship between environmental image and consumers' purchase decisions for healthy food products. Purchase intention, particularly regarding environmentally friendly products, is essential in shaping actual buying behavior, as it reflects consumers' readiness to purchase products that offer value and are aligned with their perceived benefits. In the context of Green Rebel's healthy food products, purchase attitude and purchase intention are critical determinants in the decision-making process. Therefore, these variables serve as useful indicators for predicting consumer purchasing behavior (Ahmed & Streimikis, 2023).

However, purchase attitude and purchase intention were found to have no significant effect on customer loyalty. This finding differs from previous research by (Ahmed & Streimikis, 2023; Wang & Alvi, 2022). Several factors may explain this discrepancy. First, Green Rebel's products are still limited in terms of distribution, which may influence the formation of purchase attitude and purchase intention differently. Second, previous studies highlighted the role of subjective norms in shaping consumer attitudes, whereas in this study, external factors appear to dominate the purchase decision process. This is evident from the stronger influence of green marketing on purchase decisions. Third, previous studies reported weak but significant correlations between purchase attitude, purchase intention, and purchase decision, whereas this study suggests that health and environmental perceptions have a greater impact and stronger correlation with purchase decisions for organic products.

Strategies for Marketing Green Rebel's Healthy Food Products

The results of this study indicate that both green marketing and green customer value strategies can enhance purchase decisions, either directly or indirectly through purchase attitude and purchase intention. Therefore, an effective marketing strategy for Green Rebel should integrate green marketing with green customer value, as both play crucial roles in increasing purchase decisions and customer loyalty. By combining these two strategies, a holistic impression is formed, portraying the product as health-conscious, sustainable, environmentally friendly, and high-quality (Gul & Batool, 2023). This allows Green Rebel to differentiate itself in the market and attract consumers who are seeking products aligned with their values and preferences.

To further strengthen purchase decisions, Green Rebel can also adopt more targeted and specific marketing tactics. As suggested by (Filassi & Marsola, 2022), this may include organizing special promotions, developing partnerships with environmental organizations, and offering incentives to consumers who choose eco-friendly products. This aligns with the view of (Ahmed & Streimikis, 2023), who emphasized that integrating green marketing with green customer value is a strategic and effective approach to boosting purchase decisions, customer loyalty, and overall sales performance. According to (Ditlevsen & Lassen, 2019) by conveying values that resonate with consumer preferences and building a strong environmental image, a company can successfully position itself as a leader in the healthy and sustainable food market.

Conclusion

The findings of this study conclude that green marketing strategies significantly influence purchase decisions and customer loyalty, while green customer value shows a limited effect on loyalty. Purchase attitude and purchase intention are proven to mediate these relationships. From a managerial perspective, companies should strengthen certification, improve promotional activities, and emphasize sustainability and health benefits to enhance customer loyalty. This study has several limitations, including a relatively small sample size of 100 respondents and data collection limited to the Jabodetabek area, which may restrict the generalizability of the results. Future research should expand the sample to different regions, include longitudinal studies, and incorporate additional variables such as green trust or subjective norms to obtain deeper insights. The broader implication of this study is its contribution to the growing body of literature on sustainable marketing, showing how green strategies can not only drive purchase behaviour but also support innovation in the healthy food industry and promote environmentally responsible consumer behaviour.

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Author Contributions

Conceptualization, I, B.S., and F.D.R.; methodology, B.S. and F.D.R.; validation, B.S. and F.D.R.; formal analysis, I, B.S., and F.D.R.; investigation, I; resources, I; data curation, I, B.S., and F.D.R.; writing – original draft preparation, I; writing – review and editing, I, B.S., and F.D.R.; visualization, I. All authors have read and approved the final version of the manuscript.

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Conflicts of interest

The authorities declare no conflict of interest

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