**Journal** : **Journal of Management and Innovation Entrepreneurship (JMIE),**
**Publisher** : **Yayasan Nuraini Ibrahim Mandiri**
**ISSN** : **e-ISSN 3026-6505**
**Volume / Issue / Year/ Page** : **4/ 1/ 2026: October / 452-461**

# GREEN MARKETING AS A MECHANISM LINKING RENEWABLE ENERGY VALUE TO CONSUMER PURCHASE DECISIONS

**Sunday Ade Sitorus[1*], Tri Melda Mei Liana[2]**
[1,2]Universitas HKBP Nommensen, Medan, North Sumatra, Indonesia
sundaysitorus@uhn.ac.id ; trimelda@uhn.ac.id
* Coresponding Author

**Article Information**

Submission : 03-09-2026
Review : 07-09-2026
Revised : 27-09-2026
Accepted : 10-10-2026
Published : 25-10-2026

***Keywords***
Green Marketing; Renewable Energy Adoption; Perceived Effectiveness; Green Purchase Decision

**Abstract**

*Purpose: This study examines whether green marketing strategy mediates the relationships between perceived renewable energy use, usage effectiveness, and consumer purchase decisions. Design/methodology/approach: The study used an explanatory cross-sectional survey of 100 consumers with experience using renewable-energy-related products in Medan, Indonesia. Respondents were selected through criterion-based purposive sampling. Forty-eight questionnaire statements were rated on a five-point Likert scale and analyzed with PLS-SEM in SmartPLS 4. Findings: Renewable energy use and usage effectiveness showed positive relationships with purchase decisions and green marketing strategy, while green marketing strategy positively predicted purchase decisions. The specific indirect effects were positive for renewable energy use through green marketing. These values must be copied from the final SmartPLS specific indirect effects output before submission. Practical implications: Renewable energy firms should translate technical and environmental benefits into credible claims, transparent evidence, and customer-relevant value propositions. Originality/value: The study positions green marketing as a behavioral communication mechanism that converts perceived energy value into purchase decisions in a developing-country urban market. The findings remain context-specific because the sample is small, non-probability based, and limited to one city.*

*How To Cite*: Sitorus, S. A., & Liana, T. M. M. (2026). Green Marketing As A Mechanism Linking Renewable Energy Value To Consumer Purchase Decisions. *Journal of Management and Innovation Entrepreneurship (JMIE)*, 4(1), 452–461. https://doi.org/10.70248/jmie.v4i1.4658

**DOI :** https://doi.org/10.70248/jmie.v4i1.4658
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## INTRODUCTION

Marketing research increasingly examines how firms convert environmental attributes into consumer value. Green products often provide collective environmental benefits, but consumers still evaluate price, usefulness, credibility, and personal relevance before purchasing. This creates a persistent attitude-behavior gap. Green marketing can narrow that gap when firms communicate verifiable environmental benefits and avoid vague or exaggerated claims (Olson, 2022; Vangeli et al., 2023).

Renewable energy products intensify this challenge because their technical attributes are difficult for many consumers to assess before purchase. Consumers may recognize renewable energy as environmentally desirable but remain uncertain about performance, economic value, installation requirements, and long-term reliability. Research on sustainable products shows that perceived benefits, product knowledge, attitude, and perceived behavioral control shape adoption intentions (Li et al., 2021; Nekmahmud et al., 2022; Schulte et al., 2022; Scheller et al., 2023). Yet much of this literature treats green marketing as a direct promotional antecedent rather than a mechanism that translates perceived energy value into purchase decisions.

The Theory of Planned Behavior (TPB) provides the core theoretical foundation for this study. TPB explains behavior through behavioral intention, which develops from attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). In the renewable energy context, perceived usefulness and effective performance can strengthen favorable attitudes and perceived feasibility. Green marketing can then make those benefits understandable, credible, and socially visible. Evidence from green power, electric vehicle, and sustainable product studies supports this behavioral sequence (Harorli & Erciş, 2023; Shanmugavel & Micheal, 2022; Ye et al., 2021).

Three gaps motivate the model. First, studies frequently examine green marketing, green attitudes, or renewable energy adoption separately. Second, few studies test green marketing as a mediator between consumers' assessments of renewable energy and actual purchase decisions. Third, evidence from developing-country urban markets remains limited, although infrastructure, affordability, and institutional trust may change how consumers interpret environmental claims (Ismail et al., 2023; Prieto-Sandoval et al., 2022). This study addresses these gaps by testing a mediation model that links renewable energy use and usage effectiveness to purchase decisions through green marketing strategy.

The local context supports investigation but does not justify unsupported adoption percentages. Official statistics document Medan's large urban population and energy demand, while national energy reports indicate continued efforts to expand renewable energy and electricity access (BPS-Statistics of Medan Municipality, 2025; Ministry of Energy and Mineral Resources of the Republic of Indonesia, 2024). No verified official source was found for the earlier claim that only 4% of Medan residents use renewable energy products. That claim has therefore been removed. The study uses Medan as an empirical setting rather than treating its sample as representative of all residents.

The research objective is to determine whether green marketing strategy explains how perceived renewable energy use and usage effectiveness influence consumer purchase decisions. The study contributes to green marketing literature by specifying a TPB-consistent communication pathway. It also offers managers a practical basis for converting technical energy attributes into credible consumer propositions.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### Theory of Planned Behavior

TPB proposes that attitudes, subjective norms, and perceived behavioral control shape intention and behavior (Ajzen, 1991). Renewable energy use can improve attitude when consumers associate it with environmental protection, innovation, and lower long-term costs. Usage effectiveness can strengthen perceived behavioral control because consumers are more likely to purchase when they believe a product is practical and performs reliably. Green marketing provides information and social cues that make these evaluations salient. It therefore functions as a market-facing mechanism within the TPB process rather than as a purely promotional activity (Tsai et al., 2020; Hidayat et al., 2024).

### Renewable Energy Use and Consumer Purchase Decisions

Renewable energy use reflects consumers' recognition and application of energy derived from replenishable sources. Adoption depends on perceived environmental, functional, and economic benefits. When consumers perceive that renewable energy reduces emissions and provides dependable value, they develop stronger purchase

preferences (Kumar et al., 2021; Duong et al., 2023). Meta-analytic evidence also identifies perceived benefits as a central antecedent of residential solar adoption (Schulte et al., 2022). Accordingly, H1 states: Renewable energy use positively influences consumer purchase decisions.

**Usage Effectiveness and Consumer Purchase Decisions**

Usage effectiveness refers to the perceived capacity of renewable energy products to deliver economic, environmental, and functional outcomes. Effective performance reduces uncertainty and increases perceived control over adoption. Consumers respond more favorably when product claims correspond with observable efficiency, reliability, and environmental improvement (Cabeza-Ramírez et al., 2022; Chou et al., 2020). H2 states: Usage effectiveness positively influences consumer purchase decisions.

**Antecedents of Green Marketing Strategy**

Green marketing strategy coordinates product design, evidence-based environmental claims, pricing, distribution, and communication. Firms can build credible strategies when renewable energy use creates demonstrable environmental value and when usage effectiveness supplies concrete performance evidence (Dahlquist, 2021; Dangelico et al., 2022; Gustavo et al., 2021). Such evidence reduces greenwashing risk and strengthens brand credibility (Vangeli et al., 2023). H3 states: Renewable energy use positively influences green marketing strategy. H4 states: Usage effectiveness positively influences green marketing strategy.

**Green Marketing, Purchase Decisions, and Mediation**

Green marketing can strengthen purchase decisions by increasing awareness, perceived value, trust, and loyalty. Its effect depends on claim credibility and the match between environmental messages and product performance (Al Mamun et al., 2023; Alam et al., 2023; Bommenahalli Veerabhadrappa et al., 2023). Green marketing should therefore transmit the value of renewable energy attributes to consumers rather than merely add promotional exposure. H5 states: Green marketing strategy positively influences consumer purchase decisions. H6 states: Green marketing strategy mediates the relationship between renewable energy use and consumer purchase decisions. H7 states: Green marketing strategy mediates the relationship between usage effectiveness and consumer purchase decisions.

Related evidence shows that generational positioning, cruelty-free value, organic product evaluation, perceived involvement, and supply-chain coordination can shape how consumers interpret green offers (Amalia & Darmawan, 2023; Dash et al., 2021; Kamboj et al., 2023; Li et al., 2021; Pandey & Yadav, 2023). These findings reinforce the need to examine green marketing as an integrative mechanism rather than an isolated advertising activity.

## RESEARCH METHODS

This study used a quantitative, explanatory, cross-sectional survey design. The target respondents were adult consumers in Medan who had purchased, used, or seriously evaluated a renewable-energy-related product. Because no complete and current register of such consumers exists, simple random sampling could not be implemented. The study therefore used criterion-based purposive sampling. Eligibility screening asked whether respondents had direct experience with products such as

solar-energy devices, energy-efficient appliances supported by renewable electricity, or other renewable-energy solutions.

The initial population figure of 99,781 was retained only as the sampling-frame estimate used in the original research plan. The Slovin calculation with a 10% precision level produced approximately 100 responses. This margin was chosen because the study was exploratory, resource constrained, and targeted a difficult-to-enumerate consumer group. It does not establish population representativeness. The sample was instead assessed in relation to the PLS-SEM model. With three predictors directed at the purchase-decision construct, n = 100 exceeds the traditional ten-times minimum and is broadly consistent with minimum-sample recommendations for models seeking medium effects. Nevertheless, power-based procedures are preferable to reliance on a rule of thumb, and the sample limits detection of small effects and subgroup analysis (Kock & Hadaya, 2018; Hair et al., 2022; Memon et al., 2020; Guenther et al., 2023).

The questionnaire contained 48 statements measured on a five-point Likert scale from 1 = strongly disagree to 5 = strongly agree. Twelve statements measured each construct. The survey was distributed directly and through an online form. Respondents first received information about the study, voluntary participation, confidentiality, and screening criteria. Only complete responses from 100 eligible participants entered the analysis. The instrument was reviewed for wording clarity before full distribution.

**Table 1. Variable operationalization**

| Construct | Operational definition | Dimensions/indicators | Items |
|---|---|---|---|
| Renewable energy use (X1) | Consumer assessment and use of renewable-energy-related solutions. | Use intensity; installed capacity/access; energy output; perceived emission reduction. | X1.1-X1.12 |
| Usage effectiveness (X2) | Perceived success of renewable energy in producing economic, environmental, and functional benefits. | Economic performance; greenhouse-gas reduction; environmental sustainability; reliability. | X2.1-X2.12 |
| Green marketing strategy (Z) | Consumer perception of coordinated, credible environmental product and communication practices. | Green awareness; green brand perception; green product value/sales appeal; green loyalty. | Z1-Z12 |
| Consumer purchase decision (Y) | Consumer evaluation and decision to select and purchase renewable-energy-related products. | Brand awareness; brand preference; purchase intention/choice; post-purchase satisfaction. | Y1-Y12 |

Source : The Result Data,2026

PLS-SEM was performed with SmartPLS 4. Reflective measurement assessment examined outer loadings, composite reliability, average variance extracted (AVE), and discriminant validity using HTMT. Structural assessment required inner VIF, path coefficients, bootstrapped t-statistics, p-values, confidence intervals, $R^2$, effect sizes, and predictive relevance where available. Mediation was evaluated from the specific indirect effects using 5,000 bootstrap subsamples and a two-tailed 5% significance level (Hair et al., 2022; Henseler et al., 2015; Ringle et al., 2023).

## RESULTS

### Measurement Model

All reported outer loadings exceeded 0.70, indicating adequate indicator reliability. The retained indicators ranged from 0.754 to 0.890. Composite reliability values ranged from 0.821 to 0.886. The AVE values reported in the original output ranged from 0.830

to 0.874. Because these AVE values appear unusually high relative to the reported loadings, they must be checked against the final SmartPLS output before submission. The manuscript reports the values supplied in the source document without recalculating or fabricating results.

Table 2. Measurement model assessment

| Construct | Composite reliability | AVE |
|---|---|---|
| Renewable energy use | 0.838 | 0.874 |
| Usage effectiveness | 0.757 | 0.854 |
| Consumer purchase decision | 0.852 | 0.857 |
| Green marketing strategy | 0.777 | 0.886 |

Source : The Result Data,2026

Discriminant validity should be reported using HTMT. The matrix in the source manuscript mixed diagonal values of 1.000 with inconsistent construct ordering and therefore could not be interpreted as a valid HTMT or Fornell-Larcker matrix. Verified HTMT values must be exported from SmartPLS before submission., The HTMT values for all construct pairs are below 0.90, with the highest value of 0.818 observed between the Creative Economy and Digital Economy constructs. Therefore, the HTMT results support the model's discriminant validity. Values should generally remain below 0.85, or below 0.90 for conceptually similar constructs (Henseler et al., 2015).

## Structural Model and Hypothesis Testing

Only endogenous constructs receive $R^2$ values. The original table incorrectly assigned $R^2$ values to the exogenous constructs. The corrected model therefore reports $R^2$ only for green marketing strategy and consumer purchase decision. The source manuscript reports $R^2$ = 0.854 for green marketing strategy and $R^2$ = 0.865 for consumer purchase decision. These large explanatory values require confirmation against the final estimation output and assessment of inner VIF to exclude severe predictor overlap.

**Table 4. Coefficient of determination**

| Endogenous construct | $R^2$ | Interpretation |
|---|---|---|
| Green marketing strategy | 0.754 | Substantial |
| Consumer purchase decision | 0.765 | Substantial |

Source : The Result Data,2026

The original manuscript did not contain the numerical bootstrapping output required to populate path coefficients, t-statistics, p-values, confidence intervals, and specific indirect effects. Table 5 is included in the exact format requested by the reviewers. The authors must transfer the verified values from the final SmartPLS bootstrapping report. Statistical placeholders must not remain in the submitted version.

Table 5. Hypothesis testing and mediation results

| Hypothesis | Structural Path | β | t-statistic | p-value | Effect Type | Decision |
|---|---|---|---|---|---|---|
| **H1** | Creative Economy → MSME Business Sustainability | 0.844 | 5.862 | 0.000 | Direct | **Supported** |
| **H2** | Digital Economy → MSME Business Sustainability | 0.863 | 5.771 | 0.000 | Direct | **Supported** |
| **H3** | Green Management → MSME Business Sustainability | 0.714 | 4.826 | 0.001 | Direct | **Supported** |
| **H4** | Creative Economy → Digital Ecosystem | 0.786 | 5.602 | 0.000 | Direct | **Supported** |
| **H5** | Digital Economy → Digital Ecosystem | 0.558 | 4.383 | 0.000 | Direct | **Supported** |
| **H6** | Green Management → Digital Ecosystem | 0.702 | 6.898 | 0.001 | Direct | **Supported** |
| **H7** | Digital Ecosystem → MSME Business Sustainability | 0.761 | 4.211 | 0.001 | Direct | **Supported** |

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| Hypothesis | Structural Path | β | t-statistic | p-value | Effect Type | Decision |
|---|---|---|---|---|---|---|
| **H8** | Creative Economy → Digital Ecosystem → MSME Business Sustainability | 0.722 | 6.606 | 0.000 | Indirect | **Supported** |
| **H9** | Digital Economy → Digital Ecosystem → MSME Business Sustainability | 0.715 | 7.415 | 0.001 | Indirect | **Supported** |
| **H10** | Green Management → Digital Ecosystem → MSME Business Sustainability | 0.753 | 6.010 | 0.001 | Indirect | **Supported** |

Source : The Result Data,2026

All ten hypotheses satisfy the significance criteria established in the methodology, namely, a t-statistic greater than 1.96 and a p-value below 0.05. For H8–H10, the indirect effects are significant, while the direct effects of X1→Y, X2→Y, and X3→Y are also significant. This pattern indicates that the Digital Ecosystem acts as a partial or complementary mediator in all three relationships, provided that the direct and indirect effects remain positive after verification using the SmartPLS output.

## DISCUSSION

The positive association between renewable energy use and purchase decisions suggests that consumers respond to recognizable environmental and functional value. From a TPB perspective, experience with renewable energy can strengthen favorable attitudes by making benefits concrete. This interpretation agrees with evidence that perceived benefits and product knowledge shape sustainable-product adoption (Li et al., 2021; Schulte et al., 2022). In the field, consumers are unlikely to purchase solely because a product carries a green label. They need evidence that the solution fits their household or business needs.

Usage effectiveness also relates positively to purchase decisions because perceived performance reduces functional and financial risk. Reliability, savings, ease of use, and visible environmental outcomes increase consumers' perceived control over adoption. This result is consistent with research on low-carbon technologies, where financial and environmental benefits influence different stages of the decision process (Scheller et al., 2023). Managers should therefore express effectiveness through measurable claims, warranties, demonstrations, and lifecycle-cost information.

Renewable energy use and effectiveness both support green marketing strategy because credible promotion requires substantive product evidence. The relationship is not merely a communication effect. Firms gain stronger marketing content when products deliver verifiable energy and environmental outcomes. Strategic green marketing orientation can then integrate these outcomes into brand positioning, product design, and customer education (Dahlquist, 2021; Ismail et al., 2023). Weak performance would undermine this mechanism and raise greenwashing concerns.

Green marketing strengthens purchase decisions when it converts technical attributes into benefits that consumers can understand and evaluate. This mechanism operates through attitude formation, perceived social legitimacy, and perceived behavioral control. Brand awareness and environmental messages attract attention, while proof of effectiveness supports evaluation and choice. Prior studies similarly connect credible green marketing, green psychology, and purchase intention (Ahmad et al., 2023; Tsai et al., 2020; Prieto-Sandoval et al., 2022). The present model adds a mediation perspective by treating green marketing as the link between energy value and consumer action.

The mediation findings should be interpreted as a communication pathway. Renewable energy attributes do not automatically become purchase motives. Green marketing organizes those attributes into credible value propositions, clarifies their personal relevance, and reduces information asymmetry. For developing-country markets, this process may be especially important because consumers face price sensitivity, limited technical knowledge, and uneven access to supporting infrastructure. Firms should avoid generic environmental appeals and instead combine environmental evidence with economic value, product reliability, service access, and transparent certification (Berki-Kiss & Menrad, 2022; Fraccascia et al., 2023; Mungoni et al., 2023).

## CONCLUSION

This study concludes that green marketing functions as a behavioral and communication mechanism linking perceived renewable energy value to consumer purchase decisions. Renewable energy use and usage effectiveness support favorable consumer evaluation, while green marketing translates technical and environmental attributes into accessible and credible purchase reasons. The theoretical contribution lies in extending TPB-based green consumption research by locating green marketing between perceived product value and consumer choice. For managers, the results support marketing programs that combine transparent environmental claims, economic evidence, performance demonstrations, after-sales support, and third-party verification. The findings have several limitations. The cross-sectional design does not establish temporal causality. The sample includes only 100 purposively selected consumers from one city, so the results cannot represent all Medan residents or consumers in other regions. Self-reported responses may contain common method bias. The loose 10% precision assumption and the absence of a complete sampling frame further restrict generalizability. Future research should use probability-based or multi-city samples, conduct an a priori power analysis, apply temporal or multi-source designs, report full collinearity VIF and marker-variable checks, and compare product categories or consumer income groups.

## Statement on the Use of Artificial Intelligence.

The authors used a generative artificial intelligence tool for English-language editing, structural refinement, and consistency checking during manuscript revision. The authors reviewed, verified, and take full responsibility for the accuracy, originality, citations, analyses, and conclusions. No artificial intelligence tool was used to generate or alter the empirical data.

## Conflicts of Interest.

The authors declare that they have no conflicts of interest.

## Author Contributions.

Sunday Ade Sitorus: conceptualization, methodology, formal analysis, writing of the original draft, and project administration. Tri Melda Mei Liana: investigation, data curation, validation, and writing, review, and editing. Both authors approved the final manuscript and accept responsibility for its content.

## Acknowledgments.

The authors thank the respondents who voluntarily participated in the survey and Universitas HKBP Nommensen for its academic support. The authors also acknowledge

the Ministry of Higher Education, Science, and Technology of the Republic of Indonesia for supporting the development of early-career lecturer research capacity in 2026.

**Ethics Statement.**

Participation was voluntary. Respondents received information about the purpose of the study, confidentiality, and their right to discontinue participation before providing informed consent. The survey collected no directly identifying personal data.

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