



The Effect Of Green Marketig: Green Product, Green Promotion, And Green Price On Purchasing Decisions Ikea Palu City Through Consumer Behavior

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ABSTRACT

This study aims to determine the effect of green marketing specifically green products, green promotions, and green pricing on purchasing decisions at IKEA in Palu, with consumer behavior serving as a mediating variable. The method used is quantitative with an explanatory design approach. The population in this study consists of IKEA customers in Palu City, with a sample of 100 people selected using purposive sampling based on the sample size formula for the population with a margin of error of 0.10%. Data were collected using a questionnaire and analyzed using SEM-PLS via WarpPLS 8.0. The results of this study indicate a positive influence of green marketing comprising green products, green promotions, and green pricing on consumer behavior and purchasing decisions. These findings suggest that green marketing not only meets practical needs but also provides emotional value, such as satisfaction and a sense of pride in contributing to environmental conservation. By focusing on sustainability, transparency, and education, this approach enhances consumers' awareness of the importance of environmentally friendly products.

INTRODUCTION

Among the key issues gaining attention in consumer behavior is the growing awareness of environmental and sustainability concerns regarding products. Today, buyers no longer focus solely on quality and price but also on the impact of the products they use on nature and the surrounding environment. This relates to the purchasing decision process, which involves a series of stages where consumers go through various steps—from evaluation to ultimately reaching a conclusion to purchase a product (Kotler and Keller, 2020). Consumers need to carefully evaluate a product or service before making a purchasing decision. In line with growing

environmental awareness, consumers today consider not only economic value but also the environmental impact of products. This has created a need for a sustainable marketing approach, which in turn influences consumer behavior. Consumer behavior encompasses all activities and mental processes that drive actions in acquiring, using, disposing of products and services, and evaluating them after purchase (Kotler and Keller, 2023). Everyone exhibits varying behaviors when consuming a product or service. In the context of sustainability, consumer behavior has shifted toward greater concern for environmental issues, with many consumers seeking products that contribute to environmental conservation efforts, according to research by Fitriani et al. (2021) on consumer behavior influenced by green marketing, particularly regarding preferences for eco-friendly products. However, there remains a discrepancy between consumer awareness regarding the environment and their actual behavior when purchasing products.

One factor that can influence consumer preferences when choosing eco-friendly products is the “green price,” which refers to the price of a product that takes its environmental impact into account. The cost of eco-friendly products is typically higher than that of conventional products due to the extra costs associated with greener production processes or more expensive raw materials. In addition to price, eco-friendly promotions also play a crucial role in influencing consumer purchasing decisions regarding green products. Following the green price comes green promotion, which aims not only to attract consumers’ attention but also to educate them about the benefits of eco-friendly products (Nadhifah et al., 2020). Beyond price and promotion, the most crucial element in green marketing—and the most fundamental one—is the eco-friendly product itself. An eco-friendly product is a good designed and produced with consideration for its overall environmental impact (Haidar & Halik, 2024). These three aspects—green pricing, eco-friendly promotion, and green products—constitute the core elements of green marketing. Green marketing, on the other hand, is a process that identifies consumers who are environmentally conscious and strive to reduce the negative environmental impact of the products they use, while also considering the use of eco-friendly products to meet consumer satisfaction needs (Sorongan et al., 2022).

This study builds upon previous research by Haidar et al. (2024), in which the variables of green marketing were not examined through exploratory analysis. Therefore, this study incorporates green marketing variables—including green products, green promotions, and green pricing—to broaden the scope of eco-friendly marketing. In the study by Umam & Widodo (2022), the previous research did not include additional variables influencing purchase decisions; thus, this study incorporates additional variables covering consumer behavior to provide a more comprehensive perspective on the elements influencing consumer purchasing choices. In the study by Hendriana Wulandari (2022), previous research also did not include additional variables influencing purchase decisions; therefore, this study incorporates additional variables covering consumer behavior to provide a more comprehensive insight into the factors influencing consumer purchasing choices. IKEA is one of the world’s largest retail stores that has demonstrated a strong commitment to environmental sustainability through the development of eco-friendly products and the implementation of pricing and promotional strategies that support the environment. Although challenges remain regarding environmental awareness and consumer behavior in choosing eco-friendly products, as technology advances and environmental awareness grows, IKEA continues to innovate in its green marketing strategies to remain relevant and competitive in a market that is increasingly focused on the environment.

LITERATURE REVIEW

Green product

A green product is a product that is safe for humans and the environment, conserves resources, does not generate excessive waste, and does not harm animal ecosystems. According to Manongko (2011), a green product is an environmentally conscious product designed by

manufacturers to be safe for both human health and the environment. It is a product manufactured and processed in a way that minimizes impacts that could pollute the environment—including during production, distribution, and use. Elkington et al. (1990) in Moisander (1996) describe the characteristics of green products as follows: they do not endanger the health of living organisms; they do not harm the environment at various levels of life, including during the usage and sales processes; and they do not consume excessive energy or resources during production, usage, and sales. Green products indicate that consumers purchase them to meet their needs. Environmentally friendly products are typically those that help maintain environmental cleanliness and reduce the impact of damage caused. The concept of green marketing aims to satisfy consumer desires and needs while remaining mindful of environmental issues. (Risyamuka & Mandala, 2015; Aulia & Hidayat, 2018). (Dianti and Paramita, 2021).

Green promotion

Promotion is an activity or effort to encourage or improve; for example, to increase transactions or advance a business sector. The term derives from the English word “promote,” which means to develop or enhance. When applied to the sales sector, this concept serves as a means to increase sales volume (Limakrisna and Susilo, 2012). Green promotion is a strategy to introduce environmentally friendly products to the public through various activities that support sustainability. Companies adopting green promotion will establish continuous and active communication to enhance public understanding of the environmentally friendly products offered by the company (Sri R., Fauzi D. H., and Yulianto, 2015). (Price 2023). John Rossiter and Larry Percy (Kotler et al., 2016:565) state that successful promotion can create a need for a product, increase brand awareness, shape attitudes toward the brand, and influence the desire to purchase.

Green price

A green price is the price of a product that incorporates environmental impact costs into its calculation, or it can refer to an approach to pricing goods or services that accounts for the additional costs associated with environmentally friendly and sustainable production methods. This makes environmentally conscious consumers more willing to pay a premium because they value environmental benefits, such as the use of recycled materials, energy-efficient processes, or other positive impacts. Ultimately, this encourages companies to continue investing in environmentally friendly practices. Consumers who are more sensitive to environmental issues tend to be more willing to pay a green price because they view it as part of their social responsibility and an investment in the future. Conversely, consumers who are less concerned about environmental issues may focus more on price and be reluctant to pay more. Price also plays a significant role in influencing consumer behavior. Green Pricing refers to a pricing method that considers sustainability aspects, such as the use of recycled materials or environmentally conscious production processes. (Tirtayasa et al., 2021) Environmentally conscious consumers are typically willing to spend more on products that have a positive impact on the environment. This indicates that environmentally conscious consumers do not merely consider price when choosing products, but also take into account how those products are manufactured.

Consumer Behavior

Consumer behavior is defined as a series of actual actions taken by buyers that are influenced by psychological and external factors driving them to choose desired goods. According to Sumarwan (2003), consumer behavior can be defined as all the reactions and mental processes that influence responses before making a purchase, during the purchase, and while consuming and using products and services, including evaluation activities. Sunyoto (2013)

and Tunggal (2002) argue that consumer behavior consists of actions related to acquiring, consuming, and using goods and services, as well as the decision-making process preceding such behavior. For Amirullah (2002), decision-making is a process in which consumers evaluate various available options and then select one or more options based on specific reasons. Meanwhile, according to Taan (2017), decision-making in purchasing is a process carried out by the end buyer that begins with the emergence of a need and extends to the feelings experienced after completing the purchase transaction.

Purchase Decision

A purchase is a phase in the decision-making process undertaken by a buyer, specifically the moment when a consumer finally decides to buy a product. At this stage, consumers recognize the problem they face, seek information about a specific product or brand, and evaluate how effectively each alternative can solve the problem at hand, ultimately leading to a decision to buy. A purchase decision is the assumption that consumers choose from two or more options regarding the purchase decision. This indicates that a person can make a choice when there is more than one criterion for evaluating a purchase decision, according to (Kotler and Armstrong, 2010), namely: Problem Recognition, Needs, and the purchasing stages undertaken by the buyer to identify the problem or situation arising from the mismatch between the current state and the desired condition. These needs can be triggered by stimuli originating from within the consumer or from the buyer's surroundings. And when seeking information, consumers may not actively gather data regarding what they need.

Framework

One key issue drawing attention to consumer behavior is the growing awareness of environmental and sustainability issues. Today, consumers no longer focus solely on price and quality; they also consider a product's environmental impact, leading to increasingly diverse purchasing choices. As environmental awareness grows, consumers now consider not only economic aspects but also the environmental value of products. This creates a need for sustainable marketing approaches and influences consumer behavior. Consumer behavior is an individual's psychological and emotional reaction to a specific product or service, encompassing interest, attitude, and the tendency to purchase or use that product (Schiffman, 2019). One factor related to this issue is the "green price," which refers to a product's cost that accounts for its environmental impact during the production process. Apart from the price factor, green promotion also plays a crucial role in influencing consumers' purchasing choices regarding environmentally friendly products. Green promotion is a marketing approach that highlights the environmental sustainability components of a product (Rizal and Harsono, 2022). Therefore, green promotions play a vital role in changing consumers' perceptions and encouraging them to choose products that are more environmentally responsible.

This study employs an analysis of direct and indirect effects using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach. The independent variables in this study are green products, green promotions, and green prices, whose effects on the dependent variable—purchase decision are tested. Additionally, this study identifies consumer behavior as a mediating variable—a variable that explains how and through what processes green products, green promotions, and green pricing influence purchasing decisions. According to Baron and Kenny (1986), a mediating variable acts as an intermediary in the relationship between independent and dependent variables, such that the influence of the independent variables on the dependent variable occurs through this mediating variable. Therefore, the research framework model can be depicted as follows:

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graph LR; GP[Green product] -- H5 --> CB[Consumer Behavior]; GP -- H6 --> PD[Purchase Decision]; GPr[Green promotion] -- H7 --> CB; GPr -- H2 --> PD; GPr[Green price] -- H3 --> PD; CB -- H4 --> PD;
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H7: Green prices have a significant effect on purchasing decisions through consumer behavior.

Based on the above calculation using the formula (sample size for population), the sample size (n) was determined to be 96.04, rounded up to 100 IKEA customers to be studied. Data for this study was collected via a questionnaire distributed using Google Forms to the selected respondents. This questionnaire consists of 40 statements on a Likert scale measuring three main variables: Green Product, Green Promotion, and Green Price, with the following ratings: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). As explained by

Sugiyono (2013), the use of Google Forms-based questionnaires allows for the efficient collection of valid and reliable data. Data processing and analysis in this study were conducted using WarpPLS version 8.0 software as the analytical tool to analyze the research data. WarpPLS was selected because it is capable of testing relationships between variables through the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. Additionally, WarpPLS also supports mediation effect testing.

Table 1. Operational definitions of variables

Variable	Variable definition	Indicator
Green Product	A green product is a product designed and manufactured with consideration for its environmental impact	Wijekoon & Sabri (2021) and Tirtayasa et al. (2021) 1. Eco-labels. 2. Carbon footprint reduction. 3. Recycling. 4. Environmentally friendly raw materials.
Green Promotion	Green promotion is a marketing strategy that involves promoting products by highlighting their eco-friendly aspects or those of the company to attract consumers who are environmentally conscious.	Rizal & Harsono (2022) and Tirtayasa et al. (2021) 1. Increased public awareness. 2. Environmental credibility. 3. Eco-friendly media. 4. Green label certification.
Green Price	Green pricing is a pricing strategy for products or services that takes into account the added value associated with environmental sustainability	Shabbir et al. (2020) and Mahendra et al. (2021) 1. Costs versus environmental benefits 2. Perceptions 3. Environmentally friendly pricing 4. Linkage to environmental programs
Consumer Behavior	Consumer behavior refers to the actions and processes involved in selecting a product or service to meet their needs and desires.	Adriyanti et al. (2023) and Savitri et al. (2023) 1. Consumer trust factors 2. Observation and information search 3. Evaluation of alternatives 4. Emotional involvement
Purchase Decision	The purchasing decision is a process of evaluating various available options, determining which ones they are interested in, and then deciding whether or not to make a purchase.	Kotler and Keller (2020) and Savitri et al. (2023) 1. Product reliability 2. Product purchasing habits 3. Product availability 4. Purchase decision

RESULTS

Respondent characteristics

The respondents in this study consisted of 100 customers at the IKEA store in Palu. The respondents were aged 18–52; the gender breakdown showed that 34% were male and 66% were female. This indicates that women in Palu are more likely to choose green and sustainable products than men in Palu in general. Additionally, they place greater emphasis on personal health, long-term efficiency, and helping to protect the environment by using sustainable green products.

Furthermore, based on Table 2, it can be seen that the percentage of respondents by occupation is as follows: self-employed at 23%, private sector employees at 19%, civil servants at 5%, and students at 53%. This indicates that the younger generation is becoming aware of sustainability trends, protecting the earth, and preserving the environment by beginning to use eco-friendly products.

Table 2. Respondent Characteristics

Category	Subcategory	Count	presentase
Gender	Male	34	34%
	Female	66	66%
Count		100	100%
Profession	self-employed	23	23%
	private-sector employees	19	19%
	PNS	5	5%
	Students	53	53%
Count		100	100%

Source: Primary Data, 2025

Outer Loading Test

The calculated outer loading values for each variable are presented in the table. The outer loading values (numbers in parentheses) show that all indicators for the five variables have values above 0.7. Based on these results, it is concluded that all indicators meet the acceptability criteria (Gio et al., 2022).

Table 3. Outer Loading Test

Variable	Statement	Loading	description
Green Product	X1.1	(0.771)	Valid
	X1.2	(0.761)	Valid
	X1.3	(0.785)	Valid
	X1.4	(0.752)	Valid
	X1.5	(0.715)	Valid
	X1.6	(0.830)	Valid
	X1.7	(0.805)	Valid
	X1.8	(0.771)	Valid
Green Promotion	X2.1	(0.707)	Valid
	X2.2	(0.791)	Valid
	X2.3	(0.774)	Valid
	X2.4	(0.883)	Valid
	X2.5	(0.855)	Valid
	X2.6	(0.774)	Valid
	X2.7	(0.842)	Valid

Green Price	X3.1	(0.749)	Valid
	X3.2	(0.748)	Valid
	X3.3	(0.762)	Valid
	X3.4	(0.795)	Valid
	X3.5	(0.797)	Valid
	X3.6	(0.805)	Valid
	X3.7	(0.797)	Valid
Consumer Behavior	Z1	(0.781)	Valid
	Z2	(0.790)	Valid
	Z3	(0.733)	Valid
	Z4	(0.743)	Valid
	Z5	(0.777)	Valid
	Z6	(0.808)	Valid
	Z7	(0.715)	Valid
Purchase Decision	Y1	(0.734)	Valid
	Y2	(0.860)	Valid
	Y3	(0.799)	Valid
	Y4	(0.763)	Valid
	Y5	(0.802)	Valid
	Y6	(0.777)	Valid

Source: WarpPLS Data Processing, 2025

Average Variance (AVE) and Composite Reliability

The average variance extracted (AVE) is a measure that indicates the extent to which a latent variable or construct explains the variance in its indicators. As shown in Table 4, based on the calculations performed, the AVE values for all variables namely green product, green promotion, green price, consumer behavior, and purchase decision exceed the minimum threshold of 0.5. This finding indicates that these five variables can explain more than 50 percent of the variance in each indicator. This suggests that all five constructs meet the criteria for convergent validity, meaning the indicators used consistently and reliably represent the constructs. (Gio et al., 2022).

The composite reliability for each variable is classified as adequate. The green product variable has a value of 0.923, green promotion at 0.924, green price at 0.915, and the consumer behavior and purchase decision variables at 0.908 and 0.909, respectively. All composite reliability values exceeded the minimum threshold of 0.7, indicating that the research data met the established reliability measurement standards. Furthermore, the green product variable had the highest value compared to the other four variables, indicating that this variable possesses the strongest reliability among those tested (Gio et al., 2022).

Table 4. Testing of Average Variance Extracted (AVE) and Composite Reliability

Variable	Composite reliability (CR)	Average Variance Extracted (AVE)
Green Product	0.923	0.599
Green Promotion	0.924	0.637
Green Price	0.915	0.607
Consumer Behavior	0.908	0.584
Purchase Decision	0.909	0.624

Source: WarpPLS Data Processing, 2025

Model Fit and Quality Indices

Model fit can be evaluated using several indicators, as shown in Table 5: P-values for APC, ARS, and AARS are less than 0.05, AVIF and AFVIF values are ≤ 5 , and GoF values are ≥ 0.36 (Gio et al., 2022). These measurement results indicate that the model fit evaluation shows values of APC (0.456; $p < 0.001$), ARS (0.601; $p < 0.001$), AARS (0.595; $p < 0.001$), AVIF (2.571), and AFVIF (3.442) all met the required criteria, so the model can be considered a good fit for the data. Furthermore, the GoF value (0.1) meets the minimum threshold of 0.1 and is categorized as quite good.

Table 5. Testing of Average Variance Extracted (AVE) and Composite Reliability

Average path coefficient	(APC)=0.456, $P < 0.001$
Average R-squared	(ARS)=0.601, $P < 0.001$
Average adjusted R-squared	AARS)=0.595, $P < 0.001$
Average block VIF	AVIF)=2.571, acceptable if ≤ 5 , ideally ≤ 3.3
Average full collinearity VIF	AFVIF)=3.442, acceptable if ≤ 5 , ideally ≤ 3.3
Tenenhous GoF	GoF)=0.606, small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36

Source: WarpPLS Data Processing, 2025

Results of Direct Effects Testing

Direct effects are effects that occur directly between the independent and dependent variables without involving mediating variables. In WarpPLS analysis, this is shown by the path coefficient between the two measured variables along with the p-value to determine significance; if the p-value is < 0.05 , the effect is considered significant. Thus, the larger the path coefficient, the stronger the direct effect of the independent variable on the dependent variable. (Gio et al., 2022).

Table 6: Results of the path coefficient and p-value tests

Path	Path Coefficient	P.Value
X1>Y	0.065	0.001
X2>Y	0.107	0.001
X3>Y	0.300	0.001
Z>Y	0.501	0.001

Source: WarpPLS Data Processing, 2025

Based on the values in Table 6, the results of the direct tests for each variable can be explained as follows:

1. H1 = Green products have a direct effect on purchase decisions. The path coefficient of the green product variable on consumer behavior is positive, at 0.065, with a p-value of 0.001; this indicates that the green product variable has a positive and significant effect on consumer behavior. Therefore, Hypothesis 1 is accepted.
2. H2 = Green promotion has a direct effect on purchase decision. The path coefficient of the green promotion variable on consumer behavior is positive, namely 0.107, with a p-value of 0.001; this indicates that the green promotion variable has a positive effect on consumer behavior. Therefore, Hypothesis 2 is accepted.
3. H3 = Green price has a direct effect on purchase decisions. The path coefficient of the green price variable on consumer behavior is positive, at 0.300, with a p-value of 0.001, indicating that the green price variable has a positive and significant effect on consumer behavior. Therefore, Hypothesis 3 is accepted.
4. H4 = Consumer behavior has a direct effect on purchase decisions. The path coefficient of the consumer behavior variable on purchase decisions is positive, namely 0.501, with a p-

value of 0.001, indicating that the consumer behavior variable has a positive and significant effect on purchase decisions. Therefore, Hypothesis 4 is accepted.

Results of the indirect and total effects tests

The indirect effect indicates the magnitude of the independent variable's influence on the dependent variable through the mediating variable. If the p-value is <0.05 , the indirect effect is considered significant, meaning that the mediating variable plays a crucial role in explaining the relationship between the variables; the total effect is the sum of the direct and indirect effects. The total effect value indicates the overall influence of the independent variable on the dependent variable, whether directly or through a mediating variable. (Gio et al., 2022).

Table 7: Indirect effects And Total Effects

	Indirect effects	Total Effects
X1>Z>Y	0.111	0.001
X2>Z>Y	0.221	0.001
X3>Z>Y	0.596	0.001

Source: WarpPLS Data Processing, 2025

Based on the values in the table above, the results of the indirect test between variables X1, X2, and X3 green product, green promotion, and green price and purchase decisions through consumer behavior are as follows:

1. H5 = Green product has an indirect effect on purchase decision through consumer behavior, with a variable path coefficient of 0.111 and a total effect of 0.001; this indicates that the green product variable has a positive and significant effect on purchase decision through consumer behavior. Therefore, Hypothesis 5 is accepted.
2. H6 = Green promotion has an indirect effect on purchase decisions through consumer behavior, with a path coefficient of 0.211 and a total effect of 0.001. This indicates that the green promotion variable has a positive and significant effect on purchase decisions through consumer behavior. Therefore, Hypothesis 6 is accepted.
3. H7 = Green price has an indirect effect on purchase decisions through consumer behavior, with a path coefficient of 0.596 and a total effect of 0.001. This indicates that the green price variable has a positive and significant effect on purchase decisions through consumer behavior. Therefore, Hypothesis 7 is accepted.

DISCUSSION

The Influence of Green Products on Purchase Decisions

The results of this study indicate that green products have a positive and significant influence on purchase decisions at IKEA in Palu, based on the path coefficient of the green product variable on purchase decisions, which has a positive value of 0.065, with a p-value of 0.001. These findings indicate that eco-friendly products designed for energy efficiency or made from recyclable materials meet consumers' practical needs while also providing emotional satisfaction by contributing to environmental protection. Consequently, consumers view eco-friendly products as choices that are not only functionally beneficial but also support sustainability goals, thus confirming Hypothesis 1.

From a professional standpoint, young people who are generally students—tend to use green products. Young people, particularly Gen Z and Millennials, are increasingly choosing eco-friendly products driven by a combination of high environmental awareness, the influence of social media, and a desire to contribute to a more sustainable future. Similarly, independent workers emphasize sustainability values through a work culture that prioritizes environmental responsibility. They typically operate in professional environments that value efficiency and eco-

friendly innovation. These research findings align with previous studies, such as that conducted by Shabbir et al. (2020), which noted that the higher the quality of eco-friendly products, the more likely a person is to make a purchase; this highlights the importance of eco-friendly products in the United Arab Emirates, underscoring that the ecological image of such products is crucial. Additionally, research by Machová et al. (2022) indicates that environmentally conscious consumers tend to choose products that offer environmental benefits, such as those made from eco-friendly materials or products that are recyclable.

The Effect of Green Promotion on Purchase Decisions

The results of this study indicate that green promotion has a positive and significant effect on IKEA consumers' behavior in Palu, based on the path coefficient of the green promotion variable on consumer behavior, which has a positive value of 0.107, with a p-value of 0.001. These findings suggest that consumers are more responsive to advertisements that highlight eco-friendly aspects and the direct benefits of environmental actions. In this context, consumers tend to more easily grasp messages emphasizing the tangible impacts of environmental actions, such as waste reduction or energy efficiency. Eco-friendly promotions that provide information and are data-driven help them recognize the crucial role they play in supporting sustainability. Kotler and Keller (2016) emphasize that at this point, consumers are more interested in promotional campaigns that provide a deep understanding of how their small actions can lead to significant changes. Information conveyed through green promotions, such as the positive benefits of eco-friendly products regarding carbon emission reduction or the conservation of natural resources, enhances their understanding and encourages changes in consumption patterns, thus supporting Hypothesis 2.

Kotler and Keller (2016) explain that effective promotions must be able to increase value for customers both individually and as a group by providing a clearer understanding of important environmental issues. This finding aligns with research by Rizal and Harsono (2022) and Ella and Niken (2020), which indicates that as green promotions increase, purchasing decisions will follow suit. This implies that marketing strategies focused on the environment, particularly promotions, offer a competitive advantage and influence differences in product quality and service. Consequently, companies implementing eco-friendly strategies will be more valued by consumers, especially those who recognize the importance of environmental aspects in products. Research by Tan et al. (2022) also demonstrates a significant positive influence of green promotions on purchasing decisions at IKEA. This indicates that consumers pay attention to the importance of product features that can influence the demand for and use of environmentally friendly products.

The Effect of Green Price on Purchase Decisions

The results of this study indicate that green price has a positive and significant effect on purchase decisions at IKEA in Palu, based on the path coefficient of the green price variable on purchase decisions, which has a positive value of 0.300, with a p-value of 0.001. Based on the findings of this study, consumers' perspectives often focus more on economic aspects when making purchasing decisions. Kotler and Keller (2016) note that consumers can personally influence purchasing choices, as they are typically more interested in products that offer the best combination of cost and benefit. Regarding green pricing, consumers may value price transparency that demonstrates environmental benefits, such as energy efficiency or the use of sustainable materials, which ultimately provide long-term benefits for the ecosystem.

Kotler and Keller (2016) emphasize that social factors, such as the influence of organizational culture, can reinforce consumers' decisions to pay a premium for environmentally friendly products. By understanding that such prices reflect quality and sustainability value, they are more likely to accept the concept of green pricing. An effective green pricing strategy bridges competitive pricing with tangible sustainability value. Clear pricing that demonstrates

environmental efficiency not only builds consumer trust but also encourages them to consistently choose eco-friendly products. Thus, Hypothesis 3 is accepted. The results of this study support the findings of Machová et al. (2022), which indicate that the more environmentally friendly the price, the more likely consumers are to make a purchase. This suggests that consumers believe the prices offered align with the outcomes of environmentally conscious production processes. Similar results were also demonstrated by the research of Lu'ul Jannah et al. (2022) and Agung (2018), who found a positive and significant effect of environmentally friendly pricing. The better a company sets prices for environmentally friendly products, the more it raises consumer awareness of the importance of environmental aspects for human life.

The Influence of Consumer Behavior on Purchase Decisions

The results of this study indicate that consumer behavior has a positive and significant influence on IKEA purchase decisions in Palu City, based on the path coefficient value of the green price variable on consumer behavior, which has a positive value of 0.501, with a P-value of 0.001. Regarding the fourth hypothesis, there is a positive and significant relationship between consumer behavior and purchasing decisions at IKEA in Palu. Consumers generally tend to focus on the rational aspects of a product, such as the concrete benefits they receive after making a purchase. Other personal factors, such as how consumers perceive the product, can also influence how individuals evaluate their experience after using a specific product. In this context, consumers are more likely to assess whether eco-friendly products meet their expectations regarding performance and sustainability impacts, thus supporting Hypothesis 4. Consequently, these findings align with previous research by Wahyuni et al. (2020), which stated that the better the consumer behavior, the higher the purchasing decisions made. Similar findings are also demonstrated by research conducted by Robby et al. (2023) and Fadlillah et al. (2024), which revealed a significant influence between consumer behavior and purchasing decisions, indicating that consumers are more inclined to make purchases based on a balance between price and the benefits of the product offered. In line with the research by Adriyanti et al. (2023), it is stated that consumer behavior tends to have a significant influence on purchasing decisions, where selective consumer behavior results in appropriate purchasing decisions.

The Influence of Green Products on Purchase Decisions through Consumer Behavior

The results of this study indicate that green products have a positive and significant influence on purchasing decisions through consumer behavior variables at IKEA in Palu, based on a positive path coefficient of 0.111, with a p-value of 0.001. Regarding the fifth hypothesis, there is a positive and significant relationship between consumer behavior and purchasing decisions through consumer behavior at IKEA in Palu. Upon further examination, it is evident that consumers today tend to focus more on the rational aspects of a product, such as the concrete benefits they receive after making a purchase. Personal factors, such as how they perceive a product, influence individuals' evaluation of their experience after using a specific product. Green products can influence purchasing decisions through consumer behavior, as eco-friendly goods can shape consumers' attitudes, perspectives, and intentions before they make a purchasing decision. According to Kotler and Keller (2016), consumer behavior is the process by which a person selects, uses, and evaluates products based on perceived value. Eco-friendly products provide added value through benefits for the environment, health, and ethical considerations, leading consumers to view these products as more valuable than conventional ones. This value-based perspective drives changes in consumer behavior, leading them to prefer environmentally friendly products, which in turn influences their purchasing decisions. The findings of this study are also consistent with previous research conducted by Murniati & Widodo (2024), which found that green products have a positive and significant influence on purchasing decisions through consumer behavior. Therefore, Hypothesis 5 is accepted.

The Effect of Green Promotion on Purchase Decisions through Consumer Behavior

The results of this study indicate that green promotion has a positive and significant influence on purchasing decisions through consumer behavior variables at IKEA in Palu City, based on a positive path coefficient of 0.211, with a p-value of 0.001. The sixth hypothesis confirms a positive and significant relationship between consumer behavior and purchasing decisions through consumer behavior at IKEA in Palu City. Consumers today tend to be more responsive to advertisements that highlight environmentally friendly aspects and the direct benefits of environmental conservation. In this context, consumers more easily grasp messages emphasizing the tangible impacts of environmental actions, such as waste reduction or energy efficiency. Furthermore, green promotion can influence consumer purchasing decisions because environmentally conscious promotions can build consumers' knowledge, attitudes, and awareness regarding environmental issues before they make purchasing decisions. According to Kotler and Keller (2016), promotion serves as a form of communication in marketing aimed at influencing consumers' perceptions and attitudes toward a product. When promotional materials highlight eco-friendly elements, consumers tend to view sustainability as an added benefit of the product, thereby enhancing positive perceptions that influence their purchasing behavior. Thus, the results of this study align with previous research by Zidan et al. (2025), which states that green promotion has a positive and significant effect on purchasing decisions through consumer behavior. Therefore, Hypothesis 6 is accepted.

The Effect of Green Pricing on Purchase Decisions through Consumer Behavior

The results of this study indicate that green pricing has a positive and significant effect on purchase decisions through consumer behavior variables at IKEA in Palu, based on a positive path coefficient of 0.596 and a p-value of 0.001. Hypothesis seven indicates a positive and significant relationship between consumer behavior and purchasing decisions at IKEA in Palu. This is because green pricing influences purchasing choices through consumer behavior; environmentally friendly prices reflect the values, quality, and environmental responsibility that consumers believe in before making a purchase decision. According to Kotler and Keller (2016), price is the only element in the marketing mix that directly generates revenue and significantly influences consumers' perception of value. In the context of green marketing, green prices are often higher because they reflect the costs of sustainable production. When consumers perceive these prices as commensurate with the environmental and health benefits they receive, positive purchasing behavior emerges, which in turn drives the decision to make a purchase. The results of this study align with previous research by Nurul Fadilah Aswar (2025), which stated that green price has a positive and significant effect on purchasing decisions through consumer behavior. Therefore, Hypothesis 7 is accepted.

CONCLUSION

Based on the findings of this study, it can be concluded that green products, green promotions, and green pricing have a positive impact on consumer behavior. IKEA's eco-friendly products attract consumers due to the company's commitment to sustainability, use of recyclable materials, and efforts to reduce its carbon footprint. The green promotions IKEA conducts through digital channels and with an eco-friendly approach enhance consumers' understanding of and trust in these products. Furthermore, consumers are willing to pay more for items perceived as having a positive environmental impact, so a higher price is not an issue as long as the product aligns with its sustainability value. The analysis results indicate that green marketing—encompassing green products, green promotions, and green pricing—exerts a significant positive influence on consumer purchasing decisions through consumer behavior.

By emphasizing sustainability, transparency, and education, this strategy raises consumer awareness of the importance of eco-friendly products. Green marketing not only meets practical

needs but also offers emotional value, such as satisfaction and pride in contributing to environmental conservation. Consumers exposed to this strategy are more likely to choose sustainable products and demonstrate higher brand loyalty, making it an effective strategy for encouraging responsible and sustainable purchasing.

LIMITATION

This study has several limitations, such as the limited time available for distributing the questionnaire, which affected the response rate, and the restricted scope of the study to the city of Palu, which limits the generalizability of the results to other regions. Additionally, while this study analyzed consumer behavior as a mediating variable, it did not explore other potential mediators such as green knowledge, green brands, or green packaging that could also influence purchasing decisions. Future research is recommended to expand the variables analyzed, and it is hoped that these limitations can be addressed by extending the questionnaire collection period and expanding the geographical scope to gain a more comprehensive understanding of the factors influencing purchasing decisions.

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