
Green Brand Image Affects Consumer Purchase Intention in China

Feng Lin, Adejare Yusuff Aremu

School of Business, Management and Technology, ALFA University College, Malaysia
School of Business, Management and Technology, ALFA University College, Malaysia

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Abstract

The development of green marketing has experienced a process from focusing on environmental protection concepts to fully integrating into corporate strategies. With the improvement of environmental awareness, consumers' demand for green products continues to grow, prompting enterprises to take sustainable development as one of their core competencies. Today, green marketing not only involves the environmental attributes of products, but also includes the greening of the entire supply chain from the selection of raw materials to waste disposal, promoting the transformation of the entire industry to the direction of low-carbon and environmental protection. At the same time, the support of government policies and regulations has also accelerated the development of green marketing, which pushing enterprises to innovate green technologies and reduce environmental impact. This paper takes the consumers in Shaanxi province in China as the research object, constructs the research model of enterprise green brand image and consumer purchase intention with brand trust as the intermediary variable, and obtains the data through questionnaire survey, uses SPSS26.0 and carries out empirical analysis. The results show that corporate green brand image has a significant positive impact on brand trust and consumer purchase intention. Brand trust has positive mediating effect. This paper reveals the influence mechanism of corporate green brand image on brand trust and consumers purchase intention, provides a theoretical basis for enterprises to promote consumers purchase intention, and provides a meaningful reference for enterprises to implement brand strategy.

Keywords— green brand image, brand trust, consumer purchase intention

I. INTRODUCTION

In the era of economic globalization, international competition is becoming increasingly fierce. As a result, the relevant countries have adopted the GDP or GNP calculation method, with economic growth as the primary goal. All competitive firms strive for efficiency as well as profit whether public or private. Competitive pressures have led them to ignore resource scarcity and ignore the value of natural ecosystems. The Chinese

government attaches great importance to solving environmental problems and has introduced a series of environmental protection policies. The 18th National Congress of the Communist Party of China (2012) included ecological progress in the overall “five-in-one plan” for the cause of socialism with Chinese characteristics. The report to the 19th National Congress of the Communist Party of China (2017) pointed out that: We must adhere to the concept of clear waters and lush

mountains as gold and silver mountains, in accordance with the requirements of green development in order to improve the ecological environment as an important prerequisite and guarantee for high-quality economic development; The "14th Five-Year Plan" circular Economy Development Plan (2021) proposes that the "14th Five-Year Plan" period is a critical period for China's ecological civilization construction to achieve a new leap, and it is also a crucial period for the transformation of circular economy from scale expansion to quality improvement. The 20th National Congress of the Communist Party of China (2022) put the construction of socialist ecological civilization in the national development strategy in the new era, and meanwhile pointed out that promoting green and low-carbon economic and social development is a key link to achieve high-quality development. Xi pointed out "Green development is the base color of high-quality development, and new quality productivity itself is green productivity" (Yu Sinan, 2024). All walks of life began to pay close attention to green sustainable development, strengthen the transformation of economic growth mode and the relationship between resource conservation and environmental protection, and make efforts to realize the green transformation of production and life style.

For consumers, brand image is the consumer's overall cognition and feeling of the brand, which can have an impact on consumer behavior. For enterprises, brand image is an important brand asset. Brands can influence consumers' awareness and attitude towards the brand through various marketing activities, establish brand image in consumers' minds, and stimulate consumers purchase intention and actual purchase behavior towards the brand. Studies have shown that the impact of green brands on market economy has been increasing with the popularization of environmental awareness and the strengthening of government supervision (Maignan, 2004); Consumers have a deeper understanding of green products, and their willingness to consume has gradually increased, and they are more willing to buy brands with green and environmental protection attributes (Kotler,2011; Luchs et al.,2010), the unique competitive advantages of green brands

gradually emerged (N Darnall,2008).

At present, many scholars have studied the influence of brand image on consumers purchase intention from different perspectives, but there is a problem as follows: although the influence of brand image on consumers purchase intention has been confirmed, the internal influence mechanism between the two has not been clarified. In some studies on the influence of brand image on consumer behavior, some scholars introduce mediating variables to explore its influence path. Zhao Enbei (2020) discussed the influence of retail brand image on consumers patronage behavior based on three dimensions, and proved that perceived value plays an intermediary role in the influence process. Brand image is positively associated with brand purchase intention (Liang, S. Z.,2024). Tong Lizhong and Lei Tao (2012) studied the influence of brand image on the purchase intention of private brands and found that brand trust of private brands played a completely mediating role. The research of the above scholars proves the feasibility of introducing intermediary variables to explore the relationship between brand image and consumers purchase intention, and also provides reference for the research of this paper. Therefore, this paper will take the brand green trust as the mediating variable, brand green image is independent variable, and the dependent variable is customer purchase intention.

II. LITERATURE REVIEW

2.1 Green Brand Image

Chen(2010) defined green brand image as a series of brand perceptions that consumers have about a brand environmental commitment and environmental issues. Dai Mingxi (2008) proposed that when consumers can perceive the green attributes conveyed by the enterprise through the green marketing strategy and form green associations with the brand, they believe that the brand has a green brand image. Li Hui (2018) believes that the green brand image refers to the impression left by the green and environmental protection elements in a brand in the minds of customers, and is an important part of the overall brand image. Chen(2010) conducted a survey on 254 green consumers of information and electronic products in Taiwan, which shows that green

brand image, green brand satisfaction and green brand trust all have a positive impact on green brand equity. The positive correlation between green brand image and green brand equity is partly mediated by green brand satisfaction and green brand trust. Mourad & Ahmed(2012) found that there is a significant positive correlation between green brand image and brand preference. Liu Feiyan and Li Xinran (2022) took green brand image as a one-dimensional variable in their study on proactive personality's willingness to buy green products. Zameer et al. (2020), taking Chinese cleaner production as the background, studied the formation mechanism of enterprises' green competitive advantage under the joint action of internal factors such as green production and green creativity and external factors such as green brand image, and also took green brand image as a single dimension. When He Jinlian (2021) studied the impact of green brand image on consumers' willingness to travel in rural areas, he divided the green brand image of tourism destinations into green brand tourism organization image, product hardware attributes and product software attributes. He Lin and Chen Lihong (2020) believe that the components of green clothing brand image include green product image, green store image, green service image, green public relations image, green enterprise image and green production image. Ma Ji (2023) divides green brand image into green product image, green enterprise image and green consumer image. Environmentally concerned consumers are likely to hold a less positive image of the green performance of the brand, but where brands have a favorable green brand image, this positively impacts brand loyalty (Watson, A.,2024). Therefore, this paper will start with green brand image, an independent variable that consumers can directly perceive, and study how it affects consumers' behavior.

2.2 Green Trust

Lauer & Lee(1999), based on the premise that purchasing choices are risky and proposed that brand trust refers to the degree to which consumers rely on brands they think are more reliable when they are in an environment of information asymmetry. Ballester et al. (2003) believe that brand trust refers to consumers'

attitude and expectation that they still have confidence in a brand in the face of uncertainty, that is, possible risks. Jin Yufang et al. (2006) discussed the establishment mechanism of brand trust based on the data of the cosmetics industry, and concluded through empirical analysis that the empirical mechanism and calculation mechanism played a role in the establishment of brand trust. He Aizhong (2010) verified the mediating role of private brand trust in the influence of store image on consumers' purchase intention. Tong Lizhong et al. (2014) found that retailer brand image promotes consumers' purchase intention through consumer brand trust. In the study on regional brands, Zhao Weihong et al. (2021) found that the regional cultural confidence strategy based on cognitive rationality can drive consumers' trust in regional brands in the host country and further promote their acceptance. In addition, Zhao Weihong et al. (2021) also found that charisma strategies based on moral rationality can drive consumers' trust in regional brands in host countries, and thus promote consumers' regional brand preference in host countries. There are abundant researches at home and abroad on the influencing factors and conduction effect of brand trust, and the relevant relationships are clear, which provides ideas for the research of this paper.

2.3 Customer Purchase Intention

Fishbein(1975) defined purchase intention as the probability of a consumer's purchase behavior for a specific product. Monroe et al. (1991) proposed that consumers' purchase intention has a positive impact on actual purchase behavior, that is, the higher the purchase intention, the more likely the actual purchase behavior will occur. Morinez et al. (2007) defined purchase intention as the probability that a consumer is inclined to buy a certain product under certain conditions. Shah et al. (2012) proposed that the study on purchase intention is a study on the decision-making mode of consumers' purchase behavior essentially. Some green marketing studies have also shown that positive attitudes towards green products affect purchase intentions (Laroche et al., 2001; Smith et al., 1994).

In view of this, this paper intends to start from the

perspective of consumer behavior, select consumers' purchase intention as an important variable that predicts consumers' purchase behavior, and integrate various factors related to green brand image to carry out research on the impact of corporate green brand image on consumers' purchase intention. At the same time, on the basis of previous studies, this paper analyzes the mediating effect of brand trust, explores the influence effect and influence mechanism between independent and dependent variables, which provides reference for further academic research on the relationship between green brand image and consumer behavior, and provides effective management suggestions for enterprises to build green brand image.

2.4 Hypothesis Development

Chen(2010) defined green brand image as a series of brand perceptions that consumers have about a brands' commitment to environmental protection and environmental issues. Consumer purchase intention is a kind of psychological trend, which can become the basis and judgment standard of consumers' final decision on purchasing behavior. Guan Hui, Dong Dahai et al. (2004) believe that brand image influences and determines consumers purchasing and consumption behaviors. Unique brand image can improve the market performance of products. Robertson and Gatignon(1986) pointed out that a good brand image will affect a person's overall impression of the enterprise, and a good brand image will bring confidence to him and encourage him to make more purchases. The research of Bian&Moutinho(2011) shows that brand image has a significant positive impact on customers purchasing behavior. Mo Fan (2021) believes that corporate image, product image and consumer image in Bell model all significantly affect consumers purchase intention. Based on the purpose of this study, this paper will focus on the impact of green brand image on consumers purchase intention. So the hypothesis is that,

H1: Brand green image has a positive effect on customer purchase intention.

Zhang Qiyao et al. (2016) believe that they will judge the green attributes of products by product raw materials, packaging, functions and image when consumers buy green products. Yang Xiaoyan et al. (2008) proved that

consumers would trust green certified brands more, and found that consumers who obey authority would trust green certified brands more. Chen Weijun (2014) showed that consumers would trust brands with green certification mark more. Yang Zhi (2016) found through research that green certification and argument strength can significantly enhance consumers' green food. Zhao Weihong (2004) found that in China's service industry, the quality of service results provided by practitioners to customers has a positive impact on customer satisfaction. He Lin and Chen Lihong (2020) found that clothing brand enterprises can convey the environmental protection information of the brand to consumers through service, so that consumers can perceive the environmental protection concept of the enterprise, and thus increase the goodwill and trust of the brand. Ma Jirou (2023) uses the Bei model to divide green brand image into three dimensions: green product image, green enterprise image and green user image, and finds that these three dimensions all have a positive impact on the purchase intention of green products through empirical study. Based on the above analysis, this paper proposes the following hypothesis:

H2: Brand green image has a positive effect on brand green trust.

At present, many studies have shown that trust will affect consumers' willingness and behavior. Koller's theory of general consumer behavior pattern holds that trust will affect consumers purchase intention. He Aizhong and Li Yu (2010) believe that if they have high trust in the brand, they will be more willing to buy or recommend the private brand products to others when consumers choose or buy private brand products. Dong Lizhong and Lei Tao (2014) found that consumers purchase intention is also affected by the trust and reliability of private brands. In the process of brand internationalization, brand trust of consumers in host countries has a positive impact on their purchase intention (Zhao Weihong, 2020). Supported by Wijaya and Pahar (2022), their research indicates that brand trust significantly impacts purchasing decisions. Based on the above analysis, this paper proposes the following hypothesis:

H3: Brand trust has a positive effect on customer

purchase intention.

Wang Chunying (2015) took home appliance brands as an example to verify that brand trust plays a partial intermediary role between corporate brand image and consumer behavior. The results of Chenyu et al. (2017) research on online shopping clothing brands show that brand trust plays a complete mediating role between brand image and online shopping brand buyback intention. In a number of studies conducted in different fields, brand trust has been used as an intermediary variable to conduct the influence of brand image on consumer behavior. According to the theory of perceived risk, the stronger the consumer's trust in the brand, the stronger the consumer's perceived risk to the brand will be reduced to a certain extent, and the stronger the purchase intention (Lei Kaichun & Wang Xiaonan, 2024).

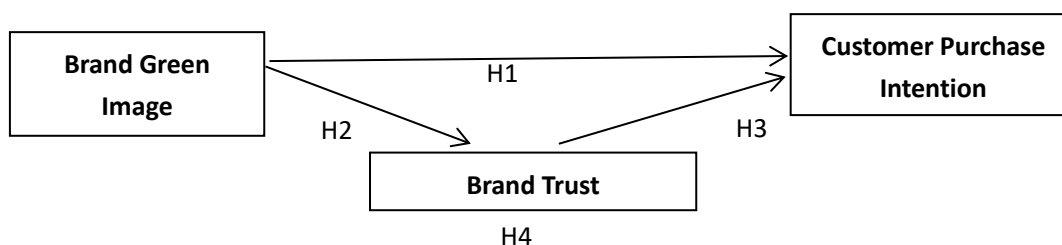


Fig.1 Research Framework

3.2 Instrument Development

Three scales are used in this study: green brand image, consumer purchase intention and brand trust measurement scale, which is mainly based on measurement research model proposed by Fan Xiucheng, Chen Jie (2002), Guan Hui, Dong Dahai (2007), Dai Mingxi (2008) and Chen Boyi (2018). Finally, a measurement scale composed of 24 items was formed. All scales in this paper are measured using Likert5-level scoring method, 1-5 respectively represent the degree of recognition of the items, 1 represents “completely disagree”, 5 represents “completely agree”, from 1 to 5 with the increase of the size of the number, the degree of recognition increases.

3.3 Data Collection

In the whole process of questionnaire survey, a total of 300 questionnaires were sent out, 285 were recovered, the number of valid questionnaires was 271, and the effective recovery rate was 90.33%. The questionnaire distribution method is mainly distributed through the

Based on the above research, the following hypothesis is proposed:

H4: Brand trust plays an intermediary role between brand green image and consumers purchase intention.

III. METHODOLOGY

3.1 Framework

Combined with the research purpose of this paper, this paper builds a theoretical research model with green brand image as the independent variable, consumers purchase intention as the dependent variable, and brand trust as the intermediary variable (Figure 1). Based on literature review in this paper. The framework is presented below,

questionnaire star: it is mainly conducted for relatives and friends. The advantages are that the questionnaire modification opinions can be directly obtained and the data quality is high. The disadvantages are that the sample group is single, the subjects are mainly in the same region, and the number of questionnaires is limited. The questionnaires were distributed and collected over a two-week period from July to August 2024.

IV. DATA ANALYSIS

The usage of SPSS26.0 will be also used for the data analysis. This paper will be using data analysis, regressions and descriptive statistic and to elaborate the findings, whereas, reliability scale will be calculated using Cronbach's Alpha.

4.1 Descriptive Statistical Analysis

Table 1 is descriptive statistical analysis of subjects such as personal information, including gender, age, education level, occupation and income level, and

statistics of the average scores of each variable dimension. According to Table 1, the descriptive statistics of sample demographic characteristics can be obtained. The sample group participating in this survey has the characteristics of young age, high education, stable career and high income. According to the survey

of Chinese current green consumer groups, young people with high education and high consumption power are the mainstay of the future green consumer market. Therefore, the sample objects participating in this survey are representative to a certain extent from the perspective of individual information,

Table 1: *Demographic Profile of Respondents*

Demography	Description	Frequency	Percent%
GENDER	Male	120	44.2
	Female	151	55.8
	Subtotal	271	100
AGE	Below 21	5	1.8
	21-30	110	40.6
	31-40	108	36.9
	41-50	38	14.0
	51 above	10	6.7
	Subtotal	271	100
EDUCATIONAL LEVEL	High school/Technical secondary school	31	11.4
	Undergraduate/Junior college student	185	68.3
	Master	52	19.2
	PHD	3	1.1
	Subtotal	271	100
CUTTENT JOB	Students	10	3.7
	Government Official	96	35.4
	Worker	5	1.8
	Science, education, culture and health staff	110	40.6
	Laid-off workers	5	1.8
	Company staff	42	15.6
	Others	3	1.1
Subtotal	271	100	
MONTHLY INCOME	Below 2000	7	2.6
	2000-4000	21	7.7
	4000-6000	66	24.3
	6000-8000	70	25.8
	8000-10000	75	27.7
	10000 above	30	11.9
Subtotal	271	100	

4.2 Internal Consistency Reliability

Reliability analysis is also known as reliability analysis. For Likert scale, reliability is usually judged by CITC value of the item and Cronbach's coefficient. Among them, the CITC value generally needs to be above 0.4, and is acceptable in the range of 0.3-0.5. If the CITC value is less than 0.3, it indicates that the correlation between items is not strong enough and the scale questions under

this dimension should be rearranged. The Cronbach's value should be greater than 0.8. If it is greater than 0.7 and less than 0.8, it is acceptable. The Cronbach's α of each subscale should be greater than 0.7, if greater than 0.6, less than 0.7 is acceptable; If the Cronbach's α is below 0.6, the question item needs to be adjusted or the questionnaire needs to be redesigned.

Table 2: Variables, Items, CICT, Cronbach's Alpha if Item Deleted, Cronbach's Alpha,

Scale	Code	Items	Corrected Item-Total Correlation (CITC)	Cronbach's Alpha if Item Deleted	Cronbach's Alpha	Source
Brand Green Image	A1	The brand products pay attention to saving resources and reducing pollution in the product pre-sale, sale and after-sales service.	0.387	0.612	0.858	Chen Boyan, 2018; Fan Xiucheng, Cheng Jie 2002;
	A2	The brand's affiliated enterprises are innovative and energy-saving products are updated quickly.	0.394	0.685		
	A3	The brand's affiliated enterprises often have green public welfare behavior.	0.457	0.699		
	A4	Using this brand can show my green lifestyle.	0.414	0.689		
	A5	Relatives and friends around have used the brand's products, and recommend them.	0.442	0.678		
	A6	Green certification is attached to the packaging of the brand's products.	0.457	0.567		
Brand Green Trust	B1	Through this brand, I get the products I'm looking for.	0.476	0.748	0.737	Ballester, 2003; Hess, 1995; An Xiaoming, 2007
	B2	I have faith in the brand.	0.443	0.789		
	B3	I can rely on the brand to solve problems related to the product.	0.403	0.723		
	B4	When something goes wrong with the product, the brand compensates me in some way.	0.462	0.745		
Customer Purchase Intention	C1	I think the company's related products and services are the first choice to buy.	0.539	0.654	0.742	Dodds, 1991; Bickart & Rut

C2	I will buy most of the related products and services from this company.	0.507	0.688	h, 2012
C3	I prefer to try new products and services introduced by the company.	0.518	0.692	
C4	Will recommend the product to friends and people around.	0.532	0.622	

Table 3: Reliability Statistics (n=468)

Variables	Cronbach's Alpha	NO. Of Items
Brand Green Image	0.858	6
Brand Green Trust	0.737	4
Customer Purchase Intention	0.742	4
Total	0.928	14

According to Table 2 and Table 3, the reliability test was conducted on the brand green image, brand green trust, and customer purchase intention scales. The Cronbach's α coefficients of the overall items of the three scales were 0.858, 0.737 and 0.742 respectively., greater than 0.7, the overall reliability of the scale is good. The CITC of each item in the scale are shown in Table 2. It can be seen from the table that the CITC of all items is greater than 0.4, indicating that the reliability level of the three scales is good.

4.3 Validity

Validity analysis refers to the degree to which each item in a questionnaire measures the relationship between variables accurately. In this study, the measurement items of each dimension scale used in the questionnaire are all based on previous studies of scholars, and most of them are items that have been used and verified for many times, and have passed the feedback and modification of the pretest. The contents of the items are logical and reasonably expressed, and the content

validity can be considered high. Firstly, KMO value and Bartlett sphericity test should be used to determine whether the data is suitable for factor analysis. In general, the KMO value should be greater than 0.7, and greater than 0.8 is appropriate; Data with a KMO value less than 0.5 should be abandoned.

The validity of the dependent variable brand green image scale is analyzed, and the results are shown in Table 4. The KMO value of brand green image is 0.858, greater than 0.7, and the significance of Bartlett sphericity test value is 0.000, less than 0.05 indicating that exploratory factor analysis can be carried out. Principal component factor analysis is used to extract 6 measurement items of brand green image, and a factor can be extracted. As shown in Table 5, the load value of each factor is greater than 0.5, and the explanatory variance reaches 55.245%, which exceeds 50%. Therefore, the mean value of each item can be used for correlation analysis and regression analysis.

Table 4: KMO, Bartlett's Test of Sphericity of Brand Green Image

KMO and Bartlett's Test of Sphericity		
KMO		0.858
Bartlett's Test	Approx. Chi-Square	689.125
	df	12
	Sig.	0.000

Table 5: Factor loading(Rotated)

Variable	Code	Factor loading
Brand Green Image	A1	0.834
	A2	0.522
	A3	0.632
	A4	0.995
	A5	0.727
	A6	0.92
Variance		55.245

The validity of the dependent variable brand trust scale is analyzed, and the results are shown in Table 6. The KMO value of brand green trust is 0.712, greater than 0.7, and the significance of Bartlett sphericity test value is 0.000, less than 0.05, indicating that exploratory factor analysis can be carried out. The principal component

factor analysis is used to extract 4 measurement items of brand green trust, and a factor can be extracted. As shown in Table 7, the load value of each factor is greater than 0.5, and the explanatory variance is 53.123%, more than 50%. Therefore, the mean value of each item can be used for correlation analysis and regression analysis.

Table 6: KMO, Bartlett's Test of Sphericity of Brand Green Trust

KMO and Bartlett's Test of Sphericity		
KMO		0.712
Bartlett's Test	Approx. Chi-Square	392.195
	df	6
	Sig.	0.000

Table 7: Factor loading(Rotated)

Variable	Code	Factor loading
Brand Green Trust	B1	0.721
	B2	0.736
	B3	0.687
	B4	0.707
Variance		53.123

The validity of the dependent variable purchase intention scale was analyzed, and the results were shown in Table 8. The KMO value of consumers purchase intention is 0.725, greater than 0.7, and the significance of the Bartlett sphericity test value is 0.000, less than 0.05, indicating that exploratory factor analysis can be performed. Using principal component factor analysis to

extract 4 items of purchase intention, one factor can be extracted. As shown in Table 9, the load value of each factor is greater than 0.5, and the explanatory variance reaches 54.231%, which exceeds 50%. Therefore, the mean value of each item can be used for correlation analysis and regression analysis.

Table 8: KMO, Bartlett's Test of Sphericity of Customer Purchase Intention

KMO and Bartlett's Test of Sphericity		
KMO		0.725
Bartlett's Test	Approx. Chi-Square	369.782
	df	6
	Sig.	0.000

Table 9: Factor loading(Rotated)

Variable	Code	Factor loading
Customer	C1	0.725
Purchase	C2	0.767
Intention	C3	0.745
	C4	0.737
Variance		54.231

4.4 Correlation Analysis

Correlation analysis is used to measure the degree of correlation between two or more variables and is the premise of regression analysis. The value of the correlation coefficient r is between $[-1, 1]$, when $r=0$, it is considered to have a linear positive correlation. And when $r<0$, it has a linear negative correlation. The closer to 1, the stronger the correlation. When the value range of r is 0.8-1, the variables are considered to be highly correlated. When r ranges from 0.5 to 0.8, the variables are considered to be moderately correlated. When the value range of r is between 0.3 and 0.5, the correlation between variables is considered to be low. When it is less than 0.3, there is a weak correlation. When r is more than 0.8 or even greater than 0.9, the presence of multicollinearity between variables is considered.

In this study, Pearson bilateral analysis was used to explore the correlation between variables, as shown in Table 10. It can be seen that most of the correlation coefficients among the variables are distributed between 0.2 and 0.7, and the highest value is 0.692. As can be seen from Table 10, there is a positive correlation between the independent variable green brand image and the dependent variable purchase intention, and the significance level is $p<0.01$. Brand trust also has positive correlation with independent variables and dependent variables, and the significance level is $p<0.01$. To sum up, there is a positive correlation between the pairs of the three variables in the theoretical model of this study, and then the causal relationship between the variables should be explored through regression analysis.

Table 10: Pearson Correlation($n=271$)

Variables	Mean	S.D.	Gender	Age	Educatio n	Occupatio n	Incom e	Brand Green Image	Brand Green Trust	Customer Purchase Intention
Gender	1.51	0.511	1							
Age	2.43	0.687	-.108*	1						
Education	2.27	0.552	-0.065	-.009	1					
Occupation	3.32	1.241	.155**	-.263**	-.054	1				
Income	4.25	1.478	-.128**	.312**	.336**	-.424**	1			
Brand Green Image	4.41	0.414	-.039	.111*	.017	-.165**	.199**	1		
Brand Trust	4.29	0.408	-.066	-.088	-.055	-.130**	.242**	.643**	1	

Green Trust										
Customer										
Purchase Intention	4.09	0.534	-0.064	.142**	-.056	-.187**	.281**	.625**	.692**	1

Note:n=271, **P<0.01, *P<0.05

4.5 Regression Analysis

The correlation analysis above has shown that there is a correlation between various variables, but this analysis method cannot reflect the relationship between all variables in essence. This part further explores the causal relationship between various variables through regression analysis, and tests the hypothesis proposed above.

H1: Brand green image has a positive effect on customer purchase intention.

First, the main effect of green brand image and consumer purchase intention is analyzed. In this section, six models are constructed to verify the influence of independent variables and each dimension of independent variables on purchase intention. The dependent variables of the six models are all consumers purchase intention. In model 1, demographic variables

(gender, age, education level, occupation and income) are introduced as control variables, and in model 2, the independent variable is green brand image.

According to Table 11, after the independent variable green brand image is added to M1, the R square of the model increases from 0.078 to 0.668, indicating that M2's interpretation of the purchase intention of the dependent variable is 0.579 higher than M1's. Moreover, M2 passes the (F=147.454,p<0.001), and VIF values are all less than 2. The D-W value is 1.942(close to 2), indicating a good M2 fitting effect. In M2, the regression coefficient of green brand image on consumers purchase intention is 0.775(P<0.001), indicating that green brand image will be verified. It has a significant positive impact on consumers purchase intention, hypothesis H1 is supported by the data.

Table 11: Regression Analysis(n=271)

Variables	Dependent Variable: Customer Purchase		VIF
	Intention		
	M1	M2	
Control variable:			
Gender	-0.020	0.004	1.041
Age	0.049	0.035	1.177
Education	-0.035	0.032	1.200
Occupation	-0.058	-0.004	1.265
Income	0.255***	0.081*	1.479
Independent variable:		0.775***	1.075
Brand Green Image			
R^2	0.089	0.668	
Adjusted R^2	0.079	0.655	
F	8.699***	147.454***	
D-W		1.942	

H2: Brand green image has a positive effect on brand trust.

This part analyzes the relationship between the independent variable green brand image and the intermediary variable brand trust. In this section, a total

of 6 models are built to verify the impact of independent variables on brand trust. The dependent variable of each model is brand trust, the demographic variable is introduced as the control variable in model 3, and the

independent variable in model 4 is green brand image. As can be seen from Table 12, after the independent variable green brand image is added to M3, the R square of the model increases from 0.059 to 0.612, indicating that M4's interpretation of brand trust in the dependent variable is 0.553 higher than that of M3, and M4 passes the F test ($F=118.711$, $p<0.001$) with VIF values are less

than 2. The D-W value is 1.956(close to 2), indicating that M4 has a good fitting effect. In M4, the regression coefficient of green brand image on brand trust is 0.785($P<0.001$), indicating that green brand image will have a significant positive impact on brand trust. Hypothesis H2 is valid.

Table 12: Regression Analysis($n=271$)

Variables	Dependent Variable: Brand Green Trust		VIF
	M3	M4	
Control variable:			
Gender	-0.07	0.039	1.041
Age	-0.005	0.042	1.177
Education	-0.036	0.038	1.200
Occupation	-0.030	-0.005	1.265
Income	0.245***	0.090*	1.479
Independent variable:			
Brand Green Image		0.785***	1.075
R^2	0.059	0.612	
Adjusted R^2	0.054	0.609	
F	5.906***	118.711***	
D-W		1.956	

H3: Brand image has a positive effect on customer purchase intention.

This part analyzes the relationship between the intermediary variable brand trust and the dependent variable consumer purchase intention. In this part, two models are constructed to verify the influence between the two. The dependent variables of both models are consumer purchase intention. In model 5, demographic variables are introduced as control variables, and brand trust is introduced as independent variables in model 6. It can be seen from Table 13 that after the independent variable brand trust is added to M6, the R square of the

model increases from 0.059 to 0.492, indicating that M6's interpretation of the purchase intention of the dependent variable consumers is 0.433 higher than that of M5, and M6 passes the F-test ($F=73.003$, $p<0.001$). VIF values are all less than 2, and D-W value is 2.093(close to 2), indicating that M6 fitting effect is good. In M6, the regression coefficient of brand trust on consumers purchase intention is 0.681($P<0.001$), indicating that brand trust will have a significant positive impact on consumers purchase intention. Hypothesis H3 is supported by data, the verification is valid.

Table 13: Regression Analysis($n=271$)

Variables	Dependent Variable: Customer purchase		VIF
	Intention		
	M5	M6	
Control variable:			
Gender	-0.06	-0.03	1.041
Age	-0.006	-0.051	1.165
Education	-0.042	-0.049	1.152
Occupation	-0.041	0.015	1.272

Income	0.255***	0.068	1.524
Independent variable: Brand Green Trust		0.681***	1.098
R^2	0.059	0.492	
Adjusted R^2	0.054	0.485	
F	5.906***	72.003***	
D-W		2.093	

H4: Brand green trust plays an intermediary role between brand green image and consumers purchase intention.

Based on the method proposed by Baron and Kenny(1986), this study considers that the establishment of mediation should meet the following four conditions :(1) the relationship between independent variables and dependent variables is significant; (2) The relationship between independent variables and mediating variables is significant; (3) The relationship between mediating variables and dependent variables is significant; (4) If conditions (1),

(2) and (3) are satisfied, the intermediate variable is added to the regression model of independent variable and dependent variable for regression analysis, and the type of the intermediary effect is judged whether the intermediary effect is established and whether the intermediary effect is complete or partial.

The above regression analysis has proved that conditions (1), (2) and (3) of mediating effect are valid, and then the conditions are verified. The intermediary variable brand trust is introduced on the basis of M2, and the analysis results are shown in Table 14.

Table 14: Regression Analysis(n=271)

Variables	Dependent Variable: Customer Purchase Intention	
	M2	M7
Control variable:		
Gender	0.004	0.007
Age	0.035	0.041
Education	0.032	0.025
Occupation	-0.004	-0.007
Income	0.081*	0.069*
Independent variable:		
Brand Green Image	0.775***	0.659***
Mediating variable:		
Brand Green Trust		0.162***
R^2	0.668	0.771
Adjusted R^2	0.655	0.687
F	147.454***	133.001***

As can be seen from Table 14, green brand image in M2 has a significant positive impact on consumers purchase intention. After adding the intermediary variable of brand trust into M2, M7 is obtained. At this time, green brand image still has a significant positive impact on purchase intention, and the regression coefficient is 0.659(P<0.001), which is smaller than that of 0.775(P<0.001) in M2. In M7, the regression coefficient

of the intermediary variable brand trust on consumers purchase intention is 0.162(P<0.001). In summary, the mediating effect of brand trust is established, and the type of intermediary effect is partial intermediary. Hypothesis H4 is supported by data, the verification is established.

V. CONCLUSION

Green brand image has a significant positive impact on purchase intention, which indicates that , green consumption has become a new consumption trend of the young generation of consumers with the increasing awareness of environmental protection and energy saving of consumers and policy guidance. With this background, enterprises can build green brand image to cater to consumers environmental protection psychology and bring consumers a deep and good impression. Thus, it has a positive impact on consumer behavior. Green brand image has a significant positive impact on purchase intention. On the one hand, enterprises with green brand image are easy to leave consumers with the brand impression of paying attention to ecology, caring about consumers, and actively fulfilling social responsibilities. On the other hand, more and more consumers pay attention to the field of green consumption and hope to become green consumers. The emergence of enterprises with green brand image caters to the environmental protection psychology of consumers, thus enhancing brand trust. According to the results of empirical analysis, brand trust has a significant positive impact on consumers purchase intention. The emergence of new industries, new enterprises and new brands has made the market environment increasingly complex, and obtaining brand trust has become an effective way for brands to stand in the ever-changing market environment with the rapid development of economy. Brand trust plays a partial mediating role in the effect of green brand image on consumers purchase intention. It shows that green brand image can not only directly and positively affect consumers purchase intention, but also enhance consumers' brand trust and thus increase consumers' purchase intention.

5.1 Implications

Taking Chinese consumers as the research object, this paper explores the effect mechanism and boundary conditions of corporate green brand image on Chinese consumers purchase intention, which has theoretical significance for the relationship between corporate green brand image and consumer behavior. A large amount of data was obtained through questionnaire survey with Chinese consumers as the research object,

which confirmed that corporate green brand image has a significant impact on Chinese consumers' brand trust and purchase intention, and provided a theoretical basis for enterprises to build green brand image in China to promote consumer brand trust.

With the advent of the information age, brand-related information obtained by consumers through various new media channels is influencing consumers purchase intention and behavior. To maintain a place in the emerging new enterprises and brands, enterprises should pay attention to and strive for improving brand trust. On the one hand, enterprises should actively communicate with consumers through green public welfare activities while building a green brand image, multi-channel advertising to promote green production technology and other green marketing behavior means, so as to enhance consumer brand trust. On the other hand, due to the negative impact of the emergence of greenwashing behavior on consumer psychological factors in recent years, enterprises should pay attention to adopting substantive green means as far as possible while building a green brand image, and avoiding the enterprise behavior of environmental protection publicity without substantive investment in vain, so as to avoid forming skeptical attitudes in the minds of consumers. The results of this paper and related studies show that green consumer groups have the characteristics of high income, high education and young age. Enterprises should first accurately locate green product consumer groups according to consumer profiles, and carry out differentiated green marketing for young people with high education and high consumption power, the backbone of the future green consumer market. At the same time, they should pay attention to increasing publicity efforts. At the same time, we actively promote the concept of green consumption and open up potential markets, so as to achieve the harmony and unity of environmental interests, consumer interests and corporate interests. At the same time, enterprises need to be down-to-earth in the process of practicing green transformation, and create a green industrial chain of technology research and development, production, sales, after-sales service and product recycling so as to have irreplaceable core

competitiveness in the green market truly .

5.2 Limitations and Recommendations

First of all, although the number of questionnaires can meet the statistical needs of samples, there is still a problem of insufficient randomness. The non-uniformity of sample selection may affect the representation of samples, which may affect the universality of research conclusions to some extent. Therefore, extensive and large sample studies may lead to more reliable conclusions in future studies. Secondly, the representative of green brand image in this study did not go deep into specific industries or products, and the model in this paper can be studied again for specific green products in the future. Finally, the scale in this paper is mainly modified by referring to the mature scale of previous scholars and combining the research scenario and purpose. Although the reliability and validity of the questionnaire obtained are relatively reliable, the form of green consumption and the concept of consumers are changing with the rapid development of the economy, and future research needs to be further improved.

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