

## ABSTRACT

*In the last few decades, there has been significant growth in the global packaged food market, reaching a value of \$1.9 trillion in 2020 and estimated to reach \$3.4 trillion by 2030. Plastic, dominating food packaging, contributes approximately 40% to the total global plastic usage. Le Minerale, a mineral water brand committed to sustainable practices, adopts green marketing innovations by using recyclable packaging materials, providing recycling facilities, and launching BPA-free gallon, playing a role in the global solution to reduce the environmental impact of plastic packaging. This research aims to investigate the influence of green marketing, corporate social marketing, and green product innovation on purchasing decisions with brand image as an intervening variable.*

*The sample used in this study consisted of 173 residents residing in Semarang City who had consumed Le Minerale products. The research method employs Structural Equation Model (SEM) analysis with AMOS as the data processing tool.*

*Test results reveal that green marketing has a positive effect on brand image, positive influence on purchasing decisions, corporate social marketing has a positive effect on brand image, and a positive impact on purchasing decisions. Green product innovation has a positive effect on brand image and a negative impact on purchasing decisions. AMOS test results indicate that green marketing indirectly influences purchasing decisions through brand image, corporate social marketing indirectly influences purchasing decisions through brand image, and green product innovation indirectly affects purchasing decisions through brand image.*

***Keywords: Green Marketing, Corporate Social Marketing, Green Product Innovation, Brand Image, Purchasing Decisions.***

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