

THE IMPACT OF GREEN EXPERIENTIAL MARKETING ON BRAND PERCEPTION AND CUSTOMER LOYALTY: A CASE STUDY OF SUKKHA CITTA WITH PERCEIVED VALUE AS MEDIATOR

C Christianingrum¹, Tissa Aulia Damayanti

Faculty of Economic and Business, University of Bangka Belitung
Gang IV No.1, Balun Ijuk, Kec. Merawang, Kabupaten Bangka, Kepulauan Bangka Belitung 33172, Indonesia

Article history:

Received
11 September 2025

Revised
16 October 2025

Accepted
18 November 2025

Available online
31 January 2026

This is an open access article under the CC BY license (<https://creativecommons.org/licenses/by/4.0/>)



ABSTRACT

Background: Rising environmental awareness has encouraged brands to adopt green experiential marketing to build emotional and ethical connections with consumers. Sukkha Citta, an Indonesian ethical fashion brand, applies this approach through sustainable storytelling and community engagement.

Purpose: This study examines the impact of green experiential marketing on green brand perception and customer loyalty, with perceived value assessed as a mediating variable.

Design/methodology/approach: A quantitative survey using purposive non-probability sampling targeted consumers who have purchased Sukkha Citta products. While effective for reaching relevant participants, this sampling method limits generalizability. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS).

Findings/Result: Green experiential marketing increases perceived value, thereby enhancing customer loyalty and strengthening green brand perception. Perceived value also mediates the effects of green experiential marketing on both outcomes. Because the research is cross-sectional, the relationships should be interpreted as associative rather than causal.

Conclusion: Experiential strategies that combine emotional, sensory, and ethical elements foster stronger perceptions and loyalty toward sustainable brands.

Originality/value (State of the art): This study validates perceived value as a key mechanism linking green experiential marketing to brand outcomes in an emerging market, using Sukkha Citta as a unique ethical fashion case.

Keywords: green experiential marketing, perceived value, customer loyalty, green brand perception, sustainable consumer behavior

How to Cite:

Christianingrum, & Damayanti, T. A. (2026). The impact of green experiential marketing on brand perception and customer loyalty: A case study of Sukkha Citta with perceived value as mediator. *Indonesian Journal of Business and Entrepreneurship*, 12(1), 174. <https://doi.org/10.17358/IJBE.12.1.174>

¹ Corresponding author:

Email: christianingrum02@gmail.com

INTRODUCTION

Environmental concerns have become increasingly prominent in both social and business contexts. Companies are now expected to demonstrate a commitment to sustainability, reflecting evolving consumer expectations and the growing importance of corporate responsibility. Environmental stewardship has become essential rather than optional. Green marketing has become a fundamental tactic in reaction to these transformations. Furthermore, internationalization, improvements in artificial intelligence, and heightened global rivalry have necessitated a transition towards experiential marketing methods that emphasize environmental concerns (Lee & Peng, 2021). Consumers are increasingly attentive to green consumerism, driven by oil crises, climate change, and escalating ecological problems. A significant number are inclined to purchase eco-friendly products due to environmental concern (Reddy et al. 2023). In Indonesia, this trend is evident as well. Masitoh (2022), in her study “Accelerating a Low-Carbon Future: Bridging Intention and Action,” found that 77% of Indonesian consumers reported being aware of climate change. However, many have yet to take concrete action or adjust their lifestyles. A Snapcart survey further revealed that 84% of Indonesian respondents have purchased or used sustainable products across a wide range of product types (Yonatan, 2024). On Earth Day 2024, IPSO (2024) reported that 80% of Indonesians recognize the importance of public action in addressing the climate crisis, while 82% believe that small changes in daily routines, such as using sustainable products, can make a meaningful difference. Despite this growing awareness, a gap remains between consumer intention and actual behavior.

Prior studies have explored green marketing from various angles, including consumer attitudes, purchase intention, and brand trust. For instance, research by Reddy et al. (2023) emphasized the role of environmental concern in shaping green purchase behavior, while Lee & Peng (2021) highlighted the shift toward experiential marketing as a response to global competitive dynamics. Nevertheless, limited research has investigated the convergence of green experiential marketing and its psychological effects on consumers, especially in developing countries such as Indonesia. The mediation effect of perceived value in shaping green brand perception and consumer loyalty has yet to be adequately examined. Similarly,

Hernandez-Fernandez & Lewis (2019) demonstrated that brand authenticity and experiential depth positively influence perceived value and brand trust, particularly in sustainable contexts. Building on this, Li & Tang (2024) emphasized that emotional experience design significantly increases perceived value and repurchase intention across experiential settings.

Regarding customer loyalty, Huang et al. (2019) and Janati & Kusmayadi (2024) found that perceived value is crucial in fostering loyalty, while García-Salirrosas et al. (2024) showed that perceived value substantially strengthens brand loyalty across emerging markets. Moreover, several studies have found that perceived value shapes brand perception and image. Agarwal & Alami (2024) and Chakraborty (2023) identified that sustainability-driven value perception reinforces positive brand image formation. In contrast, Monfort et al. (2025) revealed that perceived value directly builds trust and image coherence in sustainable brands. In mediation research, Hernandez-Fernandez & Lewis (2019), Krishnan et al. (2024), and Daniar et al. (2024) found that perceived value moderates the effect of experiential marketing on loyalty, validating its fundamental psychological process. Fitri & Hannan (2024) further supported that experiential value transmits the effects of customer experience to loyalty. Meanwhile, Liu et al. (2025) found that green perceived value indirectly improves brand attitudes and trust, thereby strengthening the indirect link between green experiential marketing and brand perception. These studies collectively suggest that perceived value is the crucial link between green experiential tactics, brand assessment, and customer loyalty; however, its mediating role remains inadequately examined in emerging markets such as Indonesia.

Green experiential marketing is a strategy method that advocates for products and services using experiences intended to engage consumers emotionally, sensorially, cognitively, and socially. This method aims to foster enduring relationships between brands and consumers by embedding sustainability into every touchpoint. Sukkha Citta, an Indonesian fashion brand, exemplifies this strategy by prioritizing ethical, slow fashion and empowering rural women. The brand's approach goes beyond product aesthetics and quality; it communicates its values through narratives that highlight its production processes, social impact, and community involvement. These messages are conveyed through digital storytelling, eco-conscious

packaging, and transparent purchasing experiences, helping establish strong emotional connections with consumers. With the increasing prevalence of green experiential marketing, brands such as Sukkha Citta are required to create distinctive experiences to engage environmentally conscious consumers. In this context, *perceived value* is critical in shaping consumer evaluations of brand interactions. Perceived value is the consumer's comprehensive evaluation of a product or service's utility, determined by the balance between the benefits received and the resources expended. This framework encompasses functional, emotional, social, and environmental components. A high perceived value of brand interactions increases the likelihood of favorable consumer sentiments, trust, and loyalty. This study examines the perceived value as a mediating variable between green experiential marketing and its consequences, thus addressing the highlighted research gap. The research examines consumer responses to Sukkha Citta's experiential strategies, such as emotional storytelling, eco-conscious packaging, and transparent purchasing experiences, to assess their impact on brand perception and loyalty. Green experiential marketing's direct and indirect effects on consumer attitudes and actions are quantified. The study seeks to understand how experiential methods promote sustainable consumer behavior by concentrating on perceived value.

This study aims to provide fresh insights into the strategic function of green experiential marketing in influencing consumer perceptions and actions. The research specifically aims to examine the impact of green experiential marketing on perceived value, and how this perceived value subsequently affects consumer loyalty and green brand perception. This research advances the theoretical framework of sustainable marketing by concentrating on Sukkha Citta and provides practical guidelines for Indonesian firms aiming to improve consumer engagement through environmentally friendly experiences. The results are anticipated to guide marketing strategies, brand positioning, and customer communication around sustainability.

METHODS

This study uses a quantitative methodology to analyze the correlations among variables systematically. Primary data are collected from respondents via

an online survey, enabling quick access to specific consumer categories relevant to the research. The study was conducted in Indonesia, focusing on Sukkha Citta customers from March to June 2025.

An online survey with a structured questionnaire was sent via digital media to collect the data. A non-probability purposive sampling technique was employed to identify respondents who had verified purchases of Sukkha Citta items. The minimal sample size of 385 respondents was determined using the Bernoulli distribution for an unspecified population, with a 95% confidence level and a 5% margin of error.

Upon collection, the data are processed and analyzed utilizing the Structural Equation Modeling-Partial Least Squares (SEM-PLS) methodology. This method is chosen for its ability to analyze intricate interactions among latent variables, even with sample sizes that satisfy minimum statistical criteria. SEM-PLS facilitates the concurrent validation of both structural and measurement models, rendering it particularly appropriate for hypothesis testing within this research paradigm (Hair et al. 2017). Descriptive statistics are employed to summarize respondent characteristics and response distributions across variables, providing essential insights for subsequent study. Convergent validity is evaluated to ensure that indicators within each variable are highly connected and effectively represent the target construct (Hair et al. 2017). Following this, the measurement model is validated, and statistical indicators are used to test the proposed hypotheses. The coefficient of determination (R^2) evaluates the degree to which independent variables account for the variance in the dependent variable within the model. An elevated R^2 value signifies enhanced explanatory power of the independent variables, offering essential insights for resolving the research questions and fulfilling the study's aims (Muzafar et al. 2023). We checked the measuring instrument for discriminant validity and reliability in addition to convergent validity. Reliability was assessed using Cronbach's Alpha and Composite Reliability, both of which exceeded the predetermined standard. It meant that there was internal consistency between the various constructions. To demonstrate the genuine dissimilarity between each concept, we employed the Heterotrait-Monotrait (HTMT) ratio and the Fornell-Larcker criteria. To guarantee conceptual consistency and measurement precision, all items were derived from validated scales in previous research on green marketing and consumer behavior. The

measurement model is strengthened, and the structural model's outputs are more dependable through these validation approaches.

This study complied with institutional ethical research requirements throughout the data gathering process. All participants were apprised of the study's objective, the voluntary nature of their participation, and the confidentiality of their replies. Prior to downloading the questionnaire, informed consent was obtained, and no personally identifiable information was collected to maintain anonymity and safeguard data. The study methodology, encompassing sampling methodologies and survey administration, obtained permission from the institutional ethics committee prior to the initiation of data collecting.

Green experiential marketing has emerged as a strategic response to increasing consumer awareness of environmental issues. Instead of simply providing eco-friendly products, this approach focuses on creating emotionally engaging and ethically resonant experiences that enhance brand value and loyalty. This study is grounded in Customer Perceived Value Theory and Customer Loyalty Theory, both of which posit that consumer-perceived value is central to loyalty and brand evaluation. Experiential marketing that incorporates sustainability through storytelling, sensory engagement, and community involvement can strengthen consumers' emotional connections and perceived benefits, ultimately shaping their behavioral intentions. Lee & Peng (2021) contend that green experiential marketing immediately elevates perceived value by providing experiences that are both utilitarian and emotionally and morally significant. Hernandez-Fernandez & Lewis (2019) endorse this perspective, demonstrating that brand authenticity and experience profundity substantially enhance perceived value in sustainable situations. Once perceived value is established, it becomes a principal catalyst for client loyalty.

Huang et al. (2019) found that perceived value significantly predicts repurchase intention and brand loyalty, especially in the ecotourism and ethical purchasing domains. Janati & Kusmayadi (2024) affirm that perceived value significantly correlates with consumer loyalty in sustainable service sectors, whilst Dimitrieska (2024) emphasizes its importance in promoting brand forgiveness and enduring engagement. In addition to affecting loyalty, perceived

value also shapes customers' understanding of a brand's environmental identity. It influences both emotional and cognitive assessments, impacting the value customers assign to the brand. When sustainability is integral to the brand story, it amplifies the perceived value and brand image. Consequently, perceived value functions as an essential framework for customers to evaluate the authenticity and influence of eco-friendly companies.

Furthermore, the impact of green experiential marketing on consumer loyalty and brand impression is frequently indirect, functioning through perceived value as a mediating element. Hernandez-Fernandez & Lewis (2019) demonstrate that perceived value mediates the relationship between brand experience and loyalty, whereas Krishnan et al. (2024) indicate that green marketing techniques cultivate loyalty primarily through the value they provide. Similarly, Huang et al. (2019) and Agarwal & Alami (2024) assert that perceived value rates the influence of experiential marketing on brand perception, particularly in contexts that highlight ethical and environmental engagement. Based on this theoretical foundation and empirical evidence, the following hypotheses are proposed:

H1: Green Experiential Marketing positively influences Perceived Value

H2: Perceived Value positively influences Customer Loyalty

H3: Perceived Value positively influences Green Brand Perception

H4: Green Experiential Marketing indirectly influences Customer Loyalty through Perceived Value

H5: Green Experiential Marketing indirectly influences Green Brand Perception through Perceived Value

Figure 1 presents the framework underpinning this research, which delineates the hypothesized relationships among Green Experiential Marketing (GEM), Perceived Value (PV), Customer Loyalty (CL), and Green Brand Perception (GBP). The framework posits that GEM serves as a strategic antecedent that enhances consumers' perceived value through sensory, emotional, and ethical experiences embedded in sustainable marketing practices. In turn, perceived value is conceptualized as a multidimensional construct that not only drives customer loyalty, manifested through repeat purchase behavior and emotional commitment, but also strengthens perceptions of a brand's environmental responsibility. Moreover, PV serves as a mediating variable, channeling the effects of experiential marketing on both brand perception

and loyalty, suggesting that consumers' evaluation of value is a crucial psychological mechanism in translating green experiences into favorable behavioral and attitudinal outcomes. This conceptual model is theoretically grounded in the Customer Perceived Value Theory and the Customer Loyalty Theory, which, together, emphasize perceived value as the central pathway linking experiential engagement with long-term brand attachment and positive sustainability evaluations.

RESULTS

Descriptive Statistics

Of the 407 surveys sent, 394 were deemed genuine for analysis. A 5-point Likert scale was employed in the survey. With a mean score of 4.49, Green Brand Perception was the most successful, while Green Experiential Marketing was the least successful. The data were of high quality and appeared to be normally distributed and unbiased, as all mean scores were higher than their standard deviations. These descriptive data are shown in Table 1.

Validity and Reliability

All constructs met the measurement quality standards, as shown in Table 2, which presents the results of the validity and reliability tests. We used Cronbach's Alpha and Composite Reliability to measure reliability. There was strong internal consistency in the Green Experiential Marketing construct, as shown by its Cronbach's Alpha and Composite Reliability scores of 0.964 and 0.969, respectively. Composite Reliability was 0.937 and Cronbach's Alpha was 0.8655, indicating that Perceived Value was very reliable as well. Values of 0.802 for Customer Loyalty and 0.765 for Green

Brand Perception, as well as Composite Reliability of 0.910 and 0.894, respectively, exceeded the suggested threshold of 0.70. These findings confirm that the indicators for each construct are reliable and internally consistent measures of their respective latent variables. Furthermore, convergent validity was assessed using Outer Loadings (Original Sample [O]) and Average Variance Extracted (AVE). All indicators demonstrated satisfactory outer loading values, exceeding the recommended threshold of 0.707. For instance, the Green Experiential Marketing indicators (GEM1-GEM10) ranged from 0.774 to 0.904. Perceived Value indicators (PV1 and PV2) showed exceptionally high loadings of 0.939 and 0.938, while Customer Loyalty indicators (CL1 and CL2) recorded loadings of 0.912 and 0.915. Lastly, the Green Brand Perception indicators (GBP1 and GBP2) achieved loadings of 0.919 and 0.879, respectively. These high outer loading values indicate strong correlations between each indicator and its corresponding latent construct, confirming the robustness of the measurement model.

Convergent validity was supported by all constructs' Average Variance Extracted (AVE) values above 0.50. Green Experiential Marketing scored 0.757 AVE, 0.881 PV, 0.835 CL, and 0.808 GB. These numbers show that each construct can explain over 50% of its indicator variance. The table does not clearly state discriminant validity, which is usually examined using the Fornell-Larcker criterion or the HTMT ratio; however, the high AVE values suggest it. These values indicate that each construct's variance is mainly explained by its indicators, minimizing overlap. Overall, the measurement analysis shows that all instruments in this investigation are valid and reliable. These findings show that the measurement model is consistent and robust, laying the groundwork for structural model analysis to examine construct linkages.

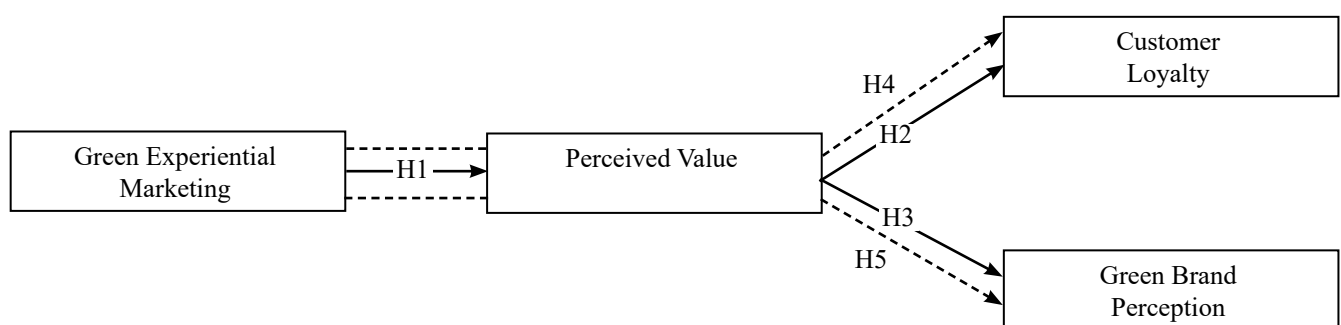


Figure 1. Framework of the study: the influence of green experiential marketing on perceived value, green brand perception, and customer loyalty in Sukkha Citta

Table 1. Descriptive statistics of constructs: green experiential marketing, perceived value, customer loyalty, and green brand perception among Sukkha Citta Consumers

	N	Minimum	Maximum	Mean	Std. Deviation
Green Experiential Marketing	394	3.30	5.00	4.4114	.23734
Perceived Value	394	3.00	5.00	4.4264	.43646
Customer Loyalty	394	3.50	5.00	4.4365	.40798
Green Brand Perception	394	3.00	5.00	4.4911	.41203
Valid N	394				

Table 2. Construct reliability and convergent validity results for green experiential marketing, perceived value, customer loyalty, and green brand perception

Items Code	Original Sample (O)	Cronbach's Alpha	CR	AVE
Green Experiential Marketing (GEM)		0.964	0.969	0.757
GEM1	0.892			
GEM2	0.851			
GEM3	0.890			
GEM4	0.834			
GEM5	0.904			
GEM6	0.873			
GEM7	0.774			
GEM8	0.877			
GEM9	0.900			
GEM10	0.894			
Perceived Value (PV)		0.865	0.937	0.881
PV1	0.939			
PV2	0.938			
Customer Loyalty (CL)		0.802	0.910	0.835
CL1	0.912			
CL2	0.915			
Green Brand Perception (GBP)	0.765	0.894	0.808	
GBP1	0.919			
GBP2	0.879			

Cross Loading

According to Table 3, a crucial condition is to ensure that each construct in the model measures distinct phenomena and does not overlap with any other construct. Discriminant Validity (Cross Loading) is assessed by contrasting the outer loading value of the indicator with the construct itself, as well as the cross-loading values of alternative constructs. The external loading of the indicator on the construct must exceed the loading values of other constructions, in accordance with established standards. In summary, Table 3 indicates that cross-loading ensures that each indicator exhibits the maximum loading on its respective construct relative to the loading measures of

alternative constructs. This indicator demonstrates that each construct possesses strong discriminant validity, is distinct and unambiguous, enabling differentiation from other constructs within the study model. Consequently, it may be asserted that the measurement instrument employed satisfies the criteria for discriminant validity.

Hypothesis

Hypothesis 1 (H1): Green Experiential Marketing has a notable and beneficial impact on Perceived Value. The path coefficient is 0.757, accompanied by a t-statistic of 24.090 and a p-value of 0.000 (Table 4). Hypothesis 1 is confirmed, as the t-statistic is greater than 1.96 and the p-value is less than

0.05. This finding indicates that enhancements in green experience marketing are associated with increased perceived value among consumers.

Hypothesis 2 (H2): The perceived value has a significant positive impact on customer loyalty. The path coefficient is 0.860, accompanied by a t-statistic of 33.568 and a p-value of 0.000 (Table 4). Hypothesis 2 is confirmed, as the t-statistic surpasses 1.96 and the p-value is less than 0.05. The results indicate that an increased perceived value of a product or service correlates with improved customer loyalty.

Hypothesis 3 (H3): Perceived Value has a positive and significant effect on Green Brand Perception. The path coefficient is 0.850, accompanied by a t-statistic of 36.809 and a p-value of 0.000 (Table 4). Hypothesis 3 is confirmed, as the t-statistic surpasses 1.96 and the p-value is less than 0.05. This finding

indicates that an increased perceived value among consumers substantially improves favorable views of environmentally friendly brand characteristics.

Hypothesis 4 (H4): analyzes the indirect effect of Green Experiential Marketing on Customer Loyalty, with Perceived Value acting as a mediating variable. The study analyzed the substantial and advantageous effects of Green Experiential Marketing on Customer Loyalty via Perceived Value. The coefficient for the indirect route is 0.650, accompanied by a t-statistic of 17.459 and a p-value of 0.000 (Table 5). Hypothesis 4 is confirmed, as the t-statistic is greater than 1.96 and the p-value is less than 0.05. The results demonstrate that Perceived Value significantly mediates the relationship between Green Experiential Marketing and Customer Loyalty, indicating that Green Experiential Marketing primarily enhances customer loyalty by augmenting perceived value.

Table 3. Discriminant validity results based on cross-loading values of all constructs in the SEM-PLS Model

	Customer Loyalty	Green Brand Perception	Green Experiential Marketing	Perceived Value
CL1	0.912	0.757	0.740	0.781
CL2	0.915	0.734	0.632	0.790
GBP1	0.803	0.919	0.705	0.830
GBP2	0.652	0.879	0.681	0.688
GEM1	0.658	0.711	0.892	0.655
GEM2	0.676	0.686	0.851	0.691
GEM3	0.669	0.685	0.890	0.653
GEM4	0.681	0.669	0.834	0.676
GEM5	0.680	0.693	0.904	0.693
GEM6	0.636	0.710	0.873	0.679
GEM7	0.562	0.558	0.774	0.568
GEM8	0.657	0.670	0.877	0.666
GEM9	0.624	0.649	0.900	0.643
GEM10	0.674	0.656	0.894	0.640
PV1	0.778	0.803	0.743	0.939
PV2	0.836	0.793	0.677	0.938

Table 4. Direct effect hypothesis testing results for the structural model of green experiential marketing, perceived value, customer loyalty, and green brand perception

Hypothesis	Variable	Original Sample (O)	t-statistics	p-value	Confirmation
H1	Green Experiential Marketing → Perceived Value	0.757	24.090	0.000	Accepted
H2	Perceived Value → Customer Loyalty	0.860	33.568	0.000	Accepted
H3	Perceived Value → Green Brand Perception	0.850	36.809	0.000	Accepted

Hypothesis 5 (H5): This study examines the indirect influence of Green Experiential Marketing on Green Brand Perception, utilizing Perceived Value as a mediating variable. The analysis evaluated the impact of Green Experiential Marketing on Green Brand Perception, with Perceived Value as a mediator. The coefficient for the indirect route was 0.643, accompanied by a t-statistic of 17.453 and a p-value of 0.000 (Table 5). Hypothesis 5 is confirmed, as the t-statistic is greater than 1.96 and the p-value is less than 0.05. The data indicate that Perceived Value significantly mediates the relationship between Green Experiential Marketing and Green Brand Perception, suggesting that green marketing events substantially influence brand perception by enhancing customers' perceived value.

R-Square

Table 6 indicates that Green Experiential Marketing accounts for 57.2% of the variance in Perceived Value, with an R-squared value of 0.572 and an adjusted R-squared of 0.571. It indicates a moderate to strong elucidation. The R-squared for Customer Loyalty is 0.739, with a corrected R-squared of 0.738, indicating that Perceived Value and Green Experiential Marketing account for 73.9% of its variability. This elevated score indicates that these characteristics forecast client loyalty. The R-squared value for Green Brand Perception is 0.723, with an adjusted R-squared of 0.722, indicating that the Perceived score and Green Experiential Marketing explain 72.3% of the variability in Green Brand Perception. Perceived Value and Green Experiential Marketing significantly forecast Green Brand Perception. R-square values indicate the model's ability to predict the dependent variable. The exogenous and mediating variables partially elucidate Perceived Value, while they significantly elucidate

Customer Loyalty and Green Brand Perception. The predictive capability of the model variables for the dependent variables is validated.

The Influence of Green Experiential Marketing on Perceived Value

The SEM-PLS analysis demonstrates a strong and significant correlation between green experiential marketing and perceived value, indicated by a path coefficient of $\beta = 0.757$, $t = 24.090$, and $p < 0.001$. The results demonstrate that immersive, ethical, and emotionally resonant brand experiences are associated with heightened perceived value among consumers. Sukkha Citta demonstrates this methodology through the integration of sensory storytelling, eco-conscious packaging, and transparent purchasing practices, thereby embedding sustainability in every consumer interaction to enhance perceived value. This finding is consistent with Schmit's (1999) experiential marketing framework, highlighting the importance of sensory, affective, and relational experiences in influencing consumer evaluations. The findings of this study demonstrate that green experience marketing enhances perceived value, consistent with prior research indicating that ecologically focused experiential stimuli may improve consumer evaluations. A recent study on environmentally friendly experiential technologies indicates that memorable, sustainability-driven brand interactions enhance consumer perceptions by diminishing perceived environmental impact and fostering meaningful engagement with the brand. This evidence supports the notion that sustainability-focused experiences, such as those utilized by Sukkha Citta, enhance perceived value by integrating emotional, ethical, and environmental signals that resonate with consumers (Christianingrum et al. 2024).

Table 5. Indirect effect hypothesis testing results showing the mediating role of perceived value in the relationship between green experiential marketing, customer loyalty, and green brand perception

Hypothesis	Variable	Original Sample (O)	t-statistics	p-value	Confirmation
H4	Green Experiential Marketing → Perceived Value → Customer Loyalty	0.650	17.459	0.000	Accepted
H5	Green Experiential Marketing → Perceived Value → Green Brand Perception	0.643	17.453	0.000	Accepted

Table 6. Coefficient of determination (R^2) results for perceived value, customer loyalty, and green brand perception in the SEM-PLS Model

Variabel	R Square	R Square Adjusted
Perceived Value	0.572	0.571
Customer Loyalty	0.739	0.738
Green Brand Perception	0.723	0.722

Lee & Peng (2021) assert that green experiential marketing increases perceived value by linking consumers to environmental and social narratives, thereby enriching the brand experience. Hernandez-Fernandez & Lewis (2019) provide evidence that brand authenticity and experiential depth significantly increase perceived value, especially in sustainable contexts. Research on experiential marketing indicates that the emotional aspect of experiences significantly influences perceived value and repurchase intentions in luxury contexts. It suggests that “experience design” serves as the mechanism through which GEM is converted into value (Li & Tang, 2024). The AVE of 0.881 and outer loadings exceeding 0.93 for the perceived value indicators validate the construct’s robustness. The findings indicate that consumers assess products based on functionality and price, as well as emotional and ethical dimensions of the brand experience. For Sukkha Citta, green experiential marketing serves as a strategic tool to enhance consumer appreciation and perceived advantages.

The Influence of Perceived Value on Customer Loyalty

The perceived value exhibited a robust, statistically significant effect on customer loyalty, as evidenced by a path coefficient of $\beta = 0.860$, $t = 33.568$, and $p < 0.001$. A heightened perceived value, especially in emotional, ethical, and social dimensions, increases the likelihood of consumer loyalty. Loyalty, in this sense, is defined by continuous involvement and congruence with shared beliefs, rather than by transactional interactions. Janati & Kusmayadi (2024) identified a substantial positive correlation between perceived value and customer loyalty within sustainable service sectors. Meanwhile, Dimitrieska (2024) highlighted that perceived value cultivates brand forgiveness and enduring devotion, despite transient discontent. The substantial impact of perceived value on loyalty aligns with recent data across other industries. A study on emerging markets revealed that perceived value components substantially enhanced brand loyalty, highlighting value as a direct

precursor to recurrent patronage (García-Salirrosas et al. 2024). The model’s R^2 value of 0.739 indicates strong predictive power for customer loyalty. It supports the idea that perceived value helps sustainable enterprises like Sukkha Citta build long-term, emotional customer loyalty. Thus, to increase loyalty, brands must focus on creating value that meets consumers’ ethical and emotional needs rather than just their utilitarian needs. Experiential marketing has been shown to increase consumer loyalty in service-oriented contexts. According to salon consumer research, pleasurable and engaging brand encounters strengthen emotional attachment and commitment (Christianingrum, 2016).

The Influence of Perceived Value on Green Brand Perception

The SEM-PLS analysis indicates a substantial positive correlation between Perceived Value and Green Brand Perception ($\beta = 0.850$, $t = 36.809$, $p < 0.001$). It supports the idea that consumers’ high perceived value for sustainable items boosts satisfaction and deepens their perception of an eco-friendly brand. This research aligns with Chakraborty’s (2023) study, which posits that brand perception is shaped by consumers’ emotional and cognitive evaluations of brand experiences. In the context of sustainability, these perceptions are influenced not only by product quality but also by perceived social and environmental values. Agarwal & Alami (2024) also support that perceived value strengthens brand image, especially when sustainability messages are central to the brand narrative. An AVE of 0.881 and outer loadings above 0.93 for PV1 and PV2 demonstrate strong construct validity for perceived value. Recent sustainability research also shows perceived value co-moving with brand image in building trust in sustainable brands, supporting the same evaluative channel (Monfort et al. 2025). A supplementary study associates perceived value with brand image and subsequent word-of-mouth in mobility services, suggesting that the perceived value-image relationship is not confined to a single category (Y. C. Huang, 2022). The results demonstrate

that consumers actively interact with the value aspects offered by Sukkha Citta. The perception of green brands arises from genuine consumer experiences, encompassing both emotional and ethical dimensions, rather than from unilateral advertising.

The Influence of Green Experiential Marketing on Customer Loyalty through Perceived Value

The indirect effect of Green Experiential Marketing on Customer Loyalty via Perceived Value was substantial, with a coefficient of 0.650 ($t = 17.459$, $p < 0.001$), demonstrating that perceived value acts as a strong mediator. Consequently, Sukkha Citta's experiential marketing strategy primarily promotes client loyalty by augmenting perceived value rather than exerting a direct impact. Krishnan et al. (2024) also emphasized that a consistent, authentic green marketing strategy will increase loyalty, especially when consumers perceive that the value they receive reflects the brand's environmental commitment. The mediation we observe, GEM influencing loyalty through perceived value, is echoed in green and general experiential contexts. Among Gen-Z consumers, "green experience" increases loyalty via perceived value (and satisfaction), confirming PV as the conduit from experience to loyalty (Danar et al. 2023). Complementarily, mediation analyses show that experiential value mediates the effect of experiential marketing on downstream outcomes (satisfaction/loyalty), reinforcing the notion that "value realization" is the psychological mechanism (Fitri & Hannan, 2024). For Sukkha Citta, experiential elements such as transparent purchasing processes, a compelling social narrative, and eco-friendly packaging contribute to the formation of perceived value. This study's findings also align with previous evidence from the tourism sector, which shows that experiential marketing strengthens revisit intention by enhancing satisfaction and emotional engagement. Similar to how memorable tourism experiences increase the likelihood of return visits, Sukkha Citta's experiential strategies, built around ethical storytelling and sensory engagement, create meaningful interactions that foster consumer loyalty. This parallel highlights the robustness of experiential marketing across different industries in shaping long-term behavioral intentions (Christianingrum et al. 2024).

The Influence of Green Experiential Marketing on Green Brand Perception through Perceived Value

The indirect effect of Green Experiential Marketing on Green Brand Perception through Perceived Value yielded a coefficient of 0.643 ($t = 17.453$, $p < 0.001$), indicating that perceived value significantly mediates the relationship between Green Experiential Marketing and Green Brand Perception. It means that a holistically and sustainably designed brand experience will shape green brand perceptions through consumers' perceived value. Studies by Huang et al. (2019) and Agarwal & Alami (2024) support this finding, stating that experiential marketing that addresses emotional and ethical aspects will enhance brand perceptions, especially when consumers perceive the brand as making a significant contribution to environmental issues. In their study, the AVE for Green Brand Perception was 0.808, and the outer loadings for indicators GBP1 and GBP2 were above 0.87, indicating a strong and consistent perception of a green brand. The indirect pathway from GEM to green brand perception via perceived value is consistent with studies showing that perceived green value elevates brand equity facets (attitude/trust), i.e., the evaluative components of brand perception (Liu et al. 2025). An R^2 value of 0.723 for Green Brand Perception indicates that Sukkha Citta's experiential strategy, which incorporates sustainability narratives, environmentally conscious packaging, and transparent purchasing experiences, has effectively fostered a positive brand perception aligned with consumers' internalized sustainability values. The mediating role of perceived value is also supported by prior research showing that experiential marketing enhances consumers' perceived worth of the overall experience. Studies on online shopping environments indicate that emotional and sensory elements embedded in experiential marketing significantly elevate perceived value, thereby shaping subsequent consumer responses (Rahayu et al. 2013).

Managerial Implications

The findings provide several practical insights for managers seeking to strengthen sustainable value creation and long-term consumer relationships. First, the significant effect of Green Experiential Marketing (GEM) on Perceived Value highlights the need to design brand experiences that engage consumers' senses, emotions, and ethical awareness simultaneously. Ensuring that touchpoints from packaging and store

ambiance to digital storytelling reflect consistent environmental values can transform sustainability into a tangible and memorable experience. Second, the mediating role of Perceived Value indicates that loyalty and favorable brand perception arise when consumers perceive meaningful value beyond functional benefits. Managers are encouraged to embed social and ecological narratives into their value propositions. Transparent communication regarding production ethics, supply-chain traceability, and community empowerment can deepen perceived value and strengthen consumer attachment. Personalized, sustainability-driven engagement tools such as impact dashboards or eco-incentive programs may further reinforce emotional bonds. Third, the strong link between perceived value and loyalty suggests that sustainability should be treated as long-term relational capital. Firms must institutionalize sustainability through governance, product innovation, employee training, and supplier partnerships to maintain consistent experiential quality. Finally, because perceived value also shapes green brand perception, managers should prioritize digital reputation management. Proactive monitoring and transparent responses to environmental feedback can sustain credibility. For emerging-market firms like Sukkha Citta, these insights demonstrate that experiential sustainability serves as a strategic foundation for competitive differentiation and enduring customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study confirms the strategic relevance of green experiential marketing in shaping consumer behavior toward sustainable brands. The findings demonstrate that ethically and emotionally designed brand experiences significantly enhance perceived value, which in turn serves as a central mechanism driving both customer loyalty and green brand perception. Perceived value does not merely reflect functional satisfaction; it also embodies consumers' emotional and ethical alignment with the brand's sustainability commitments. In the context of Sukkha Citta, this value-based connection fosters deeper brand identification and long-term loyalty. Moreover, the model tested in this study shows strong predictive power and measurement reliability, validating its use in understanding consumer responses to sustainability-driven marketing strategies. These

insights contribute to the development of sustainable marketing theory, particularly in emerging markets such as Indonesia, where environmental awareness is increasing but behavioral commitment remains fragmented. The study directly addresses its research purpose by illustrating how green experiential marketing, mediated by perceived value, can effectively influence brand perception and loyalty among ethically positioned brands.

Recommendations

Based on the findings of this study, several strategic recommendations can be proposed. For practitioners, it is essential to embed green experiential marketing into the brand's long-term positioning rather than treating it as a temporary campaign. Brands should ensure that sustainability values are consistently reflected across all consumer touchpoints, from product design and packaging to storytelling and post-purchase engagement, to reinforce perceived value and cultivate loyalty. Emotional resonance and authenticity in communicating environmental and social impact are key to building meaningful consumer relationships. For academics and future researchers, this study opens avenues for further exploration into psychological constructs such as environmental concern, moral identity, and brand trust, which may deepen understanding of consumer motivations in sustainable contexts. Longitudinal studies are recommended to observe how perceived value and loyalty evolve, especially in response to sustained experiential strategies. Additionally, mixed-method approaches could offer richer insights into the emotional and ethical dimensions of consumer-brand interactions. Comparative studies across industries may also help identify sector-specific responsiveness to green experiential marketing, contributing to more tailored and effective sustainability strategies.

ACKNOWLEDGEMENT

The authors express their gratitude to the Institute for Research and Community Service (LPPM) of Universitas Bangka Belitung for the support, guidance, and facilitation provided throughout the research process. The authors acknowledge Universitas Bangka Belitung for fostering an academic environment that facilitated the successful completion of this study. The support and encouragement from LPPM and Universitas Bangka Belitung have been essential for the effective implementation of this research project.

FUNDING STATEMENT: This research was carried out autonomously, devoid of financial assistance from any public, private, or non-profit funding entities.

CONFLICTS OF INTEREST: The authors declare no conflicts of interest related to the design, execution, or publication of this study.

DECLARATION OF GENERATIVE AI STATEMENT: The writers employed ChatGPT to enhance linguistic precision and augment the overall clarity of the work. After using this tool, all information was meticulously examined, amended, and sanctioned by the authors, who maintain complete accountability for the final iteration of the publication.

REFERENCES

- Agarwal, S., & Alami, R. (2024). Unveiling the Digital Impact: Exploring the Influence of Social Media Advertising on Brand Perception. *Journal of Ecohumanism*, 3(8), 2286-2295–2286 – 2295. <https://doi.org/10.62754/JOE.V3I8.4905>
- Chakraborty, U. (2023). Understanding Brand Perception: The Key to Building and Maintaining Business Success. *GLS KALP: Journal of Multidisciplinary Studies*, 3(3), 31–36. <https://doi.org/10.69974/glskalp.03.03.39>
- Christianingrum. (2016). Pengaruh Implementasi Experiential Marketing terhadap Loyalitas Member Salon Humaira. *Strategic*, 11(19).
- Christianingrum, C., Hurriyati, R., Rahayu, A., Gaffar, V., Disman, D., Wibowo, L. A., Widjajanta, B., Hendrayati, H., & Amelia, E. (2024). The Influence of Experiential Marketing and Tourist Satisfaction in Revisit Intention Tourism. *Proceedings of the 8th Global Conference on Business, Management, and Entrepreneurship*, 531–537. https://doi.org/10.2991/978-94-6463-443-3_69
- Christianingrum, Hurriyati, R., Wibowo, L. A., Hendrayati, H., Gunawan, A. I., Afifah, N., & Rosalina, E. (2024). Memorable experiential reality tech as an environmentally friendly technology: reducing energy consumption from consumer perspectives. *IOP Conference Series: Earth and Environmental Science*, 1419(1). <https://doi.org/10.1088/1755-1315/1419/1/012013>
- Daniar, K., Rohman, F., & Sunaryo,). (2023). The green experience effects on gen z customer loyalty mediated by perceived value and satisfaction. *International Journal of Research in Business and Social Science* (2147- 4478), 12(5), 429–436. <https://doi.org/10.20525/IJRBS.V12I5.2688>
- Dimitrieska, S. (2024). The Effects of Energy Prices on the Inflation Rate of Western Balkan Countries. *Trends in Economics, Finance and Management Journal*, 6(1), 13–22. <https://doi.org/10.69648/nhxx4714>
- Fitri, D. A., & Hannan, S. (2024). Mediating Role of Experiential Value in the Effect of Customer Experience on Brand Loyalty. *International Journal of Research and Review*, 11(4), 382–399. <https://doi.org/10.52403/ijrr.20240442>
- García-Salirrosas, E. E., Escobar-Farfán, M., Esponda-Perez, J. A., Millones-Liza, D. Y., Villar-Guevara, M., Haro-Zea, K. L., & Gallardo-Canales, R. (2024). The impact of perceived value on brand image and loyalty: a study of healthy food brands in emerging markets. *Frontiers in Nutrition*, 11, 1482009. <https://doi.org/10.3389/FNUT.2024.1482009/FULL>
- Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management & Data Systems*, 117(3), 442–458. <https://doi.org/10.1108/IMDS-04-2016-0130>
- Hernandez-Fernandez, A., & Lewis, M. C. (2019). Brand authenticity leads to perceived value and brand trust. *European Journal of Management and Business Economics*, 28(3), 222–238. <https://doi.org/10.1108/EJMBE-10-2017-0027>
- Huang, L.-C., Gao, M., & Hsu, P.-F. (2019). A Study on the Effect of Brand Image on Perceived Value and Repurchase Intention in Ecotourism Industry. *Ekoloji*. https://www.researchgate.net/publication/349133180_A_Study_on_the_Effect_of_Brand_Image_on_Perceived_Value_and_Repurchase_Intention_in_Ecotourism_Industry
- Huang, Y. C. (2022). How marketing strategy, perceived value and brand image influence WOM outcomes—The sharing economy perspective. *Journal of Retailing and Consumer Services*, 68, 103071. <https://doi.org/10.1016/J.JRETCONSER.2022.103071>
- IPSOS. (2024, April 23). Hari Bumi Indonesia 2024. IPSOS. <https://www.ipsos.com/en-id/hari-bumi-indonesia-2024?>

- Janati, A., & Kusmayadi, A. (2024). The Influence of Perceived Value, Service Quality on Customer Loyalty Mediated by Corporate Image. *International Journal of Economics (IJEC)*, 3(2), 1239–1252. <https://doi.org/10.55299/IJEC.V3I2.1095>
- Krishnan, V., Nusraningrum, D., Prebakarran, P. N., & Wahid, S. D. M. (2024). Fostering Consumer Loyalty through Green Marketing: Unveiling the Impact of Perceived Value in Malaysia's Retail Sector. *Journal of Ecohumanism*, 3(8). <https://doi.org/10.62754/JOE.V3I8.5090>
- Lee, T. C., & Peng, M. Y. P. (2021). Green Experiential Marketing, Experiential Value, Relationship Quality, and Customer Loyalty in Environmental Leisure Farm. *Frontiers in Environmental Science*, 9. <https://doi.org/10.3389/fenvs.2021.657523>
- Li, C., & Tang, Y. (2024). Emotional Value in Experiential Marketing: Driving Factors for Sales Growth – A Quantitative Study from the Eastern Coastal Region. *Economics & Management Information*, 3(3), 1–13. <https://doi.org/10.62836/emi.v3i3.212>
- Liu, X., Kim, T. H., & Lee, M. J. (2025). The Impact of Green Perceived Value Through Green New Products on Purchase Intention: Brand Attitudes, Brand Trust, and Digital Customer Engagement. *Sustainability* 2025, Vol. 17, Page 4106, 17(9), 4106. <https://doi.org/10.3390/SU17094106>
- Masitoh, S. (2022, April 24). Konsumen Indonesia Makin Sadar Isu Perubahan Iklim. Press Release KONTAN. <https://pressrelease.kontan.co.id/news/konsumen-indonesia-makin-sadar-isu-perubahan-iklim?>
- Monfort, A., López-Vázquez, B., & Sebastián-Morillas, A. (2025). Building trust in sustainable brands: Revisiting perceived value, satisfaction, customer service, and brand image. *Sustainable Technology and Entrepreneurship*, 4(3), 100105. <https://doi.org/10.1016/J.STAE.2025.100105>
- Muzafar, S. A., Ali, K. N., Kassem, M. A., & Khoiry, M. A. (2023). Civil Engineering Standard Measurement Method Adoption Using a Structural Equation Modelling Approach. *Buildings* 2023, Vol. 13, Page 963, 13(4), 963. <https://doi.org/10.3390/BUILDINGS13040963>
- Rahayu, A., Wibowo, L. A., & Christianingrum. (2013). Analisis Nilai Pengalaman Berbelanja Online Melalui Experiential Marketing. *Jurnal Ilmu Manajemen & Bisnis*, 4(1).
- Reddy, K. P., Chandu, V., Srilakshmi, S., Thagaram, E., Sahyaja, C., & Osei, B. (2023). Consumers perception on green marketing towards eco-friendly fast moving consumer goods. *International Journal of Engineering Business Management*, 15. <https://doi.org/10.1177/18479790231170962>
- Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>
- Yonatan, A. Z. (2024, November 14). Kesadaran Meningkatkan, 84% Warga Indonesia Sudah Gunakan Produk Eco-Friendly - GoodStats. Good Stats. <https://goodstats.id/article/kesadaran-meningkat-84-warga-indonesia-sudah-gunakan-produk-eco-friendly-ep3bN?>