How Green Products and Promotion Affect Purchase Intention in the skincare Industry?

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Abstract

This study aims to analyze the influence of green products and promotions on consumer purchase intention in the skincare industry. With consumers increasing attention to sustainability and green products, companies in the skincare industry need to understand how these two factors can influence purchasing decisions. The skincare industry is one of the sectors that increasingly prioritizes the use of natural and environmentally friendly ingredients to meet the demands of an increasingly environmentally conscious market. In this study, the method used was quantitative with an online survey approach. Data was collected by distributing questionnaires using a 6-point Likert scale, respondents who are active consumers of skin care products in Jakarta. Data analysis was conducted using SEM PLS to examine the effect of green products and promotions on purchase intention. The implication of this study is to contribute to the development of green marketing theory by highlighting the importance of green products and appropriate promotional strategies in increasing purchase intention in the skincare industry. The results of this study are expected to provide input to skincare companies in designing marketing strategies that not only attract consumer attention, but also support sustainability and environmentally friendly efforts to strengthen product competitiveness in a market that increasingly prioritizes social and environmental awareness.

Keywords: Green Products; Green Promotion; Purchase Intention; Skincare Industry; Green Marketing

1. Introduction

In the current era, concerns about global warming, climate change, excessive use of natural resources, and air and water pollution have grown significantly. These issues have made consumers increasingly aware of the environmental challenges they face. As a result, consumer lifestyles and business activities have started to shift, paving the way for green marketing. Green marketing in business practices emphasizes promoting sustainable development by marketing eco-friendly goods and services and encouraging pro-environmental consumer attitudes and behaviors. This approach has also motivated consumers to purchase or adopt green products (Zaremohzzabieh et al., 2021). Enterprises, driven by factors such as regulatory and market pressures as well as the need to enhance their competitiveness, are compelled to transform their products and services into environmentally friendly offerings to align with environmental standards and consumer demands. Many businesses are also proactively implementing green initiatives to address pressing environmental challenges and meet the demands of green sustainable development promoted globally (Zhang et al., 2019).

In recent years, awareness of environmental issues has increased significantly, which has also affected various industrial sectors, including the skincare industry. Consumers are increasingly aware of the importance of the concept of being environmentally friendly and tend to choose to transact with companies that care about the environment (Karunarathna et al., 2020). The concept of "green products" or environmentally friendly products has become very relevant in the beauty industry, especially in the skincare product category. Green skincare products, which use natural and organic ingredients and are produced with sustainable processes, are gaining attention in the global market. Based on data from various sources, the organic and natural beauty product market is expected to reach a value of USD 15.7 billion by 2025 (Comtrade, 2024). This shows that there is a growing demand for products that prioritize sustainability, both in terms of raw materials and production processes.

In Indonesia, this trend is also starting to be seen, where consumers are increasingly choosing skincare products that carry sustainable values. Factors that influence customers' purchases of Green Products are seen as social considerations, natural information, ecological issues, and green beliefs (Putri, 2022). According to research conducted by Inkwood Research, Indonesia is a rapidly growing market for organic and natural skincare products, with growth driven by increasing consumer awareness of the importance of safe and environmentally friendly self-care. As a country with a population of over 270 million, Indonesia has a large market share, with 15% of the population considered to have sufficient purchasing power to access premium and imported products, including green skincare products. Green Marketing involves deliberately incorporating social and environmental issues into the relationship between companies and consumers. In addition, the marketing mix is part of green marketing and is recognized as including four main elements, namely product, price, place, and promotion (Zaky & Made, 2020).

Green Marketing aims to meet the needs and wants of consumers without causing negative impacts on the environment, either on the product itself, the production process, or its packaging (Krisdayanti & Widodo, 2022). Green marketing emphasises efficiency in the use of natural resources during the production, packaging, and distribution processes, while maintaining environmental convenience and safety. This plays a key role in influencing consumer purchasing decisions. This strategy involves not only developing products with sustainable raw materials, but also marketing that emphasizes sustainability values, such as eco-friendly packaging and other sustainability claims. (Sinambela et al., 2022) explained that one strategy to increase repurchase intentions is to introduce green products owned by the company. This shows that effective green product promotion can increase consumer purchasing intentions, especially for those who are increasingly concerned about the environmental impact of their consumption choices.

This study aims to explore the influence of green products and green promotions on purchase intention in the skincare industry, focusing on consumers in Indonesia and globally. Through an analysis of green marketing strategies implemented by leading skincare brands, this study will identify how these factors influence consumer purchasing behavior, as well as explore the implications of implementing green marketing in increasing demand for environmentally friendly skincare products.

2. Literature Review

1.1 Green Purchase Intention

The decision to purchase sustainable products influences sustainable consumption, which is defined as "the use of goods and services that meet basic needs and enhance quality of life, while minimizing the use of natural resources, toxic substances, and waste emissions throughout their life cycle, ensuring the needs of future generations are not compromised". Such behavior stems from individuals' intentions to buy green products and their concern for societal well-being (Dhandra, 2019). Green purchase intention reflects an individual's tendency to choose environmentally friendly products. Valor et al. (2020) emphasized the significance of moral competence in fostering sustainable consumption. Additionally, environmental responsibility, spirituality, and perceived consumer effectiveness are identified as key factors driving sustainable purchasing behaviors (Joshi and Rahman, 2019). Moreover, individuals' green mindset and motivations play a crucial role in shaping their intention to purchase environmentally friendly products (Ali et al., 2020).

Green purchase intention refers to an individual's tendency to acquire environmentally friendly products (Zafar et al., 2021). Consumers' desire to purchase a product increases with their knowledge about the product and purchasing power. In addition, purchase intention reflects customer interest, which drives sustainable focus and strong desire. Purchase intention can be defined as the urgency to purchase a product or service in the hope of getting a reward. Four variables that influence green purchase intention are behavioral perception, environmental knowledge, environmental concern, and green beliefs (Karunarathna et al., 2020). The stronger the purchase intention, the more likely the consumer is to make a purchase. Therefore, purchase intention has a positive impact on the likelihood of consumers choosing environmentally friendly products (Astuti et al., 2024). Customers will perceive a company as a "sustainable brand" if it successfully communicates the unique green value it generates through its environmentally friendly products and services (Majeed et al., 2022).

Similar to how purchase intention among consumers is widely studied using the Theory of Planned Behavior (TPB), a comparable concept is applied to understanding green purchasing intention (Ali et al., 2023). Green consumers are the main drivers of consumer demand for environmentally friendly products, which ultimately improves the environmental performance of products and organizations. Many studies have discussed consumer intention to purchase green products. However, the authors also mention that such intentions do not always reflect actual green product purchasing behavior. Supporting this view, the authors argue that manufacturers need to incorporate findings from related studies into their marketing strategies to reach a wider range of consumers and convince them to purchase green products. Therefore, further research is needed to investigate the adaptability of green consumers to purchasing green products, including measuring environmentally friendly aspects in order to understand consumer behavior in more depth (Bathmathan & Rajadurai, 2019).

1.2 Green Product

Eco-friendly products are products that do not harm human health or nature, because they do not cause air pollution, can be recycled, and support the preservation of natural resources for future generations (Kaur, Gangwar, & Dash, 2022). Green products are defined as products that are processed and designed to reduce negative impacts on the environment, both during production, packaging, distribution, and use (Krisdayanti & Widodo, 2022). Eco-friendly products are products that use recycled materials, are energy efficient, innovative, and safe for the environment. These products are designed to be technically and ecologically safe in the long term, with the aim of protecting and preserving natural habitats such as animals and trees (Sabri, Mansor, & Musa, 2020).

The main objectives of selecting green marketing products are to minimize environmental harm, reduce resource consumption, and decrease pollution, ultimately ensuring environmental safety. These products are designed to be repairable, recyclable, reduced, and reusable. Consumer decisions are often directly influenced by the green labeling of products. Businesses began producing environmentally friendly or green products and promoting green policies when consumer purchasing decisions were impacted by the harmful contents of products (Jeevandas, Nair, & Vivek, 2019). Organizations can provide rebates for returning eco-friendly packaging or charge higher prices to customers who demand harmful products (Chen et al., 2019). Additional methods, such as life cycle costing of products, can be applied to assess the value of products from a sustainability standpoint (Hong et al., 2019).

Manufacturers and marketers have recognized that consumers' purchasing decisions are increasingly influenced by the green attributes of products and services. Consumers' preferences have significantly shifted from traditional non-green products to eco-friendly alternatives. With the growing awareness of the irreversible environmental impacts caused by chemically composed products, green products are playing a major role in shaping the buying intentions of Bangladeshi consumers (Hossain & Rahman, 2019). Green products are products that can be fully or partially recycled or reused, thereby helping to reduce the negative impact on environmental pollution (Sinambela et al., 2022). Siddique and Hossain (2018) found that green products, as a key element of the green marketing mix, play a crucial role in influencing consumers' purchase intentions. This study shows that green products have a significant role in influencing consumer intentions to purchase environmentally friendly products (Kaur et al., 2022; Krisdayanti & Widodo, 2022; Sabri et al., 2020; Sinambela et al., 2022).

Hypothesis 1 (H1): Green product has an influence on green purchase intention.

1.3 Green Promotion

Green promotion are essential processes for any organization. The purpose of promotion is to introduce and remind consumers about the existence of a product, service, or organization (Bathmathan & Rajadurai, 2019). Green promotion aims to change consumer purchasing behavior by convincing them to choose more environmentally friendly products, and drawing their attention to the benefits of such choices for themselves and the environment (Astuti et al., 2024). Green promotion have undergone significant changes along with environmental changes in raw materials, production processes, and distribution strategies. As

a result, consumers show positive attitudes towards green product advertising that can predict their purchase intentions (Kaur et al., 2022).

Green promotional tools are typically used to communicate messages aimed at persuading customers that their decision to "go green" will benefit the environment. Green promotions should meet one or more of the following three criteria: (1) they clearly or subtly highlight the connection between products and the biophysical environment; (2) they promote green lifestyles, either with or without emphasizing a specific product or service; and/or (3) they present, enhance, or sustain an environmentally responsible corporate image (Davari & Strutton, 2014). Green promotion is designed to inform consumers and other stakeholders about a company's business practices, environmental concerns, and achievements in protecting the environment (Dropulić & Krupka, 2020). Strategically, it involves activities aimed at reducing the harmful environmental impact caused by the organization's promotional actions (Mehraj & Qureshi, 2020).

Green promotion is a key component of the green marketing mix, playing a vital role in communicating product benefits and influencing consumer behavior (Islam, 2018). The purpose of providing information through green promotion is to inform consumers about the company's dedication to environmental preservation (Sienatra, 2021). Promotion of green products is very important because it is the only way to create awareness among consumers. The basic theme of green promotion for green products is to convey the specifications of the product along with its environmentally friendly features, in order to ensure protection of nature and the environment (Khan, 2020). This study shows that green products have a significant role in influencing consumer intentions to purchase environmentally friendly products (Bathmathan & Rajadurai, 2019; Astuti et al., 2024; Kaur et al., 2022; Khan, 2020).

Hypothesis 2 (H2): Green promotion has an influence on green purchase intention.

3. Material and Method

This study uses primary data collected through questionnaires distributed to respondents who participated in the study. The questionnaire consists of several sections that measure the main variables, namely green products, promotions, and purchase intentions. Green products refer to skincare products that use natural, organic, environmentally friendly ingredients and do not contain hazardous chemicals. This variable is measured by questions related to consumer knowledge of green products, their perceptions of the quality of these products, and their interest in environmentally friendly skincare products. The promotion variable is measured through consumer perceptions of the effectiveness of promotions on their purchasing decisions. Meanwhile, purchase intentions refer to the extent to which consumers intend to purchase skincare products based on their knowledge of green products and the promotions received. The purchase intention variable is measured by questions that measure the likelihood of consumers purchasing the product in the future. This study aims to examine the relationship between two independent variables (green products and promotions) with the dependent variable (purchase intentions). This study was conducted in the DKI Jakarta area in November and December 2024.

3.1 Design Study

The population consists of skincare consumers who live in DKI Jakarta and have experience in purchasing or using skincare products, especially those who pay attention to aspects of sustainability or green products. This study uses a non-probability sampling technique with a purposive sampling type, with a minimum sample size of 200 which will be used in the Structural Equation Modeling (SEM) analysis (Hair et al., 2021). Sample selection is based on certain criteria, such as age (18-45 years), experience in purchasing skincare products, and awareness of product sustainability. The instrument used in this study is a questionnaire consisting of three main parts: first, questions about green products to measure awareness and perceptions of environmentally friendly skincare products; second, questions about promotions to measure the effect of promotions on interest in purchasing skincare products; and third, questions about purchase intentions to measure respondents' intentions to purchase skincare products that meet the criteria for green products. Each item in the questionnaire uses a 6-point Likert scale (1 = strongly disagree, 6 = strongly agree). The data collection process is carried out online through survey platforms such as Google Forms, where respondents are asked to fill out the questionnaire voluntarily.

3.2 Data Analysis

For data analysis, this study used PLS-SEM (Partial Least Squares Structural Equation Modeling) using SmartPLS software because of its ability to test relationships between complex variables and does not require normality assumptions. The first step is to test the measurement model to ensure the validity and reliability of the indicators. Convergent validity is tested with factor loading and AVE (Average Variance Extracted), while reliability is tested with Composite Reliability (CR). After the measurement model is validated, the next step is to test the structural model to see the influence between green products, promotions, and purchase intentions. This test is carried out using path coefficients, t-statistics, and p-values to measure the significance of the relationship between variables. In addition, R^2 is used to measure how much variation in purchase intentions can be explained by green products and promotions. The results of the analysis will show how much influence each variable has on purchase intentions, as well as provide useful insights for marketing strategy recommendations.

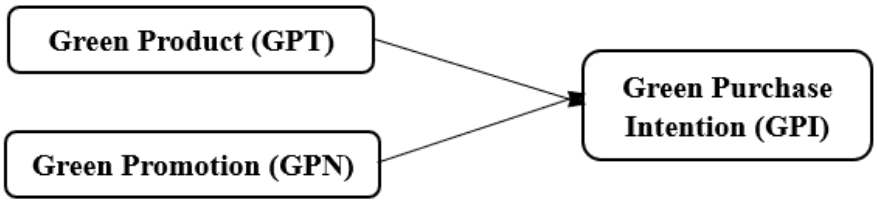

Figure 1. Research Model

4. Result

Researchers used the outer model method to test the validity and reliability of the questionnaire used. Validity testing includes analysis of convergent validity and discriminant validity. Meanwhile, reliability will be tested through composite reliability and Cronbach's alpha. Convergent validity testing in PLS is evaluated based on the loading factor value, which is the correlation between the item score or component score and the construct score. The rule of thumb for convergent validity includes an outer loading value > 0.70 and an Average Variance Extracted (AVE) value > 0.50 (Hair et al., 2021). The following are the outer loading values and AVE values:

Table 1. Outer Loadings & AVE

Variable	Indicator	Outer Loadings	AVE	Description
Green Product	GPT1	0.802	0.688	Valid
	GPT2	0.851		Valid
	GPT3	0.836		Valid
	GPT4	0.779		Valid
	GPT5	0.772		Valid
	GPT6	0.739		Valid
Green Promotion	GPN1	0.864	0.654	Valid
	GPN2	0.886		Valid
	GPN3	0.814		Valid
	GPN4	0.78		Valid
	GPN5	0.801		Valid
	GPN6	0.79		Valid
Green Purchase Intention	GPI1	0.817	0.671	Valid
	GPI2	0.87		Valid
	GPI3	0.817		Valid
	GPI4	0.855		Valid
	GPI5	0.796		Valid
	GPI6	0.789		Valid

Table 1 shows that the Outer Loading value for each research variable is greater than 0.7. This indicates that each indicator in this study is valid and meets the criteria for convergent validity, making it suitable for measuring the research variables. Additionally, the AVE value for each research variable is greater than 0.5. This demonstrates that each research variable meets the rule of thumb for convergent validity, with an AVE value greater than 0.5. Therefore, it can be concluded that the research variables are valid and reliable constructs for this study.

Table 2. HTMT

	GPT	GPI	GPN
GPT			
GPI	0.752		
GPN	0.788	0.763	

In addition to convergent validity, discriminant validity is also used to evaluate construct validity. Discriminant validity can be tested by examining the HTMT value. An indicator is considered valid if the HTMT value is less than 0.90 (Hair et al., 2021). The HTMT results for each indicator of the research variable, as presented in Table 2, show that the HTMT

value for each indicator is less than 0.90. This indicates that each indicator of the research construct is valid and meets the rule of thumb and assumptions for discriminant validity. Therefore, these indicators are capable and suitable for accurately measuring the research variables.

Table 3. Cronbach's Alpha & Composite Reliability

Variable	Cronbach's alpha	Composite reliability (rho_c)	Description
GPT	0.844	0.901	Reliable
GPI	0.879	0.911	Reliable
GPN	0.865	0.907	Reliable

Reliability testing is conducted to ensure the internal consistency of the indicators used as measurement tools for the research variables. In Smart PLS, there are two main methods for testing the reliability of research variables: Cronbach's alpha and composite reliability. The rule of thumb states that both Cronbach's alpha and composite reliability values must be greater than 0.7. Table 3 shows that the Cronbach's alpha value for each variable is greater than 0.7, indicating that each research variable is reliable and suitable for use in the study. Additionally, the results in the same table also show that the composite reliability value for all variables is greater than 0.7. This confirms that the research variables have high reliability and consistent constructs, making them appropriate for use in research.

Table 4. VIF

Variable	VIF
GPT -> GPI	2.337
GPN -> GPI	2.337

To detect potential bias due to multicollinearity, the most appropriate step is to check the Variance Inflation Factor (VIF) value using SmartPLS. VIF is a multivariate measure that indicates the level of variation in a variable that can be explained by other variables in the same model. According to Hair et al. (2021), the optimal VIF value should be less than 5. Table 4 shows that the VIF value for all constructs is less than 5. This indicates that there is no significant bias between the constructs in the research framework. Therefore, it can be concluded that the research model is free from multicollinearity issues, and the results can be considered valid and reliable for further analysis.

Table 5. R-square

Variable	R-square	R-square adjusted	Description
GPI	0.699	0.697	Medium prediction

The structural model in PLS is evaluated using the R^2 value for the dependent construct. This value measures the extent to which variation in the dependent variable can be explained by the independent variables in the research model. The higher the R^2 value, the better the model's ability to predict the relationship between variables. The R^2 value ranges from 0 to 1, with the interpretation that $R^2 > 0.25$ indicates a low level of predictive accuracy, $R^2 > 0.50$

indicates a medium level of predictive accuracy, and $R^2 > 0.75$ indicates a high level of predictive accuracy. Based on Table 5, the R^2 value for the green purchase intention construct is 0.699. This indicates that 69.9% of the variance in green purchase intention is explained by the other constructs, while the remaining 30.1% is explained by variables outside the research model.

Table 6. F-square

Variable	f-square	Description
GPT -> GPI	0.155	Medium prediction
GPN -> GPI	0.443	High prediction

F-Square is used to evaluate the magnitude of influence between variables in the research model. This value helps assess the contribution of each independent variable to the dependent variable in the model. The influence of variables is classified based on the F-Square value as follows: > 0.02 indicates small influence, > 0.15 indicates medium influence, and > 0.35 indicates large influence. Table 6 presents the results of the F-Square calculation for each variable, providing an overview of the extent to which each variable influences the research model in the context of the F-Square analysis.

Table 7. Path Coefficient

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Results
GPT -> GPI	0.33	0.329	0.057	5.796	0	Retrieved
GPN -> GPI	0.558	0.559	0.057	9.714	0	Retrieved

This study examines the direct effect of independent variables on the dependent variable using the path coefficient. The results of path coefficient testing for the research constructs are presented in Table 7, providing an overview of the relationships between variables and their significance. The T-statistic value must be greater than 1.96 to be considered significant. Additionally, hypothesis testing is also based on the p-value, where a p-value < 0.05 indicates significance.

5. Discussion

The analysis results indicate that green product has a positive and significant influence on green purchase intention, with a p-value of 0.000 (<0.05) and a t-statistic of 5.796 (>1.96). The original sample value of 0.33 demonstrates a positive influence of 33%. Thus, the first hypothesis, stating that green product has a positive and significant effect on green purchase intention, is accepted. This finding highlights that green product characteristics—such as environmental friendliness, the use of sustainable raw materials, and product durability—play a critical role in driving consumer purchase intention. Consumers tend to favor products that genuinely contribute to environmental preservation. These findings align with studies by Kaur et al., 2022, Krisdayanti & Widodo, 2022, Sabri, Mansor, & Musa, 2020, and Sinambela, Azizah, & Putra, 2022, all of which suggest that green product has a positive and significant relationship with green purchase intention.

Similarly, green promotion also shows a positive and significant influence on green purchase intention, with a p-value of 0.000 (<0.05) and a t-statistic of 9.714 (>1.96). The original sample value of 0.558 indicates a positive influence of 55%. Therefore, the fourth hypothesis, which posits that green promotion has a positive and significant effect on green purchase intention, is accepted. Consumers are more attracted to green products that are marketed by emphasizing their environmental benefits and additional values, such as supporting local communities or promoting recycling programs. These findings are consistent with research conducted by Bathmathan & Rajadurai, 2019, Astuti et al., 2024, Kaur et al., 2022, and Khan, 2020, which also highlight a positive and significant relationship between green promotion and green purchase intention.

6. Conclusion, Implication, and Recommendation

This study examines the influence of green products and green promotions on green purchase intention in the skincare industry. The results show that both variables have a positive and significant impact on consumers' intention to purchase green products. Characteristics of green products, such as being environmentally friendly, using sustainable raw materials, and product durability, are important factors that encourage consumers to choose products that support environmental conservation. In addition, effective green promotions, which highlight environmental benefits and social added value such as recycling programs or community support, significantly influence consumer preferences. These findings emphasize the importance of green marketing strategies in encouraging environmentally responsible consumption and increasing the appeal of green products in the market.

The results of this study have both practical and theoretical implications. From a practical perspective, companies in the skincare industry need to integrate sustainable practices into their product development and marketing strategies. Emphasizing environmental benefits in promotional activities can attract consumer interest and build brand loyalty. From a theoretical perspective, this study contributes to the green marketing literature with empirical evidence on the influence of green products and green promotions on consumer purchase intention. This study highlights the importance of incorporating environmental aspects into traditional marketing strategies to encourage sustainable consumer behavior.

To enhance green purchase intention, companies are advised to invest in research and development of innovative green products that meet environmental and consumer needs. Companies also need to ensure effective promotional strategies by communicating environmental and social values. Policymakers should provide incentives for businesses that implement green marketing practices and formulate regulations that encourage green production and promotion. Future research is expected to explore other dimensions of green marketing, such as price and distribution, and their impact on consumer behavior. In addition, expanding the study to different industries and regions can provide a broader understanding of cultural variations in green purchase intention, while examining the moderating effects of consumer trust and awareness. These steps will help companies and policymakers promote sustainable consumption while addressing global environmental challenges.

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