Analysis of Attitudes and Purchases of Female Consumers towards Green Marketing Related to the Cosmetics Industry in Indonesia

Mita Adi Pratiwi[1], Ihwan Susila[2]

[1,2] Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

Info Article

Abstract

The competition between companies extends beyond vying for consumers to include the development of innovations that are beneficial to the environment. Consumers are becoming increasingly discerning in their product choices. This study investigates the impact of female consumers' attitudes on their purchasing behavior towards environmentally friendly cosmetics in Indonesia. Green knowledge, green advertising, and green brand image are critical factors that can enhance company performance. Therefore, this study is essential for identifying the impact of green knowledge, green advertising, and green brand image on purchase intentions through customer attitudes. A quantitative approach with explanatory research was utilized in this study. The purposive sampling technique was employed, involving 126 respondents with prior experience in purchasing environmentally friendly cosmetic products and a preference for such products. Data were analyzed using the Partial Least Squares (PLS) method with SmartPLS 3.0. The findings indicate that green knowledge, green advertising, green brand image, and customer attitudes significantly influence purchase intentions for environmentally friendly cosmetics.

Analisis Sikap dan Pembelian Konsumen Wanita terhadap Green Marketing Terkait Industri Kosmetik di Indonesia

Abstrak

Persaingan antar perusahaan tidak hanya dalam memperebutkan konsumen, tetapi juga dalam pengembangan inovasi baru yang bermanfaat bagi lingkungan. Konsumen menjadi semakin cerdas dalam menentukan pilihan produk. Penelitian ini menyelidiki dampak dari sikap konsumen wanita terhadap perilaku pembelian mereka terhadap kosmetik ramah lingkungan di Indonesia. Pengetahuan hijau, iklan hijau, dan citra merek hijau merupakan faktor penting yang dapat meningkatkan kinerja perusahaan. Oleh sebab itu, penelitian ini sangat penting untuk mengidentifikasi dampak dari green knowledge, green advertising, dan green brand image terhadap niat beli melalui sikap konsumen. Pendekatan kuantitatif dengan penelitian eksplanatori digunakan dalam penelitian ini. Teknik purposive sampling digunakan, melibatkan 126 responden yang memiliki pengalaman sebelumnya dalam membeli produk kosmetik ramah lingkungan dan memiliki preferensi terhadap produk tersebut. Data dianalisis menggunakan metode Partial Least Squares (PLS) dengan SmartPLS 3.0. Temuan menunjukkan bahwa pengetahuan hijau, iklan hijau, citra merek hijau, dan sikap konsumen secara signifikan mempengaruhi niat beli kosmetik ramah lingkungan.

correspondence Address
Institutional address: Jl. A. Yani, Mendungan, Pabelan, Kartasura, Sukoharjo, Central Java 57162
E-mail: mithaadi65@gmail.com

In the era of rapidly advancing technologies, global consumer consciousness about environmental issues has surged, presenting urgent challenges such as global warming and pollution (Mahmoud et al., 2017). Companies are responding with innovative strategies, including green marketing, which aims to satisfy human needs while protecting the environment. Consumer engagement is crucial in this green revolution (Jamal et al., 2021). Green products have become central to business strategies, with companies making environmentally conscious choices in materials, manufacturing, packaging, and delivery. According to the Nielsen Global Survey Institute, Asian consumers in North America and Europe, significantly influence their purchasing decisions (Haidar et al., 2020).

Purchase interest, defined as the inclination to buy a product, is critical in the consumer decision-making process (Dimyati et al., 2018) . factors such as price and quality influence brand loyalty and willingness to pay for green products. A comprehensive understanding of green product knowledge is essential for informed purchasing decisions (Herman et al., 2021). Green product knowledge enhances the effectiveness of green advertising, impacting brand image, a key component of brand equity (Batool et al., 2016; Dirsehan et al., 2018). Establishing a distinct and competitive brand image, combined with effective advertising and competitive pricing can significantly boost consumer willingness to purchase (Bestari dan Suhermin, 2016). Cultural context affects perceptions of green products, with varying preferences across regions. The competitive cosmetics industry in Indonesia focuses on natural ingredients due to heightened environmental awareness. Brands such as Innisfree, known for their eco-conscious ethos and natural formulations, exemplify this trend. Innisfree's core commitments include using natural ingredients, promoting ethical consumption, and advocating eco-conscious design. As Deasymonica (2017) notes, Innisfree is recognized as South Korea's first eco-friendly brand, dedicated to fostering a green lifestyle and providing a holistic sensory experience.

This research aims to analyse key determinants influencing the purchase intention of environmentally friendly cosmetic products. Specifically, this study assesses the impact of green knowledge, green advertising, and green brand image on consumers' purchase intentions. Moreover, it examines the mediating role of customer attitude in the relationship between green knowledge, green advertising, and green brand image on purchase intentions. Lastly, this research investigates the direct effect of customer attitude on the purchase intention of green cosmetic products.

LITERATURE REVIEW

Purchase intentions play a crucial role in influencing green product purchases (Chaudhary & Bisai, 2018). This intention stems from a consumer's desire to buy a product, which motivates them to complete the purchase (Nadiya & Ishak, 2022). Previous study highlight that purchase intention helps consumers prioritize products during the evaluation stage (Lin & Niu, 2018). However, Singhal (2019) observes that these intentions are not swayed by environmental performance, price, or availability, leading to seemingly random decision-making. Therefore, it is essential to guide consumers toward informed decisions when purchasing green products.

Green knowledge, which is stored in consumers' memories, shapes their purchasing behavior toward green products (Wang et al., 2019). According to Lionço et al. (2019), varying levels of product knowledge impact purchase intentions, emphasizing the need for companies

to highlight their environmentally friendly practices Mohd Suki (2016). Herman et al. (2021) define green advertising as promoting environmental benefits through media, addressing company concerns, initiatives, and specific actions. The green brand image, perceived as a commitment to the environment, influences consumer perceptions and can be measured through brand association metrics (Aulina & Yuliati, 2017; Deccasari et al., 2022; Wisnu, 2021). Lastly, consumer attitudes, which reflect likes or dislikes towards objects, significantly impact purchasing behavior. Positive attitudes towards green products strongly predict purchase intentions (Alam et al., 2023; Indriani et al., 2019; Rahman et al., 2017; Singhal & Malik, 2018).

The effect of green knowledge on purchase intention mediated by customer attitude.
According to Indriani et al. (2019), attitude is the manifestation of sentiments influenced by psychological processes deduced from observed behaviors, which show a preference or aversion towards a particular object. The term "green product knowledge" describes how consumers interpret the features and environmental effects of eco-friendly items (Putri et al., 2021). According to Wang et al. (2019), there may be a disconnect between customer attitudes and behaviors and a lack of understanding regarding green products.

Previous research has consistently demonstrated that attitudes are highly influenced by environmental knowledge. Putri et al. (2021) said attitudes toward environmentally friendly cosmetic items are positively and significantly impacted by environmental awareness. This suggests that a greater level of customer understanding will increase favorable attitudes about these products.

H₁ₐ: There is a positive and significant influence of green knowledge on customer attitudes.

It is assumed that customers who are aware of green products will buy green products since awareness of green products is frequently seen to be a direct predictor of intentions to acquire green products (Wang et al., 2019). Deccasari et al. (2022) claims product knowledge significantly affects consumers' intentions to buy things. Because of this, a consumer's intention to acquire a product is more strongly supported by their level of product knowledge.

Statement Putri et al. (2021), there is a positive and significant correlation between environmental knowledge and the intention to purchase ecologically friendly cosmetic goods. This implies that purchase intentions can be influenced by knowledge about the environment. Prospective customers' buying intentions are positively correlated with their level of environmental understanding.
H₁ᵦ: There is a positive and significant effect of green knowledge on purchase intention.

Consumers acquire knowledge about environmentally friendly products through intentional and unintentional learning processes, subsequently increasing their awareness and engagement in environmental protection efforts. Despite this growing awareness, green products continue to hold a modest market share, indicating that while consumers are informed about these products, they do not frequently purchase them. The extent of consumer knowledge plays a critical role in shaping the intention to buy environmentally friendly products, often deemed crucial for such purchasing decisions.

Research by Putri et al. (2021) demonstrates that attitudes towards green

cosmetic products partially mediate the relationship between environmental knowledge and purchase intention, suggesting the presence of additional influencing factors such as environmental awareness. Similarly, Herman et al. (2021) found that consumer's environmental knowledge enhances their green attitudes, which in turn directly boosts their intention to purchase green products.

H_{1c}: There is a positive and significant effect of green knowledge on purchase intention mediated by customer attitudes.

The effect of green advertising on purchase intention mediated by customer attitude.

Many businesses employ eco-friendly claims in their marketing strategies to attract consumer attention, although these assertions often lack credibility, prompting consumers to question the authenticity of green product claims and hesitate before making purchases. Effective encouragement of purchase intention thus requires consumers to be convincingly informed. Despite this necessity, many consumers do not dedicate sufficient time to thoroughly reviewing product information, especially environmental details. This behavior reflects a prevalent belief that product price and brand are the primary differentiating factors, coupled with limited awareness of the availability and benefits of green products.

According to research by Amallia et al. (2021), green advertising significantly enhances attitudes toward green products. Increased exposure to advertisements can foster consumer enjoyment and knowledge about environmentally friendly products, thereby influencing purchasing decisions moreover, Herman et al. (2021) observe that young consumers in Indonesia demonstrate strong intentions to use green products due to their favorable attitudes toward green advertising.

H_{2a}: Green advertising has a positive and significant effect on customer attitudes.

The findings of Bestari & Suhermin (2016) indicate that green advertising positively influences purchasing decisions, suggesting that increased promotion of a company's environmentally friendly products enhances the value of these decisions, Amallia et al. (2021) assert that green advertising has a positive and significant impact on the intention to purchase environmentally friendly products. The proliferation of green advertisements not only engages potential consumers but also enhances their knowledge about environmentally friendly products, thereby facilitating purchase decisions influenced by these advertisements.

H_{2b}: Green advertising has a positive and significant effect on purchase intention.

Companies employ advertising as an indirect strategy to inform the public about the benefits of a product. Aiming to influence their purchasing decisions. Batool & Iqbal (2016) define green advertising as messages containing environmentally friendly content designed to meet the desires and expectations of environmentally conscious consumers. This form of advertising is concluded to impact consumers' feelings and judgments about products, promoting a positive attitude towards green products. Research by Amallia et al. (2021) found that green advertising positively and significantly affects green purchase intention, particularly when mediated by consumer attitude. The mediation of attitudes amplifies the overall effect, thereby enhancing the intention to purchase environmentally friendly products.

H_{2c}: Green advertising has a positive and significant effect on purchase intention mediated by customer attitude.

The effect of brand image on purchase intention is mediated by customer attitude.

Consumers' attitudes toward purchasing green products are influenced by their accumulated ideas, information, and environmental concerns. Growing awareness of environmental issues and the recognition of limited natural resources can promote ecological behavior. The brand of a product plays a crucial role for businesses, as it can influence and leave lasting impressions on customers, thereby offering opportunities to build a strong brand identity (Augtiah et al., 2022). According to Juliantari et al. (2019), positive consumer attitudes significantly enhance brand image. However, attitudes towards green products alone may not improve substantially brand image.

H3a: Green brand image positively and significantly affects customer attitude.

Brand image a critical component of brand equity, plays a vital role in attracting consumer attention by meeting their needs and desires. It assists customers in evaluating quality and mitigating purchase risks. Mohd Suki (2016) posits a significant positive relationship between consumer attitudes toward green brands and their intention to purchase green products. Thus, as consumer attitudes toward green brands become more favorable, their intention to purchase green products correspondingly increases.

H3b: Green brand image positively and significantly affects purchase intention.

Consumer's decisions to purchase environmentally friendly products are driven by their environmental awareness and perception of limited natural resources. A key factor influencing consumer behaviour is a brand's commitment to environmental responsibility or its green brand image (Augtiah et al., 2022). Aisyah & Shihab

(2023) emphasize that a green brand image significantly affects. Consumers' intentions to repurchase green products through their attitudes. This suggests that positive perceptions of a company's dedication to environmental sustainability enhance the likelihood of consumers repeatedly choosing green products.

H3c: Green brand image has a positive and significant effect on purchase intention which is mediated by customer attitude.

The Effect of Customer Attitudes on Purchase Intention

Consumers' attitudes toward a particular object reflect their preferences and can sway their inclination to choose environmentally friendly products or services. Positive attitudes towards green products are hypothesized to boost consumers' likelihood of adopting these products. Amallia et al. (2022) found that attitudes have a significant positive effect on the intention to purchase green products. Satisfaction and happiness derived from environmentally friendly products enhance consumer willingness to buy them, highlighting a commitment to environmental preservation and a preference for products that prioritize environmental considerations.

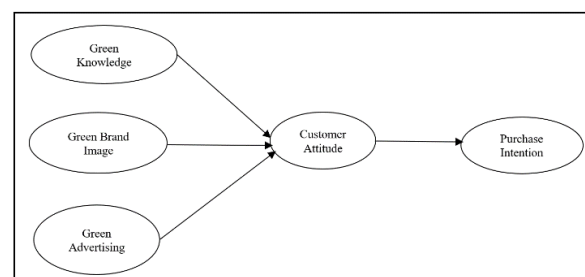*H4: There is a positive and significant effect of customer attitude on purchase intention.*

Figure 1 Research model
Source: Processed by Researcher (2024)

RESEARCH METHOD

The literature review in the preceding section establishes a foundation for reevaluating the variables influencing the purchase intention of the environmentally friendly model to be empirically tested to achieve its research objective. Figure 1 illustrates the relationship between factors influencing the purchase of environmentally friendly cosmetic products, including attitudes and purchase intentions.

This research employs a quantitative approach, utilizing primary data collection methods, with subsequent data processing and analysis conducted through Smart PLS 3.0 software. A purposive sampling technique was employed to select the research sample. The research instrument comprised a questionnaire with a Likert scale ranging from 1 to 5 to measure the studied variable indicators. The study involved 126 samples, purposively selected based on specific criteria from previous Innisfree product purchases. The survey targeted female consumers familiar with Innisfree products in Surakarta, Indonesia. Based on participant feedback, the statements underwent reorganization, and the scale underwent refinement using exploratory factor analysis Hair et al. (2011), detailed in Table 2.

Demographic Characteristics of Respondent

The study employed an online questionnaire to survey 126 consumers who either intend to purchase or have previously used Innisfree cosmetic products. As detailed in Table 1, 47.6% of respondents are aged 21-26 years, suggesting that this age group can make informed purchasing decisions. A significant proportion of respondents are high school graduates, reflecting a growing environmental awareness among the younger generation. Students constitute 31.75% of the sample, likely influenced by educational institutions and social media.

Table 1. Demographic Characteristics of Respondents

Variable	Frequency	%
Age (years old)		
17-20	13	10.3
21-26	60	47.6
27-35	26	20.6
>35	27	21.4
Education level		
High school	66	52.38
D3	11	8.73
S1	42	33.33
S2	6	4.76
S3	1	0.79
Occupation		
Student	40	31.75
Private Employee	36	28.57
Public Employee	18	14.29
Self-employee	11	8.73
Housewife	10	7.94
Other	11	8.73
Monthly income		
< 1.000.000	22	17.5
1.500.000-2.000.000	33	26.2
2.500.000-3.000.000	31	24.6
3.500.000-4.000.000	19	15.1
4.500.000-5.000.000	14	11.1
>5.000.000	7	5.6

Source: Data processed by researchers (2024)

Other occupational groups, including entrepreneurs, private employees, civil servants, and housewives, also prefer eco-friendly cosmetics. Income data reveals that 26.2% of respondents earn between IDR 1,500,000 and IDR 2,000,000, while 24.6% earn between IDR 2,500,000 and IDR 3,000,000, indicating that higher-income consumers prioritize quality in their cosmetic purchases.

RESULT & DISCUSSION

We conducted a confirmatory factor analysis to test the factor structure of the variables. The factor loadings were all above 0.70 and significant at the 0.001 level. Specifically, the factor loadings for green knowledge were 0.818, 0.807, 0.831, 0.817, 0.826, and 0.769; for green advertising, they were 0.823, 0.866, 0.803, and 0.796; for green brand image, they were 0.859, 0.826, 0.829, 0.821, and 0.850; for customer attitude, they were 0.844,

0.856, 0.838, and 0.792; lastly for purchase intention, they were 0.850, 0.856, 0.882, 0.867, and 0.810.

Regarding validity, we calculated the composite reliability (CR) and average variance extracted (AVE). The CR values for green knowledge, green advertising, green brand image, customer attitude, and purchase intention were 0.920, 0.893, 0.921, 0.900, and 0.930, respectively. All CR values exceeded 0.7, indicating good internal consistency of the scales (Hair et al., 2011). The AVE values for these scales were 0.659, 0.677, 0.701, 0.694, and 0.728, respectively, all of which were greater than 0.5. Additionally, as shown in Table 2, the square root of the AVE values of all constructs was greater than the correlation coefficients with other constructs. Thus, all scales demonstrated a reasonable level of discriminant validity.

The structural model, representing PLS data analysis, was utilized to test the research hypotheses. Predictive ability was assessed using a blindfolding procedure, where a cross-validated redundancy value greater than 0 indicates predictive relevance. In this study, the model demonstrates predictive significance, with Q-square values of 0.642 for customer attitude and 0.680 for purchase intention, both exceeding 0. The R^2 values are 0.939 for customer attitude and 0.948 for purchase intention, indicating strong explanatory power. Bootstrapping techniques with 126 sub-samples were employed to evaluate variable influences. This method determines the standard error estimate and the statistical significance of path coefficients using the t-test.

Table 3 presents the findings where Green Knowledge demonstrates a significant and positive relationship with consumer attitudes (β_{1a} = 0.395, t-value= 4.138, $p < 0.05$), supporting hypothesis H_{1a}. Similarly, Green Knowledge and purchase intention exhibit significant results (β_{1b} = 0.174, t = 2.059, $p < 0.05$), thus confirming hypothesis H_{1b}. Furthermore, Green Advertising is found to have a significant positive relationship with customer attitudes (β_{2a} = 0.395, t-value = 3.360, $p < 0.05$), thereby supporting hypothesis H_{2a}. Hypothesis H_{2b}, which posits that Green Advertising has a significant effect on purchase intention, is reinforced by the path estimation results (β_{2b} = 0.265, t-value= 2.845, $p < 0.05$).

Table 2 Reliability and Validity Analysis

Items	Standardized loadings	Cronbach's α	CR	AVE
Green Knowledge		0.896	0.920	0.659
When purchasing green products, I read the specific information on the label.	0.818			
I trust the testing and identification of green products applied by certification bodies.	0.807			
Making green products can be a worthwhile investment in the long run.	0.831			
The environmental performance of green products meets my expectations.	0.817			
lack of access availability is the main reason for the low popularity and demand for green products.	0.826			
I buy green products because they have more environmental benefits than other products.	0.769			
Green Advertising		0.840	0.893	0.677
I tend to focus on advertising messages related to the environment.	0.823			
For brands that use environmental messages in their advertisements, I think it is good.	0.866			
I pay attention to products labeled as environmentally friendly through environmentally friendly advertisements.	0.803			

In my opinion, green advertising is valuable.	0.796			
Green Brand Image		0.839	0.921	0.701
The brand of a green product becomes the benchmark for eco-friendly commitment.	0.859			
Green brand reputation is handled professionally.	0.826			
Green brands successfully achieve environmental performance.	0.829			
Green brands care about the environment.	0.821			
Eco-friendly brands keep their promise to the environment.	0.850			
Customer Attitude		0.852	0.900	0.694
I love eco-friendly cosmetic products.	0.844			
It is a good thing to buy eco-friendly products.	0.856			
Using eco-friendly cosmetics is one way to contribute to protecting the environment.	0.838			
I think environmentally friendly cosmetics products are healthier than regular cosmetics products.	0.792			
Purchase Intention		0.906	0.930	0.728
I will consider buying green products because it will reduce pollution in the future.	0.850			
I would consider switching to an eco-friendly brand for ecological reasons.	0.856			
I plan to spend more money on environmentally friendly products than products that are not environmentally friendly.	0.882			
I will purchase green products in the future because of their positive contribution to the environment.	0.867			
I want to buy eco-friendly products soon.	0.810			

Source**:** Data processed by researchers (2024)

Table 3 Research Hypothesis Testing Results

Hypothesis		Path Coefficients	t-value	Results
Direct relationships				
GK → CA	H1$_a$	0.395	4.138	Supported
GK → PI	H1$_b$	0.174	2.059	Supported
GA → CA	H2$_a$	0.395	3.360	Supported
GA → PI	H2$_b$	0.265	2.845	Supported
GI → CA	H3$_a$	0.197	2.233	Supported
GI → PI	H3$_b$	0.146	1.766	Supported
CA → PI	H4	0.408	3.520	Supported
Indirect relationships				
GK → CA → PI	H1$_C$	0.161	2.686	Supported
GA → CA → PI	H2$_C$	0.161	2.352	Supported
GI → CA → PI	H3$_C$	0.080	1.880	Supported

Note: GK (Green Knowledge), GA (Green Advertising), GI (Green Brand Image), CA (Customer Attitude), PI (Purchase Intention)

Source: Data processed by researchers (2024)

The analysis reveals that Green Brand Image significantly and positively influences customer attitudes (β_{3a} = 0.197, t-value = 2.233, p < 0.05), which is supported by hypothesis H$_{3a}$. The relationship between Green Brand Image and purchase intention is also significant (β_{3b} = 0.146, t-value = 1.766, p < 0.05), thus confirming hypothesis H$_{3b}$. H$_4$ which tests whether customer attitude has a significant effect on purchase intention, is supported by the path estimation results indicating a significant relationship (β_4 = 0.408, t-value = 3.520, p < 0.05).

Additionally, an investigation into whether Green Knowledge, Green Advertising, and Green Brand Image mediate the relationship between customer attitude and intention to purchase environmentally friendly cosmetic products was conducted. The path estimation and t-value

results, as shown in Table 3, indicate that the mediation impact of Green Knowledge on this relationship is significant (β_{1c} = 0.161, t-value = 2.686, p < 0.05), supported hypothesis H_{1c}. Furthermore, Green Advertising mediated by customer attitude on purchase intention is also found to be positive and significant (β_{2c} = 0.161, t-value = 2.352, p < 0.05), which is supported by hypothesis H_{2c}. Lastly, the mediation effect of Green Brand Image on purchase intention, mediated by customer attitude, is significant (β_{3c} = 0.080, t-value = 1.880, p < 0.05), supported by hypothesis H_{3c}.

DISCUSSION

The findings derived from the PLS approach indicate that customer attitudes have a significant and positive influence on the purchase intention of environmentally friendly cosmetic products, corroborating the results of Amallia et al. (2022). Satisfaction with eco-friendly products enhances purchase likelihood, driven by a preference for environmentally beneficial goods and increased eco-awareness. Furthermore, health awareness is identified as a critical driver of green product purchases (Hoang Yen & Hoang, 2023). The study also demonstrates that green advertising positively impacts purchase intention, supported by previous studies (Amallia et al., 2021; Bestari & Suhermin, 2016). Green advertisements enhance consumer enjoyment and knowledge, thereby increasing purchase intentions. Effective green advertising, particularly when combining egoistic and altruistic appeals, can significantly boost the intention to purchase eco-friendly cosmetics (Zhao et al., 2024). Consequently, green advertising serves as an effective strategy for promoting eco-friendly products and reinforcing corporate environmental responsibility.

Moreover, a positive green brand image significantly influences purchase intention.

Studies by Deccasari et al., (2022) and Lee et al. (2024) found that a favorable green brand image increases purchase likelihood, repeat purchases, positive recommendations, and willingness to pay a premium. Promoting green products through traditional and electronic media is essential for raising consumer awareness and fostering positive attitudes toward green brands (Mohd Suki, 2016). Additionally, green knowledge significantly impacts purchase intentions. Research by Deccasari et al. (2022) and Wang et al. (2019) found that extensive green knowledge enhances consumer confidence and trust in environmentally friendly products, thereby increasing the likelihood of purchase. Consumers prioritize obtaining product information before forming purchase intentions, underscoring the importance of green knowledge. The hypothesis that green knowledge influences purchase intention through consumer attitudes is supported by Herman et al. (2021). Positive attitudes towards eco-friendly products, shaped by knowledge and effective advertising, drive purchase intentions. Family, friends, and internet knowledge significantly influence the purchase of eco-friendly products (Siripipatthanakul et al., 2022)

The impact of green advertising on purchase intention, mediated by consumer attitudes, highlights the necessity for transparent and accurate green advertising to maintain consumer trust (Hidayah et al., 2022). Effective green advertising campaigns should include clear and understandable environmental claims to attract consumer attention. Increased awareness and comfort with green products translate into higher purchase intentions. The hypothesis that green brand image influences purchase intentions mediated by customer attitudes is consistent with the findings of Aisyah & Shihab (2023). Positive consumer perceptions of a company's

commitment to environmental sustainability significantly impact the propensity to purchase eco-friendly products. Maintaining and enhancing a positive brand image is crucial for fostering favorable consumer attitudes and generating purchase intentions (Khoirunnisa & Albari, 2023; Ellitan et al., 2022).

Managerial Implication

Based on the results of the research conducted, the researchers provide the following recommendations to enhance the company's future performance and deliver superior service to its customers. As detailed in the research findings, environmentally friendly knowledge is crucial for improving consumer attitudes and purchase intentions. Company management should develop educational programs aimed at increasing female consumers' awareness of the environmental impact of conventional cosmetics and the benefits of choosing more environmentally friendly alternatives. This can be achieved through online content and partnerships with beauty influencers. In addition to collaborating with beauty influencers, the company should establish partnerships with cosmetic brands and industry associations in Indonesia to jointly promote environmentally friendly marketing campaigns. This collaborative effort can involve organizing joint events, creating co-branded campaigns, and engaging Indonesian beauty influencers to endorse environmentally friendly cosmetic products.

Furthermore, companies are advised to obtain certification confirming the natural ingredients used in their products. This will enhance the company's brand image in the minds of consumers, affirming the company's commitment to using natural ingredients. To further attract customers to purchase environmentally friendly products, companies are encouraged to explore initiatives such as offering free consultation services staffed by industry experts. Positive experiences with these services are likely to foster favorable attitudes towards the company, thus increasing the likelihood that consumers will intend to purchase environmentally friendly cosmetic products. Finally, purchase intention is the culmination of various efforts made by the company to comprehensively evaluate all aspects of its operations, thus fostering consumer loyalty and maintaining positive purchase intentions among consumers.

CONCLUSION

This research highlights the critical role of green brand knowledge in shaping consumers' intentions to purchase green products. Companies must emphasize their commitment to fostering an environmentally friendly business environment within a competitive market. By clarifying the quality of green product brands, companies can enhance consumer knowledge and effectively assess green products. Establishing a strong green brand identity helps distinguish the benefits of consuming green products from those of other brands. Offering high-quality and affordable products can indirectly increase consumer awareness and knowledge of the health benefits associated with green products.

Individuals or potential consumers who receive more information about green products through environmental advertisements are likely to prefer and feel comfortable using products that are recyclable and environmentally friendly. This inclination gradually increases their interest in purchasing green products that benefit the environment over other products. Building an environmentally friendly brand image for a company involves more than merely promoting environmentally safe products; it also entails

demonstrating a strong commitment to sustainable and environmentally responsible business practices. A green brand image can provide a significant competitive advantage, particularly in the cosmetics industry, where consumer awareness of environmental issues is growing having a "green" brand image can provide a significant competitive advantage.

LIMITATION

While this study makes an important contribution to the literature and practice, it has some limitations. Firstly, this study focuses on one Korean cosmetic brand. Therefore, it cannot be generalized to all other sectors and industries the analysis may vary based on the terms and conditions of the object self. Secondly, this study only focuses on the impact of green knowledge, green advertising, and green brand image on purchase intention mediated by customer attitudes. Further research can analyze and examine more detailed information about each factor that can increase purchase intention.

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