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The Influence of Green Products, Green Prices, and Environmental Awareness on Purchasing Decisions of Npure Products

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ABSTRACT

This research aims to examine the impact of green product, green price, and environmental awareness on purchasing decisions for Npure products. The background of this research is the rapid growth of skincare in Indonesia and the environmental issues caused by the use of plastic packaging for skincare products. The population in this study is Npure product users throughout Tangerang. The sample used was 185 respondents with sample selection criteria involving respondents who have purchased Npure products at least once, as well as young adult consumers aged 18–25 years who live in Tangerang City, Banten. This study uses a quantitative approach through a non-probability sampling approach, specifically purposive sampling. Data were collected using a questionnaire via Google Form. Data analysis in this study was carried out using SmartPLS 3.0 software for Structural Equation Modeling (SEM). The findings of this analysis indicate that the variables green product, green price, and environmental awareness have a constructive and meaningful impact on purchasing decisions for Npure products.

***Keywords**: Green Products; Green Prices; Environmental Awareness; Purchasing Decisions; Npure Products.*

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INTRODUCTION

The global cosmetics industry has experienced rapid growth, particularly in Indonesia, driven by the increasing demand for skincare products. According to data from the Coordinating Ministry for Economic Affairs, the cosmetics sector in Indonesia grew by approximately 21.9% from 2022 to 2023, with over 1,000 companies operating in the sector by mid-2023 (Coordinating Ministry for Economic Affairs, 2023). This growth has driven increasing consumer awareness of the environmental impact of cosmetic products, particularly the excessive use of plastic packaging. Growing concern for environmental sustainability and waste management has made consumers more discerning in their product choices, particularly in the skincare industry. This has prompted companies to address these issues by implementing sustainable practices, giving rise to the concept of "green beauty."

According to a report in the Cosmetic Packaging Market – Growth (2020–2025), nearly half of cosmetic product containers are composed of synthetic polymers. The Minderoo Foundation also revealed that, of the estimated 120 billion units of cosmetic packaging produced globally, the majority of the residue is not recycled. The abundance of cosmetic and skincare product waste is a challenging issue to regulate. In reality, some skincare products are only used for a short time before ending up as waste. For example, sheet masks are used for 15–20 minutes and then immediately discarded. Ironically, these remaining materials take thousands of years to decompose naturally.

Environmental degradation, particularly in the form of plastic waste, has become a significant issue in Indonesia. The Indonesian government reported that in 2023, approximately 19.56 million tons of waste was generated nationwide, with 18.6% of this being plastic (KLHK, 2023). This highlights the urgency of sustainable solutions, and the cosmetics industry is no exception. Cosmetics, such as skincare products, are often packaged in plastic packaging that is difficult to recycle and contributes to environmental pollution (Subekti & Purwanto, 2022). In this context, the beauty industry is gradually shifting towards more environmentally friendly products, with an emphasis on organic materials and recyclable or biodegradable containers (Mubarokhah et al., 2024).

Npure, a skincare brand from PT Penta Natural Kosmetindo, has positioned itself as a sustainable beauty brand by focusing on natural substances and ecologically sound packaging. The brand's success in e-commerce and its growing market share reflect a growing preference for products that align with consumers' environmental values (Compas.co.id, 2023). Npure's commitment to sustainability includes initiatives such as the use of plant-based ingredients like Centella Asiatica and the integration of eco-friendly practices into its product offerings, which resonates well with a younger demographic (aged 18-25) who are increasingly concerned about the environmental consequences of their consumption decisions (Qomariah & Prabawani, 2020).

This research aims to examine the elements influencing the purchasing decisions of Npure products, with a particular emphasis on three variables: environmentally friendly commodities, environmentally oriented pricing, and ecological awareness. The concept of environmentally friendly commodities, which refers to commodities designed with environmentally friendly materials and sustainable manufacturing processes, is central to this research. Green pricing, or the willingness to pay a premium for environmentally friendly products, is another important factor, as consumers increasingly show a preference for products that reflect their environmental concerns (Salqaura et al., 2024). Finally, environmental

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awareness, which encompasses consumers' understanding of ecological issues and their views on sustainable commodities, plays a crucial role in shaping purchasing behavior patterns (Siregar & Widodo, 2021).

This study is significant because it provides insight into the growing trend of environmentally conscious consumer behavior, particularly in the skincare industry. It aims to address a gap in the existing literature by exploring the specific influences of ecologically conscious commodity attributes, environmentally oriented pricing, and ecological concerns on consumer decision-making processes in the Indonesian market. Through empirical analysis, this research will contribute to the understanding of how sustainability-related factors can drive purchasing decisions and provide recommendations for marketers in the cosmetics industry seeking to capitalize on the growing demand for sustainable products.

By analyzing data from young consumers in Tangerang, Banten, who have purchased Npure products at least once, this study will examine the extent to which these factors influence their decision-making process. Using SEM with SmartPLS 3.0, this study will provide strong evidence on the relationship between ecologically sound commodity characteristics, environmentally oriented pricing tactics, and ecological concern, offering valuable insights for both academics and industry practitioners (Lestari et al., 2023; Inyustisia et al., 2024).

This manuscript is structured as follows: the next section presents a review of the relevant literature, followed by a discussion of the research methodology. The results and findings are presented in the next section, with a detailed discussion of the implications for marketers and recommendations for further research in the conclusion.

LITERATURE REVIEW

2.1. Green Products

The concept of "green products" refers to commodities designed, processed, and used with minimal ecological consequences. Green products utilize environmentally friendly materials and processes that emphasize sustainability and environmental protection. As defined by Rosyada and Dwijayanti (2023), green products are those that adhere to sustainable standards, including recyclable packaging and energy-efficient production methods. Green products are particularly important in industries such as cosmetics, where there is a growing demand for products that support consumer health and environmental sustainability (Auli et al., 2023).

2.2. Green Price

Green pricing refers to the premium customers are willing to pay for ecologically sound commodities produced through sustainable processes. According to Kotler et al. (2022), green pricing reflects the costs associated with producing ecologically sound products, which often require higher manufacturing costs due to the use of sustainable materials and energy-efficient methods. This concept is important for businesses targeting ecologically conscious customers who are willing to pay additional costs for commodities that align with their values (Al Amin et al., 2023).

2.3. Environmental Awareness

Ecological awareness refers to customers' insight and sensitivity to ecological issues, along with their willingness to make purchasing decisions that reflect this concern. This awareness includes an understanding of a product's environmental impact and the broader implications of consumption on the planet (Siregar & Widodo, 2021). Rising environmental

awareness has driven a shift in consumer behavior, with consumers actively seeking out products that align with their ecological principles, such as products with eco-friendly packaging, organic ingredients, or sustainable production practices (Putri et al., 2023).

2.4. Hypothesis Development

The relationship between ecologically sound commodities, environmentally oriented prices, and ecological concern is intertwined, with each factor playing a vital role in modulating customer acquisition choices. As demonstrated by studies such as that conducted by Inyustisia et al. (2024), consumer awareness of environmental issues increases the attractiveness of environmentally friendly products, while willingness to pay a premium (green price) reinforces this behavior. Environmental awareness further strengthens the impact of ecologically sound commodity attributes on acquisition decisions, demonstrating that knowledgeable and ecologically oriented customers are more likely to choose sustainable products (Qomariah & Prabawani, 2020).

Research by Mubarokhah et al. (2024) has confirmed that customers with greater levels of ecological awareness are more likely to purchase environmentally friendly products at reasonable prices. This alignment between ecologically oriented commodity attributes, environmentally friendly pricing tactics, and ecological awareness leads to an overall shift in consumer behavior toward sustainability. As a result, brands like Npure, which emphasize environmentally friendly products and practices, experience increased consumer loyalty and engagement (Official, 2025).

Conceptual Framework

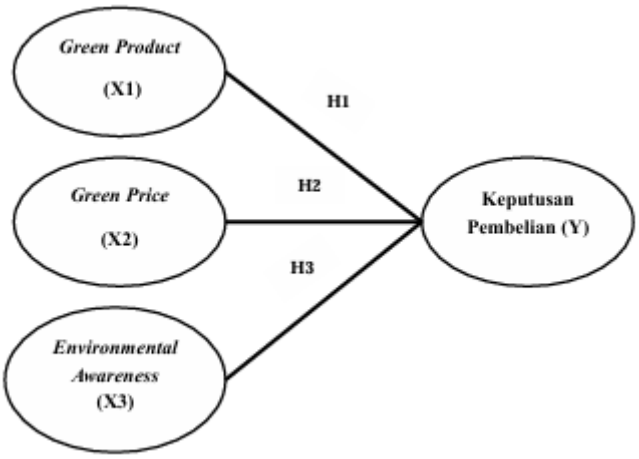

Figure 1
Conceptual Framework

H1: Green Products have a positive and significant influence on Purchasing Decisions
H2: Green Price has a positive and significant effect on Purchasing Decisions
H3: Environmental Awareness has a positive and significant influence on Purchasing Decisions

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METHOD

This research applies quantitative methods to explore the impact of green products, green prices, and ecological awareness on customer purchase decisions for Npure products. A descriptive correlational research design was chosen to explore the relationship between these variables. This design allows for an in-depth analysis of how ecologically sound commodity attributes, environmentally oriented prices, and ecological awareness contribute to the determination of sustainable customer acquisition. The use of a quantitative approach allows for the collection of empirical data that can be analyzed using statistical methods to test hypotheses.

The target population for this study consisted of consumers aged 18–25 from Tangerang, Banten, Indonesia, who had previously purchased Npure products. Purposive sampling was applied to identify participants who qualified to have purchased Npure products at least once. The initial target sample size was 250 respondents to ensure statistical power for structural equation modeling (SEM) analysis. This demographic was chosen because it aligns with Npure's target market, which focuses on eco-friendly skincare products.

Prior to the main survey, a pilot test was conducted with 45 participants to assess the validity and consistency of the questionnaire. The pilot test results helped refine the instrument to ensure clarity and appropriateness for the target audience. During the main survey, 185 valid responses were collected. Data were collected using a structured online questionnaire distributed through Google Forms. The questionnaire collected demographic data, information on ecologically oriented commodity attributes, perceptions of environmentally friendly pricing, ecological concerns, and acquisition decisions. Participants evaluated each item using a 5-point Likert scale, ranging from 1—strongly disagree—to 5—strongly agree.

For data analysis, Structural Equation Modeling (SEM) was used with SmartPLS 3.0 software. This was chosen due to its capability to examine complex relationships between multiple variables simultaneously, which is crucial for understanding how ecologically oriented commodities, environmentally friendly pricing, and ecological concerns modulate purchasing decisions. The analysis included an evaluation of the measurement model for reliability and validity, followed by an evaluation of the structural design to assess the relationships between variables. Bootstrapping was applied to test the significance of path coefficients, providing a deeper understanding of the elements that drive consumer behavior toward sustainable products.

RESULTS AND DISCUSSION

4.1 Results

This study explores the relationship between eco-friendly products, eco-friendly prices, environmental awareness, and purchasing decisions for Npure products. Data were collected from 185 respondents using a structured questionnaire and analyzed using the PLS-SEM approach. The descriptive analysis revealed several key findings related to respondent characteristics.

Respondent Demographic Characteristics

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The distribution of participants by gender is shown in Table 1, with 69% of respondents being female and 31% being male. The largest group of respondents was female, reflecting the primary consumer base of Npure products.

Table 1
Distribution of Respondents by Gender

Gender	Respondents	Percentage
Man	57	31%
Woman	128	69%
Total	185	100%

Source: Processed data, 2025

Table 2 presents the age distribution, with 81% of respondents aged between 21 and 24. This indicates that the primary customer base is concentrated in this age group, which is a key demographic for Npure.

Table 2
Distribution of Respondents by Age

Age Group	Respondents	Percentage
< 20 Years	12	6%
21 - 24 Years	147	81%
25 - 30 Years	23	13%
> 30 Years	3	1%
Total	185	100%

Source: Processed data, 2025

Table 3 shows the distribution of respondents by occupation, with a significant proportion (72%) being students, which is consistent with the target market for Npure products, which indicates a young and environmentally conscious consumer base.

Table 3
Distribution of Respondents Based on Occupation

Work	Respondents	Percentage
Student	133	72%
Employee	43	23%
Businessman	5	3%
Other	4	2%
Total	185	100%

Source: Processed data, 2025

Table 4 presents the income distribution of respondents, with the majority of respondents earning **below IDR 5 million per month** , which influences their purchasing decisions and

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acceptance of ecological commodities that potentially have higher rates compared to traditional products.

Table 4
Distribution of Respondents Based on Income

Income Group	Respondents	Percentage
< 3 Million IDR	47	25%
3 - 5 Million IDR	90	49%
5 - 7 Million IDR	30	16%
> 7 Million IDR	18	10%
Total	185	100%

Source: Processed data, 2025

Table 5 shows the distribution of respondents by highest level of education. The majority of respondents (approximately 70%) had completed a **bachelor 's degree** (S1), indicating a more advanced level of learning that may correlate with greater awareness and preference for environmentally friendly products.

Table 5
Distribution of Respondents Based on Highest Level of Education

Level of education	Respondents	Percentage
Senior High School (SMA)	10	5%
Bachelor degree)	130	70%
Postgraduate (S2)	40	22%
Other	5	3%
Total	185	100%

Source: Processed data, 2025

By including **these five demographic criteria** (gender, age, occupation, income, and highest level of education), this section will provide in-depth insight into the respondents' rationale for **your thesis** . It also aligns with your research objectives by providing a comprehensive overview of the respondents participating in the study.

Data Analysis Results

1. Outer Model

a. Convergent Validity Test Results

Convergent validity testing of each construct marker obtained through the PLS (*Partial Least Square*) approach. Based on Sugiyono's (2020) view, a measurement item is considered to have an optimal level of validity if the loading factor value is ≥ 0.7.

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Table 6
Convergent Validity Test Results

Variable	Indicator	Outer Loading	Information
X1 Green Product	X1.1	0.731	Valid
	X1.2	0.690	Valid
	X1.3	0.748	Valid
	X1.4	0.736	Valid
	X1.5	0.666	Valid
	X1.6	0.760	Valid
	X1.7	0.743	Valid
	X1.8	0.768	Valid
	X1.9	0.327	Invalid
	X1.10	0.338	Invalid
X2 Green Price	X2.1	0.359	Invalid
	X2.2	0.200	Invalid
	X2.3	0.361	Invalid
	X2.4	0.232	Invalid
	X2.5	0.687	Valid
	X2.6	0.761	Valid
	X2.7	0.701	Valid
	X2.8	0.696	Valid
	X2.9	0.643	Valid
	X2.10	0.613	Valid
	X2.11	0.721	Valid
X3 Environmental Awareness	X3.1	0.438	Invalid
	X3.2	0.705	Valid
	X3.3	0.739	Valid
	X3.4	0.793	Valid
	X3.5	0.664	Valid
	X3.6	0.715	Valid
Y Purchase Decision	KP1	0.792	Valid
	KP2	0.820	Valid
	KP3	0.814	Valid
	KP4	0.751	Valid
	KP5	0.788	Valid
	KP6	0.809	Valid
	KP7	0.739	Valid
	KP8	0.739	Valid
	KP9	0.438	Invalid
	KP10	0.446	Invalid

Source: Output PLS, 2025

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The findings of the convergent validity test are listed in **Table 6** , where each variable indicator has a *loading factor value* . This value indicates how well the indicator is able to describe the construct it measures. Based on the findings of the convergent validity test, indicators **X1.9, X1.10, X2.1, X2.2, X2.3, X2.4, X3.2, KP9, and KP10** have factor loadings below 0.6, thus entering the red category and cannot be maintained. Therefore, these indicators must be removed through the study design.

Table 7 Results of Modified Convergent Validity Test

Variable	Indicator	Outer Loading	Information
X1 Green Product	X1.1	**0.778**	Valid
	X1.2	**0.769**	Valid
	X1.3	**0.792**	Valid
	X1.4	**0.785**	Valid
	X1.5	**0.735**	Valid
	X1.6	**0.774**	Valid
	X1.7	**0.808**	Valid
	X1.8	**0.777**	Valid
X2 Green Price	X2.5	**0.782**	Valid
	X2.6	**0.844**	Valid
	X2.7	**0.796**	Valid
	X2.8	**0.786**	Valid
	X2.9	**0.744**	Valid
	X2.10	**0.741**	Valid
	X2.11	**0.751**	Valid
X3 Environmental Awareness	X3.2	**0.779**	Valid
	X3.3	**0.814**	Valid
	X3.4	**0.806**	Valid
	X3.5	**0.726**	Valid
	X3.6	**0.765**	Valid
Y Purchase Decision	KP1	**0.810**	Valid
	KP2	**0.842**	Valid
	KP3	**0.836**	Valid
	KP4	**0.749**	Valid
	KP5	**0.796**	Valid
	KP6	**0.823**	Valid
	KP7	**0.732**	Valid
	KP8	**0.752**	Valid

Source: Output PLS, 2025

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The results shown in **Table 7** indicate that all indicators in the modified model have reached the threshold of convergent validity, with loading factor values ≥ 0.6. Thus, the modified model is a better representation of the research framework because it has successfully eliminated weak indicators and retained only valid and significant markers.

b. Discriminant Validity

An indicator is considered valid if it has the most dominant loading factor for the intended construct compared to other constructs, so that the latent entity estimates that the size in its own cluster is superior to the size in a different cluster.

Table 8 Results of Discriminant Validity Testing (Cross loadings)

Variables	X1 Green Product	X2 Green Price	X3 Environmental Awareness	Y Purchase Decision
X1.1	0.778	-0.178	0.067	0.217
X1.2	0.769	-0.173	0.037	0.178
X1.3	0.792	-0.092	0.052	0.322
X1.4	0.785	-0.054	0.021	0.337
X1.5	0.735	-0.160	0.007	0.203
X1.6	0.774	-0.087	0.126	0.279
X1.7	0.808	-0.141	0.032	0.254
X1.8	0.777	-0.101	0.108	0.307
X2.5	-0.084	0.782	-0.059	0.344
X2.6	-0.157	0.844	-0.106	0.315
X2.7	-0.095	0.796	-0.067	0.329
X2.8	-0.075	0.786	-0.095	0.336
X2.9	-0.231	0.744	-0.098	0.210
X2.10	-0.107	0.741	-0.077	0.231
X2.11	-0.099	0.751	-0.022	0.275
X3.2	0.021	-0.092	0.779	0.274
X3.3	0.009	-0.068	0.814	0.324
X3.4	0.093	-0.008	0.806	0.340
X3.5	0.071	-0.161	0.726	0.245
X3.6	0.093	-0.070	0.765	0.338
Y1	0.280	0.334	0.371	0.810
Y2	0.293	0.333	0.358	0.842
Y3	0.288	0.325	0.341	0.836
Y4	0.263	0.274	0.258	0.749
Y5	0.307	0.315	0.208	0.796
Y6	0.300	0.285	0.308	0.823
Y7	0.246	0.287	0.283	0.732

Y8	0.250	0.275	0.363	0.752

Source: Output PLS, 2025

Referring to the information in **Table 8** , each marker produces a cross-loading value that exceeds the correlation coefficient value with other indicators and can be said to be valid. The green product value indicators, namely 0.778, 0.769, 0.792, 0.785, 0.735, 0.774, 0.808, 0.777, are declared valid. The green price value indicators, namely 0.782, 0.844, 0.796, 0.786, 0.744, 0.741, 0.751, are declared valid. The environmental awareness value indicators, namely 0.779, 0.814, 0.806, 0.726, 0.765, are declared valid. Next, the last one is the purchasing decision indicator, namely 0.810, 0.842, 0.836, 0.749, 0.796, 0.823, 0.732, 0.752, which is declared valid.

An alternative approach to assessing discriminatory accuracy is to evaluate the squared base of the average variance extracted (AVE) for each latent entity, then compare it to the correlation coefficients between other latent entities in the model scheme. If the AVE value is > 0.5, it is declared valid.

Table 9
Average Variance Extracted (AVE) Value

Variables	Average Variance Extracted (AVE)	Information
(X1) Green Product	**0.605**	Valid
(X2) Green Price	**0.606**	Valid
(X3) Environmental Awareness	**0.606**	Valid
(Y) Purchase Decision	**0.630**	Valid

Source: Output PLS, 2025

Referring to **Table 9** , it can be concluded that all constructs obtained AVE values that exceeded the 0.50 threshold, so all values had good convergent validity.

The next discriminant validity test utilizes the Fornell-Larcker Criterion value. If the squared base of the AVE for each building exceeds the cross-building correlation coefficient in the design, then the model design can be categorized as good. The following are the results of the Fornell-Larcker Criterion test:

Table 10
Results of Discriminant Validity Testing (Fornell Lacker Criterion)

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Variables	X1 Green Product	X2 Green Price	X3 Environmental Awareness	Y Purchase Decision
(X1) Green Product	0.778			
(X2) Green Price	0.147	0.778		
(X3) Environmental Awareness	0.075	0.095	0.779	
Y Purchase Decision	0.351	0.384	0.396	0.794

Source: Output PLS, 2025

Referring to **Table 10** , all the square root scores for the AVE of each building exceed the correlation coefficient scores for different buildings, so they are declared valid.

Discriminant validity testing is continued through **the Heterotrait-Monotrait Ratio (HTMT) value.** The purpose of evaluating discriminant validity is to ensure that a reflective entity shows a more intense relationship with its own marker than with the relationship of other entities in the model structure. If the HTMT estimate is below 0.9, then it can be said to have adequate discriminant validity. The following are the results of the HTMT test **:**

Table 11
Results of Discriminant Validity Testing (Heterotrait-Monotrait Ratio)

Variables	X1 Green Product	X2 Green Price	X3 Environmental Awareness	Y Purchase Decision
(X1) Green Product				
(X2) Green Price	0.186			
(X3) Environmental Awareness	0.108	0.130		
(Y) Purchase Decision	0.369	0.413	0.442	

Source: Output PLS, 2025

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Referring to **table 11** , the value of each relationship with other constructs in the model is below 0.9, then **the Heterotrait-Monotrait Ratio value** has good discriminant validity.

c. Composite Reliability

A construct is considered to have adequate reliability, or the survey instrument used as a data collection medium is stable, if all variables demonstrate a composite reliability value or Cronbach's alpha coefficient ≥ 0.7; thus, the entire construct is deemed reliable (Hair et al., 2021). In this research, findings from the composite reliability test revealed the following outcomes:

Table 12
Reliability Test Values

Variables	Cronbach's Alpha	Composite Reliability	Information
(X1) Green Product	0.908	0.924	Reliable
(X2) Green Price	0.892	0.915	Reliable
(X3) Environmental Awareness	0.838	0.885	Reliable
(Y) Purchase Decision	0.916	0.931	Reliable

Source: Output PLS, 2025

Referring to **Table 12** , it appears that the Cronbach's alpha and composite reliability scores for each implied construct indicate figures exceeding the 0.70 threshold. Implicitly, all of these measurement items demonstrate stability in this assessment process.

2. Inner Model

a. R-Square Value

In the PLS model, the R-Square evaluation is carried out by considering three criteria, namely: R-Square between 0.25–0.50, then it is classified as low, R-Square between 0.51–0.75, then it is classified as moderate, R-Square between >0.75, then it is classified as high.

Table 13
R-Square or R^2 Values

Variables	R Square	R Square Adjusted
Y Purchase Decision	0.484	0.476

Source: Output PLS, 2025

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Referring to **Table 13**, the R-square for the expenditure determination building was detected at 0.484, which is classified as minor or fragile .

b. Simultaneous Effect Square (F2) Test

Classification of f^2 values according to Ghozali and Latan (2015), namely: f2 ≥ 0.02 indicates that external variables have a small influence, f2 ≥ 0.15 indicates that external variables have a moderate influence, f2 ≥ 0.35 indicates that external variables have a large influence

Table 14
***F-Square* or F^2 Values**

Variables	X1 Green Product	X2 Green Price	X3 Environmental Awareness	Y Purchase Decision
(X1) Green Product				0.289
(X2) Green Price				0.435
(X3) Environmental Awareness				0.325
(Y) Purchase Decision				

Source: Output PLS, 2025

The values shown in Table 14 are; F2 for the Green Product variable has a value of 0.289, so the impact of ecologically aware commodities on acquisition decisions at the structural level has a moderate effect. F2 for the Green Price variable has a value of 0.435, so the effect of environmentally oriented tariffs on acquisition decisions at the structural level has a large effect. F2 for the Environmental Awareness variable has a value of 0.325, therefore the influence of Environmental Awareness on Purchasing Decisions at the structural level has a moderate effect.

c. Fit Model

Evaluation of the fit model was carried out by paying attention to the SRMR, NFI, and Chi-Square values, which were obtained through the algorithm output results in SmartPLS 3.0. The model structure is declared appropriate if the SRMR value is <0.10, the NFI value is considered appropriate if it is less than 0.90, and the Chi-Square value is considered appropriate if it is >0.05, explaining that the evaluated design shows optimal suitability (Ghozali & Latan, 2020:78).

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Table 15
Model Fit Values

	Saturated Model	Estimated Model
SRMR	0.067	0.067
Chi-Square	899,641	899,641
NFI	0.740	0.740

Source: Output PLS, 2025

Referring to **Table 15**, the SRMR value is <0.10, the Chi-Square value is >0.05, and the NFI value is <0.90. These results reflect that the research model is considered appropriate.

d. Goodness of Fit Model

If the Q^2 value for the endogenous latent variable is > 0, then this indicates that the PLS-SEM path design shows relevant capabilities in making predictions; 0.00 – 0.24 (small), 0.25 – 0.37 (medium), 0.38 – 1 (high).

Table 16
Q-Square or Q^2 Values

Variables	Q^2 (=1-SSE/SSO)
(Y) Purchase Decision	0.295

Source: Output PLS, 2025

Based on these results, this model is classified as having a moderate level of forecast connectivity and is considered suitable for use. These findings indicate that the design contains sufficiently representative projection capabilities and is reliable for use in subsequent analysis stages.

e. Hypothesis Testing Results

Hypothesis evaluation on mediation relationships examines the indirect impact between independent and dependent variables through the mediator variable. To determine significance, That t-value from That bootstrap results is compared to with That t-table on alpha 0.05 (5%) = 1.96.

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Table 17
Hypothesis Test Results

Relationship between Variables	Original Sample	T-Statistics	P-Values	Results
X1 Green Product -> Y Purchase Decision	0.391	7,620	0.000	Significant Positive
X2 Green Price -> Y Purchase Decision	0.480	10,406	0.000	Significant Positive
X3 Environmental Awareness -> Y Purchase Decision	0 .412	7,628	0.000	Significant Positive

Source: Output PLS, 2025

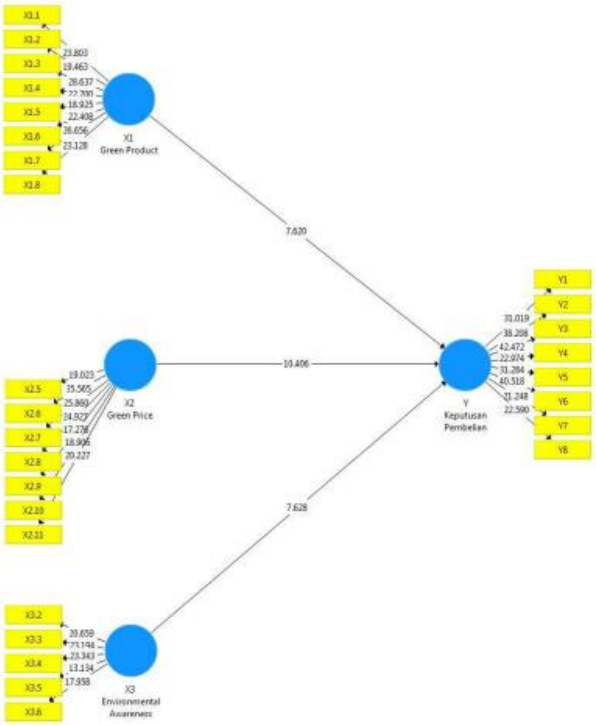

Figure 2 Hypothesis Testing Results Using Bootstrapping (Path Coefficient, T-Statistic, and P-Value

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4.2 Discussion

The results of this study provide in-depth findings on the relationship between eco-friendly products , eco-friendly prices , environmental awareness , and purchasing decisions of Npure products. The study was conducted through a structured questionnaire with 185 respondents, and the information was processed using the PLS-SEM approach. The main results highlight the significance of these variables in shaping consumer behavior, particularly in the cosmetics industry, where sustainability and eco-friendly products are gaining increasing attention.

The Influence of Green Products on Purchasing Decision

The research findings validate that ecologically sound commodities have a constructive and meaningful influence on acquisition decisions. This hypothesis is supported by a T-statistic of 7.620, an original sample value of 0.391, and a P-value of 0.000. These findings indicate that customers are more likely to purchase commodities promoted as ecologically sound and natural, such as Npure products. Figure 4.1 shows a structural model with path coefficients, indicating a positive influence of environmentally friendly products on purchasing decisions. These findings reinforce the growing consumer demand for products that reduce ecological impact, including the use of recycled materials and sustainable production methods. Ecologically sound commodities are considered beneficial not only for individual well-being but also for the planet (Aulia et al., 2023; Lathifah & Illah, 2023).

The Effect of Green Prices on Purchasing Decisions

The price of ecologically sound commodities also shows a significant impact on acquisition decisions . The T-statistic of 10.406, the original sample value of 0.480, and the P-value of 0.000 further support this hypothesis. Customers are willing to pay additional costs for ecologically sound commodities because they view these products as an investment in their personal well-being and the environment. Table 4.7 shows that the highest mean value is for the statement, "Using environmentally friendly products compared to conventional products," with a mean of 3.76. This condition indicates that although ecologically sound commodities have the potential to be more expensive than conventional alternatives, consumers feel the additional costs are justified due to their sustainability attributes. As highlighted in the literature, green prices are often associated with additional costs of using sustainable materials and production methods, but these costs may be acceptable to environmentally conscious consumers (Salqaura et al., 2024).

The Influence of Environmental Awareness on Purchasing Decisions

Environmental awareness is another crucial element that modulates acquisition decisions. With a T-statistic of 9.167, an original sample value of 0.449, and a P-value of 0.000, this hypothesis is also supported. The results show that customers who are more concerned about ecological issues tend to support brands that represent their principles, such as Npure. Figure 4.2 presents the modified PLS model, which shows an increase in path coefficients after the removal of invalid indicators.

This aligns with previous studies identifying a constructive link between environmental awareness and pro-environmental consumer behavior (Irfanita et al., 2021).Environmental awareness goes beyond psychological considerations and directly influences consumer behavior, thus driving increased demand for ecologically sound commodities.

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PLS-SEM Analysis and Model Evaluation

This research utilizes the PLS-SEM approach **,** a robust method for analyzing complex relationships in data. Figure 4.3 shows the output of the bootstrapping hypothesis test, which demonstrates the statistical significance of the path coefficients. These coefficients support the theoretical model that ecologically sound commodities, environmentally oriented tariffs, and ecological concern have a positive impact on acquisition decisions.

Furthermore, the R-Square value of 0.484 for the dependent variable, acquisition decision, indicates that 48.4% of the variation in acquisition decision can be explained by the independent variable . This condition reflects that although this variable plays a significant role, there are other elements not accommodated in this study that also modulate acquisition decision

CONCLUSION

This research aimed to examine the impact of ecologically sound commodities, environmentally friendly pricing, and ecological awareness on the purchase decisions of Npure products. The study found that respondents, particularly those aged 21-24 and predominantly university students, demonstrated a high level of awareness and inclination toward ecologically sound and sustainable commodities. These findings suggest that ecologically sound commodity attributes, such as sustainable packaging and the use of natural materials, constructively modulate customers' purchase decisions. Furthermore, despite the potential higher cost of ecologically sound commodities, customers were willing to pay more, suggesting that the additional cost was justified by the product's sustainable attributes. Furthermore, environmental awareness was shown to have a significant impact on purchase decisions, with consumers demonstrating a greater likelihood of choosing brands that align with their ecologically sound principles. These results underscore the growing importance of sustainability in the cosmetics industry, particularly among young, environmentally conscious consumers, and contribute to understanding how the characteristics of ecologically sound commodities, pricing, and ecological awareness shape customer behavior patterns.

Suggestion

Based on the findings of this study, several recommendations are proposed for Npure and similar brands. First, Npure should continue to innovate in creating eco-friendly packaging, as this aligns with consumer demand for sustainable products. Furthermore, while customers are willing to pay extra for eco-friendly products, introducing more competitive pricing tactics can further enhance consumer engagement and purchasing behavior. Npure should also focus on raising consumer awareness of the environmental benefits of its products, particularly by clearly communicating the brand's sustainability initiatives. Transparent communication about the use of natural ingredients and the reduction of plastic waste is likely to foster stronger consumer loyalty. Furthermore, expanding the research to different geographic regions or consumer groups could provide a broader understanding of global trends in sustainable consumption, helping Npure refine its marketing strategy. Finally, exploring the long-term effects of sustainable pricing and understanding potential barriers to widespread adoption of eco-friendly products could provide valuable insights for increasing market penetration. By implementing these strategies, Npure and similar companies can strengthen their position in the sustainable beauty market and better meet the expectations of environmentally conscious consumers

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