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The Influence of Green Marketing, Green Awareness and Green Products on Purchasing Decisions

Yayi Mahesnesi^{1*)}; Yanto Ramli²⁾

¹⁾ yayi.mahesnesi10@gmail.com, Universitas Mercu Buana, Indonesia

²⁾ yantoramli18@gmail.com, Universitas Mercu Buana, Indonesia

*) Corresponding Author

ABSTRACT

The purpose of this study is to determine the influence of Green Marketing, Green Awareness, and Green Products on The Body Shop Product Purchase Decision. This study uses a quantitative approach collected through the distribution of google form questionnaires to consumers who purchase The Body Shop products at Summarecon Mall Bekasi, which is the population in this study. The sample of this study was selected using the purposive sampling technique, with a total of 160 respondents. This study uses an analysis method, namely Partial Least Square (PLS). The results of this study show that: (1) Green Marketing has a positive and significant effect on Purchase Decisions on The Body Shop products. (2) Green Awareness has a positive and significant effect on the Purchase Decision on The Body Shop products. (3) Green Products have a positive and significant effect on the Purchase Decision on The Body Shop products.

Keywords : *Green Marketing; Green Awareness; Green Products; Purchase Decisions.*

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INTRODUCTION

Environmental issues such as global warming and the increase in the amount of plastic waste are serious issues that encourage public awareness of the importance of sustainability in daily life. Data from the Ministry of Environment and Forestry notes that Indonesia produces 19.56 million tons of waste per year, of which 18.6% is plastic waste (Katadata.com, 2023). The beauty industry is also a major contributor to plastic packaging waste that is difficult to decompose. At the beginning of 2023, PT Waste For Change Indonesia reported that the total plastic packaging waste from the beauty industry reached 6.8 million tons of 12.5 million tons of non-recyclable plastic waste. This data shows that beauty product packaging is one of the biggest contributors to plastic waste. The impact of plastic waste affects nearly all aspects of society, leading people to become more aware and selective in purchasing environmentally friendly and recyclable products (Rohmah & Tobing, 2023).

Responding to this challenge, many companies have begun to implement environmentally friendly marketing strategies or green marketing. One of the pioneers in implementing this strategy is The Body Shop, which is known through various sustainability initiatives such as the use of natural ingredients, recycled packaging, the Bring Back Our Bottles program, and vegan certification. In addition, The Body Shop also actively invites consumers to participate in the environmental care movement by providing rewards for returning empty packaging.

Table 1. Top Brand Index

BODY CREAM/ BODY BUTTER		BODY MIST	
Fire	Top Brand Index	Fire	Top Brand Index
The Body Shop	38.40%	The Body Shop	36.50%
Oriflame	15.40%	Secret Victories	15.50%
Mustika Ratu	15.20%	Natural Beauty	14.00%

Source: Top Brand Award (www.topbrand-award.com)

Based on the Top Brand Awards survey data listed in the table above, The Body Shop was listed as the top brand for the Body Mist and Body Butter/Body Cream categories with a percentage of 36.50% and 38.40% of the total respondents. This figure is much higher than other brands on the list, indicating an increase in consumer purchasing decisions for these products.

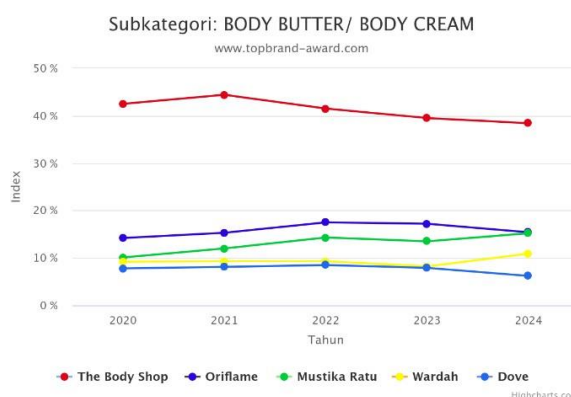
Figure 1. Old and New Body Butter Packaging



Source: Greeners.co, 2021

One of the products that has undergone significant changes in terms of packaging is Body Butter. Previously, Body Butter was packaged using conventional plastic (virgin plastic) which was less environmentally friendly. As a form of commitment to sustainability, The Body Shop replaced its packaging with 100% post-consumer recycled plastic and aluminum lids that are also recyclable. This packaging innovation reflects the company's seriousness in responding to environmental issues, as well as being a strategic step to reduce the volume of plastic waste.

Figure 2. Body Butter The Body Shop Sales Data



Source: Top Brand Award (www.topbrand-award.com)

Despite undergoing packaging transformation and being recognized as a Top Brand for several years, the latest data shows that the market share of Body Butter products has decreased. Based on the Top Brand Index chart for 2020–2024 for the Body Butter/Body Cream subcategory, it can be seen that The Body Shop has experienced a decrease in the index from around 44% in 2021 to 38% in 2024, while several competitors such as Mustika Ratu and Wardah have actually increased.

This phenomenon raises an important question: do sustainability strategies such as packaging changes really impact consumers' purchasing decisions? Or is the company's green image not enough to influence market behavior consistently? Previous studies have shown that several factors can influence purchasing decisions towards eco-friendly products. Apriliani and Aqmala (2021) emphasized the importance of green awareness in shaping consumer decisions. Amoako et al. (2022) highlight the influence of green marketing on brand loyalty, while Hikmatunnisa (2020) emphasizes the role of green product attributes such as packaging and production processes. To support this, researchers conducted a pre-survey of 30 consumers of The Body Shop in North Bekasi, and the results showed that the three factors were the most dominant influencing purchasing decisions. The results are presented in the following table.

Table 2. Pre- Survey Results

Question	Answer	
	Yes	Not
Green Marketing		
Does green marketing make you feel that The Body Shop products are safer to use?	29	1
Green Awareness		

Question	Answer	
	Yes	Not
Did you choose The Body Shop products because you are aware of the importance of environmental protection?	28	2
Life Style		
Are you more likely to buy The Body Shop products because they support your sustainable lifestyle?	18	12
Brand Image		
Do you feel that The Body Shop's products are of higher quality because of their good brand image?	22	8
Green Product		
Do you feel more comfortable buying The Body Shop products they use natural and organic ingredients	28	2
Price Perception		
Do you feel that the price of this product is too high compared to the benefits?	25	5

The results of the pre-survey of 30 respondents showed that green marketing was the most dominant factor, with 29 respondents stating that they felt safer using The Body Shop products because of their marketing strategy. Followed by green awareness and green products, each with 28 respondents who stated that they chose products because they care about the environment and feel comfortable because of natural ingredients. These findings reinforce the research's focus on three main variables: green marketing, green awareness, and green products in influencing purchasing decisions.

LITERATURE REVIEW

Purchase Decision

Kotler and Armstrong (2018:177) define purchasing decisions as the process by which consumers choose to purchase the most preferred brand. However, there are two main factors that can arise between the purchase intent and the actual purchase decision. The first factor is the influence of other people's opinions and the second factor is unexpected situational factors.

Green Marketing

Farahzori and Verinita (2020) define green marketing, which is the activity of marketing products with an environmentally friendly approach. This includes product modifications, changes in the production process, packaging adjustments, and redrafting of promotional strategies. Amoako et al. (2022) also emphasizes green marketing as the integration of marketing practices that support sustainability by meeting human needs while reducing negative impacts on the environment. It involves the company's efforts to produce, promote, package, and claim products with a focus on environmental sustainability.

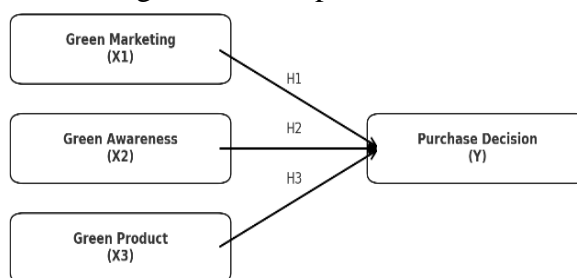
Green Awareness

Apriliani and Aqmal (2021) define green awareness as an effort to involve the entire community to increase awareness in maintaining and preserving the environment, based on norms that regulate environmental balance and the principle of living in harmony with nature.

Green Products

Hikmatunnisa (2020) defines green product as an effort to minimize waste during the production process while maximizing product yields that meet environmentally friendly requirements. Tridiwiyanti (2021) emphasized that green products are products that do not contain toxins, can be recycled, are not tested on animals, do not pollute the environment, and are minimally packaged.

Figure 3. Conceptual Framework



Hypothesis:

H1: Green Marketing has a positive and significant effect on Purchase decisions.

H2: Green Awareness has a positive and significant effect on Purchase decisions.

H3: Green Products has a positive and significant effect on Purchase decisions.

METHOD

The study, which was conducted at Summarecon Mall Bekasi, North Bekasi, from June 2024 to June 2025 examined the impact of Green Marketing (X1), Green Awareness (X2), and Green Product (X3) on Purchase Decisions (Y). Using a causal-descriptive design with a quantitative approach. The population consists of consumers who purchase The Body Shop products at Summarecon Mall Bekasi, because it is one of the major shopping centers in the North Bekasi area with a high level of visits and consumer segmentation that is in accordance with The Body Shop's target market. The sampling technique used is purposive sampling, with the criteria that respondents are at least 17 years old and have an interest or understanding of environmental issues. A total of 160 respondents participated in this study. Data were collected through questionnaires and analyzed using the Partial Least Squares (PLS) method with the help of SmartPLS software, following Ghozali (2021) to assess the measurement model, structural model, and hypothesis testing.

RESULTS AND DISCUSSION

According to Sugiyono (2020), an indicator is said to have good validity if the loading factor value ≥ 0.7 . In the empirical experience of the study, the loading factor value ≥ 0.5 is still acceptable. Therefore, indicators with a loading factor value of < 0.5 must be removed from the model. The following are presented the results of the outer loading test on the variables of Green Marketing, Green Awareness, Green Product, and Purchase Decision.

Table 3. Outer Loading

Variable	Indicators	Outer Loading	Information	
Green Marketing	GM3	0.772	Valid	
	GM4	0.807	Valid	
	GM5	0.768	Valid	
	GM6	0.786	Valid	
	GM7	0.731	Valid	
	GM8	0.750	Valid	
	GM9	0.751	Valid	
	GM10	0.792	Valid	
	Green Awareness	GA1	0.691	Valid
		GA2	0.843	Valid
GA3		0.804	Valid	
GA4		0.785	Valid	
GA5		0.814	Valid	
GA6		0.783	Valid	
Green Product	GP1	0.798	Valid	
	GP2	0.772	Valid	
	GP3	0.807	Valid	
	GP4	0.746	Valid	
	GP5	0.776	Valid	
	GP6	0.799	Valid	
Decision Purchase	KP1	0.775	Valid	
	KP2	0.770	Valid	
	KP3	0.777	Valid	
	KP4	0.731	Valid	
	FP5	0.792	Valid	
	KP6	0.802	Valid	
	KP7	0.644	Valid	
	FP8	0.734	Valid	

Based on the results of the outer loading test in Table 3, all indicators have met the requirements because the loading factor value is ≥ 0.6 each.

The reliability test is done by testing the composite reliability to assess the consistency of the instruments used in the research model. A construct is considered to have good reliability if the composite reliability value or Cronbach's alpha on all variables reaches ≥ 0.7 , so that the questionnaire used can be said to be consistent and reliable (Hair et al., 2021). In this study, the results of the composite reliability test showed the following outputs:

Table 4. Cronbach's Alpha & Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability	Information
Green Marketing	0.902	0.921	Reliable
Green Awareness	0.878	0.907	Reliable
Green Product	0.874	0.905	Reliable
Purchase Decision	0.892	0.913	Reliable

Based on Table 4, it shows that Cronbach's alpha and composite reliability values for each latent variable are above 0.70. This indicates that all indicators used are consistent in their measurements.

Convergent validity is related to the principle that the measurement indicators (manifest variables) of a construct must be highly correlated (Ghozali, 2021). According to Ghozali (2021), the rule of thumb commonly used to assess convergent validity is that the value of the extracted mean variance (AVE) must be > 0.50 .

Table 5. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Information
Green Marketing	0.593	Valid
Green Awareness	0.621	Valid
Green Product	0.614	Valid
Purchase Decision	0.569	Valid

Based on Table 5, it can be concluded that all variables have an AVE value above 0.50, then all values have good convergent validity.

Furthermore, the discriminant validity test was carried out using the Fornell-Larcker Criterion. A model can be said to be good if the square root value of AVE in each construct is greater than the correlation value between that construct and other constructs in the model. The following are presented test results using the Fornell-Larcker Criterion.

Table 6. Fornell Lacker Criterion

Variable	Green Marketing	Green Awareness	Green Product	Decision Purchase
Green Marketing	0.770			
Green Awareness	-0.028	0.788		
Green Product	-0.115	0.128	0.783	
Purchase Decision	0.406	0.465	0.453	0.755

Based on Table 6, the entire root value of the AVE (Fornell-Larcker Criterion) in each construct is higher than its correlation with the other variables, so that the constructs can be declared valid.

The next discriminant validity test is to use the Heterotrait-Monotrait Ratio (HTMT) value, if the HTMT value < 0.9 , then it has good discriminant validity. Here are the results of the Heterotrait-Monotrait Ratio (HTMT) test:

Table 7. Heterotrait-Monotrait Ratio (HTMT)

Variable	Green Marketing	Green Awareness	Green Product	Decision Purchase
Green Marketing				
Green Awareness	0.144			
Green Product	0.151	0.156		
Purchase Decision	0.436	0.512	0.499	

Based on Table 7 above, the value of each relationship with other constructs in the model is below 0.9, then the value of the Heterotrait-Monotrait Ratio has good discriminant validity.

Therefore, all the variables tested are reliable and suitable for further analysis. The R– Square value is used to test the merits of the model. This evaluation can be seen from the results of R-Square for endogenous latent variables. The higher the value of the determination coefficient, the better the model.

Table 8. R – Square

Variable	R Square	R Square Adjusted
Decision Purchase	0.591	0.583

Based on Table 8, it shows that the R-square value for the purchase decision variable obtained is 0.591 in the moderate or medium category. These results indicate that the purchase decision variable is 59% by the variables of Green Marketing, green awareness, and green product based on the answers submitted by consumers. The remaining 41% was explained by other variables that were not included in this study.

Effect size or f^2 testing is performed to measure the extent of the influence of exogenous variables on endogenous variables by looking at changes in R^2 values.

Table 9. F – Square

Variable	Green Marketing	Green Awareness	Green Product	Decision Purchase
Green Marketing				0.532
Green Awareness				0.424
Green Product				0.487
Purchase Decision				

Based on Table 9, the f^2 value for the Green Marketing variable has a value of 0.532, therefore the influence of Green Marketing on Purchase Decisions at the structural level has a big influence. The f^2 value for the Green Awareness variable has a value of 0.424, therefore the influence of Green Awareness on Purchase Decisions at the structural level has a big effect. The value of f^2 for the Green Product variable has a value of 0.487, therefore the influence of Green Product on Purchase Decisions at the structural level has a big effect. So, all exogenous variables have a large and significant influence on endogenous variables.

The next criterion is to evaluate the cross-validated redundancy (Q^2) used to measure the extent to which the observation value can be predicted by the structural model. Hair et al., (2021) stated that if the value of $Q^2 > 0$ for certain endogenous latent variables indicates that the PLS-SEM pathway model has a predictive relevance value;

- 0.00 - 0.24 → subcategories
- 0.25 - 0.37 → medium category
- 0.38 - 1 → high category

Table 10. Q – Square

Variable	$Q^2 (=1-SSE/SSO)$
Decision Purchase	0.318

Thus, the model is considered to have a moderate level of predictive relevance and is feasible to use. This indicates that the model is able to provide accurate and reliable predictions in subsequent analysis.

The researcher can use the bootstrapping procedure to see the path coefficient value, the T-statistical value, and the p value to test the hypothesis that has been proposed. To ascertain the significance of the path coefficient on the structural model. Alternatively, researchers can also refer to a p-value of less than 0.05 as an indicator of significance. Hair et al., (2021) explain that the value of the path coefficient is in the range between -1 to +1, where values close to +1 indicate a strong positive relationship. In addition, the T-Statistic value is used to determine the significance between constructs, with the limit of the decision that the hypothesis is rejected if the T-Statistic value < 1.96.

Table 11. Hypothesis Test

Relationship between Variabel	Original Sample	T-Statistics	P-Values	Result
Green Marketing -> Purchase Decisions	0.469	9.311	0.000	Significant Positives
Green Awareness -> Purchase Decision	0.420	7.692	0.000	Significant Positives
Green Product -> Purchase Decision	0.453	10.442	0.000	Significant Positives

Hypothesis testing showed that Green Marketing significantly influenced Purchasing Decisions (P = 0.000, T = 9.311, O = 0.469), confirming H1. This includes changes to products, changes in the production process, packaging adjustments, and reformulation of promotional strategies in line with Farahzori & Verinita (2020). Green Awareness also has a positive effect on Purchase Decisions (P = 0.000, T = 7.692, O = 0.420), supporting H2. This awareness plays a significant role in shaping consumer buying interest, especially in the context of environmentally friendly products by Butar Butar et al. (2024). Green Products positively significantly affect Purchase Decisions (P = 0.000, T = 10.442, O = 0.453), H3 is accepted. Increasing consumer buying interest through the added value they provide in sustainability and environmental responsibility is in line with Jennah & Ismail (2023).

CONCLUSION

This study analyzes the influence of green marketing, green awareness, and green products on The Body Shop consumer purchase decisions. The results of the study show that these three variables have a positive and significant effect on purchasing decisions. Effective green marketing, especially in promotional aspects that emphasize the value of sustainability, is able to encourage consumers to choose products consistently. Green awareness shows that consumers tend to choose products from manufacturers who have a commitment to the environment, while green products emphasize that innovation and quality of environmentally friendly products increase buying interest. Therefore, it is recommended that The Body Shop Indonesia continue to optimize green marketing strategies, improve the quality and innovation of green products, and strengthen consumer education through campaigns and community programs. Theoretically, this study reinforces the important role of green strategies in influencing consumer behavior and opens up opportunities for further studies by adding

variables such as green trust, green brand image, and green perceived value to expand understanding of behavior towards environmentally friendly products, as well as replication in various locations to improve the generalization of findings.

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