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The Influence of Green Marketing, Green Awareness and Green Product on Purchase Decision

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ABSTRACT

The purpose of this study is to examine how green marketing, green awareness, and green products affect consumers' decisions to buy. This study employs a descriptive research design and a quantitative methodology. Users or customers of Sukin Moisturizer goods at the Sukin store in Grand Indonesia, Tanah Abang District, Central Jakarta Administrative City, DKI Jakarta, made up the study's population. A sample of 160 respondents was employed in this investigation. Questionnaires were sent in order to gather data. Purposive sampling combined with non-probability sampling was the method of sample collecting employed in this investigation. Using the SmartPLS 4.0 data processing tool, the Partial Least Square-Structural Equation Model (PLS-SEM) analyzes the gathered data. According to the findings of this study, purchasing decisions are significantly influenced favorably by green marketing, green awareness, and green products.

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

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INTRODUCTION

The population of Indonesia makes up 3.45% of the global population. According to the most recent UN Worldometer statistics, as of Sunday, June 2, 2024, Indonesia has a population of 279,615,922. By the middle of 2023, Indonesia's population is predicted to be 277,534,122. Approximately 3.45% of the world's population resides in Indonesia. In terms of population, Indonesia is the fourth most populous country (including its dependents).

Figure 1. Population of Indonesia in 2023

Source: Worldometer, 2024

Indonesia ranks among the top 10 most populous countries, resulting in major challenges including waste generation and management. According to the Ministry of Environment and Forestry, the country produces approximately 175,000 tons of waste daily, with each person contributing around 0.7 kg per day. The United Nations Environment Programme (UNEP) warns that plastic pollution could triple by 2040 without significant intervention, with plastic waste potentially reaching 27 million tons annually. In Jakarta, 87.52% of plastic waste ends up in landfills, contributing to severe air pollution and public health concerns. As of early 2024, Jakarta was among the 15 cities with the worst air quality globally. Amid these environmental threats, businesses are increasingly expected to reduce, recycle, and reuse waste while adopting sustainable strategies to remain competitive. In the beauty sector, skincare products often packaged in non-recyclable plastics are growing in demand due to consumer preferences, especially among Indonesian women. This demand is driven by societal perceptions linking physical appearance to job prospects. The beauty industry in Indonesia has experienced significant growth, with a 9.61% increase in 2021 and a 20.6% rise in cosmetic companies.

Skincare products are now essential for both women and men, encompassing cleansers, moisturizers, serums, and sunscreen. However, the industry significantly contributes to plastic waste, making Indonesia the second-largest producer of plastic waste globally, generating over 3.21 million tons annually. Environmental awareness is increasing as consumers realize their impact on pollution and global warming. This shift aligns with Sustainable Development Goal (SDG) 12 on responsible consumption and production. Consumers are now more selective, prioritizing eco-friendly and recyclable packaging.

Consequently, businesses are adopting green marketing strategies and sustainable products to meet consumer expectations and enhance long-term competitiveness.

Jakarta, as Indonesia's economic hub, has become a prime market for eco-conscious skincare brands. Many companies now align their image with green values, promoting sustainability and environmental protection. This is reflected in global movements that support eco-friendly consumption, pressuring companies to adapt through innovation and environmentally responsible practices. One notable example is Sukin Natural Cosmetics, an Australian brand committed to eco-friendly, vegan skincare. Founded in 1987, Sukin implements the 3R principles Reduce, Reuse, Recycle to support sustainable production. These practices help reduce waste at the source, minimize environmental damage, and promote positive societal attitudes toward sustainability (Mahartin, 2023). The integration of green values into business strategy has become essential in meeting modern consumer expectations and supporting environmental stewardship.

Figure 2. Sukin Brand Natural

Source: Sukin, 2024

Based on image 2 Sukin has made a kind of commitment where each of its products is 100% vegan, free from cruelty testing on animals, and 100% carbon neutral. All Sukin packaging uses PET (polyethylene terephthalate), brown glass and PE (polyethylene) which are 100% recyclable and free of BPA (bisphenol 4) (Aprilliana, 2019). With the concept of green marketing, Sukin also collaborates with Sociolla and Waste4change in a beauty reduction campaign and sets up recycling points in 34 Sociolla stores across the country. So Sukin is asked to create a strategy to get purchasing or sales decisions through several concepts that are able to add new consumers and loyal consumers.

Table 1. Top Five Moisturizer Brands Rated 2024

No	Mouisturizer Product	Image	Rating	Review
1	Scora		4,8	14 thousand reviews
2	Sukin		4,9	6.500 thousand reviews
3	Originote		4,7	1.200 reviews
4	Pipiqiu		4,7	25 reviews
5	Isntree		4,6	13 reviews

Source: Researcher Processing, 2025

Based on table 1 Rating Brand moisturizer above in 2024, the sales of the moisturizer above in the sales of Sukin moisturizer are the best-selling products with the highest rating of 4.9 because the Sukin moisturizer product is the perfect moisturizer. Moisturizer products in Sukin that hydrate, nourish and soften the skin. This Sukin moisturizer has a blend of avocado, sesame seeds, jojoba oil, and rosehip. While wheat germ and vitamin E aid to enhance texture and preserve the skin's moisture barrier, soothing aloe vera revitalizes the skin. The skin will feel smooth, nourished, and in good condition. The Sukin skincare logo uses the concept of Sukin, a natural skin care & personal care brand from Australia, which is committed to using only natural ingredients, packaging and selected production processes that are proven to be effective, gentle and good for the skin, animals and the earth.

Sukin Natural Cosmetics was established with a commitment to producing safe, vegan, and environmentally friendly skincare products. Despite these advantages, the brand faces challenges in terms of low market penetration and the absence of consistent consumer loyalty. Hence, beyond product quality, a precise marketing strategy is essential to stimulate purchase decisions.

Previous studies have identified several factors influencing purchase behavior. According to Salam & Sukiman (2021), green marketing and green awareness have a positive influence on purchase decisions, based on multiple linear regression analysis. Similarly, Sionika et al. (2023) confirmed that both green product and green awareness significantly affect consumer purchase decisions of Mustika Ratu products. Additionally, Mishra & Kulshreshtha (2023) revealed that green product, green advertising, and green brand image positively influence purchase decisions, with consumer attitude serving as a mediating variable. To validate these findings, a preliminary survey was conducted using a Google Form distributed to 30 respondents regarding the purchase of Sukin Moisturizer. The results support the notion that eco-conscious factors play a significant role in influencing consumer purchase behavior.

Table 2. Pre-Survey Results

No	Question	Answer	
		Yes	No
	Green Marketing		
1	When I hear or see Sukin Moisturizer Products, I immediately think of environmentally friendly products.	25 person	5 person
	E – Wom		
2	I often hear other people talking about their satisfaction after using Sukin Moisturizer products on social media.	12 person	18 person
	Green Awareness		
3	I am aware that Sukin Moisturizer products will not pollute the environment.	25 person	5 person
	Brand Image		
4	I feel that Sukin Moisturizer products have a good image in the eyes of consumers.	13 person	17 person
	Green Product		
5	I know that the raw materials for Sukin Moisturizer products are made from natural ingredients.	24 person	6 person
	Perceived Price		
6	I am willing to pay a premium price for Sukin Moisturizer products because they are environmentally friendly.	13 person	17 person

Source: Researcher Processing, 2025

This preliminary survey aimed to identify key factors influencing the purchase decision process. The results revealed that 25 respondents answered "YES" to the Green Marketing variable, indicating they purchased Sukin moisturizer because they perceived the product as environmentally friendly; therefore, this factor was designated as Variable X1. Additionally, 25 respondents affirmed the Green Awareness variable, stating they chose eco-friendly skincare products and recognized that Sukin moisturizer would not harm the environment this was designated as Variable X2. Furthermore, 24 respondents agreed on the Green Product variable, noting that Sukin moisturizer is made from natural ingredients and packaged in recyclable materials, thus helping reduce plastic waste and

environmental harm, and was designated as Variable X3. Based on these findings, the researcher established the study entitled: "The Influence of Green Marketing, Green Awareness, and Green Product on Purchase Decision."

LITERATURE REVIEW

Purchase Decision

Purchase decision is a consumer behavior process influenced by problem-solving and evaluating alternatives. It reflects emotional and cognitive responses under uncertainty, shaped by perceived risk, trust, and available information (Kim et al., 2021). This decision plays a key role in business performance (Petcharat & Leelasantitham, 2021). Kotler and Keller (2016) describe it as the act of choosing among available options, making it a critical element in marketing.

Green Marketing

Green Marketing promotes eco-friendly products and arose during the 1980s through the American Marketing Association (Kotler & Keller, 2016). It involves strategies that reduce environmental harm through recycled materials and sustainable practices. As a corporate approach, it enhances firm performance and meets rising consumer environmental concerns (Petcharat & Leelasantitham, 2021).

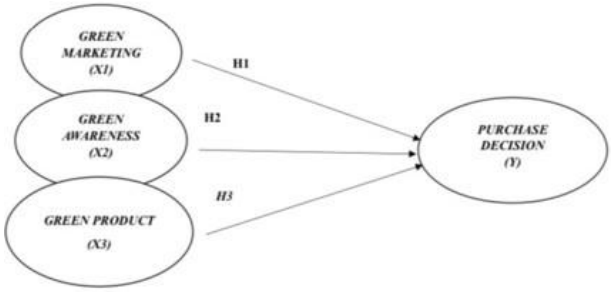
Green Awareness

Green Awareness highlights the public's growing sensitivity to environmental preservation. Apriliani & Aqmala et al. (2021) explain that societal norms often place humans as dominators of nature. Rising awareness, especially among Millennials and Gen Z, is driven by environmental concerns and peer influence, urging lifestyle shifts toward sustainability (Nguyen et al., 2024).

Green Product

Green Product refers to goods developed with minimal environmental impact, using eco-conscious materials and processes. This concept addresses climate issues and pollution, encouraging consumer responsibility (Dianti & Paramita, 2021). Mishra & Kulshreshtha (2023) confirmed that green product attributes significantly influence purchase decisions through enhanced environmental concern.

Figure 3. Conceptual Framework



Source: Researcher Processing, 2025

Hypothesis:
H1: Green Marketing has a positive and significant effect on Purchase decision.
H2: Green Awareness has a positive and significant effect on Purchase decision.
H3: Green Product has a positive and significant effect on Purchase decision.

METHOD

The impact of green marketing, green awareness, and green products on purchase decisions was investigated in this study using a quantitative methodology and survey method. The study was carried out in the Sukin Outlet in Grand Indonesia, Tanah Abang, Jakarta, between May 2024 and February 2025. A structured questionnaire was used to gather data from respondents who satisfied three requirements: they had to live in DKI Jakarta, be Sukin Moisturizer product users or customers, and be willing to fill out the study. Purposive sampling, a non-probability sampling methodology, was used in this study. Hair et al. (2021) calculated the sample size of 160 respondents by multiplying the total number of indicators by five (32). To evaluate attitudes, views, and perceptions about the research variables, a five-point Likert scale was employed. In order to evaluate the predictive correlations among latent variables, the data was analyzed using Partial Least Squares (PLS), a variance-based Structural Equation Modeling (SEM) approach that allows the study of both the measurement model (outer model) and the structural model (inner model).

RESULTS AND DISCUSSION

Outer loadings reflect the degree to which each indicator contributes to the latent construct it is intended to measure. A high outer loading value indicates that the indicator effectively represents the construct. In this study, an indicator is considered reliable if it has an outer loading value of ≥ 0.70, in accordance with the recommendation by Hair et al. (2019). Nevertheless, indicators with values ranging between 0.60 and 0.70 may still be retained if they contribute meaningfully to the content validity and overall construct reliability.

Table 3. Loading Factor

Variabel	Indikator	Outer Loading	Explanation
Green Marketing	GM1	0.818	Pass the Test
	GM2	0.712	Pass the Test
	GM3	0.835	Pass the Test
	GM4	0.846	Pass the Test
	GM5	0.822	Pass the Test
	GM6	0.765	Pass the Test
	GM7	0.836	Pass the Test
	GM8	0.768	Pass the Test
Green Awareness	GA1	0.871	Pass the Test
	GA2	0.766	Pass the Test
	GA3	0.753	Pass the Test
	GA4	0.832	Pass the Test
	GA5	0.781	Pass the Test
	GA6	0.849	Pass the Test
	GA7	0.795	Pass the Test
	GA8	0.754	Pass the Test

Variabel	Indikator	Outer Loading	Explanation
Green Product Innovation	GP1	0.848	Pass the Test
	GP2	0.773	Pass the Test
	GP3	0.785	Pass the Test
	GP4	0.865	Pass the Test
	GP5	0.839	Pass the Test
	GP6	0.826	Pass the Test
	PD1	0.787	Pass the Test
	PD2	0.779	Pass the Test
	PD3	0.738	Pass the Test
Purchase Decisions	PD4	0.754	Pass the Test
	PD5	0.741	Pass the Test
	PD9	0.747	Pass the Test
	PD10	0.832	Pass the Test

Source: Researcher Processing, 2025

Every indication has a loading factor value greater than 0.7, according to the outer loading test findings. These findings therefore show that the study model's indicators have satisfied construct reliability standards and are suitable for additional analysis in assessing discriminant validity, convergent validity, and the structural model's (inner model's) assessment.

Construct reliability and validity are crucial in assessing the measurement model in PLS-SEM. Reliability is evaluated using Composite Reliability (CR) and Cronbach's Alpha, with values ≥ 0.70 indicating acceptable internal consistency (Hair et al., 2021). Indicator reliability is assessed through outer loadings, where values ≥ 0.70 are ideal, though 0.60–0.70 may be retained if theoretically justified (Hair et al., 2019). Convergent validity is tested using Average Variance Extracted (AVE), which should be ≥ 0.50 to confirm that a construct explains more than half of the variance of its indicators.

Table 4. Construct Reliability and Validity

Variabel	Cronbach Alpha's	Composite Reliability	Average Variance Extracted (AVE)	Explanation
Green Marketing	0.920	0.935	0.642	Pass the Test
Green Awareness	0.920	0.935	0.642	Pass the Test
Green Product	0.905	0.927	0.678	Pass the Test
Purchase Decisions	0.884	0.910	0.591	Pass the Test

Source: Researcher Processing, 2025

All of the latent variables in the preceding table have Cronbach's Alpha and Composite Reliability values more than 0.70, demonstrating high internal consistency between the indicators. This implies that every construct in the research satisfies the necessary reliability criterion and is suitable for additional examination. Furthermore, because the indicators accurately reflect the underlying latent constructs, all constructs also show Average Variance Extracted (AVE) values above 0.50, indicating that each measure has strong convergent validity.

Two methods were used to assess discriminant validity in this study: the Heterotrait-Monotrait Ratio (HTMT) and the Fornell-Larcker Criterion. When the square root of each construct's AVE is higher than its correlations with other constructs in the model, discriminant validity is attained, per the Fornell-Larcker Criterion. Furthermore, to verify that a construct has a stronger correlation with its own indicators than with other constructs, the HTMT value for each construct must be less than the 0.90 threshold (Hair et al., 2021).

Tabel 5. Fornell Lacker Criterium and Heterotrait-Monotrait Ratio

Variable	Fornel Green Marketing	l Lacker Criterium Green Awareness	Green Product	Purchase Decision
Green Marketing	0.879			
Green Awareness	0.685	0.882		
Green Product	0.732	0.711	0.923	
Purchase Decision	0.665	0.668	0.662	0.854

Table 6. Heterotrait-Monotrait Ratio

Variable	Green Marketing	Green Awareness	Green Product	Purchase Decision
Green Marketing				
Green Awareness	0.638			
Green Product	0.530	0.688		
Purchase Decision	0.560	0.735	0.591	

Source: Researcher Processing, 2025

The model satisfies the Fornell-Larcker Criterion for discriminant validity as the square roots of the AVE values for each construct are higher than their corresponding correlations with other constructs. Good discriminant validity is further demonstrated by the fact that all Heterotrait-Monotrait Ratio (HTMT) values are less than 0.90, indicating that each construct has greater relationships with its own indicators than with those of other constructs.

A model's goodness of fit is evaluated using the R-Square value, specifically by calculating the R-Square of endogenous latent variables. The better the model explains the variance of the dependent variable, the greater the coefficient of determination. R-Square is evaluated according to three criteria in the context of PLS modeling: values over 0.75 are regarded as strong or considerable, values between 0.25 and 0.50 as weak, and values between 0.51 and 0.75 as moderate (Hair et al., 2021).

Table 7. R Square

Variabel	R Square	R Square Adjusted
Purchase Decision	0.908	0.906

Source: Researcher Processing, 2025

The Purchase Decision variable's R-Square value is 0.908, placing it in the considerable or strong category. Based on customer responses, this shows that the independent factors of green marketing, green awareness, and green product account for 91% of the variance in purchase decisions. A better structural model is shown by a larger R-Square value, which

shows that the independent variables have a stronger explanatory power over the dependent variable. Other factors not covered in this study have an impact on the remaining 9%.

By monitoring changes in the R2 value, effect size testing (f2) determines the extent to which exogenous variables impact endogenous variables (Hair et al., 2021). In order to ascertain the relative importance of each independent variable inside the structural model, the Ghozali and Latan (2015) guidelines state that a f^2 value of > 0.02 denotes a minor effect, ≥ 0.15 denotes a medium effect, and ≥ 0.35 denotes a high effect.

Tabel 8. F-Square

Variabel	Green Marketing	Green Awareness	Green Product	Purchase Decisions
Green Marketing				0.153
Green Awareness				0.208
Green Product				0.121
Purchase Decisions				

Source: Researcher Processing, 2025

The effect size (f^2) values show that Green Marketing (f^2 = 0.153) and Green Awareness (f^2 = 0.208) have a moderate influence on Purchase Decision, while Green Product (f^2 = 0.121) has a small effect. Thus, all exogenous variables significantly affect the endogenous variable, with Green Marketing and Green Awareness showing moderate influence and Green Product showing a smaller yet meaningful effect.

Model fit evaluation requires three key indicators: the SRMR (Standardized Root Mean Residual), NFI (Normed Fit Index), and Chi-Square values, as obtained from the SmartPLS 3.0 algorithm output. According to Ghozali & Latan (2020:78), a structural model is considered a good fit if the SRMR value is less than 0.10, the NFI value is below 0.90, and the Chi-Square value exceeds 0.05, indicating that the research model is appropriate and well-structured.

Table 9. Model Fit

	Saturated Model	Estimated Model
SRMR	0.061	0.061
NFI	0.738	0.738
Chi-Square	1184.684	1184.684

Source: Researcher Processing, 2025

The SRMR value is less than 0.10, the NFI value is below 0.90, and the Chi-Square value exceeds 0.05. These results indicate that the research model demonstrates a good overall fit. The next criterion involves evaluating cross-validated redundancy (Q^2) to assess how well the observed values are reconstructed by the structural model. According to Hair et al. (2021), a Q^2 value greater than 0 for a specific endogenous latent variable indicates that the PLS-SEM path model has predictive relevance. The Q^2 value is interpreted as follows: 0.00 – 0.24 indicates low predictive relevance, 0.25–0.37 indicates moderate predictive relevance, and 0.38–1.00 indicates high predictive relevance.

Table 10. Q Square

Variabel	Q-Square atau Q^2
Purchase Decision	0.514

Source: Researcher Processing, 2025

Thus, this model is said to have high relevant predictive value and is worthy of use. This indicates that the model has very good predictive ability and can be relied on for further analysis.

This stage tests how exogenous latent variables are connected to endogenous latent variables. Hypotheses are evaluated using path coefficients, T-statistics, and p-values obtained through the bootstrapping procedure. According to Hair et al. (2021), researchers should apply the Bias-Corrected and Accelerated (BCa) bootstrap method to assess the significance of structural paths. A p-value < 0.05 indicates statistical significance. Path coefficients range from -1 to +1, with values closer to +1 indicating a strong positive relationship, and values near -1 indicating a strong negative relationship. A T-statistic above 1.96 supports hypothesis acceptance.

Table 11. Hypothesis Test

Relationship between Variables	Original Sample	T-Statistics	P-Values	Information
Green Marketing -> Purchase Decision	0.396	3.597	0.000	Positive and Significant
Green Awareness -> Purchase Decision	0.289	3.693	0.000	Positive and Significant
Green Product -> Purchase Decision	0.306	2.829	0.005	Positive and Significant

Source: Researcher Processing, 2025

The study confirms that green marketing, green awareness, and green product each have a positive and significant influence on purchase decision. Green marketing shows a strong effect ($T = 3.597$; $\beta = 0.396$; $p = 0.000$), indicating that environmentally themed promotions and sustainable packaging enhance brand image and drive consumer purchases. This supports findings by Salam & Sukiman (2021) and Astuti et al. (2021), who noted green marketing significantly affects eco-friendly product decisions. Green awareness also significantly influences purchase decisions ($T = 3.693$; $\beta = 0.289$; $p = 0.000$). Consumers with higher environmental concern tend to choose products aligned with sustainability values. This aligns with Butar Butar et al. (2024) and Nguyen et al. (2024), who highlight the role of environmental consciousness in shaping consumer behavior. Lastly, green product has a notable positive effect ($T = 2.829$; $\beta = 0.306$; $p = 0.005$), as consumers increasingly prefer eco-friendly, low-impact goods. This finding is consistent with Murniati & Widodo (2024), Dianti & Paramita (2021), and Jennah & Ismail (2023), who emphasize that sustainable product features contribute to purchase intention and brand loyalty.

CONCLUSION

This study empirically identifies that Green Marketing, Green Awareness, and Green Product have a positive and significant influence on the Purchase Decision of Moisturizer Sukin consumers. The findings reveal that the success of green marketing strategies, consumer awareness of environmental issues, and the superiority of eco-friendly products play a crucial role in shaping consumer preferences and purchase decisions. Consumers tend to favor products that are not only functionally effective but also aligned with sustainability values, providing strong evidence that environmentally-driven business approaches can enhance customer loyalty and market performance.

Based on these findings, it is recommended that the company strengthen its Green Marketing strategies by emphasizing the transparency of natural ingredients and maintaining consistent environmental campaigns. In addition, consumer environmental awareness should be reinforced through educational initiatives such as community programs and digital outreach. Continuous innovation in developing environmentally friendly products must be maintained to preserve the brand's competitiveness in an increasingly dynamic market. Future researchers are encouraged to include additional variables such as Green Price, Brand Image, and Product Quality, and to adopt a broader or mixed-methods approach for more comprehensive and insightful results.

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