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

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ABSTRACT

This study aims to examine the influence of Green Marketing, Green Awareness, and Green Pricing on Purchase Decisions (A case study on consumers of Somethinc serum in Cakung, East Jakarta). A total of 180 respondents participated in this research, which adopted a quantitative approach using purposive sampling. Data was collected through questionnaires and analyzed using multiple linear regression with SmartPLS 3.0. The findings of the study reveal that: (1) Green Marketing has a significant and positive effect on the purchase decision of Somethinc serum; (2) Green Awareness also significantly and positively influences the purchase decision of Somethinc serum; and (3) Green Pricing has a significant and positive impact on the purchasing decisions related to Somethinc serum.

Keywords: Green Marketing; Green Awareness; Green Price; Purchase Decision.

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INTRODUCTION

The issue of global warming and environmental damage due to human activities has been in the spotlight around the world. Consumption patterns that are not environmentally friendly encourage increasing public awareness to switch to more sustainable products. One of the products that has received special attention is skincare, considering its routine use in daily life (Rosyada & Dwijayanti, 2023).

In line with the increasing awareness of the importance of environmental conservation, various companies have begun to adopt *green marketing strategies*, which are marketing approaches that emphasize sustainability values. Consumers are now increasingly critical of the content of harmful chemicals in beauty products, so they are more selective in choosing the products used (Sinaga, 2024). This situation encourages companies to strengthen their brand image through a commitment to environmental issues.

The success of this strategy is reflected in the performance of local brands such as Somethinc. Based on sales data for the period 1–15 September 2022 (Figure 1),

Figure 1. Consistent Sales Data of Serum as Top Brand



Source: Kompas.co.id (2022)

Somethinc ranks first as the best-selling serum product with total sales reaching 64,800 units. Somethinc's consistency in maintaining the top position for several periods proves that the sustainability value they carry has received a positive response from consumers (Kompas.co.id, 2022). This achievement shows not only the effectiveness of green marketing strategies, but also a shift in consumer preferences towards products that are more environmentally responsible.

Somethinc was founded by Irene Ursula in 2019, Somethinc has become one of the pioneers of local Indonesian skincare brands that implement *concrete green marketing practices*. Somethinc products have been registered with BPOM, are halal certified, and use active ingredients that are safe for the skin. In addition, they also involve consumers in sustainability programs through the Somethinc Recycle Station initiative spread across various cities (Somethinc.com, 2024).

Somethinc's commitment to environmental conservation is also reflected in the *CollaboraTree campaign* in collaboration with Protect the Forest. Through this program, every purchase of Bakuchiol Skinpair Oil serum contributes IDR 10,000 to tree planting activities. As a result,

as many as 101,700 tree seedlings were successfully planted, including 5,585 marine cypress trees at Karang Malang Beach, Kendal. This program also contributes to reducing carbon emissions by 50.3 thousand Kg CO₂eq (LindungiHutan.com, 2022).

In terms of price, Somethinc serum products are sold in the range of IDR 105,000 to IDR 180,000, depending on the content, size, and distribution channel. This price range is still considered affordable, especially by consumers aged 18-24 years who have a high concern for environmental issues. For this group, a slightly higher price is considered proportional to the value of sustainability offered, otherwise known as the concept of *value for sustainability*.

The phenomenon of increasing attention to sustainability issues raises the question: do strategies such as green marketing, green awareness, and green price really affect consumer purchasing decisions, especially in Somethinc serum products? Previous research has shown that environmental awareness (Rosyada & Dwijayanti, 2023), green marketing strategies (Sinaga, 2024), and willingness to pay more for sustainable products (LindungiHutan.com, 2022) play an important role in influencing consumer behavior. To support this, the researcher conducted a pre-survey of 30 consumers of Somethinc serum in Cakung, East Jakarta, which showed that these three factors were the dominant variables in influencing purchase decisions, thus forming the basis for formulating the focus of this study.

Table 1. Pre-Survey Results

No. Question		Result	
		Yes	No
GREEN MARKETING (PEMASARAN HIJAU)			
1	Did the green marketing campaign influence you to buy the serum?	41	3
GREEN AWARENESS (KESADARAN HIJAU)			
2	Are environmental issues important to you when choosing skincare products?	43	1
BRAND IMAGE (CITRA MEREK)			
3	Do you prefer somethinc serum because of its well-known reputation?	27	17
PRODUCT QUALITY (KUALITAS PRODUK)			
4	Do you buy somethinc serum products based on positive reviews about its quality?	32	12
PROMOTIONS (PROMOSI)			
5	Did you buy somethinc serum products after seeing the promotion?	24	20
GREEN PRICE (HARGA HIJAU)			
6	Are you willing to pay more for skincare products that claim to be environmentally friendly?	41	3

The pre-survey results show that green marketing is the most influential factor on purchasing decisions, with 41 out of 44 respondents influenced by Somethinc's eco-friendly campaigns, which reflect the importance of using natural ingredients, recycling programs and waste reduction. In addition, green awareness also plays a big role, with 43 respondents considering environmental issues when choosing skincare products. Meanwhile, green price received a

positive response from 41 respondents who were willing to pay more for environmentally friendly products, signaling support for sustainable practices. Based on these findings, the research focused on “The Influence of Green Marketing, Green Awareness, and Green Price on the Purchase Decision”

LITERATURE REVIEW

Purchase Decision

Kotler and Keller (2016) The purchase decision is where the evaluation phase, customers determine their preferences for the brands on their shortlist and may also determine their desire to buy the brand they like best.

Green Marketing

Green Marketing is an environmentally friendly marketing approach that considers consumer expectations, including marketing mix elements such as product, price, place, and promotion (Sukimana & Salam, 2021). This strategy involves changes in products, production processes, packaging, and advertising, and aims to increase consumer awareness of the importance of protecting the environment (Izzani & Yosepha, 2021). Green Marketing not only helps protect the environment, but also builds a positive image of the company amid global environmental issues (Liana & Oktavani, 2020). In addition, this strategy is also an alternative to meet consumer needs while increasing business competitiveness (Genoveva & Samukti, 2020).

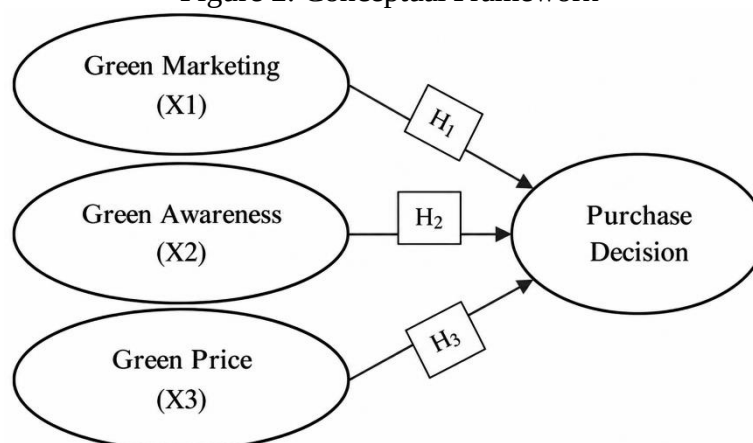
Green Awareness

Green awareness describes consumer attention to the environment and its impact on life and the preservation of nature (Iswanti et al., 2022). This concept involves efforts to increase public awareness to protect the environment according to the principle of living in harmony with nature (Apriliani & Aqmala, 2021).

Green Price

Green price is an additional cost that arises because the production of environmentally friendly products requires greater expenditure (Amin et al., 2023). In addition, the green price is also the price set by the company considering the impact on the environment (Chrysna et al., 2022).

Figure 2. Conceptual Framework



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 Price has a positive and significant effect on Purchase decision.

METHOD

The research, conducted in Cakung, East Jakarta, from June 2024 to January 2025, investigated the impact of Green Marketing (X1), Green Awareness (X2), and Green Price (X3) on Purchasing Decisions (Y) using a descriptive causal associative approach. A Likert scale was used to measure respondents' attitudes and perceptions regarding each variable. The population consists of Somethinc serum users in the Cakung area who are familiar with and/or regularly use skin care products with environmentally friendly attributes. The sample was determined through purposive sampling, with a total of 180 respondents. Respondent criteria included respondents who had purchased and used Somethinc serum and were aware of the brand's environmental initiatives. Data was collected through a structured questionnaire and analyzed using Partial Least Square (PLS) with SmartPLS 3.0, following Ghozali (2021) to evaluate the measurement model, structural model, and hypothesis testing.

RESULTS AND DISCUSSION

Convergent validity on each construct indicator is tested using the PLS (Partial Least Square) method. According to Sugiyono (2022) the validity of the indicator is fulfilled if the loading factor value is ≥ 0.7 . so that indicators with a loading factor value below 0.7 should not be included in the model or removed. The following is a description of the results of the convergent validity test on the Green marketing, Green awareness, Green price, and Purchase Decision variables.

Table 2. Loading Factor

Variable	Indikator	Outer Loading	Description
Green Marketing	GM1	0.825	Valid
	GM2	0.822	Valid
	GM3	0.833	Valid
	GM4	0.823	Valid
	GM5	0.784	Valid
	GM6	0.713	Valid
	GM7	0.700	Valid
	GM8	0.734	Valid
Green Awareness	GA2	0.776	Valid
	GA3	0.739	Valid
	GA4	0.743	Valid
	GA5	0.823	Valid
	GA6	0.792	Valid
	GA7	0.785	Valid
	GA8	0.792	Valid
Green Price	GP3	0.775	Valid
	GP4	0.754	Valid
	GP5	0.848	Valid
	GP6	0.880	Valid
	GP7	0.857	Valid

Variable	Indikator	Outer Loading	Description
Purchase Decision	GP8	0.884	Valid
	KP4	0.799	Valid
	KP5	0.810	Valid
	KP7	0.819	Valid
	KP8	0.872	Valid

Based on the test results in tabel, it shows that all indicators have met the outer loading because they have a loading factor value of more than ≥ 0.7 .

The composite reliability test is used to assess the extent to which the instruments in the research model are reliable. A construct is declared reliable if the composite reliability and Cronbach's alpha values for each variable indicator reach at least 0.7 (Hair et al., 2021). This shows that the questionnaire used is consistent and reliable.

Table 3. Reliability Test Value

Variabel	Cronbach's Alpha	Composite Reliability
Green Marketing	0.908	0.926
Green Awareness	0.892	0.915
Green Price	0.912	0.932
Purchase Decision	0.844	0.895

Based on the table above, Cronbach's alpha and composite reliability values above 0.70 indicate that all variables have good internal consistency and pass the reliability test, making them suitable for further analysis.

One method for evaluating discriminant validity is to compare the square root value of the Average Variance Extracted (AVE) of each construct against its level of correlation with other constructs in the model. A construct is declared valid if the AVE value obtained is more than 0.5 (Hair et al, 2021).

Table 4. Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)	Description
Green Marketing	0.610	Valid
Green Awareness	0.607	Valid
Green Price	0.696	Valid
Purchase Decision	0.681	Valid

All variables show an Average Variance Extracted (AVE) value above 0.50, which indicates that convergent validity requirements have been met. The discriminant validity test is carried out using the Fornell-Larcker criterion, where the model is considered valid if the AVE square root value of a construct is higher than its correlation with other constructs in the model. The following table displays the results of these tests.

Table 5. Fornell Lacker Criterium

Variable	Green Marketing	Green Awareness	Green Price	Purchase Decision
Green Marketing	0.781			
Green Awareness	0.116	0.779		
Green Price	-0.155	0.045	0.834	
Purchase Decision	0.404	0.397	0.386	0.825

Based on the table above, all constructs meet the requirements for discriminant validity because the square root value of AVE (Fornell-Larcker Criterion) is higher than the correlation between constructs. The discriminant validity test was also carried out using the HTMT value, which indicates that it is valid if the value is < 0.9 (Hair et al., 2021). The results of the HTMT test are presented as follows:

Table 6. Heterotrait-Monotrait Ratio

Variable	Green Marketing	Green Awareness	Green Price	Purchase Decision
GreenMarketing				
Green Awareness	0.510			
Green Price	0.481	0.490		
Purchase Decision	0.541	0.550	0.520	

Based on the table above, it can be seen that the entire value of the relationship between constructs and other constructs is below the number 0.9. This shows that the value of the Heterotrait-Monotrait Ratio (HTMT) meets the set criteria and it can be concluded that each construct in the model has good discriminant validity and is able to distinguish itself from other constructs adequately.

The R-Square value is used to assess how well the model describes endogenous latent variables. The higher the value, the better the model's predictive ability. In PLS, the R-Square between 0.25–0.50 indicates a weak prediction, 0.51–0.75 indicates a moderate prediction, and above 0.75 indicates a strong or substantial prediction.

Table 7. R-Square

Variable	R Square	R Square Adjusted
Purchase Decision	0.479	0.479

Based on the table above, the R-Square value for the purchase decision variable is 0.479, indicating that the model has low predictive ability. This means that 47.9% of purchasing decisions are explained by Green Marketing, Green Awareness, and Green Price, while 52.1% are influenced by other factors outside the model. *Effect size* (f^2) testing was used to find out how much influence exogenous variables have on endogenous variables through changes in R^2 values (Hair et al., 2017). According to Ghazali and Latan (2021), the value of $f^2 \geq 0.02$ indicates a low influence, $f^2 \geq 0.15$ indicates a moderate influence, and $f^2 \geq 0.35$ indicates a large influence.

Tabel 8. F-Square

Variable	Green Marketing	Green Awareness	Green Price	Purchase Decision
Green Marketing				0.350
Green Awareness				0.205
Green Price				0.367
Purchase Decision				

Based on Table above, the f^2 value for the Green Marketing variable of 0.349 indicates a strong influence on the Purchase Decision in the structural model. Green Awareness has an f^2

value of 0.205, which indicates a moderate and significant influence on endogenous variables. Meanwhile, the Green Price with a value of f^2 0.367 also has a great influence on the Purchase Decision. Thus, all exogenous variables in this study have a significant and strong impact on endogenous variables.

The next evaluation was to measure cross-validated redundancy (Q^2) to assess the ability of structural models to predict endogenous variables. According to Hair et al. (2021), a Q^2 value above zero indicates that the PLS-SEM model has relevant predictive capabilities, with categories of 0.00–0.24 for small predictions, 0.25–0.37 for medium predictions, and 0.38–1 for high predictions. This testing is important to ensure the model is not only statistically appropriate but also effective in predicting the data.

Table 9. Q Square

Variabel	Q -Square atau Q^2
Purchase Decision	0.383

Therefore, this model is considered to have high predictive relevance and is suitable for use, indicating that the model is quite reliable for predictions and advanced analysis.

Next, this step aims to evaluate the effects of interactions between free latent constructs and bonded latent constructs in structural models. The evaluation is carried out through a bootstrapping process, where the path coefficient values, T-Statistic, and P-value are used to test the hypothesis. According to Hair et al. (2021), it is recommended to use the Bias-Corrected and Accelerated (BCa) Bootstrapping method to assess the significance of the path coefficient. Alternatively, the P-value < 0.05 can also be used as a significant reference.

The path coefficient values range from -1 to +1, with +1 indicating a strong positive correlation and -1 indicating a significant negative correlation. In addition, the hypothesis is considered significant if the T-Statistic > 1.96 .

CONCLUSION

This study aims to analyze the influence of Green Marketing, Green Awareness, and Green Price on purchasing decisions, with respondents coming from consumers of Somethinc products. The results of the study show that these three variables have a positive and significant influence on purchasing decisions. Green Marketing encourages consumers to buy products consistently through promotions that emphasize environmental aspects and packaging recycling programs. Green Awareness increases the likelihood of consumers making a purchase because they are more likely to choose products from manufacturers who care about the environment. Meanwhile, Green Price also has a positive effect, where consumers are willing to pay more for eco-friendly products because they consider that the sustainability value is worth the price offered.

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