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## The Influence of Environmental Awareness, Green Brand Image, and Green Advertising on Purchase Decisions of Biore Liquid Hand Soap

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### ABSTRACT

*This study aims to examine the influence of Environmental Awareness, Green Brand Image, and Green Advertising on purchase decisions of Biore liquid hand soap. A quantitative method was applied with a sample consisting of consumers aged between 18 to 50 years who have purchased liquid hand soap at least once. Data were collected through an online questionnaire distributed via Google Forms and analyzed using SmartPLS 3.0 with Structural Equation Modeling (SEM). The results indicate that Environmental Awareness, Green Brand Image, and Green Advertising significantly and positively influence purchase decisions. These findings highlight the importance of green marketing strategies in shaping consumer behavior, particularly in the FMCG sector.*

**Keywords :** Environmental Awareness; Green Brand Image; Green Advertising; Purchase Decision.

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## INTRODUCTION

Climate change is one of the most pressing environmental issues faced globally today. Its impacts threaten human health, natural resources, and long-term business sustainability (Arum et al., 2023). In this context, sustainable consumption behavior plays a crucial role. Handwashing with soap, as a simple yet effective preventive measure, has been promoted through various health education campaigns (Ersita & Kardewi, 2021). The increasing environmental awareness among Indonesian consumers, supported by government initiatives, has strengthened the market for environmentally friendly products.

In Indonesia, the hand soap industry has grown rapidly. Biore, produced by PT Kao Indonesia, ranks third in the market with a 2024 Top Brand Index of 18.9% (TopBrand, 2024). To differentiate itself, Biore has adopted a sustainability commitment encapsulated in its tagline 'Clean Pores, Clean Planet' (Biore, 2025). The brand emphasizes reducing plastic usage, recycling, and achieving carbon neutrality. Such initiatives reflect the integration of environmental concerns into brand positioning.

Previous studies have shown that Environmental Awareness, Green Brand Image, and Green Advertising significantly influence purchase decisions (Hasanah et al., 2023; Apriani & Aqmal, 2021; Winarno, 2019). However, there is still a research gap in understanding how these factors interact in the context of personal hygiene products, particularly liquid hand soap in Indonesia. Therefore, this study aims to analyze the effect of Environmental Awareness, Green Brand Image, and Green Advertising on purchase decisions of Biore liquid hand soap.

## LITERATURE REVIEW

### Consumer Behavior

According to Kotler and Armstrong (2021), consumer behavior in making purchases, both individually and as a family, is to buy a product or service to fulfill life's needs. Consumer behavior will lead to consumer decisions to make purchases. To understand consumer behavior, marketers must be able to understand their perceptions, tastes, and behavior when shopping.

### Triple Bottom Line

According to Elkington (1994), the Triple Bottom Line (TBL) concept describes three key dimensions of sustainability: profit, people, and planet. These three dimensions are interrelated and form the basis for strategic decision-making to achieve holistic sustainable development. According to Yan, Chen, and Chang (2009), some studies tend to use the concept of sustainability to refer specifically to the environmental dimension.

### Green Consumer Behavior

According to Nyoman et al (2024), the definition of green consumer behavior refers to "The use of individual consumer preference to promote less environmentally damaging products and services. According to Aeni et al. (2023), green behavior is defined as environmentally conscious behavior, where every human action reflects a high level of concern for the environment.

### Purchase Decision

According to Afrida and Febriani (2021), a consumer purchasing decision is the action taken by a consumer to purchase a product. According to Sarasuni and Harti (2021), the purchasing decision-making process is the steps consumers must go through before making a purchase.

### Environmental Awareness

Environmental awareness encompasses an individual's willingness to assess and respond to the impact of human activities on the environment, both directly and indirectly. According to Ahmet et al., (2021). Then, according to this awareness, it encourages consumers to be more selective in choosing products and brands that align with sustainability values, thus impacting business practices and the industry as a whole. Because consumers' intention to use is highly dependent on attitudes and perceived behavioral control, consumers with strong environmental awareness (Cao & Liu, 2019; Wang et al., 2021).

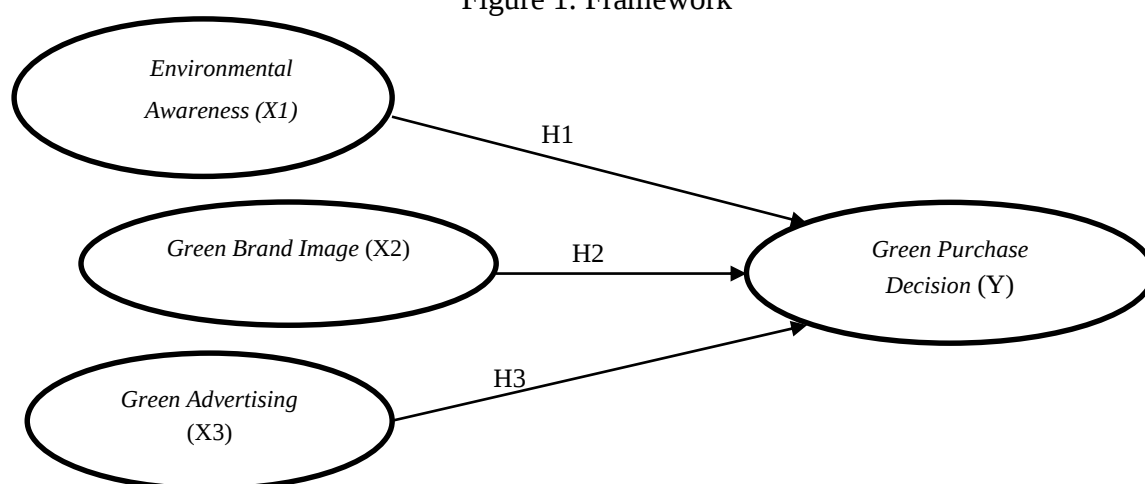
### Green Brand Image

Green brand image refers to a set of consumer perceptions of a brand that are specifically related to environmental sustainability and nature conservation efforts, according to Alamsyah et al. (2022). Atmando (2021) states that this image is closely linked to how consumers perceive the brand image in relation to the environmentally friendly practices implemented by the brand, such as the use of sustainable materials, carbon footprint reduction, and efforts to support environmental conservation in general.

### Green Advertising

According to Rahimah et al. (2022), this advertisement generally aims to promote products produced in an environmentally friendly way, or to promote the advertising company's responsibility towards the environment. According to Ktisti et al. (2022), Green Advertising is defined as "promotional messages that may meet the environmental needs and desires of concerned consumers."

Figure 1. Framework



Description:

1. Independent variables, whose value is not directly related to other values, variables are given the symbol (X), among others:

X1 : Environmental Awareness

X2 : Green Brand Image

X3 : Green Advertising

2. The dependent variable, the variable whose value depends on other variables is given the symbol (Y)

Y : Purchasing Decision

## **METHOD**

### **Research Time**

This research begins by identifying the problems that occur in the research area, namely Jabodetabek, then continues with searching and collecting relevant data, processing the data, writing a research report to present the results comprehensively. The subjects in this study were "Consumers of Biore Liquid Hand Washing Soap Products who have purchased cleaning products with considerations of caring about being environmentally friendly. The research was conducted using social media such as Whats app, Instagram and Google Form.

### **Research Design**

According to (Ulfa, 2021), a research variable is an object, characteristic, attribute, or value of a person or activity that varies from one another and is determined by the researcher for the purpose of studying and drawing conclusions. There are several types of variables, including discrete and continuous variables, independent and dependent variables, nominal, ordinal, interval, and ratio variables, as well as quantitative and qualitative variables.

### **Research Population**

A sample is a part of the number and characteristics possessed by the population. According to (Leavy, 2017) a sample is part of a population. The determination of the respondent sample used in this study is purposive sampling, meaning any consumer who has ever purchased Biore liquid hand soap products. The determination of the minimum sample size according to (Hair, et al., 2017) is 5-10 times the number of indicators so that in this study there are 15 indicator items, then the sample size used in this study is 150 samples based on the indicators multiplied by 10 ( $15 \times 10 = 150$  people).

### **Data Analysis Method**

According to (Imam Ghazali, 2016), Partial Least Squares (PLS) is a powerful analysis method because it does not assume the data must be measured on a specific scale, and the sample size can be small. The purpose of Partial Least Squares (PLS) is to help researchers obtain the values of latent variables for prediction purposes.

## **RESULTS AND DISCUSSION**

### **Results of Descriptive Statistical Analysis**

Descriptive statistical analysis is a method for evaluating data by detailing and describing the information collected. This descriptive data comes from respondents' answers to various questions in a questionnaire designed to reveal a general picture of the respondents in the research sample. Here are the results of the descriptive statistical analysis of the study:

Table 1. Respondent Profile

| Characteristic | Category                    | Frequency | Percentage (%) |
|----------------|-----------------------------|-----------|----------------|
| Gender         | Male                        | 96        | 47,5%          |
|                | Female                      | 87        | 52,5%          |
| Age            | 18-30 years                 | 130       | 71%            |
|                | 31 – 40 years               | 42        | 23%            |
|                | 41 – 50 years               | 8         | 4,4%           |
|                | 50 > years                  | 3         | 1,6%           |
| Education      | High School                 | 69        | 37,7%          |
|                | Diploma                     | 26        | 14,2%          |
|                | Bachelor Degree             | 72        | 39,3%          |
|                | Master Degree               | 16        | 8,7%           |
|                | Doktorate                   | 0         | 0              |
|                | Student                     | 47        | 25.7%          |
| Work           | Government Employee         | 38        | 20,8%          |
|                | Tni/Polri/Teacher           | 51        | 27.9%          |
|                | Private Sector Employee     | 35        | 19.1%          |
|                | Entrepreneur                | 13        | 6,6%           |
|                | Housewives                  | 47        | 25.7%          |
| Income         | < Rp. 5.000.000             | 80        | 43,7%          |
|                | Rp. 5.000.000 - 10.000.000  | 63        | 34.4%          |
|                | Rp. 10.000.000 - 15.000.000 | 28        | 15.3           |
|                | Rp. 15.000.000 - 20.000.000 | 11        | 6%             |
|                | > Rp. 20.000.000            | 1         | 0,5%           |

Based on Table 1, the respondent profile, it can be concluded that the majority of respondents in this study are young women aged 18–30, with a bachelor's degree, working in the private or academic sector, and earning less than Rp 5,000,000. This profile represents a productive young consumer group that tends to be active in digital consumption activities and has great potential to support the purchase of environmentally friendly products.

### Partial Least Squares Analysis Results

Tabel 2. Test Result Convergent Validity

|      | EA    | GA    | GBI   | PD    | Information |
|------|-------|-------|-------|-------|-------------|
| EA1  | 0.826 |       |       |       | Valid       |
| EA2  | 0.832 |       |       |       | Valid       |
| EA3  | 0.864 |       |       |       | Valid       |
| GA1  |       | 0.884 |       |       | Valid       |
| GA2  |       | 0.752 |       |       | Valid       |
| GA3  |       | 0.857 |       |       | Valid       |
| GBI1 |       |       | 0.770 |       | Valid       |
| GBI2 |       |       | 0.837 |       | Valid       |
| GBI3 |       |       | 0.772 |       | Valid       |
| GBI4 |       |       | 0.787 |       | Valid       |
| GBI5 |       |       | 0.765 |       | Valid       |
| PD1  |       |       |       | 0.754 | Valid       |
| PD2  |       |       |       | 0.857 | Valid       |

|     | EA | GA | GBI | PD    | Information |
|-----|----|----|-----|-------|-------------|
| PD3 |    |    |     | 0.805 | Valid       |
| PD4 |    |    |     | 0.866 | Valid       |

Source: Data Processing Results with the SMART PLS-3 program

Based on Table 2, it can be seen that the test results show that all indicators have outer loadings  $> 0.7$ , as shown in the figure above. As a result, we can say that all indicators are valid.

### Measurement Model Evaluation

Table 3. Test Result Composite Reliability dan Cronbach's Alpha

|                         | Cronbach's<br>alpha | Composite<br>reliability<br>(RHO_A) | Composite<br>reliability<br>(RHO_C) | Average<br>variance<br>extracted<br>(AVE) | Information |
|-------------------------|---------------------|-------------------------------------|-------------------------------------|-------------------------------------------|-------------|
| Environmental Awareness | 0.792               | 0.794                               | 0.878                               | 0.707                                     | Realible    |
| Green Advertising       | 0.778               | 0.791                               | 0.871                               | 0.694                                     | Realible    |
| Green Brand Image       | 0.846               | 0.857                               | 0.890                               | 0.619                                     | Realible    |
| Purchase Decision       | 0.839               | 0.851                               | 0.892                               | 0.675                                     | Realible    |

Source: Data Processing Results with the SMART PLS-3 program

Based on Table 3, the results of the Composite Reliability and Cronbach's Alpha tests are positive. This indicates that the data is valid and reliable, as all latent variables have values greater than 0.70. Therefore, the reliability of this study is high.

### Structural Model Evaluation

Table 4. R-Square

|                   | R-square | R-square adjusted |
|-------------------|----------|-------------------|
| Purchase Decision | 0.585    | 0.577             |

Source: Data Processing Results with the SMART PLS-3 program

Based on the table 4, The R-Square value ( $R^2$ ) indicates that the exogenous variables in the model can explain 58.5% of the variation in the Purchase Intention variable, consistent with the data processing results. The resulting Adjusted R-Square value of 0.577 indicates a high and stable predictive value after accounting for the number of predictors in the model. The  $R^2$  value is considered strong.

Table 5. f-Square

|                         | EA | GA | GBI | PD    |
|-------------------------|----|----|-----|-------|
| Environmental Awareness |    |    |     | 0.137 |
| Green Advertising       |    |    |     | 0.038 |
| Green Brand Image       |    |    |     | 0.117 |
| Purchase Decision       |    |    |     |       |

Source: Data Processing Results with the SMART PLS-3 program

Based on Table 5, the results of the F-Square analysis show that the Environmental Awareness construct has a small influence on Purchase Decision (0.137), meaning its effect does not make a significant contribution to the model. The Green Advertising construct shows a small influence on Purchase Decision (0.038), meaning its effect does not make a significant contribution to the model. The Green Brand Image construct shows a small influence on Purchase Decision (0.117), meaning its effect does not make a significant contribution to the model.

Tabel 6. Results of Cross-Validation Construct Redundancy Testing (Q-Square)

|                   | Q <sup>2</sup> predict | RMSE  | MAE   |
|-------------------|------------------------|-------|-------|
| Purchase Decision | 0.575                  | 0.665 | 0.493 |

Source: Data Processing Results with the SMART PLS-3 program

Based on Table 6, the calculation results above show a Q Square value for Purchase Intention of 0.575, which is  $> 0$  (Zero), indicating that this research model has predictive relevance because it is  $> 0$ .

## Hypothesis Testing

Tabel 7. The Result of Hypothesis Testing

|                                             | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics ( O/STDEV ) | P values | Information                         |
|---------------------------------------------|---------------------|-----------------|----------------------------|--------------------------|----------|-------------------------------------|
| Environmental Awareness > Purchase Decision | 0.348               | 0.346           | 0.071                      | 4.866                    | 0.000    | Has a significantly positive effect |
| Green Advertising > Purchase Decision       | 0.187               | 0.183           | 0.068                      | 2.756                    | 0.006    | Has a significantly positive effect |
| Green Brand Image > Purchase Decision       | 0.328               | 0.332           | 0.071                      | 4.590                    | 0.000    | Has a significantly positive effect |

Source: Data Processing Results with the SMART PLS-3 program

Based on tabel 7 the hypothesis test in this study, the results obtained were a t-statistic value of 4.866, an original sample value of 0.348, and a p-value of 0.000. The t-statistic value is greater than the t-table value of 1.96, and the original sample value is positive. These results indicate that environmental awareness has a positive and significant effect on purchase decisions, where environmental awareness increases the benefits of environmentally friendly products and makes consumers feel they are contributing to environmental preservation, thus influencing purchase decisions.

## Discussion

### Environmental Awareness's Impact on Purchase Decisions

Based on the hypothesis testing in this study, the results obtained were a t-statistic value of 4.866, an original sample value of 0.348, and a p-value of 0.000. The t-statistic value is greater than the t-table value of 1.96, and the original sample value shows a positive value. These results indicate that environmental awareness has a positive and significant effect on

purchase decision, where environmental awareness increases the benefits of environmentally friendly products and they will feel they are contributing to environmental preservation, which will influence purchase decisions. This study is in line with research conducted by (Utami et al., 2023) and (Hasanah et al., 2023), which shows that job training has a positive and significant effect on purchase decisions.

### **The Influence of Green Brand Image on Purchase Decision**

Based on the hypothesis testing in this study, the results obtained were a t-statistic value of 4.590, an original sample value of 0.328, and a p-value of 0.000. The t-statistic value is greater than the t-table value of 1.96, and the original sample value is positive. These results indicate that green brand image has a positive and significant effect on purchase decision, where green brand image increases the visual appeal of the product, moderates price sensitivity, and builds long-term loyalty, thus directly impacting purchase decision. This research aligns with studies conducted by (Apriliani and Aqmala, 2021) and (Fatharani, 2023), which show that Green brand image has a positive and significant influence on purchase decision.

### **The Influence of Green Advertising on Purchase Decision**

Based on the hypothesis testing in this study, the results obtained were a t-statistic value of 2.756, an original sample value of 0.187, and a p-value of 0.006. The t-statistic value is greater than the t-table value of 1.96, and the original sample value is positive. These results indicate that Green Advertising has a positive and significant influence on purchase decision, where advertising containing environmental elements will increase brand attractiveness, emotional engagement, and easily recognizable packaging design, thus having a direct impact on purchase decision.

This research aligns with studies conducted by (Yulfita and Sulastri, 2022) and (Muhammad et al., 2022), which show that Green Advertising has a positive and significant influence on purchase decisions.

## **CONCLUSION AND SUGGESTIONS**

### **Conclusion**

The results of this study aim to determine the influence of Environmental Awareness, Green Brand Image, and Green Advertising (Study on Biore Company) Based on the discussions and data analysis in the previous chapter, several research conclusions can be presented as follows:

1. The Environmental Awareness variable has a positive and significant influence on Purchase Decision for Biore liquid hand soap products. The analysis results prove that consumers with high environmental awareness tend to choose Biore as their liquid hand soap brand.
2. The Green Brand Image variable has a positive and significant influence on Purchase Decision for Biore liquid hand soap products. The analysis results prove that consumers who perceive a strong green brand image for the Biore brand tend to choose that product.
3. The variable has a positive and significant influence on Purchase Decision for Biore liquid hand soap products. The analysis results prove that consumers who see Biore's green advertising tend to choose that product over similar brands.

### **Suggestions**

The results of this study aim to determine the influence of Environmental Awareness, Green Brand Image, and Green Advertising (Study on Biore Company) Based on the discussions and data analysis in the previous chapter, several research conclusions can be presented as follows:

1. The Environmental Awareness variable has a positive and significant influence on Purchase Decision for Biore liquid hand soap products. The analysis results prove that consumers with high environmental awareness tend to choose Biore as their liquid hand soap brand.
2. The Green Brand Image variable has a positive and significant influence on Purchase Decision for Biore liquid hand soap products. The analysis results prove that consumers who perceive a strong green brand image for the Biore brand tend to choose that product.
3. The variable has a positive and significant influence on Purchase Decision for Biore liquid hand soap products. The analysis results prove that consumers who see Biore's green advertising tend to choose that product over similar brands.

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