

EFFECT OF GREEN MARKETING ON PURCHASING DECISIONS ON AVOSKIN PRODUCTS

Salma Hanifa, Alfa Chasanah, Agustina Widi Palupiningrum¹

School of Business, IPB University
Jl. Pajajaran, Bogor 16151, Indonesia

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Abstract

Background: The increase in waste in the beauty industry has prompted consumers to consider environmental issues when shopping, evidenced by the rise in individuals willing to pay more for green products. Meanwhile, manufacturers respond to this through green marketing strategies aligned with the Triple Bottom Line (3P) framework.

Purpose: This study aims to analyze the characteristics of consumers who purchase Avoskin products and analyze the influence of green knowledge and green marketing mix on purchasing decisions on Avoskin products.

Design/methodology/approach: This research was conducted in June 2023 through online questionnaires which were distributed through social media to 201 Avoskin beauty product users, this number of respondents has been in accordance with the 10-Times Rule theory. The data were processed using descriptive analysis and SEM PLS in the SmartPLS 3 application.

Findings/results: The results showed that green knowledge, green products, green prices, green places, and green promotions have a positive effect on consumer purchasing decisions, but only green promotions have a significant impact. Most consumers recognize Avoskin through green promotions that have been carried out, such as introducing environmentally friendly concepts and green lifestyles.

Conclusion: The study found that the green marketing mix positively influences purchasing decisions, with green promotions having the most significant impact among Avoskin consumers. However, while green knowledge also has a positive effect, it does not significantly moderate the relationship between green marketing and purchasing decisions. These findings suggest that targeted green marketing strategies, particularly those focused on promotions, are essential for enhancing consumer engagement and driving sustainable purchasing behavior in the beauty industry.

Originality/value (State of the art): This study breaks new ground by pinpointing the pivotal role of green promotions in shaping consumer buying decisions in Indonesia's beauty sector, an area less explored in existing research. It provides fresh insights into the influence of green marketing elements on eco-conscious youth, offering a nuanced perspective that previous studies have overlooked. By emphasizing the strategic importance of promotions, this research significantly advances the discourse on effective green marketing strategies.

Keywords: avoskin, green knowledge, green marketing, green marketing mix, sem-pls

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¹ Corresponding author:
Email: a.widipalupi@apps.ipb.ac.id

INTRODUCTION

Cosmetics are materials that aim to maintain human hygiene and appearance. Statista (2022) projects that the cosmetics industry in Indonesia will continue to increase to 2.3 billion USD by 2027. The increase in cosmetics sales, especially skincare, shows an excellent opportunity to develop skincare in Indonesia. Skincare is a beauty product that cares for the health of human skin, which is included in the cosmetics sector in the chemical, pharmaceutical, and traditional medicine industries. Skincare purchases have also increased online and offline, marked by an increase of 57.1% in e-commerce and 17.8% in beauty clinics compared to 2021 (ZAP Beauty Index, 2021).

Skincare also contributes to waste through plastic bottles and paper packaging, as evidenced by the high percentage of national and global waste. Data from SIPSN (2022) shows that plastic waste accounts for 15.2% and paper waste 11.2% of the total waste generated in 2022. In addition, according to Research and Market (2021), cosmetic product packaging with plastic raw materials reached almost 50%. Therefore, the increasing use of skincare has an impact on the increase of beauty industry waste.

On the other hand, the increase in skincare use in society is in line with the increase in environmental awareness or green knowledge. Today, there is an increasing number of people learning about green knowledge and a lifestyle shift towards sustainability, which is driving the green-based economy (Zhang and Chabay 2020). In line with this, consumers have a higher intention to buy products that are environmentally responsible and aligned with their values, and satisfaction drives them to continue making green purchases (Chaudhry and Hanif, 2023).

Concern for the environment does not only occur from the consumer side. Skincare manufacturers respond to this through various green strategies. Green marketing is the process of developing products and services and promoting these products for consumers who want quality products at minimal cost without causing adverse impacts on the environment (Mishra and Sharma, 2014). Deepa and Burra (2021) states that green marketing is aligned with the Triple Bottom Line, which means that businesses do not only focus on profit, but also on the social (people), and ecological (planet) scope to create sustainable business practices.

Research by Darmaputri and Siagian (2023) shows that production costs and environmental costs are interconnected, thus driving a significant increase in company sales. Baeshen et al. (2021) shows that the company's ability in green innovation (green absorptive capacity) aligned with green innovation has a positive effect on small-medium enterprises (SMEs), so that company adoption of GRINs can strengthen the value of environmental, economic, and social performance.

Avoskin is a local skincare product established in Yogyakarta on October 10, 2014. Data from Kompas (2022) states that Avoskin is included in the top four best-selling skincare brands in e-commerce with total revenue reaching 28 billion in April-June 2022. Avoskin is a product that prioritizes sustainability, with its product tagline being "inspired by nature, created for nurture." Avoskin also implements massive green marketing on its social media channels through the #LoveAvoskinLoveEarth program. This program is carried out regularly every month.

Mahmoud et al. (2017) stated that green marketing significantly affects consumer purchasing decisions, while green knowledge moderates the relationship between the green marketing mix and consumer purchase intentions. Research by Kusumawati and Tiarawati (2022), Zahra and Hardiyanto (2022), and Robiah and Nopiana (2022) states that attitudes towards green products on Avoskin products are formed based on the existence of green brand knowledge and environmental knowledge. Both aspects have a positive influence on consumer purchase intentions on green products. However, previous research only focused on purchase intention, green marketing in general, using only one aspect of the marketing mix theory, using other green marketing theories, or using another analysis method. This study examines the influence of green knowledge and green marketing with marketing mix theory on Avoskin consumer purchasing decisions with SEM-PLS analysis, so that it will be a novelty in research in green marketing.

Based on the formulation of the problem above, this study aims to (1) analyze the characteristics of consumers who purchase Avoskin products, and (2) analyze the effect of consumer green knowledge and green marketing mix on purchasing decisions on Avoskin products.

METHODS

The research preparation was conducted from January to July 2023, while the actual research took place in June 2023. The respondents were users of Avoskin products in Indonesia, and the research was carried out by distributing questionnaires online through Google Forms.

Primary data were obtained from the online questionnaire, which adhered to specific criteria. Secondary data were gathered from literature, including books, journals, articles, and company websites that supported the research. The indicators used in this study were derived from previous research: green knowledge according to Ottman (2011); green products according

to Mishra and Sharma (2014); green prices according to Prokopenko and Ossik (2015), Manongko (2018), and Mahmoud (2019); green place according to Manongko (2018); green promotion according to Nandini (2016); and purchasing decisions according to Ottman (2011).

The sampling technique employed was non-probability sampling with purposive sampling. Hair et al. (2011) stated that research using SEM-PLS analysis requires a minimum sample of 10 times the indicators with the most complex constructs, a method known as the 10-Times Rule. This study utilized 20 indicators, necessitating a minimum of 200 samples. The research variables and assessment indicators are detailed in Table 1.

Table 1. Research variable and assessment indicators

Variables	Definitions	Indicators	Code
Green knowledge (Z) (Ottman, 2011).	Consumers' knowledge of environmental labeling enables them to make informed choices that focus on the environment.	Environmental issues.	Z1.1
		Awareness to contribute.	Z1.2
		Consequences of environmental problems.	Z1.3
		Motivation to seek out environmentally-focused products.	Z1.4
Green products (X1) (Mishra and Sharma, 2014).	Products that are produced through green technology so that they do not produce adverse effects on the environment.	Products are made from natural materials.	X1.1
		Product is made from non-toxic recycled materials.	X1.2
		No animal testing during production.	X1.3
		Products are packaged in environmentally friendly packaging.	X1.4
Green prices (X2) (Mahmoud, 2019, Manongko, 2018, Mahmoud, 2019).	Green pricing considers people, planet and profit.	Green pricing aims to build positioning in the market.	X2.1
		Premium pricing considers people, planet and profit.	X2.2
Green places (X3) (Manongko, 2018).	Green places ensure products can reach the right place, with the right quality, quantity, price, time, and distribution channel.	Distribution ensures green products are in the right place with quality and quantity.	X3.1
		Stores and distributors are strategically located.	X3.2
		Stores support green activities.	X3.3
Green promotions (X4) (Nandini, 2016).	Green promotion involves communicating information about a company's environmental commitments and efforts to consumers.	Promote green concepts on products.	X4.1
		Promote a green lifestyle.	X4.2
		Corporate social responsibility activities in the environmental field.	X4.3
Purchasing decisions (Y) (Ottman, 2011).	Consumer decisions to buy products are due to awareness of the importance of green products.	Green purchasing decisions are influenced by friends, family, and trusted third parties.	Y1.1
		Consumer willingness to pay premium prices.	Y1.2
		Quality products make consumers interested in buying.	Y1.3
		Products are easily available anywhere.	Y1.4

In this research, characteristics of respondents will use descriptive analysis, while green knowledge and green marketing mix on purchasing decisions will use SEM-PLS analysis. The first stage of data processing starts with analyzing the characteristics of Avoskin consumers with open questions. The characteristics of respondents will be tested using a descriptive analysis approach to determine the profile of respondents. The second stage of this research is carried out with a quantitative approach using the Multivariate Analysis-Structural Equation Model (SEM-PLS) analysis tool in the SmartPLS 3 application. The measurement tools of the green knowledge, green product, green price, green promotion, and green purchasing decision variables will use a Likert scale with five criteria (1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = strongly agree).

Based on previous research, this study hypothesizes that aspects of green knowledge, green products, green promotions, green prices, and green places have a positive and significant effect on purchasing decisions on Avoskin products:

- H1: Green knowledge has a positive and significant effect on purchasing decisions.
- H2: Green marketing mix has a positive and significant effect on purchasing decisions.

- H3: Green products have a positive and significant effect on purchasing decisions.
- H4: Green promotions have a positive and significant effect on purchasing decisions.
- H5: Green prices have a positive and significant effect on purchasing decisions.
- H6: Green places have a positive and significant effect on purchasing decisions.

The framework of this research (Figure 1) begins with the data indicating that plastic waste from the beauty industry reaches 6.8 million tons, with 70 percent of it not being processed correctly (Waste4Change 2022). This issue has prompted the emergence of the green consumer phenomenon and encouraged companies to implement green marketing strategies in their business processes. Avoskin, a local skincare business, has adopted eco-friendly practices in its operations. This research aims to analyze the characteristics of green consumers and the effect of green marketing on Avoskin products. The expected outcomes of this research include managerial implications that will be valuable for evaluating Avoskin's green marketing strategy, highlighting the importance of implementing green marketing within the cosmetics industry, and contributing to the body of knowledge in green marketing and skincare.

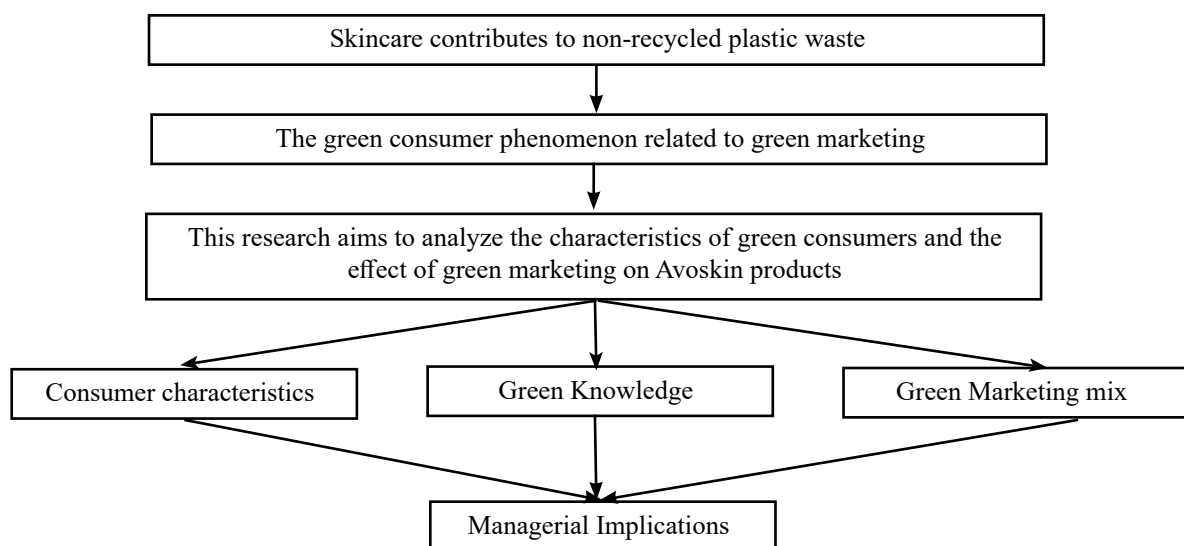


Figure 1. Research Framework

RESULTS

Company Overview

Avoskin was established with the principle of Triple Bottom Line (people, planet, and profit) and the concept of green and clean beauty, so that the products launched have the concept of sustainability starting from production to post-production. Avoskin applies the concept of green products from the aspects of the production process and marketing to conducting environment-based social activities. Every Avoskin product has implemented cruelty-free, which is free from cruelty in the production process, such as product trials using animals. Avoskin applies the green beauty concept by using minimal natural ingredients that are harmless and eco-friendly, glass packaging that is easily recycled, environmentally friendly plastic packaging with sugar cane raw materials, and the use of honeycomb bubble wrap made from paper.

One of Avoskin's green marketing steps is the #LoveAvoskinLoveEarth campaign. One of the activities of this campaign is to invite consumers to exchange used Avoskin packaging with attractive prizes such as sheet masks, serums, moisturizers, and other products. Each month's prizes are different and have a limited quota, encouraging consumers to continue participating. The online return of used packaging is in collaboration with the Waste4Change platform, while the offline return of packaging is in collaboration with Sociolla and Watsons. The empty packaging exchange positively impacts the economy as it provides jobs for waste management companies. The proceeds from this program are also channeled to conduct environmental cleanup activities.

Avoskin also conducts environment-based social activities, such as cleaning up trash in the river as a form of combating plastic pollution. Not only that, Avoskin also conducts other environmental conservation activities in collaboration with related third parties. The steps taken are donating 15% of product sales to animal conservation programs hosted by WWF Indonesia, conducting street cleaning activities with Hari Bersih Indonesia, adopting four orangutan children from the BOS Foundation, coral reforestation on the beach with Kertabumi Institute, and tree reforestation with LindungiHutan.

Avoskin's product prices range from IDR 35,000 - IDR 280,000. The prices of Avoskin's products are higher than those of other brands with similar product types. This condition is equivalent to the statement from Mahmoud (2019) that green pricing considers people, planet, and profit so that the price of green products is sometimes higher than that of ordinary alternatives. Also, this premium price makes Avoskin known as an exclusive product, according to Manongko (2018) statement that green pricing can be a strategy to build positioning in the market.

Avoskin can be purchased at online stores and offline stores. Offline purchases can be purchased through supermarkets and drugstores, while online purchases can be purchased through Avoskin's official website and various marketplace platforms. Avoskin has more than 181 resellers spread throughout Indonesia to facilitate consumers in various regions to get Avoskin products.

Avoskin promotion is carried out massively through social media in posters and videos. Avoskin's content includes product promotions, environmental campaigns, and light content. Avoskin also often participates in online shopping day promotions on twin dates and payday through price discounts. Avoskin also applies bundling promos to get two combo products with specific properties. Promotion on social media is also enlivened with celebrities as brand ambassadors, in this case Refal Hady and Park Hyung Sik are recruited as representations of Avoskin characters. In addition to social media promotions, Avoskin conducts community-based marketing by establishing the RUBI Community to empower Indonesian women.

Respondent Characteristics

Most respondents were female (97%) and aged 15-28 (90.5%). Most of the respondents were students (65.5%), took their last education at the high school level (53.5%), and were not married (91%). The characteristics of respondents in this study are in line with research by Zahra and Hardiyanto (2022) also Kusumawati and Tiarawati (2022), that Avoskin has a great opportunity in female consumers aged 15-28 years. This is because the marketing targets the younger generation through social media. Based on We Are Social (2022) data, social media users are mostly 18-24 years old and 25-34 years old. Katadata (2022) states that Generation Z's favorite social media is Instagram,

so it is in accordance with Avoskin’s marketing, which focuses on Instagram and Twitter.

Respondents consisted of 201 Avoskin users spread across 18 provinces throughout Indonesia, with most coming from Java Island. Most of the respondents came from Java Island (89.5%). This is because Java is the most populous island in Indonesia with almost 60% of Indonesia’s population. When viewed from Avoskin’s official website, Avostore stores are available more in Java, so the distribution is more focused on Java.

Most respondents have a monthly income below IDR2,000,000 and have monthly expenses in the range of IDR1,000,000-IDR3,000,000. This aligns with the educational background of respondents who are generally students, so they still have minimal income. Even so, consumers have allocated some of their money to make regular monthly skincare purchases. According to the ZAP Beauty Index (2020), women in

Indonesia set aside at least 20-40% of their spending to buy beauty products. Avoskin Your Skin Bae is the most popular among consumers because it has various products and variants that can overcome various skin problems. This series is also more affordable than others because it is priced from the lowest price of IDR35,000. Respondent Characteristics in Table 2.

SEM PLS Analysis

Validity and reliability tests are carried out by running the PLS Algorithm. After this analysis, four indicators were found to be red, namely $X1.3 = 0.638$, $X3.2 = 0.685$, $Y1.1 = 0.467$, and $Y1.4 = 0.694$. Hair et al. (2011) state that the loading factor must be above 0,70. Therefore, four indicators were removed, and then the PLS Algorithm test was repeated. The results of the PLS Algorithm analysis can be seen in Figure 2 and Figure 3, with 16 indicators as construct formers on the research variables.

Table 2. Respondent characteristics

Characteristics	Qty	Percentage (%)	Characteristics	Qty	Percentage (%)	Characteristics	Qty	Percentage (%)
Sex			Job			Monthly income		
Male	7	3.48	Students	131	65.17	< IDR 2,000,000	115	57.5
Female	194	96.52	Employee	43	21.39	> IDR 10,000,000	6	3
Age			Self-employed	21	10.45	IDR 2,000,000 - IDR 5,000,000	65	32.5
15-28 years old	181	90.05	Housewife	3	1.49	IDR 5,000,000 - IDR 10,000,000	15	7.5
29-43 years old	12	5.97	Unemployed	3	1.49	Expenses outcome		
44-58 years old	8	3.98	Last education			< IDR 1,000,000	79	39.5
Domicile			D3/D4/S1	92	46	> IDR 5,000,000	8	4
Sumatera	18	8.96	S2/S3	1	0.5	IDR 1,000,000 - IDR 3,000,000	97	48.5
Kalimantan	2	1.00	SMA	107	53.5	IDR 3,000,000 - IDR 5,000,000	17	8.5
Jawa	179	89.05	SMP	1	0.5	Skincare expenses		
Bali	1	0.50	Marital status			≤ IDR 100,000	20	10
Sulawesi	1	0.50	Single	182	91	IDR 101,000 - IDR 200,000	62	31
			Married	19	9.5	IDR 201,000 - IDR 300,000	60	30
						IDR 301,000 - IDR 500,000	48	24
						≥ IDR 501,000	11	5.5

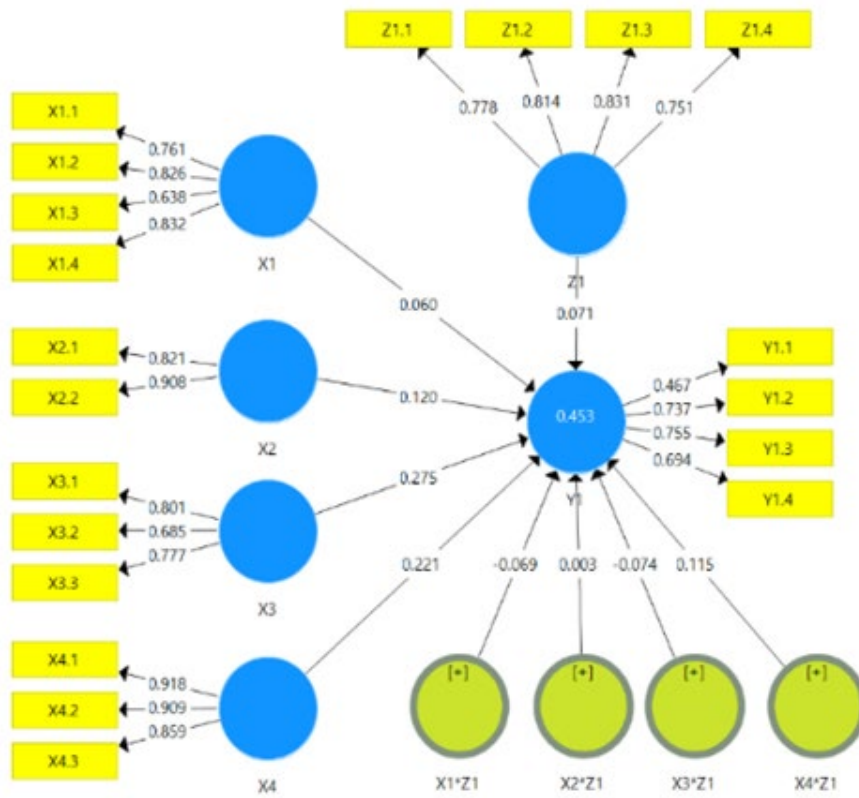


Figure 2. Early research model

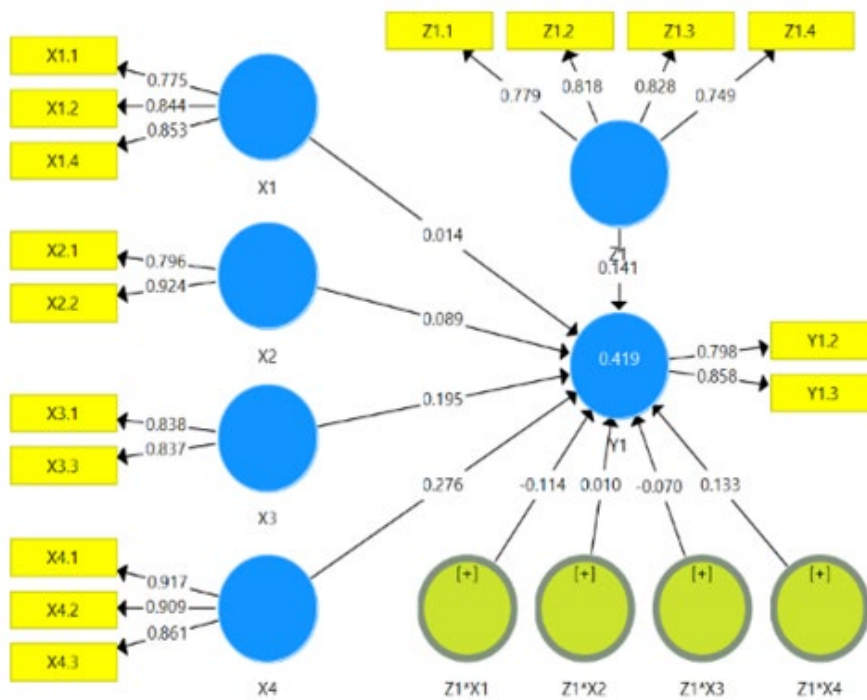


Figure 3. Final research model

The first stage involved a convergent validity test, which was assessed through the loading factor and average variance extracted (AVE). According to Hair et al. (2011), the minimum loading factor value is 0.70, while the AVE should be at least 0.50. The discriminant validity test was assessed through the value of cross-loading and the correlation between latent constructs. Hamid and Anwar (2019) stated that the cross-loading value is valid if it exceeds 0.70, and the correlation between latent constructs should also be above 0.70. Based on these criteria, it was concluded that the construct-forming indicators were categorized as valid.

Following the validity test, a reliability test was conducted, which was assessed from the composite reliability. A construct is considered reliable if its value exceeds 0.70 (Hamid and Anwar 2019; Hair et al. 2011). Based on the results in Table 3, the constructs were categorized as valid and reliable. Subsequently, the structural model evaluation was carried out through bootstrapping to obtain the results for R-Square, direct effects, and hypothesis testing, which served as the basis for drawing conclusions from the research.

Based on Table 4, the output from the PLS Algorithm shows that the R-Square value for the purchase decision variable is 0.419. Hair et al. (2011) categorize the R-Square value as weak (>0.25), moderate (>0.50), and

strong (>0.75). Therefore, the variability of purchasing decisions can be explained by the model's green product, green price, green place, and green promotion variables by 41.9% with a weak category. Meanwhile, Avoskin's purchasing decision is influenced by 59.1% of other variables not discussed in this study.

After the research model is valid and reliable, structural model evaluation is carried out through bootstrapping to obtain R-Square results, direct effects, and hypothesis testing as a withdrawal from research conclusions. Bootstrapping was carried out to determine the path coefficient between variables. Hamid and Anwar (2019) state that a significant value is indicated by a P-Value that is smaller than the 5% alpha level. Meanwhile, positive and negative in the Original Sample aims to see the direction of the distribution skewed towards the right (positive), or towards the left (negative). Table 5 shows that the green marketing mix (X) has a positive and significant influence on purchasing decisions (Y). Green knowledge (Z) also has a positive influence on purchasing decisions (Y), but the effect is not significant. Meanwhile, green knowledge (Z) does not mediate the green marketing mix (X) in purchasing decisions (Y). Increasing one unit of green marketing mix (X) will increase the value of purchasing decisions (Y) by 48.9%.

Table 3. Outer model analysis

	Composite Reliability	Average Variance Extracted (AVE)	Conclusion
X1	0.864	0.681	Valid and reliable
X2	0.853	0.744	Valid and reliable
X3	0.824	0.701	Valid and reliable
X4	0.924	0.802	Valid and reliable
Y1	0.814	0.686	Valid and reliable
Z1	0.872	0.630	Valid and reliable

Table 4. Coefficient of determination analysis

	R Square	R Square Adjusted
Y1	0,419	0,392

Table 5. Bootstrapping 1 to analysis correlation between green marketing (X), purchase decision (Y), and green knowledge (Z)

	Original Sample (O)	P-Values	Conclusion
Green Marketing (X) → Purchase Decision (Y)	0.489	0.000	Positive and significant
Green Knowledge (Z) → Purchase Decision (Y)	0.128	0.153	Positive, not significant
Green Knowledge (Z) → Green Marketing (X) → Purchase Decision (Y)	-0.053	0.157	Negative, not significant

Then, bootstrapping analysis was conducted again to determine the effect of each aspect of the green marketing mix. Based on Table 6, green knowledge, green products, green prices, and green places have a positive but insignificant effect on purchasing decisions. Meanwhile, green promotion has a positive and significant effect on purchasing decisions. The green promotion has the highest influence on purchasing decisions, with an increase of one unit of green promotion (X4), which will increase the value of purchasing decisions (Y1) by 27.6%. Green knowledge is not significant as a moderator of the relationship between green promotion and purchasing decisions.

Table 5. Bootstrapping 2 to analysis each indicators

	Original Sample (O)	P-Values	Conclusion
X1 → Y1	0.014	0.884	Positive, not significant
X2 → Y1	0.089	0.148	Positive, not significant
X3 → Y1	0.195	0.075	Positive, not significant
X4 → Y1	0.276	0.002	Positive and significant
Z1 → Y1	0.141	0.093	Positive, not significant
Z1*X1 → Y1	-0.114	0.333	Negative, not significant
Z1*X2 → Y1	0.010	0.897	Positive, not significant
Z1*X3 → Y1	-0.070	0.586	Negative, not significant
Z1*X4 → Y1	0.133	0.117	Positive, not significant

Green Purchasing Decision on Avoskin

This study indicates that green knowledge does not significantly moderate the green marketing mix's effect on purchasing decisions. Each generation shares similar beliefs, knowledge, and values (Ham et al. 2021). Avoskin consumers primarily belong to the 15-28 age group and are part of Gen Z. Research by Ham et al. (2021) suggests that younger generations tend to trust the benefits of green products more than older generations. However, even though Avoskin's consumer base is largely Gen Z, it cannot be concluded that this generation engages in more green purchases than others. This is attributed to the channel prioritizing digital marketing aimed at younger consumers.

Avoskin employs digital marketing strategies through social media platforms such as Instagram, Twitter, and TikTok. This aligns with research by Xie and Madni (2023), which found a positive relationship between social media marketing and the purchase of green products among the younger generation.

The findings of this study are consistent with various previous studies. Green products and promotions positively influence buying interest in green products (Sienatra and Evani 2021). Dianti and Paramita (2021) stated that green products positively impact young consumers' purchasing decisions. Additionally, Tan et al. (2022) noted that green marketing attributes positively influence green trust, which comprises green brand knowledge, attitudes, and environmental knowledge.

In this model, the variability of purchasing decisions can be explained by green knowledge, green products, green prices, green places, and green promotions, accounting for 41.9%. In contrast, 59.1% of purchasing decisions are influenced by other variables not addressed in this study. Consumer purchases are not solely driven by green marketing; other aspects also influence purchasing decisions. According to Khan et al. (2020), consumer behavior is shaped by resources such as money, energy, and time, as well as shopping behavior. Green consumer behavior is driven by environmental concerns and the desire to protect the environment, either by minimizing environmentally harmful actions or by purchasing eco-friendly products. Maulina et al. (2022) identified that the primary determinants of green purchasing behavior include attitude, subjective norm, perceived behavioral control, and social value. Other variables influencing purchasing decisions for Avoskin products include price and quality, word of mouth, celebrity marketing, social media marketing, advertising, and promotions (Robiah and Nopiana, 2022; Kristiyanto and Ulfa, 2022; Magfiroh and Rufial, 2022).

Managerial Implications

Environmental issues have always been a prominent concern in an era of rapidly developing technology that allows instant access to information. These environmental issues significantly impact consumer perceptions of environmentally friendly products. Manongko (2018) notes that green consumer behavior arises from a concern for the environment and awareness of health. The findings indicate that green

promotion has a positive and significant influence on purchasing decisions. Therefore, Avoskin's promotional efforts have been effective in conveying to consumers that it is an eco-friendly brand that actively engages in social responsibility activities.

However, green promotion without genuine implementation of green products can lead to false promises, potentially miseducating consumers about sustainable lifestyles. Promotions should prioritize honesty, align with current trends, meet consumer needs, and be easily comprehensible. Effective green promotion should not only utilize social media but also emphasize transparency in applying environmentally friendly labels, consistently engage in social and environmental initiatives, and clearly explain the relationship between products and environmental impact to consumers.

A high interest in green products must be supported by quality assurance to encourage repeat purchases. Additionally, each marketing channel should be optimized to target various consumer segments, as each medium attracts different user characteristics. Avoskin could also consider expanding its offline presence in strategic locations and participating in various events to enhance product accessibility for consumers. Increasing the quantity and quality of environmental-based programs can also boost the company's value in the eyes of consumers.

Addressing environmental issues effectively requires a collective effort from multiple companies; if only a few engage in green practices, the impact will be limited. Thus, it is essential for various companies to adopt green marketing to ensure the benefits of this movement are widely felt. Prevention must accompany remediation efforts; therefore, the government can support the green movement by enforcing strict regulations for cosmetics companies to mitigate the increase of waste in the beauty industry. Additionally, there is a need for standardization from regulatory bodies regarding green product certification, as there is currently no unified standard for green products at the national or international level. Establishing these standards aims to ensure that green marketing efforts do not devolve into greenwashing but are genuinely implemented by companies.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Respondents of this study were mostly young women aged 15-28 years. The literature review also shows that most of Avoskin's consumers are maximum 30 years old, so the current promotions tend to target the younger generation who are internet literate and environmental issues. This is because Avoskin's marketing is done online through various social media channels.

This study shows that green knowledge has a positive but insignificant influence on purchasing decisions, and green knowledge does not moderate green marketing mix variables on purchasing decisions. This shows that although consumers know about environmental issues, it does not necessarily affect consumer purchasing decisions significantly. Therefore, various aspects are needed that support the needs and desires of consumers so that they can encourage purchasing decisions on green products.

The green marketing mix has a positive and significant influence on purchasing decisions. This means that increasing green marketing will increase sales of Avoskin products. However, only the green promotions variable has a positive and significant influence on consumer purchasing decisions. This shows that green promotions are the most influential aspect of consumer purchasing decisions.

Recommendations

The results of this study indicate that green marketing has a positive and significant influence on Avoskin products. Green promotions are the variable that has a positive and significant effect on purchasing decisions in this study. Increased green promotion is expected to increase Avoskin sales. Promotions carried out need to prioritize honesty and credibility to increase consumer confidence. This study only discusses consumer experience up to the purchasing decision stage. Therefore, future research can discuss the advocacy and retention stages in the consumer purchasing decision stage, such as aspects in green promotions that influence consumer to repurchase and advocate others.

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