

## Green beauty: An approach to understanding purchase intentions



Yuli Harwani<sup>1</sup>, Daru Asih<sup>1</sup>, Yanto Ramli<sup>1</sup>, Agus Ariyanto<sup>1</sup>, Mochamad Soelton<sup>1,\*</sup>, Anees Janee Ali<sup>2</sup>

<sup>1</sup>Management Department, Faculty of Economics and Business, Universitas Mercu Buana, Jakarta, Indonesia

<sup>2</sup>School of Business, Universiti Sains Malaysia, Penang, Malaysia

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### ABSTRACT

This study investigates the factors influencing the intention to purchase environmentally friendly products, focusing on eco-friendly body lotions and similar plant-based personal care products in Jakarta. As consumer awareness of sustainability grows, companies are innovating in green marketing, emphasizing responsibly sourced natural ingredients, recycled packaging, and ethical practices. Using a quantitative approach, data were collected through questionnaires from 124 loyal customers in Jakarta, and analyzed with SEM-PLS. The study examines the effects of environmental concern, green trust, and green pricing on purchase intentions, moderated by social influence and green positioning. Results reveal that environmental concern does not significantly influence purchase intentions, while green trust and green pricing have a positive and significant impact. Green positioning moderates the relationships between environmental concern, green trust, and green pricing on purchase intentions. Conducted in collaboration with Universiti Sains Malaysia, this research contributes to strategic marketing literature by highlighting the role of green positioning in promoting environmentally friendly products.

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### 1. Introduction

Waste generation is an unavoidable consequence of human activity, arising from both household and industrial sources in the form of organic and inorganic materials. Jakarta, as Indonesia's capital and largest urban center, faces a critical challenge in managing its growing waste volume. In 2023, the city generated approximately 121,433.53 m<sup>3</sup> of waste, an amount that exceeds the physical capacity of prominent landmarks such as the National Monument (Monas), which stands 80.3 meters wide and 192 meters high (Ardiatma et al., 2024). The accumulation of rubbish has been identified as one of the main causes of urban flooding, with plastic waste representing a particularly difficult problem to address. In fact, Indonesia was ranked the second-largest producer of plastic waste in the world in 2018 (liputan6.com). Historical data also reflect the fluctuating but persistently high levels of waste in Jakarta: 6,562 tons/day in 2016, 6,875 tons/day in

2019, 7,453 tons/day in 2020, 7,702 tons/day in 2021, and 7,424 tons/day in 2022. Of this total, food waste constitutes the largest proportion (53%), while plastic accounts for around 9%, making it a significant contributor to environmental degradation (Khoale et al., 2023).

One type of waste that is most difficult to decompose is plastic waste, which can last up to 400 years. Only 5% of plastic waste is recycled effectively, while another 40% ends up in landfills, and the rest ends up in ecosystems such as the ocean. Plastic waste can cause pollution, both in the land, in the air and in the air (Veidis et al., 2021).

On land, plastic waste can block air and sunlight from reaching the soil, reducing its fertility and increasing the risk of flooding. In the ocean, plastic is exposed to ultraviolet radiation, which causes photodegradation and breaks it into smaller fragments. These fragments release toxic substances, such as bisphenol A (BPA), that enter the food chain. Marine organisms of different sizes consume these toxins, and eventually, humans, at the top of the food chain, may accumulate harmful effects from them.

In the air, dispersed plastic particles also pose risks to health and the environment. For example, when polyvinyl chloride (PVC) plastic, which contains halogens, is burned, it produces dioxins. Inhalation of dioxins can increase the risk of cancer, nervous system disorders, hepatitis, liver

\* Corresponding Author.

Email Address: [soelton@mercubuana.ac.id](mailto:soelton@mercubuana.ac.id) (M. Soelton)

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Corresponding author's ORCID profile:

<https://orcid.org/0000-0003-1055-4085>

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inflammation, and symptoms of depression (Lestari et al., 2020).

Seeing the large impact of plastic waste pollution due to poor management, an active role is needed from all groups, not only the government, but also together with the private sector and Indonesian society. One of the companies that is committed to reducing plastic waste, this company was founded in 1933 and is located in Jakarta. The company has a committed approach to achieving noble goals, namely creating, maximizing, and providing value to all stakeholders from economic, social, and environmental dimensions. At the same time, we strive to reduce negative impacts arising from the products and business operations we run. Environmentally friendly purchasing intention is a person's wish or desire to buy environmentally friendly products (Amin and Tarun, 2021). Companies need environmentally friendly purchasing intentions because, currently, customers are starting to become aware of using environmentally friendly products. One of Unilever's environmentally friendly products is body lotion. Body lotion is a natural and environmentally friendly body care product. Starting from choosing natural ingredients that are processed responsibly, using bottles made from recycled plastic, to choosing social partners. This product began to be marketed in 2019.

Then, further research was carried out by Skackauskiene and Vilkaite-Vaitone (2022), who highlighted that green trust and green perceived value are among the main variables influencing green purchasing intentions. Furthermore, Vilkaite-Vaitone et al. (2022) conducted research with marketing managers in Lithuania, emphasizing the role of green marketing practices in shaping purchasing decisions for sustainable products. Variables that influence environmentally friendly purchasing intentions are environmentally friendly promotions and environmentally friendly prices. Factors that influence environmentally friendly purchasing intentions are environmental concern, environmentally friendly beliefs, and environmentally friendly prices. Concern for the environment is one of the factors that contribute to environmentally friendly purchasing intentions. Environmental concern describes the extent to which customers believe that environmental issues are important for the nation's well-being (Kamalanon et al., 2022). Concern for the environment plays an important role in environmentally friendly purchasing intentions. Environmental concern includes awareness of ecological issues to support the management of environmental problems. Customers who are aware of the importance of environmentally friendly products will increase their environmentally friendly purchasing intentions (Al-Kumaim et al., 2021). The phenomenon of environmental concern is due to the low awareness of Indonesian people towards environmentally friendly products. The green product market in Indonesia has doubled in the last

three years (Trong Nguyen et al., 2023). Wong et al. (2020) found that Indonesian consumers are aware of their intention to buy products that have a social and environmental impact. It is interesting to research how to increase the intention to buy environmentally friendly products, especially cosmetics. Variables that influence the intention to purchase environmentally friendly products include environmentally friendly brand awareness, environmentally friendly brand trust, environmentally friendly brand image, and environmentally friendly perceived value. Certain product attributes drive consumer exploration behavior, which often leads to purchasing behavior.

Environmentally friendly beliefs are the next factor that influences environmentally friendly purchasing intentions. Green trust is the willingness of customers to encourage them to buy green products (Amin and Tarun, 2021). Green trust has a positive effect on environmentally friendly purchasing intentions because consumers who believe in environmentally friendly products will increase their purchases of green products (Karatu and Mat, 2015). The green trust phenomenon is that customers have the perception that environmentally friendly products do not have as good quality as conventional products. Apart from environmental concern and green trust, the next factor that influences environmentally friendly purchasing intentions is environmentally friendly prices. Green price is the price of a product that is environmentally friendly. Green products have value because they have a changed function, appearance, or certain customization so that green products make their prices relatively high compared to conventional products. Environmentally friendly prices have an influence on environmentally friendly purchasing intentions because they are willing to pay 20% more for environmentally friendly products (Munamba and Nuangjamnong, 2021). The green price phenomenon is that the price of environmentally friendly products is more expensive than that of products that are not environmentally friendly. The research gap on environmental awareness is highlighted by Alhally (2020) and Naalchi Kashi (2020), while it contrasts with the findings of Riptiono and Yuntafi'ah (2021). Regarding Green Trust, this study aligns with the results of Sandi et al. (2021) but differs from Antonius (2018). Concerning Green Price, the findings are consistent with those of Munamba and Nuangjamnong (2021) and Ansu-Mensah (2021), yet they do not correspond with Mahmoud (2018).

## 2. Literature review

Environmental concern is the extent to which individuals or groups show their concern for the environment and show their desire to maintain the existing environmental problems, according to Chairy and Alam (2019). According to Malik et al. (2019), indicators of environmental concern are worrying about the state of the environment,

abusing the environment, natural disasters, natural balance, and living in harmony with nature.

That green trust is a willingness to rely on products, services, and brands based on beliefs or hopes resulting from credibility and capabilities regarding environmental performance, according to Imaningsih (2019). According to Guerreiro and Pacheco (2021), indicators of green trust are environmental commitment, environmental performance, green products can be trusted, green brands meet expectations, and keep promises.

Green price refers to prices, especially those related to company policies taking into account the environment, which are enforced by company rules and instructions or in the case of company initiatives (Mahmoud, 2018). According to Ansu-Mensah (2021), green price indicators pay more for green products, like green products even though they are expensive, price is the main choice, can't afford to pay, switch to competitors.

Positioning refers to arranging a product so that it occupies a clear, distinct, and desirable place in the minds of consumers compared to competing products. Determining positioning involves six steps: identifying competitors, examining consumer perceptions, assessing competitor positions based on product attributes, and comparing these competitors with one another. This process requires consumer research, including the analysis of consumer preferences, identifying the position consumers expect from a product, making positioning decisions, and effectively communicating that position.

Product positioning is closely linked to market segmentation because it focuses on serving a specific target market. Its main purpose is to create a strong product image in consumers' minds so that the product stands out from competitors. The key challenge is ensuring that consumers perceive the product as the company intends. This definition suggests that positioning must begin with the product itself. To achieve strong positioning, companies must differentiate their products through several factors, such as technology, price, quality, distribution channels, or target consumers.

Green purchase intention is a thought that arises due to consumers' feelings of being interested in environmentally friendly products that meet their expectations. Al-Kumaim et al. (2021) explained that indicators of green purchasing intentions include considering buying environmentally friendly products first, planning to buy environmentally friendly products compared to conventional ones, planning to buy environmentally friendly products because they do not cause pollution, planning to buy environmentally friendly products because contribute positively to the environment, plan to buy environmentally friendly products even if they are expensive.

Environmental concern on green purchase intentions: Environmental concern is a high awareness of the natural environment and the living environment, such as perceived health risks, for

example, air pollution, air pollution and waste pollution (Yang et al., 2020). This research is supported by Chairy and Alam (2019), who found that environmental concern has a positive and significant effect on Environmentally Friendly Purchase Intentions. Consumers who have knowledge about the green environment prefer to buy green products. Alhally (2020), Naalchi Kashi (2020), and Tarabieh (2021) found that environmental concern has a positive effect on environmentally friendly purchasing intentions. Environmental concern for respondents who know about environmentally friendly products is an important variable in generating intentions to buy environmentally friendly products. This indicates that many consumers will buy environmentally friendly products if these consumers are environmentally conscious as an effort to minimize the negative effects on the environment caused by similar products that are not environmentally friendly.

**H1:** Environmental concern has a positive and significant effect on green purchase intentions.

Green trust on green purchase intentions: Guerreiro and Pacheco (2021) explained that green trust is the tendency of customers to trust green products. This research is supported by Sandi et al. (2021) and Amin and Tarun (2021) that green trust has a significant effect on environmentally friendly purchasing intentions. Customer decision-making processes can be influenced by the level of environmental trust, especially in the era of socially and environmentally responsible consumption. Green beliefs can positively influence customers' green purchasing intentions, which in turn can influence customers' actual purchasing behavior.

**H2:** Green trust has a positive and significant effect on green purchase intentions.

Green price on green purchase intentions: Price is an important factor in the green marketing mix (Febriani, 2019). This research is supported by Mahmoud (2018) that green prices have a positive effect on environmentally friendly purchasing intentions. Most consumers will only be prepared to pay for added value if there is a perception of additional product value. The price of green products is often higher than conventional products. Kamalanon et al. (2022), and Munamba and Nuangjamnong (2021) stated that environmentally friendly prices have a significant effect on environmentally friendly purchasing intentions. The correlation between green price and green purchase intention shows the second strongest relationship after green product, compared to other dimensions of the green marketing mix. Environmentally friendly prices significantly influence environmentally friendly purchasing intentions. Most consumers are willing to pay a premium price if they expect perceived value in the product.

**H3:** Green prices have a positive and significant effect on green purchase intentions.

Green positioning moderates environmental concern on green purchase intentions: Environmental concern is a high awareness of the natural environment and the living environment, such as perceived health risks, for example, air pollution, and waste pollution (Yang et al., 2020). This research is supported by Chairy and Alam (2019), who found that environmental concern has a positive and significant effect on Environmentally Friendly Purchase Intentions. Consumers who have knowledge about the green environment prefer to buy green products. Alhally (2020) found that environmental concern has a positive effect on environmentally friendly purchasing intentions. Environmental concern for respondents who know about environmentally friendly products is an important variable in generating intentions to buy environmentally friendly products. This indicates that many consumers will buy environmentally friendly products if these consumers are environmentally conscious as an effort to minimize the negative effects on the environment caused by similar products that are not environmentally friendly.

**H4:** Green positioning moderates the relationship between environmental concern and green purchase intention, exerting a positive influence.

Green positioning moderates green trust on green purchase intentions: Guerreiro and Pacheco (2021) explained that green trust is the tendency of customers to trust green products. This research is supported by Sandi et al. (2021), Sinambela et al. (2022), and Amin and Tarun (2021), who found that green trust has a significant effect on environmentally friendly purchasing intentions. Customer decision-making processes can be influenced by the level of environmental trust, especially in the era of socially and environmentally responsible consumption. Green beliefs can positively influence customers' green purchasing intentions, which in turn can influence customers' actual purchasing behavior.

**H5:** Green positioning is able to moderate green trust and have a positive influence on green purchase intentions.

Green positioning moderates green price on green purchase intentions: Price is an important factor in the green marketing mix (Febriani, 2019). This research is supported by Mahmoud (2018) that green prices have a positive effect on environmentally friendly purchasing intentions. Most consumers will only be prepared to pay for added value if there is a perception of additional product value. The price of green products is often higher than conventional products. Ansu-Mensah (2021), Sinambela et al. (2022), and Tarabieh (2021)

stated that environmentally friendly prices have a significant effect on environmentally friendly purchasing intentions. The correlation between green price and green purchase intention shows the second strongest relationship after green product, compared to other dimensions of the green marketing mix. Environmentally friendly prices significantly influence environmentally friendly purchasing intentions. Most consumers are willing to pay a premium price if they expect perceived value in the product.

**H6:** Green positioning is able to moderate green price and has a positive influence on green purchase intentions.

Based on the discussions above, the research framework is developed as displayed in Fig. 1.

### 3. Method

The research design begins with identifying problems at the research location, formulating problems, and compiling basic theories to strengthen the foundation of each variable. The sampling technique in this study uses nonprobability sampling with judgmental sampling. Judgmental sampling is a sampling technique with special criteria, namely, people who are interested in buying body lotion products. Determining the sample size using the Hair et al. (2014) approach suggests setting the sample size based on predictors or independent variables. Data collection by distributing questionnaires directly to the research object, namely, body lotion customers. This study aims to determine the effect of environmental awareness, environmentally friendly beliefs, and environmentally friendly prices on the intention to purchase environmentally friendly body lotion in DKI Jakarta. This study was conducted on 124 respondents using a quantitative approach. The data analysis used is Structural Equation Modeling (SEM).

Data were collected through online questionnaires using a Likert scale, with items adapted from previous studies and slightly modified to fit the research context. Green Purchase Intention was assessed by prioritizing the purchase of environmentally friendly products, planning to buy them instead of conventional ones, choosing them for their non-polluting nature, recognizing their positive environmental contribution, and intending to purchase them despite higher prices. Environmental Concern was measured by worrying about environmental conditions, recognizing environmental abuse, concern for natural disasters, awareness of ecological balance, and valuing harmony with nature. Green Trust was evaluated through environmental commitment, perceived environmental performance, trust in green products, belief that green brands meet expectations, and fulfillment of promises. Green Price was measured by willingness to pay more for green products, preference for them despite higher costs,



considering price as a key factor, inability to afford higher prices, and tendency to switch to competitors due to price.

The questionnaire was tested for reliability and validity before use. Structural equation modeling (SEM) can be used in social science investigations to analyze econometric and psychometric results, as it causally evaluates additive models that have been theoretically verified (Haenlein and Kaplan, 2004). PLS-SEM (Partial Least Squares Structural Equation Modeling) data analysis has advantages and disadvantages, particularly with regard to the assumption and consequent fit statistics, and is

based on the Covariance Approach SEM (CB-SEM) and PLS-SEM. For CB-SEM to be utilized, the following criteria are required: 1) a large sample size; 2) normally distributed data; 3) reflective construct indicators; and 4) trigger factors (errors), which arise when the program fails to produce results due to the lack of identifying the model (Sarstedt and Hwang, 2020). PLS-SEM, on the other hand, can overcome this constraint by creating intricate models of causal links with latent variables. It is resistant or immune to multivariate statistical methods that simultaneously manage numerous explanatory and response variables.

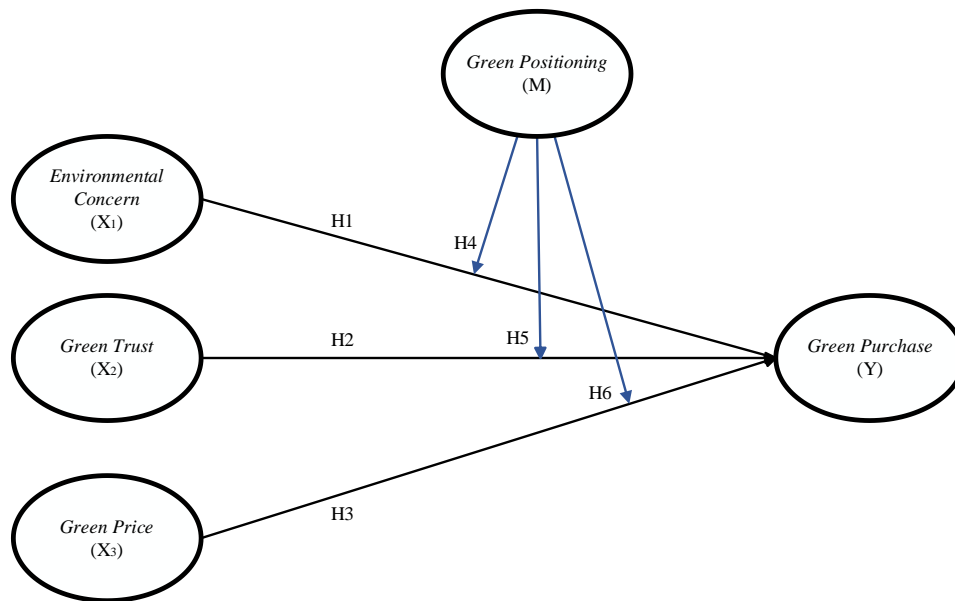


Fig. 1: Conceptual framework

## 4. Results and discussion

### 4.1. Description of respondents' characteristics

The characteristics of respondents in this study were described based on gender, age, position, and length of work. As shown in Table 1, among the 124 respondents, 34.6% were aged 18–23 years, 31.7% were aged 30–35 years, 29.8% were aged 24–29 years, 2.9% were aged 36–41 years, and 1% were older than 41 years. In terms of residence, 30.8% lived in West Jakarta, 22.1% in East Jakarta, 19.2% in South Jakarta, 17.3% in Central Jakarta, and 10.6% in North Jakarta. Regarding occupation, 28.8% were soldiers or police officers, 28.8% were private employees, 23.1% were students, 7.7% worked in other jobs such as freelancing, factory, or hotel work, 5.8% were self-employed, and 3.8% were housewives. Based on Table 2, the outer loading values of environmental concern (0.60), green trust ( $>0.60$ ), green price ( $>0.60$ ), and green purchase intention ( $>0.60$ ) all meet the validity criteria. Table 3 shows that the AVE values also confirm validity: environmental concern ( $0.606 > 0.50$ ), green trust ( $0.545 > 0.50$ ), green price ( $0.703 > 0.50$ ), and green purchase intention ( $0.822 > 0.50$ ). Furthermore, Table 4 demonstrates discriminant validity, as each

construct correlates more strongly with its own indicators than with those of other constructs; environmental concern (EC) correlates higher with its indicators than with green price (GP), green purchase intention (GPI), and green trust (GT), and similar patterns are observed for GP, GPI, and GT, indicating that each construct is distinct and valid.

Table 1: Characteristics of respondents

Category	Description	Percentage
Gender	Male	13.7
	Female	82.7
	Not stated	3.6
Age	18–23 years	34.6
	24–29 years	29.8
	30–35 years	31.7
	36–41 years	2.9
	>41 years	1.0
	Central Jakarta	17.3
Domicile	South Jakarta	19.2
	North Jakarta	10.6
	West Jakarta	30.8
	East Jakarta	22.1
Occupation	Private sector employee	28.8
	Military/police	28.8
	Student	23.1
	Housewife	3.8
	Self-employed	5.8
	Other	7.7
	Not stated	2.0

**Table 2: Convergent validity test**

Variable	Indicator	Outer loadings	Remarks
Environmental concern	EC1	0.782	Valid
	EC2	0.746	Valid
	EC3	0.793	Valid
	EC4	0.736	Valid
	EC5	0.831	Valid
Green trust	GT1	0.929	Valid
	GT2	0.901	Valid
	GT3	0.923	Valid
	GT4	0.901	Valid
	GT5	0.878	Valid
Green price	GP1	0.807	Valid
	GP2	0.827	Valid
	GP3	0.703	Valid
	GP4	0.640	Valid
	GP5	0.697	Valid
Green purchase intention	GPI2	0.879	Valid
	GPI3	0.777	Valid
	GPI4	0.847	Valid
	GPI5	0.848	Valid
	GPO1	0.807	Valid
Green positioning	GPO2	0.837	Valid
	GPO3	0.713	Valid
	GPO4	0.697	Valid
	GPO5	0.640	Valid

**Table 3: Average variance extracted (AVE)**

Variable	AVE	Formulate	Remarks
Environmental concern	0.606	0.50	Valid
Green trust	0.545	0.50	Valid
Green price	0.703	0.50	Valid
Green purchase intention	0.822	0.50	Valid
Green positioning	0.807	0.50	Valid

**Table 4: Discriminant validity (Fornell-Larker criterion)**

	Environmental concern	Green price	Green purchase intention	Green trust	Green positioning
Environmental concern	0.778				
Green price	0.362	0.738			
Green purchase intention	0.469	0.732	0.839		
Green trust	0.544	0.605	0.797	0.906	
Green positioning	0.517	0.605	0.732	0.839	0.906

Table 5 shows that all constructs meet the reliability criteria. Environmental concern has a Cronbach's alpha of 0.837 ( $>0.60$ ) and composite reliability of 0.885 ( $>0.60$ ), green trust has a Cronbach's alpha of 0.794 and composite reliability of 0.856, green price has a Cronbach's alpha of 0.859 and composite reliability of 0.905, and green purchase intention has a Cronbach's alpha of 0.946 and composite reliability of 0.958. These results indicate that all variables are reliable. Table 6 further shows that the  $Q^2$  value for interest in reuse is 0.538 ( $>0$ ), which suggests good predictive relevance and a strong ability to predict the dependent variable. The  $R^2$  value is 0.734, which is categorized as strong.

This means that environmental concern, green trust, and green price together explain 73.4% of the variation in green purchase intention, while the remaining 26.6% is explained by other factors not included in this study.

#### 4.2. Discussion

The influence of environmental concern on green purchase intention: Environmental concern yields a t-statistic value of 0.730, which is less than 1.96, and

a p-value of 0.465, which is greater than 0.05 (Table 7 and Fig. 2). Therefore, H1 is rejected, indicating that environmental concern does not have a significant effect on green purchase intention. This finding is consistent with Riptiono and Yuntafi'ah (2021), who also concluded that environmental concern does not significantly influence green purchase intention. Although customers may care about the environment, it does not necessarily translate into purchasing green products.

Additionally, this study is supported by Qomariah and Prabawani (2020), who similarly found that environmental concern does not affect green purchase intention. Hence, companies may not need to prioritize environmental concerns to enhance green purchase intention.

Environmentally conscious individuals tend to have both internal and external environmental attitudes. If green companies target this type of consumer, they can create a larger database of potential customers early on and nurture them through the sales funnel, eventually converting them into buyers. This can also help brands build a reputation for being environmentally friendly if they engage in campaigns with consumers who care about green products.

The influence of green trust on green purchase intention: Green trust exhibits a t-statistic value of 9.471, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05 (Table 7 and Fig. 2). Therefore, H2 is accepted, indicating that green trust has a positive and significant effect on green purchase intention. This finding is supported by Amin and Tarun (2021) who found that green trust significantly influences green purchase intention. Customer decision-making processes can be influenced by the level of green trust, especially in the era of socially and environmentally responsible consumption.

Green trust can positively impact customers' green purchase intentions, which in turn can affect their actual purchasing behavior. Kamalanon et al. (2022) also found that green trust positively affects green purchase intention. Companies can benefit from fostering genuine environmental responsibility to increase their sales. Companies do not have to bear the risk of greenwashing but can integrate it into their marketing strategies and demonstrate their commitment to environmental performance. Building green trust will help position desired green products.

Corporate greenwashing behavior leads to customer confusion regarding green product claims. Therefore, companies should expand their green practices and maintain a strong green image. Companies should not only claim that their products are green but also provide evidence of their green products. This policy will reduce customer confusion and risk, increase the likelihood of green product practices and claims in the company, and contribute to an increase in green purchase intention.

Kubrowati et al. (2017) found that green trust significantly influences green purchase intention. Consumer trust or attitudes toward environmentally friendly products will affect purchase intentions for products that meet consumers' desires. In addition, attitudes lead to intentions, which lead to purchases. If high trust in the product is compared to the level of environmental attitudes in consumers, this can lead to environmental behavior that is then manifested in green purchases.

The influence of green price on green purchase intention: Green price exhibits a t-statistic value of 5.409, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05 (Table 7 and Fig. 2). Therefore, H3 is accepted, indicating that green price has a positive and significant effect on green purchase intention. This finding is supported by Tarabieh (2021), Kamalanon et al. (2022), and Mahmoud (2018) who found that green price positively influences green purchase intention. Most consumers will only be willing to pay for added value if there is a perceived value in the additional product. Green products' prices are often higher than conventional products.

Munamba and Nuangjamnong (2021) found that green price significantly impacts green purchase intention, ranking as the second strongest factor after green product within the green marketing mix. Their findings indicate that many consumers are willing to pay higher prices if the product offers perceived value. Specifically, green consumers demonstrate a strong preference for environmentally friendly products, even at premium prices, highlighting the essential role of green pricing in influencing sustainable purchasing behavior.

**Table 5:** Reliability test

Variable	Cronbach Alpha	Composite reliable	Formulate	Remarks
Environmental concern	0.837	0.885	0.60	Reliable
Green trust	0.794	0.856	0.60	Reliable
Green price	0.859	0.905	0.60	Reliable
Green purchase intention	0.946	0.958	0.60	Reliable
Green positioning	0.705	0.897	0.60	Reliable

**Table 6:** R-squared and Q-squared

	R square	Q2	Remarks
Green purchase intention	0.734	0.538	Strength
Green positioning	0.789	0.587	Strength

Functional value is an important factor for consumers in deciding to purchase a product, one of which is the influence of price and consumer purchasing behavior, which shows a willingness to pay a price for environmentally friendly products. Purchasing decisions are based on consumer attitudes towards the environment. The process of developing environmentally friendly products is related to or considers aspects of safety, price, and good labels that influence consumer purchasing behavior towards environmentally friendly products.

Companies must offer economic value to the price of environmentally friendly products.

Companies try to reduce their operational and production costs to provide economic value for products and to gain more or larger market share.

The influence of environmental concern on green purchase intention moderated by green positioning: Environmental concern yields a t-statistic value of 0.045, which is less than 1.96, and a p-value of 0.964, which is greater than 0.05 (Table 7 and Fig. 2). Therefore, Environmental Concern-> Green Positionong-> Green Purchase Intention moderated potential indicating that environmental concern does not have a significant effect on green purchase intention.

This finding is consistent with Kamalanon et al. (2022) and Rptiono and Yuntafi'ah (2021), who also concluded that environmental concern does not significantly influence green purchase intention. Although customers may care about the environment, it does not necessarily translate into purchasing green products. Additionally, this study

is supported by [Qomariah and Prabawani \(2020\)](#), who similarly found that environmental concern does not affect green purchase intention. Hence, companies may not need to prioritize environmental concerns to enhance green purchase intention.

Consumers already have a high position on a product, then this can be seen as an advantage for marketers to differentiate their products from available competitors, giving the impression of being differentiable, while creating more demand and increasing consumer intentions to buy more environmentally friendly products. This means that the higher the positioning of a brand in the minds of consumers, it means that consumers know the advantages of a product compared to other products, which will make consumers' desire to buy the product higher.

The influence of green trust on green purchase intention moderated by green positioning: Green trust exhibits a t-statistic value of 0.366, which is greater than 1.96, and a p-value of 0.714, which is less than 0.05 ([Table 7](#) and [Fig. 2](#)). Therefore, Green Trust -> Green Positionong ->Green Purchase Intention Potential moderated indicating that green trust has a positive and significant effect on green purchase intention.

This finding is supported by [Amin and Tarun \(2021\)](#), who found that green trust significantly influences green purchase intention. Customer decision-making processes can be influenced by the level of green trust, especially in the era of socially and environmentally responsible consumption. Green trust can positively impact customers' green purchase intentions, which in turn can affect their actual purchasing behavior. [Sandi et al. \(2021\)](#), [Sinambela et al. \(2022\)](#), [Tarabieh \(2021\)](#), and [Amin and Tarun \(2021\)](#) also found that green trust positively affects green purchase intention.

Companies can benefit from fostering genuine environmental responsibility to increase their sales. Companies do not have to bear the risk of greenwashing but can integrate it into their marketing strategies and demonstrate their commitment to environmental performance. Building green trust will help position desired green products. Corporate greenwashing behavior leads to customer confusion regarding green product claims. Therefore, companies should expand their green practices and maintain a strong green image. Companies should not only claim that their products

are green but also provide evidence of their green products. This policy will reduce customer confusion and risk, increase the likelihood of green product practices and claims in the company, and contribute to an increase in green purchase intention.

[Kamalanon et al. \(2022\)](#) and [Kubrowati et al. \(2017\)](#) found that green trust significantly influences green purchase intention. Consumer trust or attitudes toward environmentally friendly products will affect purchase intentions for products that meet consumers' desires.

The influence of green price on green purchase intention moderated by green positioning: Green price exhibits a t-statistic value of 2,291 which is greater than 1.96, and a p-value of 0.022, which is less than 0.05 ([Table 7](#) and [Fig. 2](#)). Green Price -> Green Positionong -> Green Purchase Intention moderated semua indicating that green price has a positive and significant effect on green purchase intention.

This finding is supported by [Mahmoud \(2018\)](#), who found that green price positively influences green purchase intention. Most consumers will only be willing to pay for added value if there is a perceived value in the additional product. Green products' prices are often higher than conventional products. [Sinambela et al. \(2022\)](#), [Tarabieh \(2021\)](#), [Kamalanon et al. \(2022\)](#), and [Munamba and Nuangjamnong \(2021\)](#) also found that green price significantly affects green purchase intention.

The correlation between green price and green purchase intention shows the second strongest relationship after green product, compared to other dimensions of the green marketing mix. Green price significantly influences green purchase intention. Most consumers are willing to pay a premium price if they can expect perceived value in the product. Manufacturers can charge high prices by highlighting the environmental friendliness of the product, and consumers will pay higher prices, provided that the benefits of consuming green products are greater than the price.

Consumers' willingness to pay rises with environmental concern. However, those with low greenness primarily focus on cost, frequently viewing green products as overpriced or expensive. Their purchase decisions are strongly shaped by perceived affordability rather than environmental or sustainability benefits, limiting broader adoption.

**Table 7:** Fit model and hypotheses testing results

	Original sample	T-statistic	P-value	F-square	Remarks
Environmental concern->green purchase intention	0.033	0.730	0.465	0.003	Positive/not significant
Green trust -> green purchase intention	0.541	9.471	0.000	0.365	Positive/significant
Green price -> green purchase intention	0.392	5.409	0.000	0.563	Positive/significant
Environmental concern-> green positioning -> green purchase intention	0.001	0.045	0.964	0.003	Potential moderated
Green trust -> green positioning ->green purchase intention	0.027	0.366	0.714	0.541	Potential moderated
Green price -> green positioning -> green purchase intention	0.160	2.291	0.022	0.469	Pseudo moderated



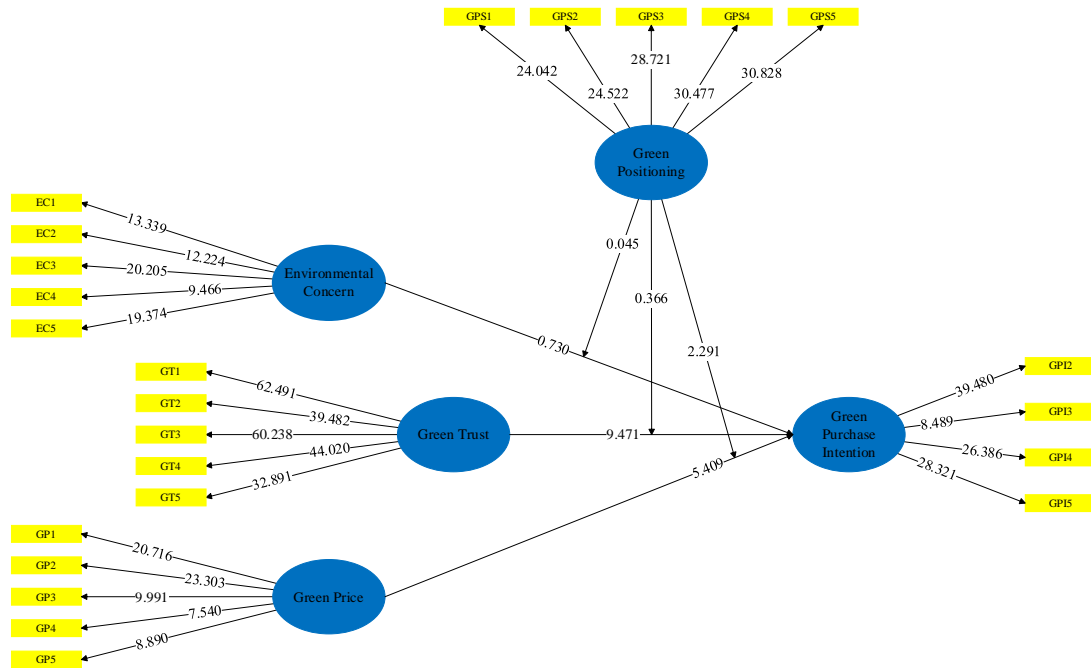


Fig. 2: Bootstrapping result

## 5. Conclusions

Environmental concern does not have a significant effect on environmentally friendly purchasing intentions. This means that customers who care about the environment may not necessarily buy green products. Consumers still don't think about it when they want to buy cosmetic products, even though some cosmetic products contain materials that can be recycled and reduce environmental damage or environmental pollution throughout the product's life cycle. And companies do not need to pay attention to environmental concerns to increase environmentally friendly purchasing intentions.

Green trust has a positive and significant effect on environmentally friendly purchasing intentions. This means that customers' decision-making processes can be influenced by the level of environmental trust, especially in the era of socially and environmentally responsible consumption. Green beliefs can positively influence customers' green purchasing intentions, which in turn can influence customers' actual purchasing behavior.

Green price has a positive and significant effect on environmentally friendly purchasing intentions. This means that most consumers will only be prepared to pay for added value if there is a perception of additional product value. The price of green products is often higher than that of conventional products. The correlation between green price and green purchase intention shows the second strongest relationship after green product, compared to other dimensions of the green marketing mix.

Companies must continue to develop the 3R concept (reduce, reuse, recycle) by increasing the number of love boxes, which are recycling places where customers can recycle plastic product waste.

The company creates a pricing policy so that this product can compete with other brands.

## 5.1. Limitations

One of the limitations of this paper is the use of convenience samples for data collection that are limited to the Jakarta city area and its surroundings, which is a limited representation of the population. The fact that this study asked people about green products specifically for body lotion in general also yields fewer insights. A more in-depth study of specific types of green products or green brands would yield more detailed answers.

In the future, it would be useful to conduct similar studies that would expand the types of skin care that are not limited to one product, such as: Powder, moisturizing powder, face serum, anti-aging and others to measure whether people are more concerned about the environment; or financial situation, to understand the extent to which economic strength is an antecedent of green purchasing behavior.

Cross-country research, comparing different cultures, could also provide interesting insights. More specifically, our results, together with the conflicting results found in previous studies, suggest the need to deepen knowledge on the sociodemographic characteristics of green consumers in different cultural contexts, along with studies on the motives that lead different consumers to think and act green.

## List of abbreviations

AVE	Average variance extracted
CB-SEM	Covariance-based structural equation modeling
EC	Environmental concern

F-square	Effect size measure
GP	Green price
GPI	Green purchase intention
GPO	Green positioning
GT	Green trust
N	Sample size
PLS-SEM	Partial least squares structural equation modeling
Q <sup>2</sup> (Q-squared)	Predictive relevance
R <sup>2</sup> (R-squared)	Coefficient of determination
SEM	Structural equation modeling

## Compliance with ethical standards

### Ethical considerations

Participation was voluntary, and informed consent was obtained from all respondents prior to data collection. The research involved no sensitive personal information, and anonymity and confidentiality were maintained.

### Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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