

Vol. 2 • No. 3 • April 2024

Page (Hal.) : 386 – 400

ISSN (online) : 2963-5896

ISSN (print) : 2964-0482

DOI No : -

Website : <https://ojs.ideanusa.com/index.php/idea>

© IDEA Nusantara

Darmaguna IDEA Nusantara Foundation

Jl. Pendowo, Limo No. 69, Depok, Indonesia

Telp. 0875 8655 3215

Email : ideajournal@ideanusantara.com

Licenses :



<http://creativecommons.org/licenses/by/4.0/>

Article info : **Received** : December 2023 ; **Revised** : February 2024 ; **Accepted** : April 2024

Green marketing and its influence on green consumption, environmental knowledge, brand coolness, and purchase intention of environmentally friendly skincare brands

Rizka Amelia

Universitas Trisakti, Email: 122012211022@std.trisakti.ac.id

Abstract. The development of industrial businesses and the economy has numerous impacts not only on society but also on the environment. The widespread scope of industries and increasing levels of consumption, particularly in the beauty and skincare industry, result in plastic waste that not only pollutes the environment but also contributes significantly to the rise in global temperatures. In response to and to address this issue, many companies are taking steps to contribute to the preservation or at least reduce the adverse environmental impact by initiating eco-friendly product movements. The research employs a quantitative method with a total of 338 respondents from various regions and age groups. The findings of the study indicate that green marketing has a positive influence on increasing brand coolness of a skincare brand and environmental knowledge, green consumption, and overall purchase intention.

Keywords: Brand coolness; Environmental knowledge; Green consumption; Purchase intention.

A. INTRODUCTION

As time progresses and the world develops, the climate experiences changes that not only impact the environment but also lead to social changes within society (Muhammad Rafly et al., 2023). In the environment, this results in an increase in average temperatures, within a period of 15 years, by approximately 0.15°C to 0.3°C (Phi; Ainulrohman & Suldarti, 2022).

One of the causes of this damage is not far from the use of skincare products, which have become a part of people's daily lives. Skincare itself is a facial skin care product consisting of cleaners, moisturizers, toners, serums, and others, each with various functions according to their ingredients (Ruslim et al., 2022). The massive use of skincare, leaving behind environmentally unfriendly packaging waste (Kusumawati & Tiarawati, 2022). Data from the National Waste Management Information System (SIPSN) in 2021 reported that there were 57.58% or 24,068,569.5 tons/year of waste that could not be managed, meaning that government regulations and all efforts made by the community have not yet answered this problem (Syarifah Nathania Orvola, 2022).

The increase in the ratio of waste is in line with the growing public interest in skin care, as shown by the market share data of cosmetics in Indonesia from Statista (2020), indicating that the facial care industry is the largest with a market volume of USD 1.673 billion in 2019 (Riska Dinda Anissa & Tobing, 2022). Seeing the rise in skincare usage that impacts the environment, and the public's concern towards this phenomenon, many brands are innovating, not only as a goal for environmental conservation but also, marketing with an orientation towards greening, also known as Green Marketing Orientation, can make diversification with competitor brands (Jacob et al., 2023). The novelty in this research is to examine whether purchase intention can be influenced by brand coolness, which is evaluated based on environmental knowledge and green consumption. This study aims to investigate the effect of green marketing on public environmental knowledge and green consumption, which influences brand coolness and purchase intention towards skincare brands already available in the market.

B. LITERATURE REVIEW

Green Marketing

A strategy where companies use environmentally friendly features for their services or products, as an effort to add value to the company from the product or company itself. Companies "green" their products through management systems and product innovation. With such a strategy, companies can have an impact on reducing the negative effects of environmental damage, as well as increasing the availability of environmentally friendly products in the cosmetic or skincare market. (Jacob et al., 2023).

The strategy of green marketing or environmentally friendly products was first described in the 1970s, starting during the development of the hippie movement triggered by climate change issues caused by air pollution and the occurrence of oil spill disasters (Gulerreliro et al., 2023) Which, periodically, the movement was sparked with the discovery of damage to the earth's ozone layer, giving serious consideration to climate change (Solomon et al., 2020).

The ultimate result of green marketing has a long-term orientation, so that in the future it can have a significant impact. Its implementation in skincare includes eco-labeling; an initiative or company innovation to utilize environmental conservation, through green branding, a marketing strategy that expresses a company's commitment to environmental preservation in the form of practices in product manufacturing and disseminated through green advertising with persuasive purposes that encourage consumers to make purchasing decisions that lead to environmental conservation actions. Green branding is created creatively and also has an effect to support the company's revenue (Ali, 2021).

Environmental Knowledge

Understanding and retention of information related to concepts, facts, and ideas associated with the environmental topic. This fosters knowledge about the functions and problems of ecosystems, alternatives for citizen behavior, and the achievement of greater environmental benefits. Environmental knowledge also enhances awareness of environmental issues, causes, impacts, and potential solutions that can lead to behavioral changes and the adoption of pro-environmental actions (Galván-Mendoza et al., 2022). The definition of environmental knowledge also involves understanding the factors that cause environmental impacts, holistic insights, and shared responsibility towards sustainability.

Environmental knowledge is divided into two types; abstract knowledge, which considers problems, causes, and solutions for improving environmental conditions, and concrete knowledge, related to its application and actions (Geliger et al., 2019).

This understanding is also due to the emergence of social media and endless information flows, allowing the public to easily access and learn about current environmental issues. Consumers also have an awareness of the impact of activities conducted by companies in environmental conservation and how these activities affect their personal lives (Ali, 2021).

Green Consumption

Green consumption refers to the act of consuming in a way that minimizes environmental impact, including purchasing products with lower energy consumption, avoiding items that harm health or excessively use resources during production, usage, and disposal. It focuses on protecting consumer health, conserving resources, and promoting sustainable consumption practices (Tsai & Bui, 2020). Green consumption encourages the use of environmentally friendly products, emphasizes responsible waste disposal, and fosters a shift in consumer mindset towards respecting nature and prioritizing health. This involves adopting environmentally conscious behavior and choosing green products over conventional ones, aiming to address global environmental challenges, save energy, and provide opportunities to reduce waste and environmental degradation. Individuals are shifting towards purchasing environmentally friendly products as a response to reduce and break habits in purchasing (Braga Junior et al., 2019).

Brand Coolness

Brand characteristics form a consumer perception that is subjectively and dynamically developed. This perception is positively valued with evaluation indicators such as aesthetically appealing, extraordinary, energetic, high status, rebellious, original, authentic, subcultural, iconic, and popularity (Warren et al., 2019). A brand carries symbolic and expressive values that reflect the consumer's status, also serving as a means to express oneself and reveal the consumer's characteristics. Consumers tend to choose a product from a brand that aligns with their personal characteristics or understood ideologies (Feng et al., 2023). Indicators of brand coolness are associated with environmentally friendly perceptions and sustainable actions, the willingness to pay for a "green" product, and other consumer responses. In the context of environmental friendliness, studies show that green marketing has a positive impact on consumer perceptions towards the brand, making them more open to considering products promoted by environmentally conscious companies (Lu et al., 2021).

Purchase Intention

Purchase intention reflects the extent to which customers are willing and motivated to buy a product or service from a particular company within a certain period of time. Purchase intention is an important calculation in marketing strategy, which is made based on the intent and desire of consumers to receive, buy, or use a specific product that may not be explicitly targeted by the company or brand (Haquel, 2020). The calculation of consumer purchase

intention is useful for developing advertising campaigns or promotions. Delivering content that matches customer desires in advertisements can be easily done with the calculation of purchase intention (Madlberger & Kraemmer, 2019). Purchase intention can provide information about the level of consumer understanding of a product. This calculation can be used to design marketing campaigns, analyze data, and can help establish an integrated roadmap for advertising campaigns (Madlberger & Kraemmer, 2019).

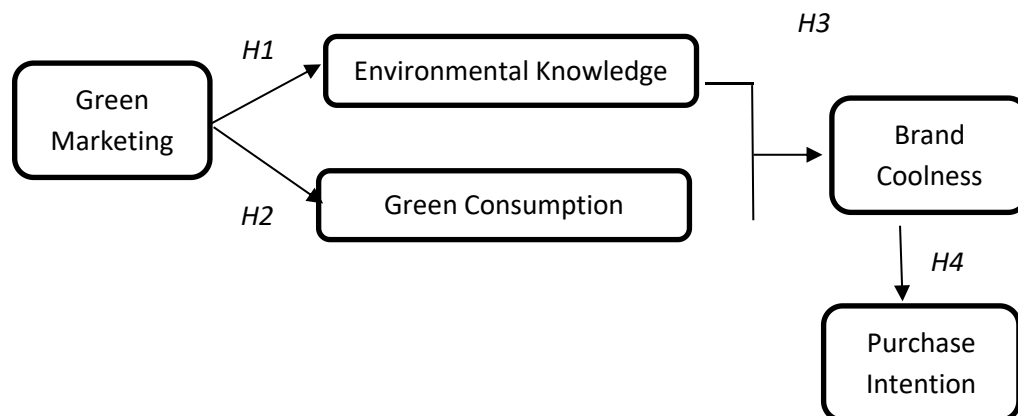


Figure 1 Research Design

Research Hypotheses

Green Marketing and Environmental Knowledge

The interaction between green marketing and environmental knowledge positively correlates significantly. Several studies have shown that green marketing has a significant positive impact on the intention to purchase green products, and there is a positive and significant effect of environmental knowledge on environmental attitudes and purchase intention. (Pratiwi et al., 2018). This indicates that higher levels of environmental knowledge are associated with more positive attitudes and intentions towards purchasing environmentally friendly products, influenced by green marketing efforts.

Therefore, environmental knowledge plays a key role in shaping attitudes and consumer behavior towards environmentally friendly products, and is closely related to the success of green marketing strategies in influencing consumer choices and intentions. (Simanjuntak et al., 2023).

H1. Green marketing influences environmental knowledge positively.

Green Marketing and Green Consumption

The positive correlation between green marketing and green consumption can be observed from various studies. Some research has shown that green marketing has a significant positive impact on the purchase intention of environmentally friendly skincare products (Madjidan & Sulistyowati, 2022). Another study found a significant positive effect of green marketing on the adoption of environmentally friendly products (Sulherman & Puspawiningrum, 2023). Other studies have found a significant positive correlation between environmental awareness and green marketing.

Several studies have also investigated the relationship between green marketing and green consumption. For example, one study found that green marketing and green branding have a significant positive correlation with consumer purchasing behavior (Magisterulppsats et al., 2018). Furthermore, some studies have found that green marketing has a significant

positive impact on the intention to purchase environmentally friendly products, where green advertising and green branding have a significant positive correlation with consumer purchasing behavior.

Through these avenues, the positive correlation between green marketing and green consumption indicates that green marketing strategies are effective in influencing consumer purchasing behavior towards environmentally friendly products and contribute to reducing environmental impact. Therefore, green marketing plays an important role in increasing the adoption of green products and creating positive changes for the environment.

H2. Green marketing influences green consumption positively.

Environmental Knowledge and Brand Coolness

Awareness and understanding of environmentally friendly products contribute to positive consumer perceptions towards certain brands. When consumers view environmentally friendly products as unique, authentic, and iconic, they may perceive them as distinct and appealing, which can increase attractiveness and likelihood to purchase these products. Therefore, the concept of brand coolness can be leveraged to enhance the appeal of environmentally friendly products and attract consumers who value the unique characteristics of these products (Lin et al., 2023).

H3. Environmental knowledge influences brand coolness positively.

Green Consumption and Brand Coolness

Consumer awareness and understanding of environmentally friendly products influence consumer perceptions towards certain brands. With the understanding possessed by consumers about these specific products, their consumption fosters an evaluation of brands associated with them.

H4. Green consumption influences brand coolness.

Brand Coolness and Purchase Intention

Several studies have found a positive correlation between brand coolness and purchase intention. One study indicated that the coolness of a product's brand has a positive impact on purchase intention, influencing consumers' perception of value and positive emotions (Tiwari et al., 2021). Another study suggested that brand coolness is a significant factor in stimulating purchase intention (Lin et al., 2023).

Furthermore, research suggests that brand coolness can influence consumers' psychological well-being through brand love and brand engagement, which can lead to increased purchase intent (Attiq et al., 2022).

H5. Brand coolness influences purchase intention.

C. RESEARCH METHODOLOGY

In this research process, two methods were employed to collect the required data:

Literature Review

Gathering theories, information, or relevant material was conducted from sources or references related to this research, primarily focusing on scholarly journals, literature, and other publications that can serve as sources.

Field Research

Data collection for this research was conducted through online surveys using Google Forms. The method employed in this research is quantitative; data is sourced from various reference materials serving as the basis for formulating statements in the research questionnaire presented to respondents who have been skincare consumers for at least one month. The analysis used is descriptive analysis, explaining the responses of skincare consumer respondents as the sample of the research interest and purchase intention. Likert scales were used to gather respondent answers (Table 1). The preference for answers to each indicator was measured using a five-point Likert scale, with equal intervals: Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).

Table 1. Research Instrument

Variable	Description	Indicator	Code
Green Marketing (G)	The marketing strategy employs green features for its services or products (Jacob et al., 2023).	Exposure to green advertisement	GM 1
		Green advertising accurately reflects environmental concerns	GM 2
		Always purchasing eco-label skincare products	GM 4
		Take notice on eco-label brand	GM 5
		Refusing to make a purchase if there is no eco-label	GM 6
		Preferring products with eco-labels more	GM 7
		Easier to recognize green brands	GM 8
		Green brands help preserve the environment	GM 9
Environmental Knowledge (EK)	Understanding and relating information involves concepts, facts, and ideas related to environmental topics (Galván-Mehdoza et al., 2022)	Greater inclination towards recycling	EK 1
		Identifying where to purchase skincare products that generate minimal waste	EK 2
		Understanding the meaning of the sustainable symbol on skincare product	EK 3
		Having a clear understanding about environmental and social issues	EK 4
Green Consumption (GC)	Green consumption involves engaging in consumption practices that minimize environmental impact (Tsai & Bul, 2020),	Preferring to purchase skincare with eco-labels at affordable prices	GC1
		Products that can be recycled, seen as a reason to buy specific products	GC2
		Also buying skincare with minimal waste	GC3
Brand Coolness (BC)	Perception of a brand's characteristics (Warreh et al., 2019)	Using skincare with green labels promotes consumer confidence and is better	BC1
		Using unique skincare with green labels	BC2
		Skincare with green labels user stands out more	BC3
		Green label brands are more appealing aesthetically	BC4

Purchase Intention (PI)	Purchase intention is the extent to which customers are willing and motivated to buy products or services from a particular company within a certain period of time (Haqubel 2020)	Skincare with green labels are more innovative compared to other brands	BC5
		Encouraging others to switch to skincare with green labels	PI1
		It is appropriate to promote more environmentally friendly products	PI2
			PI3
		Advertisements promoting the purchase of skincare with green labels	

Data sources for the research were utilized to determine whether green marketing influences environmental knowledge, green consumption behavior, and its impact on brand coolness, as well as whether it affects purchase intention for the advertised skincare brand

D. RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 338 respondents who met the specified criteria and were subsequently used for data analysis, with details provided in the appendix as supplementary material.

Table 2. Respondent Characteristics

Gender	Amount	Percentage
Laki-laki	109	32,2%
Perempuan	229	67,8%
TOTAL	338	100%
Age	Amount	Percentage
18-24 tahun	63	18,6%
25-30 tahun	192	56,8%
31-35 tahun	74	21,9%
Diatas 35 tahun	9	2,7%
TOTAL	338	100%
Education	Amount	Percentage
SMA / sederajat	42	12,4%
D3	75	22,2%
S1	193	57,1%
S2	28	8,3%
TOTAL	338	100%
Domicile	Amount	Percentage
DKI Jakarta	88	26%
Jawa Barat	69	20,4%
Banteh	50	14,8%
Jawa Timur	68	20,1%
Jawa Tengah	38	11,2%
Luar Jawa	25	7,4%
TOTAL	338	100%
Wage	Amount	Percentage
< Rp. 2,000,000	9	2,9%

Rp. 2,000,000 – Rp. 5,000,000	130	38,2%
Rp. 5,000,000 – Rp. 10,000,000	145	42,9%
Rp. 10,000,000 – Rp. 20,000,000	47	13,8%
Rp. > 20,000,000	7	2,1%
TOTAL	338	100%

Testing Research Instruments

Validation Testing

Validation testing is defined as determining whether the indicators that constitute a variable represent what is intended or, in other words, whether the indicators represent valid variables (Hair et al., 2010). In this study, the statistical tool used for validation testing is factor loading, with the criteria for concluding whether the indicators are valid or not determined by the size of the research sample. This study utilized a sample size of 338 respondents, thus the threshold for determining valid factor loading is set at 0.35, as seen in Table 3.

Table 3. Factor Loading by Sample

Factor Loading	Sample Size
0,30	350
0,35	250
0,40	200
0,45	150
0,50	120
0,55	100

Source: Hair (2010)

Reliability Testing

Reliability testing is conducted to assess the consistency of responses from respondents regarding a particular variable (Hair et al., 2010). The analytical tool used for conducting reliability testing is Cronbach's Alpha Coefficient, where the basis for determining whether the indicators are reliable is as follows: If Cronbach's Alpha Coefficient > 0.60, then the statements in the research instrument are considered consistent or reliable. If Cronbach's Alpha Coefficient < 0.60, then the statements are considered inconsistent or unreliable.

Results of Validity and Reliability Testing

The results of validity and reliability testing are presented in Table 4.

Tabel 4 . Validation and Reliability Testing of Research Variables

Indicators	Validation Testing		Reliability Testing	
	Factor loading	Result	Cronbach Alpha	Result
Variable : Green Marketing				
GM1	0.501	Valid	0,771	Reliable
GM2	0.489	Valid		
GM4	0.678	Valid		
GM5	0.806	Valid		
GM6	0.678	Valid		

GM7	0.682	Valid		
GM8	0.601	Valid		
GM9	0.454	Valid		
Variable : Environmental Knowledge				
EK1	0.781	Valid		
EK2	0.621	Valid	0.622	Reliable
EK3	0.568	Valid		
EK4	0.769	Valid		
Variable : Green Consumption				
GC1	0.749	Valid		
GC2	0.798	Valid	0.616	Reliable
GC3	0.711	Valid		
Variable : Brand Coolness				
BC1	0.799	Valid		
BC2	0.610	Valid		
BC3	0.746	Valid	0.729	Reliable
BC4	0.657	Valid		
BC5	0.639	Valid		
Variable : Purchase Intention				
PI1	0.833	Valid		
PI2	0.804	Valid	0.824	Reliable
PI3	0.620	Valid		

Sumber: Data processed

Validation testing for the variable Green Marketing, consisting of 9 indicators, revealed that 8 indicators were valid, as they yielded factor loading values greater than 0.35, while 1 invalid indicator, GM3, was removed. Reliability testing for the 8 valid indicators resulted in a Cronbach's alpha value of 0.771, exceeding the threshold of 0.6, indicating consistency (reliability) among the 8 indicators of the Green Marketing variable. Therefore, it can be concluded that out of the 9 indicators initially considered, 8 are both valid and reliable.

Validation testing for the variable Environmental Knowledge, composed of 4 indicators, showed that all 4 indicators were valid, as they exhibited factor loading values greater than 0.35. Reliability testing for the 4 valid indicators yielded a Cronbach's alpha value of 0.622, exceeding the threshold of 0.6, indicating consistency (reliability) among the indicators of the Environmental Knowledge variable. Hence, all 4 indicators of the Environmental Knowledge variable are considered both valid and reliable.

Similarly, validation testing for the variable Green Consumption, comprising 3 indicators, demonstrated that all 3 indicators were valid, as they had factor loading values greater than 0.35. Reliability testing for these 3 valid indicators resulted in a Cronbach's alpha value of 0.616, surpassing the threshold of 0.6, indicating consistency (reliability) among the indicators of the Green Consumption variable. Therefore, all 3 indicators of the Green Consumption variable are considered both valid and reliable.

For the variable Brand Coolness, which includes 5 indicators, validation testing revealed that all 5 indicators were valid, as they exhibited factor loading values greater than 0.45. Reliability testing for these 5 valid indicators yielded a Cronbach's alpha value of 0.729, exceeding the threshold of 0.6, indicating consistency (reliability) among the indicators of the Brand Coolness variable. Thus, all 5 indicators of the Brand Coolness variable are considered both valid and reliable.

Finally, validation testing for the variable Purchase Intention, consisting of 3 indicators, demonstrated that all 3 indicators were valid, as they had factor loading values greater than 0.35. Reliability testing for these 3 valid indicators resulted in a Cronbach's alpha value of 0.824, surpassing the threshold of 0.6, indicating consistency (reliability) among the indicators of the Purchase Intention variable. Therefore, all 3 indicators of the Purchase Intention variable are considered both valid and reliable.

Model Fit Testing

The assessment of model fit is an essential prerequisite that must be conducted prior to testing the hypotheses of the research study using the SEM model, as illustrated in Figure 1.

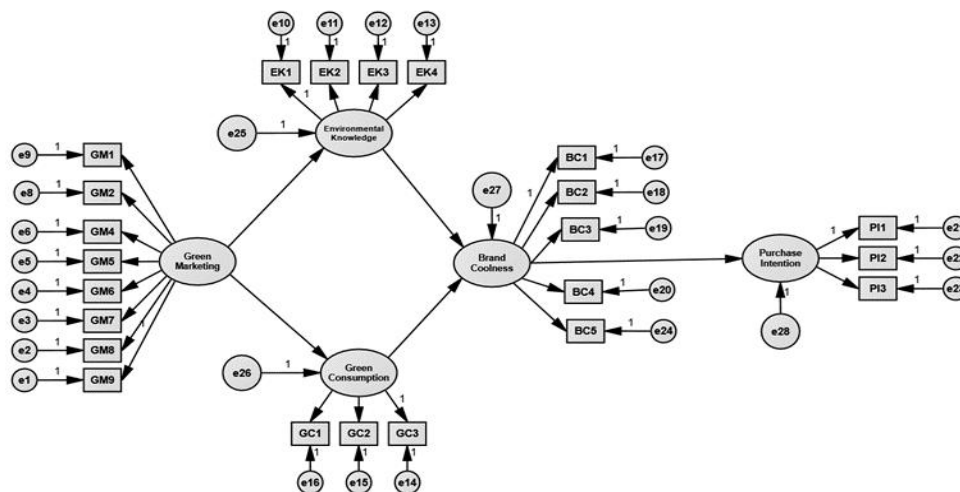


Figure 1. Research SEM Model

The processing results of the model fit assessment are presented in Table 5. The information from the table indicates that out of 8 criteria for model fit assessment, 2 criteria yield fit model indicators, namely RMSEA and CMIN/DF, while 5 criteria result in indicators of marginal model fit, namely GFI, NFI, IFI, TLI, and CFI, and 1 other criterion yields indicators of poor model fit, namely the p-value from chi-square and NFI. Since the majority of the model fit is achieved, hypothesis testing can proceed accordingly.

Table 5. Indicator of Model Fit Assessment

Measurement Type	Measurement	Model Fit	Results	Conclusion
Absolute fit measures	Chi-square	low Chi Square	498.710	
	p-value/Chi-Square	$\geq 0,05$	0,000	Poor fit
	GFI	$\geq 0,90$	0.875	Marginal fit
	RMSEA	$\leq 0,10$	0,060	Goodness of fit
	NFI	$\geq 0,90$	0,802	Marginal fit
	IFI	$\geq 0,90$	0,881	Marginal fit
	TLI	$\geq 0,90$	0,864	Marginal fit
	CFI	$\geq 0,90$	0,879	Marginal fit
Parsimonius fit measure	CMIN/DF	Antara 1 sampai 5	2,216	Model fit

Source: Hair et al (2010)

Produces indicators of marginal model fit, namely GFI, IFI, TLI, and CFI, while 2 other criteria yield indicators of poor model fit, namely p-value from chi-square and NFI. Since most of the model fit is achieved, hypothesis testing can proceed.

Hypothesis Results

The results of processing and testing the research hypotheses can be seen in Table

6

Tabel 6. Testing Research Hypothesis

Hypothesis	Estimate	C.R.	P	Conclusion
H ₁ Green marketing positively influences environmental knowledge	0,927	5,892	0,000	Hypothesis supported
H ₂ Grebñ marketing positively influences Grebñ Consumption	0,887	5,809	0,000	Hypothesis supported
H ₃ Ehvironmehtal knowledgel positively influences brand coolness	0,718	4.269	0,000	Hypothesis supported
H ₄ Grebñ consumption positively influences brand coolness	0,317	1,998	0,023	Hypothesis supported
H ₅ Brand coolness positively influences terhadap purchasel intehtion	0,802	9,673	0,000	Hypothesis supported

Source: Data Processed

Green Marketing positively influences Environmental Knowledge

Hypothesis 1 is tested with the aim of examining whether Green marketing positively influences Environmental Knowledge. The analysis results show an estimated coefficient value of 0.927, indicating that an increase in Green marketing will enhance Environmental Knowledge, and conversely, a decrease in Green marketing will reduce Environmental Knowledge. The t-statistic value of 5.892 yields a p-value of $0.000 < 0.05$, indicating that the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. Thus, the hypothesis stating that Green marketing positively influences Environmental Knowledge is supported. Therefore, Green marketing represents a positive response generated from society's understanding of environmental issues. With the proliferation of skincare products through Green marketing, it will enhance awareness and consciousness of the environment, which ultimately contributes to economic sustainability and social and environmental responsibility (Bambang Niko Pasla, 2023).

Green Marketing positively influences Green Consumption

Hypothesis 2 is formulated to investigate whether Green marketing has a positive influence on Green Consumption. The analysis results reveal an estimated coefficient value of 0.887, indicating that an increase in Green marketing will lead to an increase in Green Consumption, and conversely, a decrease in Green marketing will result in a decrease in Green Consumption. The t-statistic value of 5.809 produces a p-value of $0.000 < 0.05$, signifying the rejection of the null hypothesis (H_0) and the acceptance of the alternative

hypothesis (Ha). Thus, the hypothesis stating that Green marketing has a positive influence on Green Consumption is supported.

Environmental Knowledge positively influences Brand Coolness

Hypothesis 3 is formulated to examine whether Environmental knowledge has a positive influence on Brand Coolness. The analysis results show an estimated coefficient value of 0.800, indicating that an increase in Environmental knowledge will lead to an increase in Brand Coolness, and conversely, a decrease in Environmental knowledge will result in a decrease in Brand Coolness. The t-statistic value of 4.269 produces a p-value of $0.000 < 0.05$, signifying the rejection of the null hypothesis (Ho) and the acceptance of the alternative hypothesis (Ha). Thus, the hypothesis stating that Environmental knowledge has a positive influence on Brand Coolness is supported.

Green Consumption positively influences Brand Coolness

Hypothesis 4 is formulated to examine whether Green consumption has a positive influence on Brand Coolness. The analysis results show an estimated coefficient value of 0.394, indicating that an increase in Green consumption will lead to an increase in Brand Coolness, and conversely, a decrease in Green consumption will result in a decrease in Brand Coolness. The t-statistic value of 1.998 produces a p-value of $0.023 < 0.05$, signifying the rejection of the null hypothesis (Ho) and the acceptance of the alternative hypothesis (Ha). Thus, the hypothesis stating that Green consumption has a positive influence on Brand Coolness is supported.

Brand Coolness positively influences Purchase Intention

Hypothesis 5 is formulated to examine whether Brand Coolness has a positive influence on Purchase Intention. The analysis results show an estimated coefficient value of 0.719, indicating that an increase in Brand Coolness will lead to an increase in Purchase Intention, and conversely, a decrease in Brand Coolness will result in a decrease in Purchase Intention. The t-statistic value of 9.673 produces a p-value of $0.000 < 0.05$, signifying the rejection of the null hypothesis (Ho) and the acceptance of the alternative hypothesis (Ha). Thus, the hypothesis stating that Brand Coolness has a positive influence on Purchase Intention is supported.

E. CONCLUSIONS AND SUGGESTIONS

Based on the research conducted and validated through validity testing, it can be concluded that all initial hypotheses were confirmed. Green marketing undertaken by skincare companies prevalent in the market increases public awareness and understanding of environmental issues. Through green marketing, people become more conscious of products that have minimal impact on the environment. In other words, environmental knowledge improves.

The increased understanding and environmental awareness also correlate with green consumption among the public. Daily consumer choices shift towards more environmentally friendly products as people become more environmentally conscious.

With increased awareness, perception towards environmentally friendly skincare brands also improves. People view skincare products marketed in a green manner as more attractive and trustworthy. Consequently, this increases the intention to purchase environmentally friendly products.

The implications of this research for skincare products suggest the need to implement or enhance green marketing strategies through various tools, campaigns, and marketing instruments. This should not only focus on product promotion but also on enhancing value delivery, as well as raising awareness and engagement of the public towards environmental issues.

REFERENCES

- Ali, M. (2021). A Social Practices Theoretical Perspective On Green Marketing Initiatives And Green Purchase Behavior. *Cross Cultural And Strategic Management*, 28(4), 815–838. <https://doi.org/10.1108/Ccsm-12-2020-0241>
- Atiq, S., Abdul Hamid, A. B., Khokhar, M. N., Shah, H. J., & Shahzad, A. (2022). “Wow! It’s Cool”: How Brand Coolness Affects The Customer Psychological Well-Being Through Brand Love And Brand Engagement. *Frontiers In Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.923870>
- Bambang Niko Pasla. (2023, August 25). Green Marketing: Tujuan, Tantangan, Strategi, Dan Contoh. *The Provincial Government Of Jambi*.
- Braga Juhior, S., Martínez, M. P., Correa, C. M., Moura-Lelte, R. C., & Da Silva, D. (2019). Greenwashing Effect, Attitudes, And Beliefs In Green Consumption. *Rauap Management Journal*, 54(2), 226–241. <https://doi.org/10.1108/Rauap-08-2018-0070>
- Feng, W., Xu, Y., & Wang, L. (2023). Innocence Versus Coolness: The Influence Of Brand Personality On Consumers’ Preferences. *Journal Of Product And Brand Management*. <https://doi.org/10.1108/Jpbm-10-2022-4177>
- Galván-Mehdoza, O., González-Rosales, V. M., Leyva-Hernández, S. N., Arango-Ramírez, P. M., & Velasco-Aulcy, L. (2022). Environmental Knowledge Perceived Behavioral Control, And Employee Green Behavior In Female Employees Of Small And Medium Enterprises In Ensenada, Baja California. *Frontiers In Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.1082306>
- Gelge, S. M., Gelge, M., & Wilhelm, O. (2019). Environment-Specific Vs. General Knowledge And Their Role In Pro-Environmental Behavior. *Frontiers In Psychology*, 10. <https://doi.org/10.3389/fpsyg.2019.00718>
- Gubrelro, J., Lourelro, S. M. C., Nascimehto, J., & Duarte, M. (2023). How To Earn a Premium Price The Effect Of Green Marketing And Brand Coolness. *Journal Of Communication Management*, 27(1), 35–63. <https://doi.org/10.1108/Jcom-05-2022-0062>
- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate Data Analysis: A Global Perspective*
- Haqul, Ul N. (2020). Effect Of Social Media Influencers On Purchase Intention In Shopping Electronic Goods. *International Journal Of Psychological Rehabilitation*, 24, 3391–3400.
- Jacob, J., Chully, A. A., Godwin, B. J., & Gebregel, J. P. (2023). Young Consumers’ Green Marketing Orientation: Role Of Customer Citizenship Behaviour In Determining Real Estate Purchase Intention In India. *International Journal Of Housing Markets And Analysis*. <https://doi.org/10.1108/Ijhma-01-2023-0002>
- Kusumawati, A., & Tiarawati, M. (2022). Pengaruh Green Perceived Risk Dan Green Packaging Terhadap Green Purchase Intention Pada Produk Skincare Avoskin. *Sibatik Journal: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(10), 2071–2084. <https://doi.org/10.54443/Sibatik.v1i10.305>
- Lin, J., Huang, Y., & Li, M. (2023). Enhancing Green Purchase Intentions: The Effects Of Product Transformation Salience And Consumer Traceability Knowledge. *Sustainability*, 15(16), 12612. <https://doi.org/10.3390/Su151612612>

- Lu, Y., Liu, Y., Tao, L., & Ye, S. (2021). Cuteness Or Coolness—How Does Different Anthropomorphic Brand Image Affect Consumers' Willingness To Buy Green Products? *Frontiers In Psychology*, 12, 1–14.
- Madjidan, N. L., & Sulistyowati, R. (2022). Pengaruh Green Marketing Dan Green Product Terhadap Green Purchase Intention Pada Along Along Zero Waste Shop. *Jurnal Etogeh*, 5(2), 297. <https://doi.org/10.24036/jmpelv5i2.13068>
- Madlberger, M., & Kraehmer, L. (2019). Social Media Advertising: The Role Of The Social Media Platform And The Advertised Brand In Attitude Formation And Purchase Intention. *Proceedings Of The 15th International Conference On Web Information Systems And Technologies*.
- Magistepupsats, I., Ali, B., & Luhderg, H. (2018). *Impact Of Green Marketing On Consumer Buying Behavior: The Mediating Role Of Environmental Knowledge Impact Of Green Marketing On Consumer Buying Behavior: The Mediating Role Of Environmental Knowledge A Quantitative Study In The Context Of Pakistan*.
- Muhammad Rafly, Asril Maulana, Dimasya Deskar, Ariq Fadhlul Rahman, Ibnu Fadhil Ramadhan, Attala Adha, & Vickiel Devon Attala. (2023). Analysis Of The Effects Of Globalization And Climate Change On a Sustainable Indonesian Economy 1. *Publiciana*, 16, 1–48. <https://doi.org/10.36563/p>
- Phi; Ainulrohman, J., & Subarti, S. S. (2022). Analisis Perubahan Iklim Dan Global Warming Yang Terjadi Sebagai Fasal Kritis. *Jurnal Pendidikan Fisika Dan Fisika Terapan*, 3(1), 2022.
- Pratiwi, N. P. D. K., Sulhaini, & Rinubastuti, B. H. (2018). The Effect Of Environmental Knowledge Green Advertising And Environmental Attitude Toward Green Purchase Intention. *Russian Journal Of Agricultural And Socio-Economic Sciences*, 78(6), 95–105. <https://doi.org/10.18551/rjoas.2018-06.10>
- Riska Dinda Anissa, O., & Tobing, R. P. (2022). Pengaruh Product Review Dan Viral Marketing Terhadap Purchase Intention Produk Skincare Merek Lokal Indonesia (Studi Kasus Pada Pengguna Aplikasi Media Sosial TikTok). In *Online Journal Of Educational And Language Research* (Vol. 2, Issue 1). <http://bajangjournal.com/index.php/joel>
- Rublim, T. S., Kartika, Y., & Hapsari, C. G. (2022). Effect Of Environmental Concern, Attitude Subjective Norms, Perceived Behavioral Control And Availability On Purchase Of Green Skincare Products With Intention To Purchase As A Mediation Variable *Journal Ilmiah Manajemen Dan Bisnis*, 8(1), 120–137.
- Simanjuhtak, M., Nafila, N. L., Yulianti, L. N., Johan, I. R., Najib, M., & Sabri, M. F. (2023). Environmental Care Attitudes And Intention To Purchase Green Products: Impact Of Environmental Knowledge, Word Of Mouth, And Green Marketing. *Sustainability (Switzerland)*, 15(6). <https://doi.org/10.3390/su15065445>
- Solomon, S., Alcamo, J., & Ravishankara, A. R. (2020). Unfinished Business After Five Decades Of Ozone Layer Science And Policy. In *Nature Communications* (Vol. 11, Issue 1). Nature Research. <https://doi.org/10.1038/s41467-020-18052-0>
- Suherman, A. A., & Puspaningrum, A. (2023). Pengaruh Green Marketing, Green Brand Image Dan Green Trust Terhadap Purchase Decision. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 2.
- Syarifah Nathania Orvola. (2022). Sampah Skincare Menjadi Ladang Peningkatan Sampah? Kok Bisa? *Kompasiana*.

- Tiwari, A. A., Chakraborty, A., & Maity, M. (2021). Technology Product Coolness And Its Implication For Brand Love. *Journal Of Retailing And Consumer Services*, 58, 102258. <https://doi.org/10.1016/j.jretconser.2020.102258>
- Tsai, F. M., & Bul, T. D. (2020). Assessing Sustainable Consumption Practices On Cruise Ships. *Maritime Business Review*, 5(2), 229–247. <https://doi.org/10.1108/Mabr-12-2019-0059>
- Warren, C., Batra, R., Loufello, S. M. C., & Bagozzi, R. P. (2019). Brand Coolness. *Journal Of Marketing*, 83(5), 36–56. <https://doi.org/10.1177/0022242919857698>