



# The influence of green marketing, product knowledge, and influencers on purchase intention

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## ABSTRACT

This study aims to analyze the influence of green marketing, product knowledge and influencers on purchase intention of Avoskin cosmetic products. Respondents in this study are educated generation Z who live in Jabodetabek who have the intention to purchase Avoskin cosmetic products. The sampling method uses non probability sampling with accidental sampling technique. The data source is primary data obtained by distributing questionnaires to respondents which are measured through several indicators of each related variable. The test stages carried out are validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, F test and t test. The results showed that green marketing and influencers have an effect on purchase intention, while product knowledge has no effect on purchase intention.

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## 1. INTRODUCTION

Cosmetic products produced in large-scale factories can potentially produce waste that threatens the environment (Banat et al., 2021; Chilakamarry et al., 2022; Purwanto & Permana-Citra, 2019). To preserve the environment, environmentally friendly cosmetic products are needed that are produced with less pollution, use natural ingredients, and recyclable packaging (Amberg & Fogarassy, 2019). Based on data from the Indonesian Plastic Industry Association (Inaplas), every year Indonesia produces around 64 million tons of non-recyclable plastic waste, only a small amount of this waste is managed properly and one of the biggest contributors to plastic waste is the packaging of cosmetic products, both skincare and makeup products (Nainggolan et al., 2023; Yustina, 2023).

Consumer demands for cosmetic products that have high health value, are environmentally friendly, and provide social benefits have made the cosmetics industry shift its focus to using natural and eco-friendly ingredients to meet consumer expectations. The eco-friendly concept is not only limited to the production process of cosmetics that are more environmentally friendly, but also involves packaging and distribution processes that produce as little pollution as possible, whether air, water or soil pollution (Pop et al., 2020; Sadiq et al., 2021; Song et al., 2019).

The concept of a sustainable or eco-friendly lifestyle has been increasingly realized and has become part of everyday life (Arya, 2023; Fiedler et al., 2023; Nguyen et al., 2020). It can be seen that

more and more young people are applying environmentally friendly lifestyles in every aspect of life, including in the cosmetic products they use. Based on survey results from IDN Research Institute in the Indonesia Gen Z report 2022 that 66% of Gen Z are willing to spend more on more sustainable products, 70% of them also feel responsible for climate crisis issues (Dianawati, 2022).

Over the past few decades, environmental sustainability has become an international political agenda and is recognized as a key driver of innovation. Green marketing is one of the strategic efforts to create an environmentally and health-based business, known in the late 1980s and early 1990s. Green marketing develops along with public attention to environmental issues so that people demand responsibility from business actors in carrying out their business activities (Firdiansyah et al., 2021).

There is an increasing interest in companies that focus on respect for the environment to attract the attention of potential consumers and invite them to behave consciously in purchasing choices (Lanfranchi et al., 2017). The number of companies developing green products is increasing rapidly and consumers are showing increased interest in these products (Dangelico & Vocalelli, 2017). Green marketing methods significantly influence customer assessments of the value that consumers place on green products. The importance of implementing green marketing strategies successfully benefits the environment to increase the perceived value of green products to customers (Alhamad et al., 2023).

The capacity of green marketing methods to influence customers' intention to make a purchase will increase when people trust the environmental claims made by a business and see the company as having a real commitment to promoting sustainable practices (Alhamad et al., 2023). Green marketing methods have a significant and positive effect on customer intention to make green purchases. Green labeling, green packaging and branding, and green products, premiums, and prices have all been shown to have a large and beneficial impact on customer intentions to make green purchases (Majeed et al., 2022). Manufacturers and marketers need to understand the relevance of various green marketing strategies implemented to attract consumers to the green products produced and sold. Green products, green places, and green promotion strategies have a significant impact on green purchase intentions (Kaur et al., 2022). Green marketing is a tool used by many companies in various industries to encourage product purchases. In the future, only those companies will benefit the most if they innovate with new environmentally friendly products, materials, technologies and overcome challenges by walking their talk (Mahmoud et al., 2017).

## 2. RESEARCH METHOD

Respondents in this study are educated generation Z who live in Jabodetabek who have the desire to purchase Avoskin cosmetic products. The sampling method uses non probability sampling with accidental sampling technique. The data source is primary data obtained by distributing questionnaires to 100 respondents measured through several indicators of each of the related variables. Data analysis using multiple linear regression with the test stages carried out are validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, F test, and t test with SPSS software tools.

Based on the explanation of green marketing and purchase intention, the first hypothesis is as follows:

### **H<sub>1</sub>: Green marketing affects purchase intention**

According to Peter & Olson (2018) product knowledge is information that consumers have about the products they will buy, it includes knowledge about product attributes or characteristics, in other words, physical information that consumers can know. When buying green products, the more knowledge consumers have about green products, the more they believe that using green products can have positive results for the environment (Wang et al., 2019). Consumers who are more knowledgeable about green products have greater confidence in the environmental protection attributes and impacts of green products. This fact increases consumer confidence in green products, as well as the likelihood of purchase (Wang et al., 2019). Product knowledge has a positive and significant effect on purchase intention (Muftiyatunnisa, Darsono, & Anantanyu, 2023).

Product Knowledge has a positive and significant effect on Product Purchase Intention (Kuncoro & Sembiring, 2023). Product Knowledge plays a role in the emergence of consumer interest in a product through the transfer of information received by consumers, for example, what the product is like, its function, the benefits that can be obtained, and the value contained in it (Kuncoro & Sembiring, 2023). Product Knowledge has a significant effect on Purchase Intention. This shows that the perception of knowledge of psychological benefits triggers consumers to consider buying Ningsih et al. (2019).

Based on the explanation of Product Knowledge and Purchase Intention, the second hypothesis is as follows:

**H2: Product knowledge affects purchase intention**

According to Kotler & Keller (2016) a public figure is someone who influences purchasing decisions, namely by helping to define or explain specifications and providing information about evaluating alternatives to a product. Social media influencer marketing is a form of social media marketing that involves product placement and endorsement from influencers. Influencers successfully shape consumer perceptions of products or services by posting videos, content or images on their social media channels (Aggad et al., 2021). The personality, content, and trustworthiness of social media influencers have a significant impact on consumer purchase intentions (Aggad et al., 2021). Influencer Marketing has a positive and significant effect on Purchase Intention (Alifa & Saputri, 2022). Influencers have a positive effect on Purchase Intention (Prasetio et al., 2023).

Based on the explanation of Influencers and Purchase Intention, the second hypothesis is as follows:

**H3: Influencers influence Purchase Intention**

Based on the first, second and third hypotheses, the research model is prepared as follows:

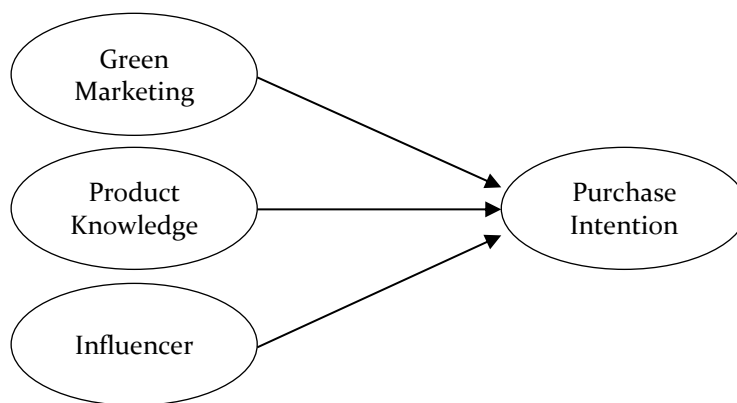


Figure 1. Research method

**3. RESULTS AND DISCUSSIONS**

Before being used for the analysis process, the data that has been obtained is first tested for validity and reliability. The test results show that all are valid and reliable (with the value of the Cronbach Alpha coefficient > 0.6). Similarly, the classical assumption test as a prerequisite for multiple regression analysis has been fulfilled so that the estimation of parameters and regression coefficients is not biased.

Based on the F test, the results show that the variables used in the study are feasible to be included in the research model and the regression model can be used to predict the dependent variable (sig. value is zero). Partial hypothesis testing results can be seen in Table 1.

**Table 1.** Hypothesis Test Results

Hipotesis	Estimasi	t	Sig.
GRMKT	.216	3.719	.000
KNOWL	-.052	-.905	.368
INFLU	.268	3.362	.001

Dependent Variable : PURCI

Based on Table 1, it can be seen that of the hypotheses tested, there is one hypothesis (H<sub>2</sub>) that has no effect, while the other hypotheses (H<sub>1</sub> and H<sub>3</sub>) have an effect. In hypotheses that have no significant effect, the significant value is greater than 0.05. Based on these results, it can be concluded that the hypothesis stating about the positive effect of Product Knowledge on purchase intention (H<sub>2</sub>) is not significantly supported.

Hypotheses that are significantly supported have a probability value of less than 0.05. Thus it can be said that there is a positive influence of Green Marketing on Purchase Intention (H<sub>1</sub>), and there is a positive influence of Influencers on Purchase Intention (H<sub>3</sub>), this description shows empirically the fulfillment of the hypotheses of this study, namely H<sub>1</sub> and H<sub>3</sub>.

## Discussion

### The Effect of Green Marketing on Purchase Intention

The analysis results obtained in this study indicate that the Green Marketing variable has a positive and significant effect on the Purchase Intention variable. This means that Green Marketing owned by a company will further encourage consumer Purchase Intention. These results are in line with the results of previous research conducted by [Dangelico & Vocalelli \(2017\)](#), [Firdiansyah et al. \(2021\)](#), [Lanfranchi et al. \(2017\)](#), [Alhamad et al. \(2023\)](#), [Majeed et al. \(2022\)](#), [Mahmoud et al. \(2017\)](#), and [Kaur et al. \(2022\)](#). that Purchase Intention is positively and significantly supported by Green Marketing.

Green Marketing is one of the determining factors that is taken into consideration before consumers finally buy a product. Companies need to maintain it because there are more and more competitors in the industry who offer similar products, namely paying attention to environmentally friendly products.

### Effect of Product Knowledge on Purchase Intention

Based on the partial test that has been carried out, it can be seen that there is no effect of Product Knowledge on Purchase Intention. These results do not support research conducted by [Wang et al. \(2019\)](#), [Muftiyatunnisa et al. \(2023\)](#), [Ningsih et al. \(2019\)](#), and [Kuncoro & Sembiring \(2023\)](#) which state that Product Knowledge has a significant and positive effect on Purchase Intention. However, these results support research or are in line with the findings of [Khoirunisa, & Albari \(2023\)](#) that product knowledge has no effect on purchase intention, meaning that product knowledge does not directly make consumers interested in buying, and [Wardana & Widowati \(2021\)](#) who did not find a significant effect of Product Knowledge on Purchase Intention. In other words, Product Knowledge is not important to consumers in influencing product purchases. People who have good enough product knowledge will not buy the product because the price of the product is higher than other substitute products.

In this case, the company PT AVO Innovation Technology as a company that produces Avoskin beauty products needs to realize that good product knowledge does not necessarily make someone intend to buy Avoskin products. However, companies can provide other marketing strategies to foster purchase intentions in consumers, because the results of descriptive statistics show that according to consumers, of all the skincare they have used, only Avoskin skincare provides the most benefits and maximum satisfaction when using it.

### Influencer Effect on Purchase Intention

The analysis results obtained in this study indicate that the Influencer variable has a positive and significant effect on the Purchase Intention variable. This means that the influencer chosen by a company will further encourage consumers' intention to buy Avoskin products. These results are in line with the results of previous research conducted by [Aggad et al. \(2021\)](#), [Alifa & Saputri \(2022\)](#), and [Prasetyo et al. \(2023\)](#), that Purchase Intention is positively and significantly supported by Influencers.

Influencer is someone who can influence purchase intentions, namely by helping to define or explain specifications and providing information regarding alternative evaluations of a product. Companies must choose the right influencers, in accordance with the company's image that always cares about environmentally friendly products.

The  $R^2$  value obtained is 0.437, indicating that Green Marketing Product Knowledge, and Influencers are able to influence Purchase Intention by 43.7% while the remaining 56.3% is influenced by other variables not included in this study such as Electronic Word Of Mouth, and Brand Image.

#### 4. CONCLUSION

Based on the results of data analysis and hypothesis testing that has been carried out, it can be concluded that green marketing, product knowledge, and influencers significantly have a positive effect on the purchase intention of Avoskin consumers from generation Z. This indicates that the better the implementation of green marketing by Avoskin, the higher the product knowledge of consumers about Avoskin products, and the greater the influence of influencers for consumers, the higher the purchase intention of generation Z consumers towards Avoskin products. Thus, it is recommended for Avoskin to continue to improve the application of green marketing concepts and activities in every line of business and company operations to attract consumer buying interest. Avoskin also needs to strive to increase the product knowledge of generation Z consumers about its products through adequate education and information. In addition, collaboration and synergy with popular influencers are considered effective to increase awareness and purchase intention in Avoskin's generation Z target market. Suggestions for future research development to deepen the analysis of the impact of identified variables, such as green marketing, product knowledge, and influencers, on generation Z consumer behavior related to Avoskin. Expand the scope by involving additional variables that may affect purchase intention, such as economic factors, brand trust, and consumer experience. Measuring the effectiveness of specific green marketing strategies and implementation of product education. The integration of technology and social media in marketing strategies could also be a focal point, given that Generation Z tends to interact intensively with digital platforms. Deepening the role of influencers by considering the most effective types of content and the most influential types of influencers could be an interesting area of research. With this approach, future research could provide a more in-depth view of the factors that influence generation Z consumers' purchase interest in Avoskin products, thus providing valuable insights for more effective marketing strategies in the future.

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