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Title: The Influence of Green Marketing, Green Products, and Green Brand Image on the Purchasing Behavior of Healthy Women Green Product

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Conflict of Interest

The author (s) declared no conflict of interest and have not received any funds for the project.

The Influence of Green Marketing, Green Products, and Green Brand Image on the Purchasing Behavior of Healthy Women Green Product

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Abstract

The Indonesian cosmetic industry is growing significantly, but the growth of the environmental-friendly cosmetic industry is low. Among other reasons, consumers in Indonesia do not purchase green cosmetic products as they are comparatively expensive and not readily available. Given its importance, the study examined the impact of three antecedents (i.e., green marketing, green brand image, and green product) on green purchasing behavior. We also examined the moderating effect of product involvement and green environment on green purchasing behavior. The study documents that green marketing significantly affects green purchasing intention. Although this relationship was significant, we rejected it because its direction was negative, contrary to the positive direction envisaged. However, we found that green brand image and green products positively affect green purchasing behavior. The study also found support for two moderating hypotheses. That is, product involvement significantly moderates green marketing and green purchase intention. Green environment significantly moderates

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the relationship between (i) green brand image and purchasing behavior, and (ii) green product and green purchasing behavior.

Keywords: *Green marketing, green product, green brand image, green environment, purchasing behavior.*

Introduction

Like all countries, Indonesia's use of environmentally friendly cosmetics has been increasing phenomenally (Cassotta & Goodsite, 2024). Indonesian consumers have become more conscious of environmental sustainability, seeking out products that are not only effective but also sustainable (Lievano-Pulido et al., 2023). Researchers believe this trend is reflected in the growing demand for natural ingredients, halal cosmetics, and sustainable packaging options (Maulidia & Putri, 2023). Moreover, the Indonesian government's directive for halal certification has also created opportunities for cosmetic companies to cater to the Muslim population (Marnita, 2024). Researchers believe consumer awareness and knowledge are also low despite this growth rate. As a result, many cosmetics are not environmentally friendly (Alhamad et al., 2023).

Green marketing is a strategy that focuses on promoting products and business practices that are environmentally sustainable and eco-friendly. This strategy addresses increasing consumer awareness of environmental issues (Lievano-Pulido et al., 2023). Many companies have started implementing this strategy to attract consumers who care about the environment. Green marketing enthusiasts believe this strategy encourages businesses to be more environmentally responsible and provides added value to caring consumers (Rahmadhani & Widodo, 2023). Conversely, there are concerns about "greenwashing," where companies claim to be environmentally friendly without any real evidence, which can mislead consumers and damage trust in green marketing (Plotkina et al., 2025). Green marketing will impact green products by augmenting demand, again driving further innovation and development in the industry (Alhamad et al., 2023).

Many studies are available that use different antecedents to green buying behavior. For example, a study in Kathmandu used five antecedents to green buying behavior. The study documented that "eco-labeling, green packaging and branding, green products, premium, and pricing positively" affect consumers' green buying behavior (Basnet et al., 2024). The study documents that a lack of education and awareness is a green marketer's hurdle and challenge. The study recommended that firms focus on educating consumers about the advantages of eco-friendly products.

Another study in India examined the impact of five antecedents on green cosmetic

behavior (Srivastava et al., 2024). The study documents that perceived consumer effectiveness is the most important factor affecting green cosmetic buying behavior, brand trust, behavioral control, environmental effectiveness, and social norms. The study recommended that its results could help marketers develop green cosmetic strategies for the target audience.

Given the above discussions, the study aims to examine:

1. The impact of green marketing, green brand image, and green products on green purchasing behavior.
2. The moderating effect of product involvement on the relationship between green marketing and green purchasing behavior.
3. The moderating effect of green environment between (i) green brand image and green purchasing behavior and (ii) green product and green purchasing behavior.

Theoretical Underpinning

Many studies explain how employees in an organization make decisions. However, we have extended the Consumer Behavior Theory (CBT) to develop the conceptual framework (Howard & Sheth, 1995). The CBT postulates that consumers' purchasing decisions depend on their interest in products and services (Lestari et al., 2025). Moreover, the CBT argues that consumers' purchase decisions have many steps. It includes evaluating a product or service and choosing those products that align with their needs and wants (Lestari et al., 2025). In the context of sustainable products, studies noted that green consumers choose those goods and services that are environmentally friendly (Nilsson et al., 2025).

Purchasing behavior that focuses on environmental aspects has a relevant impact on green marketing, a marketing strategy that highlights environmentally friendly and sustainable products and business practices to attract environmentally conscious consumers (Abdel-Wahab et al., 2023). This approach fosters a positive consumer mindset toward eco-friendly products and inspires them to purchase. Green marketing encourages companies to develop and offer products that utilize recycled, renewable, or environmentally friendly materials and are produced through processes that minimize emissions and waste (Cassotta & Goodsite, 2024). These products cater to the needs of environmentally conscious consumers and help create a green brand image for the company (Alhamad et al., 2023). A green company image reflects consumers' perception of a brand's dedication to social responsibility and sustainability. (Malhotra & Shaiwalini,

2024). Brands with a strong, environmentally friendly image provide various benefits to companies, including increased consumer loyalty, greater competitiveness, and the ability to charge premium prices (Alhamad et al., 2023). Buyers are inclined to be more trusting and loyal to brands that contribute positively to the community.

Green Purchase Behavior

Extant literature documents that consumers' behavior toward goods and services depends on many factors, including social norms and peer group pressure (Lestari et al., 2025). Conversely, studies have noted that green purchase behavior depends on environmental concerns, knowledge, and awareness of environmental issues (Mabkhot, 2024). Moreover, studies have shown that consumers with a high orientation toward sustainability tend to adopt green purchasing behavior. On the contrary, consumers with a low orientation toward sustainability tend to have negative attitudes toward green purchasing behavior (Hasni et al., 2025). Researchers believe that green purchase behavior is beneficial for society. For example, it reduces pollution and degradation. Moreover, this behavior promotes social responsibility and sustainability (Ramadhanti et al., 2024). Researchers also believe green purchase behavior would motivate firms to develop and market innovative green products (Sharma et al., 2023). As a result, it would generate economic activities and employment (Lestari et al., 2025). Many studies have noted that green purchase behavior in developing countries like Indonesia is low because consumers lack knowledge of the benefits of sustainable products (Ogiemwonyi et al., 2023).

Green Marketing

In recent years, a new concept of green marketing has emerged (Shao et al., 2025). Besides other factors, consumers' concern about a sustainable environment has contributed to developing this concept (Deshmukh et al., 2024). Firms that adopt this concept would benefit from increased market share and sustainable growth (Alkhatib et al., 2023). While adopting this strategy, firms must show commitment to a sustainable environment. Moreover, firms must develop products and services that are environmentally friendly (Tan et al., 2025). Besides developing such goods and services, firms must communicate with consumers through advertisements and on the web (Bhardwaj et al., 2023). Moreover, this strategy would give firms a competitive advantage, and they would be able to penetrate a segment of consumers concerned about environmental sustainability (Kumar et al., 2025). Researchers assert that firms' messages of concern about green products must be based on the facts. In the past, many firms claimed that their products were sustainable, which, in reality, were not (Sumarsono et al., 2025). As a result, such a firm reputation and image were hurt badly.

Green Brand Image

Brand Image is a consumer's perception of their feelings and experience with a brand (Jannah et al,2024). Conversely, the green brand image is the consumer perception. When consumers perceive that a brand is actively pursuing eco-friendly products and actions, they develop a positive image of the brand (Tran, 2023). Shao et. al (2025) noted that environmentally conscious consumers trust and develop positive images of green brands (Nguyen-Viet et al., 2024). However, the researcher asserts that building a green brand image is time-consuming. It requires the development of green products, green packaging, and green labeling (Rahmadhani & Widodo, 2023).. Moreover, due to increased concern about the sustainable environment, consumers now prefer green products to conventional products (Watson et al., 2024). In recent years, many companies have enhanced their green image by using different strategies. For example, Starbucks has implemented a water conservation system for stores. Moreover, Starbucks recycles its coffee cups. These efforts are visible to consumers. As a result, its green brand image has increased significantly (Jabeen et al., 2023). Similarly, Lush, a cosmetic company, increased its green brand image by eschewing the packaging. It resulted in significant savings, and reduced packaging does not adversely affect the sustainable environment (Shafiq et al., 2024). Furthermore, Lush has been fundraising for environmental groups for years (Tan et al., 2025). All these efforts have profoundly enhanced its green brand image.

Green Product

Product is an important aspect of the 4Ps of marketing. It could be a physical or virtual item sold to consumers (Shao et al., 2025). Conversely, a green product, also known as eco-friendly, has no or minimal adverse environmental impact (Deshmukh & Tare, 2024). Like conventional products, green products possess several key characteristics (Citation). Green products are durable and long-lived (Tan et al., 2025). Moreover, green products "use less energy to produce and use" (Rusch et. al. 2023). Furthermore, they are biodegradable, breaking down naturally (Shao et al., 2025). Additionally, green products are free of "chemical and toxic compounds" harmful to humans and wildlife (Deshmukh & Tare, 2024). The extant literature noted that the demand for green products is low in developing countries because they are not readily available at affordable prices (Sumarsono et al., 2025)

Product Involvement

Firms can increase consumers' involvement by engaging them through many strategies. It includes "social media marketing, personalized content creation." As a result, such consumers do not switch to other products or brands (Nilsson et al., 2025). On the contrary, researchers believe low involvement has negative consequences,

including a lack of brand loyalty, negative word-of-mouth, and price sensitivity (Malhotra & Shaiwalini, 2024). Deshmukh and Tare (2024) assert that product involvement varies from consumer to consumer. For example, a product closely related to customers' hobbies would increase their involvement with the product (Schwegler & Petty, 2025). On the other hand, consumer involvement in a product will be low if it does not align with his or her interests or hobbies (Gong & Jiang, 2023).

As a result, such consumers do not switch to other products or brands (Nilsson et al., 2025). On the contrary, researchers believe low involvement has negative consequences, including a lack of brand loyalty, negative word-of-mouth, and price sensitivity (Malhotra & Shaiwalini, 2024). Nilsson et al.(2025) asserts that product involvement varies from consumer to consumer. For example, a product close to customers' hobbies would increase their involvement in the product (Schwegler & Petty, 2025). On the other hand, consumer involvement in a product will be low and does not align with his or her interests or hobbies (Gong & Jiang, 2023).

Environmental Concern

Individuals and societies' concern towards the environment has increased. Therefore, they focus on reducing environmental footprints and promoting sustainability (Nilsson et al., 2025). Most researchers have defined environmental concern as individuals' and societies' attitudes and behavior toward a sustainable environment (Pong & Tam,2023). Chen et al.(2024) believe that, besides other factors, it involves a sense of responsibility towards the planet and its resources. Moreover, (Tao et al., 2023), environmental concern manifests in several ways, including awareness of environmental issues, support for environmental policies and practices, and personal behaviors that reduce environmental harm (Schwegler & Petty, 2025). Malhotra and Shaiwalini (2024) state that the level of environmental concern is not the same for all individuals. Individuals who are highly educated and value sustainable products would have a level of environmental concern (Yu et al., 2023). Moreover, individuals' environmental concern significantly depends on society's social and cultural values (Cassotta & Goodsite, 2024). Individuals will have a deep environmental concern if their societies support and promote values of sustainable environments (Tao et al., 2023).

Green Marketing and Purchasing Behavior

Many companies have recently added green products to their product line(Polat, 2025). Therefore, they have been practicing green marketing to promote green products and attract consumers concerned about a sustainable environment (Najafabadiha et al., 2024). Conventional product strategies promote their products through advertisement, product involvement, and brand activation (Ramanust, 2023). Similarly, using different

strategies, 2023 green marketing promotes sustainable products and services (Cui et al., 2025). Many past studies document how green marketing enhances purchase behavior (Alhamad et al., 2023). For example, Basnet et al. (2024) noted that green marketing enhances green buying behavior by increasing consumers' awareness of sustainable environmental issues and encouraging them to make more sustainable choices. Similarly, green marketing enables customers to be considered environmentally responsible (Lestari et al., 2025). Consequently, it increases customer loyalty, increasing green buying behavior (Dangai et al., 2023).

H1: Green marketing "positively affects green purchasing behavior."

Green Brand Image and Green Purchasing Behavior

A green brand image is a consumer's perception of a brand. For example, if consumers perceive a brand as environmentally responsible and committed to sustainability (Saeed et al., 2023), it would promote a favorable attitude toward green buying (Tsai et al., 2025). On the other hand, if consumers perceive that a brand is not committed to sustainability, it will adversely affect their attitudes toward green buying (Nguyen-Viet et al., 2024). Moreover, researchers assert that when consumers trust that brands contribute positively to the environment and have a strong eco-friendly image, their green buying behavior will increase profoundly (Jabeen et al., 2023).

H2: Green brand image "positively affects green purchasing behavior."

Green Products and Purchasing Behavior

Many past studies document a positive association between green products and purchasing behavior (Hung & Chang, 2024). Researchers argue that green products, compared to conventional products, have no or minimal adverse effects on the environment (Shao et al., 2025). Thus, they enhance green purchasing decisions, especially for environmentally concerned consumers (Armutcu et al., 2024). Moreover, green products command higher prices, which consumers are more than willing to pay (Sharma et al., 2023). Furthermore, consumers often perceive that the quality of green products is inferior to conventional products, deterring price-sensitive consumers (Ng et al., 2025). All these factors significantly negatively affect green buying behavior (Hung & Chang, 2024). Lestari et al. (2025) assert that many firms are engaged in greenwashing and make claims that can erode consumer trust (Armutcu et al., 2024). Thus, we conclude that green products significantly affect green buying behavior and believe that firms can promote green buying by offering high-quality, affordable green products (Sharma et al., 2023).

H3: Green marketing “positively affects green purchasing behavior.”

Green Marketing, Product Involvement, and Green Purchase Behavior

Many past studies noted that green marketing promotes green buying behavior and moderates the relationship between green marketing and green purchase intention (Shao et al., 2025). Jiang (2024) asserts that highly involved customers deeply process product-related information, consider different options, and form an attitude (Correia et al., 2023). Moreover, researchers believe consumers who are highly involved in a product pay attention to its green claims and messages and trust the environmental benefits of green brands (Sumarsono et al., 2025).

On the contrary, Mansour et al. (2024) argue that consumers who are less involved in products do not pay attention to green claims and messages and do not believe in the environmental benefits of green brands. Moreover, researchers believe that the level of product involvement also has a “varying effect” on the relationship between green marketing and green buying behavior (Gomes, 2025). Thus, we conclude that the product significantly moderates this relationship (Gomes et al., 2023).

H4: Product involvement moderates green marketing and green purchasing behavior.

Green Brand Image, Green environment, and Green Purchasing Behavior

Firms can increase consumers' involvement by engaging them through many strategies, including “social media marketing and personalized content creation.” As a result, such consumers do not switch to other products or brands (Nilsson et al., 2025). When consumers perceive that a brand is actively pursuing eco-friendly products and actions, they develop a positive image of the brand (Correia et al., 2023). Green purchase behavior is consumers' preference to buy sustainable products (Jiang, 2024).

Many past studies document that high product involvement enhances brand image, enhancing green buying behavior (Armutcu et al., 2024). Conversely, low consumer involvement in a product adversely affects the brand image, reducing green buying behavior. Given this varying effect, we argue that green involvement moderates brand image and green buying behavior (Sumarsono et al., 2025)

H5: Green involvement moderates brand image and green purchasing behavior.

Green Product, Green Environment, and Green Purchasing Behavior

Past studies document that a green environment moderates the relationship between green products and green purchase behavior in several ways (Mutmainah & Wahidhani,

2024). For example, when consumers perceive a brand as environmentally responsible, they believe its green products are environmentally friendly (Lestari et al., 2025). As a result, consumers' willingness to buy sustainable products increased significantly (Hung & Chang, 2024). Similarly, past studies document that when consumers perceive a brand as being environmentally responsible, their sense of responsibility to protect the environment increases, enhancing their intention to purchase green products (Pontes et al., 2024). Moreover, a green environment influences consumer emotions, leading to admiration and loyalty toward the brand (Chaihanchai & Anantachart, 2023)..This increases consumer loyalty and willingness to purchase green products (Mutmainah & Wahidhani, 2024).

Based on the above discussions, we argue that the moderating effect of a green environment toward green buying is profound. We also believe that by creating a green environment, brands can enhance consumer trust and credibility in green products (Duque Oliva et al., 2024). As a result, it increases consumer motivation to buy sustainable products (Lestari et al., 2025).

H6: Green environment moderates green product and green purchasing behavior.

Conceptual Framework

Figure 1 depicts the model of this study. It has three direct and three moderating relationships.

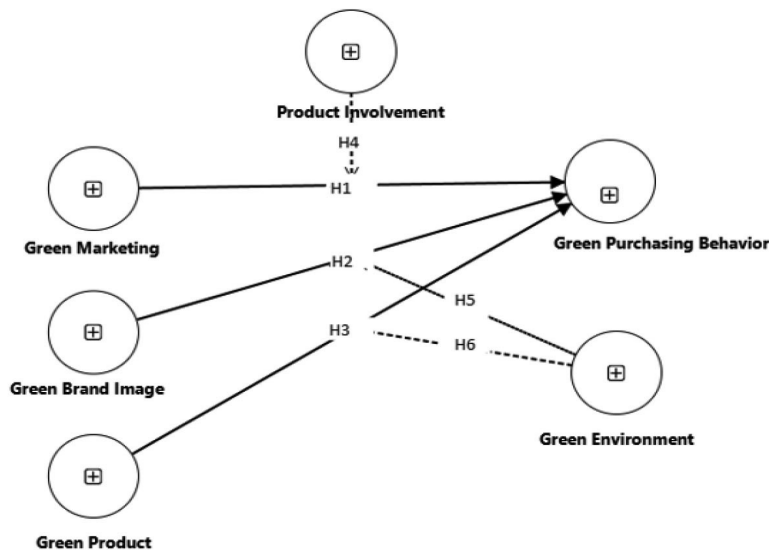


Figure 1: Conceptual Framework

Research Method

Research Design

Cooper (2020) suggests that a research design is a plan that helps researchers achieve their research objectives. This study is deductive and quantitative. Based on the literature, we developed a model and empirically tested the envisaged relationship using data collected from the target population.

Population and Sample Size

The population in the research context is the consumers a researcher wants to study (Zikmund et al., 2020). Meanwhile, the target population is the subgroup of the population (Sekaran & Bougie, 2020). In this study, the population is the cosmetic industry in Indonesia, and the target population is the environmentally friendly cosmetic market in Indonesia. We have focused on this target population because its size in the current year was about USD 4.19 billion, expected to increase by 8% per annum (Paramita et al., 2024). The study has 20 indicator variables. Thus, using the Hair et al. (2022) recommendation, we found the sample size of 340 (34 indicators X 10 cases) would be appropriate for this study. We displayed the questionnaires on social media websites and received 385 valid questionnaires.

Common Method Bias

Researchers suggest checking common method bias in the study because it may give inflated or overestimated results. Besides other factors, it occurs when researchers use a single method to collect the data (Sekaran & Bougie, 2020). Researchers have suggested different techniques to address this issue of bias, including Harman's single-factor test, which can also help detect and control for CMB (Cooper, 2020). By employing this test, we found that the total variance for the single factor was less than 50%, suggesting that CMB does not affect the data (Sekaran & Bougie, 2020).

Scales and Measures

The study used a closed-ended five-point Likert Scale questionnaire to collect the data, which is time—and cost-efficient for large studies. Table 1 depicts the sources of the constructs, the number of items in each construct, and reliability values from past studies.

Table 1: Scales and Measures

Constructs	Sources	Reliability in Past Studies	Items
Green Purchasing Behavior	Dinh et al. (2023)	0.790-0.865	6
Green Marketing	Correia, et al. (2023)	0.835-0.899	5
Green Brand Image	Wu and Liu (2022)	0.713-0.779	7
Green Product	Sun, and , (2022)	0.813- 0.883	6
Product Involvement	Jiang et al. (2024).	0.701-0.822	5
Green Environment	More et al. (2022)	0.761-0.854	5

Statistical Analysis

We have used Smart PLS for statistical analysis. It involves a series of steps to examine the relationships between variables and test hypotheses (Cooper & Schindler, 2020). Initially, we generated a measurement model followed by a structural model (Zikmund et al., 2020). Measurement model assesses the quality of results in terms of reliability, validity, R-square, and fit indices. The structural model shows the significance of the relationship between latent variables in terms of t-values and p-values (Bryman & Bell,2015).

Results

Respondent Profile

The study did not use respondents’ profiles for data analysis. However, we have presented this information in the study because it allows other researchers to develop sampling strategies for future studies (Cooper & Schindler, 2020). The respondents’ profiles are depicted in Table 1:

Table 2. Demographic Characteristics of Respondents

Category	Percentage (%)
Current age	
17 – 24 years	59.20%
25 – 35 years	36.70%
> 35 years	4.10%
Income per month	
< Rp.1,500,000,-	20.90%
Rp.1,500,000,- – Rp.3,000,000,-	42.30%
Rp.3,000.00- – Rp.5,000,000,-	24.50%
> Rp.5,000,000	12.21%
Last education	
High School/Vocational School/Equivalent	49.50%
Diploma (D1/D2/D3/D4)	10.70%

Bachelor degree	34.70%
Postgraduate	5.10%
Types of green products for women's health	
CleanerFace (Cleansers)	16.80%
Toner	8.20%
Serum	15.89%
Moisturizer	18.40%
Sunscreen	36.70%
Other	4.01%

Measurement Model

Using SmartPLS, we generated a measurement model that depicts the relationship between observed and latent variables (Radomir & Ringle, 2022). Kock (2022) observed that the measurement model helps increase the reliability and validity of the constructs used in a study. It also allows researchers to better understand the phenomenon being studied. Figure 2 depicts the measurement model.

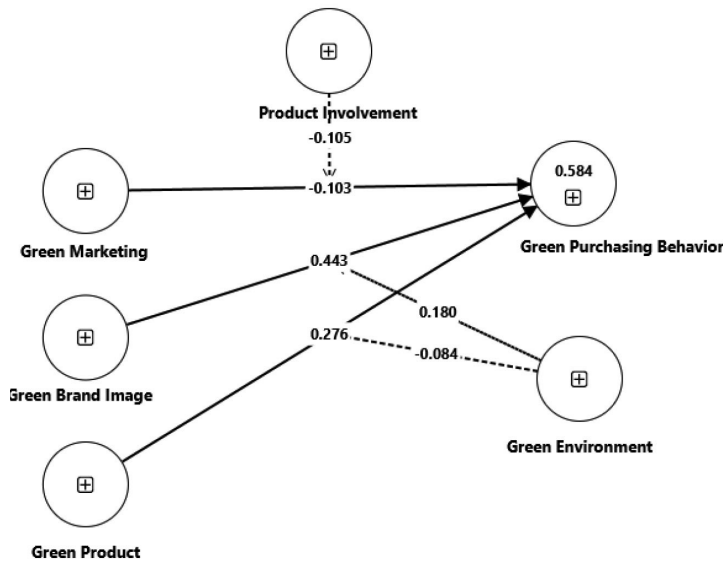


Figure 2: Measurement Model

Descriptive Analysis

A descriptive analysis is a summary of the data set. It allows researchers to identify trends and patterns (Sekaran & Bougie, 2020). Table 3 depicts data related to “Mean, standard deviation, Skewness, and Kurtosis.

Table 3: Descriptive Analysis

Constructs	Cronbach's alpha	Mean	Std.Dev.	Skewness	Kurtosis
Gr. Brand Image	0.700	4.187	2.316	2.759	-1.954
G. Environment	0.825	3.992	2.536	-1.561	1.823
Green Marketing	0.854	4.006	1.588	2.184	1.206
Gr. Product	0.809	4.490	2.187	-2.336	-1.037
Gr.P. Behavior	0.843	4.636	1.844	2.278	0.909
Pr. Involvement	0.897	4.367	2.477	1.523	-1.648

Researchers recommend that for internal, Cronbach's Alpha values must be at least 0.70 (Cooper, 2020); for univariate normality, the skewness and kurtosis values must be between ± 3.5 . Our results align with the above researcher's recommendation, suggesting that the study's construct meets the internal consistency and univariate normality criteria.

Convergent Validity

In social sciences, researchers often measure constructs indirectly through indicator variables. Therefore, it is necessary to measure the validity of the constructs used in a study (Cooper & Schindler, 2020). We have also measured the construct indirectly. Therefore, we used convergent validity to examine the theoretical association between constructs and their corresponding indicators (Zikmund et al., 2020). Table 4 depicts the summary of the results.

Table 4: Convergent Validity

Constructs	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Green Brand Image	0.7	0.732	0.83	0.620
Green Environment	0.825	0.827	0.884	0.656
Green Marketing	0.854	0.855	0.896	0.632
Green Product	0.809	0.814	0.874	0.635
Green Purchasing Behavior	0.843	0.848	0.888	0.614
Product Involvement	0.897	0.909	0.921	0.660

Our results align with Cooper (2020), who recommends that the composite reliability and AVE values must be at least 0.700 for convergent validity. Thus, we have inferred that the constructs used in the study are valid.

R Square Value

R-squared values show the proportion of variance in the dependent variables caused

by the predictor variables. Our Results in Table 5 depict that the R^2 value is $0.50 \leq R^2 < 0.75$, suggesting that the independent variables have moderate predictive power.

Table 5: R Square Value

Constructs	R-square	R-square adjusted
Green Purchasing Behavior	0.584	0.581

Fit Indices

Radomir and Ringle(2022) argue that fit indices determine the overall fitness of the model and whether the model fits the data. The researchers suggest that if the values of $NFL > 0.900$ and SRMR value < 0.080 , it shows an adequate fit. Our results in Table 6 align with the above citations, suggesting the model adequately fits the data.

Table 6: Fit Indices

Indices	Saturated model	Estimated model
SRMR	0.079	0.079
d_ULS	3.77	3.764
d_G	n/a	n/a
Chi-square	∞	∞
NFI	0.902	0.901

Discriminant Validity

Researchers have suggested different methods for assessing discriminant validity, including HTMT (Henseler et al., 2015) and Fornell and Larcker's (1981) criteria. Using the latter, we found (Refer to Table 7) that AVE square values are greater than correlation values, suggesting the constructs used in the study are unique and empirically different.

Table 7: Discriminant Validity

. Constructs	GBM	GE	GM	GP	GPB	PI
Green Brand Image	0.788					
Green Environment	0.712	0.81				
Green Marketing	0.738	0.781	0.795			
Green Product	0.727	0.671	0.710	0.797		
Gr.P.Behavior	0.726	0.600	0.615	0.665	0.784	
Product Involvement	0.735	0.735	0.767	0.765	0.643	0.813

Structural Model

Researchers assert that the structural model shows the relationship between latent variables (Radomir & Ringle, 2022). The structural model has two components:

the internal and outer models (Ringle & Sarstedt, 2022). The inner model depicts the relationship between latent variables (Radomir & Ringle, 2022), while the outer model (Ringle & Sarstedt, 2022) shows the relationship between latent variables and their respective indicator variables. Figure 3 depicts the structural model.

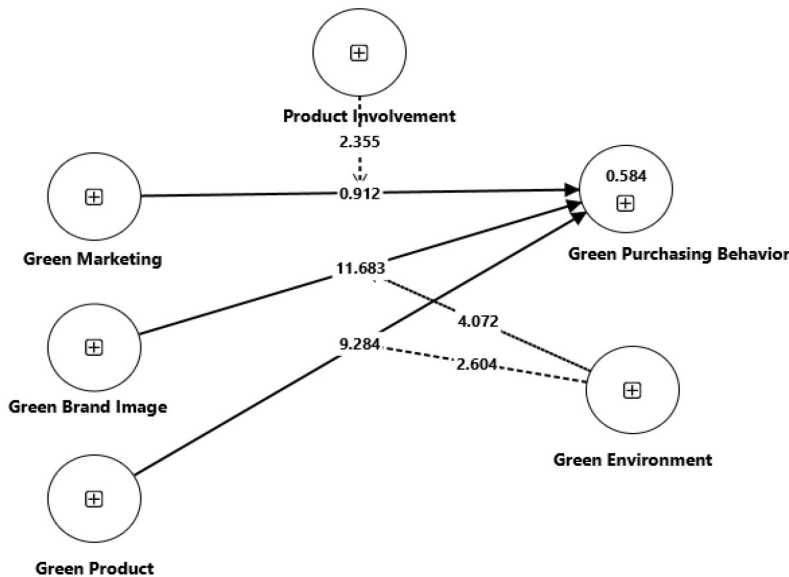


Figure 3: Structural Model

Hypotheses Results

We have tested three direct and three moderating variables. Table 8 depicts the results related to the hypotheses.

Table 8: Hypotheses Results

Hypotheses Results	β	T stat.s	P values	Results
Gr. Marketing -> Gr. Pr Behavior (H1)	-0.103	0.912	0.362	Rejected
Gr. Brand Image -> Gr. Pr. Behavior (H2)	0.443	11.683	0.00	Accepted
Gr.Product -> Gr. Purchasing Behavior (H3)	0.276	9.284	0.000	Accepted
Product Involv. x Gr.Mar. -> Gr.Pr.Beh.(H4)	-0.105	2.355	0.019	Accepted
Gr.Env. x Gr.Br. Image -> Gr.Pr Beh. (H5)	0.180	4.072	0.000	Accepted
Gr.Env. x Gr. Product -> Gr. Pr. Beh. (H6)	-0.084	2.604	0.009	Accepted

The results support all five hypotheses but reject Hypothesis 1 because its direction is negative, contrary to the envisaged positive relationship. Moreover, the highest impact is for Hypothesis 2 ($\beta = -0.442$, $t = 11.683 < 0.05$), and the lowest is for Hypothesis 4 ($\beta = -0.442$, $t = 11.683 < 0.05$).

Discussion and Conclusion

The study found that “green marketing positively affects green purchasing behavior.” Green marketing emphasizes environmentally friendly products and business practices, which are important in triggering consumer buying behavior (Ishaq et al., 2025). The company's adoption of this strategy highlighted its commitment to sustainability and efforts to reduce negative environmental impacts (Alhamad et al., 2023). Moreover, this strategy focuses on using recycled materials, reducing carbon emissions, and implementing environmentally friendly production processes (Gaire, 2024).

The study documents that “green brand image positively affects green purchasing behavior.” A green brand image is a consumer's perception of a brand. For example, if consumers perceive a brand as environmentally responsible and committed to sustainability (Saeed et al., 2023), it would promote a favorable attitude toward green buying (Tsai et al., 2025). On the other hand, if consumers perceive that a brand is not committed to sustainability, it will adversely affect their attitudes toward green buying (Nguyen-Viet et al., 2024). Moreover, researchers assert that when consumers trust that brands contribute positively to the environment and have a strong eco-friendly image, their green buying behavior will increase profoundly (Jabeen et al., 2023).

We found that “green product positively affects green purchasing behavior.” Green products are designed to have minimal environmental impact. Moreover, it triggers green buying (Hung & Chang, 2024). Consumers who are more concerned about a sustainable environment consider the sustainability and eco-friendly aspects of the products before making purchase decisions (Alhamad et al., 2023). Many past studies document that consumers are not hesitant to pay premium prices for green products, which is a testament to their commitment to environmental sustainability (Lestari et al., 2025). Moreover, past studies have noted that green products foster brand loyalty as consumers repeat purchases from companies that share their environmental values (Ng et al., 2025). On the contrary, many past studies noted adverse effects of green products, which may negatively affect green buying.

The study documents that “product involvement moderates the relationship between green marketing and green purchasing behavior.” Many past studies noted that green marketing promotes green buying behavior and moderates the relationship between green marketing and green purchase intention (Shao et al., 2025). Jiang (2024) asserts that highly involved customers deeply process product-related information, consider different options, and form an attitude (Jiang (2024)). Moreover, researchers believe consumers who are highly involved in a product pay attention to its green claims and messages and trust the environmental benefits of green brands (Sumarsono

et al., 2025). On the contrary, Mansour et al. (2024) argue that consumers who are less involved in products do not pay attention to green claims and messages and do not believe in the environmental benefits of green brands.

We found that green environment moderates green brand image and green purchasing decision. Firms can increase consumers' involvement by engaging them through many strategies, including "social media marketing and personalized content creation." As a result, such consumers do not switch to other products or brands (Nilsson et al., 2025). When consumers perceive that a brand is actively pursuing eco-friendly products and actions, they develop a positive image of the brand (Jiang, 2024). Green purchase behavior is consumers' preference to buy sustainable products (Citation). Many past studies document that high product involvement enhances brand image, enhancing green buying behavior (Hung & Chang, 2024). Conversely, low consumer involvement in a product adversely affects the brand image, reducing green buying behavior. Given this varying effect, we argue that green involvement moderates brand image and green buying behavior (Lestari et al., 2025)

We found that "green environment moderates green product and purchasing behavior." Past studies document that a green environment moderates the relationship between green products and green purchase behavior in several ways (Mutmainah & Wahidhani, 2024). For example, when consumers perceive a brand as environmentally responsible, they believe its green products are environmentally friendly (Lestari et al., 2025). As a result, consumers' willingness to buy sustainable products increased significantly (Hung & Chang, 2024). Similarly, past studies document that when consumers perceive a brand as being environmentally responsible, their sense of responsibility to protect the environment increases, enhancing their intention to purchase green products (Pontes et al., 2024).

Conclusion

The concern about sustainable products worldwide has increased significantly. However, in developing countries like Indonesia, consumers' concern about green purchasing behavior is low because of low education and low awareness about the advantages of sustainable products. We have focused on the environmentally friendly cosmetic industry in Indonesia as it is growing at a rapid growth rate. Given its importance, the study examined the impact of three antecedents (i.e., green marketing, green brand image, and green product) on green purchasing behavior. We also examined the moderating effect of product involvement and green environment on green purchasing behavior. The study documents that green marketing significantly affects green purchasing intention. Although this relationship was significant, we rejected it because

its direction was negative, contrary to the positive direction envisaged. However, we found that green brand image and green products positively affect green purchasing behavior. The study also found support for two moderating hypotheses. That is, product involvement significantly moderates green marketing and green purchase intention. Green environment significantly moderates the relationship between (i) green brand image and purchasing behavior and (ii) green product and green purchasing behavior.

Implications

Past studies suggest that consumers perceive the quality of green products as inferior to conventional products. Marketers must improve the quality of green products and remove negative consumer perceptions through adequate communication (Correia et al., 2025). Moreover, the non-availability of green products also does not translate attitudes towards them into actual buying. Therefore, we suggest marketers ensure that green products are readily available at affordable prices (Hafezi et al., 2023). In the prevailing era of a sustainable environment, firms must produce green products and use green marketing strategies to target consumers (Alhamad et al., 2023). While adopting green marketing, firms must communicate that they are practicing green marketing (Correia et al., 2025). Moreover, what they claim and communicate must be based on reality (Malhotra & Shaiwalini, 2024). Extant literature notes that many firms' reputation was damaged because their claims and messages were far from reality (Tran, 2023). A green brand image gives the firm a competitive advantage (Shafiq et al., 2024). Thus, we recommend that firms incorporate sustainable practices through their supply chains while developing a green brand image (Correia et al., 2025). Firms individually cannot develop a green brand image. It is necessary to involve all the stakeholders to develop a green brand image.

Limitations and Future Research

This study has focused on environmentally friendly cosmetics for females in Indonesia. However, males also used cosmetics in this era. Other studies may focus on environmentally friendly cosmetics for males. Additionally, future studies may use the study's conceptual framework on male and female environmentally friendly cosmetics products. We have only used three antecedents (i.e.: green marketing, brand image, and product). Future studies may add more antecedents to their studies, such as "eco-labeling, green packaging and branding, green products, and premium pricing. Our conceptual framework does not have any mediating variables. We recommend that others incorporate mediators such as ethics and religiosity into their conceptual framework. We used two moderators in our study, and we advised others to incorporate demographics and ethnicity as moderators in their studies.

Annexure: 1

Constructs and Items Used in the Questionnaire

Green Purchase Intention

- GPI1. I intend to purchase more environmentally friendly products in the next 6 months.
- GPI2. I plan to prioritize environmental considerations when making purchasing decisions.
- GPI3. I am willing to pay a premium for environmentally friendly products.
- GPI4. I will try to purchase products with minimal packaging to reduce waste.
- GPI5. I intend to choose products that are made from sustainable materials.
- GPI6. I will consider the environmental impact of a product before making a purchasing decision.

Green Marketing

- GM1. My company effectively communicates the environmental benefits of our products to customers.
- GM2. We prioritize environmental sustainability in our marketing strategies.
- GM3. Our company uses eco-friendly packaging materials in our products.
- GM4. We highlight the eco-friendly features of our products in our advertising campaigns.
- GM5. My company has implemented environmentally responsible practices throughout our supply chain.

Green Brand Image

- GBI1. This brand is environmentally responsible.
- GBI2. This brand cares about the well-being of the environment.
- GBI3. This brand's products are environmentally friendly.
- GBI4. This brand is committed to sustainability.
- GBI5. This brand's environmental claims are believable.
- GBI6. This brand's environmental initiatives make me more likely to purchase from them.
- GBI7. Overall, I perceive this brand as being environmentally responsible.

Green Product Sun, and Wang, (2022)

- GP1. This product is environmentally friendly.
- GP2. The environmental benefits of this product are important to me.
- GP3. I believe that using this product will help reduce my environmental impact.
- GP4. This product's eco-friendly features influence my purchasing decision.
- GP5. I feel that purchasing green products is an important part of my lifestyle.
- GP6. I am willing to invest time and effort into finding environmentally friendly products.

Green Product Involvement Jiang et al. (2024).

- GI1. I am very interested in learning about environmentally friendly products.
- GI2. I enjoy reading about and exploring new green products. (
- GI3. I consider myself to be very involved in making environmentally responsible purchasing decisions.
- GI4. I spend a lot of time thinking about the environmental impact of my purchases.

GP5. I feel that purchasing green products is an important part of my lifestyle.

Green Environment More et al. (2022)

GE1. I believe that protecting the environment is crucial for our future

GE2. I am concerned about the impact of human activities on the environment.

GE3. I think that individuals have a responsibility to protect the environment.

GE4. I believe that environmental protection is more important than economic growth.

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