



**ANALYSIS OF THE EFFECT OF GREEN ADVERTISING AND GREEN
INNOVATION ON THE PURCHASE INTENTION OF
ENVIRONMENTALLY FRIENDLY PRODUCTS MEDIATED BY
KNOWLEDGE OF ENVIRONMENTALLY FRIENDLY PRODUCTS**

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Abstract

This study aims to analyze the use of green advertising and green innovation by companies to increase consumers' knowledge of green products, which will then influence consumers' green purchase intentions, in the context of environmentally friendly beauty products. In this study, data collection was conducted through an online survey using a questionnaire distributed to respondents containing questions about the variables involved. The sampling technique used was purposive sampling, which is a non-probability sampling technique. The respondents selected were consumers who use or are familiar with environmentally friendly beauty products. A total of 150 respondents were obtained in this study. Data was analyzed using PLS-SEM to validate the research construct model using the SmartPLS analysis software tool. The results of this study indicate that green advertising and green innovation have a positive and significant effect on green product knowledge and green purchase intention. Green product knowledge has a positive and significant effect on green purchase intention. Green advertising does not have a positive effect on green purchase intention.

Keywords: Green Advertising, Green Innovation, Green Product Knowledge, Green Purchase Intention



INTRODUCTION

The increasing environmental pollution that requires attention and the growing concern over global warming have prompted us to take steps toward sustainable living for the environment by creating or beginning to use environmentally friendly products. Environmentally friendly products are those that play a role in protecting the environment by reducing waste, pollution, and toxins (Borah et al., 2024). Modern lifestyles and insufficient environmental awareness have become a concern.

This has also prompted some companies to manage environmentally friendly products in their production processes. To achieve good results in environmental management, contributions from various parties are needed, not only from companies but also from consumers, who must begin to think more carefully about the products they use. This is important for efforts to protect the environment (Zameer & Yasmeen, 2022). As consumers, we must be more discerning in choosing and purchasing the products we use, including when selecting beauty products, which are increasingly diverse in type and variety.

The presence of beauty products in marketing has become increasingly popular in recent years. As time goes on, consumer preferences for beauty and fashion evolve and improve (Limbu & Ahamed, 2023), and companies have also continued to develop daily. Beauty companies continue to innovate their products to meet consumer needs, as beauty products have become one of the necessities used not only by women but also by men (Salsabila et al., 2022).

The increasing demand for beauty products must be balanced with the environmental issues occurring around us. Companies must consider not only meeting consumer demand for products but also promoting sustainable living by creating environmentally friendly product innovations. Additionally, companies should encourage their consumers to use environmentally friendly products. Environmentally friendly beauty products refer to those made from natural ingredients derived from plants, minerals, or animals. This approach helps preserve the environment, minimize pollution, and utilize non-renewable resources as efficiently as possible (Limbu & Ahamed, 2023).

Furthermore, environmentally friendly skincare and beauty products avoid the use of harmful additives for skin health by prioritizing the use of natural



ingredients (Mamta & Prakash, 2025).. In the beauty product industry, long-term planning is required to manage sustainability (Rocca et al., 2022). Sustainable living encompasses a lifestyle that involves using environmentally friendly cosmetics and is driven by global consumer awareness and the green revolution (Limbu & Ahamed, 2023). It has been stated that individuals with high environmental awareness are more likely to adopt environmentally friendly behaviors (Zameer & Yasmeen, 2022).

There are various marketing strategies that companies can apply to these environmentally friendly products, one of which is using green marketing to market the products. Green marketing is marketing that incorporates environmentally friendly concepts into the products it produces, aiming to preserve and build long-term relationships with various stakeholders such as the environment, customers, and culture (Tan et al., 2022). Green marketing is typically associated with products that are recyclable, environmentally safe, or environmentally friendly in their marketing. Therefore, the sale of environmentally friendly goods and services is a sustainable process that influences environmentally friendly actions among the public.

Within green marketing, there is green advertising, which can be used to promote products by highlighting their environmentally friendly characteristics. The green advertising conducted by companies aims to provide consumers with knowledge about the products being offered and to gain consumer trust. As consumer knowledge increases, it is hoped that this will influence consumer purchasing interest in buying the products (Alamsyah et al., 2020)..

Companies can use green marketing strategies to market their environmentally friendly products. In addition, they need to consider the materials used in the production process, not only in the composition of the product but also in the packaging, which must be recyclable and made from environmentally friendly materials. One of the main contributors to sustainability in beauty products is packaging (Rocca et al., 2022). Every company must innovate in each of its products to keep up with market trends, meet consumer needs and desires, and compete in the market.

Every innovation should be balanced with a concern for the environment to ensure sustainable living. Eco-friendly innovations can help companies reduce



their environmental impact, enhance competitiveness, and access new market opportunities (Hafeez et al., 2024). Companies adopting eco-friendly innovations will gain benefits beyond environmental impact, including competitive advantages (Shahbaz et al., 2024).

Using green marketing and creating environmentally friendly advertisements that include information about environmental awareness and environmentally friendly products, promoting their products as environmentally friendly using natural claims to influence consumer perceptions and purchasing intentions (Limbu & Ahamed, 2023). Companies not only want to create sustainable businesses but also encourage their consumers to purchase environmentally friendly products out of concern for the environment. Purchase intent is an internal motivation to buy a product.

Utilizing green advertising by providing information about environmentally friendly products is expected to help consumers develop an internal motivation to purchase and increase their knowledge about environmentally friendly products, especially beauty products, which are currently widely used by consumers. In relation to this, the objective of this study is to analyze the use of green advertising and green innovation by companies to increase consumers' knowledge of environmentally friendly products, which will then influence consumers' interest in purchasing environmentally friendly products.

The purpose of this study is to analyze the influence of green advertising and green innovation on the interest in purchasing environmentally friendly products, mediated by knowledge of environmentally friendly products.

LITERATURE REVIEW

Green Advertising

Advertising is one way companies can introduce their products to the wider community. Advertising is used by companies as a medium to communicate with their customers. Environmentally friendly advertising can catalyze in promoting environmentally friendly products and explaining their environmental advantages and characteristics (Li, 2025). The use of environmentally friendly



advertisements aims to educate consumers about the value of a product in meeting environmental sustainability standards (Alamsyah et al., 2020).

Eco-friendly advertising promotes the benefits of products for consumers, both individuals and society at large, by emphasizing their contribution to environmental protection (Borah et al., 2024). The fundamental motivation for consumers toward eco-friendly products can be seen from the information consumers have about eco-friendly products (Alamsyah et al., 2020). From the consumer's perspective, the strength of advertising lies in the information provided so that customers can be most satisfied when purchasing products (Kim et al., 2021).

Green Innovation

Green innovation reduces environmental damage by optimizing resource use, minimizing emissions and waste, and introducing environmentally friendly alternatives in various fields (Shahbaz et al., 2024). Companies that implement green innovation do so to benefit society. By effectively utilizing resources and energy, companies can reduce the environmental damage caused by their operations through green innovation (Hafeez et al., 2024).

Environmentally friendly marketing programs are used by companies to strengthen consumer knowledge about products and new offerings. Product knowledge is a collection of information related to a brand, product, price, and product features (Zameer & Yasmeen, 2022). Environmentally friendly innovation itself is related to products and their features, so it is assumed that customer experience with products developed using environmentally friendly innovation can increase consumers' environmentally friendly knowledge.

Green Product Knowledge

Knowledge about environmentally friendly products is the first step in how consumers will purchase environmentally friendly products. It is important for companies to provide more information about their environmentally friendly products so that consumers can understand the concept and build awareness among consumers about the environment through the use of environmentally friendly products.

Knowledge about products is part of the experience and prior knowledge possessed by each individual consumer, which can positively influence consumer



decision-making (Testa et al., 2024). Knowledge about environmentally friendly products is a way to provide information that can influence consumers' attitudes toward being more environmentally friendly by using or purchasing environmentally friendly products (Tan et al., 2022). Strong consumer knowledge of environmentally friendly products influences the intention to purchase environmentally friendly products (Alamsyah et al., 2020). When consumers have sufficient knowledge and information about environmentally friendly products, they will be better able to distinguish between environmentally friendly products and conventional products, which can increase their purchasing interest (Testa et al., 2024).

Green Purchase Intention

In environmentally friendly advertisements, several components of environmentally friendly products can be displayed to increase consumer awareness of environmental products and their interest in purchasing them. According to Zameer & Yasmeen (2022), environmental advertisements make consumers more knowledgeable about environmentally friendly products, and customers' perceptions and knowledge of environmentally friendly products will increase, which will ultimately influence environmentally friendly purchasing behavior.

Eco-friendly purchase interest is defined as the tendency to decide to purchase eco-friendly products or services that have a positive impact on the environment. Purchase intent among consumers can be influenced by how much information consumers receive about environmentally friendly products and environmental issues, which leads to consumer evaluation of a product. This means that the more information consumers have about a product's environmental impact, the more criteria a product must meet to be selected (Nguyen Tran Cam, 2023)..

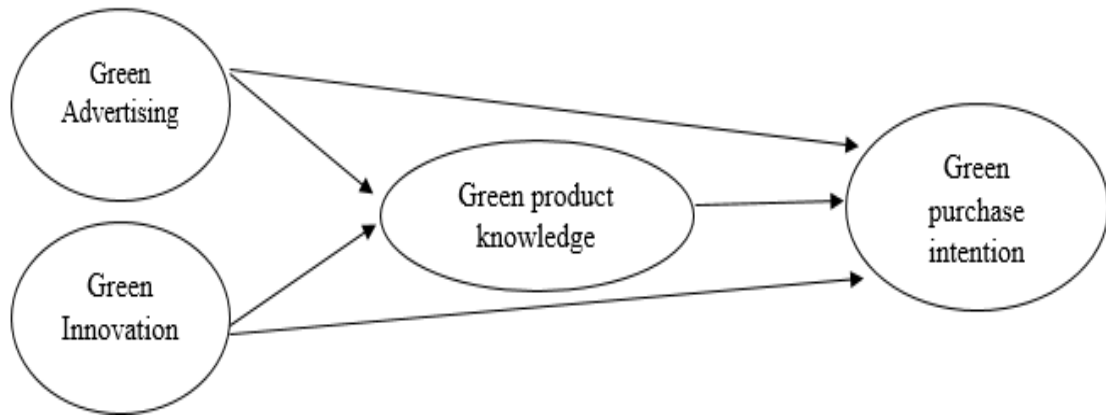
Research Framework

Figure 1.
Research Framework

RESEARCH METHOD

This study uses a quantitative approach. The quantitative approach was chosen because it aims to test the relationship between variables that have been formulated in the hypothesis, as well as to process numerical data to obtain conclusions that can be generalized. The population in this study are consumers in Solo who use or are familiar with environmentally friendly beauty products. Data collection was carried out through an online survey using a questionnaire. The sampling technique used is purposive sampling, which is a non-probability sampling technique. The criteria used as the basis for sample selection in this study are:

1. Respondents are environmentally conscious consumers residing in the Solo area.
2. Respondents are aware of environmentally friendly beauty products.
3. Respondents have used environmentally friendly products.

The sample size used in this study is 150 respondents, in accordance with the minimum criteria for SEM-PLS analysis, which generally requires at least 5–10 times the number of indicators. Data was collected through an online survey using a questionnaire instrument designed based on the indicators of each research variable. The questionnaire was distributed to respondents via digital media such as Platform X in the form of a Google Form.

Data analysis utilized the Partial Least Square Structural Equation Modeling (PLS-SEM) technique. The measurements conducted included the outer model, which encompassed validity, reliability, and multicollinearity tests, and the inner model, which encompassed R-square, goodness of fit, coefficient value, and hypothesis testing.

RESULT AND DISCUSSION

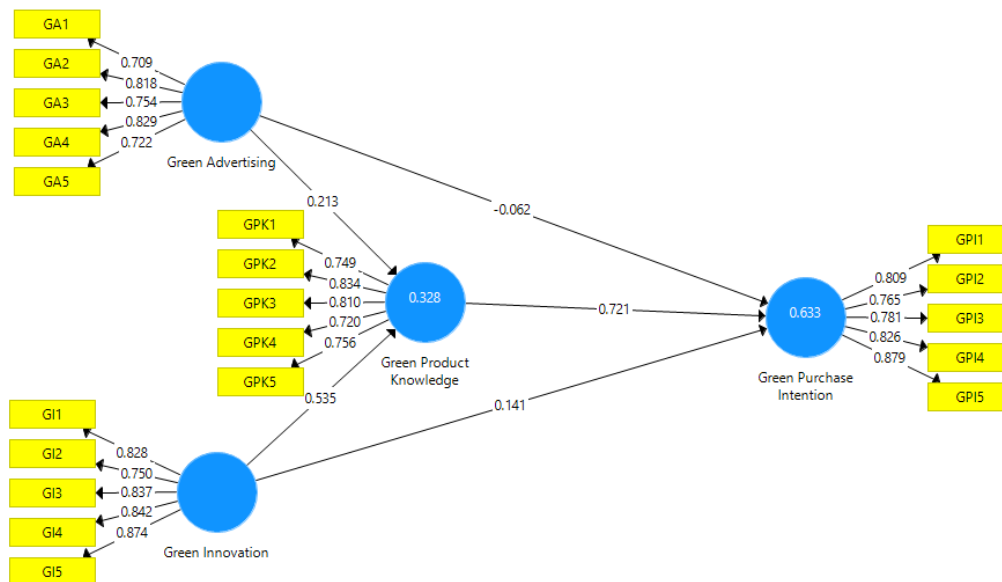


Figure 2.
Outer Model

This outer model explains how the latent variables and measured indicators are related to each other. This model is used to measure the validity and reliability of the constructs used. The measurements that will be carried out may include convergent validity, discriminant validity, and reliability tests. The value in Convergent Validity indicates the validity of the measurement of latent variables. This can be seen in the outer loading value, and it is considered good if the value is above 0.7 (Furadantin, 2018).

The results in Table 1 show that the outer loading value for each construct is above 0.7, indicating that all indicators in the study are valid and can be used, and are in accordance with the requirements. Furthermore, the AVE values for each construct are above 0.5, indicating good discriminant validity (Musyaffi, A. M et al., 2022). The results of the Cronbach's Alpha and Composite Reliability



tests have values above 0.7, indicating that all indicators used in this study are reliable according to the criteria.

Table 1.
Variables, Reliability, Validity

Constructs	Items	Outer Loading	Cronbach's Alpha	CR	AVE
Green Advertising	I feel that The Body Shop's eco-friendly advertising shows consumers that its products address the environmental issues they face.	0.709	0.829	0.877	0.589
	I think it's great that The Body Shop uses environmentally friendly messages in its advertising.	0.818			
	I feel that environmentally friendly advertising is very important.	0.754			
	I feel that environmentally friendly advertising is very important for recognizing environmentally friendly products.	0.829			
	I think The Body Shop's eco-friendly advertising can attract consumers' attention.	0.722			
Green Innovation	The Body Shop develops products that can be easily recycled.	0.828	0.884	0.915	0.684
	The Body Shop develops products that generate the least amount of waste.	0.750			
	The Body Shop develops products that minimize damage caused by waste.	0.837			



Constructs	Items	Outer Loading	Cronbach's Alpha	CR	AVE
	The Body Shop recycles waste generated from the production process.	0.842			
	The Body Shop implements environmental technology to ensure sustainable use of resources.	0.874			
Green Product Knowledge	I feel that the use of non-recyclable materials has a negative impact on the environment.	0.749	0.833	0.882	0.600
	I know that the products I buy are safe for the environment.	0.834			
	I understand the images or symbols on the packaging of environmentally friendly products.	0.810			
	I am confident that I know how to choose recycled products correctly.	0.720			
	I understand that energy use in the production process also contributes to environmental problems.	0.756			
Green Purchase Intention	I will consider purchasing environmentally friendly beauty products.	0.809	0.871	0.907	0.661
	I plan to buy eco-friendly beauty products.	0.765			
	I want to buy eco-friendly beauty products.	0.781			
	I am willing to pay a higher price for eco-friendly beauty products than conventional beauty products.	0.826			



Constructs	Items	Outer Loading	Cronbach's Alpha	CR	AVE
	I am willing to buy environmentally friendly products from now on.	0.879			

Source: SmartPLS data analysis, 2025

Multicollinearity Test

This test concluded that multicollinearity was present based on the variance inflation factor (VIF) value. Multicollinearity can arise when the number of indicators has a very high correlation. A VIF value is considered high if it exceeds 10, and good if it is less than 5 (Musyaffi, A. M et al., 2022).

Table 2.
Variance Inflation Factor (VIF)

	Green Advertising	Green Innovation	Green Product Knowledge	Green Purchase Intention
Green Advertising	1.000			1.068
Green Innovation		1.000		1.427
Green Product Knowledge			1.000	1.489
Green Purchase Intention				1.000

Source: SmartPLS data analysis, 2025

Based on Table 2, the VIF test results have values less than 5, indicating that there is no multicollinearity in the study. This shows that each variable can be relied upon to accurately measure its influence on other variables.

Inner Model Test

The inner model aims to identify and observe the relationships between variables in a study. These relationships will ultimately address the study's objective, which is to test the hypotheses formulated in the research.

Coefficient of Determination (R²)

The R² value is used to explain how effectively the variation in the independent variables explains the dependent variables. A higher R² value indicates a better ability of the independent variables to explain the dependent variables. The strength of explanation is divided into several criteria: R² is



considered strong if it has a value of 0.67, moderate if it has a value of 0.33, and weak if it has a value of 0.19 (Musyaffi, A. M et al., 2022).

Table 3.
R-Square

	R Square	R Square Adjusted
Green Product Knowledge	0.328	0.319
Green Purchase Intention	0.633	0.626

Source: SmartPLS data analysis, 2025

Table 3 shows that the R² value obtained for Green Product Knowledge is 0.328 (32.8%). This indicates that the contribution of the Green Advertising and Green Innovation variables in explaining the aspects that influence Green Product Knowledge reaches 32.8%. Thus, 67.2% is influenced by other factors outside this study.

Then, the value obtained for Green Purchase Intention is 0.633 (63.3%). This indicates that the contribution of the Green Product Knowledge, Green Advertising, and Green Innovation variables in explaining the aspects that influence Green Purchase Intention reaches 63.3%, which shows that the model is quite good. Thus, 36.7% is influenced by factors outside the scope of this study.

Goodness of Fit

Goodness of fit can be determined by examining the Q-Square value. The Q-Square predictive relevance value is used to measure how well the model generates observed values and parameter estimates. If the Q-Square value is greater than 0 (zero), it indicates that the model has predictive relevance, but if the Q-Square value is less than 0 (zero), it indicates that the model does not or has little predictive relevance.

$Q^2 = 0,7533$

The predictive relevance value obtained was 0.7533, which is greater than zero (0). In other words, 75.33% of the dependent variables (green product knowledge, green purchase intention) can be explained by the independent variables used. Therefore, this model is considered feasible because it has a good and appropriate value.



Hypothesis Testing

Hypothesis testing was conducted using path coefficients, which serve to indicate the level of significance for each variable. By examining the t-statistic and p-values, the relationship between variables can be considered significant if the p-value is less than 0.05 and the t-statistic value is greater than 1.96, concluding that there is a significant influence.

Table 4.
Path Coefficient

	Hypothesis	Original Sample	Standard Deviation	T-Statistic	P-Value	Decision
H1	Green Advertising → Green Product Knowledge	0,213	0,074	2,890	0,004	Significantly Positive
H2	Green Innovation → Green Product Knowledge	0,535	0,077	6,966	0,000	Significantly Positive
H3	Green Product Knowledge → Green Purchase Intention	0,721	0,054	13,374	0,000	Significantly Positive
H4	Green Advertising → Green Purchase Intention	-0,062	0,062	0,997	0,319	Not Significant
H5	Green Innovation → Green Purchase Intention	0,141	0,070	2,010	0,045	Significantly Positive

Source: SmartPLS data analysis, 2025

Based on the test results in Table 4, the following results were obtained:

1. The first hypothesis states that green advertising has a significant positive effect on green product knowledge, as indicated by a p-value of 0.004, which is less than 0.005, and a t-statistic of 2.890, which is greater than 1.96. Therefore, it can be concluded that there is a positive and significant influence between Green advertising and Green product knowledge, indicating that the first hypothesis is accepted.
2. The second hypothesis states that green innovation has a significant positive effect on green product knowledge, as indicated by a p-value of 0.000, which



is less than 0.005, and a t-statistic of 6.966, which is greater than 1.96. Thus, it can be concluded that there is a positive and significant influence between green innovation and green product knowledge, indicating that the second hypothesis can be accepted.

3. The third hypothesis states that green product knowledge has a significant positive effect on green purchase intention, as indicated by a p-value of 0.000, which is less than 0.005, and a t-statistic value of 13.374, which is greater than 1.96. Thus, it can be concluded that there is a positive and significant influence between green product knowledge and green purchase intention, indicating that the third hypothesis can be accepted.
4. The fourth hypothesis states that green advertising does not have a significant effect on green purchase intention, as indicated by a p-value of 0.319, which is greater than 0.005, and a t-statistic value of 0.997, which is less than 1.96. Thus, it can be concluded that there is no significant influence between Green advertising and Green purchase intention, indicating that the fourth hypothesis is rejected.
5. The fifth hypothesis states that green innovation has a significant positive effect on green purchase intention, as indicated by a p-value of 0.045, which is less than 0.005, and a t-statistic value of 2.010, which is greater than 1.96. Thus, it can be concluded that there is a positive and significant influence between Green innovation and Green purchase intention, indicating that the fifth hypothesis is accepted.

Indirect Effect

Table 5.
Indirect Effect

	Hypothesis	Original Sample	Standard Deviation	T-Statistic	P-Value	Decision
H6	Green Advertising → Green Product Knowledge → Green Purchase Intention	0,153	0,055	2,809	0,005	Significantly Positive



	Green Innovation → Green Product					
H7	Knowledge → Green Purchase Intention	0,386	0,056	6,912	0,000	Significantly Positive

Source: SmartPLS data analysis, 2025

Based on the test results presented in Table 5, the following conclusions were drawn:

1. Table 5 indicates that Green product knowledge can mediate between Green advertising and Green purchase intention, as evidenced by a p-value of 0.005 (where the result is less than 0.005) and a t-statistic of 2.809, which is greater than 1.96. Therefore, it can be concluded that there is a positive and significant influence between Green advertising and Green purchase intention, mediated by Green product knowledge, indicating that the sixth hypothesis can be accepted.
2. Table 5 shows that green product knowledge can mediate between green innovation and green purchase intention, as indicated by a p-value of 0.000, which is less than 0.005, and a t-statistic of 6.912, which is greater than 1.69. Thus, it can be concluded that the positive and significant influence of green innovation on green purchase intention, mediated by green product knowledge, indicates that the seventh hypothesis can be accepted.

The Influence of Green Advertising on Green Product Knowledge

There is an influence between green advertising and green product knowledge. These results are in line with previous research conducted by (Li, 2025). In his research, it was revealed that the more consumers have knowledge about environmentally friendly products through appropriate advertising, the more likely they are to choose environmentally friendly products. Green advertising can provide information to consumers with the aim of increasing their knowledge about the products being offered. Knowledge about products is an important aspect that every consumer should possess regarding the products they will use.

A business that implements green advertising can adapt to consumer principles and provide consumers with information about more sustainable



options to create a positive impact (Li, 2025). Therefore, companies must maximize their advertising to provide information about their environmentally friendly products so that consumers can understand the products, the impacts they will have, and increase trust in the environmentally friendly products being offered.

The Influence of Green Innovation on Green Product Knowledge

The results obtained indicate that there is an influence between Green Innovation and Green Product Knowledge, which aligns with previous research conducted by (Zameer & Yasmeen, 2022). In their study, it was concluded that Green innovation is a crucial factor in enhancing Green product knowledge among consumers regarding environmentally friendly products. Green innovation is a step taken by companies to assist them in developing more environmentally friendly processes and products.

The relationship between the two is quite strong, as green innovation requires green product knowledge on the part of consumers in order to be accepted and appreciated. The more consumers know about environmentally friendly products, the more interested they will be in choosing environmentally friendly products. Green marketing can strengthen consumers' knowledge of new offerings and products (Zameer & Yasmeen, 2022).

The Influence of Green Product Knowledge on Green Purchase Intention

There is an influence between green product knowledge and green purchase intention, a finding consistent with previous research by (Zameer & Yasmeen, 2022). Their study concluded that if consumers have a strong understanding of a product, it will significantly influence their decision to purchase environmentally friendly products. This makes green product knowledge play an important role in the decision to purchase environmentally friendly products.

Additionally, the results of this study are consistent with previous research conducted by (Testa et al., 2024), which stated that green product knowledge has a strong relationship with green purchase intention, where consumers who have more knowledge and familiarity with environmentally friendly cosmetic products are more likely to purchase such products. Therefore, companies should focus on enhancing consumers' knowledge about products to attract their purchasing interest.



The Effect of Green Advertising on Green Purchase Intention

Based on the results, it was found that there was no effect of green advertising and green purchase intention. This result is not in line with previous research conducted by (Alamsyah et al., 2020). This may be attributed to several factors, such as the possibility that consumers perceive advertisements as failing to provide essential information about environmentally friendly products, or that their feelings and expectations do not align with the advertisements presented, thereby influencing their perception of green advertising and ultimately affecting their green purchase intention (Balaskas et al., 2023).. Advertisements are not the only medium that can be used to attract consumers to purchase products. In this era, consumers can obtain content from other sources, such as social media and online forums that provide personal reviews, which help consumers make purchasing decisions.

In addition, some consumers are skeptical about the claims made in green advertising, which may reduce their acceptance of such advertisements and their willingness to purchase environmentally friendly products. Another study aligns with the findings of this research. The study conducted by (Nguyen-Viet & Nguyen, 2024) showed no significant relationship between green advertising and green purchase intention.

This finding indicates that, in the context of Indonesian consumers, green advertising strategies alone are insufficient to form purchase intentions for environmentally friendly products. Companies need to take steps to build consumer trust by providing concrete evidence related to product information and how the company is moving towards environmental sustainability.

The Influence of Green Innovation on Green Purchase Intention

Green innovation is a movement undertaken by companies to minimize their impact on the environment by paying attention to the production process, to produce environmentally friendly products, not only in terms of materials but also in packaging. The results obtained indicate that there is an influence between green innovation and green purchase intention. This aligns with previous research conducted by (Moslehpour et al., 2023), which revealed a positive relationship between green innovation and green purchase intention.



If a company is committed to introducing innovations in design, product standards, and services by implementing innovative technologies and production processes that support environmental impact reduction, the application of such innovations can meet consumer expectations and encourage them to purchase products.

The Influence of Green Advertising on Green Purchase Intention Mediated by Green Product Knowledge

Based on the results, it was found that Green Product Knowledge can mediate between green advertising and green purchase intention. This finding aligns with previous research conducted by (Li, 2025), which revealed that green product knowledge acts as a mediator in strengthening the relationship between green advertising and green purchase intention. This indicates that as consumers' understanding of environmentally friendly products improves, it can influence their decision to purchase such products. Additionally, environmentally friendly advertising plays a crucial role in informing and educating consumers about environmentally friendly products. The accuracy of environmentally friendly advertising must be prioritized to enhance consumer trust in purchasing such products.

The Influence of Green Innovation on Green Purchase Intention Mediated by Green Product Knowledge

Based on the results, it was found that green product knowledge can mediate between green innovation and green purchase intention. These results are in line with previous research conducted by (Zameer & Yasmeen, 2022), which revealed that green product knowledge mediates the relationship between green innovation and green purchase intention. Additionally, the results of this study are consistent with previous research conducted by (Belycia & Soelasih, 2024), which stated that green product knowledge plays an important role in mediating green innovation and green purchase intention. Therefore, companies must strive to create environmentally friendly innovations, as this will enhance consumers' knowledge and understanding of environmentally friendly products. The better consumers' understanding of environmentally friendly products, the greater their desire to choose products that support the environment.



CONCLUSION

Based on the results and discussion, it was found that green advertising and green innovation have a positive and significant effect on green product knowledge. Green product knowledge and green innovation have a positive and significant effect on green purchase intention. Green advertising does not have a positive and significant effect on green purchase intention. Green product knowledge mediates between green advertising and green purchase intention. Green product knowledge mediates between green innovation and green purchase intention.

Green product knowledge plays an important role in green purchase intention. Green advertising can serve as a strategic medium to provide information and understanding about green products to consumers. Therefore, it is important for companies to pay attention to the advertisements they create, not only in terms of visuals but also ensuring that the information provided about the product is accurate so that consumers understand the concept of green products and are encouraged to purchase them. In future research, it is recommended to expand the scope of the study by increasing the number of samples tested to obtain more representative results. Additionally, other variables that may influence consumer purchasing interest in environmentally friendly products could be explored, such as attitudes toward sustainability and the credibility of environmentally friendly advertisements.

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