

Environment Knowledge, Green Brand Image, and Purchase Intention: Indonesian Customer's View on Green Cosmetics

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Abstract

The purpose of this paper is to examine the purchase intention to green cosmetics product using environment knowledge and green brand image as predictor. This study apply the stimulus-organism-response (SOR) framework, to analyze the effect of environment knowledge (S) on green brand image (O) on purchase intention (R). there are 130 respondents participated in this survey using convenience sampling. Smart PLS-SEM software was used to analyze the data. The output confirm that environment knowledge and green brand image have a significant effect to purchase intention green cosmetics, green brand image mediate environment knowledge and purchase intention partially. This study emphasized the role of environment knowledge and green brand image into customer behavior to process the information, formulate the intention to choose and purchase green cosmetics product. The finding indicate that environment knowledge and brand green image act as good predictor for purchase intention cosmetics product.

Keywords: environment knowledge, green brand image, purchase intention, green cosmetics

1. Introduction

Cosmetics are materials used on the outside of the human body such as the epidermis skin layer, nails, hair, lips and other external parts of the body that function to protect, tidy up and change the appearance to make it look more attractive. (<https://peraturan.bpk.go.id/Details/224837/peraturan-bpom-no-23-tahun-2019>, downloaded 30th May, 2025). Green cosmetics are defined as naturally processed materials free from artificial or synthetic colors, additives, or ingredients (Testa et al., 2024). Green cosmetics refer to natural cosmetics or personal care products that are developed from natural ingredients derived from animals, minerals, or plants. They will eventually preserve the environment, minimize pollution, ensure the responsible utilization of non-renewable resources, and finally preserve species and animal welfare (Limbu & Ahamed, 2023). Green cosmetics are composed from organic ingredients, nature, could be the form of plant extracts, fruits and concentrates. In its composition, green cosmetics use ingredients that are recyclable. (Irfany et al., 2023).

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Characteristics of green cosmetics such as using environmentally friendly packaging, sustainable beauty, unused harmful chemicals and synthetics such as parabens, triclosan, synthetic colors and fragrances, using green label, such as Certified Organic, Naturally Derived, Recyclable Packaging, Biodegradable and Cruelty-Free (<https://www.fimela.com/beauty/read/5798603/mengenal-5-ciri-sustainable-beauty>, downloaded 1st June, 2025). Some of local green cosmetics brands such as Somethinc, N'Pure, Keina Beauty, Klen & Kind, Scarlett Whitening, REI Skin, Envyygreen, Aizen Beauty Care, Control Zero, Skonoia, Avoskin, Oh My Skin, and Segara Naturals (https://lindungihutan.com/blog/brand-skincare-lokal-peduli-lingkungan/#Brand_Skincare_Lokal_Aсли_Indonesia_yang_Peduli_Lingkungan, downloaded 30th May, 2025). Wome well-know international green cosmetic brands include REN, Aveda, Lush, Herbivore, Giorgio Armani, L'Occitane, Clarins, Origins, and The Body Shop (<https://www.google.com/search?q=international+green+cosmetics>, downloaded 1st June, 2025).

Several way to cultivate the intention to buy green products, including fostering awareness and knowledge using green marketing strategies to increase consumer awareness about the benefits of green products. Another important effort is to build a strong and positive brand image related to sustainability and environmental friendliness, it will boost consumer confidence and encourage them to purchase green products. The use of green products will have a positive impact on the environment and sustainability. The benefits of green products for the environment include saving resources, reducing the impact of climate change, reducing waste, improving air quality, and protecting biodiversity.

The benefits of green products for sustainability include maintaining quality of life, reducing environmental impact, supporting sustainable practices such as the use of renewable energy, and encouraging innovation. The description of the phenomena explains the great role of environmental knowledge and green brand image, thus it is important to conduct empirical research to find out how environmental knowledge and green brand image affect the purchase intention of green products, the green product to be studied is cosmetics product.

Based on references, there is a few research which investigate the relationship between environmental knowledge, green brand image, and purchase intention. The purpose of this research is to examine the impact of environmental knowledge and green brand image to purchase intention green cosmetics.

2. Literature Review

In the study, we consider the effect of environmental knowledge dan green brand image as the motivating factors on purchase intention based on the Stimulus-organism-response theory (SOR), the theory suggests that consumers' cognitive and affective assessment are initiated by stimuli (Jacoby, 2002). The SOR approach helps to better understand how consumers respond to a stimulus, taking into account some of the intermediate critical factors that may facilitate the consumer response (Testa et al., 2024). Based on the theory, a stimulus (S) represents the antecedent of the individual's internal state, it could be classified an object, depending on whether it refers. Organism (O) refers to the consumer's internal process after receiving a stimulus, mediating the relationships between environmental stimuli and the final response. Response represents the conclusive stage of the decision-making process, this stage describes a specific action or intention (Nguyen-viet et al., 2024; Testa et al., 2024). This study is based on SOR theory (Jacoby, 2002) with research framework environment knowledge as stimulus (S), green brand image as the organism (O), and purchase intention as response (R). Applying the SOR theory to analyze the impact of environmental knowledge and green brand image to purchase intention. This investigation provides valuable insights into how this construct influence consumer behaviour, mainly concerning purchase intention.

Purchase intention is a combination of consumers' interest towards a particular product and the likelihood of purchasing the product, which closely reflects consumers' brand or product preference, it also reflects consumer's desire and ability to purchase a particular product (Al et al., 2023). Purchase intention green product is defines as a person's interest, willingness, and readiness to use products that have a very small negative impact on the environment as a concerning behavior for the environment (Lius & Salim, 2024). Green cosmetic purchase intention could be summarized as the interest, desire and willingness of consumers to purchases green cosmetic.

There are several factors which can influence purchase intention, such as attitude (Hanzaee & Farsani, 2011, Al et al., 2023), product knowledge (Testa et al., 2024), environmental knowledge (Wayan et al., 2021), environmental concern (Klabi, 2025), brand image (Kumar et al., 2024), green brand image (Plotkina et al., 2025), brand familiarity (Wu et al., 2024). Purchase intention indicators adapted from Grappe et al. (2021): plan to buy the product in the future; intend to learn about the product; will buy the product; will choose the product to use; will recommend the product to people around.

Environmental Knowledge

Knowledge is defined as awareness, consciousness or familiarity gained by experience or learning (Briliana & Mursito, 2017). Environmental knowledge is the the extent to which people are familiar with various aspects of the environment, it encompasses an individual's knowledge of environmental issues related to green products and includes understanding how products are manufactured, the impact of environment, and the significance of collective responsibility in achieving sustainable development (Mabkhot, 2024). Environmental knowledge is a set of ecological knowledge that individuals have regarding topics about the environment (Lius & Salim, 2024). Knowledgeable consumers are more likely to buy products that have the least impact on the environment (Testa et al., 2024). Environmental knowledge indikator adopted from Nekmahmud et al. (2022): knowledge about the product; knowledge about environmental issues; initiative towards the environment; can differentiate the green product from other products.

Green Brand Image. Green brand image is a set of beliefs, ideas, and impressions that a person has of the brand (Chen, 2010). Chen believe that green brand image covers green values and customers' awareness in environment issues. Green image is an individual's perception of a brand after having an imaginary or real encounter with the brand, brand image plays a key role in companies' sales, sustainability and competitive advantage (Kumar et al., 2024). Green brand image is a perception and relationship in a person's mind that is connected to commitment and concern for nature. Rizwan et al., (2014). Green brand image indicators adopted from Nguyen et al. (2024): The brand is seen as a benchmark for environmental commitment; excels in environmental reputation; cares about the environment: a brand practicing environmental stewardship.

The impact of environment knowledge on purchase intention. Previous research explain that environment knowledge has a significant effect to purchase intention (Lius & Salim, 2024; Jinan et al 2022). Environmental concern has a significant effect toward intention to purchase organic food in Bangladesh (Mostafizur et al., 2025), environmental awareness has a significant effect to consume intention green furniture in Chinese (Liang et al., 2024), little product knowledge has a significant effect to purchase intention food organic in Brazil (Eberle et al., 2022), green environmental knowledge has a significant effect to green purchase behaviour (Mabkhot, 2024). The first hypothesis is:

H₁. Environment knowledge has a significant effect on purchase intention green cosmetics

The impact of environmental knowledge on green brand image. Jinan et al (2024) conclude that environmental knowledge has a significant effect to brand image of boxed tea product in Indonesia and (Klabi, 2025) explain that environmental concern has a significant effect to self-green image

congruence in Saudi Arabia. A few study examine the relationship these variable. Then the second hypothesis is:

H₂. Environment knowledge has a significant effect on green brand image green cosmetics

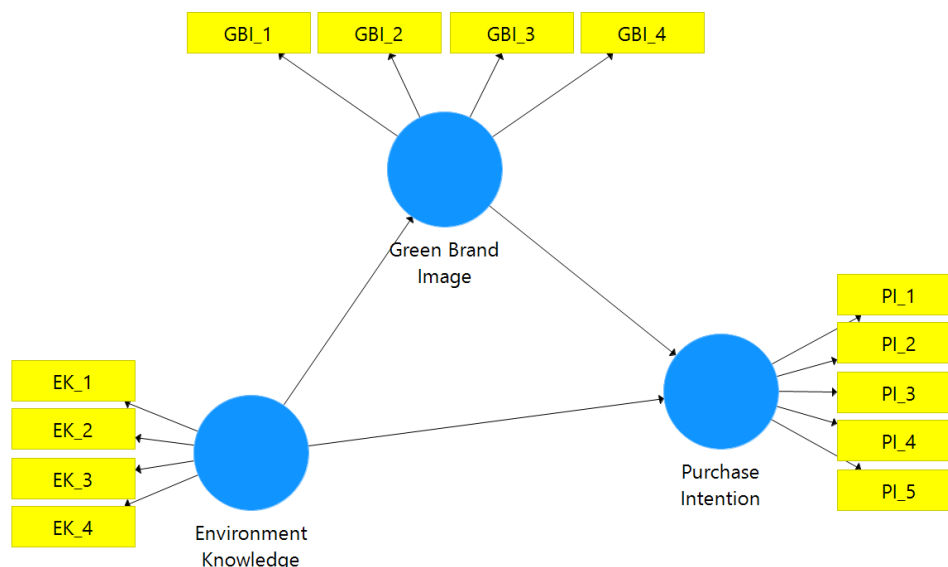
The impact of green brand image on purchase intention green cosmetics. Prior research investigate that green brand image has a significant effect to green purchase intention in the Vietnamese industrial and marine coatings industry (Nguyen-Viet et al. 2024), and Plotkina invent that green brand image has a significant effect to purchase intention for sustainable packaging at European consumers (Plotkina et al., 2025). The third and fourth hypotheses are:

H₃. Green brand image has a significant effect on purchase intention green cosmetics

H₄. Green brand image has mediate environment knowledge and purchase intention green cosmetics

Conceptual model illustrates the structured literature review. Based on literature review, the conceptual model as illustrated at Figure 1.

Figure 1. Conceptual Model



3. Research Method

This research was conducted in Banda Aceh, Indonesia with the objects in this study are environmental knowledge, green brand image, purchase intention. The population in this study are all people in Banda Aceh, Indonesia who have not bought yet green cosmetic products. Non probability sampling is employed to sample collected and types of sampling technique is snowball sampling. Snowball sampling is a non-probability sampling method where new units are recruited by other units to form part of the sample, snowball sampling begins with one or more study participants. It then continues on the basis of referrals from those participants, the process continues until the desired sample complete (Sekaran, 2003). The determination of the number of samples in this study refers to the statement of Hair et al. (2014) that the number of samples is adjusted to the number of indicators in the questionnaire. Determining the number of samples is calculated by the formula $nx5$ up to $nx10$ observed variabel. The number of indicators is 23 indicators multiplied $10=130$ respondents. The data collection technique in this study was carried out by distributing questionnaires via Google form to respondents, 130 respondents participated and provided complete answers. The collected data were processed with Partial Least Structural Equation Modelling Square (PLS-SEM) software, which have a lot of advantages such as recommended sample size in selected contexts, distributional assumptions, statistical power and the need for goodness-of-fit testing, and several complementary methods for checking the results' robustness (Hair et al., 2019).

4. Finding and Discussion

Respondents characteristics consisting of gender, age, education, and monthly income. Female is the majority of respondent, there are 108(83.08%); respondents with age in range 17 up to 26 years old is dominant as much as 69(53.08% and the lowest rate is up to 47 years old as much as 10(7.69%). Respondents' education dominated by graduate 68(52.31%) and the lowest is undergraduate as much as 27(27.77%). The monthly income in range IDR 6,000,000 up to IDR 8,999,999 are dominant as much as 51(39.23%) and the lowest one is $\leq$ IDR 3,000,000 as much as 15(11.54%). Respondents' characteristics completely as portrayed at Table 1.

Table 1. Responden Characteristics

No	Description	Frequency	Percentage (%)
1	Gender		
	Male	22	16.92
	Female	108	83.08
2	Age		

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	17-26 years old	69	53.08
	27-36 years old	40	30.77
	37-46 years old	11	8.46
	>47 years old	10	7.69
3	Education		
	Undergraduate	35	26.92
	Graduate	68	52.31
	Masters	27	20.77
4	Monthly Income		
	≤ IDR 3,000,000	15	11.54
	IDR 3,000,000 - Rp 5,999,000	42	32.31
	IDR 6,000,000 - Rp 8,999,000	51	39.23
	> IDR 9,000,000	22	16.92

Outer Model. Outer model calculation explain that indicator loading factor >0.7, Cronbach alpha >0.7, composite reliability and average variance extracted >0.5. It explains that all instrument is valid and reliable (Hair et al., 2019) Outer model output is portrayed at Table 2.

Table 2. Construct Measurement

Variable	Indicators	Loading Factor	Cronbach Alpha	Composite Reliability	Average Variance Extracted (AVE)
Enviromental Knowledge (EK)	EK_1	0.919	0.920	0.943	0.807
	EK_2	0.857			
	EK_3	0.921			
	EK_4	0.894			
Green Brand Image (GBI)	GBI_1	0.935	0.956	0.968	0.883
	GBI_2	0.944			
	GBI_3	0.960			
	GBI_4	0.920			
	PI_1	0.944	0.975	0.980	0.908

Purchase Intention (PI)	PI_2	0.949			
	PI_3	0.958			
	PI_4	0.959			
	PI_5	0.955			

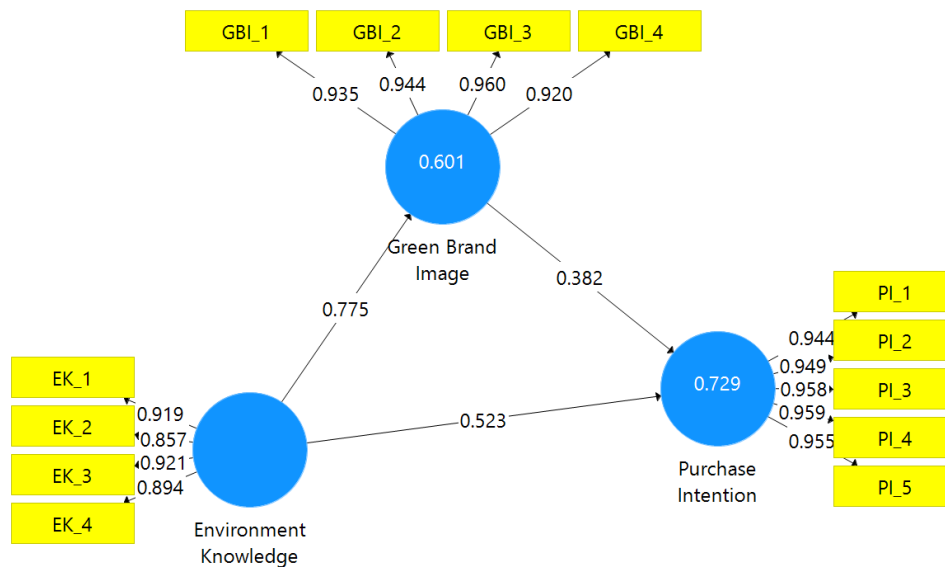
The results of discriminant validity based on Fornell-Larcker criteria (Fornell & Larcker, 1981). It asserts that the diagonal values of the correlation matrix are higher than the off-diagonal values. The findings indicate that AVE square roots exceed the cut-off and surpass the discriminant validity criteria. Environmental knowledge has AVE square roots (0.898) higher than green brand image (0.755), and higher than purchase intention (0.819). Green brand image has AVE square roots (0.775) higher than purchase intention (0.819), then AVE square roots of purchase intention is 0.953. the result explain that the variabels have AVE square roots higher than correlated variables, it mean that discriminant validity with Fornell Lacker method was satisfy the criteria as portrayed in Table 3.

Tabel 3. Discriminant Validity Fornell-Larcker Criterion

Constructs	Environment Knowledge	Green Brand Image	Purchase Intention
Environment Knowledge	0.898		
Green Brand Image	0.775	0.940	
Purchase Intention	0.819	0.787	0.953

The outer model results indicate that the value of indicator loading factor, cronbach alpha, composite reliability, average variance extracted (AVE), and discriminant validity have met the requirements of the model. The measurement model is as portrayed in Figure 2.

Figure 2. Outer Model



Inner Model. The coefficient of determination (R^2). Evaluation of the inner model is conducted by examining the magnitude of the R-square value. R^2 is used to identify whether exogenous latent variables have a substantive impact on endogenous latent variables (Hair et al., 2019). R^2 evaluation as displayed in Table 4.

Table 4. R-square

Constructs	R Square	R Square Adjusted
Green Brand Image	0.601	0.598
Purchase Intention	0.729	0.725

The R-square value of purchase intention is 0.729, it means that 72.9% of the variation in changes in purchase intention was explained by green brand image, while the remaining 27.1% is influenced by other variables outside the model. Then the R-square value for the green brand image variable was explained by the environmental knowledge variable as much as 60.1%, while the remaining 39.9% is explained by other variables outside this research model.

Cross-validated redundancy (Q^2). Q^2 assessment aims to assess the model capability in generating observed values and estimating its parameters. If Q^2 value is higher than 0 (>0) it means that the model has worthy predictive relevance (Hair et al., 2019).

Q^2 assessment as below:

$$Q^2 = 1 - (1 - R^2_1)(1 - R^2_2)$$

$$Q^2 = 1 - (1 - 0.601)(1 - 0.729)$$

$$Q^2 = 1 - (0.399)(0.271)$$

$$Q^2 = 1 - 0.892$$

$$Q^2 = 0.892 \text{ or } 89.2\%$$

Assessment result presented that Q^2 value is higher than 0 (>0). Therefore, the outcome of observation value has a strong predictive relevance. Therefore, it is conclude that 89.2 percent of purchase intention is influenced by environment knowledge and green brand image, another 10.8 percent is influenced by other factors excluded from the research model.

Model Fit. The model fit assessment aims to determine that a model is suitable with the data. The model is stated to be fit if the value of the standardized root mean square residual (SRMR) is smaller than 0.08 (Hair et al., 2019). The final results of the model fit assessment explain that the SRMR value is 0.040 smaller than 0.08 ($SRMR = 0.040 < 0.08$), this indicates that the model is stated to be fit, as displayed in Table 5.

Table 5. Model Fit Summary

Description	Saturated Model	Estimated Model
SRMR	0.040	0.040
d_ ULS	0.144	0.144
d_ G	0.249	0.249
Chi-Square	195.760	195.760
NFI	0.915	0.915

Hypotheses analysis. Hypothesis analysis is an assessment to clarify the relationship between exogenous and endogenous variables. Hypothesis tests are conducted by taking into account the t-statistics and p-value. The analysis was conducted using the bootstrapping method with a two-tailed test and significance level at 5%. The hypothesis criteria are accepted if the t-statistics value

> 1.96 and P-value <0.05 (Hair et al., 2019). The results of the direct and mediation effects are displayed in Table 6.

Table 6. Direct Effect and Mediation Effect

Description	Coefficient	SE	T-value	P-value
Environment Knowledge -> Purchase Intention	0.523	0.081	6.450	0.000
Environment Knowledge -> Green Brand Image	0.775	0.043	18.122	0.000
Green Brand Image -> Purchase Intention	0.382	0.078	4.887	0.000
Environment Knowledge -> Green Brand Image -> Purchase Intention	0.296	0.065	4.522	0.000

The study proposed four hypotheses using direct and mediating effect to understand the insight of environment knowledge, green brand image, and purchase intention relationship. The first hypothesis (H₁) proposed that environment knowledge has a significant effect to purchase intention green cosmetics, the output convince a positive direct effect between environment knowledge and purchase intention ($\beta=0.523$; t-value 6.450; $p<0.05$), the result clarity that H₁ is supported. The second hypothesis (H₂) proposed that environment knowledge has a significant effect to green brand image, the output assured a positive direct effect between environment knowledge and green brand image ($\beta=0.775$; t-value 18.122; $p<0.05$), the result clarity that H₂ is supported. The third hypothesis (H₃) proposed that green brand image has a significant effect to purchase intention, the output assured a positive direct effect between green brand image an purchase intention green cosmetics ($\beta=0.382$; t-value 4.887; $p<0.05$), the result clarity that H₃ is supported. The fourth hypothesis (H₄) proposed that green brand image mediate environment knowledge and purchase intention partially and significantly ($\beta=0.296$; t-value 4.552; $p<0.05$), the result clarity that H₄ is supported.

The results are consistent with the previous research, such as (Eberle et al., 2022; Lius & Salim, 2024; Mabkhot, 2024; Mostafizur et al., 2025). Lius & Salim (2024) investigate the green cosmetics purchase intention among female geration Z in the Jabodetabek, Indonesia, the result confirm that environment knowledge has a significant effect to purchase intention. Eberle et al. (2022) confirm that little product knowledge has a significant effect to purchase intention food organic in Brazil, this research confirm that environment knowledge has a significant effect to purchase intention cosmetics product in Banda Aceh Indonesia. The result of this study also consistent with Nguyen-Viet et al. (2024) who explain that green brand image has a significant effect to green purchase intention in the Vietnamese industrial and marine coatings industry and

with Jinan et al. (2024) who discover that environmental knowledge has a significant effect to brand image of boxed tea product in Indonesia. Plotkina et al discover that green brand image has a significant effect to purchase intention for sustainable packaging at European consumers (Plotkina et al., 2025).

The results presented here have some implication, first, the significant influences of environment knowledge and green brand image on purchase intention cosmetics product is consistent with previous research, highlighting the positive and significant effect of environment knowledge to green brand image and purchase intention. The discovery of green brand image mediating role in the relationship between environment knowledge and purchase intention introduces a novel perspective on the indirect impact of environment knowledge on consumer behaviour especially purchase intention.

5. Conclusion

As a result of our research, we concluded that create informative environment knowledge and build positive green brand image will pursue purchase intention and initiate purchasing product. This research emphasized the role of environment knowledge and green brand image into customer behavior to process the information to choose green cosmetics product. Green product consumption will save the earth. The finding indicate that environment knowledge and brand green image act as good predictor for purchase intention cosmetics product. Cosmetics product enrich the individual appearance. Cultivating green product purchase intentions can be achieved in several ways, including fostering consumer awareness for green environmental knowledge and enhancing green brand image using green marketing strategies to improve consumer awareness of the benefits of green products. Building a brand image with sustainability and environmentally friendly could arouse consumer attention and inspire them to purchase green products.

The limitation of this research. The research is conducted in Banda Aceh, Indonesia, future research may conducted in other city and country. This is a cross sectional study, further research could be conducted in a long timeframe so the results may be different and this research. This study analyzes three variables, consists of an exogenous variable, a mediating variable, and an endogenous variable, all hypothesis result is significant, further research can add relevant variables to analyze its effect on purchase intention, such as perceived value, social media marketing, and trust.

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