

THE EFFECT OF GREEN MARKETING ON GREEN PURCHASE INTENTION OF THE BODY SHOP PRODUCTS MODERATED BY ENVIRONMENTAL ATTITUDE AND ENVIRONMENTAL KNOWLEDGE

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Abstract

In response to the growing demand for sustainable practices, green marketing has emerged as a pivotal approach for companies to engage environmentally aware consumers. This study investigates the impact of green marketing—measured through green product, green price, green promotion, and green place—on green purchase intention, with environmental attitude and environmental knowledge as moderating variables. Focusing on The Body Shop's personal care products, the research examines Generation Z and Millennial consumers in the Jabodetabek area, Indonesia, who are aware of the brand but have not yet made a purchase. Using an online survey, data were collected from 274 respondents and analysed through Partial Least Squares Structural Equation Modelling (PLS-SEM). The results reveal that green promotion and green place significantly enhance green purchase intention, while green product and green price do not. Moreover, environmental attitude strengthens the relationship between green product and green purchase intention, while environmental knowledge positively moderates the influence of green price and green promotion on green purchase intention. These findings highlight the importance of prioritizing promotional efforts and distribution strategies in green marketing while addressing gaps in environmental knowledge to maximize consumer engagement. The insights provide valuable guidance for businesses in designing effective green marketing strategies tailored to the Indonesian market, contributing to broader sustainability goals.

Keywords: Green Marketing, Green Purchase Intention, Environmental Attitude, Environmental Knowledge, Sustainability, The Body Shop.

Introduction

In the past few decades, the issue of climate change has become an increasingly urgent global issue, including in Indonesia. As one of the largest archipelago countries in the world with a large population, Indonesia faces serious challenges related to climate change. One of the obvious indications is the increase in average temperature that causes changes in rainfall patterns and sea level rise, which directly affects people's daily lives. According to the latest report from the World Meteorological Organization (WMO) in 2023, the earth's global temperature has increased by about 1.1°C. This increase in temperature shows the increasingly significant impact of climate change and results in various natural disasters such as floods, sea level rise, and increased air pollution. This increase in the earth's temperature emphasizes the need for efforts to be made to reduce greenhouse gas emissions and overcome climate change.

Based on the report (SIPSN), 4 Greater Jakarta areas are the largest contributors to waste in Indonesia and face serious environmental problems as a result. One of the biggest problems in the region is plastic waste. According to a report from (MoEF) in 2023, Greater Jakarta produces around 8000 tons of waste per day, and around 60% of it

is plastic waste from household waste. Products from the *personal care industry*, such as shampoos, soaps, and cosmetics, are one of the main contributors to plastic pollution in Indonesia. The Greenpeace report (2020) states that this sector accounts for around 9-12% of the country's total plastic waste. Waste from these products, including single-use packaging and microplastics, worsens environmental conditions in Greater Jakarta, making it the region with the most severe environmental crisis in Indonesia.

As environmental conditions worsen, public awareness of the importance of maintaining sustainability is increasing, especially among millennials and Z. Nielsen (2015) notes that 81% of global consumers feel that companies have a responsibility to improve environmental conditions. In Indonesia, millennials and Gen Z are considered the most concerned group about environmentally friendly products, with 63% of them admitting that they prefer products that support sustainability (McKinsey, 2020). This change in consumption patterns shows that the millennial generation and generation Z groups are the main drivers in the demand for sustainability from producers. On the other hand, manufacturers are also responding to this trend by innovating in their business practices. Many companies are now focusing more on environmentally friendly processes, including in terms of product production and distribution, as an effort to support sustainability (Yin et al., 2024).

One of the main strategies used by producers in dealing with this changing trend is green marketing. According to the American Marketing Association, (2023) defines *Green Marketing* as a marketing practice that promotes a product, service, or company with an emphasis on environmental excellence or sustainability. *Green marketing* is not only limited to product promotion, but also includes other aspects such as eco-friendly product design, recyclable packaging, and sustainable production processes (Schiffman & Wisenblit, 2019). In several other studies, *green marketing* variables are described from 4 elements in it, namely *the 4ps mix elements (Green Products, Green Price, Green Place, & Green Promotion)* (Kotler et al., 2019). In the *personal care* industry, The Body Shop is one of the pioneers that adopts a *green marketing* strategy. The company has long been known for its commitment to the environment, from the use of natural ingredients in its products to its recyclable packaging.

The Body Shop has grown into a global brand with an extensive distribution network, including in Indonesia, and Greater Jakarta is the region with the largest number of outlets. Based on *The Body Shop Indonesia* (2024), Greater Jakarta has around 53 outlets, indicating that this region is the main market for The Body Shop. In addition, in recent years, The Body Shop Indonesia has been active in running various sustainability-related campaigns involving its consumers through programs such as *Bring Back Our Bottles*," which was launched since 2018 until now which encourages consumers to return their empty packaging so that it can be recycled, the *Ban Plastic Bags* and Switching to Eco-Friendly Packaging to stop using plastic bags in all their stores and replace them with recycled paper bags. These campaigns demonstrate The Body Shop's commitment to sustainability and social responsibility, which they continue to develop with various innovations. This further strengthens The Body Shop's position as a company that cares about the environment and shows the company's commitment to *green marketing*, as well as being a proof of support for the global movement in reducing the negative impact of the *personal care* industry on the environment.

Various studies related to *green marketing* are quite a lot, including in developing countries. Several previous research results such as in India Kaur et al. (2022), in Sudan Mahmoud et al. (2022), and Karunarathna et al. (2020) show that aspects in *green*

marketing have a significant influence on consumer purchase intentions. In their research, Kaur et al. (2022), also saw the potential for other factors such as a person's *environmental attitude* that can affect the relationship of *green marketing* to purchase intentions. Meanwhile, environmental knowledge has been proven to strengthen the influence of *green marketing* on consumer purchase intention (Mahmoud et al., 2022). A study conducted by Noor et al. (2012) also shows that environmental knowledge plays an important role in encouraging consumers to buy environmentally friendly products. Consumers with better knowledge of environmental impacts tend to choose products that support sustainability. In addition, a positive attitude towards the environment also increases consumer purchase intention for products marketed through *green marketing strategies*. Researchers suspect that these factors also have the potential to strengthen the influence of *green marketing* on consumer purchase intention

This research is important considering the urgency of environmental issues, especially in Greater Jakarta which is experiencing the worst environmental crisis in Indonesia due to plastic waste. Understanding how *green marketing* influences the purchase intent of millennial and Gen Z consumers in the region will provide important insights into effective marketing strategies in promoting sustainability. The focus on millennials and generation z is also very relevant, considering that this generation is the largest market segment that is the most responsive to environmental issues. This study is expected to provide guidance for companies in designing more effective green marketing strategies in the future, especially in an increasingly environmentally conscious market such as Greater Jakarta. Based on the background description above, this study aims to take a deeper look at how Influence of *Green Marketing* on *Green Purchase Intention* of The Body Shop Products Moderated by Environmental Attitude and *Environmental Knowledge*: A Study on Generation Z and Millennials in Greater Jakarta.

The challenge of climate change has grown more urgent worldwide in recent decades, especially in Indonesia. Prior studies have demonstrated that green marketing tactics significantly impact consumers' intentions to make purchases. For instance, Mahmoud et al. (2022) shown that environmental knowledge can enhance the impact of green marketing on buy intention, while Kaur et al. (2022) discovered that components of green marketing influence consumer purchase intention in India. Furthermore, Noor et al. (2012) stressed the value of environmental literacy in persuading customers to select sustainable products. Given the moderation of environmental attitudes and environmental knowledge, the study's distinctiveness resides in its particular focus on The Body Shop products and the impact of green marketing on the purchase intention of millennial and Gen Z consumers in Greater Jakarta.

This study aims to analyze the influence of green marketing on green purchase intention on The Body Shop products by examining the moderation role of environmental attitude and environmental knowledge. Theoretically, this study is expected to enrich the literature on sustainable consumer behavior and the influence of green marketing strategies in the context of environmentally friendly products. The practical benefits include strategic recommendations for The Body Shop and other companies in optimizing green marketing approaches to attract Generation Z and Millennial consumers in the Greater Jakarta area. Socially, this research aims to increase public awareness about the importance of consuming environmentally friendly products and encourage the adoption of a sustainable lifestyle.

This study has limitations such as only involving respondents who live in Greater Jakarta, aged 18-43 years, have known The Body Shop, but have never bought the

product. The focus of the research includes green marketing variables (Green Product, Green Price, Green Place, Green Promotion), environmental attitude, environmental knowledge, and green purchase intention. The results are expected to make relevant academic and practical contributions to the development of sustainability-based marketing strategies in the cosmetics industry and other related sectors.

Research Methods

This study aims to analyze the influence of green marketing which includes green products, green prices, green places, and green promotion on green purchase intention on The Body Shop products in the Greater Jakarta area, moderated by environmental attitude and environmental knowledge. Based on previous research, green marketing strategies have a significant impact on purchase intentions, but the results of environmental attitude moderation still vary between studies. To strengthen the analysis, this study combines environmental knowledge variables that are believed to improve consumer understanding of the benefits of environmentally friendly products, strengthen value perception, and encourage purchase intentions.

This research model uses a quantitative approach with a survey method through a Google Form-based questionnaire distributed to respondents according to certain criteria, such as domicile in Greater Jakarta, age 18-43 years, and knowledge of The Body Shop. The data was analyzed using PLS-based SEM analysis with SmartPLS software. Validity, reliability, and analysis tests of the measurement model are carried out to ensure the accuracy and suitability of the data with the research model. The results are expected to expand understanding of the influence of green marketing strategies on purchase intent, strengthen the scientific literature, and provide strategic recommendations for The Body Shop and other companies in the cosmetics industry that want to adopt a sustainable approach.

Results and Discussion

Early stages of research

The initial test of the questionnaire was carried out before the main research was carried out. Initial test activities include wording tests and pre-tests. The purpose of this initial test is to identify and resolve any issues that may arise during the execution of the main test.

Results of Wording Test

Wording test conducted to ensure that the questionnaire used in the main study can be well understood by the respondents (Bolarinwa, 2015). This process begins by translating the questionnaire items and structuring them clearly. After the preparation was completed, the researcher tested a questionnaire on 10 respondents to evaluate their understanding of the questions that had been translated. Respondents who find it difficult to provide input are then used to correct questions that are not clear. After the fix, the questionnaire is compiled in Google *Form* to facilitate data collection. The following are the questionnaire items that have been adjusted after passing the *wording test*:

Table 1. Wording Test Results

No.	Items	Before Repairs	After Repairs
1.	GPL1	<i>Personal care</i> The Body Shop are consistently available near you.	The products The Body Shop are available consistently around me.
2.	GPL2	The Body Shop products are easy to find near you.	The products The Body Shop are easy to find around me.

Source: Processed by researchers

Results of Pre-test

After the wording testing stage is complete, the next step is to conduct a pretest involving 60 respondents to evaluate the quality of the research instrument. This pretest includes two types of tests, namely validity and reliability, which aim to ensure that the measuring tools used are reliable and legitimate. The test was carried out using SPSS version 27 software, which functions to analyze the data and evaluate whether the instrument used can provide consistent and accurate results, as well as representative of the variables studied.

Main Test Results

The main test was carried out using 274 respondent data obtained through an *online* questionnaire google *form*. This test process includes several stages of testing to ensure the validity and reliability of the data, as well as to test the relationships between variables in the research model. The main test includes, analysis of respondent profiles analyzed using google *sheets*, descriptive statistical analysis, outer model test consisting of convergent validity, validity of discrimination, and reliability, as well as inner model test, which includes assessment of several structural model indicators, namely R-squared (R^2), F-squared (F^2), Q-squared (Q^2), and Goodness of Fit. All of these tests are carried out using the SmartPLS 4 program to ensure the accuracy of the analysis results.

Measurement Model Analysis

Validity Test

Validity tests are conducted to ensure that the research instrument is able to measure what is supposed to be measured. The results of the Convergence Validity Test were confirmed using two measurements, namely by looking at *the outer loading* and *AVE values*. According to Hair (2019), to consider what the ideal *loading factor* value is 0.7. However, with a *loading factor* above 0.4, it is still acceptable if the AVE value is above 0.5 (Hair Jr. et al., 2019).

Based on this, it can be seen that the *outer loading* value of each measurement item in this study has met these requirements, it's just that for the GPC2 item *the outer loading value* is 0.692 but it is still considered valid because the AVE value is >0.5 . In addition, *the AVE* value of all variables *Green Product*, *Green Price*, *Green Place*, *Green Promotion*, *Environmental Attitude*, *Environmental Knowledge*, and *Green Purchase Intention* in the study was also >0.5 . Therefore, it can be concluded that all items for this study are said to be valid in terms of convergent validity, so there is no need to delete indicators.

Table 2. Results of Convergent Validity Test

Variable	Measurement Items	Convergent Validity		Information
		Outer loadings	AVE	
Green Product	GP1	0.847	0.673	Valid
	GP2	0.754		Valid
	GP3	0.859		Valid
	GP4	0.817		Valid
Green Price	GPC1	0.855	0.661	Valid
	GPC2	0.692		Valid
	GPC3	0.834		Valid
	GPC4	0.860		Valid
Green Place	GPL1	0.903	0.833	Valid
	GPL2	0.925		Valid
	GPL3	0.909		Valid
Green Promotion	GPM1	0.810	0.692	Valid
	GPM2	0.860		Valid
	GPM3	0.825		Valid
Environmental Attitude	EA1	0.776	0.652	Valid
	EA2	0.864		Valid
	EA3	0.778		Valid
Environmental Knowledge	EK1	0.820	0.668	Valid
	EK2	0.724		Valid
	EK3	0.889		Valid
Green Purchase Intention	GPI1	0.816	0.727	Valid
	GPI2	0.831		Valid
	GPI3	0.885		Valid
	GPI4	0.878		Valid

Source: SmartPLS output, processed by researchers

After conducting a convergent validity test, the researcher conducted a discrimination validity test. The validity test of discrimination aims to measure the extent to which the actual constructs differ from each other empirically. The validity of discrimination is measured through *Cross Loading* indicators and the Fornell and Larcker Criterion. The *Cross Loading* and Fornell and Larcker Criterion values to qualify for discriminatory validity are to exceed 0.7 and be higher than other indicators in a construct (Ab Hamid et al., 2017; Hair Jr. et al., 2019). According to Hair et al. (2019), a loading value close to 0.7 is also still acceptable if the AVE exceeds the threshold. Based on the results of the discrimination validity test, it shows that all indicators have the highest loading value on the measured constructs, which shows that the validity of discrimination has been fulfilled for all constructs in this research model. The validity of this good discrimination indicates that these indicators are more correlated with the construct they measure compared to other constructs in the model. To strengthen these results, researchers also conducted a Fornell-Larcker validity test in accordance with the Ghazali (2018) guidelines. This test was carried out by comparing the AVE root value of each construct with the correlation between other constructs. If the root value of AVE is greater than the correlation value with other constructs, then the model is considered to meet sufficient discriminatory validity. The results of this test show that all constructs have met the requirements of the validity of discrimination, supporting the measurement quality of this research model.

Table 3. Fornell-Larcker Discrimination Validity Test Results

	GP	GPC	GPL	GPM	EA	I	GPI
GP	0.820						
GPC	0.745	0.813					
GPL	0.528	0.544	0.912				
GPM	0.727	0.667	0.586	0.832			
EA	0.631	0.630	0.440	0.701	0.807		
I	0.452	0.359	0.288	0.533	0.545	0.817	
GPI	0.619	0.610	0.623	0.709	0.667	0.486	0.853

Source: SmartPLS output, processed by researchers

Table 3 involves that all constructs meet the criteria for the validity of discrimination. This can be seen from the square root value of AVE of each construct which is greater than the correlation value between constructs. This suggests that each construct is better able to explain its own indicator variance than the variance shared with other constructs. Thus, the requirements for the validity of discrimination in the study are met.

Reliability Test

Next is the reliability test of the research construct to see how much each item is related in a construct. The reliability test in this study uses two values, namely *Cronbach Alpha & Composite Reliability (CR)*. Minimum value *Cronbach Alpha & Composite Reliability (CR)* to qualify for reliability is 0.7 (Hair Jr. et al., 2019).

Table 4. Reliability Test Results

Variable	Reliability		Information
	<i>Cronbach Alpha</i>	<i>Composite Reliability</i>	
GP	0.839	0.891	Reliebel
GPC	0.828	0.886	Reliebel
GPL	0.900	0.937	Reliebel
GPM	0.777	0.871	Reliebel
EA	0.734	0.848	Reliebel
I	0.765	0.857	Reliebel
GPI	0.875	0.914	Reliebel

Source: SmartPLS output, processed by researchers

Based on the results of the reliability test shown in the table, all research variables show a good level of reliability. This is indicated by the value of *Cronbach's Alpha* and *Composite Reliability* for each variable that is above the recommended minimum limit, which is 0.7. Thus, the instruments used in this study can be considered reliable to measure each variable consistently.

Structural Model Analysis

Structural model analysis aims to evaluate the relationships between constructs in the research model as well as measure how well the model explains the variance of dependent constructs. Several evaluation metrics are used, namely R Squared, F Squared, Q Squared, and Goodness of Fit.

Research Hypothesis Testing

The analysis of testing the research hypothesis used by the researcher is a Partial Least Square (PLS) analysis using Smart PLS 4. This test was carried out to determine the influence between variables and the moderation effect of each moderator variable of the independent variable on the dependent variable. Here are the results of the significance of each of these analysis tests with the *bootstrapping* process on SmartPLS 4.

Table 5. Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Information
GP -> GPI	-0.012	0.006	0.081	0.143	0.886	Not Supported
GPC -> GPI	0.074	0.072	0.066	1.128	0.259	Not Supported
GPL -> GPI	0.263	0.251	0.075	3.53	0.000	Supported
GPM -> GPI	0.311	0.299	0.095	3.284	0.001	Supported
EA x GP -> GPI	0.275	0.279	0.099	2.764	0.006	Supported
EA x GPC -> GPI	-0.154	-0.169	0.084	1.825	0.068	Not Supported
EA x GPL -> GPI	-0.00	0.006	0.094	0.06	0.952	Not Supported
EA x GPM -> GPI	-0.118	-0.117	0.086	1.368	0.171	Not Supported
EK x GP -> GPI	-0.356	-0.349	0.101	3.524	0.000	Not Supported
EK x GPC -> GPI	0.168	0.175	0.076	2.212	0.027	Supported
EK x GPL -> GPI	0.043	0.027	0.083	0.516	0.606	Not Supported
EK x GPM -> GPI	0.208	0.206	0.082	2.544	0.011	Supported

Source: SmartPLS output, processed by researchers

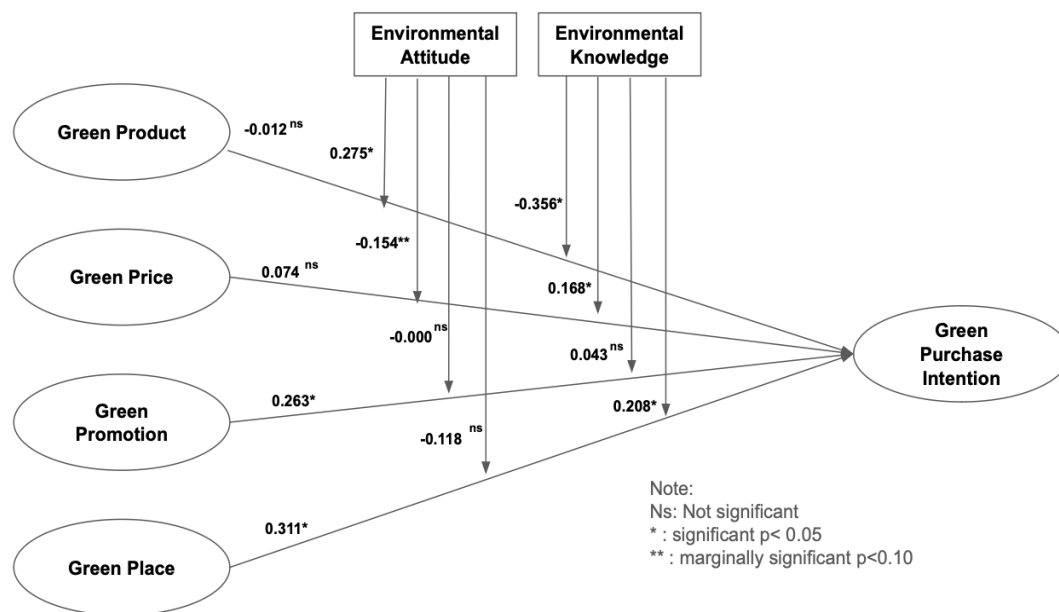


Figure 1. Partial Least Square (PLS) Result

Based on the results of the analysis using SmartPLS, this study evaluates the influence of various factors on Green Purchase Intention related to The Body Shop environmentally friendly products in the Greater Jakarta area. The test results showed that Green Product and Green Price did not have a significant effect on Green Purchase

Intention, with coefficients of -0.012 and 0.074 respectively and p-values above 0.05. This indicates that the eco-friendly attributes and the set price are not strong enough to motivate the purchase intention of consumers, who may still consider the value of the product in terms of benefits and costs. On the other hand, Green Place and Green Promotion have a significant influence with coefficients of 0.263 and 0.311 and a p-value below 0.05, indicating that environmentally friendly strategic locations and effective promotions are able to increase consumer purchase intention.

From a moderation perspective, Environmental Attitude strengthens the relationship between Green Product and Green Purchase Intention with a coefficient of 0.275, but is not significant for other variables such as Green Price and Green Place. Meanwhile, Environmental Knowledge weakened the Green Product relationship but strengthened the Green Price and Green Promotion relationships with coefficients of 0.168 and 0.208, respectively. These results highlight that more environmentally conscious consumers tend to be more critical of sustainability claims and need more in-depth information. Therefore, brands like The Body Shop need to improve product communication, provide continuous education, and develop marketing strategies that are more in line with consumer preferences to maximize Green Purchase Intention.

Discussion

The Effect of Green Price on Green Purchase Intention

The results of this study show that Green Product does not have a significant influence on Green Purchase Intention, contrary to the findings of Kaur et al. (2022) in India, Mahmoud et al. (2017) in Sudan, and Karunarathna et al. (2020) in Sri Lanka, which found that Green Product attributes play an important role in shaping consumer purchase intention. These findings show that the success of Green Products in influencing Green Purchase Intention is highly contextual, depending on the extent to which consumers understand the added value of environmentally friendly products. This difference may be due to demographic factors such as age, knowledge, and consumer expectations. This research was conducted on Generation Z and Millennials in Greater Jakarta who have high expectations for product quality. Existing environmental awareness has not been followed by a deep understanding of the real benefits of Green Products. Therefore, The Body Shop needs to support its product sustainability claims with intensive education through transparent and informative marketing campaigns to reduce consumer skepticism and increase trust in the brand and the eco-friendly products offered.

The Effect of Green Price on Green Purchase Intention

The results of this study show that Green Price does not have a significant influence on Green Purchase Intention, contrary to the research of Karunarathna et al. (2020) in Sri Lanka and Mahmoud et al. (2017) in Sudan, which found that consumers are willing to pay a premium price for eco-friendly products if the benefits are obvious. However, these results are in line with the studies of Kaur et al. (2022) in India and Al-Rahahleh et al. (2024) in Jordan, which also did not find a significant relationship between Green Price and consumer purchase intention. This difference suggests that the influence of Green Price varies in developing countries, depending on the market context and consumer characteristics. In Greater Jakarta, Generation Z and Millennials who are respondents to this study tend to be more sensitive to prices due to limited purchasing power and other financial priorities, especially among those who have no experience

buying products from The Body Shop. Therefore, The Body Shop needs to educate consumers about the added value of eco-friendly products, such as health benefits and smaller environmental impact. Incentive strategies such as discounts, loyalty programs, and vouchers for participation in recycling programs can also help increase product appeal and strengthen Green Purchase Intention in this market.

The Effect of Green Place on Green Purchase Intention

The results of this study show that Green Place has a significant influence on Green Purchase Intention, in line with the findings of Kaur et al. (2022) and Mahmoud et al. (2017), which highlight the importance of strategic location, environmentally friendly facilities, and ease of access in increasing purchase intention of environmentally friendly products. However, these results contradict the research of Karunarathna et al. (2020) in Sri Lanka, which found that Green Place does not affect Green Purchase Intention in the context of supermarket consumers. In the personal care product industry such as The Body Shop, eco-friendly concept stores located in major shopping malls in Greater Jakarta are increasing the appeal for Generation Z and Millennial consumers who prioritize comfort and accessibility. In addition to expanding its physical store network, The Body Shop can also leverage digital and e-commerce channels with eco-friendly packaging and collaborate with zero-waste stores to expand the distribution of their products, meeting the preferences of consumers who are increasingly conscious of sustainability.

The Effect of Green Promotion on Green Purchase Intention

The results of this study show that Green Promotion has a significant influence on Green Purchase Intention, in line with the findings of Kaur et al. (2022), Mahmoud et al. (2017), and Karunarathna et al. (2020), which emphasized that effective eco-friendly promotion can attract consumers' attention and encourage buying interest. The study of Al-Rahahleh et al. (2020) also supports these results by stating that promotions that highlight the positive impact of products on the environment have a strong appeal to consumers who care about sustainability. However, these findings differ from the research of Jang et al. (2011), which found that Green Promotion does not influence purchasing decisions in the context of restaurants, likely due to differences in industries and consumer preferences. For The Body Shop in Greater Jakarta, an effective Green Promotion strategy needs to be adjusted to the preferences of Gen Z and Millennials who are more interested in interactive digital campaigns such as social media, collaboration with influencers, and gamified content. The study of Kaur et al. (2022) also showed that emotional promotional narratives and transparent data increase consumer trust in green products. The Body Shop can leverage storytelling on sustainable raw materials, social impact, and environmental contributions to strengthen Green Purchase Intention in this market.

The Effect of Green Products on Green Purchase Intention Moderated by Environmental Attitude

This study shows that Environmental Attitude strengthens the relationship between Green Product and Green Purchase Intention, where higher environmental awareness encourages consumers to be more interested in environmentally friendly products. This finding is different from the study by Kaur et al. (2022) in India which found that Environmental Attitude did not have a significant moderation influence in the

relationship. This difference can be attributed to variations in respondent characteristics, where the study involved the majority of female respondents (87.23%), who according to Yale Climate Communication (2023), tend to be more responsive to environmental risks and have greater empathy for the impacts of climate change. Eco-friendly products such as those offered by The Body Shop are often positioned to support family health and sustainability, which are the main concerns of female consumers. These findings underscore the importance of Environmental Attitude in strengthening the relationship between Green Product and Green Purchase Intention, especially in urban markets dominated by young consumers and women who are intensively exposed to environmental information and campaigns.

Effect of Green Price on Green Purchase Intention Moderated by Environmental Attitude

The results of this study show that Environmental Attitude does not strengthen the relationship between Green Price and Green Purchase Intention. While environmentally conscious consumers tend to care about sustainability, they are not always willing to pay a premium price for an eco-friendly product if the price is deemed too high. These findings are in line with research by Kaur et al. (2022) in India, which found that price factors remain a top priority in price-sensitive markets. In Greater Jakarta, despite high internet penetration rates (88% in Jakarta, according to Statista, 2023) and consumers are more exposed to sustainability information, limited purchasing power is a major obstacle, with most respondents having monthly expenses between Rp 2,000,001 - Rp 5,000,000 (56.20%). This supports the view that environmental awareness is not enough to overcome price constraints. As noted by Chen and Chang (2022), although consumers have a positive attitude towards sustainability, purchasing decisions are often influenced by direct benefits such as competitive prices, making economic factors a major barrier to increasing Green Purchase Intention.

The Effect of Green Place on Green Purchase Intention Moderated by Environmental Attitude

The results of this study show that *Environmental Attitude* does not strengthen the influence between *Green Place* and *Green Purchase Intention*. Research by Kaur et al. (2022) in India also found similar results, where *Environmental Attitude* did not affect the relationship between *Green Place* and *Green Purchase Intention*. In the study, although consumers are highly aware of environmental issues, they tend to consider other factors, such as price or location convenience, rather than just the location of the sale in favor of sustainability. This shows that while consumers are aware of the importance of sustainability, they don't always choose where to buy green products based solely on those factors. In addition, in a highly competitive market, sustainability-enabled locations may not be enough to differentiate green products from other products that are more accessible or more affordable.

In this study, although *Green Place* had a positive influence on *Green Purchase Intention* directly, it seemed that the ownership of a sense of concern for the environment or sustainability did not affect the existing relationships. This means that even though consumers hold the values of the importance of the environment and sustainability, it does not make consumers want to buy more The Body Shop which is available in many places and is consistently available.

The Effect of Green Promotion on Green Purchase Intention Moderated by Environmental Attitude

The results of this study show that Environmental Knowledge weakens the relationship between Green Product and Green Purchase Intention. Although consumers with high environmental knowledge tend to better understand the impact of products on the environment, this negative moderation effect indicates that more environmentally conscious consumers are becoming more critical of product sustainability claims. If a green product does not meet their expectations in terms of quality, convenience, or perceived added value, skepticism may arise, reducing purchase intent. This finding is different from the results of a study by Mahmoud et al. (2017) in Sudan, which showed that Environmental Knowledge did not have a significant moderation effect on the relationship between Green Product and Green Purchase Intention. Mahmoud looked at the Green Marketing Mix in general, and when analyzed specifically on the Green Product component, the effect of moderation of Environmental Knowledge remained insignificant.

This difference in results may be due to geographical and cultural differences between the Sudanese and Greater Jakarta markets. In Greater Jakarta, consumers are more critical of products that claim to be environmentally friendly, especially if the real benefits do not match their expectations. Therefore, for The Body Shop, providing clear added value such as high product quality, equal availability, and promotions that emphasize sustainability benefits can increase consumer perception. This approach allows companies to build trust and strengthen Green Purchase Intention in this increasingly environmentally conscious market..

The Effect of Green Products on Green Purchase Intention Moderated by Environmental Knowledge

The results of this study show that Environmental Knowledge weakens the relationship between Green Product and Green Purchase Intention. Although consumers with high environmental knowledge tend to better understand the impact of products on the environment, this negative moderation effect indicates that more environmentally conscious consumers are becoming more critical of product sustainability claims. If a green product does not meet their expectations in terms of quality, convenience, or perceived added value, skepticism may arise, reducing purchase intent. This finding is different from the results of a study by Mahmoud et al. (2017) in Sudan, which showed that Environmental Knowledge did not have a significant moderation effect on the relationship between Green Product and Green Purchase Intention. Mahmoud looked at the Green Marketing Mix in general, and when analyzed specifically on the Green Product component, the effect of moderation of Environmental Knowledge remained insignificant.

This difference in results may be due to geographical and cultural differences between the Sudanese and Greater Jakarta markets. In Greater Jakarta, consumers are more critical of products that claim to be environmentally friendly, especially if the real benefits do not match their expectations. Therefore, for The Body Shop, providing clear added value such as high product quality, equal availability, and promotions that emphasize sustainability benefits can increase consumer perception. This approach allows companies to build trust and strengthen Green Purchase Intention in this increasingly environmentally conscious market.

The Effect of Green Price on Green Purchase Intention Moderated by Environmental Knowledge

The results show that Environmental Knowledge strengthens the relationship between Green Price and Green Purchase Intention, where more environmentally conscious consumers are more likely to be willing to pay a premium price for eco-friendly products because they see it as an added value. These findings are different from the study of Mahmoud et al. (2017) in Sudan, which found the opposite effect. In the context of Greater Jakarta, a more positive consumer perception of sustainability can be utilized by The Body Shop through an educational campaign that highlights the value of green products. Effective communication strategies such as interactive promotions and educational content on social media can increase consumers' willingness to pay a premium.

The Effect of Green Place on Green Purchase Intention Moderated by Environmental Knowledge

The results of the study show that Environmental Knowledge does not strengthen the relationship between Green Place and Green Purchase Intention. Although consumers with high environmental knowledge tend to be more concerned about sustainability, these findings suggest that this knowledge alone is not enough to influence purchasing decisions, even when The Body Shop's Green Place is well implemented. These findings are in line with the research of Mahmoud et al. (2017) in Sudan, which also found that Environmental Knowledge does not reinforce the relationship between Green Place and Green Purchase Intention, although the moderation effect of overall Green Marketing is still visible in their study. In the Greater Jakarta area, although Green Place has a direct influence on Green Purchase Intention, the moderation effect of Environmental Knowledge remains insignificant. For The Body Shop, this shows that in addition to increasing consumer awareness of sustainability, companies must also focus on practical factors such as easy-to-reach store locations and consistent product availability to attract more consumers and influence their purchasing decisions effectively.

The Effect of Green Promotion on Green Purchase Intention Moderated by Environmental Knowledge

The results of this study show that Environmental Knowledge strengthens the relationship between Green Promotion and Green Purchase Intention, indicating that consumers with more knowledge about environmental issues are more easily influenced by promotions that highlight sustainability. This finding is different from the research of Mahmoud et al. (2017) in Sudan, which found that Environmental Knowledge is not significant in strengthening the relationship between Green Promotion and Green Purchase Intention. In the context of The Body Shop in Greater Jakarta, this result is very relevant, considering that the brand is known for its commitment to sustainability. Promotional campaigns that highlight natural ingredients, eco-friendly production processes, and a positive impact on reducing carbon footprint can be more effective if consumers have a good understanding of the benefits of sustainability. By highlighting this information through social media and other communication channels, The Body Shop can strengthen the relationship between Green Promotion and Green Purchase Intention. This approach has the potential to increase consumer buying interest and loyalty, especially in the Greater Jakarta market, where attention to environmental issues continues to increase.

Conclusion

This study concluded that Green Place and Green Promotion had a significant influence on Green Purchase Intention, while Green Product and Green Price had no significant effect. Environmental Attitude moderates the relationship between Green Product and Green Purchase Intention, but does not moderate other variables. In contrast, Environmental Knowledge strengthens the influence of Green Price and Green Promotion but weakens the effect of Green Product on Green Purchase Intention. Managerial implications include strengthening distribution strategies, promoting environmentally friendly digital, educating consumers about the premium price of green products, and data-driven campaigns to increase environmental awareness. Sustainability implications include the company's contribution to the SDGs, increased consumer awareness, and a positive impact on a greener global supply chain.

This research has limitations such as a limited scope of the area in Greater Jakarta, a focus on Generation Z and Millennials, and the use of quantitative methods. Suggestions for further research include expanding the study area, more diverse demographics, using a mix of quantitative and qualitative approaches, and exploring new variables such as Green Brand Knowledge and Repurchase Intention. The study may also involve other brands to compare different green marketing approaches as well as focus on consumers who have had experience buying eco-friendly products to better understand the factors that influence loyalty and repurchase decisions.

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The Effect of Green Marketing on Green Purchase Intention of The Body Shop Products Moderated by Environmental Attitude and Environmental Knowledge

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