

Green Marketing Innovation and Eco-Friendly Products on Purchase Intention of Skincare in the Era of Sustainable Economy

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ABSTRACT

The increasing public awareness toward environmental sustainability has encouraged companies in the beauty industry to integrate green marketing innovation and eco-friendly product strategies. This study analyzes the influence of green marketing innovation and environmentally friendly product attributes on consumer purchase intention toward Somethinc skincare products. Using a quantitative approach, data were collected from 110 consumers of Somethinc at Vanilla Skincare & Cosmetic Store through purposive sampling. Instrument validity and reliability tests were conducted prior to analysis. Multiple linear regression using SPSS 27 revealed that green marketing innovation has a positive but insignificant effect on purchase intention, while eco-friendly products significantly and positively influence consumer interest. These results demonstrate that consumers prioritize tangible product qualities such as natural ingredients, recyclable packaging, and proven product benefits over marketing communication alone. The study recommends that skincare brands strengthen their environmental initiatives and enhance product quality to reinforce sustainable brand positioning

Keywords: Environmentally Friendly Products, Green Marketing Innovation, Purchase Intention, Sustainable Economy, Skincare

INTRODUCTION

In recent years, awareness of environmental issues and sustainable living has increased globally, including in Indonesia. This shift is especially evident among Millennials and Generation Z, who strongly influence the beauty industry. A Populix (2025) survey of 1,100 young Indonesians found that 54% preferred clean beauty products with natural ingredients and minimal chemicals. Their preferences are shaped not only by functionality but also emotional and aesthetic factors. Lazuardi et al. (2024) emphasize that visually appealing and eco-friendly packaging can significantly enhance the attractiveness of skincare products and stimulate purchase interest.

Skincare has also become an essential part of everyday routines, reinforcing the demand for products that are both effective and environmentally considerate. Industry observers predict that future developments in skincare will blend scientific innovation with sustainable production practices. According to Dr. Kilala Tilaar (Thalatih K Yani, 2024), upcoming trends are expected to emphasize natural formulations supported by advanced technology.

Companies are increasingly integrating sustainability into their marketing strategies, with many brands emphasizing environmental commitments through digital campaigns, social media engagement, and content-based communication (Lazuardi et al., 2022). Somethinc, a prominent Indonesian skincare brand, exemplifies this practice through its partnership with LindungiHutan, distributing over 101,700 tree seedlings across ten locations and reducing an estimated 51,000 kgCO₂eq emissions. Such initiatives provide tangible proof of environmental responsibility while strengthening

brand credibility. Green marketing is widely recognized as an approach that can enhance consumer trust and potentially increase sales. Although this study focuses on green marketing, the term green marketing innovation highlights its evolving and creative nature. Rosyada & Dwijayanti (2023) note that effective green marketing improves consumer perceptions, a trend increasingly reflected in the skincare sector.

Empirical research shows that green marketing plays an important role in influencing consumer behavior. Sigit (2016) found that persuasive green marketing initiatives significantly increased purchase intention among Naavagreen customers in Yogyakarta. Likewise, Windiana et al. (2020) demonstrated that Starbucks' environmentally focused marketing strategies enhanced consumer interest by strengthening its brand image. Preference for eco-friendly or green products is also a major aspect of sustainable consumption. In Indonesia, 54% of Millennial and Gen Z consumers prefer skincare products with natural ingredients and minimal chemicals (Populix, 2025). Green product design often includes safe raw materials, energy-efficient production, and recyclable packaging (Rosyada & Dwijayanti, 2023). Sinaga et al. (2024) further found that Indonesian consumers are increasingly willing to pay more for sustainable products.

These findings align with earlier research by Chen & Chai (2010), who observed that consumers tend to favor products that are recyclable and environmentally friendly. Rath (2013) likewise emphasized that packaging, ingredients, and eco-labels are major factors influencing green purchase decisions. Sinaga et al. (2024) further noted that sustainability attributes and a positive environmental image can enhance consumer willingness to buy.

Somethinc exemplifies a local brand that integrates sustainability into its business practices. The company offers a wide range of skincare products formulated with halal-certified and plant-based ingredients such as aloe vera, mugwort, and centella asiatica. Its commitment to sustainability is also reflected in the use of recyclable and refillable packaging, and through initiatives like the "Somethinc for Our Earth" program, which encourages consumers to return empty containers at designated recycling stations. Somethinc partners with LindungiHutan, as illustrated in Figure 1.



Figure 1. 10,000 Trees from Somethinc for the North Coast of Java
Source: (LindungiHutan Official, 2021)

Somethinc's sustainability efforts are reflected in its distribution of 101,700 tree seedlings across ten environmental campaign locations and the donation of sixteen additional trees, resulting in an estimated reduction of 51,000 kgCO₂eq. These initiatives demonstrate the brand's strong commitment to environmental responsibility. Beyond tree planting, Somethinc encourages consumers to return empty product packaging at designated dropboxes, helping reduce plastic waste and promoting more responsible consumption. Such programs can strengthen environmental awareness among Millennials and Generation Z, who increasingly value brands that actively engage in ecological stewardship. However, despite these initiatives, the actual impact of green marketing on purchase intention within Indonesia's skincare sector remains uncertain.

The lack of comprehensive empirical evidence highlights the need for further investigation, particularly within the context of a sustainable economy.

In consumer behavior research, purchase intention is considered a key indicator of the likelihood that individuals will select and buy a product. Factors such as environmental awareness, brand reputation, and perceptions of the value and cost of eco-friendly items shape this intention. Sinaga et al. (2024) found that environmental consciousness, a company's sustainable image, and product pricing significantly influence Indonesian consumers' purchase intention toward green products. NielsenIQ (2025) similarly reported that 48% of consumers are willing to pay more for products offering environmental or health benefits, reflecting a shift toward sustainability-oriented consumption and a preference for brands with authentic environmental initiatives.

Prior research, such as Sigit (2016), confirms that green marketing strategies can enhance purchase interest, though many studies overlook the influence of green product attributes. Sinaga et al. (2024) also highlight consumer willingness to pay more for eco-friendly goods but do not examine the combined effect of green marketing innovation and green products. Addressing this gap, the present study investigates both variables simultaneously, focusing on Somethinc as a prominent local brand. The findings are expected to contribute theoretically to green marketing literature and practically to the development of more effective and sustainable marketing strategies for Somethinc and its retail partners, including Toko Vanilla Skincare and Cosmetic.

This study may also provide recommendations for other local skincare industry participants to embrace green product concepts and green marketing strategies to enhance competitiveness and satisfy contemporary customer wants. This work is highly relevant both academically and practically in fostering the development of a sustainable and eco-friendly skincare sector in Indonesia.

The main objective of this study is to measure and analyze **the influence of green marketing innovation and eco-friendly products on purchase intention of skincare in the era of sustainable economy**, with the aim of providing useful strategic recommendations for the development of sustainable skincare business and marketing.

LITERATURE REVIEW

Purchase Intention

The Theory of Planned Behavior (Ajzen, 2020) states that behavioral intention is influenced by attitude toward the behavior, subjective norms, and perceived behavioral control. In sustainable consumption, purchase intention arises when consumers expect positive outcomes from choosing eco-friendly products, feel social encouragement to behave responsibly, and believe they have the ability to make such purchases. Scholars generally view purchase intention as a mental commitment reflecting a consumer's willingness to buy a product (Ferdinand, 2019). Sukoco (2023), defines it as an internal impulse to purchase or repurchase, while Stansyah et al. (2023) describe it as a desire shaped by personal and external influences. Together, these perspectives position purchase intention as a psychological motivation that predicts future purchasing behavior. In this study, purchase intention represents consumers' behavioral response to green marketing innovation and eco-friendly products. Consistent with TPB, sustainable skincare purchase intention emerges from positive attitudes, supportive social norms, and perceived control over environmentally conscious choices. According to Ferdinand (2019), purchasing interest can be identified through the following indicators:

- Transactional interest refers to an individual's propensity to purchase a product.
- Referral interest refers to an individual's propensity to recommend a product to others.

- Preferential interest refers to the inclination of an individual who exhibits a primary preference for a specific product. This preference can only be substituted if an event occurs affecting the desired product.
- Exploratory interest refers to the activity of an individual who consistently seeks information regarding a product of interest and endeavors to gather evidence that corroborates its favorable attributes.

Green Marketing Innovation

The Stimulus Organism Response (SOR) Theory (Hochreiter et al., 2023) states that external stimuli shape an individual's internal processes, which then lead to a behavioral reaction. In this study, green marketing innovation functions as the stimulus that influences consumers' cognitive and emotional evaluations (organism), eventually generating a behavioral response such as purchase intention. FuiYeng & Yazdanifard (2015) define green marketing as all marketing activities promoting environmentally friendly products and practices. Hamid et al. (2023) view it as a sustainability-driven business strategy, while Syahbandi (2012) highlights four dimensions: green product, green price, green place, and green promotion. Here, green marketing innovation refers to the creative and adaptive application of these dimensions to strengthen sustainability awareness and engagement. Within the SOR model, such innovation stimulates positive consumer perceptions, builds trust, and increases purchase intention toward eco-friendly skincare products. According to Syahbandi (2012) there are several indicators that can describe green marketing. Green marketing can be described by four indicators, including:

- 1) Green Product Dimension: products should not contain animal or animal-derived ingredients, must be durable, and should be made from raw materials that are safe for consumers.
- 2) Green Price Dimension: Pricing that aligns with the quality of the products the company provides to its consumers.
- 3) Green Place Dimension, Product distribution that makes it easier for consumers to obtain products so that consumers do not need to use fuel that can damage the environment.
- 4) Green Promotion Dimension, the use of promotional media as a tool to change public perception to be more environmentally conscious. For example, by using eco-friendly shopping bags.

Environmentally Friendly Products (Green Product)

The Green Consumer Behavior Theory introduced by Peattie (2010) argues that environmentally conscious consumers prefer products that demonstrate ecological responsibility. These consumers are typically willing to pay higher prices for items that align with their sustainability values, believing their choices contribute to environmental preservation. Chen & Chai (2010) define green products as those that avoid environmental harm and are recyclable or preservable. Jeevandas et al. (2019) add that green products are developed following the 3R principles reduce, reuse, and recycle while Ottman (2011) notes that such products maintain high performance with lower ecological impact. In this study, eco-friendly skincare items qualify as green products because they use natural ingredients, recyclable packaging, and sustainable production methods. Consistent with green consumer behavior theory, consumers' perceptions of environmental value and product quality influence purchase intention. Green product indicators according to Ottman (2011) :

1. Eco-friendly items are advantageous to the environment.
2. The performance of green products aligns with quality standards.
3. The raw materials utilized are composed of non-hazardous substances.
4. The product is devoid of toxins.
5. The product utilizes recyclable raw materials.

Theoretical Synthesis

Drawing on the Theory of Planned Behavior (Ajzen, 2020), the Stimulus Organism Response Theory (Hochreiter et al., 2023), and the Green Consumer Behavior Theory (Peattie, 2010), consumers' purchase intention toward eco-friendly skincare emerges from psychological factors, external stimuli, and sustainability values. Green marketing innovation acts as the stimulus that shapes consumers' cognitive and emotional responses, while green products function as tangible indicators of environmental responsibility. Purchase intention then reflects behavioral intention formed through attitudes, perceived control, and social norms related to sustainable consumption. Together, these theories support the model proposing that green marketing innovation (X_1) and green products (X_2) influence purchase intention (Y).

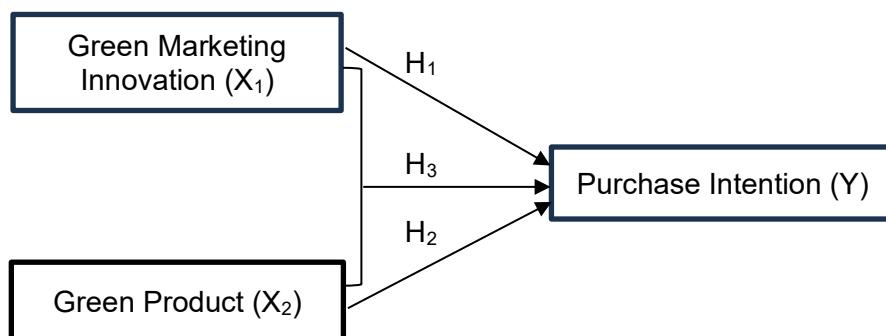


Figure 2. Theoretical Framework

The hypothesis in this study is:

H_1 : Green Marketing Innovation has a significant influence on Purchase Intention.

H_2 : Green Product has a significant influence on Purchase Intention.

H_3 : Green Marketing Innovation and Green Product jointly have a significant influence on Purchase Intention.

RESEARCH METHOD

This study employed a quantitative research method. According to Syamsuddin et al. (2022) in Quantitative Research Methods, this approach is appropriate because it systematically and empirically measures the relationships among variables. Data were collected using a questionnaire containing statements related to the research variables in order to obtain relevant information from respondents. The research population consisted of customers of Vanilla Skincare & Cosmetic Store, which is familiar with Somethinc products. However, the entire population was not surveyed; instead, a subset of respondents was selected based on specific criteria using a purposive sampling technique. The inclusion criteria for respondents were as follows: (1) at least 17 years of age, (2) familiarity with Somethinc products, and (3) willingness to complete the questionnaire. According to Hair et al. (2014), the minimum sample size in quantitative research should be five to ten times the number of indicators used in the study. As this research includes 11 indicators and 22 statements, the required sample size ranged from 55 to 110 respondents.

RESULTS

This study utilized a regression analysis model via SPSS version 27 to examine the research data. The study was carried out from July to September 2025, involving 110 users of Vanilla Skincare & Cosmetic Store who had acquired or utilized Somethinc

goods. Before analyzing the primary data, the study instrument underwent testing with 30 respondents to evaluate its validity and reliability, ensuring that each item in the questionnaire served as an effective data collection tool.

Validity and Reliability Test

The results from the validity tests indicated that every item related to each variable had r-count values that surpassed the r-table value of 0. 361, which confirmed their validity. Additionally, reliability testing showed that Green Marketing (X_1), Green Product (X_2), and Purchase Intention (Y) all had Cronbach's Alpha values greater than 0. 6, indicating that all variables were reliable. Therefore, the items on the questionnaire were suitable for assessing the research goals.

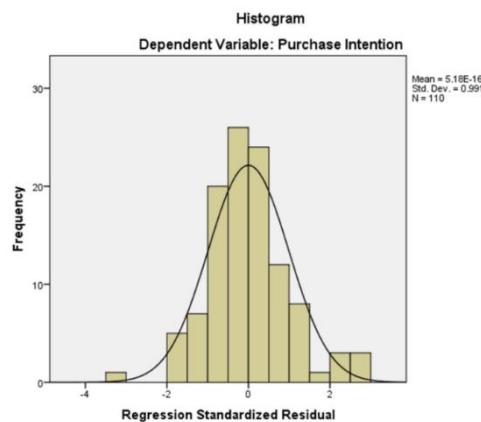


Figure 3. Normality Test Results

The histogram normality test findings demonstrate that the study data is normally distributed, as the data line closely aligns with the histogram line.

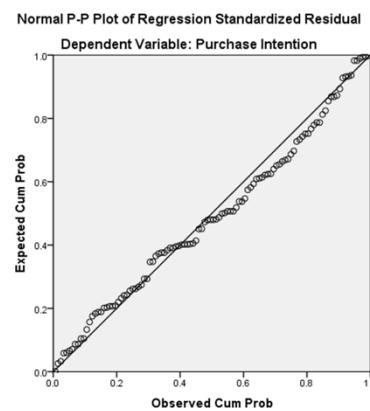


Figure 4. Normal Probability Plot of Regression

Based on the figure above, the data (points) are scattered around the diagonal line and follow its direction, indicating that the regression model meets the normality assumption.

One Sample Kolmogorov Smirnov Test

The Kolmogorov-Smirnov Test, which was used to perform the normality test, yielded a significance score (Asymp. Sig. 2-tailed) of 0.200, which is greater than the significance

threshold of 0.05. The residual data is found to be normally distributed as a result of this finding. As a result, we may assume that the model's normality assumption has been fulfilled and that the data is now ready for the following step of the analysis.

Tabel 1. Multicollinearity Test

Model	Coefficients ^a	
	Tolerance	VIF
1 (Constant)		
Green Marketing	.450	2.224
Green Product	.450	2.224

a. Dependent Variable: Purchase Intention

According to the table presented, the Tolerance value recorded is 0. 450, exceeding 0.10, while the VIF value is 2. 224, falling below 10. Therefore, it can be inferred that there is no multicollinearity present among the independent variables in this regression analysis

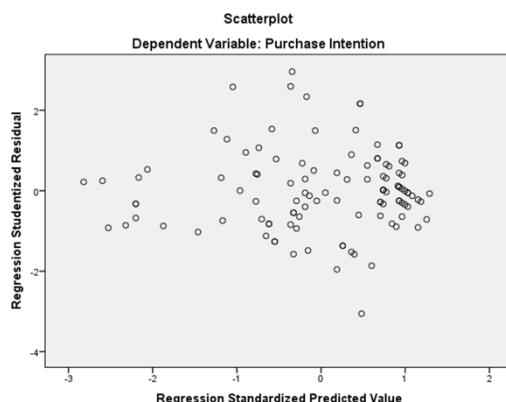


Figure 5. Scatterplot

The figure indicates that the points are randomly dispersed without a discernible pattern relative to the Y-axis, both above and below zero, leading to the conclusion that heteroscedasticity is absent.

Tabel 2. Multiple Linear Regression Test

Coefficients ^a	
Model	B
1 (Constant)	6.258
Green Marketing	.141
Green Product	.914

a. Dependent Variable: Purchase Intention

The multiple regression equation obtained was:

$$\text{Purchase Intention} = 6.258 + 0.141 \text{ Green Marketing} + 0.914 \text{ Green Product} + e$$

The value of 6. 258 indicates that when both the Green Marketing and Green Product variables are at 0, the Purchase Intention stays at 6. 258. The regression coefficient for Green Marketing (X_1), which is 0. 141, suggests that an increase of one unit in Green Marketing will lead to a rise in Purchase Intention by 0. 141 units. The regression coefficient for Green Product (X_2), which is 0. 914, shows that with each one-unit rise in Green Product, Purchase Intention will grow by 0. 914 units.

Table 3. T-test

Coefficients^a

Model		t	Sig.
1	(Constant)	3.364	.001
	Green Marketing	1.721	.088
	Green Product	8.439	.000

a. Dependent Variable: Purchase Intention

Based on the partial test (t-test) results, the Green Marketing variable (X_1) obtained a t-value of 1.721, which is lower than the t-table value of 1.98217, with a significance level of 0.088 (> 0.05). According to these statistical findings, Green Marketing does not have a significant effect on Purchase Intention. This conclusion is drawn directly from the t-test results. Meanwhile, the Green Product variable (X_2) obtained a t-value of 8.439, which is higher than the t-table value of 1.98217, with a significance level of 0.000 (< 0.05). Based on the statistical evidence, Green Product has a significant effect on Purchase Intention. This remark is derived from the same t-test results. Therefore, the t-test results indicate that only the Green Product variable (X_2) significantly influences Purchase Intention, while the Green Marketing variable (X_1) does not.

F Test

The results of the regression analysis show that the F-test obtained an F-value of 106.436 with a significance level of 0.000 (< 0.05). Based on these statistical findings, it can be concluded that the Green Marketing and Green Product variables jointly have a significant effect on Purchase Intention. This conclusion is drawn directly from the F-test results.

Tabel 4. Determination Coefficient Test (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816 ^a	.665	.659	2.928

a. Predictors: (Constant), Green Product, Green Marketing

b. Dependent Variable: Purchase Intention

Based on the data displayed in the table, the R^2 value recorded was 0. 665, indicating that Green Marketing and Green Product accounted for 66. 5% of the changes in purchase intention, whereas the other 33. 5% was affected by additional factors that were not analyzed in this research.

DISCUSSION

The Effect of Green Marketing (X_1) on Purchase Intention (Y)

The test results show that the Green Marketing variable (X_1) has a t-value of 1.721, which is lower than the t-table value of 1.98217, with a significance level of 0.088 (> 0.05). This means that Green Marketing does not have a significant effect on Purchase Intention. In practical terms, this indicates that Somethinc's green marketing activities are not yet effective in encouraging consumers to make a purchase. Although the influence is positive, it is not strong enough to affect buying decisions. This may happen because consumers tend to focus more on product quality and results rather than marketing messages about environmental friendliness. Therefore, green marketing communication must align with consumer expectations to produce stronger purchase intentions.

The Effect of Green Product (X_2) on Purchase Intention (Y)

The test results show that the Green Product variable (X_2) has a t-value of 8.439, which exceeds the t-table value of 1.98217, with a significance level of 0.000 (< 0.05). This means that eco-friendly products have a positive and significant effect on Purchase Intention. In simple terms, when Somethinc provides high-quality and environmentally friendly products, consumers are more interested in buying them. These findings indicate that consumers appreciate products with sustainable packaging, natural ingredients, and ethical production. Thus, product quality and eco-friendly value directly strengthen consumers' willingness to purchase.

The Effect of Green Marketing (X_1) and Green Product (X_2) on Purchase Intention (Y)

The results of the regression analysis show that the F-test produced an F-value of 106.436 with a significance level of 0.000 (< 0.05). This means that Green Marketing and Green Product together have a significant effect on Purchase Intention. In other words, when both eco-friendly product quality and effective green marketing are combined, they can increase consumers' willingness to buy Somethinc products. This finding shows that integrating consistent green marketing with sustainable product innovation can build consumer trust and strengthen Somethinc's green brand image.

CONCLUSION

The study's findings indicate that green marketing innovations have a favorable yet insignificant effect on consumer purchase intention. This suggests that the green marketing tactics employed by corporations can foster a favorable image, although they are inadequate to compel customers to make purchasing decisions. Conversely, the green product variable has exhibited a favorable and significant impact on buyer interest. The findings indicate that customers favor the tangible quality of eco-friendly products, including the use of natural ingredients, recyclable packaging, and direct skin health advantages, over mere green marketing efforts. Thus, the sustainability and quality of the product profoundly affect consumer desire in acquiring skincare goods. In light of these insights, Somethinc is recommended to augment its green marketing strategy by highlighting concrete evidence of product sustainability through consumer education, customer testimonials, and partnerships in environmental initiatives, thereby rendering its green marketing message more compelling. Furthermore, the quality of eco-friendly

items must be preserved and enhanced, since this aspect has had the greatest impact on purchase intention.

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