# The Influence of Green Marketing Towards the Customers Purchase Decisions Through Brand Image (Study on Customers of Avoskin in Semarang)

Khalisha Anjaina Azka Athiyya, Reni Shinta Dewi, Dinalestari Purbawati

Business Administration Department, FISIP, Universitas Diponegoro

Email: khalisazka@gmail.com

*Abstract*— *This study aims to analyze the influence of green marketing as the independent variable towards the customer's purchase decisions as the dependent variable through brand image as the mediator variable. The type of research is explanatory research, used non-probability sampling to 100 samples used purposive sampling and the questionnaire was distributed through Google Forms to the customers of Avoskin in Semarang. The research result is related to consumer behavior about how people select, buy, use, and evaluate products to meet their needs and desires. It is related to customers' purchase decisions, that is influenced by green marketing and the brand image of Avoskin. The result of the direct effect is green marketing is influenced positively significantly on brand image, green marketing is influenced positively significantly on customers' purchase decisions, and brand image is influenced positively significantly on customers' purchase decisions. The result of the indirect effect of the mediation of brand image is partial mediation. So, Avoskin needs to develop sustainably and keep attractive to the customers, so customers will be interested to support green marketing and to buy Avoskin products. For future research, although it will be examined on different research objects it may replace or include other variables.*

*Keywords*— *Green Marketing, Purchase Decisions, Brand Image.*

## I. INTRODUCTION

Activities in the business are always related to the environment, which needs to be a concern for the company to sustain their businesses. Companies must create innovation to maintain their business related to environmental sustainability. In Indonesia, waste management is still in low maintenance with the waste management in Bantar Gebang, Bekasi can only process 50-ton waste per day, and the waste that enters Bantar Gebang is around 7.000 to 7.500-ton waste per day (Putri C.N, 2021).

In this era, many local companies in the beauty industry, then it makes waste products produced by global cosmetics industries that cannot be recycled with more than 120 billion packaging units (Mindero Foundation, 2023). This phenomenon can be seen from the increase in sales of cosmetics and skin care products in Indonesia also affects the waste produced. In 2015, the packaging waste from cosmetics products was around 61% made from plastics, which in 2019 it is increasing up to 12% with the increase in cosmetics and skin care products sales (Anna, 2018). If cosmetics companies are not well-managed their packaging waste, a new environmental problem can emerge.

Then, in this era, many beauty companies started to create a marketing strategy concerned with the environment by reducing waste by recycling and reducing using plastics for packaging. Customers' behavior changes into environmentally friendly by reducing using plastics and recycling the product's packaging into something more valuable to help the government with waste management. Consumer behavior theory studies how people, groups, and organizations select, buy, use, and evaluate items or stuff to meet their needs and desires (Kottler & Keller, 2009). There are around 63% of customers in Indonesia are willing to buy environmentally products even though it has higher prices rather than ordinary products (WWF and Nielsen, 2017)

Green marketing is the latest issue related to how the company is concerned and participates in the environment and also impacts the company's brand image. So, it can make the company can be responsible for environmental sustainability (Yeng & Yazdanifard, 2015). When deciding to buy a product, they will pay more attention to environmentally friendly products. Customers in this era are concerned about environmental sustainability, so green marketing strengthens its products' brand image and increases the customers' purchase decision to buy the products.

Brand image is consumer perception of the image of the brand that is to be consumed or used, which is the brand's name, symbol, design, or sign that is easy to be known and remembered, also the good brand reputation

(Kottler & Keller, 2009). So, brand image is essential for a business because it can affect the customer's behavior toward their products and their response to their products. Also, brand image can be interpreted as the company's face because the company's image is one of the grips for consumers in making a decision.

People purchase products daily to fulfill their needs by creating a purchase decision that fits their needs. The purchase decision is the process of the customers knowing the problem, then finding information about its products, and lastly, evaluating the alternative to solve the problems (Mahmoud, 2018). Customers nowadays decide to buy skin care products with a good brand image and implement green marketing in their promotion, then they are willing to buy a product that supports the environment at a higher price than ordinary products.

Green marketing is a strategic opportunity with multiple benefits. With green marketing, implementing the marketing activities in the business can be focused on environmental sustainability (Manongko & Kambey, 2018). The cosmetics industry in Indonesia is growing more prominent in this era because of a changing lifestyle, and customers are starting to buy and use skincare products that produce green products such as Avoskin. Avoskin includes the top 5 local skincare brands in Indonesia that have sold various products both in the online marketplace and offline marketplace, including drugstores such as Watsons, Sociolla, Guardian, etc.

There is high competition between Avoskin and Somethinc in the Indonesian skincare market because of their competitive price, product quality, and variety of products. The sales of Somethinc have a higher value than the sales of Avoskin. Compared to Somethinc, Avoskin has variety and consistently innovates its campaign and promotion of its green marketing. The problem is that even though Avoskin has various green marketing programs and competitive prices and product quality compared to Somethinc as their competitor, the sales of Avoskin are still under Somethinc. Somethinc can increase its sales from 2021 which is placed on the third rank increase to the first rank in 2022, meanwhile, Avoskin can increase its sales from 2021 on IDR 5,9 billion to 2022 on IDR 28,0 billion, but it's still fourth rank (Compass, 2021).

Avoskin by PT Avo Innovation Technology launched its brand in 2014. Avoskin collaborates with Waste4Change to create a digital program, "Bring Back Bottle," to reduce, reuse, and recycle their used bottle of skincare packaging. The enthusiasm of the Avoskin customers to join this "Bring Back Bottle" program, which has great engagement because people are interested in managing their waste well. Many customers give their reviews on the Avoskin Official Instagram comments section, which said that they are interested and satisfied to purchase Avoskin products because of the quality and their campaign for environmental sustainability.

Based on the explanation above, it can be concluded that there are four problem formulations in this research: 1) How does green marketing influence Avoskin's brand image in Semarang? 2) How does green marketing influence customers' purchase decisions at Avoskin in Semarang? 3) How does brand image influence customers' purchase decisions at Avoskin in Semarang? 4) How does green marketing influence customers' purchase decisions toward the brand image of Avoskin in Semarang?

## II. THEORETICAL FRAMEWORK

### Consumer Behavior

Consumer behavior is a study to learn a person or individual actions towards products or services from a brand or company involving the decision-making process of spending their money and time. Consumer behavior theory studies how people, groups, and organizations select, buy, use, and evaluate items or stuff to meet their needs and desires (Kottler & Keller, 2009).

The technology advanced in this era influences the changing consumer behavior as well. People have started to concern with environmental sustainability. Then it also can influence the customer's decision towards a product they choose to buy environmentally. The implementation of green marketing also can increase the brand image of its products. Then it can strengthen the customers to decide to purchase the products.

### Green Marketing

Green marketing is a way to persuade customers in the long-term interest to buy a product that applies energy-efficient and credible product claims (Kottler & Keller, 2009). Green marketing is important for the business of the company because green marketing not only sells eco-friendly products but also can help the company to build its responsibility to the environment. Green marketing is the activities of the marketing that is responsible to the environment by reducing the negative impact on the environment (Mahmoud, 2018).

In the green marketing mix, there are 4P (Kotler and Armstrong, 2008):

1. Green Product, means products that concern with the environment to minimize the negative impact on the environment. The items in this research are consisted of: a) The ingredients of Avoskin products are made from natural ingredients that indicated as environmentally friendly products, and b) Avoskin product packaging can be recycled.

2. Green Price, means the price considers people, earth, and profit in a way that protects employee and community health while still ensuring effective production. The items in this research are consisted: a) The premium price of Avoskin products is competitive compared to the other brand with a similar price; b) The price of Avoskin products is compatible with the product quality; and c) The price of Avoskin products is compatible with the product design.

3. Green Place, means it entails arranging promotional resources including advertising, marketing materials, branding, websites, and videos, with people, the environment, and profits in mind. The items in this research are consisted of: a) Avoskin delivers environmental campaigns and promotions through social media; b) Avoskin delivers environmental campaigns and promotions through the official website, and c) Avoskin persuades consumers to be concerned with the environment.

4. Green Promotion, means the place or store where the products will be sold, which makes the environment of the store more natural and eco-friendlier. The items in this research are consisted: a) The store of Avoskin or the distributor of Avoskin are easy-to-reach and implement a less plastic use campaign, and b) The store or the distributor of Avoskin provides the section for the "Bring Back Bottle" campaign program in the store.

### Brand Image

Brand image is a customer's perception or trust towards its products, which will be memorized in the customers' minds (Kottler & Keller, 2009). Brand image is how customers understand brands products, give the products name that is

easy to understand and remember for customers, and how to introduce its products to customers and markets. The brand's role has been shifted because competition in the market to attract customers not only focused on the function of its product but also on how brands create and maintain the advantage of its product (Aaker, 2012).

Brand image is important for a product because it can add more value to the product and attract customers. So, if a product has a good reputation, it can attract customers and increase their trust. There are three elements of brand image (Firmansyah, 2019):

1. Favorability of Brand Association, means the multiple options available to meet needs and desires with the great deals offered, the ease of obtaining the things required, and the well-known company name. The items in this research are consisted of: a) Avoskin product quality meets the customer's needs and desires, and b) Avoskin product variety meet the customer's needs and desires.
2. Strength of Brand Association, means how the information enters a customer's memory and how the customer's brain is stimulated by this information. The items in this research are consisted: a) The Avoskin brand is easy to recognize and known, and b) The Avoskin brand is easy to be remembered.
3. The Uniqueness of Brand Association, means the brand must have distinct and engaging characteristics that must be able to stimulate the customers then learning more about the brand. The items in this research are consisted of: a) The packaging of Avoskin products is unique and glam; b) Avoskin logo of silver color on the packaging that is eye-catching, and c) Avoskin packaging color.

*Purchase Decision*

The purchase decision is a customer's reason to buy a product depending on its most favorites brands (Kotler and Keller, 2008). Then, the purchase decision is a decision the consumers are influenced by the financial, technological, political, economic, and cultural factors, as well as product, price, location, promotion, physical evidence, people, and process to form an attitude in which they process all information and insight in the form of responses that emerge on which product to buy (Irwansyah, 2021).

There are 5 stages in the purchase decisions (Kotler and Armstrong, 2008): 1). Need recognition; 2) Information search, 3) Evaluation of alternatives; 4) Purchase decision; and 5) Post-purchase behavior. Then, there are five measurement of purchase decisions (Kotler and Armstrong, 2016):

1. Product Selection, means in every decision-making, the purchase of a product must pay attention to which priority needs and fits with the budget. The items in this research are consisted of: a) Avoskin offered products that fit with the customer's needs; b) Avoskin products in accordance with the customer's demand, and c) Customers evaluate to purchase Avoskin by the alternative assessment.
2. Brand Choice, means the decision-making to purchase a product, and the customer's focus on the brand positioning on the market. The items in this research are consisted of: a) Avoskin products positioning on the market compared

to other brands, and b) Avoskin is their alternative choice for buying a skincare product.
3. Distribution Choice, means the decision-making to purchase a product, and the customers decide by selecting the distribution from several options that meet their needs. The item in this research is the Avoskin partnership store location is easy to reach.
4. Purchase Time, means the decision-making to purchase a product, the customers must decide the purchase timing that can meet their desire. The item in this research is the customers deciding the purchase time on Avoskin products when they meet their needs and desire.
5. Purchase Amount, means the decision-making to purchase a product, and the customers must decide the number of products to be purchased that fit their needs. The item in this research is the customer's decide the Avoskin product quantity to be purchased.

*Conceptual Model*

Consumer behavior theory study about individual actions towards products from a brand involving the decision-making process of spending their money and time. This is related to the customer's purchase decision, which when they want to decide to purchase a product, they will pay attention to the brand image of its products. Not only that, in this era many customers change their behavior into more concern with environment, which they prefer to buy environmentally products.

Green marketing is the latest issue related to how the company is concerned and participates in the environment, and it also impacts the company's brand image. Brand image is really important for business sustainability (Yeng & Yazdanifard, 2015). Brand image can be interpreted as the company's face because the company's image is one of the grips for consumers in making decisions. Green marketing can be a compliment to the company that implements this. The customers will complement the company and have a good point of view about the company. So, the implementation of green marketing in the company also can influence and increase the brand image of its product.

**H1:** There is a positive significant influence of green marketing on the brand image.

Customers want to purchase a product from a brand that supports a green environment. Customers start to become aware of the environment, and they won't to harm the environment, so to support protect the environment, they will purchase a product or brand that offers and support to protect the environment, and choose the brand that is responsible for their product by recycling, reuse, or other innovation that can give less impact to the environment with green marketing (Yulianti, 2020).

**H2:** There is a positive significant influence of green marketing on customer purchase decisions.

Brand image is really important for the value of the products themselves. Brand image can impact the customer behavior towards their products and also can affect the customer to decide their purchase of the products. Customers when deciding to purchase a product depends on their favorite

brand (Kotler and Armstrong, 2008). If a brand has a positive image among its customers, then its customers will be loyal and always remember the brand. The better customers' perception of the brand, the greater possibility of purchasing the products.

**H3:** There is a positive significant influence of brand image on customer purchase decisions.

A company that implements green marketing on its products can increase its brand image. Green marketing activities can increase the brand image of its products then also can influence the customers to decide to purchase (Nguyen & Nguyen, 2018). If the company can achieve its goals in green marketing, then it can build a positive image of its brand. Then, with green marketing that can build a positive brand image, it also can affect the customers to decide to purchase their products. When customers want to purchase a product, they will see the brand image, and at this time many customers are also concerned about green marketing, such as recycling, reusing, reducing, and any other innovation that can protect the environment.

**H4:** There is a positive significant influence of green on customer purchase decisions through brand image.
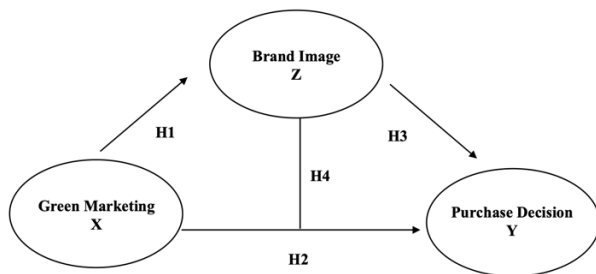


Figure 1. Hypothesis

### III. RESEARCH METHODOLOGY

The type of research methodology used in this research is explanatory research with a quantitative approach. Explanatory research is the research method that intends to explain the position of the variable studied and the influence between one variable and the other (Sugiyono, 2008).

The sampling techniques used non-probability sampling with purposive sampling technique. The sample calculation used theory from Hair (Hair, 2017) with total of 100 samples, with the criteria: 1) All customers of Avoskin that lived in Semarang city; 2) All customers of Avoskin are within the age range of 15-65 years old; 3) Ever purchased and used Avoskin Beauty products last than a year, and 4) Able to fill out the questionnaires of this research.

*Measurement Scale*

The measurement scale used in this research is the Likert scale, which is a scale to measure the perception, attitude, or opinion of a person or group about a social phenomenon (Indrawan & Yaniawati, 2016).

*Green Marketing*

Green marketing is how Avoskin persuades customers to buy a product that applies energy-efficient. The measurement instrument in this research used the 4Ps of the green marketing

mix (Kotler and Armstrong, 2008), which are: 1) Green product; 2) Green price; 3) Green promotion, and 4) Green place. The measurement scale in this research used a Likert scale from 1 to 5 score with the categorization strongly disagree until strongly agree.

*Brand Image*

Brand image is the customer's trust that Avoskin has a good image that can make them choose to buy the products that can fulfill their needs. The measurement instrument in this research used 3 elements of brand image (Kottler & Keller, 2009), which are: 1) Strength of brand association; 2) Favorable of brand association, and 3) Uniqueness of brand association. For the measurement scale in this research used a Likert scale with a range score of 1 for strongly disagree to 5 for strongly agree.

*Purchase Decision*

The purchase decision is the process of the customer's decision to choose Avoskin products and trust its products based on the brand, product quality, and needs. The measurement instrument in this research used 5 purchase decision indicators (Kottler & Keller, 2009), which are: 1) Product selection; 2) Brand choice; 3) Distribution choice; 4) Purchase time, and 5) Purchase Amount. For the measurement scale in this research used a Likert Scale on the range 1 to 5 score, with the categorization strongly disagree to strongly agree.

### IV. RESULT AND DISCUSSION

*Respondent's Demographic*

In this research, the total of the respondents is 100, who are Avoskin customers in Semarang City. The respondent's demographic comprises age, gender, occupation, and skin type.

TABLE 1. Respondent's Demographic

| Respondent's Age | Amount | Percentage |
|---|---|---|
| 15-24 | 78 | 78% |
| 25-34 | 15 | 15% |
| 35-44 | 1 | 1% |
| 45-54 | 5 | 5% |
| 55-64 | 1 | 1% |
| **Total** | **100** | **100%** |
| **Respondent's Gender** | **Amount** | **Percentage** |
| Female | 95 | 95% |
| Male | 5 | 5% |
| **Total** | **100** | **100%** |
| **Respondent's Occupation** | **Amount** | **Percentage** |
| Employees | 10 | 10% |
| Private sector employee | 7 | 7% |
| Student/college student | 75 | 75% |
| Housewife | 3 | 3% |
| Entrepreneur | 3 | 3% |
| Others | 2 | 2% |
| **Total** | **100** | **100%** |

| Respondent's Type of Skin | Amount | Percentage |
|---|---|---|
| Normal | 37 | 37% |
| Dry | 20 | 20% |
| Sensitive | 21 | 21% |
| Acne | 22 | 22% |
| **Total** | **100** | **100%** |

*Source: Processed primary data, 2023*

Based on table 2 above it can be concluded that the majority of Avoskin's customers in Semarang City is on the age 15-24 years old, and the majority occupation is students or college students with 95 out of 100 people is female customers. Then, the majority of the skin type of Avoskin's customers in Semarang is normal skin.

*Convergent Validity*

Table 3 shows if the three variables have a large AVE value compared to the critical value of 0.5. It can be concluded that all variables meet the requirements of convergence validity.

TABLE 2. Convergent Validity Result

| Variables | Average Variance Extracted (AVE) |
|---|---|
| Green Marketing (X) | 0.752 |
| Brand Image (Z) | 0.626 |
| Purchase Decision (Y) | 0.660 |

*Source: Processed primary data, 2023*

*Discriminant Validity*

Based on the measurement's cross-loading with its constructs, the discriminant validity of the measurement model with reflective indicators is assessed. Then, the square root of the AVE for each construct must be greater than the correlation between the constructs in the model for good discriminant validity. The results of cross-loading show good effectiveness because the correlation between constructs and indicators is greater than the correlation between indicators and other constructs. The green marketing variable on each item has values of more than 0.7. Then, the brand image variable on each item has values of more than 0.7. Last, the purchase decision variable on each item has values of more than 0.7

*Composite Reliability and Cronbach's Alpha*

The construct reliability test performed in addition to the structural validity test was evaluated using composite reliability and Cronbach alpha. Table 3 shows the results of the SMARTPLS test on reliability test through composite reliability and Cronbach's Alpha.

TABLE 3. Composite Reliability and Cronbach's Alpha Result

| | Cronbach's Alpha | Composite Reliability |
|---|---|---|
| **Green Marketing (X)** | 0.951 | 0.960 |
| **Brand Image (Z)** | 0.900 | 0.921 |
| **Purchase Decision (Y)** | 0.914 | 0.931 |

*Source: Processed primary data, 2023*

The results for the composite reliability output demonstrate a reasonable outcome, with a score of more than 0.70 for each of these variables. This result demonstrates the extremely high consistency and stability of the instrument utilized. In other words, it can say that the instrument's reliability is fulfilled. Then, it can be concluded that these three variables in this research are reliable.

*Structural Model Test (Inner Model)*

After the outer model was accepted by using the validity and reliability test, the next evaluation was testing the inner model by using R-Square.

TABLE 4. R-Square Result

| | R-Square |
|---|---|
| **Brand Image (Z)** | 0.524 |
| **Purchase Decision (Y)** | 0.667 |

*Source: Processed primary data, 2023*

The result in table 4. shows that the variability construct of the Brand Image described by Green Marketing is 52,4%, and the rest of 47,6% is described by the other variables which are not analyzed in this research. Furthermore, the variability construct of Purchase Decision described by Green Marketing is 66,7%, then for the rest of 33,3% is described by the other variables which are not analyzed in this research.

*Discussion*

The hypotheses were assessed through the path coefficient by looking toward the path parameters and T-Significant level.

TABLE 5. Hypothesis Result

| | Path Coefficient | T-Statistics | P-Values | Conclusion |
|---|---|---|---|---|
| **Direct Effect** | | | | |
| Green Marketing (X) -> Brand Image (Z) | 0.724 | 11.395 | 0.000 | **H1 Accepted** |
| Green Marketing (X) -> Purchase Decision (Y) | 0.370 | 3.830 | 0.000 | **H2 Accepted** |
| Brand Image (Z) -> Purchase Decision (Y) | 0.507 | 5.612 | 0.000 | **H3 Accepted** |
| **Indirect Effect** | | | | |
| Green Marketing (X) -> Brand Image (Z) -> Purchase Decision (Y) | 0.367 | 4.686 | 0.000 | *Partial Mediation* |

*Source: Processed primary data, 2023*
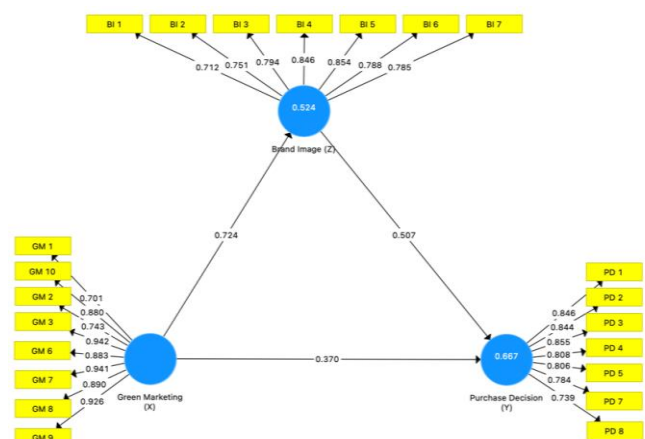


Figure 2. Hypothesis Model Result

The result of the path coefficient about the influence of green marketing on brand image shows that this result succeeds in proving that the first hypothesis is accepted. The influence of Green Marketing (X) on Brand Image (Z) is influenced positively with the value 0.724 and the t-statistics

value is 11.395 > t-table score of 1.96 and the p-value is 0.000 which is <0.05. This research proved that Green Marketing that has been implemented by Avoskin can influence the Brand Image of its products positively. So, the H1 that mentioned "There is a positive significant influence of green marketing in Avoskin's brand image" is accepted.

Then, the result of the path coefficient about the influence of green marketing on purchase decisions shows that this result succeeds in proving that the second hypothesis is accepted. The influence of Green Marketing (X) on Purchase Decision (Y) is influenced positively with the value 0.370 and the t-statistics value is 3.830 > t-table score 1.96 and the p-value is 0.000 which is <0.05. This research proved that Green Marketing which has been implemented by Avoskin can influence the customer's purchase decision of its products positively. So, the H2 that mentioned "There is a positive significant influence of green marketing on customers purchase decisions in the Avoskin products" is accepted.

Next, the result of the path coefficient about the influence of brand image on purchase decisions shows that this result succeeds in proving that the third hypothesis is accepted. The influence of Brand Image (Z) on Purchase Decision (Y) is influenced positively with the value 0.507 and the t-statistics value is 5.612 > the t-table score is 1.96 and the p-value is 0.000 which is <0.05. This research proved that the Brand Image of Avoskin can influence the customer's purchase decision of its products positively. So, the H3 that mentioned "There is a positive significant influence of brand image on customers purchase decisions in the Avoskin products" is accepted.

Last, the result of the path coefficient about the influence of green marketing on purchase decisions through brand image shows that this result succeeds in proving that the fourth hypothesis is accepted. The influence of Green Marketing on Purchase Decision (Y) through Brand Image (Z) is influenced positively with a value of 0.367 and the t-statistics value is 4.686 > the t-table score is 1.96 and the p-value is 0.000 which is <0.05. This research proved that the green marketing that has been implemented by Avoskin can influence the customer's purchase decision of its products positively through brand image as the partial mediation. So, the H4 that mentioned "There is a positive significant influence of green marketing on customers purchase decisions through brand image" is accepted.

## V. CONCLUSIONS

The research result of 100 respondents of the Avoskin customers in Semarang is related to consumer behavior about how people select, buy, use, and evaluate products or services to meet their needs and desires. Consumer behavior is related to the customer's purchase decision, which in this research is influenced by the green marketing and brand image of Avoskin. The research result is the green marketing variable gives a positive significant influence on the brand image variable of Avoskin products. Thus, it can be concluded that the company implemented green marketing well in order to increase the brand image of its products since the customers who are satisfied will give a positive review of the brand then

it will build a good image on the customer's perception about its products. The green marketing variable gives a positive significant influence on the customer's purchase decision variable of Avoskin products. Therefore, it can be concluded that the company implemented green marketing well in order to increase customers in purchasing Avoskin products, especially skincare products since many customers prefer to buy natural and environmentally friendly products. The brand image variable gives a positive significant influence on the customers' purchase decision variable of Avoskin products. Thus, it can be concluded that the company has a good and strong brand image that increases customers' decision to purchase its products which means that customers trust the products. The green marketing variables give a positive significant influence on the customer purchase decisions variable towards brand image as a partial mediator to Avoskin products. So, it can be concluded that if the company implements green marketing well, it will increase customers' decision to buy its products with or without brand image mediation, but green marketing can increase brand image, and brand image will increase customers' decision to buy its products.

## VI. RECOMMENDATIONS

There are several recommendations for the input of Avoskin and further research is based on the research results, the green marketing and the brand image of Avoskin need to develop sustainably and be attractive to the customers, so customers will be interested to support green marketing and to buy Avoskin products there are some items that are still under the mean score variable, which means that Avoskin needs to create new innovations such as membership for customers. In addition, it is necessary to expand its distribution with accessible stores such as drugstores in shopping centers and supermarkets. Furthermore, the variety of Avoskin products that have been offered requires more information about the type of skin on each product such as type of acne-prone skin or normal skin. Besides, there are several customers who have difficulties finding the box to return the packaging bottle. So, Avoskin needs to increase its collaboration with another partnership store to provide the box itself. Although it will be examined on different research objects, these research variables can be used in subsequent investigations. In addition, it may replace or include other variables such as product quality that are expected to increase the complexity of the research.

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