
THE EFFECT OF GREEN MARKETING AND BRAND IMAGE ON THE PURCHASE INTEREST OF AVOSKIN PRODUCTS



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Abstract

The research of green marketing and brand image with purchase interest of Avoskin products. This research uses quantitative methodology with PLS-SEM analysis. Participants in this research are consumers acquainted with Avoskin products. The pool of participants was acquired using purposive sampling, selecting respondents using established standards, totaling 120 participants. Data were gathered with a Likert scale questionnaire. Research results demonstrate that green marketing positively and significantly purchase interest chances of purchasing Avoskin goods. The brand image has been demonstrated to exert a favorable and substantial influence on consumer purchasing interest. Additional data shows green marketing has the most substantial effect on increasing customer purchasing interest. These results underscore the need of adopting sustainable marketing tactics and enhancing brand image to maximize customer purchasing interest in Avoskin goods.

Keywords: Green Marketing, Brand Image, Purchase Interest

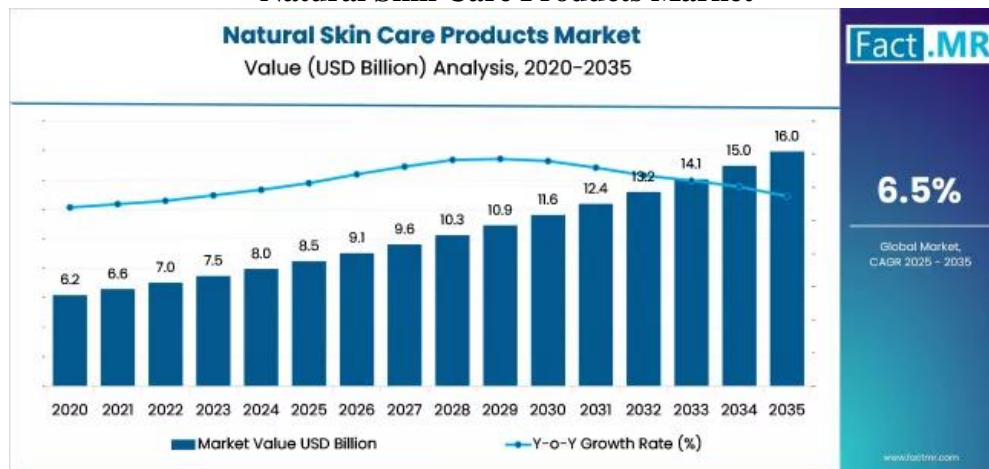
INTRODUCTION

Problems with the environment have emerged as a global concern owing to the escalating harm to ecosystems resulting from contemporary human and industrial activity. In the skincare industry, the excessive use of chemicals, single-use plastic packaging, and environmentally unfriendly production processes are among the contributors to environmental pollution. People who understand this importance of protecting the natural environment are also beginning to voice their concerns about current environmental issues. In recent years, the beauty industry has been paying more attention to environmental sustainability. There has been an increase in consumer interest in natural skincare products, including organic, non-toxic formulations that use environmentally friendly ingredients.

Market prospects indicate that the natural skin care products industry is expected to experience consistent growth, having a mean yearly growth rate of 6.5% during the interval from 2025 to 2035. This increase is fueled by growing consumer awareness of the potential negative effects of harmful chemicals in conventional care products, which is driving a shift in preference toward natural, plant-based skin care formulations. Additionally, heightened concern for environmental and sustainability issues is further strengthening demand for products that are ethically sourced, environmentally friendly, biodegradable, and produced without animal cruelty practices (FactMR, 2025).

Figure 1.

Natural Skin Care Products Market



Source : www.factmr.com, 2025

Public awareness of the environmental impact of the goods they use is increasing. Avoskin is here with a commitment to applying sustainability principles in every aspect of its business. The implementation of Green Marketing has proven to mitigate adverse effects on the environment and strengthen corporate social responsibility (Apaza-Panca et al., 2024). Corporations to incorporate sustainability values into their promotional efforts are more competitive among environmentally sensitive consumers (Rehman et al., 2025). Avoskin implements Green Marketing principles through using natural materials, eco-friendly packaging, and educational campaigns. This strategy not only supports environmental conservation, but also strengthens Avoskin's brand image as an ethical brand.

Companies with a positive image can help maintain competitiveness, while a negative image can reduce a company's competitiveness (Tahir et al., 2024). Furthermore, brand

image influences consumers' social impressions, prompting them to endorse products. Avoskin builds a positive image by offering quality products and demonstrating its commitment to environmental sustainability. Consumer confidence in a brand markedly affects purchasing interest. Belief in a brand's quality and reputation can increase consumers' propensity to purchase (Arifin & Rahmat Syah, 2023). Purchase interest arises as a psychological response after consumers receive positive stimuli from a product (Hakim, 2024).

Research on green marketing and brand image has been conducted extensively, with most studies still focusing on international brands. As a result, the application of these concepts to local brands, such as Avoskin, has not been fully represented in field-based research. In addition, research examining the simultaneous effect of green marketing and brand image on purchase interest is notably scarce. Previous studies have also generally been conducted in large cities, so that the characteristics of consumers in Cirebon City, which has different social conditions and consumption behavior patterns, have received relatively little attention. The present investigation aimed to address the deficiency in prior research by examining the impact on green marketing and brand image on purchase interest in Avoskin goods within Cirebon City.

REVIEW OF LITERATURE

Green Marketing

As stated by (Kotler & Keller, 2016), Green marketing is a marketing tool used by organizations in a sustainable manner to achieve marketing objectives in their target markets. Marketing is the process or series of activities aimed at communicating, informing, and generating valuable offers for consumers (Salguero Núñez et al., 2024). The rapid advancement in innovation nowadays is utilized to create environmentally sustainable products. In the 1970s, the idea of Green Marketing first emerged, and in the 1990s, green products became increasingly popular (Astuti et al., 2024). Green Marketing demonstrates producer concern for long-term environmental safety (Murtiningsih & Junaedi, 2025). Green Marketing can be a concept designed to fulfill consumer demands while reducing environmental effect (Romadhany & Hakim, 2024).

The green marketing mix concept evolves the classic 4Ps marketing mix by incorporating environmental factors into all marketing activities. According to Peattie (1995) and Islam (2018), in (Puspitasari et al., 2025), this concept consists of four primary components. green price, green goods, green advertising, and green place. A green product denotes items engineered to reduce environmental effect by utilizing eco-friendly materials, efficient packaging, and sustainable manufacturing methods. The green price pertains to pricing techniques that incorporate environmental costs and the additional value of eco-friendly products, for which consumers are prepared to pay premium rates. Green location denotes the utilization of sustainable distribution methods that do not adversely affect the environment. Simultaneously, green promotion focuses on marketing communications that underscore environmental accountability and enhance public knowledge of sustainability concerns.

Brand Image

According to (Schiffman & Wisenblit, 2015), brand image describes consumers' perceptions of a brand, which are formed from personal experiences, marketing information,

and consumer interactions with the brand. Brand image that is strongly imprinted in the mind tends to make consumers choose that brand over others when making a purchase (Tauran et al., 2022). Brand image itself is also a technique for evaluating the brand in question (Ellitan et al., 2023). Consumer views of a brand can be influenced through advertising, promotions, and consumer experiences (Wijaya & Wahyudi, 2023). A strong brand image enables established companies to be recalled from customers and stimulates purchasing desire (Ellitan et al., 2022). It was crucial to realize brand image greatly influences consumer decisions (Varadisa & Kusuma, 2024).

According to Keller (2003) in (Hidayat, 2023), Positive image is formed through promotional schemes that are capable of building three main elements of brand association, namely *strength*, *favorability*, and *uniqueness*. *Strength of brand association* shows how strong consumers' information and trust levels are regarding the attributes and advantages of a brand. *Favorability of brand association* describes the level of consumer liking for a brand that is formed when the brand is able to provide benefits that match consumer needs and consistently fulfills its promises. Meanwhile, uniqueness of brand association refers to the uniqueness of a brand that distinguishes it from its competitors and becomes the main reason for consumers to choose a particular brand. Brand image is very important in well-planned marketing activities, because without a strong image, consumers will find it difficult to distinguish one product or service from another (Setiawan et al., 2022).

Purchase Interest

Purchase interest represents a consumer's psychological inclination manifested in their intention and desire to acquire a product or service following an evaluation of information, needs, and brand perceptions (Hoffmann & Akbar, 2023). People who are interested in something will have a desire to possess that object (Samudra & Juanda, 2024). By having good quality products, people's interest in buying will increase, because it adds value to the product and builds consumer trust (Saputra & Mahaputra, 2022). Interest in purchasing products arises when consumers have both confidence and desire to make a purchase (Madhuri Nafasya Suswanda et al., 2023). Products that receive positive responses in the form of high purchasing interest will be easier to sell, making sales smoother (Novianty et al., 2022).

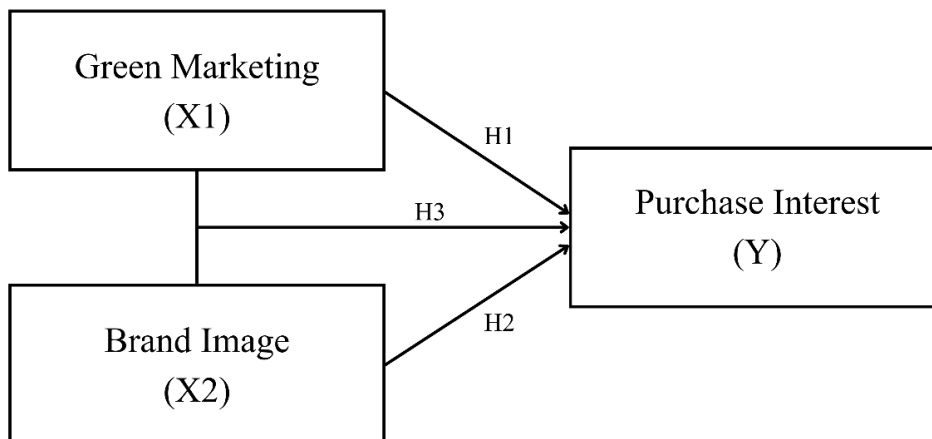
Strong consumer interest correlates with the probability of a purchase transaction taking place (Hadi Wibowo et al., 2023). According to Ferdinand (2002) in (Aurelia & Widiyanti, 2022), purchase interest consists four primary parts transactional, referential, preferential, and exploratory interest. Transactional interest includes consumers' intention to buy, willingness to make a purchase in the near future, and the possibility of repeat purchases. Referential interest reflects consumers' willingness to recommend products, spread positive word of mouth, and influence others to try the product. Preferential interest indicates consumers' preferences for products, their level of brand loyalty, and their attention to specific features or qualities. Meanwhile, exploratory interest relates to the act of searching for, evaluating, and comparing product information before making a purchase.

RESEARCH METHOD

This research employs a quantitative methodology and causal design with aim of systematically analyzing the causal involving latent variables. The researched population comprises persons in Cirebon City who are cognizant of and have encountered information

pertaining to Avoskin products. The population is categorized as an infinite population because the number of individuals who are aware of or exposed to information about Avoskin products cannot be determined with certainty. The method of selection method employed was purposive sampling, concentrating on individuals who had been informed about Avoskin products. Sample size was decided using the Ten Times Rule (Hair et al., 2021), the minimal amount is ascertained by multiplying ten by the number of indicators inside a single construct. The Purchase Interest variable has the most indicators, namely 12 indicators, so the recommended minimum sample size is 120 respondents. The analytical methodology used was a questionnaire utilising a Likert scale to measure perceptions of the research variables. The gathered data was subsequently analyzed employing the PLS-SEM technique, which effectively examines the relationships among latent variables and is appropriate for research with relatively small sample sizes.

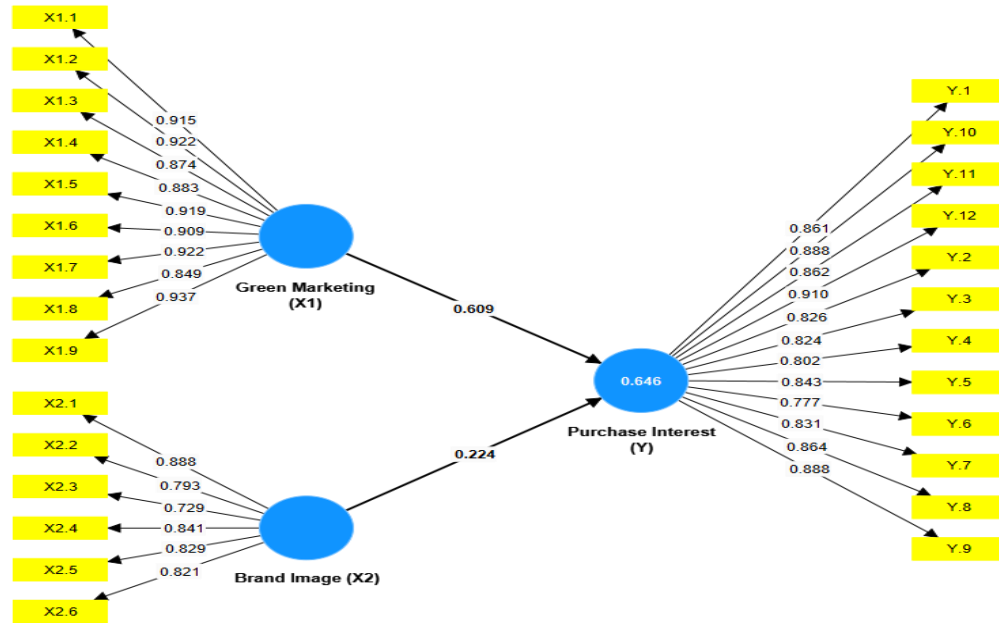
Figure 2.
Research Framework



RESULTS AND DISCUSSION

Before testing the hypothesis, testing was performed utilizing the PLS-SEM approach to examine the association among variables in the study model. Prior to executing the primary analysis, this study initially assessed the validity, reliability, and feasibility of the structural framework to confirm that its concept adhered to the predetermined statistical testing criteria.

Figure 3.
Convergent Validity Results Based on Outer Loadings



Convergent Validity

Tabel 1.
Convergent Validity

Construct	Item	Loading Faktor	Description
Green Marketing	X1.1	0.915	Valid
	X1.2	0.922	Valid
	X1.3	0.874	Valid
	X1.4	0.883	Valid
	X1.5	0.919	Valid
	X1.6	0.909	Valid
	X1.7	0.922	Valid
	X1.8	0.849	Valid
	X1.9	0.937	Valid
Brand Image	X2.1	0.888	Valid
	X2.2	0.793	Valid
	X2.3	0.729	Valid
	X2.4	0.841	Valid
	X2.5	0.829	Valid
	X2.6	0.821	Valid
Purchase Interest	Y.1	0.861	Valid
	Y.10	0.888	Valid
	Y.11	0.862	Valid
	Y.12	0.910	Valid
	Y.2	0.826	Valid
	Y.3	0.824	Valid
	Y.4	0.802	Valid
	Y.5	0.843	Valid
	Y.6	0.777	Valid
	Y.7	0.831	Valid
	Y.8	0.864	Valid
	Y.9	0.888	Valid

Y.6	0.777	Valid
Y.7	0.831	Valid
Y.8	0.864	Valid
Y.9	0.888	Valid

Source: Data Processing Results (2026)

Construct validity testing pertains to criteria established by (Hair et al., 2021), utilizing the loading factor value. An indicator possesses convergent validity if its loading factor value is ≥ 0.70 . According to the test results, all indicators under the green marketing, brand image, and purchase interest variables exhibit loading factor values exceeding 0.70. The results demonstrate that each indicator has a robust association with the latent construct being assessed.

Discriminative Validity

Tabel 2.
Discriminant Validity

Construct	Green Marketing	Brand Image	Purchase Interest
X1.1	0.915	0.789	0.716
X1.2	0.922	0.717	0.770
X1.3	0.874	0.751	0.631
X1.4	0.883	0.724	0.694
X1.5	0.919	0.783	0.691
X1.6	0.909	0.726	0.694
X1.7	0.922	0.762	0.757
X1.8	0.849	0.671	0.704
X1.9	0.937	0.757	0.780
X2.1	0.605	0.888	0.587
X2.2	0.826	0.793	0.681
X2.3	0.502	0.729	0.466
X2.4	0.657	0.841	0.636
X2.5	0.628	0.829	0.555
X2.6	0.756	0.821	0.590
Y.1	0.658	0.570	0.861
Y.10	0.773	0.618	0.888
Y.11	0.714	0.580	0.862
Y.12	0.795	0.682	0.910
Y.2	0.650	0.632	0.826
Y.3	0.582	0.599	0.824
Y.4	0.607	0.634	0.802
Y.5	0.660	0.571	0.843
Y.6	0.481	0.624	0.777
Y.7	0.632	0.611	0.831
Y.8	0.714	0.634	0.864
Y.9	0.744	0.634	0.888

Source: Data Processing Results (2026)

The study was tested using cross-loading analysis based on the established guidelines (Hair et al., 2021). This test aims to ensure that each indicator can represent the construct it measures more strongly than other constructs. All indicators in the green marketing, brand image, and purchase interest variables have the greatest loading values in their respective constructions relative to other constructs. The results indicate every concept is distinct and non-overlapping.

Average Variance Extracted (AVE)

Table 3.
Average Variance Extracted

Construct	AVE
Green Marketing (X1)	0.817
Brand Image (X2)	0.669
Purchase Interest (Y)	0.720

Source: Data Processing Results (2026)

This average variance extracted indicates that the three constructs satisfied the minimal criterion of ≥ 0.50 . AVE values for the Green Marketing variable are 0.817, for Brand Image are 0.669, and for Purchase Interest are 0.720. These numbers demonstrate that over 50% of the overall variation is indicators could be accounted for by their corresponding constructs. Consequently, according to the criteria established by (Hair et al., 2021), all constructs in this research model have demonstrated robust construct validity and are suitable for subsequent investigation.

Composite Reliability

Tabel 4.
Composite Reliability

Construct	Cronbach's Alpha	Composite Reliability
Green Marketing	0.972	0.976
Brand Image	0.901	0.924
Purchase Interest	0.965	0.969

Source: Data Processing Results (2026)

Indicators are employed to evaluate the degree of internal consistency of indicators used to quantify latent constructs. Based on (Hair et al., 2021), constructs are categorized as reliable if the Composite Reliability value obtained exceeds 0.70. The data processing results indicate that the Composite Reliability values are 0.976 for Green Marketing, 0.924 for Brand Image, and 0.969 for Purchase Interest. Every value above the requisite minimum threshold indicates a substantial level of reliability. In addition, the Cronbach's Alpha values for each construct also show high results, namely 0.972 for Green Marketing, 0.901 for Brand Image, and 0.965 for Purchase Interest, which further strengthens the internal consistency of each construct.

R-Square

**Tabel 5.
 R-Square**

Construct	R Square	R Square Adjusted
Purchase Interest	0.646	0.640

Source: Data Processing Results (2026)

From the findings, the Purchase Interest variable exhibits an R-squared value of 0.646, and the adjusted R-squared value is 0.640, indicating that 64.6% of the variation in customer purchase interest in Avoskin skincare products is attributable to the green marketing and brand image variables. Conversely, the residual variation of 35.4% is attributed to issues beyond the scope of this research model. This value is categorised as moderate to strong, indicating the strong predictive power of the proposed model on the variable of consumer purchase interest. Consequently, according to the rules (Hair et al., 2021), the models developed in this research possess sufficient explanatory power and are appropriate for drawing conclusions.

Path Coefficient

**Tabel 6.
 Path Coefficient**

Construct	Original Sample (O)	T statistics	P Values	Description
Green Marketing (X1) -> Purchase Interest (Y)	0.609	6.704	0.000	Positive and Significant
Brand Image (X2) -> Purchase Interest (Y)	0.224	2.171	0.015	Positive and Significant

Source: Data Processing Results (2026)

The findings of structural model estimation utilizing the PLS-SEM approach via the bootstrapping procedure indicate that all correlations among variables in this research model are statistically significant. Based on (Hair et al., 2021), a correlation is considered significant if the T value surpasses 1.65 and the P value is under 0.05. The test data demonstrate that green marketing has a positive and significant impact on Purchase Interest, as indicated by a T-statistic of 6.704 and a P-value of 0.000. Brand Image has a positive and significant impact on Purchase Interest, as indicated by a T-statistic of 2.171 and a P-value of 0.015.

The Impact of Green Marketing on Consumer Purchase Interest

Research findings show that green marketing has a positive and significant effect on Purchase Interest, with a T-statistic value of 6.704 and a P-value of 0.000. This suggests that employing sustainable marketing methods, like organic components, ecological packing, and campaigns highlighting environmental consciousness, can enhance consumer interest in Avoskin products. This finding is accompanied by research (Umam & Widodo, 2022) namely showing that green marketing has a positive effect on consumer purchasing interest. Research from (Andryan et al., 2024) It also shows that green marketing significantly influences purchase interest.

The Impact of Brand Image on Purchase Interest

Brand Image has also been proven to have a positive and significant effect on Purchase Interest, with a T-statistic value of 2.171 and a P-value of 0.015. These results

indicate that Avoskin's positive brand image, which is reflected in the perception of product quality, level of trust, and uniqueness of brand attributes, is able to increase purchase interest. These results are accompanied by research (Sedana & Mahyuni, 2024) namely brand image has a positive and significant effect on consumer purchasing interest. Research (Zulfikar et al., 2022) also reinforced the findings by showing that brand image contributes significantly to increased purchase interest.

The Impact of Green Marketing and Brand Image on Purchase Interest

This research indicates green marketing and brand image are crucial elements influencing consumer Purchase Interest in Avoskin skincare products. An R Square value of 0.646 shows that both variables have a moderate to strong explanatory power, accounting for 64.6% of the variation in purchase interest. These results are accompanied by research (Fadillah & Akkas, 2025) which shows how green marketing and brand image simultaneous exert a substantial influence on purchase interest. These findings demonstrate that strengthening sustainable strategies for marketing, bolstered by a solid brand image, can optimize purchase interest sustainably.

CONCLUSION

The path model research utilizing the PLS-SEM technique indicated that green marketing positively and significantly influences customer purchase intention for Avoskin goods in Cirebon. The findings suggest that the adoption of environmentally sustainable marketing tactics, including the utilization of natural materials, eco-friendly packaging, and promotional communications highlighting ecological consciousness, can enhance consumer purchase enthusiasm. Furthermore, Brand Image has been demonstrated to exert a positive and significant influence on Purchase Interest, indicating that Avoskin's favorable brand image effectively attracts consumer purchasing interest. Consequently, Green Marketing is more influential than Brand Image in enhancing consumer buying interest. In light of these findings, it is advisable for the corporation to persist in enhancing the execution of green marketing tactics and preserving brand image consistency to augment buy interest.

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