



The Effect of Environmental Concern on Green Purchase Intention Mediated by Attitude Towards Green Product, and Subjective Norm in Sensatia Botanicals Gen Z Cosmetic Users in Indonesia

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Abstract Rising environmental awareness has spurred demand for green products, yet a gap persists between concern and purchase behavior, especially among Gen Z consumers in emerging markets like Indonesia. This study investigates how environmental concern influences green purchase intention, mediated by attitude and subjective norms, using Sensatia Botanicals cosmetics as a case study. A quantitative survey of 170 Indonesian Gen Z non-buyers was analyzed via SEM-PLS to test hypotheses derived from green consumer behavior theory. Environmental concern significantly shapes attitudes toward green products ($p = 0.000$) but not purchase intention directly ($p = 0.644$). Attitude fully mediates this relationship ($p = 0.000$), while subjective norms show no significant mediation ($p = 0.409$), underscoring the dominance of personal over social factors. Marketers should prioritize attitude formation through education and product benefits over social campaigns. Future research could explore pricing strategies (e.g., dynamic pricing) and behavioral nudges to bridge the intention-action gap.

Keywords: Environmental concern, attitude toward green product purchase, intention to purchase environmentally friendly products, subjective norm, green marketing

INTRODUCTION

The environment plays a central role in sustaining human life by providing essential resources like water, air, food, and energy. However, the balance of this ecosystem in Indonesia has been severely threatened by unsustainable development practices. Environmental degradation, including soil erosion, pollution, and biodiversity loss, contributes to increased natural disasters and accelerates global warming (Felix et al., 2021; Gawda & Korniluk, 2022). While industrial overproduction and irresponsible consumer habits are major contributors, there has been a positive trend in public awareness, as more consumers are beginning to prioritize eco-friendly choices (Chaudhary, 2018; Chaudhary & Bisai, 2018; Dianti & Paramita, 2021). This shift has encouraged companies to innovate and align their production processes with sustainability goals, promoting green economic transitions and minimizing long-term ecological damage (FDA, 2024).

Eco-friendly products have emerged as strategic innovations aimed at minimizing environmental harm, reflecting growing public concern for ecological sustainability. These products are designed to align with the principles of environmental preservation, and consumer support for them indicates moral

responsibility towards nature. Environmentally conscious buyers often make deliberate purchasing choices based on sustainability values, playing a significant role in promoting ecological balance. The implementation of green marketing enhances these efforts, particularly in industries like cosmetics. Brands now increasingly commit to cruelty-free and vegan standards, utilize recycled packaging, and launch take-back programs. These initiatives not only differentiate companies in competitive markets but also foster long-term consumer trust (FDA, 2024).

The intensifying environmental crisis has also brought to light a behavioral gap in green consumerism. While environmental concern and positive attitudes towards eco-friendly products exist, they do not always translate into strong green purchase intentions. This gap underscores the importance of examining other influencing factors like subjective norms, which represent social pressures to act sustainably. In collectivist cultures like Indonesia, these norms often shape consumer behavior. The present study investigates how environmental concern, attitudes toward green products, and subjective norms interact to influence green purchase intention. The findings aim to contribute to the literature on green consumer behavior and inform businesses on how to refine their sustainability-oriented strategies (FDA, 2024).

In the Indonesian context, the cosmetics industry stands out for its growing role in sustainability efforts. Given the nature of cosmetics, which mix natural and synthetic ingredients, environmental impacts vary. Public health and environmental concerns, especially among Gen Z consumers, have driven the sector to emphasize green innovations. Sensatia Botanicals is one such brand that embodies these values, offering natural, ethically produced products and advocating for green consumption. Despite rising awareness, consumer action does not always follow, highlighting the need to understand how factors like attitudes and social influences guide behavior. This study seeks to uncover how these factors impact Gen Z's intention to purchase from environmentally responsible brands like Sensatia (FDA, 2024).

Sensatia Botanicals serves as a compelling case study in green entrepreneurship, combining profitability with sustainability and social empowerment. The company not only sources ingredients responsibly and ensures product safety and halal certification, but also actively supports environmental and community-based CSR initiatives. Its efforts—ranging from eco-packaging and bottle recycling programs to inclusive profit-sharing with local employees—have earned it recognition as a model of green industry in Indonesia. Survey data revealing that 93% of students are already acting in environmentally conscious ways further supports the relevance of Sensatia's model (Khoiriyah & Toro, 2018). This study ultimately aims to explore the mechanisms behind green purchase intentions, offering practical insights for businesses and expanding academic discourse on sustainable consumer behavior (FDA, 2024).

This study investigates how environmental concern influences green purchase intention, mediated by attitude and subjective norms, using Sensatia Botanicals cosmetics as a case study. This study advances existing literature by specifically examining Gen Z consumers in Indonesia—a demographic underrepresented in prior green marketing research—and focusing on Sensatia Botanicals, a local eco-friendly cosmetic brand, unlike previous studies that often

analyzed generic product categories or global brands (Chaudhary & Bisai, 2018; Jaiswal & Kant, 2018). While prior research highlighted the inconsistent role of environmental concern and subjective norms (Nguyen & Nguyen, 2021; Najm et al., 2024), this study uniquely identifies attitude toward green products as the sole significant mediator between environmental concern and purchase intention, contrasting with findings that emphasized subjective norms or direct effects (Chaudhary, 2018; Singhal & Malik, 2018). Additionally, it reveals that social norms are ineffective in Indonesia's collectivist culture, diverging from studies in other contexts (Najm et al., 2024). The use of SEM-PLS analysis on non-purchasers of Sensatia Botanicals also provides fresh insights into the intention-action gap, addressing limitations in prior work that focused on actual buyers or mixed demographics.

METHODS

In this study, the focus was on individuals aged 17 to 27 years who had never purchased products from Sensatia Botanicals, considering that this age group has a high tendency to use social media, so that information about eco-friendly products can be accessed easily. The research objects include variables such as concern for the environment, attitudes towards eco-friendly products, subjective norms, and intention to buy green products, all of which are important for understanding consumer behavior regarding preferences for sustainable products. The research method used is quantitative with a survey approach through the distribution of online questionnaires, which are designed to obtain primary data from respondents. This questionnaire contains closed-ended questions on a five-point Likert scale to measure respondents' attitudes and perceptions. The study population is prospective consumers in Indonesia who meet specific criteria, while the sample is taken using purposive sampling with relevant considerations for analysis. The data were analyzed using Structural Equation Modeling (SEM) with SmartPLS software, which allows simultaneous testing of complex models and relationships between variables. The analysis was carried out to test the validity and reliability of the instrument, as well as the relationships between variables using determination coefficients and path analysis. The hypothesis was tested to determine the significant influence of concern for the environment, attitudes, and subjective norms on the intention to buy environmentally friendly cosmetic products.

RESULTS AND DISCUSSION

A. Research Data Analysis

The stages of analysis of this research are divided into several stages, including validity test, reliability test, outer model test, and inner model test.

1) Validity Test Results

The validity test in this study is to see the value of outer loading for each indicator of the latent variables in the study. The variable is considered valid if the outer loading value is greater than 0.7; then, the higher the outer loading value, the stronger the relationship between the indicator and the latent variable being measured. The following are the results of primary data processing using SmartPLS 3.0, displaying data to be able to see the level of validity in each variable and to be able to conclude whether the variable is valid or not in this study.

1. SmartPLS 3.0 Algorithm Results

The results of data processing from the SmartPLS 3.0 algorithm are shown in the following figure:

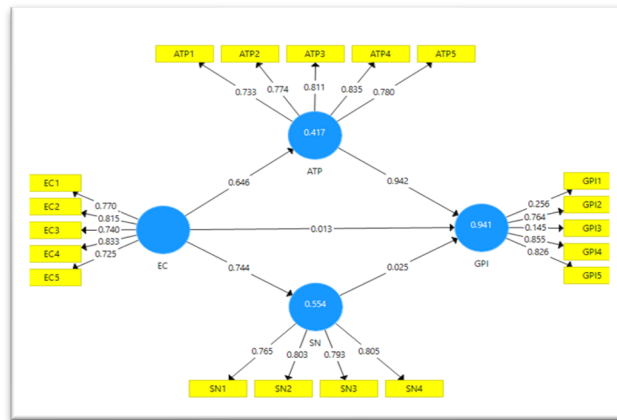


Figure 1.

Source: Accessed by the author in 2025

Table 1. Cross Loading before modification

VARIABLE	ATP	EC	GPI	SN
ATP1	0.731	0.389	0.625	0.576
ATP2	0.774	0.476	0.763	0.800
ATP3	0.812	0.545	0.707	0.578
ATP4	0.836	0.571	0.861	0.59
ATP5	0.781	0.539	0.835	0.486
EC1	0.507	0.770	0.495	0.555
EC2	0.454	0.815	0.465	0.53
EC3	0.436	0.741	0.459	0.74
EC4	0.594	0.832	0.573	0.602
EC5	0.513	0.725	0.507	0.449
GPI1	0.783	0.565	0.256	0.60
GPI2	0.774	0.476	0.763	0.80
GPI3	0.830	0.471	0.145	0.478
GPI4	0.836	0.571	0.861	0.59
GPI5	0.781	0.539	0.835	0.486
SN1	0.423	0.742	0.434	0.768
SN2	0.758	0.446	0.746	0.800
SN3	0.758	0.436	0.738	0.79
SN4	0.485	0.733	0.494	0.808

Source: By Author 2025

Based on Table 1 above, after data processing, it can be seen that there are indicators GPI1 and GPI3 declared invalid because the loading value is below 0.70 J. Hair Jr et al. (2019) so that the value can be deleted if the AVE value and the Composite reliability value increase (J. F. Hair Jr et al., 2021). So, from the table above, it can be said that the data is invalid and will be deleted.

Table 2. Cross Loading after removal of GPI1 and GPI3 indicators

VARIABLE	ATP	EC	GPI	SN
ATP1	0.731	0.389	0.625	0.576
ATP2	0.774	0.476	0.763	0.800
ATP3	0.812	0.545	0.707	0.578
ATP4	0.836	0.571	0.861	0.59
ATP5	0.781	0.539	0.835	0.486
EC1	0.507	0.770	0.495	0.555
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GPI2	0.774	0.476	0.763	0.80
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SN3	0.758	0.436	0.738	0.79
SN4	0.485	0.733	0.494	0.808

Source: By Author 2025

Based on table 2 above, it can be seen that after the removal of the GPI1 and GPI3 indicators, the loading value of all indicators above >0.70 so that the loading value in this study is declared to meet the requirements and criteria determined where it can be seen that each item has a greater value than other latent variables, so that based on the results of the data processing above, it can be concluded that it is qualified so that the data can be continued at the research stage Next.

2. Reliability Test

Table 3. Composite Reliability

Variable	Composite Reliability
Concern for the Environment (EC)	0.884
Attitude Towards Buying Eco-Friendly Products (ATP)	0.891
Subjective Norms (SN)	0.870
Intention to Buy Eco-Friendly Products (GPI)	0.861

Source: By Author 2025

Based on the figure of Table 3. above, the results were tested with the Composite Reliability test using as many as 170 respondents. In this test, the data will be considered reliable if it has a value of more than >0.70 . Based on the table presented above, it can be seen that all variables have values above 0.70. Where concern for the environment has a value (0.884), attitude towards the purchase of environmentally friendly products (0.891), Subjective Norms (0.870), and intention to purchase environmentally friendly products (0.861). So that the data is qualified, the results can be concluded that the data is feasible and can be used by researchers for the next stage of research.

3. Determinant Cohesion Test (R Square)

Table 4. R Square

Variable	R Square
Attitude Towards Buying Eco-Friendly Products (ATP)	0.418
Intention to Buy Eco-Friendly Products (GPI)	0.946
Subjective Norms (SN)	0.556

Source: By Author 2025

Table 4 is the result of the R Square test and it can be seen that the Attitude Towards the Purchase of Environmentally Friendly Products (ATP) variable has a value of 0.418 or 41.8 % and the variable of Intention to Purchase Environmentally Friendly Products (GPI) has a value of 0.946 or 94.6 % and the Subjective Norm variable (SN) has a value of 0.556 or 55.6 % which is influenced by other latent variables that are not used as data in the study. So that it can be concluded that R Square is feasible and in accordance with the research requirements. So that the research data can be continued to be used at the next stage, which can help in strengthening the statements in the research results, and can be used as material to strengthen the research results in the mediation test.

4. Average Variance Extracted (AVE)

Table 5. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Concern for the Environment (EC)	0.605
Attitude Towards Buying Eco-Friendly Products (ATP)	0.620
Subjective Norms (SN)	0.627
Intention to Buy Eco-Friendly Products (GPI)	0.674

(By Author 2025)

Table 5 shows the results where all the variables Average Variance Extracted (AVE) and Composite Reliability after removal can be observed, and all constructs of the AVE exceed >0.50, so that the AVE value meets the requirements for convergent validity in the study.

Based on this table, the AVE value is accepted and declared valid so that the data can be used in future research.

5. Uji Statistics (Bootstrapping)

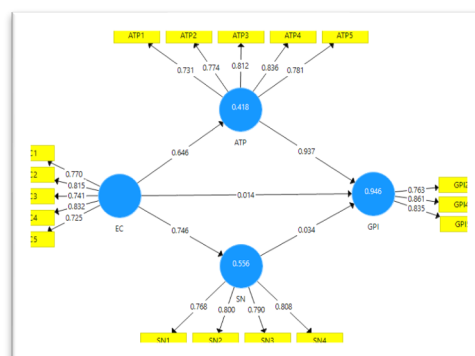


Figure 2. PLS Algorithm After Bootstrapping

Source: By Author 2025

Hypothesis Result

Figure 2 shows the analysis of a structural model that describes the relationships between the variables that form a hypothesis.

Based on the results of the hypothesis test, the research uses SmartPLS data processing version 3.0 and looks at the value of the P-value and the coefficient path of each relationship between variables, which will be explained in Table 4.12 below:

Table 6. Direct Effect P Value Hypothesis Test

Variable	Hypothesis	P-Value <i>Requirements</i>	<i>P-Value</i>	Information
EC -> GPI	H1	< 0.05	0.644	Insignificant
EC -> ATP	H2	< 0.05	0.000	Significant
EC -> SN	H3	< 0.05	0.000	Significant
ATP -> GPI	H4	< 0.05	0.000	Significant
SN -> GPI	H5	< 0.05	0.406	Insignificant

(By Author 2025)

Information:

- a) Concern for the Environment (EC)
- b) Attitude Towards Buying Eco-Friendly Products (ATP)
- c) Subjective Norms (SN)
- d) Intention to Buy Eco-Friendly Products (GPI)

Table 4.12 is the test result, using the research hypothesis with the data of 170 respondents. The results of the hypothesis test will be described as follows:

1. Concern for the Environment and Intention to Buy Environmentally Friendly Products (H1)

In this study, it can be seen that concern for the environment does not have a significant influence on the intention to purchase environmentally friendly products, this can be observed in the p value in each variable where the variables of concern for the environment and the intention to purchase environmentally friendly products have a p value of 0.644 so that this figure is greater than the p value requirement which is 0.05, So that this research is in accordance with data processing and meets the research requirements. Therefore, it can be concluded that concern for the environment does not have a significant influence on the intention to purchase environmentally friendly products in the consumption of sestia botanicals.

2. Concern for the Environment and Attitude to the Purchase of Environmentally Friendly Products (H2)

Based on the results of the data processing, it can be observed that concern for the environment has a significant influence on the attitude of purchasing environmentally friendly products, this can be explained where the p value of the variable relationship has a p value of 0.000, this implies that it has met the p value requirement, which is 0.05, so it can be said that the results of the research can be concluded that concern for the environment has a significant influence on attitude towards the purchase of environmentally friendly products.

3. Concern for the Environment and Subjective Norms (H3)

Concern for the environment has a significant influence on Subjective Norms because the p value of the variable is 0.000 or p value less than 0.05, so it is

significant so that the results of this research are in accordance with the research standards that have been determined, so it can be concluded that concern for the environment has a significant impact on subjective norms in consumers of sensatia botanicals products.

4. Attitude Towards Buying Environmentally Friendly Products and Intention to Buy Environmentally Friendly Products (H4)

Based on the data processing above, it can be shown that the attitude towards the purchase of environmentally friendly products has a significant influence on the intention to purchase environmentally friendly products, this can be explained through the p value of the variable which has a p value of 0.000 so that this value is in accordance with the p value requirement, which is 0.05 and can be said to be significant, So that this study can be concluded that attitudes towards the purchase of environmentally friendly products have a significant influence on the intention to purchase environmentally friendly products in consumers of Sensatia Botanicals.

5. Subjective Norms and Intention to Purchase Eco-Friendly Products

The results of data processing explained that the subjective norm did not have a significant impact on the intention to purchase environmentally friendly products because the p-value of the variable was 0.406, and this value was greater than the specified p-value research requirement, which was 0.05, so it was not significant. So it can be concluded that, in this hypothesis, subjective norms do not have a significant influence on the intention to purchase environmentally friendly products in consumers of Sensatia Botanicals.

Table 7. Mediation Test

<i>Path</i>	<i>Hypothesis</i>	<i>P-value (<0.05)</i>	<i>Information</i>
EC -> ATP -> GPI	H6	0.000	Significant
EC -> SN -> GPI	H7	0.409	Insignificant

(By Author 2025)

6. Concern for the Environment and Intention to Purchase Environmentally Friendly Products mediated by Attitude to Purchase of Environmentally Friendly Products (H6)

Based on Figure 4.13, it is the result of testing the mediation variable, so it can be explained as follows:

Based on these data, it can be observed that the results show that concern for the environment has a significant effect on attitudes towards the purchase of environmentally friendly products and likewise the attitude towards the purchase of environmentally friendly products has a significant effect on the intention to purchase environmentally friendly products where a p value of 0.000 indicates that this mediation path is statistically significant.

Therefore, from the results of the analysis, it can be concluded that concern for the environment will form a positive attitude of consumers towards environmentally friendly products, and this positive attitude can encourage a person's intention to buy the environmentally friendly product and this finding is also in line with previous research (Jaiwsal & Kant, 2018) which in the study said that the attitude towards the purchase of environmentally friendly products has significant influence on the intention to purchase environmentally friendly products, and this result is also supported by Nguyen & Nguyen (2021) where the

previous researcher said that attitudes towards the purchase of environmentally friendly products have a significant influence on the intention to purchase environmentally friendly products, then this study is also in line with the previous research (Chaudhary & Bisai, 2018) which established that concern for the environment has a significant influence. There is an attitude of buying environmentally friendly products and environmental concern also has a significant influence on the intention to purchase environmentally friendly products.

So it can be said that attitudes towards the purchase of environmentally friendly products are an effective mediation variable in connecting environmental awareness and buyer intentions. Therefore, the recommended marketing strategy should focus more on strengthening positive attitudes towards consumers, which can be done through strengthening knowledge, perception of benefits, and attractiveness of environmentally friendly products. In this study, the focus is on Sensatia Botanicals.

7. Concern for the Environment and Intention to Purchase Environmentally Friendly Products Mediated by Subjective Norms (H7)

Based on the results of the mediation test in the table above, where the results of the mediation route show that concern for the environment towards the intention to purchase environmentally friendly products mediated by subjective norms does not have a significant influence because the p value in the variable is 0.409 where this value is greater than the p value of the research requirement which is 0.05 so it can be said to be insignificant (Made et al., 2017). So this shows that even though a person has concern for the environment and feels the existence of social norms from the surrounding environment, these norms are not strong enough in driving the intention of consumers to buy environmentally friendly products, so that the subjective norms in this study do not function as an effective mediating variable in connecting the variables of concern for the environment (Kouhizadeh & Sarkis, 2018; Lee et al., 2019). This can be caused by cultural or social factors in the individualistic or pragmatic community environment in this study; social pressure or societal norms do not have enough power to influence purchasing decisions directly. In addition, in this study, social norms for the consumption of environmentally friendly products have not developed widely, or are still not considered important in society (Lestari et al., 2020).

The findings of this study are in line with previous research (Nguyen & Nguyen, 2021) that subjective norms do not have a significant influence on the intention to purchase environmentally friendly products. And this finding is also supported by the will of previous research (Chaudhary & Bisai, 2018) which found the same thing where subjective norms do not have a significant influence on the intention to buy environmentally friendly products, but in the previous research there are also other findings that environmental concern has a significant influence on subjective norms. However, these findings provide results that are in line with previous research Najm et al. (2024) which says that subjective norms have a significant influence on the intention to purchase environmentally friendly products.

Analysis of Hypothesis Interpretation and Discussion

1. Hypothesis 1

Ho1: $\beta_1 = 0$ Concern for the environment did not have a significant effect on the intention to purchase environmentally friendly products among users of sensation botanicals cosmetics.

Ha1: $\beta_1 \neq 0$ Concern for the environment has a significant influence on the intention to purchase environmentally friendly products among users of sensational botanical cosmetics.

Based on the results of the tests that have been conducted, this study shows that environmental concern does not have a significant influence on the intention to purchase environmentally friendly products among users of Sensatia Botanicals cosmetics. These results can be seen from the variable p-value which reached 0.644, exceeding the study p-value limit of 0.05, so that the zero hypothesis was accepted and the alternative hypothesis was rejected. This finding is in line with previous research by Chaudhary & Bisai (2018), which also found that concern for the environment did not have a significant effect on the intention to purchase environmentally friendly products. Although in previous studies male respondents were more dominant, this study showed that female respondents were more numerous, which indicates that gender does not affect the relationship between these variables. In contrast to the results of Kashi's (2019) research, which stated that there was a significant influence, this study found that the level of public awareness of environmental issues is still low. A practical and instant lifestyle is also a causal factor, where some individuals believe that environmental care does not always have to be realized through the consumption of environmentally friendly products. In addition, rational consumer considerations, such as price, play an important role, because Sensatia Botanicals cosmetic products have a higher price than other conventional products, making it an obstacle for consumers to buy. Observations show that many respondents do not show purchasing intent that matches the researchers' expectations, indicating a mismatch between environmental awareness and real actions in purchasing environmentally friendly products.

Furthermore, these results are also in line with previous research by (Jaiwsal & Kant, 2018), which examined environmentally friendly products in general in various categories. Meanwhile, this study only focuses on one type of product, cosmetic sensatia botanicals, so the limited scope of the product can be one of the causes of the difference in results found in this study. So, Hypothesis 1 is stated:

Ho1: $\beta_1 = 0$ Concern for the environment did not have a significant effect on the intention to purchase environmentally friendly products among users of sensation botanicals cosmetics.

2. Hypothesis 2

Ho2: $\beta_2 = 0$ Concern for the environment did not have a significant effect on attitudes towards the purchase of environmentally friendly products among users of sensational botanical cosmetics.

Ha2: $\beta_2 \neq 0$ Concern for the environment has a significant influence on attitudes towards the purchase of environmentally friendly products among users of sensational botanical cosmetics.

Based on the analysis of data from the questionnaire, this study shows that concern for the environment has a significant effect on positive attitudes towards environmentally friendly products, with a p-value of 0.000, which is below the significance threshold of 0.05. This proves that the alternative hypothesis is accepted, while the zero hypothesis is rejected, showing that the higher an individual's concern for environmental issues, the more positive their attitude towards eco-friendly products, especially Sensatia Botanicals cosmetics. These findings are in line with previous research by Chaudhary (2018), who also found that environmental concern is a major predictor in shaping positive attitudes towards green products. Respondents in this study are consumers who have never bought Sensatia Botanicals products but have a high concern for the environment. Interestingly, even without direct experience, they showed a tendency to have a positive attitude towards the product, indicating that environmental concern can drive consumer perception and preference for green products. Further analysis showed that each indicator that measured environmental concern and attitudes contributed positively, with concern for pollution, a desire to contribute to nature conservation, and the view that the consumption of green products is a personal responsibility, all played a role in shaping supportive attitudes towards environmentally friendly products.

Therefore, this research makes an important contribution in clarifying how environmental values internalized by consumers can influence their perception of sustainability-oriented products, and at the same time provides a foundation for marketing strategies that emphasize the strengthening of ecological values in brand communication or green product campaigns. So, hypothesis 2 is stated:

Ha2: $\beta_2 \neq 0$ Concern for the environment has a significant influence on attitudes towards the purchase of environmentally friendly products among users of sensational botanical cosmetics.

3. Hypothesis 3

Ho3: $\beta_3 = 0$ Concern for the environment did not have a significant influence on subjective norms in users of sensational botanical cosmetics.

Ha3: $\beta_3 \neq 0$ Concern for the environment has a significant influence on subjective norms in users of sensational botanical cosmetics.

In this study, a hypothesis was tested regarding the relationship between individual concern for the environment and subjective norms, especially in the context of consumers of sustainable cosmetic products such as Sensatia Botanicals. The test results showed a p-value of 0.000, which is significant at a 95% confidence level, so the zero hypothesis was rejected and the alternative hypothesis was accepted. These findings indicate that the higher a person's concern for environmental issues, the greater the influence of the social environment, such as family and friends, in encouraging actions that are aligned with sustainability values. Conceptually, subjective norms reflect an individual's perception of the social pressures of those closest to them on consumptive behavior. Individuals with a high concern for environmental preservation tend to feel social expectations for choosing products that are safe and environmentally friendly. These results are in line with the research of Najm et al. (2024), which found a positive relationship between environmental concern and subjective norms. However, research by Nguyen & Nguyen (2021) showed different results in Vietnam, where environmental concern had no significant effect on subjective norms. These

differences can be influenced by cultural factors, environmental literacy levels, and different social dynamics between communities.

The findings in this study provide practical implications for marketing communication strategies, especially in building collective awareness and social support for sustainable products. Sensatia Botanicals, as one of the local brands that highlights the sustainability aspect, can strengthen a promotional approach that not only emphasizes the benefits of the product individually but also shows how the consumption of the product becomes part of an environmentally conscious social lifestyle. This approach can create a sense of belonging to communities that care about the environment, so that the subjective norms that are formed will be stronger and have the potential to increase intentions and decisions to purchase products. So, hypothesis 3 is stated:

Ha3: $\beta_3 \neq 0$ Concern for the environment has a significant influence on subjective norms in users of sensational botanical cosmetics.

4. Hypothesis 4

Ho4: $\beta_4 = 0$. Attitudes towards the purchase of eco-friendly products did not have a significant influence on the intention to purchase eco-friendly products among users of sensation botanicals cosmetics.

Ha4: $\beta_4 \neq 0$ Attitudes towards the purchase of eco-friendly products have a significant influence on the intention to purchase eco-friendly products among users of sensational botanical cosmetics.

Based on data analysis from the hypothesis test, this study found that consumer attitudes towards environmentally friendly products have a significant influence on purchase intention. A p-value of 0.000 indicates that this relationship is statistically significant, so the alternative hypothesis is accepted and the null hypothesis is rejected. These findings indicate that individuals with a positive perception of eco-friendly products tend to be more motivated to buy them, believing that they are not only beneficial to personal health but also to environmental sustainability. These results are in line with previous research, such as that of Chaudhary (2018) and Jaiswal & Kant (2018), which also found that positive consumer attitudes play an important role in driving purchase intent. However, not all studies show similar results; Singhal & Malik (2018) found that attitudes had no significant influence in India. These differences may be due to different geographical, cultural, and environmental awareness factors. The results of this study show that consumer attitudes can be formed through proper education, such as social media and clear product labels. When consumers feel the product is in line with their values, they are more likely to have a positive attitude and high purchase intent (Handayani, 2017).

Thus, the findings of this study provide practical implications for business actors and marketers of green products such as organic foods, natural cosmetics, or products without harmful chemicals. To increase purchase intention, companies need to strengthen consumer perception of the benefits of environmentally friendly products, both in terms of health, quality, and their contribution to environmental conservation. So, hypothesis 4 is stated:

Ha4: $\beta_4 \neq 0$ Attitudes towards the purchase of eco-friendly products have a significant influence on the intention to purchase eco-friendly products among users of sensational botanical cosmetics.

5. Hypothesis 5

Ho5: $\beta_5 = 0$. Subjective norms did not have a significant influence on the intention to purchase environmentally friendly products among users of Sensatia botanical cosmetics.

Ha5: $\beta_5 \neq 0$ Subjective norms have a significant influence on the intention to purchase environmentally friendly products among users of Sensatia botanical cosmetics.

Based on data analysis from the fifth hypothesis test, this study shows that subjective norms do not have a significant influence on the intention to purchase environmentally friendly products, especially among consumers who use Sensatia Botanicals cosmetics. A p-value of 0.406 exceeds the significance limit of 0.05, which indicates that subjective norms cannot be used as the main predictor in influencing buying intention. Thus, the null hypothesis is accepted and the alternative hypothesis is rejected. These findings suggest that while individuals may feel it is important to take care of the environment, social pressures from those around them are not strong enough to drive green product purchasing decisions. These results are in line with previous research, such as that by Chaudhary & Bisai (2018) and Nguyen & Nguyen (2021), which also found that subjective norms do not play a significant role in shaping buying intentions. Purchasing decisions are more influenced by personal awareness and functional considerations such as price and quality. However, these findings contradict the study of Najm et al. (2024), which found that subjective norms have a significant influence in certain social contexts. Differences in results can be explained by cultural, demographic, product type, and research time. In this context, subjective norms may not be sufficiently embedded in people's consumptive behaviors, so it is important for marketers to consider cognitive and emotional aspects in shaping individual perceptions and motivations.

Overall, these results state that to encourage purchase intent for environmentally friendly products, a personal value-based approach, transparent product information, and education about environmental impacts will be more effective than just forming social norms. Thus, hypothesis 5 is stated:

Ho5: $\beta_5 = 0$. Subjective norms did not have a significant influence on the intention to purchase environmentally friendly products among users of Sensatia botanical cosmetics.

6. Hypothesis 6

Ho6: $\beta_6 = 0$ Concern for the environment did not have a significant influence on the intention to purchase environmentally friendly products in users of Sensatia botanical cosmetics, which was mediated by the attitude towards the purchase of environmentally friendly products.

Ha6: $\beta_6 \neq 0$ Concern for the environment has a significant influence on the intention to purchase environmentally friendly products among users of Sensatia botanical cosmetics, which is mediated by attitudes towards the purchase of environmentally friendly products (Nguyen & Nguyen, 2021; Odhiambo Joseph, 2019).

This study examines the indirect relationship between concern for the environment and intention to buy eco-friendly products, mediated by positive attitudes towards products, in the context of natural cosmetic consumers of the Sensatia Botanicals brand. The results of the statistical test showed a p-value of 0.000, which is well below the significance threshold of 0.05, so the alternative

hypothesis was accepted and the null hypothesis was rejected. This indicates that concern for the environment has a significant influence on the intention to purchase environmentally friendly products through the attitude of mediators. These findings suggest that although individuals have an awareness of the importance of protecting the environment, the intention to buy green products only arises if they have a positive attitude towards the product, such as assessing the benefits, quality, and suitability for personal needs (Rahima & Suriyati, 2024; Riyanto et al., 2023; Rusniati & Rahmawati, 2019). These results are supported by previous research that confirms the role of attitudes as mediators between environmental awareness and purchase intention. Consumer attitudes reflect not only knowledge and emotions, but also the extent to which they appreciate the benefits of the product. In the context of cosmetic products such as Sensatia Botanicals, it is important to emphasize the formation of a positive attitude in marketing strategies, as the characteristics of cosmetic products are closely related to comfort, trust in natural ingredients, and aesthetic perceptions that influence consumer attitudes (Sarstedt et al., 2021; Tatarinov et al., 2021).

Thus, the results of this study make an important theoretical and practical contribution. Theoretically, these findings confirm that the model of environmentally friendly consumer behavior is complex and non-linear, where the value of caring for the environment must first be translated into a positive attitude in order to influence purchase intentions. Practically, the implication is that manufacturers and marketers of green products should strive to shape a positive brand image and product perception, not only emphasizing the environmental aspect, but also conveying real personal benefits to consumers. Thus, hypothesis 6 is stated:

Ha6: $\beta_6 \neq 0$ Concern for the environment has a significant influence on the intention to purchase environmentally friendly products among users of sensational botanical cosmetics, which is mediated by attitudes towards the purchase of environmentally friendly products

7. Hypothesis 7

Ho7: $\beta_7 = 0$ Concern for the environment did not have a significant effect on the intention to purchase environmentally friendly products in users of sensational botanical cosmetics, mediated by subjective norms

Ha7: $\beta_7 \neq 0$ Concern for the environment has a significant influence on the intention to purchase environmentally friendly products among users of sensational botanical cosmetics, which is mediated by subjective norms.

This study examines the indirect influence between concern for the environment and intention to buy environmentally friendly products, with subjective norms as a mediating variable. The results of the analysis showed a p-value of 0.409, which exceeded the significance limit of 0.05, so that the null hypothesis was accepted and the alternative hypothesis was rejected. This means that subjective norms have no significant effect in mediating the relationship between environmental concern and purchase intent. These findings suggest that even though individuals care about the environment, the social influence of the people around them is not strong enough to drive intent to buy eco-friendly products. These results are in line with previous research that also found that subjective norms do not contribute significantly to shaping buying intentions. However, these results contradict other studies that show subjective norms have a

significant mediating role, depending on social and cultural contexts. Therefore, marketing strategies for eco-friendly products need to focus on building an individual's positive perception of the product, increasing environmental literacy, and emphasizing concrete benefits for consumers, because social norms alone are not enough to encourage purchase intent in the context of natural cosmetics in Indonesia.

CONCLUSION

The study found that while environmental concern and social norms influence purchase intentions for eco-friendly products like Sensatia Botanicals, they are outweighed by price, product quality, and personal attitudes toward sustainability. Despite high environmental awareness, purchasing decisions are driven more by practical factors, suggesting companies should combine education, incentives, and quality assurance in marketing strategies. Future research could explore behavioral nudges (e.g., rewards, eco-labels), dynamic pricing (e.g., pay-what-you-want), social influence (e.g., influencer campaigns), quality perception (e.g., certifications), and cross-cultural differences to identify effective ways to bridge the gap between concern and action. This would help businesses develop targeted interventions to boost green product adoption.

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