Factors Influencing Online Purchase Intention: Evidence From Vegan Skincare Industry in Indonesia

Khofia Nida Aini[1], *Nurul* Aini[2]

[1,2]Department of Digital Business, Bina Nusantara University, Jakarta, Indonesia

Abstract. This study examines the factors influencing green purchase intention in the context of vegan skincare. Furthermore, this study investigates how green products, green brand image, green price, and green promotion influence green purchase intention. A total of 120 valid responses from vegan skincare consumers in Indonesia were examined using linear regression. The results revealed that green products, green brand image, green price, and green promotion have a positive and significant influence on online purchase intention. These findings highlight the importance of developing authentic and transparent green marketing strategies through the marketing mix (product, price, promotion) and brand image to strengthen consumer trust and drive online purchase intentions. It can be useful for vegan skincare businesses in Indonesia to increase their online sales by the consumers, particularly Gen Z.

1 Introduction

Increasing public awareness of environmental issues has encouraged consumers to choose more environmentally friendly goods and services. Research found that Gen Z in Indonesia showed a high interest in purchasing green products, especially when they had functional value [5]. Brands must address this to demonstrate their commitment to supporting environmental sustainability, especially for brands targeting the younger generation. This was supported by certain conditions and driven by environmental concerns. In this situation, green marketing strategies are used by businesses to attract customers to buy their products by using green elements such as green products, green prices, and green promotions [3].

Green products are very important for buyers when deciding to buy because they are considered to show the producer's responsibility towards the environment, especially if the product is of high quality and does not harm health [1]. The results of the Katadata Consumer Survey on Sustainability show that as many as 60.5% of consumers in Indonesia buy sustainable or environmentally friendly products because they want to preserve the earth. However, although green products are usually more expensive than conventional products, green prices are still acceptable to buyers if the price is in accordance with the quality and

[1] Corresponding author: khofia.aini@binus.ac.id

sustainability labelling value offered. Green promotions that emphasize social and environmental impacts can encourage consumers to buy goods [1].

In addition, green brand image is a psychological component that can regulate online purchase intention. Customer perceptions of a corporate sustainability and authenticity in implementing environmentally friendly practices determine the green brand image. Various studies have shown that a positive green brand image can increase online purchase intentions and foster consumer loyalty. However, greenwashing practices that damage image integrity have been shown to decrease consumer trust, reduce purchase intentions, and weaken brand loyalty [7]. Based on this background, this study aims to examine the influence of eco-friendly products, eco-friendly prices, eco-friendly promotions, and eco-friendly brand image on online eco-friendly purchase intentions. Identifying green marketing strategies is crucial for encouraging environmentally responsible consumer behavior and supporting long-term business competitiveness.

2 Literature Review

2.1 The Effect of Green Product on Online Purchase Intention

Eco-friendly products play an important role in shaping consumer buying decisions, especially among those who care about sustainability. Products that are safe for health and the environment typically boost consumer intent to buy. Findings came from previous research showed that how consumers view eco-friendly products greatly affects their buying intentions [2]. Their study indicated a significant relationship between awareness of eco-friendly products and the intention to purchase. Therefore, the more positively consumers perceive and understand eco-friendly products, the more likely they are to buy them.
H1: Green products have a positive effect on online purchase intention.

2.2 The Effect of Green Price on Online Purchase Intention

Green pricing refers to a pricing method that takes into account the ecological value and sustainability of a product. This method is important because it shows a company's dedication to sustainable practices. It also shapes how customers view the value of eco-friendly products. Green price strongly relates to the intention to buy. This means that consumers in developing countries like Sudan are likely to respond positively to the price of eco-friendly products, especially if they see the price as comparable to the benefits provided [11]. Previous studies also back this up, showing that elements of the green marketing mix, like pricing, together improve consumer purchase intention [11]. A clear pricing strategy that matches value perceptions can enhance consumer acceptance of eco-friendly products.
H2: Green price have a positive effect on online purchase intention.

2.3 The Effect of Green Promotion on Online Purchase Intention

Green promotion is a crucial component in green marketing strategies that can increase consumer awareness and purchase intention towards environmentally friendly products. Promotions that focus on ecological benefits and sustainability can build a positive image of the product. Green promotion has the greatest impact compared to other elements in triggering the decision to purchase green products [13]. This shows that effective communication about sustainability values can influence consumer preferences for environmentally friendly products.
H3: Green promotion have a positive effect on online purchase intention.

2.4 The Effect of Green Brand Image on Online Purchase Intention

Multiple studies demonstrate that a green brand image positively influences consumer purchase intentions. Green brand image functions as a crucial mediator in the connection between green marketing strategies like eco-labeling, green packaging, and green pricing, and the intention to purchase sustainably [10]. A green brand image enhances the success of marketing strategies in boosting consumer interest in eco-friendly products. In summary, these studies highlight that creating a brand image centered on sustainability enhances brand reputation and significantly contributes to promoting more eco-friendly consumption habits. H4: Green brand image have a positive effect on online purchase intention.

3 Methodology

This study uses a quantitative approach to measure green product, green price, green promotion, and brand image on purchase intention. This study used a purposive sampling method to select respondents who met specific criteria relevant to the study. Data were collected through an online questionnaire distributed through Google Forms. A Likert scale (1–5) was used to measure perceptions of green products, price, promotion, brand image, and online purchase intention. Respondents were Indonesian consumers aged 12-32 years old who had purchased or were considering purchasing eco-friendly skincare products online. The data collection process took place over 4 weeks, and all responses were checked for completeness and validity before further analysis. Data analysis using descriptive analysis and regression analysis using IBM SPSS 30 version.

3.1 Measurement Items

To gain a better understanding of each variable, the researcher added several additional indicators that have been adjusted to the context of the vegan skincare customer brand and the habits of Gen Z users on Instagram. Several indicators that have been adapted and developed from several previous studies have been shown to assess the concept of green marketing and purchase intention such as [6] and [10]. This study used 5 items measurement scale of green product from [13], [3] and [8]. For green price used 5 items scale from [3] and [8]. Green promotion 5 items scale was taken from [1], [3] and [8]. Green brand image used 5 items measurement scale from previous study [1], [4] and [15] and for purchase intention used 5 items scale from [14].

4 Results

4.1 Demographic Results

From total of 144 targeted respondents only 120 completing the questionnaire. Based on the demography, from the collected data, it was found that the majority of respondents were women with 85 female respondents (70.83%) compared to 35 male respondents (29.17%) with the majority being students. Further details on respondents' demographics, including occupation, income, and expenditure, are presented in Table 1:

Category	Description	Freq	%	Category	Description	Freq	%
Age (years)	12–16	12	10.0	Gender	Female	85	70.83
	18–22	78	65		Male	35	29.17
	23–27	13	10.8	Occupation	Student	84	70.0
	28–32	17	14.2		Private employee	16	13.3
Monthly Income (Rp)	0 – 500,000	36	30.0		Others	20	16.7
	500,000 – 1,500,000	42	35.0	Monthly Expenditure (Rp)	0 – 500,000	36	30.0
	1,500,000 – 2,500,000	27	22.5		500,000 – 1,500,000	42	35.0
	2,500,000 – 3,500,000	12	10.0		1,500,000 – 2,500,000	27	22.5
	3,500,000 – 4,500,000	2	1.7		2,500,000 – 3,500,000	12	10.0
	> 4,500,000	1	0.8		3,500,000 – 4,500,000	2	1.7
					> 4,500,000	1	0.8

4.2 Descriptive Results

Descriptive statistics were used to describe the quantitative aspects of the research data for comparison and interpretation purposes. The interpretation of the mean values was divided into three categories: low (1.00–2.33), medium (2.34–3.67), and high (3.68–5.00). Based on the results, the mean values of the research variables ranged from 3.97 to 4.03, indicating that all variables were in the high category. Green Product (X1) obtained the highest mean value of 4.03, while Green Promotion (X3) obtained the lowest with 3.97. Green Price (X2) and Green Brand Image (X4) were each in the high category with values of 3.99 and 4.00, respectively. Likewise, Online Purchase Intention (Y) was also high with an average of 3.97.

4.3 Reliability and Validity Measurements

In this study, a reliability test was conducted to determine the consistency of the research instruments used. In social science research, Cronbach's alpha values between 0.70 and 0.90 are generally regarded as acceptable, reflecting adequate to good internal consistency of the instrument. The results showed that the green promotion had the highest Cronbach's Alpha value (0.886), indicating high reliability. Other variables, such as environmentally friendly brand image (0.874), environmentally friendly prices (0.862), and environmentally friendly products (0.810), also showed good reliability. Meanwhile, the dependent variable, namely online purchase intention, obtained a Cronbach's Alpha value of 0.791, which is still acceptable and consistent enough to be used in this study.

The validity test was conducted to determine whether each indicator of the research variables was able to measure what it was intended to measure. Validity testing in this study was conducted using Pearson Product Moment Correlation to measure the relationship between each questionnaire item and the total score of its construct. A questionnaire item is considered valid if the correlation coefficient (r) > the critical value (r-table) at a certain significance level ($\alpha = 0.05$). The following are the results of the validity test:

Variable	Indicator	R Count	Result	Variable	Indicator	R Count	Result
Green Product	X1.1	0.687	Valid	Green Brand Image	X4.1	0.761	Valid
	X1.2	0.795	Valid		X4.2	0.829	Valid
	X1.3	0.819	Valid		X4.3	0.750	Valid
	X1.4	0.781	Valid		X4.4	0.879	Valid
	X1.5	0.688	Valid		X4.5	0.854	Valid
Green Price	X2.1	0.778	Valid	Online Purchase Intention	Y.1	0.811	Valid
	X2.2	0.783	Valid		Y.2	0.785	Valid
	X2.3	0.829	Valid		Y.3	0.812	Valid
	X2.4	0.846	Valid		Y.4	0.734	Valid
	X2.5	0.780	Valid		Y.5	0.553	Valid
Green Promotion	X3.1	0.788	Valid				
	X3.2	0.802	Valid				
	X3.3	0.890	Valid				
	X3.4	0.833	Valid				
	X3.5	0.831	Valid				

The results show that all item indicators have correlation coefficient values (r count) > critical value (r table = 0.1509), indicating that all items are valid. Specifically, the correlation coefficients for each variable were as follows: Green Product (0.687–0.819), Green Price (0.778–0.846), Green Promotion (0.788–0.890), Green Brand Image (0.750–0.879), and Online Purchase Intention (0.553–0.812). Therefore, all indicators for the five variables meet the validity requirements and can be used for hyphoteses testing.

4.4 Hyphoteses testing

After the data was proven reliable, the relationship between the independent and dependent variables was examined. Based on the Spearman correlation results in the figure 1, a significant relationship was found between green product with online green purchase intention (0.556), this result support the H1. Green price have significant relationship with online green purchase intention (0.612), this result support the H2. Green promotion have significant relationship with online green purchase intention (0.531), so it support the H3 and also the correlation between green brand image with online green purchase intention was significant (0.564), it mean support the H4.

Correlations

			Green Product	Green Price	Green Promotion	Green Brand Image	Online Purchase Intention
Spearman's rho	Green Product	Correlation Coefficient	1.000	.739**	.690**	.737**	.556**
		Sig. (2-tailed)	.	<,001	<,001	<,001	<,001
		N	120	120	120	120	120
	Green Price	Correlation Coefficient	.739**	1.000	.705**	.708**	.612**
		Sig. (2-tailed)	<,001	.	<,001	<,001	<,001
		N	120	120	120	120	120
	Green Promotion	Correlation Coefficient	.690**	.705**	1.000	.731**	.531**
		Sig. (2-tailed)	<,001	<,001	.	<,001	<,001
		N	120	120	120	120	120
	Green Brand Image	Correlation Coefficient	.737**	.708**	.731**	1.000	.564**
		Sig. (2-tailed)	<,001	<,001	<,001	.	<,001
		N	120	120	120	120	120
	Online Purchase Intention	Correlation Coefficient	.556**	.612**	.531**	.564**	1.000
		Sig. (2-tailed)	<,001	<,001	<,001	<,001	.
		N	120	120	120	120	120

**. Correlation is significant at the 0.01 level (2-tailed).

Fig. 1. Correlation between independents variable and dependent variable

In general, these results confirm the relationship between the variables as hypothesized. All hypotheses in this study are accepted. This research model was developed based on previous studies showing that elements in the green marketing mix (green product, green price, green promotion) can significantly influence consumer decisions to purchase environmentally friendly products [11], [13], [9]. Green products have a positive effect on online purchase intention as the previous research shows that green products are a dimension in the green marketing mix that influences consumer purchase intentions. There are also a positive link between the availability of eco-friendly products and the intention to buy green products, their research highlighted that eco-friendly products correlate positively with green purchase intentions [12]. Then this study shows that green prices have a positive effect on online purchasing intentions. Previous findings suggest that green price has an impact on green purchase intention, this research proves that people are sensitive to price when buying green products. This study also supports previous findings about environmentally friendly promotions having a positive influence on online purchase intentions, where environmentally friendly promotions make a significant contribution in forming purchase intentions, especially among millennial consumers [9]. The last finding is green brand image have a positive effect on online purchase intention. Previous study shows that brand image can emphasizes environmental awareness enhances Gen Z's trust, loyalty, and favorable perceptions of the brand, which in turn boosts the desire to buy sustainable products [14]. Many researchers reveal that green promotion, green pricing, and brand image have been shown to have a positive relationship with purchase intention, as evidenced by [13] in a study on the dairy industry in Iran, and another finding in the context of millennial consumers in India [9].

5 Conclusion and Recommendation

This study concludes that green products, green prices, green promotions, and green brand image significantly influence online purchase intentions among Gen Z consumers. These findings can be useful for vegan skincare businesses in Indonesia to increase their online sales by creating green products, green price, green promotions and green brand image for consumers, particularly Gen Z. These findings highlight the importance of developing authentic and transparent green marketing strategies through the marketing mix (product, price, promotion) and brand image to strengthen consumer trust and drive online purchase intentions. The entire marketing mix should focus on responsible practices by verifying product claims to avoid greenwashing. While the results provide valuable insights into consumer attitudes toward green marketing, this study is limited by its sample size and focus on a specific demographic. Future research could expand to other consumer segments or explore additional marketing factors in product categories other than vegan skincare, such as healthy food, electric vehicles, and even service sectors such as green hotels and lodging.

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