



## Theory of Planned Behavior on Green Marketing Influence to Green Purchase Decision

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### ABSTRACT

This study investigates the correlation between green marketing and consumer buying behaviour, with a specific focus on Garnier Men consumers in Semarang. A total of 162 participants, who were well-acquainted with Garnier Men products and had knowledge of green marketing, were chosen using purposive sampling. The study utilises Structural Equation Modelling (SEM) with AMOS 24.0 software to analyse the data. The key findings suggest that green marketing has a considerable impact on consumer attitudes and subjective norms, but it does not have a direct effect on green purchase decisions. Attitudes, subjective standards, and perceived behavioural control were identified as key factors influencing green purchase behaviour. The report emphasises the necessity for organisations to prioritise these variables instead of exclusively depending on green marketing methods. Furthermore, the study emphasises the significance of providing concise and easily understandable information regarding the environmental effects of products. The research, however perceptive, is constrained to a particular demographic and product line, indicating that future research should encompass a wider array of age groups, professional backgrounds, and product categories in order to improve its generalizability.

### Introduction

The practice of skincare is no longer restricted by gender, as an increasing number of males are embracing these routines. The rapid growth of men's skincare products has

been fueled by the emergence of numerous brands, categories, and applications that cater to the specific requirements of customers, taking into account their individual skin problems and kinds. As per the Directorate of Cosmetic Supervision (2020), the cosmetic business has witnessed substantial expansion,

with a growth rate of 9%, fueled by the rising adoption of cosmetics by both genders.

The surge in the utilization of men's skincare products can be ascribed to various variables, including an escalating consciousness of skin well-being, the impact of social media, and evolving benchmarks of masculinity in society. Men are becoming more aware of the significance of skincare, not only for cosmetic reasons, but also for their general health and wellness. The proliferation of men's skincare routines is greatly influenced by the presence of social media and the endorsement of celebrities and influencers. Moreover, the concept of contemporary masculinity has undergone changes, with an increasing acceptance of self-care practices among males, including the use of skincare products. As a result, the skincare industry has started to create and advertise products that are specifically designed to cater to the unique demands of men's skin, leading to the emergence of a varied and quickly expanding market segment.

Preliminary survey was carried out in Semarang, with 100 male participants aged 18-35, to assess the significance of selecting Garnier Men and the geographical emphasis in this particular city. According to the study findings, 65% of participants indicated that they prefer using Garnier Men as their primary men's skincare product. This preference is mainly attributed to the product's widespread availability in many retail channels, including supermarkets, convenience stores, and e-commerce platforms. A significant proportion of Garnier Men users, up to 80%, indicated that the presence of conveniently obtainable products plays a crucial role in influencing their buying choices. In addition, the poll

revealed that 70% of participants have a tendency to select products that are ecologically friendly. Within this group, 45% specifically recognized Garnier Men as a product that possesses green characteristics, such as packaging that can be recycled and components that are derived from nature. Environmental consciousness is a significant consideration in purchasing choices, as indicated by 60% of participants who choose items that not only promote skin health but also contribute to environmental sustainability.

The impact of social media is significant, as 75% of participants acknowledge being influenced by environmentally conscious promotional activities carried out on these channels. A significant proportion of respondents, up to 55%, explicitly noted that Garnier Men frequently features in green marketing initiatives. Furthermore, 68% of these individuals indicated that these environmentally conscious promotions increase their likelihood of selecting Garnier Men over competing brands. The choice to focus on Semarang as a geographic location is strengthened by the discovery that the city exhibits a significant level of environmental consciousness, particularly among the younger population. Specifically, 82% of the individuals surveyed actively participate in ecologically sustainable efforts. Furthermore, a significant majority of 60% of participants indicated that including skincare products into their daily regimen is a regular practice. Based on the survey results, it can be inferred that selecting Garnier Men as the research subject is highly appropriate due to the product's popularity and its environmentally conscious marketing campaign. Additionally, focusing on Semarang is justified by the significant consumer awareness and interest

in eco-friendly products.

Based on a survey conducted by Katadata.co.id in 2021, it was found that the use of cosmetics is currently influenced by a growing consumer consciousness towards the environment. The survey estimates that over 73% of consumers are willing to switch to more eco-friendly products, and approximately 41% already opt for products that contain natural and organic ingredients. The findings indicate a notable change in customer attitudes towards sustainability in the cosmetics sector. With the growing emphasis on environmental responsibility among consumers, manufacturers are placing greater emphasis on creating eco-friendly products to cater to this need. This phenomenon is motivated not only by a desire to minimize the ecological footprint, but also by an increasing recognition of the advantages of using natural and organic components for the well-being of the skin. Companies are addressing this issue by providing a variety of sustainable alternatives, including packaging that may biodegrade, testing methods that do not involve cruelty to animals, and products that are free from toxic chemicals. This transition is leading to a heightened level of competition in the market, with innovation and sustainability playing crucial roles in attracting and retaining consumers. Consequently, the skincare business is undergoing a shift that corresponds to wider global trends towards sustainability and ethical consumption.

Garnier Men has effectively employed a green marketing strategy to appeal to eco-conscious consumers. This strategy emphasizes the promotion of the ecological benefits of products throughout the entire production process. Green marketing encompasses

crucial components such as sustainable production methods, ethical distribution strategies, and advertising initiatives that emphasize the ecological advantages of the products. Sharma & Foropon (2019) state that Garnier Men products possess environmentally beneficial characteristics, including recyclable packaging, high durability, and low emissions and energy efficiency throughout manufacture.

Rizqiyana & Wahyono (2020) outline several green marketing techniques, including eco-labeling, which enables consumers to identify products that meet specific environmental standards, eco-branding, which establishes a sustainable brand image, and environmental advertising, which highlights the ecological advantages of products. Through the implementation of these strategies, Garnier not only satisfies the desires of consumers for environmentally friendly products but also actively supports environmental sustainability initiatives within the cosmetics industry.

Patwary et al. (2022) conducted a study that found that green marketing had a considerable influence on many elements that affect purchase decisions, including consumer attitudes, subjective norms, and perceived behavioral controls. These characteristics are essential in influencing consumer behavior towards ecologically sustainable products. Moreover, research conducted by Ali (2021), Asyhari and Sitty Yuwalliatin (2021), Bathmathan & Rajadurai (2019), Jaiswal et al. (2022), and Wahab et al. (2017) consistently shows a direct relationship between green marketing and the likelihood of engaging in environmentally conscious purchasing. The results indicate that implementing green marketing tactics can successfully motivate consumers to

choose environmentally-friendly items.

However, there is not a unanimous acceptance of these conclusions. A study conducted by Silaban et al. (2021) found no significant correlation between green marketing and consumers' decisions to make environmentally-friendly purchases. This implies that the influence of green marketing can vary depending on certain circumstances or groups of consumers. This contradiction highlights the complexity of consumer behavior and suggests the necessity for further research to fully understand the factors that drive eco-conscious purchasing decisions. This research could investigate the diverse efficacy of environmentally-friendly marketing tactics among different demographic groups, geographical areas, and cultural settings, thereby enhancing our comprehension of how to more effectively reach and persuade consumers to adopt sustainable buying habits.

This study expands on previous research and specifically focuses on individuals who use Garnier Men products. Garnier's assortment of male-oriented merchandise is conveniently accessible in Semarang, Indonesia, and may be acquired from a diverse array of retail establishments including supermarkets, minimarkets, and grocery stores. Moreover, Garnier Men can be categorized as an eco-friendly product. According to Kompas 2022, Garnier Men was the best-selling brand of facial cleansers for men on e-commerce platforms like Shopee, Tokopedia, and Blibli during the period of January 17-31, 2022. The brand's strong market presence and consumer trust are highlighted by its popularity, which further emphasizes the need of comprehending how green marketing affects purchasing decisions in this particular

demographic.

The aim of this study is to focus on persons who specifically utilize Garnier Men products in the municipality of Semarang. The study aims to get a more comprehensive understanding of the issues that impact the purchasing decisions of Garnier Men consumers in this area by specifically targeting this group. This focused methodology will aid in discerning the distinct tastes and behaviors of this specific group of consumers, offering useful observations on the efficacy of environmentally friendly marketing tactics and their influence on eco-conscious purchasing decisions in the Semarang market.

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## **Literature Review**

### **Theory of Planned Behaviour**

The Theory of Planned Behavior (TPB) is a conceptual framework derived on the Theory of Reasoned Action (TRA) proposed by Icek Ajzen in 1988. Ajzen (1991) posits in the Theory of Planned Behavior (TPB) that individual decisions have a pivotal role in defining specific behaviors. The TPB is a decision-making framework comprising three primary elements: attitude, subjective norm, and perceived behavioral control (Chaudhary and Bisai, 2018; Nguyen et al., 2019; Waris and Ahmed, 2020).

Attitude pertains to an individual's favorable or unfavorable assessment of the execution of a specific behavior (Ajzen, 1991). Subjective norms refer to the perceived social factors that either motivate or impede the execution of specific actions. The citation "Patwary et al., 2022" refers to a publication by Patwary and colleagues in the year 2022. Perceived behavioral control pertains to an individual's

evaluation of their capacity to execute an action, encompassing the presence of information, skills, opportunities, and other essential resources required to effectively accomplish the behavior and surmount barriers (Fishbein and Ajzen, 2010). The combination of these three factors collectively impacts an individual's inclination to engage in a particular action, which subsequently serves as a predictor of their actual conduct.

Within the realm of green marketing, the Theory of Planned Behavior (TPB) is employed to comprehend the impact of attitudes, subjective standards, and perceived behavioral control on consumer choices when selecting ecologically sustainable items. Recent research suggests that combining the Theory of Planned Behavior (TPB) with the concept of green marketing can offer a more comprehensive understanding of customer motives in relation to sustainable purchase choices (Zhang et al., 2019).

### **Green Marketing**

Green marketing encompasses the incorporation of marketing ideas, including product innovation, alterations in production methods, adaptations in packaging, and adjustments in advertising tactics, with the aim of diminishing environmental harm and appealing to environmentally aware consumers (Manongko, 2018). Setyaningrum and Putu Nina (2017) define green marketing as the development of environmentally friendly products or services using innovative approaches to reduce environmental harm and appeal to eco-conscious consumers.

Green marketing tactics encompass the implementation of eco-labeling, eco-branding, and advertising campaigns that highlight the environmental advantages of products.

Sharma and Poropon (2019) conducted a meta-analysis which demonstrates that eco-labeling solutions have a positive impact on enhancing consumer confidence in environmentally sustainable items. Furthermore, using robust eco-branding strategies can provide a lasting brand identity that promotes sustainability and fosters increased customer loyalty (Rizqiyana & Wahyono, 2020).

An in-depth assessment of certain green marketing techniques reveals that the effectiveness of green marketing efforts is greatly dependent on the genuineness and openness of organizations in implementing eco-friendly practices. A study conducted by Nguyen (2019) revealed that consumers are inclined to place greater trust in brands that consistently integrate sustainability strategies across their whole value chain.

### **Environmental Concern**

Environmental concern, as described by Katz-Gerro (2009), refers to a selfless attitude that affects how individuals interact with and utilize the environment. In Indonesia, environmental concern refers to the recognition and commitment to the welfare and conservation of the natural environment. According to Fransson and Garling (1999), environmental concern refers to a conceptual framework that involves attitudes and activities directed at resolving environmental problems.

To prevent conceptual overlap, it is necessary to clarify the distinction between environmental concern and related concepts like corporate social responsibility (CSR) or individual sustainability. Further empirical research conducted by Fransson and Tommy Garling (1999) reveals that while

environmental concern has a considerable influence on consumer attitudes, its effect on subjective norms is constrained, emphasising the intricate nature of elements that shape consumer behaviour.

### **Green Purchase Decision**

The process of making environmentally-friendly shopping decisions is a more intricate path compared to traditional purchasing decisions. Peter (2004) outlines a sequential process that commences with the identification of needs, followed by an information search, evaluation of options, buying decision, and finally, post-purchase evaluation. Within the realm of green shopping, individuals are required to deliberately select products that have a beneficial influence on the environment, so showcasing their dedication to social responsibility.

The determinants impacting each phase of this procedure encompass the presence of precise knowledge regarding the product, social effects from the surrounding milieu, and views regarding the convenience and capability of obtaining environmentally sustainable products (Bhutto et al., 2019). The incorporation of digital marketing into this procedure is progressively vital, with social media and e-commerce platforms playing a pivotal position in distributing information and impacting customer buying choices (Singh & Singh, 2022).

### **The Influence of Green Marketing and Environmental Concer on TPB**

This research hypothesis posits that green marketing (GM) and environmental concern (EC) exert a substantial impact on the elements of the Theory of Planned Behaviour (TPB) and individuals' decisions to make

green purchases, based on established theories and empirical data. The hypothesis H1 asserts that green marketing (GM) has an impact on consumers' decisions to purchase environmentally friendly products. This assertion is corroborated by Patwary et al. (2022), who discovered a robust correlation between green marketing methods and consumers' intentions to make green purchases. H2, H3, and H4 suggest that GM has an impact on attitudes, subjective norms, and perceived behavioural control, respectively. The findings of Zhang et al. (2019) provide evidence for the impact of GM on attitudes and subjective norms, but its effect on perceived behavioural control is somewhat weaker.

*H1: Green marketing influences green purchasing decision*

*H2: Green marketing influences attitudes*

*H3: Green marketing influences subjective norms*

*H4: Green marketing influences perceived behavioural control*

Meanwhile, H5, H6, and H7 suggest that EC has an impact on attitudes, subjective norms, and perceived behavioral control. A study conducted by Nhu (2019) demonstrates that EC (electronic commerce) has a noteworthy effect on customer attitudes. However, Abdulsahib et al. (2019) discovered that the impact of EC on subjective norms is not substantial. Further research is required to comprehend the relationship between EC and subjective standards within the framework of the TPB.

*H5: EC influences attitude*

*H6: EC influences subjective norms*

*H7: EC influences perceived behavioural control*

Empirical study, exemplified by Bhutto et al. (2019), extensively investigates the

connection between attitudes, subjective norms, and perceived behavioral control in the context of green purchase decisions. This study utilizes a comprehensive framework to analyze the interplay between these variables and their impact on consumer behavior regarding eco-friendly purchasing. The study has represented each dimension—attitudes, subjective norms, and perceived behavioral control—as constructs, using their corresponding sub-scale means as indicators. This research proposes the premise that attitudes, subjective standards, and perceived behavioral control have a major impact on green purchase decisions, based on the theory and empirical evidence presented. This hypothesis seeks to explore the cumulative impact of these variables on consumer behavior in environmentally-conscious situations.

*H8: Attitude influences green purchase decisions*

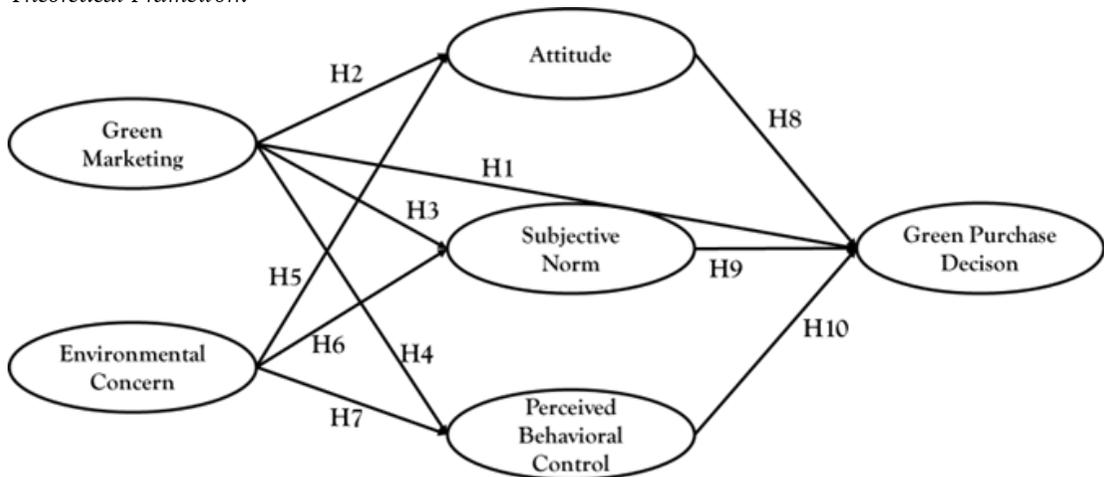
*H9: Subjective norm influences green purchase decisions*

*H10: Perceived behavioural control influences green purchase decisions*

Due to the progress of digital technology, green marketing now heavily relies on digital marketing methods to effectively target consumers. Utilising social media, influencer

marketing, and digital campaigns has become crucial in disseminating sustainability messaging and increasing customer consciousness regarding environmentally friendly products. A recent study conducted by Singh & Singh (2022) has demonstrated that implementing successful digital marketing strategies can significantly improve consumer engagement with environmentally conscious firms, reinforce positive attitudes towards sustainability, and ultimately drive more sustainable purchase behaviours. A thorough examination of hypotheses in this research is necessary, involving a critical evaluation of the empirical data that supports each hypothesis and the identification of any shortcomings in previous investigations. For instance, while numerous studies affirm the beneficial impact of Green Marketing (GM) on decisions to purchase environmentally friendly products, Silaban et al. (2021) conducted study that did not discover a noteworthy link. This suggests that specific circumstances or demographic factors may lessen the benefit of GM. Hence, this study additionally takes into account moderating variables such as demographics and geographical environment in order to offer a more full comprehension.

Figure 1.  
Theoretical Framework



### Method, Data, and Analysis

This study employs purposive sampling to choose a sample of 162 participants from the community of Garnier Men users in Semarang. The researcher opted for purposive sampling as it enables the selection of certain groups of respondents that are pertinent to the study, specifically consumers who have utilised Garnier Men goods and possess a comprehension of the notion of green marketing. While this approach is consistent with the research goals, the author recognises that it may restrict the applicability of the results.

This research was conducted using the Structural Equation Modelling (SEM) analysis method, with AMOS software version 24.0. Each variable indicator is an adaptation from previous research. Every statements or indicators have interval scale 1-5. Table 1 presents a description of the variables, indicators, construct reliability, and convergent validity.

The variable indicators utilised in this study have been modified from prior research, with contextual modifications made to suit the specific situations in Indonesia. The process of adaption is conducted through multiple stages. The research undertaken by Patwary et al. (2022), Chaudhary and Bisai (2018), Rizqiyana & Wahyono (2020), Onurlubaş (2019), and Saut & Saing (2021) are the primary sources of reference for this procedure. The indicator underwent translation and testing using content validity testing, which included the participation of multiple marketing specialists and consumers. Subsequently, a trial was carried out with a limited sample of consumers (n = 30) to assess the level of clarity and comprehension exhibited by the respondents in relation to the items. The findings of this preliminary experiment were further examined to verify that the indicators possess sound content validity and are suitable for the study setting.

**Table 1 - Measurement: Standard Loading, Validity, and Reliability.**

Variable	Indicator	Standard loading	Composite Reliability	Variance Extract
Green Marketing (Patwary et al., 2022) and (Rizqiyana & Wahyono, 2020)	X11 : Garnier Men has a commercial that displays their products as ecologically sustainable	0,746		
	X12 : The Green marketing campaign conducted by Garnier Men has significantly increased my consciousness regarding the significance of conserving the environment by opting for eco-friendly products	0,724	0,789	0,555
	X13 : Upon hearing or seeing the Garnier Men logo, I am able to classify it as an eco-label	0,764		
Environmental Concern (Chaudhary & Bisai, 2018) and (Onurlubaş, 2019)	X21 : I possess a high level of attentiveness towards all matters pertaining to the environment	0,725		
	X22 : It is vital to consistently implement laws pertaining to the safeguarding and regulations of organizations in their utilization of secure and ecologically sustainable raw materials	0,726	0,789	0,556
	X23 : I wholeheartedly endorse the presence of eco-friendly items	0,784		
Attitude (Saut & Saing, 2021)	Y11 : I am quite enthusiastic about the concept of purchasing eco-friendly items specifically designed for men by Garnier	0,704		
	Y12 : I intend to purchase these Garnier Men goods due to their recognized eco-friendly attributes	0,805	0,761	0,517
	Y13 : I endorse the Garnier initiatives aimed at fostering innovation in the development of ecologically sustainable products	0,638		
Subjective Norms (Saut & Saing, 2021)	Y21 : I received a recommendation to purchase goods from the Garnier Men's line	0,826		
	Y22 : Significant individuals and perspectives I value the fact that I purchased eco-friendly items from Garnier Men	0,843	0,853	0,660
	Y23 : I was swayed by my friend's perspective to purchase eco-friendly items from Garnier	0,767		
Perceived Behavioral Control (Saut & Saing, 2021)	Y31 : I am confident in my capacity to purchase environmentally-friendly products from Garnier Men	0,694		
	Y32 : I am familiar with the advantages and practicality of Garnier Men products.	0,742	0,756	0,508
	Y33 : I select Garnier items based on my specific requirements	0,702		
Green Purchase Decision (Saut & Saing, 2021) and (Chaudhary & Bisai, 2018)	Y41 : I am willing to spend a marginally greater premium for a Garnier Men product that is devoid of chemicals that harm the environment	0,686		
	Y42 : In the future, I will purchase Garnier Men products because to their favorable environmental impact	0,782	0,757	0,511
	Y43 : I will contemplate transitioning to the Garnier Men brand due to ecological motivations	0,672		

\*Source: Processed Primary Data

The calculated Composite Reliability (CR) value indicates a number greater than 0.7.

The numbers generated from the Variance Extract calculation are received if they

indicate a value greater than 0.5. The CR and VE values for all variables are over the cut off threshold, indicating that each indicator represents its respective variable.

## Result and Discussion

Based on the results of the structural testing on the entire SEM model, the goodness of fit index or model fit test may be determined with the following results.

**Table 2 - Overall Results of the Goodness of Fit Analysis for the Measurement Model**

Goodnes of Measurement	Fit	Cut of value	Results Analysis	Evaluation of the Model
DF		> 0	124	<i>Over Identified</i>
Chi-Square		< 150,989	147,648	Fit
Probability		> 0,05	0,073	Fit
CMIN/DF		< 2	1,191	Fit
GFI		≥ 0,90	0,910	Fit
AGFI		≥ 0,90	0,879	Marginal Fit
CFI		≥ 0,90	0,977	Fit
TLI		≥ 0,90	0,971	Fit
NFI		≥ 0,90	0,873	Marginal Fit
RMSEA		≤ 0,08	0,034	Fit
RMR		≤ 0,05	0,032	Fit

\*Source: Processed Primary Data

Table 2 displays the comprehensive outcomes of the goodness of fit analysis for the measurement model. The appropriateness of the model is evaluated by assessing it using multiple fit indices. The Degrees of Freedom (DF) number of 124 shows that the model is over-identified, which is a desirable circumstance for estimating the model. The Chi-Square statistic of 147.648 is lower than the threshold value of 150.989, indicating a satisfactory match. The Probability value of 0.073, which is higher than the cut-off value of 0.05, suggests that the fit is excellent. The CMIN/DF ratio of 1.191 is significantly lower than the maximum allowable value of 2, which further confirms the adequacy of the model fit. The Goodness-of-Fit Index (GFI) of 0.910 and the Comparative Fit Index (CFI) of 0.977 both above their respective cut-off

values, demonstrating a strong fit. The Tucker-Lewis Index (TLI) of 0.971 indicates a strong level of fit. Nevertheless, the Adjusted Goodness-of-Fit Index (AGFI) of 0.879 and the Normed Fit Index (NFI) of 0.873 marginally deviate from the threshold values of 0.90, indicating a marginal level of fit. The Root Mean Square Error of Approximation (RMSEA) value of 0.034 and the Root Mean Square Residual (RMR) value of 0.032 both fall within the acceptable range, suggesting a satisfactory fit. In general, the model has a satisfactory fit, while some indices indicate a somewhat suboptimal fit. This suggests that while the model performs well overall, there are areas that could be enhanced.

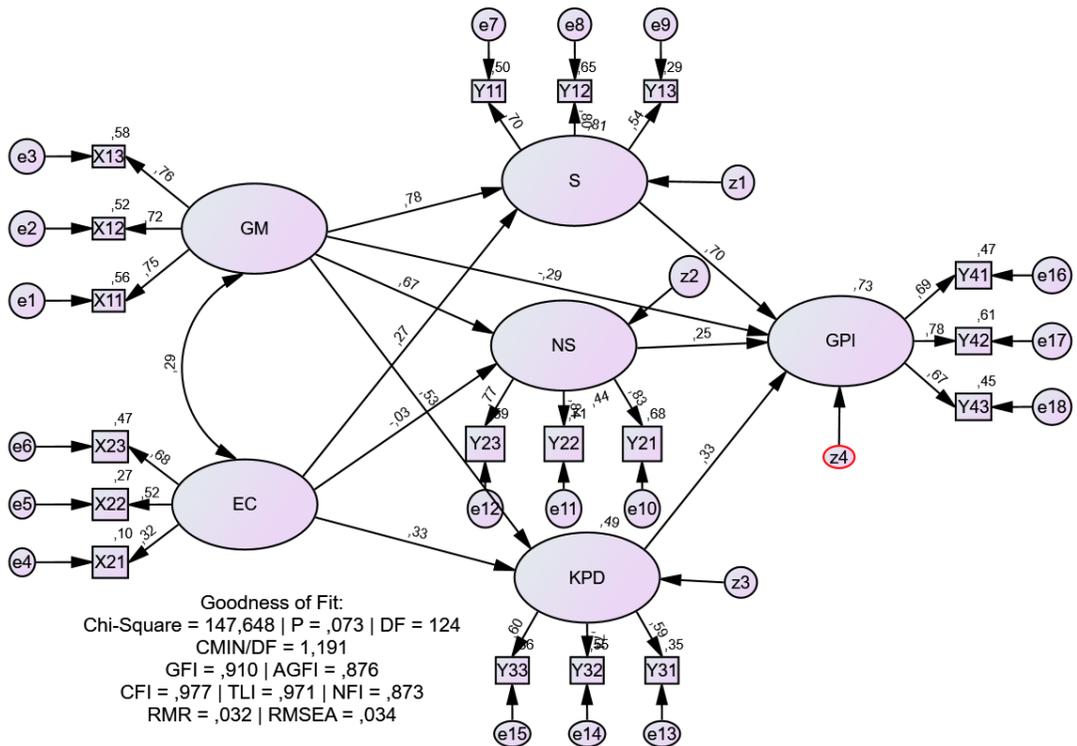


Fig. 2 - Research Model

Table 3 - Hypothesis Testing Results

			Estimate	S.E.	C.R.	P
S	<--	GM	,695	,105	6,621	***
NS	<--	GM	1,089	,175	6,237	***
S	<--	EC	,577	,346	1,666	,096
NS	<--	EC	-,113	,439	-,258	,797
KPD	<--	EC	,462	,257	1,795	,073
KPD	<--	GM	,305	,074	4,106	***
GPD	<--	S	,749	,310	2,414	,016
GPD	<--	GM	-,272	,280	-,970	,332
GPD	<--	KPD	,543	,226	2,402	,016
GPD	<--	NS	,144	,066	2,185	,029

\*Source: Processed Primary Data

Based on the above table, it is possible to test the hypothesis based on the value of P and CR. The value of CR green marketing against the green purchasing decision is -970 and the P value is 332. It indicates that the relationship between green marketing and green purchasing decisions is not significant. Thus that H1 is rejected. The CR green marketing value for attitude is 6,621 > 2,00 and the P \*\*\* value is < 0,05. This indicates that there is a significant relationship between green marketing and attitude. Thus, that H2 is acceptable. The value of green marketing for subjective norms is 6,237 > 2,00, and the value of P \*\*\* is < 0.05. This suggests that there are significant relationships between Green marketing and subjectively norms. H3 is thus accepted. Thus that H4 is acceptable.

This indicates that there is no significant relationship between environmental concerns and attitudes. Thus, H5 is rejected. The value of environmental care for subjective norms is -,258 < 2,00 and the value of P is 797 > 0,05. This indicated that there was no meaningful relationship between the environmental protection and the subject norm. H7 is thus refused. The CR value of the attitude with the green purchasing decision was 2,414 > 2,00 and the P value,016 < 0,05. This indicates that attitude to the green buying decision has a significant relationship. Thus that H8 is accepted. The CR value of the subjective norm with the green purchasing decision is 2,185 > 2,00 and the value of P,029 < 0,05. This indicates that the subject norm has a significant relationship to the green purchaseing decision. Thus, that H9 is acceptable. CR value for the behavioral control perceived with the Green purchasing decisions is 2,402 < 2,00, and the P value is 0,029 > 0,0. This indicate that there is a

significant relation between the behavioural control perceived and the green buying decision.

### **Discussion**

The data for this study were examined using Structural Equation Modeling (SEM) with the AMOS 24.0 program. The results presented in this chapter are derived from the problem formulation, findings, and data interpretation mentioned in the preceding chapter. The study's initial hypothesis suggests that green marketing has a favorable impact on green purchase decisions. In addition, the second hypothesis proposes that green marketing has a favorable influence on consumer perceptions. The data demonstrates that the company's sophisticated environmentally-friendly marketing efforts positively impact consumer impressions of Garnier Men in Semarang. These studies highlight the efficacy of green marketing in influencing customer attitudes and buying patterns within the specific group being targeted.

The final premise of the study suggests that green marketing has a favorable influence on subjective norms. The results suggest that when firms adopt more sophisticated green marketing methods, it has a notable impact on the subjective norms of Garnier Men consumers in Semarang. In contrast, the fourth hypothesis proposes that green marketing has a detrimental impact on perceived behavioral control. The findings indicate that the considerable green marketing initiatives undertaken by firms negatively affect the perceived ability of Garnier Men consumers in Semarang to manage their behavior. The fifth hypothesis suggests that consumer attitudes are positively influenced by environmental concerns. The

statistics corroborate this theory, demonstrating that more environmental concerns are associated with more positive attitudes among customers. These findings emphasize the intricate relationship between green marketing, customer perceptions, and environmental sentiments. The sixth hypothesis posits that environmental concern exerts a favourable impact on subjective norms. When estimated, the critical ratio is -25,258 and the P value is 797. Therefore, it might be inferred that it was rejected. The seventh hypothesis posits that environmental concern exerts a favourable impact on the regulation of perceived behaviour. When customers in the city of Semarang have a growing environmental concern, it does not affect the behavioural controls of Garnier Men consumers. The eighth hypothesis in this research posits that attitudes exert a favourable influence on green purchase decisions. This suggests that the stronger the consumer's positive opinion about eating, the more it will influence the Green Purchasing Decision of Garnier men consumers in the town of Semarang.

The ninth hypothesis posits that subjective norms positively influence green purchasing decisions. The analysis indicates that social norms, shaped by family, friends, and other influential individuals, significantly impact the environmentally conscious purchasing behaviors of Garnier Men consumers in Semarang. In line with this, the tenth hypothesis suggests that perceived behavioral control has a beneficial effect on the decision to engage in green purchasing. The results support this hypothesis, demonstrating that consumers' perceptions of their ability to control their purchasing decisions favorably influence their commitment to making eco-friendly choices. These findings underscore

the importance of both social influences and perceived control in driving green purchasing behavior.

Companies such as Garnier Men could enhance their marketing tactics by prioritizing crucial factors such as attitudes, subjective norms, and perceived behavioral control, instead of relying exclusively on green marketing. Companies can enhance their ability to shape consumer behavior by including these aspects into their plans. In addition, governments should promote the dissemination of clear and easily accessible information regarding the environmental consequences of products. This strategy will facilitate the synchronization of public opinions with the assertions put out by environmentally-conscious advertising, hence promoting increased customer confidence and involvement in sustainable behaviors.

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## Conclusion

The key findings suggest that green marketing has a considerable impact on consumer attitudes and subjective norms, but it does not have a direct effect on green purchase decisions. Attitudes, subjective standards, and perceived behavioural control were identified as key factors influencing green purchase behaviour. The report emphasises the necessity for organisations to prioritise these variables instead of exclusively depending on green marketing methods. Furthermore, the study emphasises the significance of providing concise and easily understandable information regarding the environmental effects of products. The research, however perceptive, is constrained to a particular demographic and product line, indicating that future research should encompass a wider array of age groups, professional

backgrounds, and product categories in order to improve its generalizability.

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### **Suggestion**

Although the current study is centered on skin care items, it is recommended that future research extends beyond this particular topic. Expanding the range of inquiry can result in fresh perspectives and discoveries that differ from those reported in prior research. Future studies should explore the inclusion of supplementary variables or factors that could impact and improve the customer decision-making process for eco-friendly items. Researchers can gain a more thorough understanding of customer behavior in green marketing by examining a broader range of parameters and product categories. This method will enhance the knowledge base in a more detailed and practical way, ultimately helping both academic research and real-world applications in the field of sustainable consumerism.

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