

The Influence of Green Product and Green Advertising on Purchasing Decisions: A Case Study of The Body Shop

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Abstract— This study analyzes the influence of sustainable products and environmentally friendly advertising on consumer purchasing decisions at The Body Shop in the Medan Johor District. A quantitative method was used with a population of 154,096 people. Based on the Slovin formula with a tolerance of 10%, 100 respondents were obtained through purposive sampling. Data was collected using a Likert scale questionnaire. Analysis was conducted using SPSS 27, including validity, reliability, normality, multicollinearity, heteroskedasticity, multiple linear regression, t-test, F-test, and the coefficient of determination R². The results indicate that sustainable products have a significant positive influence on purchasing decisions. Eco-friendly advertising was also found to have a significant positive influence on consumer purchasing decisions. Both independent variables simultaneously and significantly influence purchasing decisions. **Practical Implications:** Cosmetics companies need to optimize sustainability elements in product development and promotional strategies. Focusing on environmental value communication can enhance consumer appeal and drive purchases. These findings provide strategic guidance for management in developing effective sustainable marketing approaches.

Keywords: Green Advertising, Green Product, Purchase Decision

1. INTRODUCTION

Developments in technology and industry have caused serious environmental Issues around the world. Issues such as environmental pollution, climate change, deforestation, and global warming are currently serious concerns. These negative consequences are exacerbated by acid rain, the greenhouse effect, harmful air and water pollution, and the accumulation of non-biodegradable plastic waste. As a result, public awareness of the importance of protecting the environment is increasing, although there are still some people who remain indifferent to these issues.

According to Suhaily and [1] understanding of global warming has driven consumer awareness of the importance of protecting the environment. This has changed consumer behavior in choosing and using products. Today, many consumers prefer safe and environmentally friendly products to meet their needs. According to [2] the purchasing decision-making process is a step where consumers identify the problems they face, seek information about products, and consider various options before finally making a purchase. Consumers who care about the environment tend to be more careful in choosing the everyday items they use. This concern has brought about changes in the perspectives and lifestyles of many individuals and has encouraged various companies in Indonesia to develop environmentally friendly products.

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Environmentally friendly products, also known as green products, according to [3] are goods made to reduce environmental pollution, whether during production, distribution, or use. These products are made from non-hazardous materials and aim to minimize pollution and waste. In addition to environmentally friendly products, advertisements promoting environmentally friendly themes or green advertisements are another factor influencing purchasing decisions. Green advertising, according to Davis in [4] is advertising that clearly provides benefits for the environment and has message characteristics that differ from other advertisements. Hamid et al (2024) states that the right green advertising strategy can help companies form positive perceptions about green products in consumers' minds.

The Body Shop is a cosmetics and body care brand known for its commitment to the environment. The company uses natural ingredients, does not test products on animals, and practices fair trade with farmers. Since 1976, The Body Shop has been a pioneer in environmentally friendly cosmetics, offering a variety of care products such as body mist, makeup, soap, and shampoo that are safe for health and the environment. Data from the Top Brand Awards shows The Body Shop's position as the top brand, despite a decline from 44.9% in 2022 to 36.5% in 2024. This decline raises questions about the effectiveness of the company's green marketing strategy in influencing consumer purchasing decisions.

This study was conducted in Medan Johor District because the majority of its population consists of upper-middle-class individuals who frequently use The Body Shop products. However, this area faces serious issues in waste management. The existing waste management system is still limited, relying on vacant land, and waste collection sites remain mixed without separation between organic and inorganic waste. With a large population and high housing density, waste volume continues to increase from various sources such as residential areas, tourist attractions, and public facilities. Previous studies have shown inconsistent results[5] and [6] found that environmentally friendly products have a positive impact on purchasing decisions, while [7]found the opposite. Similarly, regarding environmentally friendly advertising, [4] noted a positive influence, while[8] found different results.

Considering the differences in previous research findings and the specific conditions in Medan Johor, which has many environmentally friendly product consumers but faces waste management issues, this study is important to examine the influence of environmentally friendly products and environmentally friendly advertisements on consumer purchasing decisions at The Body Shop in Medan Johor District.

2. THEORETICAL REVIEW

2.1 Purchase Decision

Purchasing decisions are complex cognitive processes that involve evaluating various alternatives based on consumer knowledge and attitudes [1]. This process not only includes product selection, but also reflects individual values and preferences in meeting their needs and desires. In the context of environmentally friendly products, purchasing decisions have undergone significant transformation because consumers no longer consider only functional and economic aspects but also the environmental impact of their consumption choices [9]. Purchasing decisions for environmentally friendly products reflect the application of sustainable consumption practices, whereby consumers are willing to pay higher prices for products that benefit the environment [2]. This phenomenon demonstrates a shift in consumer behavior from a purely economic focus to a triple bottom line approach that considers people, the planet, and profits. In this context, purchasing decisions become [10]. Indicators of purchase decision there are:

- a. Product selection

Consumers have the freedom to choose whether to purchase a product or service, or use their money for other purposes. The decision to purchase becomes more certain after obtaining information about the product.

b. Brand selection

Consumers need to be able to choose the brand they wish to purchase. Choosing to purchase because they like a particular brand means making a decision based on the brand's established reputation.

c. Distribution channel selection

Buyers must decide which distributor they want to visit. Consumers need to determine which service provider they will visit. Each buyer has different considerations when choosing a distributor, such as proximity, affordability, or availability of products.

d. Time of purchase

Consumers must decide when they will make a purchase. The timing of purchases can vary among consumers; for example, some people make purchases once a month, every three months, every six months, or even once a year.

2.2 Green Product

Eco-friendly products are defined by [11] products that are durable, safe for health, and use packaging made from recycled materials. This definition emphasizes physical attributes of the product, but the concept of eco-friendly products is actually more comprehensive and encompasses the entire product lifecycle from raw material extraction to disposal [12]. A more holistic perspective views environmentally friendly products as the result of production processes that minimize negative impacts on the environment, whether in manufacturing, distribution, consumption, or disposal [13]. This concept is closely related to cradle-to-cradle design thinking, which integrates circular economy principles. In the context of the cosmetics industry, such as The Body Shop, environmentally friendly products are not only related to natural formulas but also ethical sourcing, cruelty-free testing, and sustainable packaging [14]. According to [13], the indicators used in selecting green products are:

- a. Green products provide benefits to the environment.
- b. The performance of green products is as expected.
- c. The raw materials used in green products are made from non-hazardous materials.

2.3 Green Advertising

Green advertising is a marketing communication strategy that explicitly or implicitly communicates the environmental benefits of a product or service [16]. This concept has evolved from traditional advertising toward purpose-driven communication that not only promotes product attributes but also values sustainability and corporate social responsibility [15].

There are three main criteria for green advertising: first, addressing the relationship between the product and the physical environment; second, promoting an environmentally friendly lifestyle; and third, showcasing a corporate image that cares about the environment [17]. According to Karna in [16] there are five indicators of green advertising, as follows:

- a. Advertising Objectives : The objective of green advertising is to promote a company's environmentally friendly image.
- b. Message Framework : The message framework is a strong structure for advertisements that contains information such as titles, copyrights, and illustrations.

- c. Message Elements : The elements or components of a message in green advertising are the appeal or theme that will generate the desired response from consumers.
- d. Consumer Benefits : The primary benefits communicated in the advertisement, whether through text or visuals, can be conveyed in green advertising.
- e. Supporting Factors : The basic values or ultimate goals that will be conveyed by green advertising.

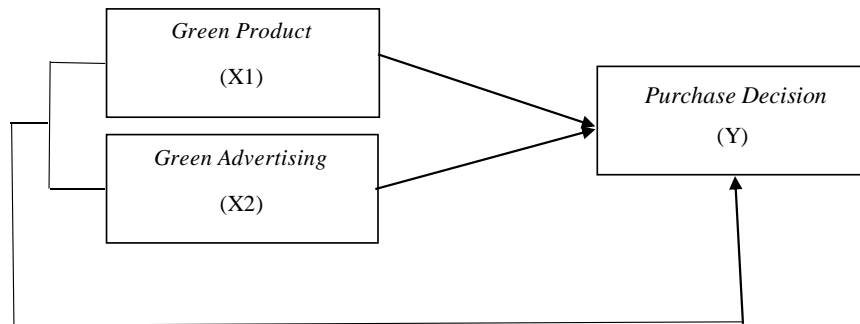


Figure 1. Research Framework

3. RESEARCH METHODS

This study uses a quantitative approach with a survey design to assess the impact of environmentally friendly products and environmentally friendly advertising on consumer purchasing decisions at The Body Shop located in Medan Johor District. The study population includes the entire population of Medan Johor District, totaling 154,096 people, with a sample of 100 respondents selected using the Slovin formula (10% tolerance level) through purposive sampling. The criteria for respondents include being between 18 and 50 years old, having used The Body Shop products, residing in the study area, and having the economic ability to purchase premium cosmetic products. Primary data was collected using a structured questionnaire with a 5-point Likert scale, consisting of perceptions of environmentally friendly products (12 statements), environmentally friendly advertising (10 statements), and purchasing decisions (8 statements). Validity and reliability were measured using Cronbach's Alpha with a minimum value of 0.6. Data analysis was conducted using SPSS 27, including testing classical assumptions (normality, multicollinearity, heteroskedasticity) and multiple linear regression to test the influence of independent variables on dependent variables.

4. RESULTS DAN DISCUSSION

4.1 RESULTS

Table 1 Partial Test Results (t)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.526	.964		1.584	.116
	Green_Product	.400	.177	.208	3.418	<.001
	Green Advertising	.895	.070	.777	12.746	<.001

a. Dependent Variable: purchase decision

Source: Data processed by the author (2025)

Based on the T test results can be concluded as follows:

- a. Based on the results of the t-test analysis that has been conducted, it can be seen that the t-value obtained is greater than the t-table value, namely 3.418 is greater than 1.984, and the significance value found is 0.001. So it can be concluded that Green Product has a positive and significant effect on Purchasing Decisions for The Body Shop users.
- b. Based on the results of the t-test that has been conducted, it is known that the calculated t-value is greater than the table t-value, namely 12.746 is greater than 1.984, and the significance value is 0.001. So it can be concluded that Green Advertising has a positive and significant effect on Purchasing Decisions for users of The Body Shop.

Table 2 Simultaneous Test Results (F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9454.779	2	4727.389	86.038	<.001 ^b
	Residual	5329.731	97	54.946		
	Total	14784.510	99			

a. Dependent Variable: Keputusan_pembelian

b. Predictors: (Constant), Green_Advertising, Green_Product

Source: Data processed by the author (2025)

Based on the results of the F analysis, it can be seen that the calculated F value of 86.038 is greater than the F value in the table, which is 3.09, and the significance value is 0.00. environmentally friendly products and environmentally friendly advertising simultaneously have a positive and significant influence on purchasing decisions.

Table 3 Results of the Determination Coefficient (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800 ^a	.640	.632	7.413

a. Predictors: (Constant), Green_Advertising, Green_Product

Source: Data processed by the author (2025)

According to the results of the study, the Adjusted R Square value was recorded at 0.632 or 63.2%, indicating that the factors influencing The Body Shop (Y) users' purchasing decisions were environmentally friendly products and advertisements that supported the environment. The remaining 36.8% was influenced by other factors not discussed in this study.

4.2 DISCUSSION

4.2.1 The Effect of Green Product on Purchasing Decisions for Users of The Body Shop.

Based on the results of the t-test that has been conducted, it is known that the t-value from the regression test results shows that environmentally friendly products have a positive and significant effect on consumer purchasing decisions at The Body Shop (calculated $t = 3.418 > \text{table } t = 1.984$; $\text{sig} = 0.001$). This finding confirms the hypothesis that environmentally friendly product attributes aid in determining factors in consumer purchasing decisions. This finding aligns with consumer behavior theory, which emphasizes that modern consumers consider not only the functional aspects of a product but also the values it embodies [18]. In the context of The Body Shop, consumers evaluate products

based on environmental performance, such as the use of natural ingredients, recyclable packaging, and sustainable production processes. This reflects the evolution of consumer behavior from a purely economic orientation toward a triple bottom line consciousness.

Theoretically, these results support the Theory of Planned Behavior, where positive attitudes toward environmentally friendly products form strong purchase intentions. The Body Shop consumers show a preference for products that align with their personal values regarding environmental protection. However, it should be noted that the effectiveness of environmentally friendly products in influencing purchase decisions depends on authentic communication and consistency between product claims and company practices. The results of this study are consistent with the studies by [19] but contrast with the findings of [11], which showed a non-significant influence. This difference is likely due to the demographic characteristics of the respondents and the varying levels of environmental awareness between research locations.

4.2.2 The Effect of Green Advertising on Purchasing Decisions for Users of The Body Shop.

Green advertising was found to have a stronger influence on purchasing decisions than environmentally friendly products ($t\text{-calculated} = 12.746 > t\text{-table} = 1.984$; $\text{sig} = 0.001 < 0.05$). This high magnitude of influence indicates that The Body Shop's green marketing communication strategy is highly effective in shaping consumer perceptions and preferences. From the perspective of the Elaboration Likelihood Model, The Body Shop's green advertising successfully activates both the central route (through rational information about environmental benefits) and the peripheral route (through emotional associations with pro-environmental values). A communication strategy that integrates environmental education with product promotion creates deeper cognitive engagement compared to traditional advertising.

The effectiveness of The Body Shop's green advertising can be explained through three main dimensions: message credibility (supported by the company's track record in sustainability), relevance to consumer values (aligned with growing environmental consciousness), and differentiation from competitors (positioning as a pioneer in ethical beauty). The combination of these three dimensions creates a sustainable competitive advantage in the cosmetics industry. However, it should be noted that not all types of green advertising have the same effectiveness. Ads that are too focused on environmental claims without substance can lead to greenwashing skepticism. The effectiveness of The Body Shop's green advertising is likely also influenced by the credibility and brand heritage that have been built over decades. These findings support [4] study but differ from [20] indicating that the effectiveness of green advertising varies based on execution strategy and audience characteristics.

4.2.3 The Effect of Green Product and Green Advertising on Purchasing Decisions for Users of The Body Shop.

Based on the results of the F-test that has been conducted, it can be concluded that environmentally friendly products and environmentally friendly advertising together have a positive and significant influence on consumers' decisions to purchase a product. Environmentally friendly products are products that are made with consideration for their impact on the environment. These products offer real benefits through designs that are more environmentally friendly, such as using recycled materials, reducing waste, or saving energy. Consumers can directly experience the benefits of using these products, both for their health and for environmental sustainability.

Meanwhile, environmentally friendly advertising plays a crucial role in conveying information to consumers. These ads are designed to be both appealing and informative, explaining the importance of environmental awareness. They also promote products that address environmental issues, thereby increasing public awareness. When these two factors are combined—truly environmentally friendly products and effective advertising

in conveying environmental messages—their influence on purchasing decisions becomes stronger. Consumers are not only attracted to the products but also understand the environmental values embedded within them. The findings of this study are supported by research conducted by [18] who also found that the combination of environmentally friendly products and environmentally friendly advertisements has a significant positive impact on consumer purchasing decisions.

5. CONCLUSION

Based on the data analysis conducted, this study shows that environmentally friendly products have a positive and significant influence on the purchasing decisions of The Body Shop users, indicating that better quality environmentally friendly products will lead to increased consumer interest in purchasing. Advertising that focuses on the environment has also been proven to have a positive and significant impact on purchasing decisions, indicating that an environmentally friendly advertising approach is effective in encouraging purchasing decisions. Both factors together show a significant positive influence on purchasing decisions, indicating that there is synergy between environmentally friendly products and the marketing communication employed. These results reinforce the concept of environmentally oriented marketing and provide practical advice for companies to integrate sustainability elements into the products and marketing strategies. A limitation of this study is that it focuses on only one brand, so generalizations must be made with caution. Further research is recommended to involve multiple brands and explore intermediary variables such as environmental awareness to deepen understanding of consumer behavior toward environmentally friendly products.

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