The Influence of Green Marketing Mix, Brand Image, and Buying Motivation on Buying Interest in Cosmetics Products

Tika Firayant[1*], Audita Nuvriasari[1]

[1] Universitas Mercu Buana Yogyakarta, Yogyakarta, Indonesia
200510101@student.mercubuana-yogya.ac.id

Abstract

Indonesia's cosmetic industry is growing rapidly, shown by the wide variety of products from both local and international brands. This study aims to analyze the influence of the Green Marketing Mix, Brand Image, and Purchase Motivation on consumer interest in eco-friendly cosmetic products. A quantitative method was used with 100 respondents selected through non-probability sampling. The results showed that the Green Marketing Mix did not have a positive and significant impact on consumer purchase interest. On the other hand, Brand Image had a positive and significant influence, meaning that consumers' positive perception of a brand plays an important role in increasing their interest in eco-friendly products. Meanwhile, Purchase Motivation also did not show a positive and significant effect on consumer interest. These findings suggest that in the Indonesian cosmetic market, a strong brand image is more effective in attracting consumer interest in green products than green marketing strategies or individual motivations to buy.

Keywords

Green Marketing Mix, Brand Image, Buying Motivation, Buying Interest

1. Introduction

The development of cosmetics in Indonesia has been shown through the many types of cosmetics from various international brands and local brands circulating in Indonesia. Beauty products are one of the products used by women and men to beautify and take care of themselves (Irwanto & Hariatiningsih, 2020). The improvement of the cosmetics business in is growing rapidly in line with the shift in people's lifestyles who pay more attention to their appearance and skin health. Data from the coordinating ministry for economic affairs of the Indonesian Republic in 2024 shows that the growth in the number of cosmetics industries will reach 21.9%, of which in 2022 there will be 913 companies and increase to 1,010 companies in mid-2023. The types of cosmetics developed by the company are very diverse. One of the cosmetic variants that is currently being developed is green cosmetic products. The cosmetics sector is among the industries contributing to the creation of eco-friendly products. Growing consumer demand for natural ingredients and sustainable lifestyles aligns with rising public awareness of the dangers posed by chemical-based hazardous substances (Hasan & Ali, 2015).

Buying interest for companies is the first step in the purchase process, serving as a benchmark for consumer behavior and an indicator of estimated product purchases (Sari et al., 2020). Consumer buying interest arises as a response to objects that indicate a person's desire to make a purchase (Anggraini & Albari, 2023). Buying interest is one of the important indicators for companies to measure the effectiveness of their marketing and advertising, as well as designing a better sales strategy.

The Marketing Mix refers to environmentally conscious product marketing that integrates activities like product modification, production processes, packaging, and advertising, all aimed at promoting sustainability (Ariani & Farahnur, 2020). The green marketing mix defines as an alternative strategy to run a profitable and profit-oriented business while remaining environmentally friendly (Oktaviani & Rodhiah, 2021). A well-implemented green marketing mix will have an impact on increasing interest in buying green products.

Customers' perceptions of a are reflected in the associations they have in their minds (Hartanto & Mariana, 2024). This is known as brand image. Also referred to as schematic brand memory, it includes how the target market interprets the features, advantages, applications, and market dynamics of the product (Utama & Ambarwati, 2022). A strong brand image encourages consumer loyalty and repeated purchases. Building a positive brand image serves as a key foundation for businesses, as it attracts consumers to consistently buy and use their products (Ardiansyah & Nilowardono, 2019).

The impact of brand image, buying interest, and the green marketing mix on a product's purchase intent has been the subject of numerous research. The main goal of this study is to investigate how these factors affect green cosmetic producers. This study aims to ascertain how buying motivation, brand image, and Miz green marketing affect consumers' enthusiasm in purchasing eco-friendly products.

2. Literature Review

2.1. Green Marketing Mix on Buying Interest

Promoting products in an eco-friendly way by reducing materials that are harmful to the environment is known as green marketing (Pratama et al., 2022). It includes all marketing initiatives aimed at promoting and sustaining environmentally conscious attitudes and actions among consumers (Sembiring, 2021). To attain sustainability, green marketing primarily focuses on environmental factors (Shabbir et al., 2020). Green marketing seeks to improve the environment by providing incentives for consumers to buy eco-friendly goods or services. By making eco-friendly choices, people contribute to the reduction of pollution (Tsai et al., 2020). It places a strong emphasis on integrating environmental concerns into every stage of organizational decision-making (Atsan et al., 2024). According to Andjani and Perdhana (2021) green product, green price, green promotion, and green site are all components of the green marketing mix. Moreover, green marketing encompasses all marketing activities, such as creating new eco-friendly products and informing customers about them (Ottaman et al., 2006). Green products, green prices, green locations, and green promotions have a positive and considerable impact on consumer buying interest, according to research by Andika and Nuvriasari (2024). Clear communication and knowledge of long-term environmental effects are examples of green marketing indicators.

H1: Green marketing mix has a positive and significant effect on buying interest

2.2. Brand Image on Buying Interest

The thoughts, ideas, impressions, and opinions that people, groups, or communities have about a brand are collectively referred to as its brand image (Huda, 2017). Since consumers base their purchasing decisions on a company's credibility and reputation, it is essential to the success of a brand (Topcuoglu et al., 2022). Businesses can become a top choice for customers during the purchasing process if their brand is seen favorably (Khan et al., 2021). A strong brand image is extremely helpful for streamlining decisions and reducing perceived risks in a market where customers are growing more sophisticated and time-constrained (Astawa et al., 2020). Research by Cece (2015) brand image significantly and positively influences purchase interest in green products. Indicators of brand image include consumer perceptions of the brand, associations related to the use of its products or services, and the quality of the products as perceived by consumers. Indicators of buying interest include a person's tendency to buy a product or service, consumer behavior in choosing a certain product as the main choice, consumer behavior in seeking information about the product to support the positive nature of the product.

H2: Brand image has a positive and significant effect on buying interest

2.3. Brand Image on Buying Interest

Motivation is the drive or reason that influences consumers to buy a product or service (Satrio & Adiarsi, 2019). Buying interest occurs before the purchase decision (Kotler & Keller, 2016). Buying interest is an effective response or process of feeling like a product but has not yet reached the purchase stage. Buying motivation can come from various factors, both rational and emotional, that encourage consumers to make a purchase decision. Buying motivation refers to the factors that influence a person's decision to choose and purchase. Hemalia and Kuswati (2025) stated that intrinsic and extrinsic motivations significantly affect consumers' intentions and behaviors when purchasing green products. Intrinsic motivation, driven by internal factors such as environmental awareness and a commitment to sustainability, exerts a stronger influence on the intention to purchase these products. Individuals with high intrinsic motivation are typically more conscious of ecological issues and are inclined to choose products that promote sustainable practices. This confirms that consumers' personal values related to sustainability play an essential role in their decision to buy green products. Research by Satrio and Adiarsi (2019) found that motivation has a positive and significant effect on interest in buying green products. According to Purnomo and Azizah (2025), green marketing positively affects interest in buying products. Indicators of buying motivation include foreign culture, the use of environmentally friendly materials, environmentally friendly technology, and more affordable prices.

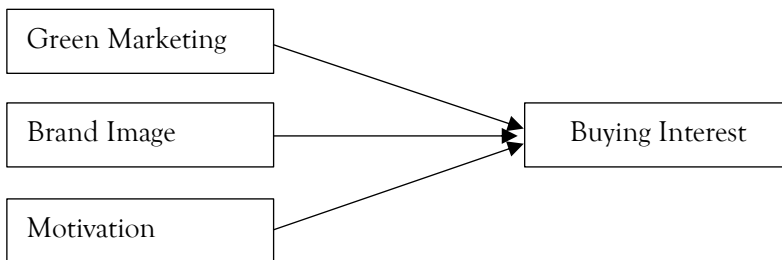H3: Motivation has a positive and significant effect on buying interest.

Figure 1. Framework Research

Figure 1 shows the framework of this study. This study has 3 hypotheses that look at the impact of green marketing, brand image, and buying motivation on buying interest depicted with arrows.

3. Methods

This study uses a quantitative methodology based on positivist philosophy. To evaluate preconceived hypotheses, this approach involves looking at a certain population or sample, gathering data with research tools, and analyzing the data quantitatively or statistically (Sugiyono, 2015). The researcher utilizes primary data,

which is obtained and processed directly through questionnaires or interviews with respondents. The population refers to the entire group of subjects or objects that share specific characteristics determined by the researcher to be studied before drawing conclusions. The sample represents a portion of the population that possesses these characteristics. The sampling technique used is non-probability sampling, a method in which each member of the population does not have an equal chance of being selected (Sugiyono, 2016). Multiple linear regression is the data analysis method employed in this study to ascertain how independent variables affect dependent variables. Prior to administering the test, Cronbach Alpha is used to assess the validity and reliability of the questionnaire. The data must then first pass a classical assumption test, which includes tests for heteroscedasticity, multicollinearity, and normality. The f test plus the determination coefficient test makes up the multiple regression test.

4. Results

Based on Table 1, all questionnaire items in all variables have a calculated r value greater than the table r of 0.195 and a t< value of 0.05, so it can be concluded that all questionnaire items are stated valid. The reliability test aims to ensure that the measurement instrument provides reliable and consistent results.

Table 1: Validity Test Result

Variables	Indicator	R-count	R-table
X1	X1.1	0.882	0.195
	X1.2	0.544	0.195
	X1.3	0.480	0.195
	X1.4	0.912	0.195
	X1.5	0.728	0.195
X2	X2.1	0.645	0.195
	X2.2	0.517	0.195
	X2.3	0.490	0.195
	X2.4	0.626	0.195
	X2.5	0.521	0.195
	X2.6	0.558	0.195
X3	X3.1	0.854	0.195
	X3.2	0.624	0.195
	X3.3	0.883	0.195
	X3.4	0.584	0.195
	X3.5	0.368	0.195
	X3.6	0.783	0.195
	X3.7	0.451	0.195
	X3.8	0.512	0.195

Variables	Indicator	R-count	R-table
	Y1	0.710	0.195
	Y2	0.616	0.195
Y	Y3	0718	0.195
	Y4	0.736	0.195
	Y 5	0.603	0.195

Based on table 2, it can be shown that the variables Green Marketing Mix (X1), Brand Image (X2), Buying Motivation (X3), and Buying Interest (Y) have Cronbach's Alpha > 0.60. All variables in the questionnaire are stated reliable.

Table 2: Reliability Test Result

Variable	Cronbach's Alpha	Critical Value
Green Marketing Mix	0.725	0.60
Brand Image	0.622	0.60
Buying Motivation	0.787	0.60
Buying Interest	0.704	0.60

Classic assumption test has purpose to produce regression model that memets the criteria from Best Linear Unleased Estimator (BLUE). First, this is the result for normality test. Normality test aims to examine whether the residual or disruptive variables in the regression model have a normal distribution.

Table 3: Normality Test Result

Statistics	Unstandardized Value
Asymp. Sig. (2 Tailed)	0.200
Monte Calro Sig. (2-tailed)	0.302

Based on Table 3, it is shown that the significance value in the Kolmogorov Smirnov obtained is 0.200 which means greater than 0.05 so that it can be concluded that the data used is normally distributed.

Table 4: Multicolinearity Test Result

Variables	Tolerance	VIF
Green Marketing Mix	0.733	1.293
Brand Image	0.687	1.455
Buying Motivation	0.839	1.192

The multicollinearity test seeks to ascertain whether the independent variables in the regression model exhibit a substantial association with one another (Sugiyono, 2016). Table 4 shows that tolerance values > 0.10 and VIF < 10 for all independent variables. Consequently, it can be said that there is no connection between the independent variables, proving that multicollinearity is not present in this investigation.

Table 5: Heteroscedasticity Test Result

Variables	t -value	Sig.
Constant	6.541	0.184
Green Marketing Mix	1.263	0.210
Brand Image	-3.803	0.480
Buying Motivation	-1.783	0.078

Heteroscedasticity test is to determine whether the regression model exhibits variance between residual observations (Sugiyono, 2016). Based on the Tabel 5 above, the results of the Glejser test were found that the value of each variable was > 0.05, therefore there was no heteroscedasticity in this study.

The goal of multiple linear regression analysis is to ascertain which way independent variables affect dependent variables. The following are the analysis's findings:

Table 6: Multiple Linear Regression Analysis Results

Variables	Coefficient	t value	Sig
Constant	4.809	9.074	0.001
Green Marketing Mix	0.092	1.570	0.120
Brand Image	0.356	4.557	0.001
Buying Motivation	0.022	0.533	0.595

Based on Table 6, the following equations were obtained: $Y = 4,809 + 0,167X1 + 0,513X2 + 0,54X3 + e$. The meaning of the equation is: The constant value is 4.809, which means that if the variables Green Marketing Mix, Brand Image, and Buy Motivation are considered zero, then the buying interest is 4.80. The green marketing mix has a regression coefficient value of 0.167 and is positive, which indicates that if the assessment score of the green marketing mixes variable increases by one unit, then the purchase interest assessment score increases by 0.16, and vice versa. Brand Image has a regression coefficient value of 0.51 and is positive, which indicates that if the score of the Brand Image variable assessment increases by one unit, then the purchase interest assessment increases by 0.51 and vice versa. The Buying Interest has a regression coefficient value of 0.05 and is positive, which indicates that if the score of the purchase interest variable assessment increases by one unit, then the purchase interest assessment increases by 0.05, and vice versa.

The hypothesis test is aimed at testing the significance of the influence of independent variables on dependent variables partially.

Table 7: t Test Result

Variable	t Value	Sig. (p)	Information	Conclusion
Green Marketing Mix	1.570	0.120	p > 0.05	Ha1 rejected
Brand Image	4.557	0.001	p < 0.05	Ha2 accepted
Buying Motivation	0.533	0.595	p >0.05	Ha3 rejected

Based on Table 7, the significance value (p) on the green marketing mix vis 0.120 > 0.05 which indicates that Ho1 is accepted Ha1 is rejected. This test explains that the green marketing mix does not have a significant effect on buying interest in Innisfre cosmetic products. Brand image has the significance value (p) 0.001 < 0.05 which indicates that Ho2 is rejected Ha2 is accepted. This test explains that brand image has a positive and significant effect on buying interest. Buy motivation has the significance value (p) on the Buy Motivation variable is 0.595 > 0.05 which indicates that Ho3 is accepted Ha3 is rejected. This test explains that buying motivation does not have a significant effect on the purchase interest.

The Coefficient of Determination test is aimed at determining the contribution of the influence of independent variables on dependent variables. The results are presented in the following table:

Table 8: R^2 Determination Coefficient Test

Model	Value
R	0.0491
R Square	0.241
Adjusted R Square	0.215

Table 8 provides an explanation of the Adjusted R Square value of 0.215, which indicates that the independent variables of brand image, buying motivation, and green marketing mix influence 21.5% of buying interest, with the remaining 78.5% being influenced by variables not included in this study.

5. Discussion

The findings of the hypothesis test indicate that the green marketing mix has no significant influence on consumers' interest in purchasing green cosmetics. This finding suggests that the green marketing mix is not a key factor determining the level of green purchase intention. The effectiveness of the green marketing strategy does not necessarily impact consumer interest in buying green cosmetic products. One possible reason is that consumers' buying interest is more influenced by product quality, suitability, and price considerations. These results are consistent with Balawera (2013), which found that the green marketing mix does not significantly affect green purchase intention, largely due to the higher prices of green products compared to non-green alternatives. However, this finding contrasts with studies by Lukman et al. (2025) and Suparman et al. (2025), which concluded that green marketing significantly affects purchase intention.

The hypothesis test results confirm that brand image has a positive and significant impact on consumers' interest in purchasing green cosmetic products. This indicates that brand image is a key factor influencing purchase intention. A strong brand image directly affects the level of consumer interest in buying these products and serves as an important consideration when choosing green products. These findings align with the study by Anggraini and Albari (2023), which concluded

that brand image significantly influences green product purchase intention, as a positive brand image boosts consumer interest. This result is also supported by Khairumi et al. (2025), which states that brand image can increase purchase intentions. Furthermore, Indah et al. (2025) emphasized that effective advertising not only strengthens brand image but also significantly drives buying interest and purchase decisions.

The hypothesis test findings show that buying motivation does not significantly influence consumers' interest in purchasing green cosmetics. This finding suggests that buying motivation is not a determining factor in the level of green purchase intention. In other words, the effectiveness of strategies aimed at increasing purchase motivation does not impact consumer interest in buying green cosmetic products. Although the descriptive analysis results indicate that the buying motivation strategy is generally perceived as effective, it does not translate into greater green purchase interest. These findings are consistent with the study by Binalay et al. (2016), which reported that buying motivation has no significant effect on green purchase intention due to factors such as insufficient education and suboptimal product communication. Additionally, purchasing decisions are also influenced by other factors beyond buying motivation, including price, product quality, and customer trust (Sundari & Nor, 2025; Kuraesin et al., 2025).

6. Conclusion

The following conclusions are that the interest in purchasing green cosmetics is not significantly impacted by the green marketing mix. This demonstrates that the degree of interest in purchasing green cosmetics will not be impacted by the success of the green marketing mix plan. Purchase interest in green cosmetics is positively and significantly impacted by brand image. This demonstrates that a positive brand image will have a greater effect on boosting interest in purchasing green cosmetics. Buying interest in green cosmetic goods is not significantly impacted by buying incentive. This demonstrates that the degree of interest in purchasing green cosmetics will not be influenced by the efficacy of buying incentives.

The research conducted at this time still has the following limitations: sampling is still limited to 100 potential consumers who use green cosmetics, where 49% have the status of self-employed workers, so they cannot represent green buying behavior more generally. Thus, the next researcher is expected to expand the research sample and be able to categorize based on the criteria of the prospective consumer segment, such as based on psychology, demographic, and geographical.

References

Andika, J., & Nuvriasari, A. (2024). The effect of green marketing mix, environmental awareness and green innovation on green purchase intention. *Research Horizon, 4*(5), 5.

Anjani, S., & Perdhana, M. S. (2021). Green marketing mix effects on consumers' purchase decision: A literature study. *Diponegoro Journal of Management, 10*(5),1-8

Ardiansyah, P. W., & Nilowardono, S. (2019). The influence of brand image, product innovation and social media marketing on Samsung smartphone's buying interest: Case study on Narotama University students. *IJEBD (International Journal of Entrepreneurship and Business Development), 2*(2), 2-8.

Astawa, I. K., Budarma, I. K., & Widhari, C. I. S. (2020). Green supplier selection practices and its implications for purchasing: Case study at 5 stars hotel in Bali. *International Journal of Applied Sciences in Tourism and Events*, *4*(2), 140-149.

Atshan, N., Jamaludin, H., Hadi, A. A. A., & Abbas, S. (2025). A conceptual framework for exploring the use of a green marketing mix and brand image to attract customers for green services while visiting a hotel: A step toward marketing sustainability. *Multidisciplinary Reviews*, *8*(1), 1-11

Hartanto, P., & Mariana, F. (2024). Analisis pengaruh brand ambassador terhadap brand image. *Jurnal Bisnisman: Riset Bisnis dan Manajemen*, *5*(3), 3-12

Hasan, Z., & Ali, N. A. (2015). The impact of green marketing strategy on the firm's performance in Malaysia. *Procedia - Social and Behavioral Sciences, 172*, 463–470.

Hermalia, R. A., & Kuswati, R. (2025). The effect of green intrinsic and extrinsic motivation on green product purchase behavior mediated by green product purchase intention. *Jurnal Manajemen Bisnis*, *12*(1), 12-24.

Huda, N. (2020). Pengaruh brand image terhadap keputusan pembelian motor scuter matic Yamaha di Makassar. *Jurnal Asy-Syarikah: Jurnal Lembaga Keuangan, Ekonomi Dan Bisnis Islam*, *2*(1), 37-43.

Indah, Aprillisa, N., Curatman, A., & Ayungtyas, F. N. (2025). Analysis of the Influence of Advertising and Brand Image on Purchase Decisions Through Buying Interest. *Asian Journal of Management, Entrepreneurship and Social Science*, *5*(03), 352-369.

Irwanto, I., & Hariatiningsih, L. R. (2020). Penggunaan skincare dan penerapan konsep Beauty 4.0 pada media sosial (Studi netnografi wanita pengguna Instagram). *Jurnal Komunikasi, 11*(2), 119-128.

Khairumi, D., Amelia, R., Siboro, L. B., & Bhastary, M. D. (2025). Strengthening sales through brand image and product quality: an empirical study at UD. UMEGA Roti Kacang Hj. Eliya Lubis. *Journal of Business Integration Competitive*, *1*(2), 55-69.

Khan, M. I., Khalid, S., Zaman, U., José, A. E., & Ferreira, P. (2021). The green paradox in emerging tourism supply chains: achieving green consumption behavior through strategic green marketing orientation, brand social responsibility, a green image. *International Journal of Environmental Research and Public Health*, 18(18), 26-96

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Boston: Pearson Education.

Kuraesin, S., Pauzy, D. M., & Yuniar, E. S. (2025). The influence of word of mouth and customer trust on purchase interest for Kopi Siloka Products among generation z in Tasikmalaya. *Journal of Law, Social Science, and Management Review*, *1*(2), 61-72.

Lukman, M., Farida, E., & Sholehuddin, S. (2025). Pengaruh green marketing, green product, dan kemajuan teknologi terhadap minat beli mahasiswa PTS di Kota Malang. *E-Jrm: Elektronik Jurnal Riset Manajemen*, *14*(01), 1052-1062.

Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products. *Environment: science and policy for sustainable development*, *48*(5), 22-36.

Pratama, W., Nengsih, T., & Ningsih, P. (2022). Pengaruh green marketing dan kemajuan teknologi terhadap minat beli green product pada mahasiswa FEBI UIN Sulthan Thaha Saifuddin Jambi. *Cemerlang: Jurnal Manajemen dan Ekonomi Bisnis, 2*, 244–258.

Purnomo, N., & Azizah, L. N. (2025). Pengaruh green marketing dan brand image terhadap minat beli konsumen. *Jurnal Maneksi (Management Ekonomi Dan Akuntansi)*, *14*(1), 316-321.

Satrio, A., & Adiarsi, G. R. (2019). Pengaruh motivasi dan persepsi kualitas terhadap minat beli laptop pada mahasiswa Tangerang. *Communication, 10*(1), 99-115.

Sembiring, R. J. (2021). The effect green marketing mixes on corporate image as well as implication for purchase intention of food and beverages companies in Indonesia. *Journal of Social Science*, *2*(2), 210-222.

Shabbir, M. S., Bait Ali Sulaiman, M. A., Hasan Al-Kumaim, N., Mahmood, A., & Abbas, M. (2020). Green marketing approaches and their impact on consumer behavior towards environment A study from the UAE. *Sustainability*, 12(21), 8977

Sugiyono. (2015). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.

Sugiyono. (2016). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.

Sundari, W., & Lailla, N. (2025). Pengaruh harga dan kualitas produk terhadap minat beli dan keputusan pembelian brand Erigo pada masyarakat Kota Depok. *Jurnal Samudra Ekonomi dan Bisnis*, *16*(2), 325-336.

Suparman, A., Natika, L., Muhammad, A., & Agustin, A. P. (2025). Pengaruh green marketing terhadap purchase intention produk Garnier pada konsumen di Kabupaten Subang. *The World of Business Administration Journal*. 7(1), 20-29.

Topcuoglu, E., Kim, H., Kim, S., & Kim, S. (2022). Green message strategies and green brand image in a hotel context. *Journal of Hospitality Marketing & Management*, *31*(3), 311-325.

Tsai, P. H., Lin, G. Y., Zheng, Y. L., Chen, Y. C., Chen, P. Z., & Su, Z. C. (2020). Exploring the effect of Starbucks' greenmarketing on consumers' purchase decisions from consumers' perspective. *Journal of Retailing and Consumer Services*, *56*(2), 102-162

Utama, A. P., & Ambarwati, A. N. (2022). The effect of brand awareness, brand image and trust on consumer buying interest. *Devotion: Journal of Research and Community Service*, *3*(13). 2310-2330.