
**Factors Influencing Green Purchase Intention of skincare Product:
The Mediating Role of Green Brand Image**

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Abstract

This study examines several variables, including eco-labeling, environmental concern, celebrity endorsement, green brand image, and green purchase intention, with the aim of analyzing the factors that can influence the intention to buy Avoskin skincare products in DKI Jakarta. This research is quantitative, with a sample size consisting of 157 respondents. Data collection was conducted through online questionnaires, and the data analysis technique used is structural equation modeling, tested with SmartPLS version 3.0. The results show that eco-labeling, environmental concern, and celebrity endorsement influence green brand image. Green brand image does not mediate the relationship among eco-labeling, environmental concern, and celebrity endorsement on green purchase intention. Lastly, celebrity endorsement and green brand image have no influence on green purchase intention, which is only influenced by eco-labeling and environmental concern.

Keywords: eco labelling, environmental concern, celebrity endorsement, green brand image, green purchase intention

1.Introduction

Indonesia urgently requires more focused attention on environmental issues, particularly in the beauty industry sector. According to a report from the Central Bureau of Statistics, Indonesia generates approximately 64 million tons of non-recyclable plastic waste annually, and cosmetic products such as makeup and skincare are significant contributors to this waste currently (Larasati et al., 2023). The emergence of this issue raises public concerns about environmental conditions, thus opening a new market for products that carry the principle of sustainability (Panopoulos, Poulis, Theodoridis, & Kalampakas, 2022).

In response to this issue, the skincare industry has also seized this opportunity by introducing the concept of sustainable beauty. According to (Djajadiwangsa & Alversia, 2022) sustainable beauty aims to create differentiation by providing a new experience in terms of beauty with the concept of sustainability. Consumption patterns based on sustainable principles are starting to influence consumer purchase intentions Panopoulos et al., (2022).

In the context of skincare products, a survey of global demand for skincare products found that Indonesia ranked highest in demand for skincare products that are organic, natural, and environmentally friendly, with 60% of respondents stating that they consider environmentally friendly factors when buying (Dewi, Avicenna, & Meideline, 2020). With the increasing public

awareness, companies in Indonesia began to produce skincare products that support sustainability. Some of these companies include Martha Tillar, Iacoco, and PT Avo Innovation Technology, which is famous for the Avoskin Skincare brand (Kinasih, Widagda, Rahyuda, & Suparna, 2023).

Avoskin is one of Indonesia's local skincare brand under PT Avo Innovation Technology and is synonymous with the concept of sustainable or green beauty. Avoskin also emphasizes that its products are cruelty-free and also use materials that are sustainable such as recyclable glass, and honeycomb wrap paper which is intended to help reduce plastic waste. Since 2018, Avoskin has partnered with the World Wide Fund for Nature (WWF) to support environmental conservation. Avoskin's corporate social responsibility initiatives are innovative, involving collaborations with Waste4Change, adopting three orangutans, and reforesting forests with the BOS Foundation. Additionally, Avoskin donates 10% of sales from its Tree of Love product bundle to a tree planting program in Sumberoto Village (Kinasih et al., 2023). Avoskin reinforces its commitment to environmental preservation through the #avoskinlovesearth campaign by partnering with Waste4Change. Consumers can return empty Avoskin product packaging and exchange it for discount vouchers based on the points they earn from the returns (Rustaviani, 2021).

Although eco-friendly skincare products have made their mark in the industry, widespread awareness of their benefits remains limited, and some people even believe they could worsen the situation. Adoption of these products remains low due to consumers' lack of concern for environmental and personal well-being. Additionally, despite extensive literature on the adoption of eco-friendly products across various sectors, there is a notable scarcity of empirical studies on consumer purchasing behavior specifically regarding eco-friendly skincare products (Al Mamun et al., 2020). The research on green purchase intention has gained increasing attention from scholars. However, understanding the underlying reasons behind consumers' intentions to engage in green purchasing remains insufficiently explored (Panopaulus, 2022).

There are several research show a variety factor that can influence consumer purchase intention, First the use of eco labelling has a significant influence on the creation of green purchase intention (Kapoor, Fernandes, & Punia, 2022; Panopoulos et al., 2022). Although some studies suggest that eco labelling may not always lead to purchase green skincare product (Bautista et al., 2023; Mei et al., 2012). Furthermore, several studies also shown that environmental concern can drive individuals' intentions to purchase eco-friendly skincare products (Al Mamun et al., 2020; Raihan & Ramli, 2024). However, there is also research indicating a gap, suggesting that environmental concern is not always the primary factor influencing the intention to buy skincare products (Djajadiwangsa & Alversia, 2022).

The other factor is celebrity endorsement, several studies have explored the impact of celebrity endorsement on purchase intentions. Some research indicates that celebrity endorsement positively influences individuals' intentions to purchase cosmetic products (Ertugan & Mupindu, 2019; Novilia, Rahayu, & Hendrayati, 2023; Zhang, 2020). Conversely, other studies have found no significant effect of celebrity endorsement on purchase intentions, suggesting that

endorsements may not be a primary consideration when buying skincare product (Firdaus & Hermawan, 2022; Othman, Hoo, & Cheng, 2022).

Lastly, Green brand image also considered as a factor that can influence consumer purchase intention, as a component of the overall brand image. According to other studies, green marketing outcomes are closely linked to the creation of a favorable brand image for eco-friendly products. A positive green brand image enhances the company's reputation and increases the likelihood that consumers will adopt eco-friendly products (Majeed et al., 2022).

Based on the research gap, this study aimed to predict consumer behavior towards avoskin skincare product in Jakarta using the theory of planned behavior approach. This research examines how eco labelling, environmental concern, and celebrity endorsement influence green brand image and green purchase intention.

2.Literature Review and Hypoteses Development

2.1. Green Purchase Intention

The intention to purchase eco-friendly products is defined as an individual's willingness to choose environmentally friendly products when making purchasing decisions, focusing on avoiding products that harm the environment (Moslehpour et al., 2023). This intention is complex, involving ethical decision-making and responsible behavior. Socially responsible individuals consider the impact of their consumption and support social change by choosing green products (Moslehpour et al., 2023). Purchase intention is a prerequisite for driving someone to buy products or services, influenced by product considerations, ecological reasons, and switching to greener alternatives (Zhuang, Luo, & Riaz, 2021).

The intention to buy green products is conceptualized as the likelihood of consumers purchasing environmentally friendly products, recognizing that this behavior contributes positively to the environment (Munerah, Koay, & Thambiah, 2021). Previous research indicates that this intention signals readiness to engage in eco-friendly purchasing, especially to reduce environmental pollution (Nur, Akmaliah, Chairul, & Safira, 2021). As awareness of environmental issues increases, more consumers consider the ecological impact of their purchases, understanding that choosing green products helps reduce pollution and waste while supporting more sustainable production practices. Thus, green purchase intentions reflect a commitment to sustainability and environmental responsibility. One of the key underlying theories in this domain is the theory of planned behavior, which suggests that an individual's behavioral intention is influenced by their attitude, subjective norms, and perceived behavioral control (Ajzen, 2020). This theory explains that there are three main factors that influence a person's behavioral intention, namely attitude which is defined as the extent to which a person evaluates certain behaviors favorably or otherwise. Then subjective norms which refer to perceived social pressure to perform certain behaviors and perceived control which indicates whether a person feels able to perform these behavior.

2.2. Eco Labelling

Eco labelling serves as indicators providing information about more sustainable product choices and how to use them sustainably, such as by communicating product attributes that can be reused or recycled (Meis-Harris et al., 2021). Designed to identify and distinguish products that positively impact the environment, eco labelling helps reduce uncertainty regarding the validity of green product purchases (Donato & Adigüzel, 2022). They are also defined as strategic methods to communicate a product's environmental concern, reflecting how organizations can positively influence green product promotion (Panopoulos et al., 2022).

Eco labelling informs consumers about a product's environmental impact throughout its lifecycle, ensuring that a product cannot arbitrarily be labeled without proper validation (Wojnarowska, Sołtysik, & Prusak, 2021). Although not mandatory, eco labelling can be used if they comply with the norms of specific labels, highlighting that a product has a lower environmental impact compared to similar products. Some eco labelling may even consider social issues in addition to ecological concerns (Wojnarowska et al., 2021). Thus, eco-labeling is a system used by organizations to demonstrate their commitment to environmental protection by labeling their products to indicate that they are environmentally friendly.

Existing research suggests that eco-labelling can play a crucial role in influencing consumer decision-making. Consumers are often faced with a wealth of information when making purchasing decisions, and eco-labels can help simplify this process by providing a clear indication of a product's environmental credentials. However, the effectiveness of eco-labels in connecting with consumers' environmental perceptions and integrating into their purchase criteria has been a subject of debate (Vázquez et al., 2023). Some studies have found that certain eco-labels are not well-understood by consumers, highlighting the need for improved communication and education efforts (Song, Qin, & Yuan, 2019)

The explanation of this notion thus serves as the foundation for the following hypotheses:

H1: Eco Labelling influence Green Brand Image.

H2: Eco Labelling influence Green Purchase Intention.

2.3. Environmental Concern

Environmental concern in individuals refers to the perception that one's behavior can impact the environment, encompassing the belief that collective actions can influence environmental conditions (Al Mamun et al., 2020). It involves awareness of environmental issues and the willingness to contribute individually to address them. Environmental concern is also seen as a predictive tool that can influence behavior and decision-making processes (Adiputra & Aolieria, 2023). Environmental concern defined as the level of awareness about environmental issues, which can affect eco-friendly consumption behavior. This concern is expressed through attitudes and behaviors reflecting worry, care, likes, and dislikes about the environment (Moslehpour et al., 2021). It encompasses a range of perceptions, emotions, knowledge, attitudes, values, and behaviors related to the environment (Borusiak et al., 2021).

Environmental concern is an important cognitive factor in predicting an individual's behavior toward the environment and their sense of responsibility, which is accompanied by emotional

involvement in addressing environmental issues (Jaiswal & Kant, 2018). Environmental concern also reflects consumers' awareness of negative environmental impacts. Concern for the environment can be considered an affective aspect of consumers, encompassing their attention and concerns about the environment, thereby assisting consumers in understanding and guiding their behavior during decision-making processes.

These explanations lead to the following hypothesis:

H3: Environmental Concern influence Green Brand Image

H4: Environmental Concern influencer Green Purchase Intention

2.4. Celebrity Endorsement

Using celebrities as endorsers is a crucial aspect of influencer marketing strategy. Influencer marketing involves leveraging well-known individuals to promote products or services. Influencers can be celebrities, bloggers, YouTubers, or ordinary people with large social media followings (Angelia & Susilo, 2023). Celebrity endorsement entails famous individuals using their popularity to recommend or introduce a product through advertisements, thus influencing consumers' purchase intentions by leveraging social platforms (Purmono et al., 2023). These endorsers enjoy public recognition and use it to support or recommend products, often appearing alongside these products in advertisements (Munasinghe et al., 2020).

The relationship between a brand and an influential individual who matches the brand's personality and target audience is essential in celebrity endorsement (Munasinghe et al., 2020). This practice allows brands to capitalize on the influence and appeal of celebrities to affect consumer behavior, even if the celebrity has no direct experience with the product (Schiffman & Wisenblit, 2019). Selecting the right celebrity for endorsement is complex, often guided by the source credibility model, which includes expertise, trustworthiness, and attractiveness (Carvalho, 2012). An endorser with these key credibility factors can significantly boost consumers' purchase intentions and influence their beliefs, opinions, attitudes, and behaviors. Thus, celebrity endorsement is a marketing strategy that uses a celebrity's popularity to promote products or services, aiming to influence consumer purchasing behavior. Following these explanations, the following hypotheses are proposed:

H5: Celebrity Endorsement influence Green Brand Image.

H6: Celebrity Endorsement Influence Green Purchase Intention.

2.5. Green Brand Image

According to Schiffman and Wisenblit (2019), a product must possess a symbolic image and value for consumers based on its unique claimed benefits. Brand image is how consumers perceive a brand's visual and verbal expressions, creating psychological or emotions intended to stay in the consumers' minds (Kotler et al, 2019). This aligns with Kinasih et al., (2023), who explain that brand image encompasses a consumer's overall understanding of a brand, influenced not only by the product's name but also by how the product presents itself to create a lasting impression. In the context of eco-friendliness, a green brand image refers to a person's perceptions of a brand's commitment to environmental care (Rahman & Nguyen-Viet, 2023). It

includes ideas, thoughts, or specific concerns about a brand related to sustainability and environmental care. A green brand image is considered part of the overall brand image, and when a company commits to eco-friendly products, the existing perception of product quality can strengthen the green brand image (Majeed et al., 2022).

The green brand image strengthens consumers' beliefs about the long-term benefits of using green products. Consumers' positive attitudes are likely to translate into positive purchase intentions for the green product. A green brand image fosters consumer trust and a positive perception of the company. Brand image is also influenced by consumers' trust in specific brands. If this level of trust is higher, there are more chances of forming a positive brand image, which will positively influence the green purchase intention (Jabeen, Khan, Zain, & Atlas, 2023). These explanations lead to the following hypothesis:

H7: Green Brand Image Influence Green Purchase Intention

H8: Green Brand Image mediates the relationship between eco labelling and green purchase intention.

H9: Green Brand Image mediates the relationship between environmental concern and green purchase intention.

H10: Green Brand Image mediates the relationship between celebrity endorsement and green purchase intention.

2.6 Conceptual Framework.

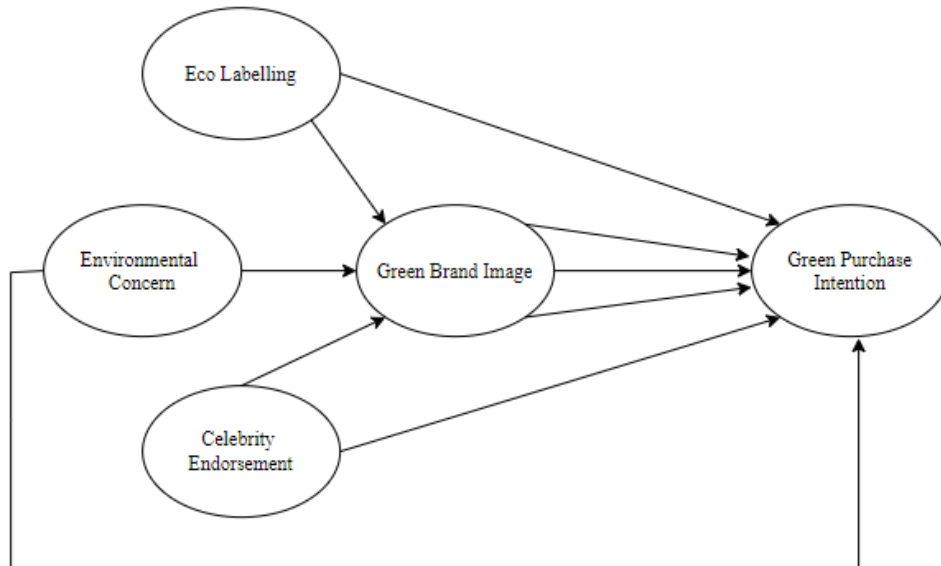


Figure 1. Conceptual Framework

3. Research Methodology

3.1 Measurement.

This study employs a quantitative research design to answer questions using a structured approach consistent with scientific research methodology Paramita, Rizal, & Sulistyan (2021). It

uses causal hypothesis testing to determine whether one variable influence another, with a cross-sectional time dimension. The extensive and comprehensive research questionnaire was designed to collect the primary data; the questionnaire was used to determine all the constructs of the study.

The measurement items used in this study were adapted from previous research, each item was measured on a five-point Likert Scale with responses ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). With items of eco labelling and Green Purchase Intention were adapted from (Panopoulos et al., 2022). Environmental concern are adapted from (Al Mamunet al., 2020). Celebrity Endorsement are adapted from (Purmono et al., 2023). Green brand image are adapted from (Majeed et al., 2022).

3.2 Sampling Method.

The sampling method used in this study is non-probability purposive sampling technique. Purposive sampling is used to select samples based on the study's objectives, ensuring that the samples meet specific criteria required by the researcher (Paramita et al., 2021). The criteria include Indonesian residents of DKI Jakarta who are aware of the Avoskin skincare brand but have never purchased the products. This study collects data using online questionnaires via google forms distributed through various channels, including social media and email as primary data and secondary data is gathered through literature studies.

Furthermore, the minimum and maximum sample sizes were calculated using these criteria by multiplying the number of items (23 items) by 5 to 10 (Hair et al., 2022; Pardede et al., 2023). Based on this technique, a minimum sample size of 115 samples and a maximum sample size of 230 samples were produced.

3.3 Statistical Analysis.

In this study, Partial Least Square-Structural Equation Modeling (PLS-SEM) technique were used with SmartPLS 3.0 to analyzed the data. The analysis was involved examining both the inner and outer models. The outer model analysis evaluated the validity and reliability of the constructs, while the inner model analysis focused on the coefficient of determination (R^2) and the path coefficients.

4. Findings

4.1 Sample Characteristic

Based on the 218 collected responses, the author conducted a screening process and selected 194 respondents who met the criteria: residents of JABODETABEK, at least 17 years old, who had not purchased Avoskin products but were aware of the brand. The majority of respondents who completed the survey were female, totaling 126 individuals (80%), while 31 respondents were male (20%). This data indicates that men are less familiar with Avoskin products compared to women, who are generally more knowledgeable about beauty and skincare products.

4.2 Validity and Reliability Test

Based on the PLS algorithm shown in Table 1, all items have outer loading values greater than 0.7, indicating that all items are valid(Ghozali, 2021). Additionally, all variables have average variance extracted (AVE) values greater than 0.5, confirming that the variables are valid. Furthermore, the findings for Cronbach’s alpha and composite reliability for all variables are above 0.7, demonstrating that all variables are reliable(Ghozali, 2021).

Table 1. PLS Algorithm

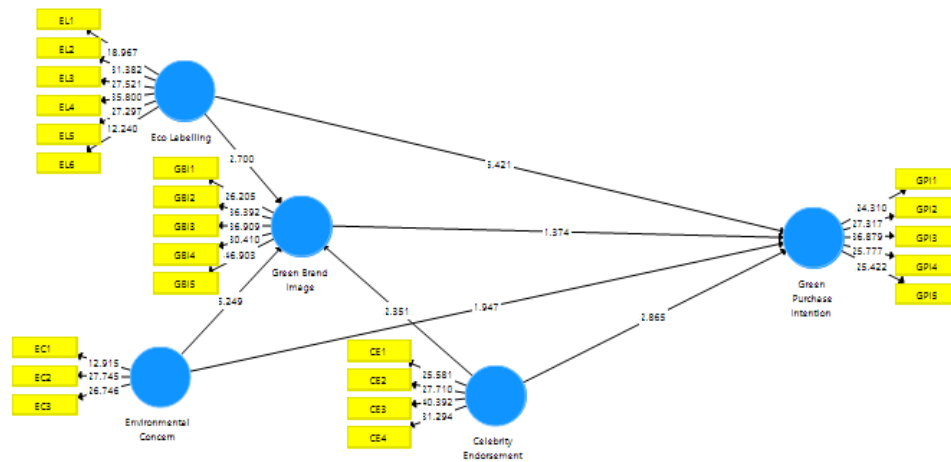
Variable	Item	OL	AVE	CA	CR
Eco Labelling	EL1	0,780	0,645	0,889	0,916
	EL2	0,830			
	EL3	0,817			
	EL4	0,853			
	EL5	0,823			
	EL6	0,707			
Environmental Concern	EC1	0,744	0,645	0,730	0,845
	EC2	0,841			
	EC3	0,821			
Celebrity Endorsement	CE1	0,836	0,705	0,861	0,905
	CE2	0,832			
	CE3	0,852			
	CE4	0,838			
Green Brand Image	GBI1	0,814	0,711	0,899	0,925
	GBI2	0,845			
	GBI3	0,838			
	GBI4	0,845			
	GBI5	0,874			
Green Purchase Intention	GPI1	0,812	0,668	0,876	0,909
	GPI2	0,825			
	GPI3	0,848			
	GPI4	0,793			
	GPI5	0,806			

4.3 Path Analysis

The analysis of the inner model, as shown in Figure 2, can be explained using path analysis. This reveals that the factors influencing green brand image are eco-labeling, with a coefficient of 2.700, environmental concern, with a coefficient of 5,249, and celebrity endorsement, with a coefficient of 2.351. In terms of green purchase intention, the factors are eco-labeling, with a coefficient of 5.421, celebrity endorsement, with a coefficient of 2.865, green brand image, with a coefficient of 1.174, and environmental concern, with a coefficient of 1.947.

The analysis indicates that all the factors had positive outcomes. However, it was found that the coefficients for green brand image and environmental concern were below the standard value of 1.96, suggesting that these factors did not significantly impact purchase intention. In contrast, other independent variables demonstrated a strong and positive effect on the dependent variable. The coefficient of determination assesses the predictive power of the path model by evaluating the R-squared value of the dependent variable. This value shows the extent to which the combined effects of exogenous variables explain the endogenous variables, as showed in Table 2. The independent variables account for 39.2% of the variance in the attitude variable measurement. Additionally, the current independent factors explain 56.2% of the variance in green purchase intention, with other variables accounting for the remaining percentage.

Figure 2. Inner model of partial least square.



Tabel 2. Coefficient of Determination

Variable	R-Square
Green Brand Image	0,392
Green Purchase Intention	0,562

4.4 Hypotesis testing.

As indicated in table 3 and 4, this study use ten hypoteses requiried answer through testing. This involves examining the t value and the p-value. If the t-value is greater than 1,96 and p-value is less than 0,05, the hypotesis is accepted(Ghozali, 2021). Additionally, indirect effect can be observed alongside the direct effect.

Table 3. Direct effect based on partial least square

Paths	T-Statistic	P-Value	Conclusion
Eco Labelling -> Green Brand Image	2.700	0.007	Significant
Eco Labelling -> Green Purchase Intention	5.421	0.000	Significant
Environmental Concern -> Green Brand Image	5.249	0.000	Significant
Environmental Concern -> Green Purchase Intention	1.947	0.052	Insignificant
Celebrity Endorsement -> Green Brand Image	2.351	0.019	Significant
Celebrity Endorsement -> Green Purchase Intention	2.865	0.004	Significant
Green Brand Image -> Green Purchase Intention	1.374	0.170	Insignificant

The first result, based on Table 3, displays a p-value of 0.007, indicating that H1 is accepted, or that eco-labelling has an influence on green brand image. The second result shows a p-value of 0.000, indicating that H2 is accepted, meaning that eco-labelling has an influence on green purchase intention. The third finding in this study has a p-value of 0.000, indicating that H3 is accepted, or that environmental concern has an influence on green brand image. The fourth finding has a p-value of 0.052, which explains why H4 is rejected, meaning that environmental concern has no influence on green purchase intention. The next p-value is 0.019, indicating that H5 is accepted, or that the use of celebrity endorsement impacts green brand image. Next, the p-value of 0.004 for the relationship between celebrity endorsement and green purchase intention demonstrates that these two factors have a substantial influence, indicating that H6 is accepted. Lastly, the result in the direct effect reveals a p-value of 0.170, indicating that green brand image does not influence green purchase intention, which explains why H7 is rejected.

Tabel 4. Indirect effect based on partial least square

Path	T-Statistic	P-Value	Conclusion
Eco Labelling -> Green Brand Image-> Green Purchase Intention	1.143	0.254	Insignificant
Environmental Concern -> Green Brand Image-> Green Purchase Intention	1.322	0.187	Insignificant
Celebrity Endorsement -> Green Brand Image -> Green Purchase Intention	1.100	0.272	Insignificant

Furthermore, the results of the indirect testing of variables, known as mediation, are presented in Table 4. Green brand image was used as the mediating variable in this study. According to the table, green brand image does not mediate the relationships between eco-labelling, environmental concern, and celebrity endorsement on green purchase intention. This is because all t-values and p-values do not meet the criteria of a t-value of 1.96 and a p-value of 0.05(Ghozali, 2021). This results indicate that H8, H9, and H10 is rejected.

5. Discussion

According to the finding of this study, the first hypothesis address the significance of eco labelling, showing that this variable is essential in determining green brand image of Avoskin skincare product. The concept of eco-labelling has emerged as an important factor in shaping consumer perceptions of green brands. As consumers become increasingly aware of the environmental impact of their purchasing decisions, eco-labels have the potential to serve as a powerful tool for businesses to communicate their commitment to sustainability and differentiate their products from competitors(Joshi & Nulkar, 2016; Sharma & Kushwaha, 2019).

This study also found that eco labelling influence green purchase intention of avoskin product, the result of this study accept the second hypothesis. This finding is supported by the statement that the use of eco-labels on a product influences consumer understanding of logos, symbols, or information related to environmentally friendly products. This understanding directly affects consumers' green purchase intention regarding eco-friendly products (Song et al., 2019).

Furthermore, the next aspect is environmental concern, this study has identified that environmental concern can influence the avoskin green brand image. Environmental concern has become one of the key factors for consumers in their decision-making process. Consumers today are more cautious in assessing the environmental impact of the products they purchase, and this attitude has significant implications for a company's brand image (Astuti et al., 2021). This shift in consumer preferences presents both challenges and opportunities for skincare brands. Companies that can effectively communicate their environmental credentials and demonstrate a genuine commitment to sustainability are likely to enjoy a better brand image among environmentally conscious consumers (Dondapat & Basariya, 2019).

This study also found that environmental concern does not affect green purchase intention, leading to the rejection of the fourth hypothesis. This finding supports the notion that environmental concern is not always a decisive factor in an individual's decision to purchase skincare products, as other factors also play a role in the decision-making process (Djajadiwangsa & Alversia, 2022). Additionally, the result suggests that while environmentally conscious consumers may view green energy consumption as a favorable option and support it, they may not necessarily be in the stage of actively using it (Chaudhary & Bisai, 2018). The finding aligns with the idea that there are multiple factors influencing skincare purchase decisions beyond environmental concern. For instance, consumers might prioritize product efficacy, price, brand reputation, or personal preferences over environmental considerations.

Next is the aspect of celebrity endorsement, and this study has identified that celebrity endorsement can significantly influence avoskin green brand image and subsequently affect their green purchase intention. The result of this study answer the fifth and sixth hypothesis namely that celebrity endorsement has an influence on green brand image and consumer green purchase intention. Therefore it can be inferred that the image of a celebrity is closely related to the identity of a brand. People will tend to choose brands that are considered to suit their personality. The use of celebrities in marketing a brand can create a positive perception among consumers. Celebrities who endorse a brand become an inseparable part of a particular culture where a

celebrity plays an important role in conveying special messages and helping build and strengthen the brand's image (Chan et al., 2021). Also celebrities who have large followers can influence consumers with endorsed or recommended information. Beyond the number of followers, a celebrity's image that matches the brand can also enhance consumer attention and trust, thereby generating purchase intentions (Leonita, 2023). This result is consistent with findings from (Ertugan & Mupindu, 2019; Novilia et al., 2023; Zhang, 2020) which found that celebrity endorsement has an influence on consumer green purchase intention.

This study also found that a green brand image does influence green purchase intentions. The result of this study accepts the seventh hypothesis namely that green brand image has an influence on green purchase intention of Avoskin skincare product. However, it does not serve as a mediator in this context. While having a positive green brand image can enhance consumers' intention to buy, the role of green brand image as a mediator is not supported by the data in this research. This means that although a strong green brand image contributes to a higher likelihood of purchase, it does not act as an intermediary factor that transmits the effects of other variables such as eco-labelling, environmental concern, or celebrity endorsement on purchase intentions. As a result, the hypotheses suggesting that green brand image mediates the relationship were rejected. Therefore, while a green brand image is a significant factor in driving purchase decisions, it does not facilitate the relationship between other influencing factors and consumers' intentions to purchase in the framework of this study. Previous research has shown that companies' green washing behavior not only directly reduces customers' green purchasing intentions but also indirectly diminishes these intentions through a negative effect on green brand image and customer trust. In essence, green washing has a dual negative impact (Al Mamun et al., 2020).

6. Conclusion, Limitation, and Recommendation

This study highlights the roles of eco-labelling, environmental concern, and celebrity endorsement in shaping the green brand image of Avoskin skincare products and their impact on consumer green purchase intentions. This study shows that the use of eco-labelling effectively enhances consumers' perceptions of Avoskin as an environmentally responsible brand, fostering trust and positive attitudes towards the brand. This positive green brand image, in turn, substantially boosts consumers' intentions to purchase Avoskin's eco-friendly products. Furthermore, this study reveals that environmental concern significantly influences the green brand image of Avoskin skincare products, reinforcing the perception of Avoskin as a brand committed to sustainability. Consumers who prioritize environmental issues tend to view Avoskin's products more favorably, contributing to a stronger and more positive green brand image. However, the study also indicates that environmental concern does not directly influence consumer green purchase intentions for Avoskin's eco-friendly products. Despite valuing sustainability, consumers consider additional factors and personal preferences when making a purchase.

This study also shows that celebrity endorsements play an important role in shaping the green brand image of Avoskin skincare products. Endorsements from celebrities with significant influence who share Avoskin's environmental values effectively improve the brand's green

image, resulting in a positive consumer perception. Furthermore, the study found that celebrity endorsement has a positive impact on green purchase intentions which mean celebrities can effectively communicate the brand's commitment to sustainability and connect with customers, increasing their likelihood of purchasing Avoskin's environmentally friendly products. While building a positive green brand image is essential for driving purchase intentions, it does not facilitate the relationship between other factors and consumer buying behavior. Avoskin should continue to focus on enhancing their green brand image while also addressing other critical aspects to effectively influence consumers' green purchase intentions.

In various aspect, this study is limited, first this study was conducted exclusively within JABODETABEK region, which may limit the generalizability of the results. Consumer behavior and attitudes towards eco-friendly products can vary significantly across different regions and cultural contexts. Future research should expand the geographical scope to include diverse regions to obtain a more comprehensive understanding of the factors influencing green purchase intentions. Second the research employed a quantitative approach, which, while useful for identifying statistical relationships, may not capture the depth and complexity of consumer motivations and perceptions. Future studies could benefit from incorporating qualitative methods. Third this study focused solely on the Avoskin brand, which may limit the applicability of the findings to other brands. Different brands may have different consumer bases and brand perceptions. Research on a variety of brands would help to determine whether the observed relationships hold true across different contexts and product lines.

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