

## THE EFFECT OF GREEN PRODUCTS, GREEN PROMOTION, AND ENVIRONMENTAL KNOWLEDGE ON PURCHASE DECISIONS FOR THE BODY SHOP PRODUCTS IN SAMARINDA CITY

Siti Sahariah<sup>1</sup>, Annisa Wahyuni Arsyad<sup>2</sup>, Mukhibatul Hikmah<sup>3</sup>, Ummi Nadroh<sup>4</sup>

<sup>1,2,3,4</sup>Business Administration, Faculty of Social and Political Sciences, Mulawarman University  
[1sahariahsiti44@gmail.com](mailto:sahariahsiti44@gmail.com)<sup>2</sup>[annisa.arsyad@fisip.unmul.ac.id](mailto:annisa.arsyad@fisip.unmul.ac.id)<sup>3</sup>[mukhi@fisip.unmul.ac.id](mailto:mukhi@fisip.unmul.ac.id)  
<sup>4</sup>[umminadroh@fisip.unmul.ac.id](mailto:umminadroh@fisip.unmul.ac.id)

### Keywords

*The Body Shop, Green Product, Green Promotion, Environmental Knowledge, Purchase Decision*

### Abstract

*In recent years, awareness of the importance of sustainability has been increasing across various industries, including skincare and beauty. Consumers now not only consider the effectiveness of products but also their impact on the environment. This study aims to analyze the positive and significant influence of green products, green promotion, and environmental knowledge on purchase decisions for The Body Shop products. This study is a quantitative correlational research. The respondents in this study were The Body Shop consumers in Samarinda City. The sample was obtained using non-probability sampling with purposive sampling and employing multiple linear regression analysis techniques, with SPSS Statistics 31 as the analysis tool. The results of the study indicate that green products, green promotion, and environmental knowledge have a positive and significant influence on purchase decisions, thereby validating all hypotheses in this study*

## INTRODUCTION

One perspective that remains a hot topic of discussion among consumers in the digital age is *green marketing*. The development of the digital age has made it easier for consumers to access information about the products they want to buy. The rapid development of *green marketing* is driven by the increasing threat of environmental degradation (Herniah, 2023). The damage caused by activities that are not accompanied by knowledge about environmental sustainability leads to rapid climate change, air pollution, forest ecosystem degradation, and water source contamination. The burning of fossil fuels, the use of pesticides, and deforestation are categories of activities that cause environmental damage and result in high greenhouse gas emissions (Putro, 2024).

Due to the widespread environmental damage occurring, consumers are increasingly aware of the importance of protecting the environment, which is reflected in their willingness to purchase environmentally friendly products, even though they tend to spend more money when buying such products. This is what motivates many large companies to begin focusing on environmentally friendly products (Herniah, 2023). There are several data points showing how green marketing influences the business world. One example is seen in the results of a survey conducted by Databoks on [katadata.co.id](http://katadata.co.id) in 2021, which revealed that 90% of millennials are willing to spend more money on environmentally friendly products. Products with sustainability value are expected to continue to increase, as seen in 2014 at 19.7%, in 2017 at 22.3%, and in 2021 at 25% (Moshem, 2022).

Green marketing is closely related to fulfilling the needs, desires, and expectations of users while striving for environmental management and conservation. There are four components in the marketing mix: product, promotion, price, and distribution, which are applied in the concept of green marketing (Sustrisno Wiriadi, 2014). Green marketing influences purchasing decisions,

as evidenced by the results of a study Johanis *et al.*, (2023) . The findings of this study indicate that green marketing and Corporate Social Responsibility (CSR) significantly influence consumer purchasing decisions. Commitment to sustainability and social values form emotional connections and positive perceptions toward a brand, which encourage consumers to purchase. Statistical analysis reinforces that the combination of both strategies plays a crucial role in purchasing decisions, especially in the context of increasing social and environmental awareness among consumers.

Research conducted by Haryono (2021) ) shows that environmental knowledge and environmental attitude influence pro-environmental purchasing behavior by increasing awareness and reflecting sustainability values, reinforced by knowledge levels, social media usage, and social norms that encourage environmentally friendly behavior. This explanation is supported by research conducted by Puspasari (2021) , which shows that environmental awareness and green marketing strategies such as green product features, green product prices, and green product promotions influence consumer purchasing decisions. In general, environmental awareness and green marketing strategies can strengthen consumers' motivation to choose products that support sustainability, as consumers feel that their choices contribute to environmental sustainability and provide benefits aligned with the expected price and quality.

In recent years, awareness of the importance of sustainability has increased across various industries, including skincare and beauty. Consumers now consider not only the effectiveness of products but also their impact on the environment. According to data from Euromonitor Sustainability Claim Tracker, there are five sustainability attributes that are most sought after between 2020 and 2023. First, "made safe," meaning products are free from harmful chemicals and safe for both users and the environment. Second, "upcycled," referring to products made from recycled materials, reflecting a trend toward a circular economy. Third, "compostable," meaning products that can break down naturally without harming the environment. Fourth, "carbon neutral" or "reduced carbon," indicating products that do not produce or reduce carbon emissions during their production process. Lastly, FSC (Forest Stewardship Council), which signifies that the raw materials for the products come from sustainably managed forests. This reflects a shift in consumer preferences toward greater concern for environmental issues. Therefore, industry players need to innovate to produce products that are not only high-quality but also safe and environmentally friendly. (Gusmiarti, 2024) .

The Body Shop is known as a brand that is active in social campaigns promoting green initiatives in its product marketing. This has created high loyalty among consumers who care about sustainability values. In terms of products, The Body Shop emphasizes the quality of its natural ingredients, which are free from harmful chemicals, making it a safe choice for sensitive skin. Additionally, The Body Shop holds various environmental certifications. One of the certifications obtained by The Body Shop is the Leaping Bunny certification, which reinforces The Body Shop's sustainable image in the eyes of consumers. (The Body Shop International Limited, n.d.) .

Research conducted by Farahrozi & Verinita (2020) proves that green products influence purchasing decisions. The study found that awareness of green products influences purchasing decisions. By purchasing The Body Shop products, consumers feel they are contributing to environmental conservation. Consumers also believe that the more green products they use from The Body Shop, the more production will increase. Another study conducted by Fikra *et al.*, (2023) used a YouTuber as the research subject. The Body Shop's call to purchase environmentally friendly products to protect the environment as part of their campaign can influence consumer behavior. As seen in the research subject, after learning about The Body Shop products, the YouTuber felt interested in trying them, even though they had never used The Body Shop products before. The Body Shop's marketing strategy can be considered quite clever, as it not only attracts consumers through packaging and campaigns but also encourages them to be more environmentally conscious. This is believed to build loyalty among consumers due to the unique value and distinctiveness of their products.

The Body Shop has also reduced unnecessary packaging, such as skincare cartons, plastic protectors, and additional layers on gift packaging to minimize resource usage. The Body Shop is

committed to using only three types of plastic by 2030, down from the previous 20 types. This initiative aims to make the recycling process easier and more efficient. (The Body Shop International Limited, 2022) ). Another program by The Body Shop that promotes recycling is Bring Back Our Bottle (BBOB). The BBOB program is a response to the environmental damage caused by plastic waste, particularly in product packaging. The Body Shop is running a campaign encouraging consumers not to throw away used product packaging. Empty packaging can be returned to The Body Shop outlets across Indonesia (Baenahu *et al.*, 2022) .

The Body Shop also conducts several campaigns to educate the public about environmental issues. According to an article written by Shafira (2021) published by *greners.co*, The Body Shop launched the "Cool Without Waste" campaign as part of the company's commitment to sustainability and waste reduction. This campaign encourages the public, especially the younger generation, to change their lifestyle by reducing the use of single-use packaging and gaining a better understanding of environmentally friendly products. Research conducted by *Sari et al.*, (2020) ) shows that The Body Shop is committed to sustainability principles, as evidenced by its Forest Stewardship Council (FSC) certification. This certification indicates that the packaging used by The Body Shop comes from responsibly managed forests. The journal explains that The Body Shop does not only focus on the eco-friendly content of its products but also pays attention to supporting aspects such as packaging, which are often overlooked by consumers. With FSC certification, The Body Shop ensures that there is no illegal deforestation.

According to research conducted by Hernomo (2021) , The Body Shop consistently applies ethical values in its marketing strategies. One of its commitments is "forever against animal testing" or cruelty-free. Cruelty-free means not conducting animal testing throughout the entire product development process. The Body Shop's commitment to cruelty-free began in 1989 and continues to this day. This initiative aims to reduce the number of animal deaths caused by cruelty in skin care and beauty product testing. (Intan Pramesthi & Bernarto, 2024) .

According to the article Ethical (2024) , The Body Shop has met all the criteria in the cruelty-free list, which includes that The Body Shop does not test its products on animals. To date, PETA and Leaping Bunny have certified and recognized The Body Shop as a brand free from animal cruelty. According to the official website *thebodyshop.com*, The Body Shop has obtained B Corp certification. This certification is awarded to companies that meet high standards in social and environmental performance. The Body Shop demonstrates that its B Corp status is a commitment to business that not only pursues profit but also brings positive impacts on people and the environment.

Based on research conducted by Rohmah & Tobing (2023) , The Body Shop is also committed to implementing an environmentally friendly office concept with Green Office Council certification. The Body Shop implements this concept as part of its green marketing strategy. This concept demonstrates The Body Shop's commitment to creating an environmentally friendly work environment through various initiatives such as energy efficiency by utilizing abundant sunlight through solar panels. Additionally, according to the sustainability report of The Body Shop International Limited (2022) , The Body Shop has partnered with the organization Waste 4 Change to create waste disposal facilities that categorize waste into four categories. This effort is part of The Body Shop's initiative to achieve 0% waste to landfill. The Body Shop also recycles unused product packaging and uses them as interior decorations in the office.

Before proceeding with this study, a pre-test was conducted using a Google Form for The Body Shop users in Samarinda City. This was done to obtain an initial overview of product preferences, consumer behavior, and factors influencing consumer purchasing decisions. The results of the pre-test will be utilized for the design of the main study. Based on the pre-test results from 63 respondents in Samarinda City, it was found that 58 respondents (92%) had previously purchased The Body Shop products. Most respondents were aged 18–34 years with diverse occupational backgrounds, and the majority were students/college students and private sector employees. Another interesting finding was that 22 respondents purchased The Body Shop products because they were environmentally friendly, 12 respondents purchased them due to advertisements or promotions, and 28 respondents purchased them based on recommendations.

This indicates that green product and green promotion factors influence consumer purchasing decisions.

Additionally, 47 respondents (75%) stated they were aware of The Body Shop's green marketing practices, 35 respondents learned about them through social media, and 18 respondents learned about them through advertisements/promotions. Meanwhile, 18 respondents stated that it was very important to consider environmental aspects in their purchasing decisions, and 33 respondents stated that it was important. This indicates that environmental knowledge also influences consumer perceptions and behavior. Based on the pre-test data, it is important to conduct further research on green products, green promotion, and environmental knowledge in relation to purchase decisions for The Body Shop products, specifically in Samarinda City. This research is not only academically relevant but also practically relevant as it can serve as a reference for companies in designing effective and sustainable marketing approaches.

Based on the above explanation, the researcher is interested in conducting a study titled "The Influence of Green Products, Green Promotion, and Environmental Knowledge on Purchase Decisions for The Body Shop Products in Samarinda City"

## METHOD

This research employs a quantitative method with a correlational research design. It is categorized under an infinite population, as the exact size cannot be determined due to the possibility of growth with an unknown and varying number over time. The study population consists of consumers who purchase The Body Shop products in Samarinda City. The Body Shop was chosen as the research subject for its strong commitment to sustainability, demonstrated through its environmentally friendly products that attract consumer interest. The population criteria include individuals who have purchased or previously purchased The Body Shop products in Samarinda City within a specific period. The sample size was determined using the Lemeshow formula. The sampling method applied is non-probability sampling with a purposive sampling approach. The research involves 100 respondents as the sample. Data collection was carried out using a questionnaire instrument, with measurements based on the Likert scale. The data analysis process comprises descriptive statistical analysis, instrument validity and reliability testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing.

## RESULTS

The characteristics of the respondents in this study based on gender are presented in the following diagram.

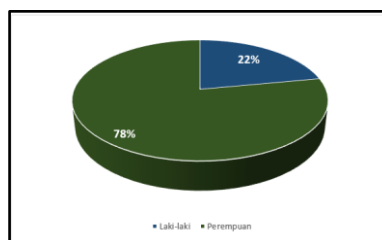


Figure 1. Percentage of Respondents by Gender

The diagram above shows that 78% of respondents were female and 22% were male. Based on the respondents' answers in this study, it shows that women are more concerned about environmental issues and green marketing practices than men. This is because the majority of consumers of skin care and beauty products are women. Thus, women are more selective consumers in choosing products that are not only beneficial for health or skin but also safe for the environment.

The characteristics of the respondents in this study based on age are presented in the form of a diagram as follows.

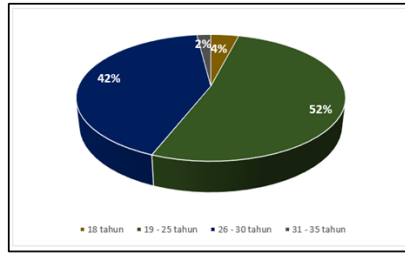


Figure 2. Percentage of Respondents by Age

The diagram above shows that 4% of respondents are 18 years old, 52% are 19-25 years old, 42% are 26-30 years old, and 2% are 31-35 years old. It is known that respondents aged 19-25 years and 26-30 years are the majority of consumers who care about sustainability and environmental issues, as this age range falls within Generation Z and Millennials. Both generations grew up in the digital era, where information about environmental damage is easier to find through the internet and social media.

The characteristics of the respondents in this study based on educational level are presented in the form of a diagram as follows.

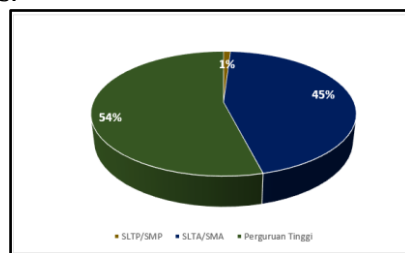


Figure 3. Percentage of Respondents' Educational Levels

Figure 4.3 Percentage of Respondents' Educational Levels

The diagram above shows that 1% of respondents have a junior high school education, 54% have a senior high school education, and 45% have a college education. It is known that the majority of respondents have a senior high school or college education. This shows that a high level of education influences concern for environmental issues. Education encourages critical and analytical thinking, resulting in a deeper understanding of environmental issues and greater concern for the environment. In addition, respondents with higher levels of education have broader access to information, both on- , from books, scientific journals, and articles that discuss environmental issues in greater depth.

Before proceeding to the statements from each research variable indicator, there are several statements regarding sustainability and green marketing practices carried out by The Body Shop. The frequency of respondents who stated that they were concerned about environmental issues and sustainability was 98%, the frequency of respondents who stated that green marketing practices carried out by The Body Shop influenced their purchasing decisions was 98%, the frequency of respondents who stated that green marketing practices carried out by a company to support sustainability were very important was 76%, the frequency of respondents who stated that they were important was 24%, and the frequency of respondents who understood green marketing practices carried out by companies to support sustainability was 98%.

Based on these responses, it can be concluded that although most of the responses in the questionnaire were neutral, consumers of The Body Shop in Samarinda City still have concerns about environmental issues and sustainability, even though these are not the primary factors. This can be seen from the responses indicating that green marketing practices implemented by The Body Shop influence purchasing decisions.

## Data Analysis

### Descriptive Statistical Test

Table 2. Conclusions of Descriptive Statistical Test Results

No	Variable	Mean	Description
1	<i>Green Product</i>	3.55	Moderate
2	<i>Green Promotion</i>	3.476	Medium
3	<i>Environmental Knowledge</i>	3.4425	Moderate
4	<i>Purchase Decision</i>	3.4787	Moderate

Referring to the table above, the Green Product variable recorded the highest mean score of 3.5500. In contrast, the Environmental Knowledge variable obtained the lowest mean score of 3.4425. Overall, the mean values of all variables fall within the moderate category.

### Research Instrument Test

#### Validity Test

Table 2. Validity Test Results

No	Variable	Item	$r_{\text{calculated}}$	$r_{\text{table}}$	Description
1.	<i>Green product (X1)</i>	X1.1	0.863	0.196	Valid
		X1.2	0.843		Valid
		X1.3	0.872		Valid
		X1.4	0.843		Valid
		X1.5	0.812		Valid
		X1.6	0.760		Valid
2	<i>Green promotion (X2)</i>	X2.1	0.883	0.196	Valid
		X2.2	0.806		Valid
		X2.3	0.816		Valid
		X2.4	0.834		Valid
		X2.5	0.840		Valid
		X2.6	0.832		Valid
3	<i>Environmental knowledge (X3)</i>	X3.1	0.768	0.196	Valid
		X3.2	0.821		Valid
		X3.3	0.700		Valid
		X3.4	0.760		Valid
		X3.5	0.790		Valid
		X3.6	0.749		Valid
		X3.7	0.810		Valid
		X3.8	0.772		Valid
4	<i>Purchase decision (Y)</i>	Y.1	0.74	0.196	Valid
		Y.2	0.802		Valid
		Y.3	0.721		Valid
		Y.4	0.789		Valid
		Y.5	0.760		Valid
		Y.6	0.717		Valid
		Y.7	0.778		Valid
		Y.8	0.767		Valid

The table above presents the validity test results for each question item used in the variables green product, green promotion, environmental knowledge, and purchase decision. The sample size for this test was 100 respondents. The  $r$ -table value obtained was 0.196, calculated using the formula  $df = n - 2$  with a 5% significance level. Based on the validity test results, all statements or items in the research questionnaire were determined to be valid.

### Reliability Test

Table 3. Reliability Test Results

No	Variable	Cronbach's Alpha	Description
1	<i>Green product (X1)</i>	0.91	Reliable
2.	<i>Green promotion (X2)</i>	0.912	Reliable
3	<i>Environmental knowledge (X3)</i>	0.902	Reliable
4	<i>Purchase decision (Y)</i>	0.895	Reliable

Referring to the data presented in the table, the Cronbach's Alpha values for the variables green product, green promotion, environmental knowledge, and purchase decision are all above 0.8. Therefore, it can be concluded that the variables employed in this study demonstrate a high level of reliability.

Classical Assumption Test

Normality Test

Table 4. Results of Normality Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		2.80844825
Most Extreme Differences	Absolute		.048
	Positive		.031
	Negative		-.048
Test Statistic			.048
Asymp. Sig. (2-tailed) <sup>c</sup>			.200 <sup>d</sup>
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.		.838
	99% Confidence Interval	Lower Bound	.828
		Upper Bound	.847

a. Test distribution is Normal.  
b. Calculated from data.  
c. Lilliefors Significance Correction.  
d. This is a lower bound of the true significance.  
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Based on the normality test results table, the Asymp. Sig value obtained is 0.847. According to the normality test criteria, if the Asymp. Sig value exceeds 0.05, the data can be considered normally distributed. Given that the Asymp. Sig value in this study is 0.847, it can be concluded that the data are normally distributed.

Multicollinearity Test

Table 5. Results of Multicollinearity Test

No	Independent Variable	Tolerance	VIF
1	<i>Green product</i>	0.992	1.008
2	<i>Green promotion</i>	0.993	1.007
3.	<i>Environmental knowledge</i>	0.994	1.006

Based on the results of the multicollinearity test in the table above, it shows that the VIF value for the *green product (X1)* variable is 1.008 and the *tolerance* value is 0.992. Meanwhile, the VIF value for the *green promotion (X2)* variable is 1.007 and the *tolerance* value is 0.992. Meanwhile, the VIF value for the *environmental knowledge* variable (*X3*) is 1.006 and the *tolerance* value is 0.994. Thus, it can be concluded that the *tolerance* values of the three variables above are greater than 0.1 and the VIF values are less than 10, indicating that there is no multicollinearity between the independent variables in the regression model in this study.

## Heteroskedasticity Test

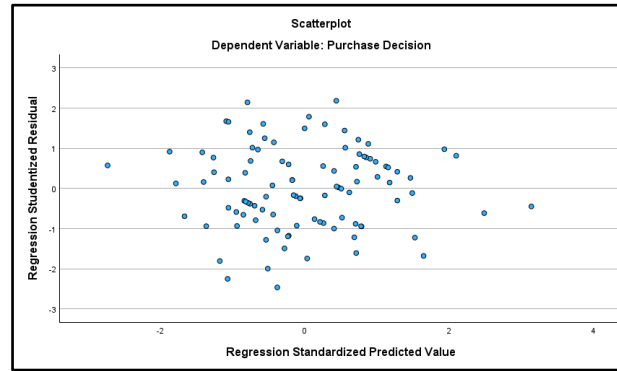


Figure 4. Results of the Heteroscedasticity Test

From the heteroskedasticity test conducted using a scatterplot, it is observed that the points in the figure do not form a distinct pattern. Furthermore, these points are dispersed both above and below the zero line. Therefore, it can be concluded that the regression model in this study does not exhibit heteroskedasticity.

## Multiple Linear Regression Test

Table 6. Results of Multiple Linear Regression Analysis

		Coefficients <sup>a</sup>						Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
		B	Std. Error	Beta					
1	(Constant)	1.254	3.370		.372	.711			
	Green Product	.499	.084	.468	5.944	<.001	.992	1.008	
	Green Promotion	.279	.082	.269	3.421	<.001	.993	1.007	
	Environmental Knowledge	.368	.080	.363	4.619	<.001	.994	1.006	

a. Dependent Variable: Purchase Decision

The constant value of 1.254 indicates that when the variables green product (X1), green promotion (X2), and environmental knowledge (X3) are equal to zero, the purchase decision value is 1.254. The coefficient for the green product variable (X1) is 0.499, signifying a positive influence on purchase decision (Y). Thus, an increase of one unit in green product (X1) is expected to raise purchase decision (Y) by 0.499 units. The coefficient for the green promotion variable (X2) is 0.279, reflecting a positive contribution to purchase decision (Y). This means that each one-unit increase in green promotion (X2) will result in a 0.279-unit increase in purchase decision (Y). Similarly, the coefficient for the environmental knowledge variable (X3) is 0.368, indicating a positive effect on purchase decision (Y). Consequently, an increase of one unit in environmental knowledge (X3) will enhance purchase decision (Y) by 0.368 units.

## Correlation Coefficient and Determination Coefficient

Table 7. Results of Correlation Coefficient and Determination Coefficient Tests

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.641 <sup>a</sup>	.410	.392	2.85199

a. Predictors: (Constant), Environmental Knowledge, Green Promotion, Green Product  
b. Dependent Variable: Purchase Decision

Based on the correlation coefficient table above, the correlation coefficient value is 0.641. This value indicates that there is a strong relationship between the independent variables, namely *green product*, *green promotion*, and *environmental knowledge*, and the dependent variable, namely *purchase decision*. This is evident from the r value, which falls within the interval

0.60–0.79, indicating a strong and positive correlation between the variables in the regression model of this study. Additionally, the *R-Square* value is 0.410. This indicates that the variables *green product*, *green promotion*, and *environmental knowledge* explain 41% of the influence on *purchase decision*. Meanwhile, the remaining 59% is explained by other factors outside the model used in this study. This occurs because the responses provided by the respondents in this study were mostly neutral. These results indicate that there is a possibility that consumers of The Body Shop in Samarinda City purchase The Body Shop products not only because they are influenced by the *green marketing* practices implemented by The Body Shop. It is also possible that consumers of The Body Shop in Samarinda City purchase these products because they are a necessity or desire. Nevertheless, the model used in this study is considered to be quite good.

### Hypothesis Testing

#### Partial T-Test

Table 9. Results of the T-test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.254	3.370		.372	.711
	Green Product	.499	.084	.468	5.944	<.001
	Green Promotion	.279	.082	.269	3.421	<.001
	Environmental Knowledge	.368	.080	.363	4.619	<.001

a. Dependent Variable: Purchase Decision

The partial test on the green product variable (X1) produced a t-calculated value of 5.944 with a significance level of less than 0.001. Since the t-calculated value exceeds the t-table value (5.944 > 1.984) and the significance level is below 5% (0.001 < 0.05), it can be concluded that green product (X1) has a positive and significant influence on purchase decision. Therefore, H1 is accepted. The partial test on the green promotion variable (X2) yielded a t-calculated value of 3.421 with a significance level of less than 0.001. As the t-calculated value is greater than the t-table value (3.421 > 1.984) and the significance level is under 5% (0.001 < 0.05), it can be inferred that green promotion (X2) positively and significantly affects purchase decision. Thus, H2 is accepted. Furthermore, the partial test on the environmental knowledge variable (X3) obtained a t-calculated value of 4.619 with a significance level of less than 0.001. Given that the t-calculated value surpasses the t-table value (4.619 > 1.984) and the significance level is below 5% (0.001 < 0.05), it can be concluded that environmental knowledge (X3) exerts a positive and significant effect on purchase decision. Therefore, H3 is accepted.

#### Simultaneous F Test

Table 10. Results of the Simultaneous F Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	543.259	3	181.086	22.263	<.001 <sup>b</sup>
	Residual	780.851	96	8.134		
	Total	1324.110	99			

a. Dependent Variable: Purchase Decision  
b. Predictors: (Constant), Environmental Knowledge, Green Promotion, Green Product

Based on the simultaneous test results in the table above, the calculated f-value is 22.263, while the table f-value is 2.47. Since the calculated f-value is greater than the table f-value (22.263 > 2.47) and the significance level is < 0.001 is less than the significance level of 5% (0.001 < 0.05), it can be concluded that simultaneously, the variables *green product* (X1), *green promotion* (X2), and *environmental knowledge* (X3) have a positive and significant effect on *purchase decision* (Y). Thus, H4 can be accepted.

## DISCUSSION

### The Influence of *Green Product* on *Purchase Decision*

This study found that the *Green Product* variable has a positive effect on *Purchase Decision*, with a significant relationship between the product and consumer behavior. This study also found that sustainability, environmental benefits, and environmental value of *Green Products* can encourage consumers to purchase products with higher environmental impact. This study also found that the perceived value of *Green Products* influences consumer decisions. The Body Shop, a company that uses environmentally friendly marketing, has a positive impact on *Purchase Decision*. 's Value-Belief-Norm (VBN) theory contributes to this, as consumers believe that the decision to purchase *Green Products* can prevent negative impacts. This study found that the contribution of *Green Product* quality to *Purchase Decision* is still significant, with respondents indicating that other factors such as needs, desires, and personal preferences also influence consumer decisions.

### The Influence of *Green Promotion* on *Purchase Decisions*

This study found that *Green Promotion* significantly influences *Purchase Decision*, with a positive and significant relationship between *Green Promotion* and *Purchase Decision*. *Green Promotion* strategies that focus on sustainability and positive impacts on the environment can influence corporate culture and consumer perceptions. *Green Promotion* can also influence consumer decisions regarding purchases. This study also found that environmentally friendly marketing strategies, such as the use of environmentally friendly resources, promotional discounts, and the provision of environmental information to consumers, are important. The Value-Belief-Norm (VBN) theory contributes to this, as consumers prioritize environmental issues and norms. This study found that the contribution of *Green Promotion* to purchase decisions remains significant, with respondents stating that other factors such as needs, desires, and preferences also influence consumer decisions.

### The Influence of *Environmental Knowledge* on *Purchase Decisions*

This study found that environmental knowledge significantly influences purchasing decisions, with a positive and significant relationship between *Green Promotion* and purchasing decisions. Consumers with good environmental knowledge tend to be less critical in evaluating information about *Green Products* and make better decisions about environmental impacts. *The Values-Beliefs-Norms* (VBN) theory contributes to this, as consumers believe that decisions to purchase *Green Products* are influenced by environmental issues and personal values. This study also found that environmental knowledge contributes to consumers' willingness to pay more for *Green Products*, indicating that other factors such as needs, desires, and personal preferences also influence purchasing decisions.

### The Influence of *Green Products*, *Green Promotion*, and *Environmental Knowledge* on *Purchase Decisions*

Based on the results of data analysis, it is known that the variables of *green product*, *green promotion*, and *environmental knowledge* have a positive and significant effect on *purchase decision*, and H4 is accepted. The positive and significant relationship between *green product*, *green promotion*, *environmental knowledge*, and *purchase decision* indicates that the better the *green product* and *green promotion* carried out by The Body Shop, and the higher the *environmental knowledge* among consumers, the greater the tendency for consumers to make a *purchase decision* on the product. The results of this study differ from those of a previous study conducted by Sulistiani *et al.* (2023).

Previous research explained that *green products* do not have a significant influence on *purchase decisions*. Although The Body Shop's products are made from natural ingredients and use environmentally friendly packaging, these factors have not become the primary consideration for consumers in making *purchase decisions*. Conversely, the *green promotion* conducted by The Body Shop has a positive and significant influence on *purchase decisions*. The *green promotion* carried out by The Body Shop successfully encourages consumers to purchase the product.

The results of the data analysis conducted in this study indicate that the three *variables*—*green product*, *green promotion*, and *environmental knowledge*—complement each other in influencing *purchase decisions*. The interplay of these three variables influences consumers' purchase decisions at The Body Shop in Samarinda City. However, the contribution of these three variables falls into the "fairly good" category. This is because the majority of consumers' responses at The Body Shop in Samarinda City were neutral, indicating that there are other factors that may influence consumers' purchase decisions at The Body Shop in Samarinda City.

## CONCLUSION

The findings indicate that green products exert a positive and significant influence on the purchase decision of The Body Shop products in Samarinda City, thereby supporting the acceptance of H1. Furthermore, green promotion is shown to have a positive and significant impact on the purchase decision of The Body Shop products in Samarinda City, confirming H2. In addition, environmental knowledge demonstrates a positive and significant effect on the purchase decision of The Body Shop products in Samarinda City, thus supporting H3. The simultaneous test results reveal that green products, green promotion, and environmental knowledge collectively exert a positive and significant influence on the purchase decision of The Body Shop products in Samarinda City. The majority of respondents' answers in this study were neutral. Based on these responses and the data analysis conducted, it can be concluded that The Body Shop consumers in Samarinda City possess environmental awareness and support sustainability as well as the green marketing practices implemented by The Body Shop. Nevertheless, these factors are not the primary determinants influencing consumers' purchase decisions for The Body Shop products.

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