



The impact of environmental knowledge, green word of mouth and green marketing on green purchase intention with environmental attitude as a mediating variable

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ABSTRACT

This study aims to analyze the effect of environmental knowledge, green word of mouth and green marketing on green purchase intention with environmental attitude as a mediating variable in Avoskin Skincare in Padang City. The sampling technique used purposive sampling. The research participants totaled 190 respondents who were selected as samples. Analysis using PLS 4.0 software shows that environmental knowledge, green word of mouth and green purchase intention significantly affect environmental attitude and green purchase intention. Environmental attitude mediates the relationship between environmental knowledge, green word of mouth and green purchase intention and environmental attitude does not mediate the relationship between green marketing and green purchase intention.

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INTRODUCTION

Cosmetics is a product that has a function for the care of the human body to make it more attractive and alluring. Cosmetics were first recognized by humans in the 19th century, where the use of cosmetics is getting more and more attention because in addition to beauty it is also to maintain the health of human body parts (Kartikorini, 2018). In the current era, cosmetics have become a necessity, which can be seen from the growth of the global cosmetics industry which continues to grow significantly. The Asia Pacific region including Indonesia is a promising market for the cosmetics industry. The Indonesian government through the Ministry of Industry positions the cosmetics industry as a mainstay sector to improve the economy, as stated in the National Industrial Development Master Plan 2015-2035. The chemical, pharmaceutical and traditional medicine industries including cosmetics grew 5.59% in the first quarter of 2020 according to data from the Central Statistics Agency. In addition to the growth phenomenon of the cosmetics industry, there is also the impact of increasing industrial waste, ranging from production waste to packaging which involves the emergence of problems for the environment. Skincare products made from plastic that cannot be recycled will trigger a lot of plastic waste to accumulate, causing environmental problems. The Padang City Environment Office stated that currently the population in Padang City is estimated to reach 1 million people, with an estimated average index of waste produced per person producing 0.5 kilograms per day, so every day 500 tons of waste will be collected. Based on a report from the Ministry of Environment and Forestry of the

Republic of Indonesia (KLHK) which reveals that the amount of national waste in 2021 has reached 68.5 million tons. It is estimated that based on this amount, 17% or 11.6 million tons is plastic waste, which includes cosmetic and skincare containers. In using products, people must be selective in choosing products that do not cause harmful effects on the environment. One way to contribute to reducing the amount of waste is to buy products with environmentally friendly packaging to facilitate the recycling process.

Based on data from compas.co.id, sales for local skincare brands are quite great. During the April-June 2022 period, total sales in the marketplace have reached Rp292.4 billion with 3.8 million transactions. Avoskin products occupy the 4th position with total sales of Rp28 billion. Although Avoskin's sales rank is still below other products, Avoskin has proven to be able to compete and has received awards since 2018. And Avoskin comes with the concept of green beauty, which is by presenting products with a sustainable approach.

Green purchase intention is the willingness of consumers to improve the environment which is characterized by a willingness to buy environmentally friendly products (Jaiswal & Kant, 2018). The green beauty concept applied by Avoskin is of concern to the public, especially those with high environmental knowledge. Environmental knowledge is the knowledge possessed by someone related to the environment (Sapanova, Cessna, DeChano-Cook, Childibaev, & Balta, 2023). The higher the knowledge of each individual about the environment, it will change individual behavior in overcoming environmental problems.

As an effort to increase sales, the company also maintains and green word of mouth marketing strategy on Avoskin products, both through social media and reviews of purchases in e-commerce. Related to this, green word of mouth is one of the important factors in making every consumer decision and a useful and practical strategy for marketers and companies concerned (Mehdikhani & Valmohammadi, 2022). T AVO Innovation & Technology in an effort to market its products also prioritizes the concept of green marketing. Green marketing is a marketing activity developed by carrying out a strategy of corporate commitment to the environment to stimulate and maintain consumer behavior that cares about the environment (Chandran & Bhattacharya, 2019). through products marketed under the Avoskin brand is trying to improve the environmental attitude of the community. Environmental attitude is an individual's belief in the existence of human interaction with the environment, where this belief fosters a positive human attitude to behave well to the environment (Fu & Gao, 2023).

Based on the description of the problems above, the researchers are interested in conducting research with the title "The Effect of Environmental Knowledge, Green Word of Mouth and Green Marketing on Green Purchase Intention with Environmental Attitude as a Mediating Variable in Avoskin skincare in Padang City".

LITERATURE REVIEW

Green Purchase Intention

Purchase intention can be interpreted as the stage of consumers in evaluating the information received, so that it can be said that consumers will plan to purchase a certain product or brand. Customer willingness to buy a product will have a higher probability even though the customer has not actually purchased the product (Resmawa, 2017). Green purchase intention is the willingness of consumers to improve the environment which is characterized by a willingness to buy environmentally friendly products (Jaiswal & Kant, 2018).

The indicators of green purchase intention according to Jaiswal & Kant (2018) are:

- 1) Consider buying because it reduces pollution
- 2) Consider switching to green products for ecological reasons
- 3) Planning to switch from conventional products to green products

Environmental Knowledge

Environmental Knowledge is an understanding of the environment and all aspects related to ecosystems, natural resources, pollution, conservation, and the impact of human activities on the environment. According to Emekci (2019) describes environmental knowledge as a person's understanding of environmental issues and problems. Environmental knowledge refers to the basic understanding that a person has of all actions and efforts that can be taken to support environmental protection. This knowledge makes it easier for individuals to commit their behavior to purchasing environmentally friendly products.

The environmental knowledge indicators according to Mohiuddin et al (2018) are:

- 1) Knowledge of recycling, knowledge of symbols on product packaging
- 2) Knowledge of how to select products and packaging that reduces the amount of waste
- 3) Knowledge of environmental issues
- 4) Using eco-friendly products to reduce the amount of waste.

Green Word of Mouth

When a company raises the issue of environmental management, consumers or customers will speak positively about the company and provide positive word of mouth about the action. Consumers or customers are also likely to support the company's efforts on environmental management (Zhang, Li, Cao, & Huang, 2018) If the company proactively adopts environmental management and effectively communicates its environmental efforts to its customers, then customers will believe that the company is actively involved in environmental issues (Chen, Lin, & Chang, 2014).

The green word of mouth indicators according to Zhang et al (2018) are:

- 1) Suggest products to others because of their environmental image
- 2) Say positive things about the product to others because of its environmental function
- 3) Encourage others to buy the product because it is environmentally friendly
- 4) Say positive things about the product because of its environmental performance

Green Marketing

Green Marketing or what is often referred to as green marketing can be defined as a whole series of activities that prioritize services and facilities to meet the needs, satisfaction, and desires of the general public, while still paying attention to the sustainability of the surrounding environment. According to Widodo, Yusiana, & Stevanie (2016) Green marketing is a marketing mix planning strategy that utilizes customer awareness of more environmentally friendly goods or services through changes to products, production processes, and packaging that are more environmentally friendly. The indicators of green marketing according to Simanjuntak et al (2023) are:

- 1) Improve and design environmentally friendly packaging
- 2) The company recycles, reuses and reproduces
- 3) The company conducts product promotion that explains the positive impact it has on the environment.

Environmental Attitude

Attitudes are the result of an assessment of feelings and potential tendencies to react, formed through the interaction between one's understandings, feelings, and desires. In the context of decisions related to the environment, a person's attitude and behavior become important factors in efforts to improve environmental quality. Caring for the environment, or one's concern for environmental conditions, is positively related to one's attitude (Jekria & Daud, 2016). In the context of green consumption, attitudes towards environmentally friendly products reflect individual beliefs regarding the impact of green consumer behavior (Arisyi & Engriani, 2019). When it comes to caring for the environment, attitudes reflect the extent to which a person identifies himself as an integral part of the natural environment. In other words, attitudes are actions that reflect what consumers like and dislike about the environment.

Environmental attitude indicators according to Sreen et al (2018) are:

- 1) Purchasing eco-friendly products provides environmental protection
- 2) Eco-friendly products help reduce pollution
- 3) Eco-friendly products help save the environment from harm
- 4) Choose eco-friendly products over conventional products.

Conceptual Framework and Hypothesis

Environmental Knowledge and Environmental Attitude

Research conducted by Simanjuntak et al. (2023) shows that knowledge about the environment significantly affects environmental care attitudes. In addition, the research findings of Mohiuddin et al. (2018) show that knowledge has a significant influence on positive attitudes.

H1: Environmental Knowledge has a significant effect on Environmental Attitude.

Green Word of Mouth and Environmental Attitude

When hearing about an environmentally friendly product or brand and even using it, the consumer or customer will tell the closest parties such as family and friends (Zhang et al., 2018). Research by Hameed, Hussain, & Khan (2022) shows that there is an influence between green word of mouth and attitudes towards the environment or green practices.

H2: Green Word of Mouth has a significant effect on Environmental Attitude.

Green Marketing and Environmental Attitude

Having knowledge about the environment has a positive influence on the desire to buy green products (Kanchanapibul, Lacka, Wang, & Chan, 2014). green marketing activities can promote the positive impact of the company's green marketing behavior on consumers' willingness to consume green products better (Yang & Chai, 2022).

H3: Green Marketing has a significant effect on Environmental Attitude.

Environmental Knowledge and Green Purchase Intention

Pengetahuan terkait kosmetik ramah lingkungan (sikap dan norma subjektif) berhubungan positif dengan niat pembelian kosmetik ramah lingkungan (Limbu, Pham, & Nguyen, 2022). Individu yang memiliki pengetahuan lebih tentang produk dan kinerjanya cenderung lebih bersedia untuk melakukan pembelian (Yadav & Pathak, 2016).

H4: Environmental Knowledge berpengaruh signifikan terhadap Green Purchase Intention.

Green Word of Mouth and Green Purchase Intention

Knowledge related to environmentally friendly cosmetics (attitudes and subjective norms) is positively related to the purchase intention of environmentally friendly cosmetics (Limbu et al., 2022). Individuals who have more knowledge about products and their performance tend to be more willing to make purchases (Yadav & Pathak, 2016).

H4: Environmental Knowledge has a significant effect on Green Purchase Intention.

Green Marketing and Green Purchase Intention

Research by Simanjuntak et al. (2023) shows that green marketing significantly and positively influences the intention to buy green products. The results of research by Majeed et al (2022) show that green marketing significantly and positively influences customer intention to make green purchases.

H6: Green Marketing has a significant effect on Green Purchase Intention.

Environmental Attitude and Green Purchase Intention

The influence of environmental attitudes on purchase intentions is an important aspect of understanding sustainability-oriented consumer behavior. This research is reinforced by Simanjuntak et al (2023) showing that environmental concerns significantly and positively influence the intention to buy green products.

H7: Environmental Attitude has a significant effect on Green Purchase Intention.

Environmental Knowledge, Environmental Attitude and Green Purchase Intention

Attitudes can mediate the effect of consumer knowledge on green product purchase intentions significantly, with partial mediation. Thus, the attitude variable functions as a mediating influence of consumer knowledge on green product purchase intentions (Saari et al 2021). Attitudes towards the environment influence behavioral intentions and pro-environmental behavior and knowledge of the environment influences behavioral intentions and pro-environmental behavior (Liu et al (2020).

H8: Environmental Knowledge has a significant effect on green purchase intention mediated by Environmental Attitude.

Green Word of Mouth, Environmental Attitude and Green Purchase Intention

Consumers who are able to develop a positive attitude towards the environment as a result of green word of mouth are more likely to integrate consideration of environmental issues in each purchasing decision. Research shows that the existence of environmental concerns can shape attitudes which ultimately have an impact on the intention to purchase environmentally friendly products (Yen & Hoang, 2023).

H9: Green Word of Mouth has a significant effect on green purchase intention which is mediated by Environmental Attitude.

Green Marketing, Environmental Attitude and Green Purchase Intention

According to Trivedi et al (2018)) for companies that market their products with care for nature, this is an advantage over companies that do not pay attention to the environment in a sustainable manner. Attitude can significantly control purchase intent and green marketing. Attitude is very important in green marketing, which will affect purchase intent (Sanjaya & Seminari, 2021).

H10: Green Marketing has a significant effect on green purchase intention mediated by Environmental Attitude

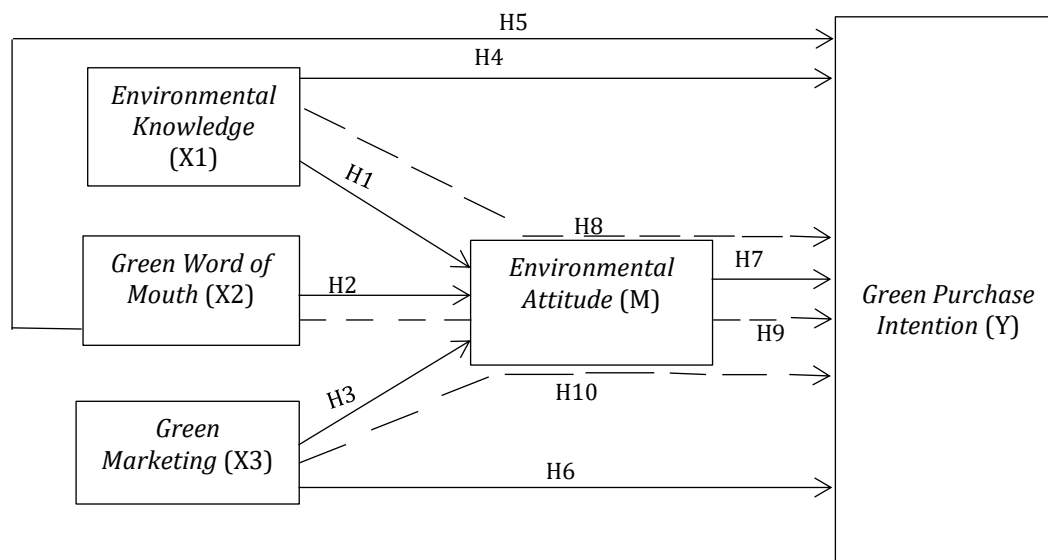


Figure 1. Conceptual Framework

METHOD

This study used quantitative research with causative methods. Quantitative research is a form of causal relationship between variables and is characterized by characteristics. Meanwhile, the population of this study are individuals who have never bought Avoskin skincare and know Avoskin skincare is an environmentally friendly product. The sample in this study amounted to 190 people. The sampling technique used purposive sampling method. The data analysis technique used is SmartPLS 4.0 software. The data analysis technique in this study used descriptive statistical analysis. The data used in this study used primary data. Primary data is data obtained directly by distributing questionnaires online via g-form and filling out the questionnaire there are certain criteria, namely never buying Avoskin skincare, knowing Avoskin environmentally friendly skincare products and domiciled in Padang City. The data was collected through online questionnaire distribution and then analyzed using SmartPLS software.

RESULT AND DISCUSSION

Respondent's Characteristics

The characteristics of respondents in this study are divided into gender, age, occupation and income. And based on the results of distributing questionnaires, a total of 204 respondents were obtained. After checking the respondent's data, the data that can be processed is 190 respondents who meet the criteria in this study. The following are the characteristics in this study:

Table 1. Characteristics of Respondents

Characteristics	Category	Amount	Percentage
Gender	Male	30	16%
	Female	160	84%
Age	17-24	135	71%
	25-32	39	21%
	33-40	10	5%
	>40	6	3%
Occupation	Students	21	11%
	Student	97	51%
	Civil Servants	3	2%
	BUMN Employee	8	4%
	Entrepreneur	9	5%
	Private Employee	29	15%
	Housewife	9	5%
Income	Others	14	7%
	<500.000	57	30%
	500.000-1.000.000	48	25%
	1.000.001-2.500.000	37	19%
	2.500.001-5.000.000	28	15%
>5.000.000	20	11%	

Source: Primary Data, 2024

Validity Test

The validity test is used to measure whether a questionnaire is valid or not in research, namely by looking at the value of the outer loading > 0.7 , if the value is > 0.7 then it can be said to meet the requirements for convergent validity.

Table 2. Validity Test

Variable	Indicator	Outer Loading >0.7	Validity Result
Environmental Attitude (M)	M.1	0.751	Valid
	M.2	0.767	Valid
	M.3	0.782	Valid
	M.4	0.775	Valid
Environmental Knowledge (X1)	X1.1	0.789	Valid
	X1.2	0.731	Valid
	X1.3	0.715	Valid
	X1.4	0.748	Valid
	X1.5	0.766	Valid
Green Word of Mouth (X2)	X2.1	0.801	Valid
	X2.2	0.761	Valid
	X2.3	0.804	Valid
	X2.4	0.716	Valid
Green Marketing (X3)	X3.1	0.830	Valid
	X3.2	0.815	Valid
	X3.3	0.816	Valid
Green Purchase Intention (Y)	Y.1	0.852	Valid
	Y.2	0.846	Valid
	Y.3	0.827	Valid

Source: Primary Data, 2024

Reliability Test

Reliability measurement can be done by assessing Composite Reliability and Cronbach's alpha. A variable can be said to be valid if the value of Cronbach's alpha is > 0.6 and the value of composite reliability is > 0.7.

Table 3. Reliability Test

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average Variance Extracted (AVE)
Environmental Attitude (M)	0.770	0.773	0.853	0.591
Environmental Knowledge (X1)	0.805	0.806	0.865	0.593
Green Word of Mouth (X2)	0.773	0.781	0.854	0.595
Green Marketing (X3)	0.757	0.758	0.861	0.673
Green Purchase Intention (Y)	0.794	0.796	0.879	0.708

Source: Primary Data, 2024

The table above shows that variables have good reliability or the ability to measure their constructs. A variable is considered reliable enough if it has a Cronbach alpha value of more than 0.6 and a composite reliability of more than 0.7. This research variable has a Cronbach alpha value of more than 0.6 and composite reliability of more than 0.7, so it can be considered to meet the reliability test.

R-Square

Structural model testing can be carried out on each indicator in the research model that has met validity and reliability. to indicate how much influence between each variable can be seen in the r square value, which ranges from 0 to 1, the closer to number 1 the model issued by regression, the better. r square testing can be seen in the following table.

Table 4. R-Square

Variable	r-square
Environmental Attitude (M)	0.459
Green Purchase Intention (Y)	0.631

Source: Primary Data, 2024

Based on the results of the table above, the r square value of the environmental attitude variable is 0.459. The value obtained indicates that the environmental attitude variable as a mediating variable can be explained by the environmental knowledge, green word of mouth and green marketing variables, which is 45.9%, whereas for the remaining 54.1% is explained by other variables. Meanwhile, the green purchase intention variable has a value of 0.631, this shows that green purchase intention can be explained by the environmental knowledge, green word of mouth and green marketing variables, namely 63.1% while the remaining 39.9% is explained by other variables.

Hypothesis Test

Direct Effect Hypothesis

Testing the direct effect hypothesis can be done by looking at the statistics produced by the structural model. And the hypothesis can be accepted if the t-statistic value is > 1.96 . The results of the direct influence hypothesis test can be seen in the following table:

Table 5. Direct Effect

Variable	Original Sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Description
Environmental Knowledge(X1)> Environmental Attitude(M)	0.281	0.279	0.090	3.108	0.002	Accepted
Green Word of Mouth(X2)> Environmental Attitude(M)	0.298	0.299	0.087	3.441	0.001	Accepted
Green Marketing(X3)> Environmental Attitude(M)	0.216	0.219	0.099	2.175	0.030	Accepted
Environmental Knowledge(X1)>Green Purchase Intention(Y)	0.273	0.267	0.102	2.684	0.007	Accepted
Green Word of Mouth(X2)> Green Purchase Intention(Y)	0.159	0.160	0.063	2.526	0.012	Accepted
Green Marketing(X3)> Green Purchase Intention(Y)	0.260	0.262	0.078	3.341	0.001	Accepted
Environmental Attitude(M)> Green Purchase Intention(Y)	0.267	0.266	0.084	3.161	0.002	Accepted

Source: Primary Data, 2024

Based on the table above, statistical analysis using smartpls 4 can be seen as follows:

- 1) Environmental knowledge has a positive and significant effect on environmental attitude with an original sample value of 0.281, p values with a value of 0.002 and a statistical t value of 3.108 which means a statistical t value of $3.108 > r$ table 1.96. From these results it is concluded the hypothesis is accepted.
- 2) Green word of mouth has a positive and significant effect on environmental attitude with original sample value of 0.298, p value 0.001 and statistical t value of $3.441 > r$ table 1.96. From these results the hypothesis is accepted
- 3) Green marketing has a positive and significant effect on environmental attitude with original sample value 0.216, p value 0.030 and statistical t value $2.175 > r$ table 1.96. From these results the hypothesis is accepted.
- 4) Environmental knowledge has a positive and significant effect on green purchase intention with original sample values of 0.273, p values 0.007 and statistical t $2.684 > r$ table 1.96. From these results the hypothesis is accepted.
- 5) Green word of mouth has a positive and significant effect on green purchase intention with original sample value 0.159, p value 0.012 and statistical t $2.526 > r$ table 1.96. From these results the hypothesis is accepted.
- 6) Green marketing has a positive and significant effect on green purchase intention with original sample value 0.260, p value 0.001 and t statistic $3.341 > r$ table 1.96. From these results the hypothesis is accepted.
- 7) Environmental attitude has a positive and significant effect on green purchase intention with original sample value 0.267, p value 0.002 and t statistic $3.161 > 1.96$. From these results the hypothesis is accepted.

Indirect Effect Hypothesis

Hypothesis testing of the mediating effect can be done with the indirect effect, where the p value < 0.05 , it can be said that the indirect effect hypothesis is accepted.

Table 6. Indirect Effect

Variable	Original Sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Description
EK (X1)>EA(M)>GPI(Y)	0.075	0.075	0.037	2.023	0.043	Accepted
GWOM(X2)> EA (M)> GPI(Y)	0.080	0.080	0.037	2.175	0.030	Accepted
GM(X3)> EA(M) > GPI (Y)	0.058	0.057	0.031	1.874	0.061	Rejected

Source: Primary Data, 2024

Based on the table above, statistical analysis using smartpls can be seen as follows:

- 8) Environmental knowledge has a positive and significant effect on green purchase intention with environmental attitude as a mediating variable can be seen from the results of the original sample 0.075, statistical t value 2.023 and p value 0.043. This result states that the hypothesis is accepted.
- 9) Green word of mouth has a positive and significant effect on green purchase intention with environmental attitude as a mediating variable can be seen from the results of the original sample 0.080, statistical t value 2.175 and p value 0.030. This result states that the hypothesis is accepted.
- 10) Green marketing has no significant effect on green purchase intention with environmental attitude as a mediating variable which can be seen from p values greater than 0.05 which is

0.061 and statistical t values smaller than 1.96 which is 1.874 meaning that this hypothesis is rejected.

DISCUSSION

Using environmental attitudes as mediation variables, this study investigates how environmental knowledge, green word of mouth, and green marketing affect the green purchase intention of Avoskin Skincare products in Padang City. After conducting data analysis, the research findings are as follows:

Environmental knowledge has a significant influence on environmental attitude

Environmental knowledge has a positive and significant effect on environmental attitude with an original sample value of 0.281 and p values of 0.002 smaller than 0.05. This can be proven by looking at the t statistic of 3.108 which has a value greater than the t table value ($t_{count} 3.108 > t_{table} 1.96$). This study shows the hypothesis is accepted. The results of this study are in line with the research of Simanjuntak et al. (2023) which found that knowledge about the environment has a significant influence on environmental care attitudes. In addition, research by Mohiuddin et al. (2018) found that knowledge has a significant influence on attitudes. Knowledge of the environment can increase public awareness of environmental issues. The more people who know about environmental issues, the more likely they will support efforts for environmental protection.

Green word of mouth has a significant influence on environmental attitude

Green word of mouth has a positive and significant effect on environmental attitudes with original sample values of 0.298, p values of 0.001 and t statistics of 3.441 $t > t_{table} 1.96$. This research is in line with the results of research conducted by Hameed et al. (2022) shows that attitudes towards the environment and green word of mouth are related. Customers can know about the positive message and eco-friendly nature of a brand through green word of mouth. Green word of mouth can refer to the process by which a consumer or customer will disseminate information, provide recommendations or tell his positive experience about an environmentally friendly product or brand to others. When hearing that an environmentally friendly product or brand has even used it, the consumer or customer will tell the closest parties such as family and friends (Zhang et al., 2018).

Green marketing has a significant influence on environmental attitude

Green marketing has a positive and significant effect on environmental attitude with original sample values of 0.216, p values of 0.030 and statistical t of 2.175 $> t_{table} 1.96$. This study shows the hypothesis is accepted. The results of this study are in line with research conducted by Yang & Chai (2022) which states that companies' green marketing actions can increase consumers' willingness to use green products. The goal of green marketing is to meet the needs and wants of customers in the target market, and the achievement of this goal must be supported by an understanding of customer behavior. Knowledge of the environment can increase the desire to buy green products (Kanchanapibul et al., 2014).

Environmental knowledge has a significant influence on green purchase intention

Environmental knowledge has a positive and significant effect on green purchase intention with original sample values of 0.273, p values of 0.007 and statistical t of 2.284 $> t_{table} 1.96$. Then this test states that the hypothesis is accepted. This study is in line with research by Limbu et al. (2022) who found that knowledge of eco-friendly cosmetics is positively correlated with the desire to buy eco-friendly cosmetics. Furthermore, research by Yadav & Pathak (2016) found that people who better understand products and their performance tend to be more willing to buy. The more people know about the environment, the more they will act according to environmental concerns, which means more people will buy Avoskin products.

Green word of mouth has a significant influence on green purchase intention

Green word of mouth has a positive and significant effect on green purchase intention with original sample value of 0.159, p value of 0.012 and statistical t of 2.526 > t table 1.96. Then this test states that the hypothesis is accepted. The results of this study are in line with the research of Zhang et al. (2018), which found that green word of mouth increases the purchase intent of green goods. Recommendations from other parties tend to encourage customers to change their views on what they buy and how they choose. Green news is critical to green purchase intention, and many businesses that support environmental issues use it as a marketing strategy. This is due to the fact that green word of mouth has a direct impact on green purchase intention to buy because individuals tend to make informed decisions (Zhang et al., 2018).

Green marketing has a significant influence on green purchase intention

Green marketing has a positive and significant effect on green purchase intention with original sample values of 0.260, p values of 0.001 t statistics of 3.341 > t table 1.96. Then this test states that the hypothesis is accepted. The results of this study are in line with research conducted by Simanjuntak et al. (2023) which states that green marketing significantly and positively affects the intention to buy green products. Furthermore, the results of research by Majeed et al. (2022) show that green marketing significantly and positively affects customer intentions to purchase green products.

Environmental attitude has a significant influence on green purchase intention

Environmental attitude has a positive and significant effect on green purchase intention with original sample value of 0.267, p value of 0.002 t statistics of 3.161 > t table 1.96. So this test states that the hypothesis is accepted This research is in line with research conducted by Simanjuntak et al. (2023) which states that environmental concern significantly and positively affects the purchase intention of green products.

Environmental attitudes mediate the effect of environmental knowledge on green purchase intentions

Environmental knowledge on green purchase intention through environmental attitude, this is supported by the results of the t statistical test of 2.023 which is greater than 1.96, which means that the parameter is significant. Therefore, it can be said that this model shows the indirect influence of environmental knowledge variables on green purchase intention mediated by environmental attitude. This is in line with the research of Saari et al. (2021), which found that attitudes can significantly mediate the influence of consumer knowledge on product purchase intention with partial mediation, so that attitude variables serve as mediation of the influence of consumer knowledge on the purchase intention of environmentally friendly products. This research is also in line with the research of Julianti & Pramudana (2017), which found that attitudes can mediate the influence of consumer knowledge on the purchase intention of environmentally friendly products.

Environmental attitudes mediate the effect of green word of mouth on green purchase intentions

Green word of mouth on green purchase intention through environmental attitude, this is supported by the results of the t statistical test of 2.175 which is more than 1.96, which means that the parameter is significant. Thus, the indirect effect of the green word of mouth variable on green purchase intention mediated by environmental attitude can be said to be significant. This study is in line with research conducted by Ghassani et al. (2022) which shows that green word of mouth affects green purchase intention. Environmental concern can shape attitudes, which have an impact on the intention to buy environmentally friendly goods (Hoan Yen & Hoang, 2023). When a consumer's friends or family tell them about an eco-friendly product or brand, they become more interested. Consumer attitudes to environmental issues can be influenced by this information.

Environmental attitude does not mediate the effect of green marketing on green purchase intention.

Green marketing on green purchase intention through environmental attitude, this can be seen from the results of the t statistical test of 1.874 which is smaller than 1.96, which means that green marketing has no significant effect on green purchase intention through environmental attitude. This research is in line with research conducted by Mendrofa et al. (2023) which shows that green marketing has no significant effect on the intention to buy environmentally friendly products through environmental attitudes. Although green marketing is a strategy used to encourage the purchase behavior of environmentally friendly products, it does not significantly affect the purchase intention of these products through attitudes towards the environment.

CONCLUSION

The conclusion of the research on the influence of environmental knowledge, green word of mouth, green marketing and green purchase intention with environmental attitudes as mediation in Avoskin skincare in Padang City, can be concluded as follows:

1. Environmental knowledge has a positive and significant effect on environmental attitudes. This shows that more and more environmentally conscious customers will prefer Avoskin skincare products.
2. Green word of mouth has a positive and significant effect on environmental attitudes. This shows that the more customers know about eco-friendly products, the more interested they will be in Avoskin skincare products.
3. Green Marketing has a positive and significant effect on environmental attitudes. This shows that the more commitment to environmental conservation, the more consumers will be interested in Avoskin skincare products.
4. Environmental knowledge has a positive impact on green purchase intention, meaning that more people who know about the environment will be more interested in buying Avoskin skincare.
5. Green word of mouth has a positive and significant impact on the green purchase intention of green products, because the more people know about environmentally friendly products, the greater their desire to buy Avoskin skin skincare products.
6. Green marketing has a positive and significant effect on green purchase intention, meaning that the greater the commitment to environmental conservation, the greater the desire to buy Avoskin skincare products.
7. Environmental attitude has a positive and significant effect on the purchase intention of green products, meaning that the better the customer's perception of environmentally friendly products, the greater their desire to buy Avoskin skincare products.
8. Environmental knowledge and attitudes towards green product purchase intentions have a significant positive relationship, and attitudes towards the environment can influence green purchase intentions. In other words, showing that customers have environmental knowledge can influence their attitude towards the environment, which in turn can encourage them to buy Avoskin skincare products.
9. Green word of mouth and green purchase intention mediated by environmental attitudes have a significant positive relationship. This shows that the information provided by other customers about eco-friendly products can affect their attitude towards the environment, which in turn can give rise to the desire to buy Avoskin skincare products.
10. Green marketing mediated by environmental attitude towards green purchase intention has an insignificant relationship. This means that it shows that marketing strategies through a commitment to green preservation are unable to influence environmental attitudes towards the purchase intention of Avoskin skincare products.

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