



The Influence of Green Marketing Strategy and Influencer Endorsement on Green Product Purchase Intention among Generation Z in Kediri City: A Study on Avoskin Skincare

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ABSTRACT

This study aims to analyze the influence of Green Marketing Strategy and Influencers on Purchase Intention toward Avoskin skincare products among Generation Z in Kediri City. Conducted from March to June 2026, this quantitative research employed a causal-associative design. Data were collected from 96 respondents selected via purposive and snowball sampling, then analyzed using multiple linear regression. The results indicate that Green Marketing and Influencers positively and significantly affect Purchase Intention, both partially and simultaneously, contributing 51.8% to the variance. These findings imply that integrating sustainable marketing strategies with credible influencer endorsements effectively enhances consumer purchase intention toward eco-friendly cosmetic products.

INTRODUCTION

Growing global awareness of environmental issues has begun to exert a profound impact across various industrial sectors, notably the beauty industry (Peattie & Crane, 2005). In Indonesia, the demand for sustainable beauty products has grown rapidly, paralleling heightened consumer consciousness regarding both skin health and environmental conservation (Rahma et al., 2025). Modern consumers increasingly evaluate ingredient safety, brand ethics, and the ecological footprint of their skincare products. This escalating interest is corroborated by recent reports revealing that 86% of Generation Z prioritizes skincare over makeup and critically evaluates a brand's environmental ethos prior to purchasing, heavily relying on social media platforms and influencers for product preferences (Jakpat, 2024). This shift aligns with broader contemporary consumption patterns, where modern consumers seek holistic brand experiences that encompass emotional, social, and value-based dimensions rather than merely functional benefits (Putra et al., 2026). Consequently, modern purchasing behavior is increasingly driven by a convergence of sustainability values and digital communication.

To cultivate positive brand perceptions and stimulate purchase intention, cosmetic companies are actively integrating green marketing strategies. Green marketing encompasses activities designed to develop, promote, and distribute products with minimal environmental footprints (Chen & Chang, 2013). Environmentally oriented marketing strategies contribute positively to consumer attitudes and purchasing behavior toward sustainable products (Pangastuti et al., 2024). Within the beauty industry, practices such as utilizing natural ingredients and biodegradable packaging effectively enhance brand image and solidify consumer trust in sustainable skincare (Susilowati & Marwanto, 2023). Alongside green marketing, digital influencer marketing has emerged as a critical strategy for shaping consumer behavior. Influencers function as key opinion leaders who establish parasocial relationships with their audiences, delivering content perceived as authentic. The pervasive use of social media further amplifies the capacity of influencers to dictate consumer purchasing patterns (DataReportal, 2024).

While both green marketing and influencer endorsements are demonstrably effective, previous empirical studies have predominantly concentrated on metropolitan hubs (Fahira & Siregar, 2025); (Permai & Martawijaya, 2025). Conversely, developing regional cities present distinct consumer profiles, particularly regarding sustainability literacy, access to eco-friendly products, and price sensitivity (Prasetyo, 2021). This establishes a significant research gap concerning the simultaneous impact of green marketing and influencers on the purchase intention for sustainable products in emerging urban centers. Addressing this niche sample, this study provides a novel contribution to knowledge enrichment by capturing the unique consumer behavior of Generation Z in Kediri City. Specifically, the objectives of this study are explicitly defined as follows: (1) to analyze the partial effect of green marketing strategies on purchase intention, (2) to examine the partial effect of influencer endorsement on purchase intention, and (3) to determine the

simultaneous impact of both green marketing and influencers on the purchase intention toward Avoskin sustainable products among Generation Z in Kediri City. These defined objectives aim to provide actionable insights for beauty industry practitioners to optimize their sustainable marketing strategies.

THEORETICAL REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by (Ajzen, 1991), explains how the intention to perform a specific behavior is formed through the interaction of three main components: attitude toward the behavior, subjective norm, and perceived behavioral control. TPB emphasizes that behavioral intention is a direct determinant of actual behavior, making it crucial to understand the factors shaping purchase intention in the context of consumer behavior. In this study, TPB is utilized to explain how green marketing strategies and influencers act as external stimuli that interact with the internal factors of Generation Z consumers to form purchase intentions. The sustainability values presented through green marketing and the credibility of influencers influence consumers' attitudes and subjective norms, which ultimately shape their behavioral intention to purchase eco-friendly skincare products.

Green Marketing

Green marketing is a marketing strategy that integrates environmental concerns into a company's products, production processes, and marketing communications to consumers (Chen & Chang, 2013). This strategy aims to build positive perceptions, enhance consumer trust, and stimulate purchase intention toward environmentally friendly products. Previous empirical studies have consistently supported the efficacy of this strategy. For instance, (Pangastuti et al., 2024) and (Fahira & Siregar, 2025) found that environmentally oriented marketing strategies and green marketing appeals contribute positively and significantly to consumer purchase intention. Based on these findings, the first hypothesis is proposed:

H1: Green marketing strategy positively influences purchase intention.

Influencer

An influencer is an individual who has influence over audiences on social media and is capable of shaping consumer opinions and purchasing decisions through the content they share. This influence is formed through trust, credibility, and a high level of engagement between influencers and their followers (De Veirman, M.; Cauberghe, V.; Hudders, 2017);(Sokolova & Kefi, 2020). Previous research supports the positive impact of influencers on consumer behavior. Studies by (Permai & Martawijaya, 2025) and (Sokolova & Kefi, 2020) demonstrated that influencer credibility and their parasocial interactions with followers significantly enhance consumer trust and positively drive purchase decisions for endorsed products. Therefore, the second hypothesis is formulated:

H2: Influencers have a positive effect on purchase intention.

Purchase Intention

Purchase intention refers to consumers' tendency and willingness to purchase a product after evaluating the information they receive (Kotler & Keller, 2016);(Schiffman & Kanuk, 2010). In the context of green marketing, purchase intention is influenced by consumers' perceptions of a company's environmental responsibility, while influencer credibility enhances trust in recommended products. Research indicates that the combination of green marketing strategies and influencer endorsements simultaneously yields a significant positive effect on consumer purchase intention. Thus, the third hypothesis is proposed:

H3: Green marketing strategy and influencers simultaneously have a positive effect on purchase intention.

Conceptual Framework Justification

Grounded in the theoretical review and the proposed hypotheses, a conceptual framework is developed to illustrate the logical relationship between the variables. According to the Theory of Planned Behavior (TPB), Green Marketing Strategy (X_1) and Influencers (X_2) act as external stimuli that influence the internal cognitive processes and subjective norms of consumers. The framework justifies that the integration of corporate sustainability efforts and digital opinion leaders constructs a synergistic pathway that ultimately shapes Consumer Purchase Intention (Y). The structural relationship of this paradigm is depicted in the following framework:

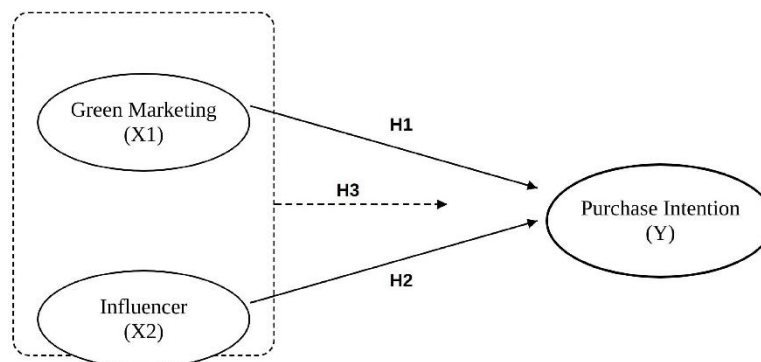


Figure 1. Conceptual Framework

METHODOLOGY

This study employed a quantitative approach with a causal-associative research design, which is widely utilized to explain the influence of independent variables on dependent variables through empirical testing and statistical analysis (Lidiawan et al., 2025). Specifically, this research examines the relationship between Green Marketing Strategy, Influencers, and Consumer Purchase Intention. The target population consisted of Generation Z consumers in Kediri City who are familiar with Avoskin skincare products. A sample of 96 respondents was selected utilizing a combination of purposive and snowball sampling techniques. Purposive sampling was deemed appropriate for obtaining respondents who meet specific research criteria and provide relevant

information regarding the variables (Putra & Utami, 2025). Primary data were collected through an online questionnaire, with variables measured using a five-point Likert scale. The collected data were subsequently processed and analyzed using IBM SPSS Statistics software. To ensure data feasibility, instrument testing (validity and reliability) and classical assumption tests (normality, multicollinearity, and heteroscedasticity) were conducted prior to the main analysis. Finally, the proposed hypotheses were evaluated utilizing multiple linear regression analysis, partial t-tests, simultaneous F-tests, and the coefficient of determination (R^2).

RESULTS

Descriptive Statistics of Respondents

Respondents in this study were consumers in Kediri City who had used or were aware of Avoskin skincare products through social media or influencers, with a total of 96 respondents. The distribution of female respondents was 81 people with a percentage of 84.40%, while male respondents were 15 people with a percentage of 15.60%.

Based on age characteristics, respondents aged 21-24 years old dominated the study, totaling 63 people or 65.60%. Respondents aged 17-20 years old numbered 21 people (21.90%), while respondents aged 25-29 years old totaled 12 people (12.50%).

In terms of profession, the majority of respondents were students, totaling 67 people (69.80%). Respondents who worked as employees numbered 23 people (24.00%), while respondents categorized as housewives totaled 6 people (6.20%).

Based on monthly expenditure characteristics, respondents with a monthly expenditure of Rp100.000 – Rp500.000 dominated the study, totaling 75 people or 78.10%. Respondents with an expenditure of Rp500.000 – Rp1.000.000 numbered 16 people (16.70%), while respondents with expenditures above Rp1.000.000 totaled 5 people (5.20%).

Instrument and Classical Assumption Tests

Prior to the main analysis, instrument testing (validity and reliability) and classical assumption tests were conducted to ensure data feasibility. The detailed results of these evaluations are presented in the following tables.

Table 1. Validity Test

Variable	Indicator	R value	R table	Information
Green Marketing (X1)	X1.1	0.795	0.200	Valid
	X1.2	0.723	0.200	Valid
	X1.3	0.746	0.200	Valid

	X1.4	0.802	0.200	Valid
Influencer (X2)	X2.1	0.897	0.200	Valid
	X2.2	0.836	0.200	Valid
	X2.3	0.762	0.200	Valid
	X2.4	0.802	0.200	Valid
Purchase Intention (Y)	Y1	0.834	0.200	Valid
	Y2	0.802	0.200	Valid
	Y3	0.857	0.200	Valid

Source: Data output processed with IBM SPSS Statistic (2026)

The validity test results demonstrate that all measurement items for Green Marketing, Influencer, and Purchase Intention yield calculated r-values exceeding the critical r-table threshold of 0.200. Consequently, all indicators are statistically valid and properly measure their respective constructs, rendering the questionnaire highly feasible as a research instrument.

Table 2. Reliability Test

Variable	Cronbach Alpha	Standart	Information
Green Marketing	0.762	0.60	Reliable
Influencer	0.840	0.60	Reliable
Purchase Intention	0.770	0.60	Reliable

Source: Data output processed with IBM SPSS Statistic (2026)

The reliability test reveals that the Cronbach's Alpha coefficients for Green Marketing (0.762), Influencer (0.840), and Purchase Intention (0.770) all comfortably surpass the acceptable threshold of 0.60. This indicates a high level of internal consistency, confirming that the research instrument is reliable and capable of producing stable measurements across the collected data.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test	Value
N	96
Normal Parameters (Mean)	0.000

Normal Parameters (Std. Deviation)	0.885
Test Statistic	0.143
Asymp. Sig. (2-tailed)	0.000

Source: Data output processed with IBM SPSS Statistic (2026)

The One-Sample Kolmogorov-Smirnov test resulted in a significance value of 0.000, suggesting that the residual data initially deviates from a perfectly normal distribution. However, in accordance with the Central Limit Theorem, given the adequately large sample size ($n > 30$), the sampling distribution is considered robust and approximates normality. Thus, the fundamental assumption is fulfilled, and the regression analysis can legitimately proceed.

Table 4. Multicollinearity Test

Model/Variables	Tolerance	VIF
Green Marketing (X1)	0.871	1.148
Influencer (X2)	0.871	1.148

Source: Data output processed with IBM SPSS Statistic (2026)

The multicollinearity test confirms the absence of strong correlations among the independent variables. Both Green Marketing and Influencer exhibit a Tolerance value of 0.871, which is greater than the 0.10 threshold, and a Variance Inflation Factor (VIF) of 1.148, remaining well below the maximum limit of 10. This absence of multicollinearity ensures the accuracy and reliability of the regression coefficients.

Table 5. Heteroscedasticity Test

Model/Variables	t	Sig.
(Constant)	-0.354	0.724
Green Marketing (X1)	1.821	0.072
Influencer (X2)	-0.115	0.908

Source: Data output processed with IBM SPSS Statistic (2026)

Utilizing the Glejser test, the results show that the significance values for both Green Marketing (0.072) and Influencer (0.908) are notably higher than the 0.05 threshold. This empirical evidence confirms the absence of heteroscedasticity, indicating that the variance of the residuals remains constant across all observations within the regression model.

Table 6. Multiple Regression Test

Model/Variables	Unstandardized Coefficients (B)	Std. Error
(Constant)	2.796	1.003
Green Marketing (X1)	0.424	0.057
Influencer (X2)	0.162	0.046

Source: Data output processed with IBM SPSS Statistic (2026)

Based on the multiple linear regression analysis, the predictive model is formulated as: $Y = 2.786 + 0.424X_1 + 0.162X_2 + e$. The constant value of 2.786 represents the baseline level of Purchase Intention when all independent variables are zero. The positive coefficients for Green Marketing (0.424) and Influencer (0.162) signify a direct, positive relationship, meaning that any strategic enhancement in eco-friendly marketing or influencer engagement will correspondingly elevate consumer purchase intention.

Table 7. Coefficient of Determination (R^2) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.720	0.518	0.508	0.895

Source: Data output processed with IBM SPSS Statistic (2026)

The analysis generated an R^2 value of 0.518 and an Adjusted R^2 of 0.508. This implies that the combined variables of Green Marketing and Influencer effectively explain 51.8% of the total variance in consumer Purchase Intention. The remaining 48.2% of the variance is attributable to other external determinants that fall outside the current research scope.

Table 8. t-Test

Model/Variables	t	Sig.
(Constant)	2.776	0.007
Green Marketing (X1)	7.482	0.000
Influencer (X2)	3.502	0.001

Source: Data output processed with IBM SPSS Statistic (2026)

The partial significance test (t-test) demonstrates that Green Marketing (X_1) exerts a highly significant and positive effect on Purchase Intention, as evidenced by a t-value of 7.482 (surpassing the t-table threshold of 1.985) and a significance value of 0.000. Similarly, the Influencer variable (X_2) significantly drives Purchase Intention with a t-value of 3.502 and a significance of 0.001. Consequently, both variables individually hold a substantial positive influence on consumer decision-making.

Table 9. F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	80.025	2	40.013	49.973	0.000
Residual	74.464	93	0.801		
Total	154.490	95			

Source: Data output processed with IBM SPSS Statistic (2026)

The simultaneous F-test produced a calculated F-value of 49.973 with a highly significant value of 0.000. Because this significance level is strictly below 0.05, it definitively proves that Green Marketing and Influencers, when acting synergistically, exert a significant simultaneous impact on Consumer Purchase Intention. Thus, the proposed regression model is robust, confirming the acceptance of the formulated hypothesis.

DISCUSSION

The findings revealed that Green Marketing Strategy exerts a positive and significant impact on Consumer Purchase Intention for Avoskin skincare products among Generation Z in Kediri City, leading to the acceptance of the first hypothesis. This suggests that implementing eco-friendly marketing strategies effectively heightens consumer interest in sustainable skincare. In forming their purchasing decisions, these consumers carefully consider the brand's use of natural ingredients, environmentally friendly packaging, and ecological campaigns. Academically, this indicates that the ecological responsibility demonstrated by a brand acts as a strong cognitive stimulus that aligns with the green values held by the younger demographic. Furthermore, these results are consistent with the established literature, which posits that green marketing successfully cultivates positive consumer perceptions and fosters trust in eco-friendly products. Furthermore, the empirical evidence indicated that Influencers exert a positive and significant impact on Purchase Intention, thereby confirming the acceptance of the second hypothesis. Influencers possess the capacity to shape consumer opinions and behaviors by delivering personalized and authentic content on social media platforms. Key dimensions such as credibility, value congruence, authenticity, and parasocial interaction with the audience significantly bolster consumer trust in the endorsed products. In the digital era, Generation Z consumers rely heavily on peer-like validation rather than traditional corporate marketing. The proximity and perceived honesty of these digital figures successfully reduce consumer skepticism toward product claims. These findings strongly corroborate the theoretical assertions which emphasize that influencers drive consumer purchase intention by cultivating profound emotional connections and maintaining high engagement levels with their followers. Ultimately, the analysis demonstrated that Green Marketing Strategy and Influencers simultaneously exert a significant impact on Consumer Purchase Intention. The simultaneous effect evaluation indicates that the combined framework of independent variables accounts for the majority variance of

consumer purchase intention, while the remaining proportion is attributed to other external factors not examined in this research. This simultaneous effect underlines that green value propositions cannot stand alone in a highly competitive digital market; they require strategic communication channels. Integrating sustainable corporate marketing practices with credible digital influencer endorsements creates a powerful synergy that reinforces consumer confidence. This integrated marketing approach proves to be highly effective in stimulating consumer purchase intention for green products, particularly among the socially connected Generation Z demographic in emerging urban centers like Kediri City.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that the purchasing paradigm of Generation Z in emerging urban areas transcends traditional functional benefits, heavily relying instead on a brand's verifiable ecological footprint and digital authenticity. The synergy between green marketing strategies and influencer endorsements is proven to be integral in shaping consumer behavior. When concrete eco-friendly commitments such as the utilization of natural ingredients and sustainable packaging are communicated through influencers who possess strong credibility and congruent environmental values, it effectively mitigates consumer skepticism and fosters a robust purchase intention. Ultimately, sustainable value propositions cannot stand in isolation; they require authentic digital advocacy to successfully penetrate the socially conscious youth demographic in Kediri City.

Based on these findings, the practical implementation for cosmetic companies involves strategically integrating green marketing initiatives with digital influencer campaigns. It is highly recommended that beauty industry practitioners continuously fortify their sustainable practices by highlighting natural ingredients and eco-friendly packaging. Furthermore, companies should meticulously forge partnerships with influencers whose personal branding and core values align seamlessly with environmental sustainability. This authenticity and integrated approach are crucial for building trust and stimulating purchase intention among the socially conscious younger demographic.

FURTHER STUDY

Every research is subject to limitations; this study specifically focused on a single skincare brand within a specific regional demographic, which may limit the generalization of the findings. For further investigations, it is suggested to incorporate additional variables that may influence green product purchase intention, such as brand image, brand trust, electronic word-of-mouth (e-WOM), and green perceived value. Future researchers are also encouraged to expand the geographical scope and sample size, or employ qualitative methodologies to acquire a deeper, more nuanced understanding of consumer psychological responses to sustainable digital marketing strategies.

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