



Innovating Sustainable Consumption through Green Marketing: The Mediating Role of Green Consumption Values

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ABSTRACT

This study explored the impact of green marketing on the purchase behavior of Avoskin eco-friendly beauty products in the city of Surakarta. It examined the role of green consumption values as a mediator in the relationship between green marketing and purchase behavior based on the Stimulus-Organism-Response model. The research was conducted by collecting data from 140 Avoskin consumers via an online questionnaire using purposive sampling. The data were analyzed using the SEM-PLS (Structural Equation Modeling - Partial Least Squares) method. The results indicate that green marketing has a significant positive effect on green consumption values, and green consumption values also have a significant positive effect on purchase decisions. Green marketing has a significant positive effect on purchase decisions indirectly through a mediator. The findings of this study emphasize the importance of green marketing in shaping consumer awareness in the form of green consumption values and encouraging the consumption of environmentally friendly products.

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1. Introduction

Indonesia ranks sixth among ASEAN countries according to the 2024 Environmental Performance Index (EPI). Indonesia's still-low EPI score should serve as a reason for the country to continue making improvements in support of environmental sustainability (Al Haq, 2025). One environmental issue that frequently draws attention is the growing problem of waste. The rise in waste is driven by several factors, including population growth, modern lifestyles that lead to irresponsible consumption, a lack of environmental awareness among the public, and a reliance on plastic for daily needs, as well as industrial sectors and production activities that pay insufficient attention to environmental conditions.

According to the Ministry of Environment's National Waste Management Information System (SIPSN), the volume of waste in Indonesia in 2024 reached 37.3 million tons per year, with only 59.67% of the total waste being managed (Kementerian Lingkungan Hidup, 2024). Waste in Indonesia in 2025 is recorded at 25.8 million tons, originating from just 253 cities and regencies in the country; the remainder from other cities and regencies is not recorded and is not integrated into the SIPSN. The increasing volume of waste has become a serious problem for environmental sustainability. Issues include rising soil, water, and methane pollution, as well as the risk of diseases caused by mosquitoes and rats resulting from waste accumulation.

Public awareness of the environmental and health issues caused by waste remains relatively low. The government, businesses, and the public must all play a role in supporting efforts to reduce waste emissions (Lingga et al., 2024). Initiatives to promote environmental awareness are now being actively pursued by the government, communities, the private sector, and businesses. The emergence of sustainable environmental projects reflects a commitment to addressing current environmental concerns (Muthoifin, et al., 2024). The Indonesian government is also working toward the Sustainable Development Goals (SDGs), particularly Goal 12 there is sustainable consumption and production with targets including a substantial reduction in waste by 2030 (SDGs UB, 2026).

Businesses are taking steps to demonstrate their environmental responsibility by introducing sustainable business models or eco-friendly production practices. One such local beauty product company based in Sleman, Yogyakarta PT. Avo Innovation

Technology has pioneered a groundbreaking corporate sustainability concept. This sustainability initiative is expected to benefit the environment and raise public environmental awareness (Avoskin, 2020).

One of the beauty brands from PT. Avo Innovation Technology that embraces the concept of sustainability is Avoskin. The Avoskin brand adheres to the principles of people, planet, and profit in achieving its business objectives. Avoskin offers high-quality beauty products with sustainable value. Avoskin uses natural ingredients from Indonesia to create quality products. Avoskin is active in environmental awareness campaigns through social media and even at its official stores. One of its well-known campaigns involves exchanging used product packaging for new products; these can be dropped off at official stores or through Avoskin's collaboration partner, Waste4Change, for recycling (Avoskin, 2020).

The concept promoted by Avoskin implements green marketing, which can create positive branding for the company. The concept of green marketing can raise consumer awareness of the company's commitment to environmental protection. Additionally, it fosters consumer interest in purchasing eco-friendly products and contributes to the achievement of SDG 12 sustainable production and consumption according to research by Chen et al. (2025).

Based on the background above and supported by existing research, the author is interested in examining consumer purchasing decisions regarding Avoskin products in the city of Surakarta to understand the factors influencing the purchase of eco-friendly products—which serve as efforts to reduce waste and reflect public concern for the environmental conditions of Surakarta—while aligning with SDG 12: responsible consumption and production.

2. Literature Review

2.1. Purchase Decisions

The purchase decision is the stage at which consumers consciously choose the type of product or service they wish to consume, determine where to buy it, decide when to consume it, determine the quantity to purchase, and decide how to obtain the product (Novita et al., 2025). These considerations ultimately shape the consumer's perception of the value of the product or service consumed and the benefits derived from it (Teixeira et al., 2024).

The stages of the purchasing decision according to Kotler & Keller (2016) are: 1) Recognition of a need, in this stage the consumer realizes there is a problem that creates a need and feels it must be met. 2) Information search, the consumer will seek information related to the need to address the problem and find the best solution. 3) Evaluation of alternatives, after the consumer identifies the needed product, they typically compare its specifications and quality with those of other products. 4) Purchase decision: at this stage, the consumer has found the best solution and makes a purchase decision regarding the product. 5) Post-purchase behavior: this stage refers to consumer feedback regarding the consumption of the product. Consumers will experience satisfaction or dissatisfaction from using the product (Irwansyah et al., 2021).

2.2 Green Marketing

Green marketing is a marketing concept that prioritizes environmentally friendly actions and services while minimizing negative impacts on the environment. The green marketing mix encompasses product development, pricing strategies, promotions, and distribution designed to preserve the environment. Green marketing initiatives can serve as a means to project a positive image of a green company, thereby eliciting a positive response from consumers (Chung, 2020).

The green marketing mix comprises several components: green product, green price, green place, and green promotion. In the context of green marketing, a “green product” refers to a product manufactured using natural and sustainable materials. “Green price” involves the concept of incorporating environmental costs, which include both production costs and the costs associated with the consumption of the product. Green pricing implies the internalization of external costs into market prices. Location, in the context of green marketing, refers to the design of a business’s physical location to be environmentally friendly, with the aim of minimizing environmental impact. Green promotion involves promotional activities that communicate the environmental benefits of the product (Jave-chire et al., 2025).

Green marketing is a marketing strategy that has a positive impact on the environment and provides information ranging from product features to their environmental impact. Green marketing raises awareness about eco-friendly products.

The more consumers learn about these products, the more likely they are to adopt a positive attitude toward them and place greater trust in green products that have a positive impact on the environment (H. Wang et al., 2019).

2.3 Green Consumption Value

Shi et al. (2025) define green consumption values as an individual's tendency to express environmental values through purchasing and consumption behaviors related to eco-friendly products. Consumption values explain why consumers choose to buy or not buy, and to use or not use, a particular product. This concept is drawn from the theory of consumption values proposed by Sheth, Newman, and Gross (1991).

The identification of consumption values is divided into five categories based on the findings of Sheth et al. (1991): 1) Functional value is the value perceived in a product based on its function, benefits, quality, durability, and price. 2) Conditional value is defined as the benefits received and derived from an alternative as a result of a situation involving a choice. Conditional value arises in relation to the use of products and services in specific situations. 3) Social value is the value associated with the benefits of recognition that consumers perceive from a community regarding the use of the product. 4) Emotional value refers to the benefits perceived and derived from an alternative's capacity to evoke feelings—whether positive, negative, or variations thereof—tailored to each individual, which influence purchasing decisions (Maharani & Purnamarini, 2022). 5) Epistemic value is the perceived benefit derived from curiosity, the search for novelty, and the acquisition of knowledge about the product to be consumed (Ali et al., 2019).

According to Shi et al. (2025), consumers who exhibit a tendency toward green consumption behavior are more likely to prioritize information and considerations regarding environmental attributes when selecting a product. Individuals with a strong inclination toward green consumption values develop a sense of confidence in understanding environmental issues, which they then incorporate into their personal norms, thereby encouraging them to engage in green consumption behavior.

2.4 The Stimulus-Organism-Response (SOR)

The Stimulus-Organism-Response (SOR) model is a theory in environmental psychology first introduced by Mehrabian & Russel (1974). The SOR model explains

the influence of the external environment (stimulus) on a person's internal state (organism), which subsequently drives behavior or decision-making at the final stage (response). This study adapts the SOR model to the field of marketing by using green marketing variables as the stimulus, green consumption values as the organism, and the response being the purchase decision (Lady et al., 2025).

Research by G. Wang & Muna, (2024) shows that green advertising influences green purchase intent through the SOR (stimulus-organism-response) model. Green advertising influences green consumption values. Green consumption values mediate the relationship between green advertising and green purchase intentions. Research by Rivas et al. (2022), adopting the SOR model, shows that green marketing acts as a stimulus, exerting a positive influence on green consumption values as the organism within individuals. Green consumption values, as the organism, also serve as a mediator leading to the response—namely, the behavior of adopting green products.

3. Method, Data, and Analysis

This study employed a quantitative method and was conducted in the city of Surakarta, which consists of five subdistricts: Laweyan, Banjarsari, Pasar Kliwon, Jebres, and Serengan. The study population consists of Avoskin product consumers. The sample comprised 140 consumers selected using non-probability sampling with a purposive sampling method, based on the following criteria: age > 15 years, having seen and been aware of Avoskin's environmental advertisements, and having purchased and used Avoskin products. Data were collected via an online questionnaire and subsequently analyzed using supporting data sourced from literature reviews and prior research.

The analysis technique used in this study was SEM-PLS (Structural Equation Modeling - Partial Least Squares) with the assistance of SmartPLS 3.0 software. This analysis technique was chosen because the research model is complex, involving mediating variables, and to ensure more valid test results (J. F. Hair et al., 2019).

4. Result and Discussion

The following are the demographic characteristics of the 140 respondents. The respondents were predominantly female, with 109 participants (77.85%); 102 were aged 21–23 (72.85%); 113 were students (80.71%); and 46 were residents of Banjarsari (32.86%).

Table 1. Characteristics of Research Respondents

Characteristics	Criteria	Number	Percentage
Gender	Female	109	77,85%
	Male	31	22,14%
Total		140	100%
Age	18-20	26	18,57%
	21-23	102	72,85%
	24-26	12	8,57%
Total		140	100%
Job	Student	116	82,85%
	Employee	21	15%
	Businessman	3	2,14%
Total		140	100%
Residence	Banjarsari	46	32,86%
	Laweyan	23	16,43%
	Pasar Kliwon	21	15%
	Serengan	13	9,29%
	Jebres	37	26,43%
Total		140	100%

Source: Data Processed, 2026.

The research results were analyzed using SEM-PLS, which consists of measurement model analysis (outer model) and structural model analysis (inner model). The measurement model (outer model) was used to explain the relationship between latent variables and their indicators, with the aim of ensuring that the indicators used were appropriate and could consistently represent the constructs (Ghozali & Latan, 2015).

4.1 Measurement Model Analysis (Outer Model)

4.1.1 Convergent Validity

The table below shows that the outer loading values for each indicator meet the criterion of >0.6 . This means that each indicator is considered valid and capable of measuring the latent construct of its respective variable. Convergent validity can also be assessed using the Average Variance Extracted (AVE) value; if the AVE value is >0.5 , the construct is considered valid (J. F. Hair et al., 2017).

Table 2. The Result of *Convergent Validity*

Variable	Indicator	Outer Loading	AVE
Green Marketing (GM)	GM1: Green Product	0,712	0,528
	GM2: Green Place	0,728	
	GM3: Green Price	0,757	
	GM4: Green Price	0,709	
Green Consumption Value (GCV)	GCV1: Functional Value	0,757	0,582
	GCV2: Social Value	0,826	
	GCV3: Emotional Value	0,831	
	GCV4: Epistemic Value	0,687	
	GCV5: Conditional Value	0,702	
Purchase Decision (PD)	PD1: Problem Definition	0,763	0,616
	PD2: Information Search	0,788	
	PD3: Alternative Evaluation	0,8	
	PD4: Purchase Decision	0,813	
	PD5: Post-PurchaseBehavior	0,76	

Source: Data Processed, 2026.

4.1.2 Discriminant Validity

Table 3. The Result of Discriminant Validity

	Purchase Decision (PD)	Green Consumption Value (GCV)
Green Consumption Value (GCV)	0,993	
Green Marketing (GM)	0,95	0,93

Source: Data Processed, 2026.

The discriminant validity test aims to ensure that each latent variable used is distinct and unique. Discriminant validity can be assessed using the HTMT (heterotrait-monotrait ratio) value. The HTMT method is considered more accurate because it confirms that constructs are unique and do not overlap with other constructs. According to Henseler et al. (2015), if the HTMT value exceeds the threshold of >0.9 , HTMT inference is applied using a bootstrap confidence interval test to determine whether the HTMT value differs from the threshold. If the upper limit of the confidence interval is <1 , the HTMT value is still acceptable even if it is >0.9 .

Table 4. The Result of Confidence Interval

	Original Sample (O)	Sample Mean (M)	Lower Limits (2.5%)	Upper Limits (97.5%)
GCV -> PD	0,84	0,84	0,77	0,891

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GM -> GCV	0,734	0,739	0,665	0,803
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Source: Data Processed, 2026.

4.1.3 Composite Reliability

Table 5. The Result of Composite Reliability

	Cronbach's Alpha	Composite Reliability
Green Marketing (GM)	0,708	0,817
Green Consumption Value (GCV)	0,818	0,874
Purchase Decision (PD)	0,845	0,889

Source: Data Processed, 2026.

The composite reliability scores for each variable exceeded 0.7, indicating that the variables are reliable. The Cronbach's alpha values for all three variables met the criterion of > 0.7 , confirming their reliability. This means that the instruments used for each variable are reliable, trustworthy, and consistent (J. F. Hair et al., 2017).

4.1.4 Multicollinearity Test

Table 6. The Result of Multicollinearity Test

Variable	Indicator/Dimension	VIF
Green Marketing (GM) (Jave-chire et al., 2025)	GM1: Green Product	1,236
	GM2: Green Place	1,51
	GM3: Green Price	1,546
	GM4: Green Price	1,431
Green Consumption Value (GCV) (Sheth et al., 1991)	GCV1: Functional Value	1,914
	GCV2: Social Value	2,45
	GCV3: Emotional Value	2,384
	GCV4: Epistemic Value	1,845
	GCV5: Conditional Value	1,511
Purchase Decision (PD) (Kotler and Keller, 2016)	PD1: Problem Definition	1,639
	PD2: Information Search	1,849
	PD3: Alternative Evaluation	1,907
	PD4: Purchase Decision	1,968
	PD5: Post-Purchase Behavior	1,92

Source: Data Processed, 2026.

Multicollinearity can be tested by examining the VIF (variance inflation factor) values. A VIF value of < 3 indicates that there is no multicollinearity. Based on the table, the

VIF values for each indicator meet the requirement of being < 3 . This indicates that there is no multicollinearity issue and that the independent variables do not confound one another (J. F. Hair et al., 2019).

4.2 Structural Model Analysis (Inner Model)

The structural model (inner model) describes the relationships among latent variables based on the proposed hypotheses, evaluates predictive power using the R-squared value, measures the contribution of each variable using the F-squared value, and tests the hypotheses.

4.2.1 R-Square Test

Table 6. Hasil Uji *R-Square*

Variabel Dependen	R Square Adjusted
Purchase Decision (PD)	0,742
Green Consumption Value (GCV)	0,529

Source: Data Processed, 2026.

Based on the table above, the purchase decision (PD) variable is 0.742. This means that 74.2% of the variation in purchase decisions (PD) can be explained by the green marketing (GM) and Green Consumption Value (GCV) variables combined, while the remaining 25.8% is explained by other variables not mentioned in this study. The green consumption value (GCV) variable has an adjusted R-Square of 0.529. This means that 52.9% of the variation in green consumption value (GCV) can be explained by the green marketing (GM) variable, while the remaining 47.1% is explained by other variables outside of the green marketing variable (J. Hair et al., 2022).

4.2.2 F-Square Test

Table 7. The Result of F-Square

	Purchase Decision (PD)	Green Consumption Value (GCV)
Green Consumption Value (GCV)	2,387	
Green Marketing (GM)		1,167

Source: Data Processed, 2026.

Based on the table, the F-square value for the relationship between green marketing and green consumption is 1.167. This indicates that the relationship has a large effect

size and makes a substantial or strong contribution. The relationship between green consumption and purchase decisions yields an F-square value of 2.387, indicating that this relationship is strong (J. F. Hair et al., 2017).

4.2.3 Significance Test

Table 8. The Result of Significance Test

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
GM -> GCV (H1)	0,734	0,036	20,633	0,000
GCV -> PD (H2)	0,84	0,031	27,172	0,000
GM -> GCV -> PD (H3)	0,616	0,047	13,071	0,000

Source: Data Processed, 2026.

Based on the table above, the results of the direct effect significance test reveal two significant relationships. The green marketing variable has a significant positive effect on the green consumption value variable, as evidenced by a positive effect value of 0.734, a T-statistic of 20.633 > 1.96, and a p-value of 0.000 < 0.05; therefore, this hypothesis (H1) is accepted. The green consumption value variable has a significant positive effect on the purchase decision variable, with a positive effect size of 0.840, a T-statistic of 27.172 > 1.96, and a p-value of 0.000 < 0.05; therefore, the hypothesis is accepted (H2).

Based on the results of the indirect effect significance test, namely that the green marketing variable through the mediating variable of green consumption value has a significant effect on the purchase decision variable. This relationship has a positive effect value of 0.616, a T-statistic of 13.071 > 1.96, and a p-value of 0.000 < 0.05; therefore, the hypothesis is accepted (H3).

4.3 Discussion

Green marketing influences green consumption values regarding Avoskin's eco-friendly beauty products.

Based on the results of the significance test ($\beta = 0.734$, $t = 20.633$, $p = 0.000$), the first hypothesis is accepted. This means that as a company increases its green marketing efforts, it will enhance individuals' knowledge and pro-environmental consumption values. Green marketing by Avoskin acts as a stimulus; if intensified, it can foster

positive perceptions and shape environmental awareness among exposed individuals, consistent with the SOR model concept.

Avoskin's green marketing initiatives include promoting products made with natural ingredients from Indonesia, a campaign to collect empty beauty product bottles that can be exchanged for free Avoskin products, and empowering communities and the environment through collaborations with the BOS Foundation to protect endangered orangutans and the Pita Kuning Foundation to support children with cancer.

Research by G. Wang & Muna (2024) indicates that green advertising significantly influences the functional value, conditional value, emotional value, social value, and epistemic value (consumption value) as perceived by consumers. Another study consistent with this hypothesis, by Dewantara et al. (2025) states that environmental knowledge and eco-friendly advertising can enhance the perceived eco-friendly value of sustainable products and encourage purchasing behavior. Based on these findings, green marketing has a significant positive effect on green consumption value for Avoskin's eco-friendly beauty products in the city of Surakarta.

Green consumption values (GCV) influence purchasing decisions (PD) regarding Avoskin's eco-friendly beauty products.

The results of the significance test ($\beta = 0.840$, $t = 27.172$, $p = 0.000$) indicate that the second hypothesis is accepted. These results suggest that the higher an individual's green consumption values, the more likely they are to purchase eco-friendly products. When an individual possesses strong green consumption values and knowledge of sustainable products, they are more likely to consider sustainable products that have a positive impact on the environment.

Avoskin consumers in Surakarta have a positive perception and strongly agree that eco-friendly products are of good quality, offer the expected added value, and minimize negative environmental impacts. Consumers with high environmental awareness and a strong green identity tend to choose products that contribute to environmental sustainability.

Research by Shi et al. (2025) also shows that consumers who exhibit a tendency toward green consumption behavior place greater emphasis on information regarding eco-friendly products, thereby encouraging pro-environmental consumption behavior.

Another study by Aydin (2025) indicates that green consumption values have a positive correlation and a strong influence on green purchasing behavior. Based on these findings, green consumption values have a significant positive effect on the decision to purchase eco-friendly beauty products in the city of Surakarta.

Green marketing influences purchasing decisions, mediated by green consumption values, for Avoskin's eco-friendly beauty products.

Based on the results of the significance test ($\beta = 0.616$, $t = 13.071$, $p = 0.000$), the third hypothesis is accepted. This means that green marketing indirectly influences purchasing decisions through green consumption values. Based on the SOR model concept, green marketing acts as a stimulus, namely a prompt from the company that can influence individuals. Green consumption values act as the organism, that is, the internal process within the individual that occurs after exposure to the stimulus, and the purchasing decision acts as the behavioral response.

The results of this study support the SOR model theory, which indicates that green marketing has an indirect influence on purchasing decisions. Avoskin's green marketing is effective in fostering strong values among individual consumers. High and strong green consumption values tend to shape purchasing behavior toward Avoskin. Consumers will decide to purchase Avoskin products when those products are not only beneficial to the environment but also provide functional, emotional, and social value in line with consumer expectations.

These findings are consistent with the study by Rivas et al. (2022) which adopted the SOR model to demonstrate that green marketing acts as a stimulus influencing consumption values—serving as a catalyst that supports response actions in the form of green product adoption. Another study by Trang (2025), which adopted the SOR model, found that green advertising acts as a stimulus that influences internal cognitive and emotional processes in individuals, ultimately leading to pro-environmental purchasing behavior.

5. Conclusion and Suggestion

Based on the results of the analysis of the variables of green marketing, green consumption value, and purchase decision in a study of consumers of Avoskin eco-friendly beauty products in Surakarta involving 140 respondents, green marketing variables have a significant positive effect on green consumption values; green

consumption values have a significant positive effect on purchase decisions; and green marketing, through the mediating variable of green consumption values, has a significant effect on purchase decisions.

The results of this study can be utilized to improve the company's marketing strategies. The company can enhance Avoskin's green marketing to build knowledge and awareness of eco-friendly products through informative messages about the products and to foster emotional connections with consumers. Green marketing strategies can also be adopted by conventional companies to foster greater consumer awareness of environmental concerns and encourage the use of eco-friendly products. Additionally, this strategy can enhance a company's image and contribute to achieving SDGs 12: Responsible Consumption and Production.

For future researchers may use the same research framework but in different contexts—such as organic food products, eco-friendly household products, or products in biodegradable packaging—to test the consistency of the findings. Future researchers may also include additional mediating variables or moderating variables to examine the strength of the relationship between green marketing and purchasing behavior.

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