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# The Influence of Green Brand and Green Advertising on Green Purchase Intention for Garnier Products, with Green Knowledge as a Mediating Variable, from the Perspective of Maqashid al-Sharia (*Hifz al-Bi'ah*) in Palembang

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**ABSTRACT**

**Purpose:** Using green knowledge as a mediating variable from the viewpoint of "Maqashid Syariah (Hifz al-Bi'ah), this study attempts to examine the impact of green branding and green advertising on Generation Z's green buying intention for Garnier goods in Palembang.

**Design/Method/Approach:** Purposive sampling was used in this quantitative study's explanatory design to gather primary data from Generation Z Garnier users in Palembang via questionnaires. Structural Equation Modeling–Partial Least Squares (SEM-PLS) was used to analyse the data.

**Findings:** The findings demonstrate that green branding and green advertising have a favourable impact on green knowledge and purchasing intention. Additionally, green knowledge modulates the effects of green branding and green advertising on purchase intention and has a favourable impact on green purchasing intention.

**Originality/Values:** According to the Hifz al-Bi'ah principle, which stresses environmental preservation and responsible consumption, these results emphasise the significance of green marketing and consumer education in promoting sustainable consumption among Generation Z.

## INTRODUCTION

The rapid growth of the beauty and cosmetics industry has been accompanied by increasing environmental concerns related to production processes, the use of synthetic materials, plastic packaging waste, and carbon emissions. These conditions have encouraged changes in consumer behavior, in which consumers increasingly consider not only product quality and price but also the environmental impact of the products they purchase. In this context, green purchase intention has become an important issue in consumer behavior research, particularly in the beauty and skincare industry. The thesis underlying this study highlights that environmental concerns have encouraged consumers to consider sustainability aspects in their purchasing decisions. [1]

The increasing awareness of environmental sustainability is particularly relevant to Generation Z. As a digitally oriented generation, Generation Z has broad access to information and is increasingly exposed to environmental issues and sustainability-related marketing communications. This condition enables consumers to evaluate brands and their environmental claims more critically.[2] Therefore, companies in the beauty industry are required to develop marketing strategies that are not only commercially attractive but also demonstrate credible environmental commitments.[3] Green purchasing intention is a crucial indication of sustainable consumption behaviour since it shows customers' propensity or readiness to select sustainable and ecologically friendly goods.[4]

One of the strategies used by companies to respond to these changes is green marketing. Green marketing integrates environmental considerations into product development, production, packaging, promotion, and communication. Within this strategy, the green brand plays an important role in creating an environmentally oriented brand image.[5] A strong green brand can communicate a company's commitment to environmental sustainability and influence

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[1] Putriana Rachmawati, Sharon Susanto, and Yulius Evan Christian, "Integrating Sustainability into Cosmetic Manufacturing and Consumption: Challenges and Innovations" 17, no. 2 (2025): 83–109.

[2] Francesca Serravalle, Virginia Vannucci, and Eleonora Pantano, "'Take It or Leave It?': Evidence on Cultural Differences Affecting Return Behaviour for Gen Z," *Journal of Retailing and Consumer Services* 66 (2022): 102942.

[3] Olivia Frantzeskos, "Beauty and the Beast: Plastic Pollution in the Personal Care and Cosmetics Industry," 2022.

[4] Riccardo Testa et al., "What Drives and Obstacles the Intention to Purchase Green Skincare Products ? A Study of the Italian Market of Green Skincare Products," *Journal of Cleaner Production* 484, no. November (2024): 144358, https://doi.org/10.1016/j.jclepro.2024.144358.

[5] Ayesha L Bevan-dye and Costa Synodinos, "Antecedents of Consumers ' Green Beauty Product Brand Purchase Intentions: An Extended Theory of Planned Behavior Approach," 2025.

consumers' perceptions of the products offered. Previous studies cited in this research indicate that a green brand can positively influence green purchase intention.[6] However, consumers are increasingly critical of whether a company's environmental claims represent genuine and consistent commitments.

In addition to green branding, green advertising is an important instrument for communicating environmental values to consumers. Green advertising conveys information regarding environmentally friendly products, sustainable materials, recyclable packaging, and corporate environmental commitments.[7] Effective environmental advertising can increase consumer awareness and provide information that contributes to their understanding of green products. Nevertheless, environmental advertising may also generate skepticism when claims are considered excessive or unsupported by evidence, particularly in relation to greenwashing.[8] Consequently, the effectiveness of green advertising in encouraging green purchase intention remains an important issue for empirical investigation.

The role of consumer knowledge is also important in explaining green purchase intention. Green knowledge refers to consumers' understanding of environmental problems, environmentally friendly products, sustainable behavior, and the environmental consequences of consumption.[9] Consumers with greater environmental knowledge are expected to be more capable of evaluating green brand claims and green advertising messages. Therefore, green knowledge may not only directly influence green purchase intention but may also function as a mechanism through which green brand and green advertising influence consumers' purchase intentions. The conceptual model of this study positions green knowledge as a mediating variable between green brand and green advertising and green purchase intention.[10]

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[6] Dewi Murtiningsih, "Green Marketing and Green Purchase Intention: The Mediating Role of Brand Perception" 13, no. 4 (2025): 2933–46, https://doi.org/10.37641/jimkes.v13i4.3545.

[7] Hasna Aulia Sholihah and Titik Desi Harsoyo, "Pengaruh Environmental Knowledge, Green Product, Green Packaging, Dan Green Advertising Terhadap Green Purchase Intention Pada Produk Skincare Merek Sukin," *Economics Professional in Action (E-Profit)* 5, no. 2 (2023): 122–35, https://doi.org/10.37278/eprofit.v5i2.732.

[8] Nguyen T Pham and Paul G Barretta, "Green Marketing or Greenwashing: How Consumers Evaluate Environmental Ads" 26, no. 1 (2024): 19–33.

[9] Diyah Dwi Lestari and Ratna Roostika, "Green Cosmetic Purchase Intention: The Impact of Green Brands Positioning, Attitude, and Knowledge" 01, no. 01 (2022): 279–92.

[10] Tri Ulfa Wardani, Dian Septi Purnamasari, and Iain Bone, "The Moderating Role of Environmental Knowledge in Green Halal Cosmetic Purchase Intentions" 12, no. 1 (2025): 86–96, https://doi.org/10.20473/vol12iss20251pp86-96.

The relevance of these variables can be seen in the case of Garnier. Garnier has communicated its environmental commitment through its Green Beauty initiative and various sustainability programs, including efforts related to recyclable packaging, sustainable materials, and environmental campaigns. Garnier has also implemented green advertising to communicate its commitment to environmental sustainability to consumers.[11] However, despite these initiatives, the thesis notes that Garnier ranked fourth among skincare brands in e-commerce sales, indicating that environmental positioning alone does not necessarily guarantee a strong purchase position in a highly competitive beauty market.

Previous studies have produced varied findings concerning the relationships among green marketing variables and consumer purchase intention.[12] Some studies found no influence of green brand on green purchase intention, while others found a positive and large effect.[13] The thesis analyses research that looked at green advertising, environmental understanding, and green products. Research on Generation Z has indicated that green marketing may positively influence purchase intention; however, the impact of green advertising has not always been consistent. These differences highlight the lack of research on how green marketing influences customers' inclination to purchase environmentally conscious cosmetics.[14]

Additionally, it is crucial to investigate the precise function of green knowledge as a mediating variable in the interaction between green brand, green advertising, and green purchasing intention, especially among Palembang's Generation Z Garnier product customers.[15] The thesis explicitly identifies the need to empirically examine whether green brand and green advertising can increase purchase intention directly and indirectly through consumers' environmental knowledge. From an Islamic perspective, environmentally responsible consumption can be connected to the principle of Hifz al-Bi'ah, which emphasizes the preservation and protection of the environment as part of

[11] T H E Influence et al., "The Influence Of Green Products On Generation Y And Z With Green" 22, no. 1 (2024): 150–60.

[12] Neldy Maria Lesilolo, Rustono Farady Marta, and Rewindinar Rewindinar, "Makna Kesinambungan Kampanye Green Beauty Oleh Kosmetik Garnier," *Koneksi* 5, no. 1 (2021): 209, https://doi.org/10.24912/kn.v5i1.11021.

[13] Influence et al., "The Influence Of Green Products On Generation Y And Z With Green."

[14] Fadilah Nur Jannah, "Pengaruh Kepuasan Konsumen Pada Variasi Produk Terhadap Preferensi Merek Dessert Arromanis Corner Store," 2017.

[15] M Khusnul Khuluq and Universitas Islam Indonesia, "Hifz Al-Bi ' Ah As Part Of Maqashid Al-Shari' Ah And Its Relevance In The Context Of Global Climate Change" 7, no. 2 (2025), https://doi.org/10.20885/ijiis.vol7.iss2.art3.

achieving *maslahah*. Islam positions human beings as khalifah on earth and encourages responsible use of natural resources while prohibiting actions that cause environmental damage.[16] The Qur'an emphasizes this responsibility in QS. Ar-Rum: 41, which explains that environmental damage is related to human actions, and QS. Al-A'raf: 56, which prohibits humans from causing destruction on earth after it has been properly established.[17]

This study aims to examine the influence of green branding and advertising on the green purchase intention of Garnier items among Generation Z in Palembang. It also examines the mediation function of green knowledge considering the argument. This research contributes to the existing literature by integrating, via the Hifz al-Bi'ah concept, an Islamic perspective with consumer environmental consciousness and green marketing elements. Insights on sustainable consumer behaviour and recommendations for firms to create sustainable consumption marketing campaigns that are both believable and ecologically responsible are anticipated theoretical benefits of the study.

## RESEARCH METHOD

A quantitative research technique is used in this work. In order to analyse the results in an objective and methodical manner, quantitative research focuses on gathering and analysing numerical data to investigate the correlations between variables. The quantitative approach was selected for this study because it is consistent with the research goal, which is to examine how green branding and green advertising affect consumers' intentions to buy Garnier products, with green knowledge acting as a mediating variable from the standpoint of maqashid syariah (hifz al-bi'ah). People from Generation Z who are familiar with Garnier goods in Palembang are the research subjects. Members of Generation Z between the ages of 16 and 26 who are familiar with Garnier products make up the study's demographic. Purposive sampling is the method employed, which is predicated on the researcher's evaluation of a suitable sample that is deemed representative.

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[16] Al-kauniyah Jurnal Ilmu, Universitas Islam, and Negeri Salatiga, "Fasad Dalam Al-Qur'an: Studi Penafsiran The Study Qur ' an Terhadap Ayat-Ayat Kerusakan Lingkungan Vika Mailasari Dewi Oleh Manusia. Manusia Dan Lingkungan Memiliki Hubungan Yang Sangat Erat, Keduanya Saling Berkaitan: Perubahan Iklim, Degradasi Lingkungan, Serta Polusi Dan Limbah. Kegagalan Manusia Dalam Menjaga Keseimbangan Dan Keberlanjutan Alam Semesta. 3 Spiritual Manusia. Pola Hidup Konsumtif Menyebabkan Manusia Mudah Kehilangan Amanat Ilahi. Dalam Perspektif Islam, Kerusakan Lingkungan Atau Yang Biasa Di Sebut," 2026, 11–22.

[17] I A I Al-Qur, "Jurnal AT-TAHFIDZ Jurnal Ilmu Al- Qur'an Dan Tafsir Program Studi Ilmu Al-Qur'an Dan Tafsir PRESPEKTIF MAQASIDI Jurnal AT-TAHFIDZ Jurnal Ilmu Al-Qur'an Dan Tafsir Program Studi Ilmu Al-Qur'an Dan Tafsir" 5, no. 01 (2023): 35–48.

In this study, primary data was utilised. Questionnaires were distributed to respondents in order to collect primary data directly from them. A structured questionnaire on a Likert scale from 1 to 5, with 1 denoting "strongly disagree" and 5 denoting "strongly agree," was the primary study tool. The indicators of the research variables green brand, green advertising, green buying intention, and green knowledge were used to create the questionnaire. Respondents were given questionnaires using both online and offline surveys in order to gather data. The Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach was then used to analyse the gathered data. A multivariate statistical technique called SEM-PLS is utilised to assess research models containing moderator variables and concurrently examine the correlations among latent variables.

## RESULT AND DISCUSSION

### Result

The study employed the Partial Least Squares Structural Equation Modelling (SEM-PLS) technique to analyse the data and determine the influence of green brands and advertising on green purchase intention, with green knowledge functioning as a mediating variable. Using route coefficients, we could see how strongly and in what direction the model variables were correlated. Both the positive and negative aspects of the effect are shown by these numerical values. We used the t-statistic (>1.96) and the p-value (<0.05) to test the significance of these relationships and determine if the hypothesis was accepted or rejected.

Table 1. Hypothesis Bootstrapping Direct Effect (Path Coefficients)

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (\|O/STDEV\|) | P Values |
|---|---|---|---|---|---|
| Green Advertising (X2) -> Green Knowledge (Z) | 0.441 | 0.450 | 0.095 | 4.656 | 0.000 |
| Green Advertising (X2) -> Green Purchase Intention (Y) | 0.156 | 0.153 | 0.052 | 2.968 | 0.003 |
| Green Brand (X1) -> Green Knowledge (Z) | 0.333 | 0.328 | 0.093 | 3.577 | 0.000 |
| Green Brand (X1) -> Green Purchase Intention (Y) | 0.319 | 0.317 | 0.058 | 5.471 | 0.000 |
| Green Knowledge (Z) -> Green Purchase Intention (Y) | 0.560 | 0.565 | 0.045 | 12.593 | 0.000 |

Sumber: data yang diolah smartPLS 4, 2026

Based on Table 1, the results of the hypothesis testing indicate that the relationships among the variables in this study can be explained as follows.

a. The impact of eco-friendly advertising (X2) on eco-friendly understanding (Z) has a p-value of 0.000 (<0.05) and a t-statistic of 4.656 (>1.96). This suggests that the hypothesis is correct, meaning that eco-friendly advertising significantly and favourably influences eco-friendly knowledge.

b. The impact of green advertising (X2) on green purchasing intention (Y) yields a p-value of 0.003 (<0.05) and a t-statistic of 2.968 (>1.96). The hypothesis is therefore accepted, indicating that green advertising significantly and favourably influences consumers' intentions to make green purchases.

c. The impact of green brand (X1) on green knowledge (Z) has a p-value of 0.000 (<0.05) and a t-statistic of 3.577 (>1.96). This suggests that the hypothesis is supported, indicating that green brands have a favourable and noteworthy impact on green knowledge.

d. The impact of green brand (X1) on green buying intention (Y) has a p-value of 0.000 (<0.05) and a t-statistic of 5.471 (>1.96). As a result, the hypothesis is accepted, indicating that green purchasing intention is positively and significantly impacted by green brands.

e. A t-statistic of 12.593 (>1.96) and a p-value of 0.000 (<0.05) indicate a strong link between green purchasing intention (Y) and green knowledge (Z).

f. This suggests that the hypothesis is validated, indicating that green purchasing intention is positively and significantly impacted by green knowledge.

**Mediation Test Result**

To ascertain if green knowledge enhances or diminishes the link between the independent factors and the dependent variable, mediation analysis was performed.

Table 2. Mediation Test Result

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (\|O/STDEV\|) | P Values |
|---|---|---|---|---|---|
| Green Advertising (X2) -> Green Knowledge (Z) -> Green Purchase Intention (Y) | 0.247 | 0.254 | 0.056 | 4.418 | 0.000 |
| Green Brand (X1) -> Green Knowledge (Z) -> Green Purchase Intention (Y) | 0.187 | 0.185 | 0.056 | 3.366 | 0.001 |

Sumber: data yang diolah smartPLS 4, 2026

Table 2 provides an explanation for the mediating link between the factors:

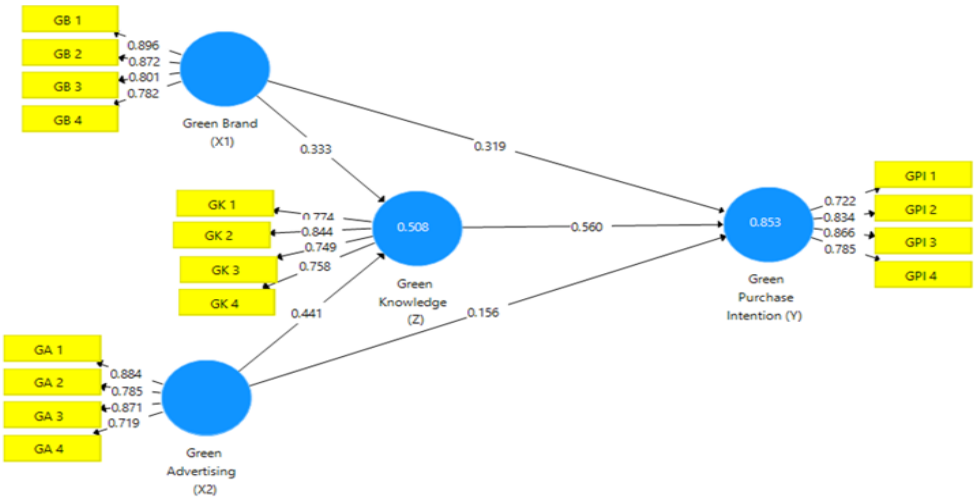
a. A t-statistic of 4.418 (>1.96), a coefficient of 0.247, and a p-value of 0.000 (<0.05) indicate that green advertising (X2) has a significant influence on green purchase intention (Y) via green knowledge (Z). It appears that green knowledge plays a significant mediating role between green advertising and green purchase intention.

b. A t-statistic of 3.366 (>1.96), a coefficient of 0.187, and a p-value of 0.001 (<0.05) indicate that green purchase intention (Y) is influenced by green

brand (X1) through green knowledge (Z). In light of this, it was also shown that the association between green brand and green purchase intention was significantly mediated by green knowledge.

## Structural Model Diagram of Research Result

The description of the SEM analysis results is often followed by the structural model graphic.




Sumber: data yang diolah smartPLS 4, 2026

## Discussion

### *The Effect of Green Brands on Green Purchase Intention*

The findings of the hypothesis testing show that green brands significantly and positively affect green purchase intention. The assertion is backed by a p-value of 0.000 (<0.05), a t-statistic of 5.471 (>1.96), and a coefficient value of 0.319. Thus, it is thought that green brands influence customers' aspirations to buy environmentally friendly products.

The study's findings show that customers are more interested in buying items from brands that emphasise environmental friendliness. Brands that are dedicated to sustainability, such as those that employ natural products, eco-friendly packaging, and messaging that emphasise environmental care, tend to pique consumers' attention. This suggests that Garnier's strategy of projecting an eco-friendly image is successful in boosting consumer interest and confidence in its products.

### *The Effect of Green Advertising on Green Purchase Intention*

The findings of the hypothesis testing indicate that green advertising significantly and positively influences the intention to purchase environmentally friendly products. The evidence for this is provided by a p-value of 0.003 (<0.05), a t-statistic of 2.968 (>1.96), and a coefficient value of 0.156. As a result, the theory suggests that eco-friendly ads influence people to buy more sustainably.

These findings suggest that customers' interest in buying the product increases with the effectiveness and appeal of the advertising message emphasising environmental concern. Positive customer attitudes may be shaped by advertisements that highlight the advantages of eco-friendly products, the usage of natural ingredients, and the company's dedication to sustainability. This suggests that the appropriate green advertising approach might boost customer interest in eco-friendly items in the context of Garnier products.

***The Effect of Green Brands on Green Knowledge***

Green brands have a favourable and substantial impact on green knowledge, according to the hypothesis testing results. A coefficient value of 0.333, a t-statistic of 3.577 (>1.96), and a p-value of 0.000 (<0.05) all support this. Therefore, it is believed that green brands have an impact on green knowledge.

These results indicate that green brands serve not only as a brand identity but also as an educational tool for consumers. Brands that prioritize eco-friendly values generally convey information regarding natural ingredients, sustainable production processes, and positive environmental impacts. This information indirectly enhances consumers' knowledge of eco-friendly products.

***The Effect of Green Advertising on Green Knowledge***

Green advertising has a favourable and large impact on green knowledge, according to the hypothesis testing results. A coefficient value of 0.441, a t-statistic of 4.656 (>1.96), and a p-value of 0.000 (<0.05) all support this. Therefore, it is believed that green advertising has an impact on green knowledge.

These findings suggest that commercials emphasising environmental problems function as a consumer education tool in addition to a promotional medium. Green advertising may improve customers' comprehension of the idea of environmentally friendly products by providing information about the advantages of the product, the use of natural resources, and its beneficial environmental effects.

***The Effect of Green Knowledge on Green Purchase Intention***

There was a positive and statistically significant relationship between green knowledge and green purchase intention, as shown by the results of the hypothesis testing. A t-statistic of 12.593 (>1.96) and a p-value of 0.000 (<0.05) support this, as does a coefficient value of 0.560. Thus, it is thought that being environmentally conscious influences the desire to purchase environmentally friendly products.

These results indicate that the higher consumers' level of knowledge about eco-friendly products, the greater their interest in purchasing those products. Consumers who understand the benefits of the products, their impact on the environment, and the sustainability values they promote tend to be more conscious when making purchasing decisions. In the context of Garnier products, this indicates that consumers' knowledge regarding eco-friendly aspects is a key factor in driving purchase interest.

### *The Role of Green Knowledge in Mediating the Effects of Green Brand and Green Advertising on Green Purchase Intention*

Green advertising and green branding have an effect on customers' intentions to purchase ecologically friendly items, but green knowledge moderates this association, according to the indirect impact test. Coefficients such as 0.247 for the indirect effect of green advertising through green knowledge, a p-value of 0.000 (<0.05), and a t-statistic of 4.418 (>1.96) suggest this. In addition, a t-statistic of 3.366 (>1.96) and a p-value of 0.001 (<0.05) suggest that green brand affects consumers indirectly through green knowledge, with an overall coefficient of 0.187. Consistent with this, eco-awareness is an important moderator.

Both the direct and indirect effects on purchase intention, as measured by improved consumer knowledge, are influenced by green brand and green advertising methods, according to these data. Customers are more likely to plan to buy a product with an eco-friendly bent when they have enough knowledge about that product's green features.

## CONCLUSION

Based on the results of the data analysis and discussion conducted using the SEM-PLS method, the following conclusions can be drawn:

Intention to buy products with an eco-friendly label is positively and significantly impacted by green branding. Consumers are more interested in buying items with a strong reputation for environmental principles, according to this finding. The intention to buy environmentally friendly products is positively and significantly impacted by green advertising. Customers are more likely to be

interested in buying a product if the advertisement successfully brings attention to environmental concerns. The influence of green brands on green knowledge is positive and substantial. This proves that companies with strong sustainability principles can educate their customers about eco-friendly products. A person's level of green knowledge is positively and significantly impacted by green advertising. In other words, environmentally conscious ads may educate people about the need to take action to protect our planet. The most influential variable on green purchasing intention is green knowledge, which has a positive and statistically significant effect. What this means is that people are interested in buying eco-friendly items mostly because they are knowledgeable about them. Evidence suggests that consumers' level of environmental literacy greatly mitigates the impact of environmentally conscious advertising and brands on their propensity to make environmentally conscious purchases. In other words. ■

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