



The Influence of Green Marketing and Brand Image on Consumers' Purchase Intention toward N'Pure Cosmetics in Makassar City

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ABSTRACT

This study examined the predictive contribution of Green Marketing and Brand Image to consumers' Purchase Intention toward N'Pure cosmetics in Makassar City. A quantitative cross-sectional survey was conducted involving 68 female respondents selected through purposive sampling. Eligible respondents were residents of Makassar City who knew and had previously used N'Pure products. Data were collected using a five-point Likert-scale questionnaire and analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression with SPSS version 25. The results showed that Green Marketing significantly and positively predicted Purchase Intention ($B=.776$, $\beta=.706$, $t=11.269$, $p<.001$). Brand Image also significantly and positively predicted Purchase Intention ($B=.382$, $\beta=.357$, $t=5.691$, $p<.001$). Green Marketing demonstrated a stronger relative contribution than Brand Image based on the standardized regression coefficients. Simultaneously, the two predictors significantly explained Purchase Intention, $F(2,65)=105.256$, $p<.001$. The model accounted for 76.4% of the variance in Purchase Intention ($R^2=.764$; adjusted $R^2=.757$). These findings indicate that consumers' evaluations of natural ingredients, recyclable packaging, sustainability-oriented marketing communication, and favorable brand associations are important predictors of Purchase Intention toward N'Pure products. Therefore, N'Pure should maintain its emphasis on visible green product attributes while strengthening the clarity of its environmental communication and the consistency of its brand positioning. The findings should be interpreted within the study sample because the research used purposive sampling and involved only female respondents.

Keywords: Brand Image; Green Marketing; Green Cosmetics; N'Pure; Purchase Intention.

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INTRODUCTION

The cosmetics industry has become increasingly competitive as consumers pay greater attention not only to product effectiveness and personal appearance but also to product safety, ethical consumption, and environmental responsibility. Changes in

lifestyle, technological development, and the widespread use of social media have enabled consumers, particularly younger consumers, to obtain product information more easily and compare brands before making purchasing decisions. Social media also provides companies with opportunities to strengthen brand awareness and communicate product values to potential consumers (Gisellim & Yoedtadi, 2024). Consequently, cosmetic companies are required to develop marketing strategies that combine product benefits, credible brand communication, and environmental responsibility.

One strategy that has received increasing attention is green marketing. Green marketing refers to marketing practices that emphasize environmentally responsible products, packaging, production, and promotional communication. In the cosmetics industry, these practices may be reflected in the use of natural ingredients, recyclable packaging, sustainability-related product claims, and promotional messages concerning environmental responsibility. Previous research has shown that green marketing awareness, green product attributes, sustainable packaging, and environmental considerations are associated with consumers' intention to purchase green cosmetics and personal care products (Kusumawati & Tiarawati, 2022; Lavuri et al., 2022; Limbu & Ahamed, 2023; Moslehpour et al., 2021). Similar evidence in the broader green-product context indicates that green marketing may also contribute to consumers' purchasing decisions (Fadilah, 2024).

Brand image is another important factor in consumers' evaluation of cosmetic products. Brand image represents the perceptions, beliefs, and associations stored in consumers' memory regarding a brand. According to the customer-based brand equity perspective, favorable, strong, and distinctive brand associations can influence how consumers respond to a brand (Keller, 1993). In the cosmetics market, brand image may be formed through perceptions of natural ingredients, product safety, quality, packaging, brand communication, and consistency between marketing claims and actual brand practices. Previous studies have also demonstrated that brand image plays an important role in explaining purchase intention within green marketing contexts (Tan et al., 2022).

The relationship between marketing stimuli and purchase intention can also be interpreted through the Stimulus-Organism-Response model. The model proposes that external stimuli affect individuals' internal cognitive or affective evaluations, which subsequently shape behavioral responses (Mehrabian & Russell, 1974). In environmentally oriented consumption, product attributes, sustainable packaging, promotional messages, brands, and labels may function as marketing stimuli associated with consumers' behavioral intentions (Han et al., 2022; Kıymalıoğlu et al., 2024). However, because the present study does not directly measure organism variables such as green trust, environmental concern, perceived safety, or perceived value, the S-O-R model is used as an interpretive theoretical framework rather than tested as a complete mediation model.

N'Pure was selected as the research context because the brand positions its skincare products through natural ingredients, environmentally oriented packaging, and sustainability-related promotional messages. These attributes make N'Pure relevant for examining how consumers evaluate green marketing and brand image in a local skincare context. Makassar City also provides an important setting because consumers in different regional markets may differ in their exposure to digital marketing,

environmental information, product availability, and local consumption preferences. In the present study, the respondents were N'Pure users residing in several districts of Makassar City, allowing the analysis to focus on consumers with direct experience of the products.

Previous studies have examined green purchase intention in the contexts of green cosmetics, organic beauty products, halal cosmetics, sustainable packaging, and personal care products (Irfany et al., 2024; Lavuri et al., 2022; Limbu & Ahamed, 2023; Moslehpour et al., 2021; Widiantari & Rachmawati, 2023). Other studies have investigated the roles of green perceived value, green trust, brand image, and social media in shaping environmentally responsible purchase intention (Chen & Chang, 2012; Nekmahmud et al., 2022; Tan et al., 2022). Nevertheless, limited evidence is available regarding the simultaneous predictive contribution and relative strength of green marketing and brand image toward purchase intention for a specific local skincare brand in Makassar. This contextual gap is relevant because findings obtained from broader national or international samples may not fully represent consumers in a particular local market.

Accordingly, this study aims to examine whether Green Marketing and Brand Image significantly predict consumers' Purchase Intention toward N'Pure cosmetics in Makassar City, both partially and simultaneously. It also compares the relative contribution of the two predictors using standardized regression coefficients. The study provides contextual evidence concerning environmentally oriented cosmetic consumption among female N'Pure users in Makassar. Practically, the findings may assist N'Pure and similar skincare companies in improving the communication of natural ingredients, recyclable packaging, sustainability practices, and consistent brand positioning.

Hypotheses

H1: Green Marketing positively and significantly predicts consumers' Purchase Intention toward N'Pure cosmetics.

H2: Brand Image positively and significantly predicts consumers' Purchase Intention toward N'Pure cosmetics.

H3: Green Marketing and Brand Image jointly provide a significant prediction of consumers' Purchase Intention toward N'Pure cosmetics.

METHOD

Research Design

This study employed a quantitative cross-sectional survey design with descriptive and explanatory approaches. The descriptive approach was used to describe the respondents' characteristics and the distribution of the research variables, while the explanatory approach was applied to examine the effects of green marketing and brand image on consumers' purchase intention toward N'Pure cosmetics. The study was conducted in Makassar City from January to March 2026.

Population and Sample

The population consisted of consumers who had purchased or used N'Pure cosmetic products in Makassar City during the previous three months. The exact population size could not be determined because the available sales data recorded the number of product units sold rather than the number of individual consumers. Therefore, the population was classified as an unknown population.

Respondents were selected using purposive sampling based on the following inclusion criteria: (1) aged 15–39 years, (2) residing in Makassar City, (3) having knowledge of and previous experience using N'Pure cosmetic products, and (4) being willing to participate voluntarily in the study.

The minimum sample size was determined using the Lemeshow formula for an unknown population:

$$[n = \frac{Z^2 p(1-p)}{d^2}]$$

Where (n) is the required sample size, (Z) is the confidence-level coefficient, (p) is the estimated population proportion, and (d) is the margin of error. Using a 90% confidence level ((Z=1.64)), an estimated population proportion of 0.50, and a margin of error of 0.10, the sample size was calculated as follows:

$$[n = \frac{(1.64)^2 (0.50)(0.50)}{(0.10)^2} = 67.24]$$

The calculated sample size was rounded to 68 respondents, all of whom were included in the final analysis.

Research Instrument

Primary data were collected using a structured questionnaire developed from the indicators of green marketing, brand image, and purchase intention. The questionnaire consisted of 26 items: eight items measuring green marketing, nine items measuring brand image, and nine items measuring purchase intention.

Table 1. Operationalization of Research Variables

Variable	Operational definition	Indicators	Number of items	Source
Green Marketing	A marketing strategy emphasizing environmental, social, and economic sustainability.	Green product; green promotion	8	Al-Bakry, as cited in Adiningtias (2025)
Brand Image	Consumers' overall perceptions, beliefs, and impressions of a brand formed through associations stored in their memory.	Brand identity; brand personality; brand association	9	Kotler and Keller, as cited in Dharmawan and Frenredy (2020)
Purchase Intention	Consumers' willingness or	Transactional intention;	9	Arlinda and Hendro (2024)

desire to purchase a product arising from their intention and interest in making a purchase.	preferential intention; exploratory intention
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Green marketing consisted of four items measuring green product and four items measuring green promotion. Brand image consisted of three items measuring brand identity, three items measuring brand personality, and three items measuring brand association. Purchase intention consisted of three items measuring transactional intention, three items measuring preferential intention, and three items measuring exploratory intention.

All questionnaire items were measured using a five-point Likert scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*). The total score for each variable was calculated by summing the scores of all items belonging to the respective construct. The complete questionnaire is provided in Appendix A.

Data Collection Procedure

The questionnaire was distributed online using Google Forms and shared with potential respondents through social media. The questionnaire collected demographic information, including place of residence, age, gender, occupation, and previous experience using N'Pure products. Only responses that met the predetermined inclusion criteria were included in the analysis. Participation was voluntary. For respondents under 18 years of age, consent was obtained from their parents or legal guardians before they completed the questionnaire.

Validity and Reliability Testing

Item validity was assessed using the Pearson product-moment correlation by correlating each item score with the total score of its respective variable. An item was considered valid when the calculated correlation coefficient exceeded the critical value of ($r=0.238$) at the 5% significance level.

Instrument reliability was evaluated using Cronbach's alpha. A variable was considered reliable when its Cronbach's alpha coefficient exceeded 0.60. Validity and reliability testing was performed for all green marketing, brand image, and purchase intention items before conducting the regression analysis.

Data Analysis

The data were analyzed using IBM SPSS Statistics version 25. Descriptive statistics were used to summarize respondents' characteristics and the scores of the research variables. Before multiple linear regression analysis was conducted, the classical assumptions were examined through normality, multicollinearity, and heteroscedasticity tests.

Residual normality was assessed using the One-Sample Kolmogorov-Smirnov test. The residuals were considered normally distributed when the significance value was greater than 0.05. Multicollinearity was examined using tolerance and Variance Inflation Factor values. The model was considered free from multicollinearity when the tolerance value exceeded 0.10 and the VIF value was below 10. Heteroscedasticity was

assessed through a scatterplot of standardized predicted values and standardized residuals. The absence of a systematic pattern in the scatterplot indicated that the regression model did not exhibit heteroscedasticity.

Multiple linear regression analysis was performed using the following equation:

$$[Y=a+b_{\{1\}}X_{\{1\}}+b_{\{2\}}X_{\{2\}}+e]$$

where (Y) represents purchase intention, (a) is the constant, ($X_{\{1\}}$) represents green marketing, ($X_{\{2\}}$) represents brand image, ($b_{\{1\}}$) and ($b_{\{2\}}$) are the regression coefficients, and (e) is the error term.

The t-test was used to examine the partial effect of each independent variable on purchase intention, while the F-test was used to assess the simultaneous effect of green marketing and brand image. Statistical significance was determined at ($p<0.05$). The coefficient of determination ((R^2)) was used to determine the proportion of variance in purchase intention explained by the independent variables, while standardized beta coefficients were used to compare the relative contribution of each predictor.

RESULT

This section presents the empirical findings obtained from 68 respondents who met the study's inclusion criteria. The results are organized into respondent characteristics, descriptive statistics of the study variables, validity and reliability testing, classical assumption tests, multiple linear regression analysis, and hypothesis testing. The presentation begins with the demographic profile of the respondents, followed by the measurement quality and statistical analysis of the relationships between green marketing, brand image, and purchase intention.

Respondent Characteristics

A total of 68 respondents met the inclusion criteria and were included in the analysis. The respondents were distributed across 14 districts in Makassar City, while no respondent came from the Sangkarrang Islands District. The largest proportion of respondents resided in Mariso District (13.2%), followed by Biringkanaya District (11.8%) and Panakkukang District (10.3%).

Table 2. Distribution of Respondents by Place of Residence

District	Frequency	Percentage
Biringkanaya	8	11.8
Manggala	4	5.9
Makassar	6	8.8
Mamajang	5	7.4
Mariso	9	13.2
Bontoala	2	2.9
Panakkukang	7	10.3
Rappocini	2	2.9
Tallo	6	8.8
Tamalanrea	5	7.4
Tamalate	2	2.9
Ujung Pandang	5	7.4

Ujung Tanah	5	7.4
Wajo	2	2.9
Sangkarrang Islands	0	0.0
Total	68	100.0

Most respondents were aged 20–24 years (39.7%), followed by those aged 25–29 years (36.8%). All respondents were female and reported having previously used N’Pure cosmetic products. Thus, the findings primarily represent female N’Pure consumers in Makassar City.

Table 3. Demographic and Product-Use Characteristics

Characteristic	Category	Frequency	Percentage
Age group	15–19 years	7	10.3
	20–24 years	27	39.7
	25–29 years	25	36.8
	30–34 years	7	10.3
	35–39 years	2	2.9
Gender	Female	68	100.0
	Male	0	0.0
Previous use of N’Pure	Yes	68	100.0
	No	0	0.0

Descriptive Statistics of the Study Variables

The descriptive statistics were calculated using the total scores of all items within each construct. Green Marketing consisted of eight items, whereas Brand Image and Purchase Intention each consisted of nine items. Green Marketing had a mean total score of 27.47 ($SD = 7.37$), Brand Image had a mean score of 30.09 ($SD = 7.55$), and Purchase Intention had a mean score of 30.65 ($SD = 8.10$).

Table 4. Descriptive Statistics of the Study Variables

Variable	N	Minimum	Maximum	Mean	SD
Green Marketing	68	9	40	27.47	7.37
Brand Image	68	15	45	30.09	7.55
Purchase Intention	68	11	45	30.65	8.10

At the item level, respondents evaluated N’Pure’s natural ingredients and recyclable packaging more positively than its environmentally friendly production processes and sustainability-related promotional messages. Brand Image items were predominantly rated at a moderate level, indicating that respondents’ associations with N’Pure as an environmentally responsible brand were not yet consistently strong. Purchase Intention also varied across indicators, with stronger responses related to continued brand choice and information seeking, but weaker responses regarding the intention to explore different product variants.

Validity and Reliability Results

Item validity was examined using Pearson product-moment correlations. All calculated item-total correlation coefficients exceeded the critical value of ($r = .238$), with significance values below .001. The coefficients ranged from .586 to .820 for green marketing, .518 to .822 for brand image, and .602 to .814 for purchase intention. Therefore, all 26 questionnaire items were retained.

Reliability testing showed Cronbach's alpha coefficients of .887 for green marketing, .846 for brand image, and .894 for purchase intention. All coefficients exceeded the predetermined threshold of .60, indicating satisfactory internal consistency.

Table 5. Summary of Validity and Reliability Results

Variable	Number of items	Item-total correlation range	Cronbach's alpha	Decision
Green Marketing	8	.586-.820	.887	Valid and reliable
Brand Image	9	.518-.822	.846	Valid and reliable
Purchase Intention	9	.602-.814	.894	Valid and reliable

Classical Assumption Tests

a. Normality Test

The normality of the regression residuals was assessed using the One-Sample Kolmogorov-Smirnov test. The test produced a statistic of .097 with a significance value of .182. Because the significance value was greater than .05, the residuals were considered normally distributed.

b. Multicollinearity Test

The tolerance values for green marketing and brand image were both .924, while their VIF values were both 1.082. The tolerance values exceeded .10 and the VIF values were below 10, indicating that no multicollinearity problem was present in the regression model.

c. Heteroscedasticity Test

Visual examination of the scatterplot showed that the standardized residuals were randomly distributed above and below the zero line without forming a systematic pattern. Therefore, the regression model showed no indication of heteroscedasticity.

Table 6. Summary of the Classical Assumption Tests

Test	Variable/statistic	Result	Decision
Normality	Kolmogorov-Smirnov statistic	.097	Residuals normally distributed
	<i>p</i> -value	.182	
Multicollinearity	Green Marketing: tolerance	.924	No multicollinearity

	Green Marketing: VIF	1.082	
	Green Marketing: VIF	1.082	
	Brand Image: tolerance	.924	No multicollinearity
	Brand Image: VIF	1.082	
Heteroscedasticity	Scatterplot assessment	No systematic pattern	No heteroscedasticity

Multiple Linear Regression Analysis

Multiple linear regression was conducted to examine whether green marketing and brand image significantly predicted consumers' purchase intention toward N'Pure cosmetics. The estimated regression equation was:

$$[Y = -2.181 + 0.776X_{\{1\}} + 0.382X_{\{2\}}]$$

where (Y) represents purchase intention, ($X_{\{1\}}$) represents green marketing, and ($X_{\{2\}}$) represents brand image.

Green marketing significantly and positively predicted purchase intention (($B=.776$), ($SE=.069$), ($\beta=.706$), ($t=11.269$), ($p<.001$)). Holding brand image constant, a one-unit increase in the green marketing score was associated with an increase of .776 units in the purchase intention score.

Brand image also significantly and positively predicted purchase intention (($B=.382$), ($SE=.067$), ($\beta=.357$), ($t=5.691$), ($p<.001$)). Holding green marketing constant, a one-unit increase in the brand image score was associated with an increase of .382 units in purchase intention.

The standardized coefficients indicate that green marketing ($\beta=.706$) was a stronger predictor of purchase intention than brand image ($\beta=.357$).

Table 7. Multiple Linear Regression Results

Predictor	B	SE	β	t	p
Constant	-2.181	2.408	—	-0.906	.368
Green Marketing	.776	.069	.706	11.269	< .001
Brand Image	.382	.067	.357	5.691	< .001

Simultaneous Test and Coefficient of Determination

The overall regression model was statistically significant, ($F(2,65)=105.256$), ($p<.001$). This result indicates that green marketing and brand image jointly provided a significant prediction of purchase intention.

The model produced a multiple correlation coefficient of ($R=.874$) and explained 76.4% of the variance in purchase intention (($R^2=.764$)). After adjustment for the sample size and number of predictors, the model explained 75.7% of the variance (Adjusted ($R^2=.757$)). The remaining 23.6% of the variance was associated with factors not included in the model.

Table 8. Regression Model Summary

R	R ²	Adjusted R ²	Standard error of the estimate	F	df	p
.874	.764	.757	3.993	105.256	2, 65	< .001

Summary of Hypothesis Testing

The findings supported all proposed relationships. Green marketing significantly predicted purchase intention, brand image significantly predicted purchase intention, and both predictors jointly contributed significantly to the regression model.

Table 9. Summary of Hypothesis Testing

Hypothesis	Statistical result	Decision
Green marketing significantly predicts purchase intention	(\beta=.706), (t=11.269), (p<.001)	Supported
Brand image significantly predicts purchase intention	(\beta=.357), (t=5.691), (p<.001)	Supported
Green marketing and brand image jointly predict purchase intention	(F(2,65)=105.256), (p<.001)	Supported

DISCUSSION

The findings indicate that Green Marketing and Brand Image significantly predicted consumers' Purchase Intention toward N'Pure cosmetics in Makassar City. The overall regression model was statistically significant, (F(2,65)=105.256), (p<.001), and explained 76.4% of the variance in Purchase Intention ((R²=.764); adjusted (R²=.757)). Green Marketing emerged as the stronger predictor ((\beta=.706)) compared with Brand Image ((\beta=.357)). These results suggest that, among the female N'Pure consumers included in this study, evaluations of environmentally oriented product and promotional attributes were more strongly associated with Purchase Intention than general perceptions of the brand.

Green Marketing and Purchase Intention

Green Marketing positively and significantly predicted Purchase Intention. This finding indicates that respondents who evaluated N'Pure's natural ingredients, recyclable packaging, and environmentally oriented promotional practices more positively also tended to report stronger intentions to purchase the products. The result is consistent with previous studies showing that green product attributes, green

marketing awareness, sustainable packaging, and environmental values are associated with consumers' intention to purchase environmentally responsible cosmetics and personal care products (Lavuri et al., 2022; Limbu & Ahamed, 2023; Moslehpour et al., 2021; Widianari & Rachmawati, 2023).

The item-level findings provide a more detailed explanation of this relationship. Respondents gave the highest evaluations to N'Pure's use of natural ingredients, such as *Centella asiatica* ((M=3.54)), and recyclable packaging ((M=3.51)). In contrast, the statement concerning environmentally friendly production received a lower and neutral evaluation ((M=3.34)), while several sustainability-related promotional messages were also rated at a moderate level ((M=3.37-3.38)). This pattern indicates that respondents were more aware of visible product attributes, particularly natural ingredients and packaging, than of production processes and broader environmental communication. The finding is consistent with Kusumawati and Tiarawati (2022), who identified green packaging as an important factor associated with purchase intention in the skincare context. It also supports Moslehpour et al. (2021), who emphasized the relevance of green marketing awareness and attitudes toward green packaging in predicting sustainable purchasing intention for personal care products.

From the Stimulus-Organism-Response perspective, Green Marketing can be interpreted as an external stimulus communicated through natural ingredients, recyclable packaging, product claims, and sustainability-oriented promotional messages. Mehrabian and Russell (1974) explain that environmental stimuli may influence individuals' internal cognitive and affective evaluations, which subsequently shape behavioral responses. In the context of green consumption, Han et al. (2022) applied the S-O-R model to explain green purchase intention and showed that internal psychological evaluations can connect external conditions with consumers' behavioral intentions. Similarly, Kıymalıoğlu et al. (2024) identified packaging, product attributes, brands, and labels as relevant stimuli in sustainable consumer behavior.

However, the present study did not directly measure the organism component, such as environmental concern, perceived safety, green perceived value, or green trust. Therefore, the S-O-R model should be regarded as an interpretive theoretical framework rather than a complete model empirically tested in this study. Previous evidence suggests that green perceived value and green trust may help explain why positive evaluations of environmentally responsible products are related to stronger purchase intention (Chen & Chang, 2012), but these mechanisms require direct examination in future research.

The standardized coefficient shows that Green Marketing was the dominant predictor in the regression model. This result suggests that respondents placed relatively greater emphasis on environmentally oriented product and promotional attributes than on the broader image of the brand when forming Purchase Intention. In practical terms, N'Pure should maintain its emphasis on natural ingredients and recyclable packaging while improving the clarity, specificity, and credibility of information concerning its production processes and environmental commitments.

Brand Image and Purchase Intention

Brand Image also positively and significantly predicted Purchase Intention. Respondents with more favorable perceptions of N'Pure's identity, personality, and brand associations tended to report stronger Purchase Intention. This result supports

Keller's (1993) customer-based brand equity framework, which explains that consumers' responses toward a brand are influenced by the favorability, strength, and uniqueness of associations stored in their memory. The finding is also consistent with Tan et al. (2022), who demonstrated that Brand Image plays an important role in explaining consumers' Purchase Intention within a green marketing context.

Nevertheless, the descriptive results indicate that most Brand Image items were rated at a moderate or neutral level, with mean scores ranging mainly from 3.28 to 3.38. Only the item concerning packaging and promotional communication that reflected a modern and environmentally responsible brand personality reached the "agree" category ($M=3.41$). This suggests that Brand Image was statistically associated with Purchase Intention, but N'Pure's environmental identity, personality, and associations were not yet strongly established among all respondents.

The lower standardized coefficient for Brand Image ($\beta=.357$) compared with Green Marketing ($\beta=.706$) does not indicate that Brand Image was unimportant. Rather, it shows that its relative contribution was smaller after Green Marketing was statistically controlled. Brand Image may still help consumers recognize, evaluate, and differentiate N'Pure from competing skincare brands. However, claims that Brand Image directly generated consumer trust, perceived product quality, or emotional attachment should be made cautiously because those variables were not measured separately in this study.

The findings suggest that N'Pure needs to communicate its brand identity more consistently across packaging, social media, promotional campaigns, and consumer education. The company should ensure that its claims regarding natural ingredients, product safety, environmental responsibility, and modern skincare are coherent and supported by clear information. Consistent communication may help strengthen the favorable and distinctive brand associations described in customer-based brand equity theory.

Simultaneous Contribution of Green Marketing and Brand Image

The simultaneous analysis showed that Green Marketing and Brand Image jointly provided a significant prediction of Purchase Intention. Conceptually, the two variables may complement one another. Green Marketing communicates observable environmental and product-related attributes, whereas Brand Image represents consumers' broader perceptions and associations toward N'Pure. When environmentally oriented practices are consistent with the identity communicated by the brand, consumers may develop a more coherent evaluation of the product.

This interpretation is consistent with Tan et al. (2022), who found that green marketing components, Brand Image, and brand trust are closely related in explaining Purchase Intention. It is also supported by studies indicating that sustainable packaging, green brand positioning, and favorable evaluations of environmentally friendly cosmetics are associated with stronger Purchase Intention (Kusumawati & Tiarawati, 2022; Limbu & Ahamed, 2023; Widiyanti & Rachmawati, 2023).

The item-level results for Purchase Intention show that respondents gave the highest rating to their tendency to continue selecting N'Pure despite the availability of competing brands ($M=3.51$). Respondents also provided relatively positive evaluations of purchasing N'Pure when skincare products were needed and searching for additional

product information. However, the intention to explore different N'Pure product variants received a lower and neutral evaluation ($M=3.25$). These findings indicate that Purchase Intention was not equally strong across all behavioral tendencies. Consumers may be willing to consider or continue choosing the brand, but their interest in exploring its wider product range remains more limited.

The model explained 76.4% of the variance in Purchase Intention, while 23.6% was associated with variables not included in the model. Potential factors include perceived price, product quality, social media exposure, electronic word-of-mouth, halal awareness, lifestyle, previous product experience, green trust, and environmental attitudes. Previous research has identified social media, halal-related considerations, subjective norms, and green psychological factors as relevant to Purchase Intention toward environmentally friendly and cosmetic products (Irfany et al., 2024; Nekmahmud et al., 2022; Septiarini, 2024).

Although the explanatory power of the model was high, the findings should not be interpreted as evidence of causality. The cross-sectional survey design measured the variables at one point in time and did not manipulate Green Marketing or Brand Image. Therefore, the results demonstrate significant predictive relationships within the sample rather than proving that the two independent variables caused changes in Purchase Intention.

Theoretical Implications

The study provides contextual evidence that Green Marketing and Brand Image are relevant predictors of Purchase Intention toward a local environmentally oriented skincare brand. Green Marketing demonstrated a stronger relative contribution, suggesting that visible environmental attributes and sustainability-related marketing cues may be particularly important for the respondents in this study.

The findings can be interpreted through both customer-based brand equity and the S-O-R framework. Customer-based brand equity explains the role of Brand Image and brand associations, whereas S-O-R provides a possible explanation of how marketing stimuli may be related to behavioral responses. Nevertheless, because the study did not measure an organism variable, it does not constitute a complete empirical test of the S-O-R model. Future studies should examine mediating variables such as green trust, perceived value, environmental concern, attitude, or perceived product safety.

Practical Implications

For N'Pure, natural ingredients and recyclable packaging should remain central elements of its marketing strategy because these attributes received comparatively positive evaluations. However, environmental production practices and sustainability-related promotional messages require greater clarity. The company should provide specific and verifiable information regarding sourcing, manufacturing processes, packaging management, and environmental initiatives rather than relying solely on general green claims.

Brand Image should also be strengthened through consistent visual identity, brand communication, and consumer education. Since most Brand Image items were evaluated at a moderate level, N'Pure needs to ensure that its positioning as a natural, modern, and environmentally responsible skincare brand is consistently communicated across

packaging, social media, e-commerce platforms, and promotional campaigns. The comparatively low evaluation of consumers' intention to explore different product variants also indicates a need for stronger product education, trial campaigns, and communication about the distinctive benefits of each product line.

Limitations and Future Research

Several limitations should be acknowledged. First, the study employed purposive sampling and involved only 68 respondents, limiting the representativeness of the sample. Second, all respondents were female; consequently, the findings primarily reflect female N'Pure consumers and should not be generalized to all consumers in Makassar City. Third, the cross-sectional design cannot establish causal relationships or capture changes in Purchase Intention over time. Fourth, the use of online questionnaires and recruitment through the researcher's networks may have introduced selection bias.

Future research should involve larger and more diverse samples, include male consumers, and apply probability sampling where feasible. Longitudinal or experimental designs could be used to examine whether exposure to green marketing campaigns leads to changes in Purchase Intention. Further studies should also test the complete S-O-R mechanism by including organism variables such as environmental concern, green perceived value, attitude, perceived safety, and green trust.

CONCLUSION

This study found that Green Marketing and Brand Image significantly predicted consumers' Purchase Intention toward N'Pure cosmetics among the female respondents in Makassar City. Green Marketing was the stronger predictor ($\beta=.706$) compared with Brand Image ($\beta=.357$), indicating that respondents' evaluations of natural ingredients, recyclable packaging, and sustainability-oriented marketing attributes were more strongly associated with Purchase Intention than their general perceptions of the brand. Nevertheless, Brand Image remained a significant predictor, showing that favorable brand identity, personality, and associations also contributed to consumers' intention to purchase N'Pure products.

The regression model was statistically significant, ($F(2,65)=105.256$), ($p<.001$), and explained 76.4% of the variance in Purchase Intention ($(R^2=.764)$; adjusted $(R^2=.757)$). The remaining 23.6% may be associated with other factors not examined in this study, such as perceived price, product quality, social media exposure, electronic word-of-mouth, halal awareness, green trust, and previous product experience.

These findings suggest that N'Pure should maintain its emphasis on natural ingredients and recyclable packaging while improving the clarity and credibility of information concerning environmentally responsible production and sustainability initiatives. The company should also strengthen its Brand Image through consistent communication across packaging, social media, promotional campaigns, and consumer education. However, because this study used purposive sampling, involved only 68 female respondents, and employed a cross-sectional design, the findings should be interpreted as predictive relationships within the study sample rather than causal effects and should not be generalized to all N'Pure consumers. Future studies should involve larger and more diverse samples and examine additional psychological and marketing variables that may explain Purchase Intention.

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