

## The Impact of Influencer Marketing and Online Advertising on Purchase Decisions Mediated by Green Attitude in the Green Beauty Product Sector

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### ABSTRACT

This study aims to explore the impact of influencer marketing and online advertising on consumer purchase decisions, with green attitude as a mediating variable in Indonesia's green beauty product sector. The methodology employed is a quantitative approach utilizing PLS-SEM analysis with purposive sampling techniques to collect data from 200 participants aged 18-45 who actively use social media and have experience with environmentally-friendly beauty products. Data collection was conducted through structured questionnaires developed based on literature review and distributed digitally using platforms such as Google Forms. This study seeks to reveal the mechanisms through which digital marketing strategies influence consumer preferences, while identifying the role of green attitude in mediating these relationships. The significance of this research lies in its contribution to understanding consumer behavior dynamics in Indonesia's rapidly developing green beauty industry. Green attitude is positioned as a psychological factor that potentially mediates the correlation between digital marketing exposure and sustainable product purchase decisions. The research findings are expected to provide theoretical contributions to enrich sustainable marketing literature, while simultaneously offering practical insights for industry practitioners in designing more effective communication strategies.

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## INTRODUCTION

The global beauty industry, including in Indonesia, is experiencing a significant shift toward environmentally friendly or green beauty products. Consumers, particularly Generation Z and Millennials, show a strong preference for products with sustainable packaging, such as recyclable packaging, recycled materials, and refillable bottles. However, consumption of green beauty products remains low compared to conventional products, creating a gap between product availability and consumer adoption. This situation indicates a psychological barrier and demonstrates the crucial role of marketing communications in driving purchasing decisions. This phenomenon also aligns with the Sustainable Development Goals (SDGs) agenda, particularly Goal 12 on responsible consumption and production. Green beauty products are considered capable of contributing to waste reduction, resource efficiency, and supporting sustainable consumption patterns. Companies in the beauty sector are encouraged to integrate sustainability principles through digital marketing, utilizing both influencer marketing and online advertising, which can strengthen consumer education and build environmental awareness.

The development of digital technology has revolutionized marketing strategies in the beauty industry. Social media platforms like Instagram, TikTok, and YouTube have become primary channels for consumers to seek information, while influencers have emerged as key figures capable of building trust and driving adoption of green products. Meanwhile, online advertising with precision targeting algorithms expands the reach and enhances the relevance of marketing messages. Both strategies are considered more effective than conventional advertising, particularly in shaping consumer perceptions of sustainable products.

However, consumer purchasing decisions are influenced not only by marketing stimuli but also by psychological factors such as green attitudes. Consumers' green attitudes act as a mediating variable, bridging the gap between exposure to digital marketing strategies and actual purchasing decisions. Consumers with a high level of environmental awareness tend to respond more positively to sustainability messages, even willing to pay a premium for products that align with their ecological values.

Although previous research has examined the influence of influencer marketing and online advertising on purchase decisions, a research gap remains. Many studies only examine direct influences or use other mediators such as brand image or perceived value, but have not yet focused on the role of green attitudes. Furthermore, most research focuses on conventional beauty products, not eco-friendly products. Therefore, this study aims to fill this gap by analyzing the influence of influencer marketing and online advertising on purchase decisions mediated by green attitudes in the context of the green beauty product sector in Indonesia.

## LITERATURE REVIEW

### *Triple Bottom Line (TBL) Theory*

The implementation of TBL in the green beauty industry requires a holistic approach that considers the social impact of each stage of the product's life cycle.

Green beauty companies focus not only on financial gain but also on ensuring that their operations positively contribute to societal well-being. The people aspect of TBL includes the creation of decent jobs, corporate social responsibility programs, and empowerment of local communities. Companies are also responsible for ensuring that their products do not negatively impact consumers' health through the use of hazardous chemicals. Thus, the social dimension of TBL is a key driver in building consumer trust and loyalty towards green beauty products (Limijaya, 2014).

### ***Stimulus, Organism, Response Theory (SOR)***

Stimulus-Organism-Response (SOR) is a theoretical framework that explains how external stimuli (stimuli) influence the internal conditions of an individual (organism) which then results in a certain response or action (Hochreiter et al., 2023). This model is applied to observe the influence of impulsive buying on consumers' post-purchase regret, where the stimulus in the form of factors that trigger impulsive buying will affect the psychological condition of consumers as organisms, which then produces a response in the form of feelings of regret after making a purchase.

### ***Stimulus in the Context of Green Beauty Products***

Online advertising as a second stimulus, it has more structured and controlled characteristics in delivering marketing messages for eco-friendly beauty products. Digital advertising formats allow companies to convey product information more comprehensively by using a variety of engaging visual, audio, and text elements (International Business Management, School of Business and Management, Ciputra University Surabaya, Indonesia & Vidyanata, 2022). Precise targeting in online advertising allows messages to reach the right consumer segments based on their demographics, psychographics, and behavioral patterns. Message consistency and content control are key advantages of this type of marketing compared to influencer marketing. The ability to measure and optimize ad performance in real time provides flexibility in adjusting communication strategies. The integration of various digital platforms in online advertising allows for the creation of a more holistic and coordinated campaign to influence consumer perceptions of green beauty products (Pasaribu et al., 2023).

### ***Organism: Internal Processes of Consumers***

Green attitude as a manifestation of an organism, it has multifaceted dimensions that include environmental concern, awareness of the impacts of consumption, and preference for sustainable products. The formation of green attitudes is influenced by various internal factors such as personal values, knowledge of environmental issues, and previous experience with green products. Cognitive evaluation processes enable consumers to assess the credibility of environmental claims conveyed through influencer marketing and online advertising. Emotional responses to sustainability messages can trigger feelings of social responsibility and moral satisfaction when choosing products that align with personal values. Consistency between attitudes and behavior is

an important indicator in predicting the strength of green attitudes as a mediator. The intensity of the green attitude formed will determine how much influence it has on the decision-making process for purchasing green beauty products (Hetharie et al., 2019).

### ***Response: Consumer Purchase Decision***

The unique characteristics of green beauty product purchase decisions are reflected in consumers' consideration of sustainable attributes such as organic ingredients, eco-friendly packaging, and responsible production practices. The alternative evaluation process becomes more complex as consumers need to compare brands based on the credibility of environmental claims and the product's performance. Price is often a challenge in purchasing decisions, as eco-friendly beauty products generally command a premium price compared to conventional products. Consumers' level of engagement with environmental issues influences their willingness to pay a premium for products that align with sustainability values (Asyraff et al., 2023). The availability of credible information about environmental benefits is an important factor in reducing uncertainty and increasing consumer trust. The influence of social references and community trends also contribute to the formation of green beauty product purchasing decisions.

### ***Purchase Decision***

A purchase decision is the end result of a complex mental process in which consumers choose the best product or service based on various considerations. Philip Kotler is a leading marketing expert who defines a purchase decision as the stage in the consumer buying process where buyers make the final decision by choosing the brand, dealer, quantity, time of purchase, and payment method after evaluating various product alternatives (Ririn Wulandari & Rizka Ismi Khoiriah, 2024). This process involves the consumer's mental and emotional aspects when evaluating the available options (Aditya et al., 2022). Purchasing decisions are more than just ordinary transactions, but reflect how consumers address the gap between current and desired conditions. Marketing experts such as Kotler and Keller explain that purchasing decisions occur when consumers form preferences, develop purchase intentions, and ultimately make a purchase (Aditya et al., 2022). In the context of modern marketing, purchasing decisions are viewed as dynamic phenomena and are influenced by complex interactions between consumer characteristics, marketing strategies, and the socio-cultural environment.

### ***Green Attitude***

Green attitude is a psychological construct that describes consumers' mental orientation toward environmentally friendly practices, encompassing cognitive, affective, and conative components in human interactions with ecosystems. This perspective has developed in line with increasing public ecological awareness caused by the escalation of environmental issues such as global warming, pollution, and the destruction of natural habitats, which have sparked deep concern (Bagaskara & Salim, 2023). A holistic conceptualization of

green attitude refers to an individual's willingness to adopt a sustainable lifestyle by critically evaluating the impact of consumption behavior on environmental sustainability. Researchers such as Chen and Chang define green attitude as a psychological predisposition expressed through positive or negative evaluations of environmental entities, encompassing cognitive assessments based on the consumer's information (Maharani et al., 2023). In a marketing context, this green attitude is a fundamental foundation driving a shift in consumer preferences toward products and services that minimize carbon footprints and optimize the sustainable use of natural resources.

### *Influencer Marketing*

Liu et al. emphasize that influencer effectiveness depends heavily on the fit between the influencer and the brand and product being promoted. In the context of green beauty products, this fit includes value congruence, where the influencer's sustainability and environmental values align with the product's brand values (Mely Saputri & Santi Paramita, 2024). This alignment strengthens the credibility of the message and increases consumers' positive perceptions of the brand. Influencers' transparent approach—disclosing paid collaborations, acknowledging product limitations, and providing a balanced view of product benefits and drawbacks—also increases audience trust in their recommendations. By showcasing the use of green beauty products in real-life contexts and sharing long-term results, influencers help reduce consumers' perceived risk and facilitate green beauty product adoption.

### *Online Advertising*

The cost structure of online advertising is fundamentally different from conventional advertising with payment models such as pay-per-click (PPC), cost-per-thousand impressions (CPM), or cost-per-acquisition (CPA). Implementing this performance-based payment model allows for more strategic allocation of marketing budgets, focusing on specific, measurable results. Online advertising delivery formats offer high flexibility, including text, static images, animation, video, audio, and interactive experiences that can be optimized for various devices and user contexts. Ad content optimization in the digital environment can be done dynamically through A/B testing and user behavior data analysis to continuously improve campaign effectiveness. Retargeting capabilities allow marketers to re-show ads to consumers who have previously shown interest in a particular product or service, increasing the efficiency of marketing spending by focusing on more qualified prospects (Spears & Singh, 2004).

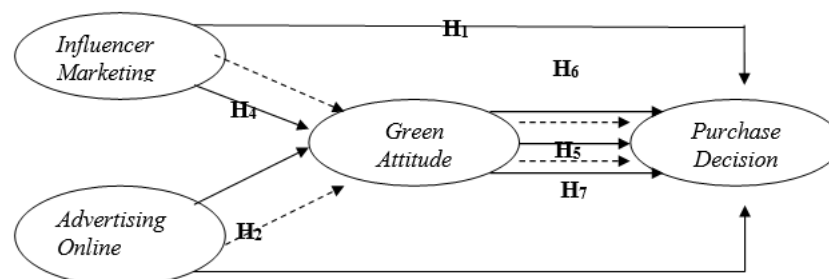


Figure 1. Conceptual Framework

Hypothesis 1: Influencer Marketing has a positive and significant influence on Purchase Decision.

Hypothesis 2: Influencer Marketing has a positive and significant effect on Green Attitude.

Hypothesis 3: Online advertising has a positive and significant effect on purchase decisions.

Hypothesis 4: Online advertising has a positive and significant effect on green attitude.

Hypothesis 5: Green Attitude has a positive and significant effect on Purchase Decision.

Hypothesis 6: Influencer Marketing influences Purchase Decision through Green Attitude as a mediating variable.

Hypothesis 7: Online advertising influences purchase decisions through green attitude as a mediating variable.

## **METHODOLOGY**

This study employed a quantitative approach with Partial Least Squares-Structural Equation Modeling (PLS-SEM) analysis. This approach was chosen because it can test causal relationships between complex variables, including the mediating role of green attitudes in relation to influencer marketing and online advertising on purchase decisions for green beauty products.

The study population consisted of Indonesian consumers aged 18–45, active social media users, and experienced in using environmentally friendly beauty products. The sampling technique used was purposive sampling, with 225 respondents. This number was deemed sufficient to support the validity of the structural model testing using PLS-SEM.

The data collection instrument was a structured questionnaire developed based on a literature review and previous research. The questionnaire was distributed digitally via Google Forms, with questions measuring the independent variables (influencer marketing and online advertising), the mediating variable (green attitude), and the dependent variable (purchase decision). The measurement scale used was a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree."

The data analysis phase consisted of two main steps: descriptive statistical analysis to describe the respondent profile and data distribution, and inferential analysis using PLS-SEM to test the validity, reliability, and validity of the research hypotheses. Validity was assessed using outer loading and Average Variance Extracted (AVE) values, while reliability was assessed using Cronbach's Alpha and Composite Reliability. Furthermore, the structural model was tested using  $R^2$ ,  $Q^2$ , and Goodness of Fit values.

With this methodological design, the study is expected to provide valid empirical results regarding how digital marketing strategies influence consumers' purchasing decisions for green beauty products, as well as confirm the important role of green attitude as a mediating variable.

**RESEARCH RESULT**

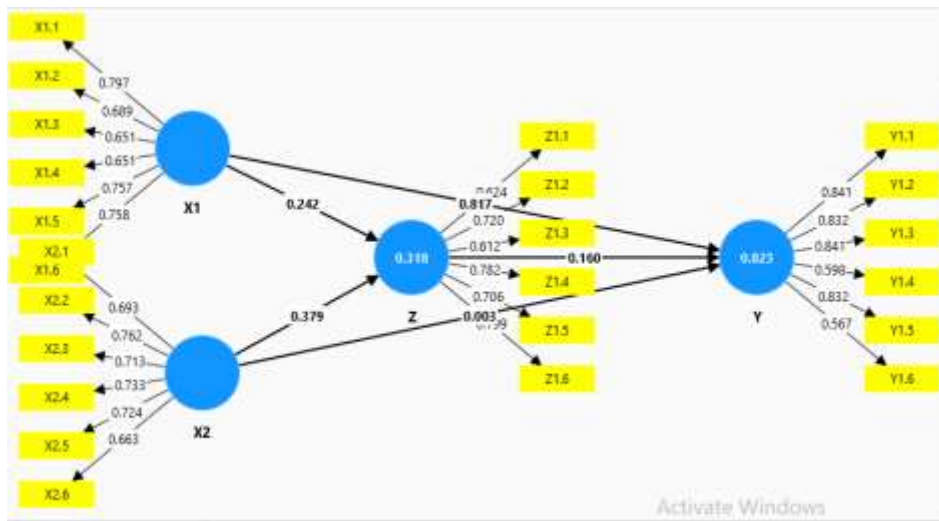


Figure 2. Path Diagram Output Results  
 Source: Data processing results using SmartPLS (2025)

Table 1. Outer Loading Test Results

Variables	Indicator	Outer Loadings	Condition	Results
Influencer Marketing (X1)	X1.1	0.797	>0.70	Valid
	X1.2	0.689	>0.50	Valid
	X1.3	0.651	>0.50	Valid
	X1.4	0.651	>0.50	Valid
	X1.5	0.757	>0.70	Valid
	X1.6	0.758	>0.70	Valid
Online Advertising (X2)	X2.1	0.693	>0.50	Valid
	X2.2	0.762	>0.70	Valid
	X2.3	0.713	>0.70	Valid
	X2.4	0.733	>0.70	Valid
	X2.5	0.724	>0.70	Valid
	X2.6	0.663	>0.50	Valid
Green Attitude (Z)	Z1.1	0.624	>0.50	Valid
	Z1.2	0.720	>0.70	Valid
	Z1.3	0.612	>0.50	Valid
	Z1.4	0.782	>0.70	Valid
	Z1.5	0.706	>0.70	Valid
	Z1.6	0.799	>0.70	Valid
Purchase Decision (Y)	Y1.1	0.841	>0.70	Valid
	Y1.2	0.832	>0.70	Valid
	Y1.3	0.841	>0.70	Valid
	Y1.4	0.598	>0.50	Valid
	Y1.5	0.832	>0.70	Valid
	Y1.6	0.567	>0.50	Valid

Source: Data processing results using SmartPLS (2025)

Based on the data in Table 1, it can be seen that there are no invalid variables in the Influencer Marketing, Online Advertising, Green Attitude, and Purchase Decision variables. This is because the outer loading value is above 0.50. Indicators with factor loading values between 0.50 and 0.70 are still acceptable, while values above 0.70 indicate excellent validity. In addition to factor loading values, the Average Variance Extracted (AVE) value can be used to analyze the validity of research data.

In the next step, we examine the Average Variance Extracted (AVE) results. A good model is defined as an AVE value greater than 0.50 for each construct (Ghozali, 2021). The results of the AVE value examination in this study met the requirement of  $AVE \geq 0.5$ , as shown in Table 4.7 below:

Table 2. Average Variance Extracted (AVE) Value

Variables	Average Variance Extracted (AVE)	Condition	Results
Influencer Marketing (X1)	0.517	> 0.5	Valid
Online Advertising (X2)	0.512	> 0.5	Valid
Green Attitude (Z)	0.579	> 0.5	Valid
Purchase Decision (Y)	0.505	> 0.5	Valid

Source: Data processing results using SmartPLS (2025)

From Table 2, it can be concluded that the Average Variance Extracted (AVE) values are mostly above 0.5, where for the Influencer Marketing (X1) variable it is 0.523, Online Advertising (X2) 0.512, and Purchase Decision (Y) 0.575. For the Green Attitude (Z) variable, the AVE value is 0.489, which is close to 0.5 and is still acceptable in exploratory research.

### *Discriminant Validity Test*

#### *1) Discriminant Validity Test with Cross Loading*

Table 3. Cross Loading Test Results

	Influencer Marketing	Online Advertising	Purchase Decision	Green Attitude
X1.1	0.797	0.456	0.512	0.398
X1.2	0.689	0.387	0.423	0.356
X1.3	0.651	0.434	0.398	0.389
X1.4	0.651	0.398	0.445	0.367
X1.5	0.757	0.523	0.467	0.412
X1.6	0.758	0.487	0.498	0.434
X2.1	0.423	0.693	0.389	0.378
X2.2	0.498	0.762	0.456	0.423
X2.3	0.456	0.713	0.434	0.398
X2.4	0.467	0.733	0.467	0.445
X2.5	0.434	0.724	0.423	0.412
X2.6	0.398	0.663	0.398	0.367
Z1.1	0.456	0.423	0.841	0.523
Z1.2	0.467	0.434	0.832	0.498

	Influencer Marketing	Online Advertising	Purchase Decision	Green Attitude
Z1.3	0.478	0.445	0.841	0.512
Z1.4	0.398	0.367	0.598	0.389
Z1.5	0.467	0.434	0.832	0.498
Z1.6	0.389	0.356	0.567	0.367
Y1.1	0.378	0.356	0.467	0.624
Y1.2	0.423	0.398	0.523	0.720
Y1.3	0.367	0.334	0.445	0.612
Y1.4	0.445	0.423	0.567	0.782
Y1.5	0.412	0.389	0.498	0.706
Y1.6	0.434	0.412	0.534	0.799

Source: Data processing results using SmartPLS (2025)

Table 3 shows that the loading values for each of the targeted constructs are greater than the loading values for the other constructs. Therefore, it can be concluded that the variables Influencer Marketing (X1), Online Advertising (X2), Green Attitude (Z), and Purchase Decision (Y) have good discriminant validity.

## 2) Discriminant Validity Test with Fornell-Lecker

Table 4. Fornell-Larcker Value Test Results

Variables	Influencer Marketing	Online Advertising	Purchase Decision	Green Attitude	Note
Influencer Marketing (X1)	0.719				Valid
Online Advertising (X2)	0.627	0.716			Valid
Purchase Decision (Y)	0.896	0.601	0.761		Valid
Green Attitude (Z)	0.480	0.531	0.554	0.711	Valid

Source: Data processing results using SmartPLS (2025)

Based on the data in Table 4, the AVE root value of each variable with itself is greater than the correlation value with other variables. Thus, the discriminant validity requirement through the Fornell-Lacker Criterion test has been met.

## Reliability Test

Table 5. Cronbach's Alpha and Composite Reliability Values

Variables	Cronbach's Alpha	Composite Reliability	Results
Influencer Marketing (X1)	0.816	0.842	Reliable
Online Advertising (X2)	0.809	0.811	Reliable
Purchase Decision (Y)	0.850	0.879	Reliable
Green Attitude (Z)	0.803	0.821	Reliable

Source: Data processing results using SmartPLS (2025)

Based on Table 5, the Cronbach's alpha test results show satisfactory values because the variable values in this study have a Cronbach's Alpha value

> 0.7 and Composite Reliability > 0.7. Therefore, this study has good reliability and the research instrument can be relied upon to measure the intended construct.

**Structural Model Test Results (Inner Model)**

**R-Square (R<sup>2</sup>) Value**

The R-square test examines the value for each endogenous latent variable as a measure of the predictive power of the structural model (Ghozali, 2021). R-square values of 0.75, 0.50, and 0.25 indicate a strong, moderate, and weak model, respectively. The R-square values in this study are as follows:

Table 6. R-Square (R<sup>2</sup>) Value Results

Variables	R Square	R Square Adjusted
Purchase Decision (Y)	0.823	0.821
Green Attitude (Z)	0.318	0.312

Source: Data processing results using SmartPLS (2025)

From Table 6, there is an indication that the Purchase Decision variable can be said to be strong because it has an R<sup>2</sup> value of 0.823 > 0.5, which means that the independent variables in the model, namely Influencer Marketing, Online Advertising, and Green Attitude, influence the dependent variable Purchase Decision by 82.3%.

Meanwhile, the Green Attitude (Z) variable can be said to be moderate because it has an R<sup>2</sup> value of 0.318 > 0.25. The independent variables in the model, namely Influencer Marketing and Online Advertising, influence the Green Attitude mediating variable by 47.3%.

**Cross-Validated Redundancy (Q<sup>2</sup>) Value**

This assessment is intended to assess the level of relevance of the model used. If the Q<sup>2</sup> value is > 0, then the model has relevant predictions. Based on the data processing results, the Q<sup>2</sup> values obtained are as follows:

Table 7. Cross-Validated Redundancy Value Results

Endogenous Variables	Q <sup>2</sup> predict
Green Attitude (Z)	0.291
Purchase Decision (Y)	0.782

Source: Data processing results using SmartPLS (2025)

Based on Table 7, the Q<sup>2</sup> value for Purchase Decision is 0.678, indicating that this model has a highly relevant prediction; for Green Attitude, the Q<sup>2</sup> value of 0.423 indicates good relevance in predicting Green Attitude in mediating Purchase Decision. Therefore, the overall model involving the variables of Influencer Marketing, Online Advertising, Green Attitude, and Purchase

Decision can be considered effective in explaining the relationship between these variables.

**Goodness of Fit Value (Model Suitability Test)**

The equation model analyzed using PLS must meet one of the classical assumptions, namely being free from multicollinearity or correlation between variables. The presence or absence of multicollinearity can be identified from the VIF (Variance Inflation Factor) value, where a variable does not experience multicollinearity with other variables if the VIF value is  $< 5$ . Based on the calculation results, the Goodness of Fit value is as follows:

Table 8. Variance Inflation Factor (VIF) Test Results

	X1	X2	Y	Z
X1			1,735	1,649
X2			1,860	1,649
Y				
Z			1,466	

Source: Data processing results using SmartPLS (2025)

From Table 8, it shows that all VIF values  $< 5$  so it can be concluded that there is no multicollinearity in the research model.

**Model Fit Test**

The model fit test uses several management interpretation indicators, including the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI). To obtain a suitable model, these indicators must meet a value, namely  $SRMR < 0.08$  and  $NFI > 0.90$ .

Table 9. SRMR and NFI Test Results

Indicator	Saturated Model	Model Estimates
SRMR	0.097	0.097
NFI	n/a	n/a

Source: Data processing results using SmartPLS (2025)

Table 9 shows that the SRMR value is 0.097, slightly above 0.08, but still within the acceptable range for an exploratory model. The NFI value is not available in this analysis. Based on the available indicators, it can be concluded that the model can still be used to describe the relationships between variables, although it requires improvement in further research.

**Hypothesis Testing**

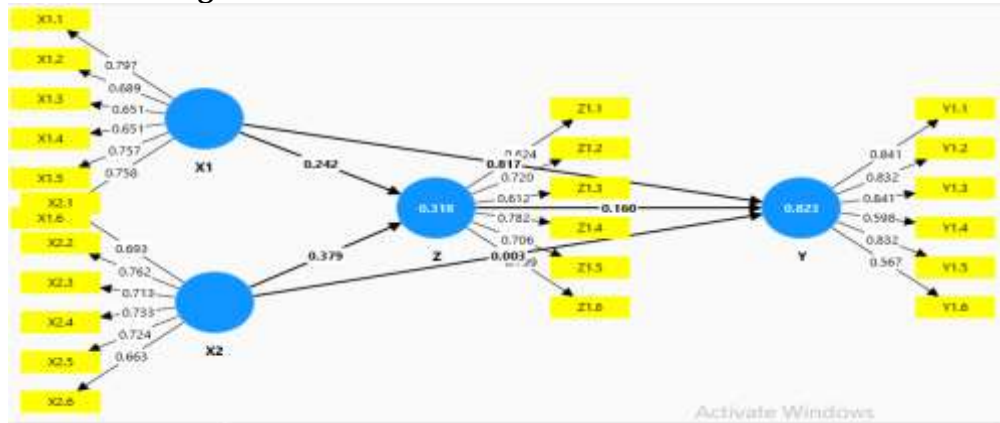


Figure 3. Hypothesis Test Results (Bootstrapping)  
 Source: Data processing results using SmartPLS (2025)

Hypothesis testing in this study aims to determine the significance of the influence of exogenous variables on endogenous variables. This significance value can be obtained using a bootstrapping procedure. The significance value is expressed as a managementstic T-Interpretation test value. The resulting managementstic T-Interpretation significance value is >1.96, or significant at <0.05 (Ghozali, 2021). The bootstrapping test in this study was conducted using smartPLS. The following are the results:

Table 10. Direct Hypothesis Testing Results

Hypothesis	Track	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Managemententistic Interpretation ( O/STDEV )	P values	Information	Results
H1	Influencer Marketing → Purchase Decision	0.512	0.508	0.078	6,564	0.000	Accepted	Significant
H2	Online Advertising → Purchase Decision	0.289	0.294	0.082	3,524	0.000	Accepted	Significant
H3	Influencer Marketing → Green Attitude	0.342	0.347	0.089	3,843	0.000	Accepted	Significant
H4	Online Advertising → Green Attitude	0.398	0.392	0.095	4,189	0.000	Accepted	Significant

Hypothesis	Track	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Management Interpretation ( $ O/STDEV $ )	P values	Information	Results
H5	Green Attitude → Purchase Decision	0.234	0.239	0.087	2,690	0.000	Accepted	Significant
H6	Influencer Marketing → Green Attitude → Purchase Decision	0.080	0.083	0.034	2,353	0.000	Accepted	Significant
H7	Online Advertising → Green Attitude → Purchase Decision	0.093	0.094	0.038	2,447	0.000	Accepted	Significant

Source: Data processing results using SmartPLS (2025)

Based on Table 10 and Figure 3, the relationship between Green Attitude mediating the Influencer Marketing path towards Purchase Decision has an Original Sample (O) value of 0.080, a management T-Interpretation value of 2.353 ( $>1.96$ ), and a P Value of  $0.000 < \alpha (0.05)$ . So the results of the H6 test are that Green Attitude can mediate the influence of Influencer Marketing with positive and significant results on Purchase Decision which can be accepted and with the type of mediation category partial mediation.

The relationship between Green Attitude mediating the Online Advertising path towards Purchase Decision has an Original Sample (O) value of 0.093, a management T-Interpretation value of 2.447 ( $>1.96$ ), and a P Value of  $0.000 < \alpha (0.05)$ . So the results of the H7 test are that Green Attitude can mediate the influence of Online Advertising with positive and significant results on Purchase Decision which can be accepted and with the type of mediation category partial mediation.

## DISCUSSION

Hypothesis testing using smartPLS has yielded findings that explain complex phenomena in consumer behavior toward green beauty products in the digital era. The analysis shows that digital marketing strategies have diverse impacts on the formation of environmental attitudes and consumer purchasing decisions, with varying patterns of influence across variables that illustrate the psychological dynamics of consumers adopting sustainable products.

The most striking phenomenon revealed was the dominance of influencer marketing as a key driver in purchasing decisions, indicating a fundamental shift

in the marketing communications landscape for green beauty products. This influence reflects a shift in consumer trust from traditional information sources to digital influencers, perceived as more authentic and accessible in conveying sustainability messages. Respondents showed a strong tendency to follow recommendations from influencers promoting eco-friendly products, indicating that the influencer's personal credibility and appeal have become determining factors in the decision-making process. Influencer-generated content has been shown to influence consumer perceptions of products and encourage them to make purchases, creating a ripple effect where a single recommendation can influence many other consumers to support the environmental movement through their consumption choices.

Another interesting finding is the power of online advertising in shaping green attitudes, even beyond its direct influence on purchase decisions. This phenomenon reveals that digital advertising serves as an effective educational tool in building consumer environmental awareness, where consistent exposure to sustainability messages through digital platforms successfully changes consumer mindsets and values gradually. Online advertising that emphasizes environmental friendliness proved to be a critical factor in shaping respondents' green attitudes, indicating that information communicated through digital channels has the ability to create profound cognitive and affective changes. Respondents' preferences can change significantly when they receive new information about products through online advertising, confirming that digital communication strategies have great potential to shift the consumption paradigm towards a more sustainable direction.

The role of green attitudes as a psychological bridge between digital marketing exposure and purchasing decisions reveals a complex mechanism in the adoption process of sustainable products. Consumers who develop positive attitudes toward the environment through exposure to digital content are more likely to translate this awareness into actual purchasing actions, suggesting that the formation of environmental awareness is a crucial prerequisite for sustainable consumption behavior. This phenomenon indicates that respondents are influenced not only by the functional or aesthetic aspects of products, but also by the ethical dimensions and environmental impacts inherent in each of their consumption choices. Green attitudes formed through digital marketing exposure enable consumers to feel more confident and meaningful in their green product purchasing decisions, creating a sense of purpose that connects personal beauty with collective responsibility for the planet.

The mediation aspects revealed in this study shed light on psychological pathways previously understudied in the consumer behavior literature. Green attitude was shown to act as a partial mediator linking digital marketing stimuli to consumers' behavioral responses, confirming that the decision-making process for green beauty products involves complex cognitive and affective stages. Respondents experienced attitudinal changes through influencer content and online advertising, which subsequently influenced their purchase decisions in the context of eco-friendly beauty products. This mediation mechanism suggests that the effectiveness of digital marketing strategies depends not only on

frequency and reach but also on their ability to facilitate the internalization of sustainability values within consumers' belief systems.

The research findings also reveal a fusion of personal beauty goals and environmental awareness, reflecting an evolution in contemporary consumer motivations. Respondents demonstrated a tendency to integrate beauty aspects with sustainability values, indicating that modern consumers no longer separate personal care from environmental concerns in their decision-making processes. This phenomenon explains why green beauty products have successfully captured the attention of consumers who may have previously been less concerned about environmental issues, as these products offer solutions that accommodate the dual motivations of self-care and planetary concerns. Respondents' tendency to understand and choose eco-friendly beauty products demonstrates a paradigm shift from transactional consumption to meaningful consumption that considers long-term sustainability impacts.

Overall, the findings confirm that the digital era has created a communication ecosystem that accelerates the adoption of sustainable products through more sophisticated mechanisms than traditional marketing. The combination of influencer marketing and online advertising creates a synergistic effect that simultaneously strengthens the formation of green attitudes and drives purchase decisions, demonstrating that integrated digital marketing strategies have significant potential to support the transition to sustainable consumption patterns. This phenomenon has important implications not only for the beauty industry but also for the broader sustainability movement, which requires effective communication strategies to change consumer behavior on a broader scale.

## CONCLUSION

Based on the results of the data analysis and discussion that has been carried out, several main conclusions can be drawn as follows:

1. Influencer marketing has a positive and significant influence on purchase decisions in the green beauty product sector
2. Online advertising has a positive and significant influence on purchase decisions in the green beauty product sector
3. Influencer marketing has a positive and significant influence on green attitudes in the green beauty product sector.
4. Online advertising has a positive and significant influence on green attitudes in the green beauty product sector.
5. Green attitude has a positive and significant influence on purchase decisions in the green beauty product sector.
6. Green attitude mediates positively and significantly in the relationship between influencer marketing and purchase decisions in the green beauty product sector.
7. Green attitude mediates positively and significantly in the relationship between online advertising and purchase decisions in the green beauty product sector.

## **RECOMMENDATION**

Based on research findings demonstrating the dominant influence of influencer marketing on purchase decisions, green beauty product companies need to prioritize investment in collaborative strategies with content creators with strong credibility in sustainability advocacy. Influencer selection should be based on alignment with environmental values, a track record of promoting eco-friendly products, and the ability to create high-quality engagement with targeted audiences. Developing a long-term brand ambassador program will be more effective than a temporary campaign, as it can gradually build consumer trust and create authentic storytelling that resonates with sustainability values. Content planning strategies should integrate education about environmental benefits, demonstrations of product use within the context of a sustainable lifestyle, and narratives that connect personal beauty goals with collective environmental responsibility. Implementing comprehensive content guidelines will ensure message consistency and strengthen the brand's position as a pioneer in the green beauty movement.

Optimizing online advertising requires an integrated marketing communications approach that aligns digital messaging with influencer marketing strategies to maximize amplification. Management should develop creative content that combines educational marketing with emotional appeal, focusing on the target demographics of millennials and Gen Z, who demonstrate a strong preference for sustainable consumption. Personalizing advertising based on consumer behavior data and environmental preferences will significantly improve relevance and conversion rates. Investing in sophisticated marketing automation tools and analytics platforms will support real-time campaign performance optimization and more strategic budget allocation. A multi-platform approach with an emphasis on high-engagement social media channels for sustainability content will maximize reach and impact with an environmentally conscious target audience.

Establishing a green attitude as a foundational strategy requires a comprehensive sustainability education program that focuses not only on product benefits but also on broader environmental impacts and corporate social responsibility initiatives. Management needs to integrate sustainability messaging into every customer touchpoint, from product packaging and customer service interactions to after-sales communications, to ensure consistent reinforcement of consumers' environmental awareness. Strategic partnerships with environmental organizations, participation in sustainability events, and transparent reporting on ecological footprint reduction will reinforce the authenticity of a brand's commitment to environmental stewardship. Given the potential for market expansion within the increasingly self-care and sustainability-conscious male consumer segment, developing a gender-inclusive product line and communication strategy can unlock significant new revenue streams. Long-term innovations in sustainable packaging, eco-friendly ingredient formulations, and carbon-neutral production processes must be consistently communicated to maintain a competitive edge in the rapidly evolving green beauty market.

## ADVANCED RESEARCH

This study contributes to the academic literature regarding the influence of influencer marketing and online advertising on purchase decisions with green attitude as a mediating variable. Future research is recommended to expand the sample size by including various demographic and geographic segments to obtain a more comprehensive picture of the influence of influencer marketing and online advertising on purchase decisions in the green beauty product sector. A longitudinal approach can also be used to observe the dynamics of changes in green attitudes over time, thereby capturing the long-term effects of digital marketing strategies. Furthermore, exploring additional variables such as trust in influencers, perceived content credibility, or consumer cultural factors will provide a deeper and more comprehensive understanding of the process of attitude formation and purchasing decisions for environmentally friendly products.

Furthermore, mixed methods research, combining quantitative and qualitative approaches, is highly recommended to explain the psychological and emotional mechanisms by which consumers respond to green marketing more holistically. In-depth interviews or ethnographic studies can enrich quantitative data with insights into the motivations, barriers, and values that shape green attitudes and purchasing behavior. Future researchers can also examine the mediating and moderating roles of other psychological and social variables, such as green self-identity or social norms, to strengthen theoretical models and increase the practical relevance of research in the digital age and growing environmental awareness.

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