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## The Effect of Green Advertising on Environmental Attitudes and Purchase Intention in Buying Environmentally Friendly Products (Studies on Garnier Products)

Putri Rakhmatia Nabahani<sup>1)</sup>; Daru Asih<sup>2\*)</sup>; Fadhila Dhia Malihah<sup>3)</sup> ; Nurul Komara Fajrin<sup>4)</sup>

<sup>1)</sup> [putrinabahani@gmail.com](mailto:putrinabahani@gmail.com), Universitas Mercu Buana, Indonesia

<sup>2\*)</sup> [daru\\_asih@mercubuana.ac.id](mailto:daru_asih@mercubuana.ac.id), Universitas Mercu Buana, , Indonesia

<sup>3)</sup> [fadhila.dhia@mercubuana.ac.id](mailto:fadhila.dhia@mercubuana.ac.id), Universitas Mercu Buana, , Indonesia

<sup>4)</sup> [nurulkomara@mercubuana.ac.id](mailto:nurulkomara@mercubuana.ac.id), Universitas Mercu Buana, , Indonesia

\*) Corresponding Author

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### ABSTRACT

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**Objectives** This study aims to determine green advertising on purchase intention in buying environmentally friendly products through mediating environmental attitudes

**Methodology:** This research employed a causality research design, utilizing a quantitative approach. Data were collected through a questionnaire distributed via Google Forms to residents of DKI Jakarta. Sampling was conducted using the Non-Probability Sampling technique, specifically employing a purposive sampling method. The sample size for this study was 100 participants. Subsequently, the questionnaire responses were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, facilitated by SmartPLS 3.0 software.

**Finding:** The results of this study found that Garnier's green advertising and environmental attitudes had a positive and significant effect on purchase intentions in buying Garnier's environmentally friendly product, and environmental attitudes had a positive and significant effect in mediating green advertising towards purchase intention in buying environmentally friendly product.

**Conclusion:** The better implementation of green advertising increases consumer interest in buying environmentally friendly products, the higher the consumer's environmental attitude, and the greater the individual's interest in buying environmentally friendly products.

**Keywords:** Green Advertising, Environmental Attitudes, Purchase Intention in Buying Environmentally Friendly Product

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## INTRODUCTION

Global warming and poor waste management are crucial environmental problems that have caught the attention of the world community. Research conducted by the Copernicus Climate Change Service (2021) found that the average global temperature of the earth has increased every decade due to industrial activities. Research conducted by Meijer et al. (2021) also found that Indonesia is the fourth country with the most waste contributors. The increase in waste production due to poor waste management in Indonesia also occurred the following year. Ministry of Environment and Forestry of the Republic of Indonesia (Kementerian Lingkungan Hidup dan Kehutanan) stated that in 2020, Indonesia's national waste production increased to 67.8 million tons. This means that around 185,753 tons of waste are generated by 270 million people every day (Setiawan, 2021).

The awareness and willingness of the Indonesian people to contribute to managing waste is illustrated through a survey conducted by Sustainable Waste Indonesia (Setiawan et al., 2020), where the survey results found that the contribution of the Indonesian people in managing waste is still very minimal.

On the other hand, the care and beauty product industry is an industry that has high interest. A research report uploaded by GlobalData. The report entitled “Country Profile: Cosmetics & Toiletries in Indonesia” revealed that the value share of skin care products in Indonesia is quite high, even almost rivaling the value share of the total in Asia Pacific, with a figure of 9.5% in 2018. The consumption rate per capita in Indonesia is also expected to increase and be stable until 2023 (GlobalData, 2019).

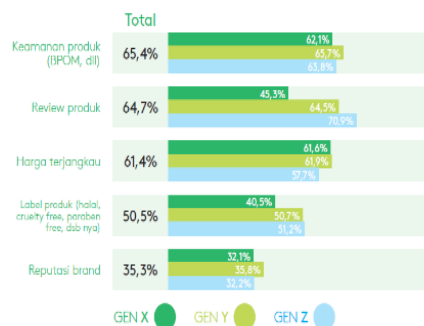


Figure 1. Factors that Influence the Purchase of Beauty Products  
Source: Survey ZAP Clinic (2020)

A survey conducted by ZAP Clinic (2020) to examine the factors that influence consumers in Indonesia in considering beauty products found that product prices are no longer the main consideration in choosing beauty products. Overall, more than half of Indonesian women (65.4%) prioritize the safety of the beauty products they choose. Furthermore, as many as 50.5% of Indonesian women stated that product labels contained information regarding halal status,

cruelty-free, and paraben-free is an important thing to consider when buying a product. This shows increased consumer sensitivity and education.

Increased public awareness about the importance of using environmentally friendly products is also reflected in a survey conducted by L'Oreal, which showed that 75% of women in Indonesia prefer to buy beauty products containing natural ingredients (Spencer, 2018). According to Rizkiatami et al. (2023), even though the public is aware of the environmental impact of products, companies still need to provide complete information to gain customers' trust.

Consumers with an inclination towards environmentally friendly products are commonly referred to as green consumers, denoting individuals who exhibit awareness and interest in environmental concerns (Rahman, 2018; Marlapa, E, 2020). Environmental friendliness can be further understood as an attitude stemming from personal concerns about environmental issues (Astini & Yustian, 2020). Those who possess awareness and interest in environmental matters often identify themselves as green consumers and consistently demonstrate environmentally friendly behaviors (Clark et al., 2019). As highlighted by Asih et al. (2020), various factors, including positive environmental attitudes, play significant roles in shaping consumer purchasing behavior.

Changes and shifts in consumer behavior in determining product preferences and buying interest provide opportunities for companies to start implementing strategies and innovations that heed environmentally friendly principles, namely green marketing. Green marketing does not only cover the offering of environmentally friendly products, but also includes the production process, change of packaging, and activities to modify product ingredients to minimize the impact on the environment (Kartikasari et al., 2018).

Green advertising is a type of non-personal marketing communication that has an important role in marketing environmentally friendly products because it is related to consumer behavior after getting information from advertisements (Luo et al., 2020)

*PT L'Oreal is a company in the beauty industry known for its consistent production and provision of eco-friendly beauty products under the Garnier brand. Since 1989, Garnier has been committed to refraining from animal testing, making it one of the pioneering beauty brands promoting environmentally friendly practices. As a demonstration of this commitment, Garnier launched an environmental initiative called Green Beauty, which is promoted through eco-conscious advertising (Kering Group, 2020). As one of the frontrunners in eco-friendly brands, Garnier actively contributes to and engages the public in addressing environmental issues through its green advertising efforts. Therefore, we have chosen Garnier as the focus of this research.*

Previous research regarding the effect of green advertising on the purchase intention of environmentally friendly products has indications of differences in research results. Research conducted by Kusuma et al (2018) and Kusumawati (2019) found that green advertising has a

positive and significant influence on the intention to buy environmentally friendly products. However, research conducted by Santoso dan Fitriani (2016) found that green advertising could not have a significant effect on the intention to buy environmentally friendly products.

According to the Theory of Planned Behavior (TPB) introduced by Ajzen (2011), individuals tend to develop an interest in behavior when they possess a positive attitude toward it. This attitude is influenced by various factors, including the availability of information. In our study, we focus on green advertising as a key source of information, shaping consumer perceptions towards a crucial entity: the environment. These environmental attitudes significantly impact consumer intentions and interest in purchasing environmentally friendly products. For instance, as noted by Ramli et al. (2020), strategic marketing initiatives can effectively encourage people to reduce their use of plastic products, thus mitigating harm to marine animals.

Previous research regarding the role of environmental attitudes in mediating the influence of green advertising on the intention to purchase environmentally friendly products was conducted by Amallia et al. (2021), indicating that attitudes are capable of providing a full mediating effect. Similarly, research conducted by Kartawinata et al. (2020) found that consumer attitudes play a full mediating role between the influence of the marketing mix and the intention to purchase environmentally friendly products. Genoveva (2020) also discovered that consumers can decide to purchase products with a positive impact on the environment through green marketing programs.

This research shows that high consumer demand for beauty products, especially beauty care products, has increased plastic waste production. Even though there is an increase in consumer awareness about the importance of environmentally friendly products, the awareness and participation of the Indonesian people in waste management still need to be improved. The percentage of waste that ends up in landfills and is disposed of illegally is much higher than that of recycled waste. This issue shows a gap between awareness of the importance of waste management and the actions taken by the community. This research combines two crucial environmental problems today: global warming and poor waste management. This research shows increased consumer awareness and concern for eco-friendly beauty products and their interest in using them.

## **LITERATURE REVIEW**

### ***Consumer Behaviour***

In simple terms, consumer behavior can be interpreted as the study of the decision processes that drive consumers to buy and use products (Ebert dan Griffin, 2015). Consumer behavior is a scientific discipline that begins with the development of economics, where consumers tend to act rationally to maximize the benefits (satisfaction) derived from the transaction process (Priansa, 2017).

### ***Green Consumers' Behavior***

Consumers who are interested in environmentally friendly products are known as green consumers. Green consumers are individuals or groups of individuals who have concerns and awareness of environmental issues, which will then influence their considerations in choosing the product to be used (Rahman, 2018; Utami, 2020).

Furthermore, an understanding of green consumers or green consumers can be understood by applying the self-identity theory. Individuals who have awareness and interest in environmental issues tend to describe themselves as green consumers and show consistent environmentally friendly behavior. This behavior is reflected by the individual when he considers a product (Carfora et al., 2019; Clark et al., 2019; Demaria et al., 2019).

A theory related to social learning (Social Learning Theory) put forward by Albert Bandura (dalam McLeod, 2016) emphasizes the importance of observing, imitating, and imitating the behavior, attitudes, and emotional reactions of others. Green consumers' behavior will be formed through the results of observations, observations, and imitating the behavior carried out by the model (can be in the form of socialization related to environmentally friendly movements and environmental issues, advertisements shown on television, as well as small things related to environmentally friendly behavior exemplified by people in the environment around).

Furthermore, Albert Bandura (dalam Abdullah, 2019) formulated Social Cognitive Theory. Related research applies social cognitive theory to the formation of green consumer behavior conducted by Sawitri et al., (2015) found that this theory proposes that various variables, people, environment, and behavior affect the process of pro-environmental behavior or green consumer behavior.

### ***Theory of Planned Behavior***

The theory of Planned Behavior (TPB) is a theory that explains that a person can act based on intention or intention when that person has control over his behavior (Ajzen, 2011). This theory can be implemented as a basic concept to explain one's psychological interest or purchase intention (Bong Ko dan Jin, 2017; Nam et al., 2017; Ricci et al., 2018; Wang et al., 2020).

This theory assumes that behavior is formed by someone's interest in taking an action. Meanwhile, interest is formed from three indicators, namely: (1) attitude towards behavior, (2) social encouragement received to do or not do a behavior (subjective norm), and (3) self-efficacy towards behavior (perceived behavioral control).

### ***Environmental Attitude***

Referring to the Theory of Planned Behavior (TPB), attitude is one of the most important components in forming an interest and behavior (Fauzan & Azhar, 2020; Sreen et al., 2018; Wang et al., 2020).

Fundamentally, environmental attitudes are no different from other types of attitudes, so they can be defined and adapted to the same way of thinking (Cruz dan Manata, 2020). The understanding of environmental attitudes is a manifestation of likes or dislikes and whether someone likes or dislikes to take action against an object or situation related to the environment (Wang et al., 2020). Environmental attitudes can be measured by assessing consumer knowledge and concern about the environment (Asih et al., 2020; Rini et al., 2017)

### ***Purchase Intention in Buying Environmentally Friendly Products***

Interest in buying environmentally friendly products can be interpreted as how strongly a person desires to try or buy environmentally friendly products (Lestari dan Kardinal, 2018).

According to Soelton (2020), Interest in buying environmentally friendly products can be measured through the following four dimensions: 1) Transactional interest, namely a person's tendency to buy products; 2) Referential interest, namely the tendency of people to refer products to others; 3) Preferential interest, namely the tendency of someone who has a primary preference for the product; 4) Explorative interest, namely interest that describes the behavior of someone who is always looking for information about the product.

### ***Green Marketing***

The definition of green marketing, according to the American Marketing Association (AMA), is a marketing process that focuses on developing and marketing products assumed to meet environmentally friendly criteria. Green marketing not only covers the offering of environmentally friendly products but also includes the production process, changes in packaging, and activities to modify product ingredients to minimize the impact on the environment (Kartikasari et al., 2018). Familiarity with green items affects the trust that customers feel in purchasing environmentally harmless products (Adi, 2022).

### ***Green Advertising***

Green advertising can be defined as advertising that promotes environmentally friendly products to attract consumers' interest in environmentally friendly products that can fulfill their wants and needs for environmentally friendly products. (Lestari et al., 2020). According to Banarjee (in Priansa, 2017), green advertising is an advertisement that has the following message criteria: 1) Demonstrates a relationship between the product or service and the physical environment; 2) Promotes an eco-friendly lifestyle without highlighting a particular product or service; 3) Showing a corporate image that seems to be responsible for the environment.

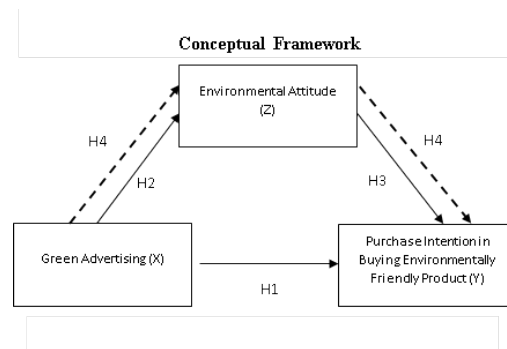


Figure 2. Conceptual Framework

According to Sekaran dan Bougie (2017), a hypothesis is a logically tentative relationship between two or more variables expressed in the form of a statement that can be tested. According to the framework above, the research hypothesis is as follows:

- H1: Green Advertising has a positive effect on Purchase Intention in Buying Environmentally Friendly Products
- H2: Green Advertising has a positive effect on Environmental Attitudes
- H3: Environmental Attitudes have a positive effect on Purchase Intention in Buying Environmentally friendly products
- H4: Environmental Attitudes mediate the influence of Green Advertising on Purchase Intention in Buying Environmentally friendly products

## METHOD

This research employed a causality research design, utilizing a quantitative approach. Data were collected through a questionnaire distributed via Google Forms to residents of DKI Jakarta. Sampling was conducted using the Non-Probability Sampling technique, specifically employing a purposive sampling method. The sample size for this study was 100 participants. Subsequently, the questionnaire responses were analyzed using the PLS SEM method, facilitated by SmartPLS 3.0 software.

## RESULTS AND DISCUSSION

### Respondent Characteristics

Table 1 . Respondent Characteristics

Characteristics	Information	Frequency	%
Gender	Male	31	31%
	Female	69	69%
Age	15-19 Years	15	15%
	20-24 Years	65	65%
	25-29 Years	11	11%
	30-34 Years	3	3%
	>34 Years	6	6%
Educational Status	High School	64	65%
	Diploma	8	8%
	Bachelor	23	23%
Income	Other	5	5%
	Less than Rp. 1.000.000	57	57%
	Rp 1.000.000-Rp 3.000.000	32	21%
	Rp 3.000.000-Rp 5.000.000	22	11%
	Rp 5.000.000- Rp 7.000.000	6	6%
More than Rp 7.000.000	5	5%	

Table 1 shows that if grouped into gender categories, the majority of respondents in this study were women (69%). Most respondents are aged between 20-24 years (65%), have high school/equivalent educational status (64%), and have an income of less than IDR 1,000,000 (57%).

### SEM PLS Data Analysis

#### Evaluation of Measurement Model Test (Outer Model)

##### Validity Test

The validity test used in this study consisted of convergent validity and discriminant validity

##### Convergent Validity

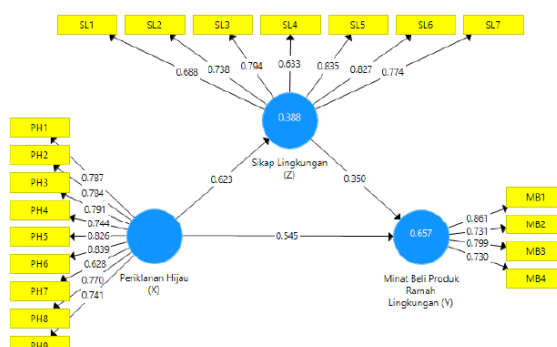


Figure 1. PLS Algorithm Result

Table 2. Convergent Validity (Outer Loading)



Variable	Indicator	Outer Loading	Description
Green Advertising (X)	PH1	0.787	Valid
	PH2	0.784	Valid
	PH3	0.791	Valid
	PH4	0.744	Valid
	PH5	0.826	Valid
	PH6	0.839	Valid
	PH7	0.628	Valid
	PH8	0.770	Valid
	PH9	0.741	Valid
Environmental Attitude (Z)	SL1	0.688	Valid
	SL2	0.738	Valid
	SL3	0.794	Valid
	SL4	0.633	Valid
	SL5	0.835	Valid
	SL6	0.827	Valid
	SL7	0.774	Valid
Purchase Intention in Buying Environmentally Friendly Product (Y)	MB1	0.861	Valid
	MB2	0.731	Valid
	MB3	0.799	Valid
	MB4	0.730	Valid

Based on Figure 3 and Table 2, the indicator values for the variable green advertising, environmental attitudes, and purchase intention in buying environmentally friendly products are declared valid because the resulting outer loading value is greater than 0.4.

Table 3. AVE Test Result

Variable	Average Variance Extracted (AVE)
(X) Green Advertising	0.593
(Z) Environmental Attitude	0.576
(Y) Purchase Intention in Buying Environmentally Friendly Product	0.612

Based on Table 3, the results of data processing on all variables produce an AVE value of more than 0.5. Therefore, it can be concluded that all the indicators that make up the variables have fulfilled the rule of thumb for convergent validity or convergent validity tests.

**Discriminant Validity**

Table 4. Discriminant Validity (*Cross Loading*)

Indicators	Green Advertising	Environmental Attitude	Purchase Intention in Buying Environmentally Friendly Product
PH1	0.787	0.465	0.620
PH2	0.784	0.460	0.550
PH3	0.791	0.440	0.594
PH4	0.744	0.422	0.546
PH5	0.826	0.532	0.607
PH6	0.839	0.499	0.627
PH7	0.628	0.415	0.502
PH8	0.770	0.553	0.653
PH9	0.741	0.507	0.564
SL1	0.507	0.688	0.473
SL2	0.458	0.738	0.530
SL3	0.408	0.794	0.438
SL4	0.388	0.633	0.504
SL5	0.535	0.835	0.606
SL6	0.545	0.827	0.588
SL7	0.432	0.774	0.490
MB1	0.631	0.560	0.861
MB2	0.552	0.516	0.731
MB3	0.651	0.484	0.799
MB4	0.547	0.597	0.730

Based on Table 4, the cross-loading values for green advertising indicators, environmental attitudes, and purchase intention in buying environmentally friendly products with each variable show greater results when compared to the cross-loading values with other variables. Thus, it can be concluded that there are no problems with the discriminant validity test through the cross-loading approach.

Table 5. Fornell Larcker

	Green Advertising	Environmental Attitude	Purchase Intention in Buying Environmentally Friendly Product
(X) Green Advertising	0.770		
(Z) Environmental Attitude	0.623	0.759	
(Y) Purchase Intention in Buying Environmentally Friendly Product	0.763	0.690	0.782

Based on Table 5, all the average variance extracted (AVE) square root values for each construct are stated to be higher when compared to the correlation between one construct and the other constructs in the model. Based on the test results, it can be concluded that there are no problems in the discriminant validity test using the Fornell-Larcker approach.

**Table 6. HTMT**

	Green Advertising	Environmental Attitude	Purchase Intention in Buying Environmentally Friendly Product
(X) Green Advertising			0.898
(Z) Environmental Attitude	0.690		0.690
(Y) Purchase Intention in Buying Environmentally Friendly Product			

Based on Table 6, the HTMT values for all construction pairs are in matrix format. All HTMT values are lower than the set threshold value, which is 0.90. Based on the HTMT value, the constructs in the estimated model meet the criteria of discriminant validity.

**Reliability Test**

**Table 7. Reliability Test**

Variables	Cronbach's Alpha	Composite Reliability	Description
(X) Green Advertising	0.913	0.929	Reliable
(Z) Environmental Attitude	0.875	0.904	Reliable
(Y) Purchase Intention in Buying Environmentally Friendly Product	0.786	0.863	Reliable

The variables of green advertising, environmental attitudes, and purchase intention in buying environmentally friendly products show Cronbach's Alpha and composite reliability values that have exceeded 0.7. Therefore, it can be concluded that the instruments used to measure all variables are reliable and consistent.

**Structural Model Testing (Inner Model)**

**Table 8. Multicollonality Test**

Variables	Purchase Intention in Buying Environmentally Friendly Product (Y)	Environmental Attitude (Z)
Green Advertising (X)	1.634	1.000
Environmental Attitude (Z)	1.634	

Table 8 shows that the independent variable on the dependent variable has a VIF value higher than 0.20, also lower than 5. That way it can be concluded that there is no correlation between variables, so there is no violation in the multicollinearity assumption test.

**Table 9. R-Square**

Endogen Variables	R-Square
Environmental Attitude (Z)	0.388
Purchase Intention in Buying Environmentally Friendly Product (Y)	0.657

Table 9 shows the R-Square value of the environmental attitude variable of 0.388 or equivalent to 38.8%. This indicates that the green advertising variable can explain 38.8% of the variance of the environmental attitude variable and 0.612 or 61.2% is explained by other variables.

On the other hand, the R-square value of the variable purchase intention in buying environmentally friendly products is 0.657 or equivalent to 65.7%. This indicates that the variable green advertising together with the environmental attitude variable can explain 65.7% of the variance of the variable purchase intention in buying environmentally friendly products and 0.343 or 34.4% of the variance of the variance in the purchase intention in buying environmentally friendly products is explained by other factors.

**Table 10. F-Square**

Variables	Purchase Intention in Buying Environmentally Friendly Product (Y)	Environmental Attitude (Z)
Green Advertising (X)	0.529	0.634
Environmental Attitude (Z)	0.219	

Table 10 shows the F-Square value between the X and Y variables of 0.529, meaning that there is a considerable influence. Furthermore, the F-Square value of variable X to Y is 0.634, meaning that there is a considerable influence. Finally, the F-Square value of variable Z to Y is 0.219, meaning that there is moderate influence.

Table 11. Q-Square

Endogen Variables	Q <sup>2</sup>
Environmental Attitude (Z)	0.210
Purchase Intention in Buying Environmentally Friendly Product (Y)	0.387

Table 11 shows the results of the Q<sup>2</sup> value test for endogenous variables in the form of environmental attitudes (Z) worth 0.210 and purchase intention in buying environmentally friendly products (Y) worth 0.387. The result of calculating Q<sup>2</sup> which is greater than 0 (zero) indicates that the exogenous variables in this research model have good predictive relevance so that this research model is feasible to continue.

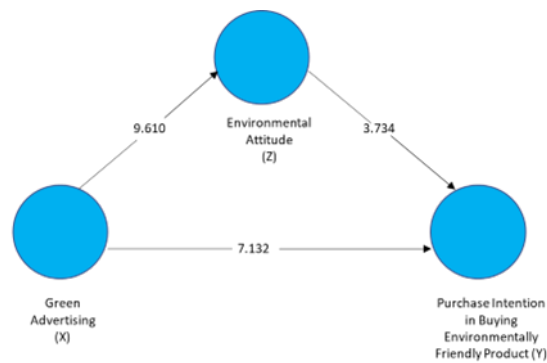


Figure 4. Bootstrapping Test Result

Table 12 Hypothesis Testing

Laten Variables	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Description
Green Advertising(X) → Purchase Intention in Buying Environmentally Friendly Product (Y)	0.545	0.076	7.132	0.000	Positive and Significant
Green Advertising (X) → Environmental Attitude (Z)	0.623	0.065	9.610	0.000	Positive and Significant
Environmental Attitude (Z) → Purchase Intention in Buying Environmentally Friendly Product (Y)	0.350	0.094	3.734	0.000	Positive and Significant
Green Advertisement (X) → Environmental Attitude (Z) → Purchase Intention in Buying Environmentally Friendly Product (Y)	0.218	0.064	3.385	0.001	Positive and Significant

Table 12 shows the results of the path coefficient or path coefficient for each relationship between variables in the study. The path coefficient results in the structural model can be interpreted as follows:

1. The coefficient of green advertising variable value (X) on purchase intention in buying environmentally friendly products (Y) is 0.545. The T-statistic value is 7.132, and the p-value is 0.000. Based on the results of the data processing, it can be interpreted that the effect of green advertising (X) on purchase intention in buying environmentally friendly products (Y) is considered to have a positive and significant effect.
2. The coefficient of green advertising variable value (X) on environmental attitudes (Z) is 0.623. The T-statistic value is 9,610, and the p-value is 0,000. Based on the results of the data processing, it can be interpreted that the effect of green advertising (X) on environmental attitudes (Z) is considered to have a positive and significant effect.
3. The coefficient value of the environmental attitude variable (Z) on the purchase intention in buying environmentally friendly products (Y) is 0.350. The T-statistic value is 3,734, and the p-value is 0,000. Based on the results of the data processing, it can be interpreted that the influence of environmental attitudes (Z) on the purchase intention to buy environmentally friendly products (Y) is considered to have a positive and significant effect.

4. The coefficient value of the green advertising variable (X) on the purchase intention in buying environmentally friendly products (Y) through the mediation of environmental attitudes (Z) is 0.218. The T-statistic value is 3.385, and the p-value is 0.000. Based on the results of the data processing, it can be interpreted that the influence of green advertising (X) on the purchase intention in buying environmentally friendly products (Y) through the mediation of environmental attitudes (Z) is considered to have a positive and significant effect.

## CONCLUSION

Based on the results of the data analysis and discussion described in the previous chapter, the following conclusions can be drawn:

1. Green advertising has a positive and significant effect on purchase intention in buying environmentally friendly products. This means that the better the implementation of green advertising, the higher the interest of consumers to buy environmentally friendly products
2. Green advertising has a positive and significant effect on environmental attitudes. That is, the better the implementation of green advertising, the higher the consumer's environmental attitude
3. Environmental attitudes have a positive and significant effect on purchase intention in buying environmentally friendly products. This means that the higher an individual's environmental attitude, the higher the individual's interest in buying environmentally friendly products
4. Environmental attitudes mediate the effect of green advertising on the purchase intention of environmentally friendly products in a positive and significant way. Meaning that the better the implementation of green advertising, the better the environmental attitude. Furthermore, the better an individual's environmental attitude, the higher the individual's interest in buying environmentally friendly products. The mediating effect given by the environmental attitude variable is mediation partially with complementary mediation types.

## Managerial Advice

1. Based on the results of the study, the green advertising variable has a positive and significant effect on the purchase intention in buying environmentally friendly products. Therefore, the researcher provides suggestions for Garnier to maintain the green advertising that is being carried out and expand the reach of advertisements so that information about products and invitations to contribute to handling environmental problems so that they can reach a wider community, especially women.
2. Based on the results of the study, green advertising variables have a positive and significant effect on environmental attitudes. Therefore, the researcher provides suggestions for Garnier to maintain the ongoing green advertising continue to develop

green advertising messages, and adapt messages to the characteristics of Gen Z to improve Gen Z's environmental attitudes.

3. Based on the results of the study, the environmental attitude variable has a positive and significant effect on the purchase intention in buying environmentally friendly products. Therefore, the researchers suggest that Garnier always delivers messages and product information accompanied by messages related to environmental issues and ways to contribute to addressing environmental problems that are tailored to the characteristics and communication style of Gen Z to attract Gen Z interest.

### **Academic Advice**

Based on this study, suggestions that can be considered for further research are that it is better to use or redevelop other variables that are more interesting and have the potential to be used as research variables. This suggestion is based on the R-Square results for the Environmental Attitude variable of only 0.388 or the equivalent of 38.8%. This indicates that the green advertising variable can only explain 38.8% of the variance of the environmental attitude variable and 0.612 or 61.2% is explained by other variables. The variables not examined in this study are green marketing mix, green trust, green brand image, green advertising skepticism, subjective norm, dan perceived behavioral control.

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