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GREEN MARKETING ANALYSIS IN SKINCARE BUSINESS: A CASE STUDY OF GARNIER AND NPURE

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ABSTRACT

Garnier and Npure, two skincare brands, utilize green marketing as a core business strategy. This study employed descriptive quantitative analysis methods with non-probability sampling techniques and SEM PLS to investigate the two skincare brands. The study aimed to identify the characteristics of consumers and green marketing practices for these brands, analyze the effect of green marketing on purchase intention through brand image, and develop recommendations to increase purchase intention and brand image through green marketing. The findings reveal that green marketing has a positive and significant effect on both purchase intention and brand image for Garnier and Npure. Furthermore, brand image is shown to have a positive and significant effect on purchase intention and partially mediates the relationship between green marketing and purchase intention for these brands.

Keywords: green marketing, marketing analysis, skincare

INTRODUCTION

Skincare is a common need for both women and men in Indonesia, with many seeking to achieve clean, bright, and glowing skin to boost their confidence (Al Mamun et al., 2023). This growing interest is reflected in a 20.6% increase in cosmetics companies registered with BPOM RI (2022), from 819 in 2021 to 914 in 2022. Additionally, a ZAP Beauty Index survey from August 2019 found that 46.2% of Indonesian women prioritize investment in good skincare over makeup to address facial skin concerns. Data from the ITC Trade Map 2021, included in the Ministry of Trade of the Indonesian Embassy in Tokyo's 2021 report, reveals that skincare products account for 36.1% of global cosmetics exports and imports, with a total trade value of USD 102.3 billion in 2020 (Arlı et al., 2018). Indonesia's large and growing population, estimated at 273.87 million in December 2021 by the Directorate General of Population and Civil Registration (Dukcapil) of the Ministry of Home Affairs (2021), positions it as a major player in the global skincare market (Ekonomi et al., 2025).

As the skincare industry in Indonesia flourishes, so too does the amount of waste generated from its packaging (L'Oréal, 2021). According to the Ministry of Environment and Forestry (KLHK), plastic waste dominates marine debris in Indonesia, accounting for 44%. Over 40% of daily plastic use comes from single-use packaging, with a meager 14% being recycled. In 2021, the waste management performance reached only 50.06, falling short of the 63-point target. (Arlı et al., 2018) further highlights the issue, stating that the beauty industry generates 6.8 million tons of used plastic waste annually, with 70% of it improperly processed. Consumers are also increasingly aware of the waste problem, with a 2017 WWF Indonesia and Nielsen survey revealing that 63% of Indonesia consumers are willing to pay more for environmentally friendly products. This presents a significant business opportunity for Indonesian skincare brands to gain a competitive edge by addressing the waste issue. Green marketing, a marketing concept that promotes environmentally friendly consumer behavior, offers a solution for companies in this space.

This research examines the positive influence of green marketing on purchase intention mediated by brand image. To minimize bias and ensure targeted results, we focus on Garnier and Npure, two skincare brands known for their green marketing strategies. An analysis is conducted on the impact of green marketing on purchase intention through brand image in these brands to provide valuable insights for skincare companies implementing green marketing strategies. The study aimed to identify the characteristics of consumers and green marketing practices for these brands, analyze the effect of green marketing on purchase intention through brand image, and develop recommendations to increase purchase intention and brand image through green marketing. This study surveyed respondents who had purchased products from Garnier or Npure. Focusing on the consumer perspective, this study excludes internal data like financial or sales figures (Testa et al., 2024).

LITERATURE REVIEW

Green marketing has increasingly gained attention as a strategic approach to address environmental concerns while enhancing brand positioning and consumer engagement. According to (Hsu et al., 2017), green marketing encompasses the development and promotion of products and practices that are environmentally friendly, aiming to influence consumer behavior and brand perception. In the context of the skincare industry, where product ingredients and packaging are under scrutiny, green marketing plays a crucial role in building a favorable brand image and driving purchase intention. (Dlamini & Mahowa, 2024) demonstrated that green marketing positively influences green brand image and,

subsequently, purchase intention, especially among environmentally conscious consumers. This aligns with the World Wide Fund for Nature (WWF) Indonesia's findings (2017), which reported that 63% of Indonesian consumers are willing to pay more for eco-friendly products (Prakash et al., 2024). These trends underscore the importance of integrating environmental responsibility into brand identity and promotional strategies, particularly for skincare companies targeting younger and more socially aware demographics.

Building on this foundation, several studies have highlighted brand image as a key mediating factor in the relationship between green marketing and consumer behavior. A strong brand image, especially one that emphasizes sustainability, can amplify the effectiveness of green marketing initiatives (Ocampo-Garza et al., 2021). For example, companies like Garnier have leveraged “green science” and recyclable packaging to reinforce their environmentally conscious branding (L'Oréal, 2021). Similarly, local brands such as Npure capitalize on natural ingredients and eco-campaigns to connect with consumers on a value-based level. The role of brand image is further emphasized in the structural model used in this study, which adopts the SEM-PLS approach to explore how brand perception mediates the influence of green marketing on purchase intention. As such, understanding the dynamics between green initiatives, brand positioning, and consumer response is vital for firms looking to build loyalty and competitive advantage in a sustainability-driven market.

METHODS

The research took place in May-June 2023. Primary data was collected through online questionnaires distributed through Google Forms shared on social media platforms like WhatsApp, TikTok, Telegram, and Instagram. These questionnaires targeted consumers who had purchased any skincare from Garnier or Npure brands. Secondary data was obtained from a literature review of scientific journals, official documents, and other relevant sources to support the research findings.

This research employed descriptive quantitative methods with non-probability purposive sampling techniques (Prakash et al., 2024). Accordingly, (Arli et al., 2018) recommend a minimum sample size of ten times the number of indicators used. Since this study utilizes two questionnaires to assess consumer characteristics for each brand, the sample size was doubled. Following these guidelines, the final sample consisted of 154 valid responses for Garnier (1 invalid) and 151 valid responses for Npure (7 invalid) (Hertanto E., 2017).

The questionnaire, divided into five sections: screening, respondent demographics, green marketing practices, purchase intention, and brand image, was conducted online via Google Forms. The Likert scale was used, with four response options: 1 = Strongly Disagree, 2 = Disagree, 3 = Agree, and 4 = Strongly Agree.

This study employed quantitative research methods to analyze data collected through online questionnaires. Quantitative research is employed to examine existing phenomena within a population and establish relationships between variables. Data analysis utilized the SEM-PLS method with SmartPLS 3 software.

RESULTS AND DISCUSSIONS

Company Overview

Garnier, a global body care brand with a focus on affordability and natural ingredients, offers a wide range of hair care, hair styling, hair colour, and skincare products. Founded in 1904 by Alfred Amour in Blois, Paris, Garnier initially focused on hair care products leveraging natural ingredients. This dedication to natural solutions continues today, with Garnier's product lines featuring botanical extracts and ingredients known for their gentle yet effective properties.

Upholding its commitment to natural ingredients, Garnier has embarked on a 'Green Beauty' journey since 2019. This commitment manifests in several key sustainability measures. First, Garnier prioritizes research and development to create greener and more eco-friendly product formulas through "Green Science." (L'Oréal, 2021). Second, the brand actively incorporates recycled materials into packaging and production processes, demonstrating a commitment to responsible waste management. Additionally, Garnier strives to reduce its environmental footprint by using renewable energy sources whenever possible. Furthermore, committed to ethical practices, Garnier products have received official cruelty-free international approval. Finally, the brand fosters "Solidarity Sourcing," working with suppliers who share their values of sustainability and fair trade principles. These comprehensive efforts position Garnier as a leader in environmentally and socially responsible body care.

Npure, a local brand founded in 2017 by Devina Wijaya, is committed to using natural, locally sourced Indonesian ingredients in all its products. Npure's products are certified by BPOM, Halal, and undergo dermatology testing. They are also free of parabens, alcohol, mineral oil, and SLS. Npure's message to Indonesian women is "Pure Beauty Through Nature." One of the products that significantly contributed to Npure's growth is their facial toner, which features not only toner liquid but also a whole Centella Asiatica leaf. This unique feature sets Npure's products apart from the competition. Furthermore, Npure partnered with Protect the Forest in 2021 on the CollaboraTree campaign, successfully raising funds for the planting of 5,000 trees on November 9, 2021, at Happy Beach, Muara Gembong, Bekasi.

Characteristics of Respondents

The majority of respondents for both Garnier and Npure were women (76% and 70.2%, respectively). The 13-22 age range was most prevalent (Garnier: 63%, Npure: 50.3%). The majority of respondents (Garnier: 78.6%, Npure: 78.1%) came from Java Island. For education level, the largest group had a final high school diploma (Garnier: 52.6%, Npure: 47%). The student/university student category had the highest representation (Garnier: 69.5%, Npure: 53.6%). Both Garnier (59.7%) and Npure (49.7%) had a similar consumer income range of IDR 500,000 - IDR 2,000,000. Average skincare spending fell within the same range (< Rp 500,000) for both brands (Garnier: 78.6%, Npure: 80.1%). In summary, both Garnier and Npure's consumers are predominantly female students/university students residing in Java, with a final high school diploma or higher education, and spending less than Rp 500,000 on skincare on average.

Garnier SEM-PLS Outer Model Analysis

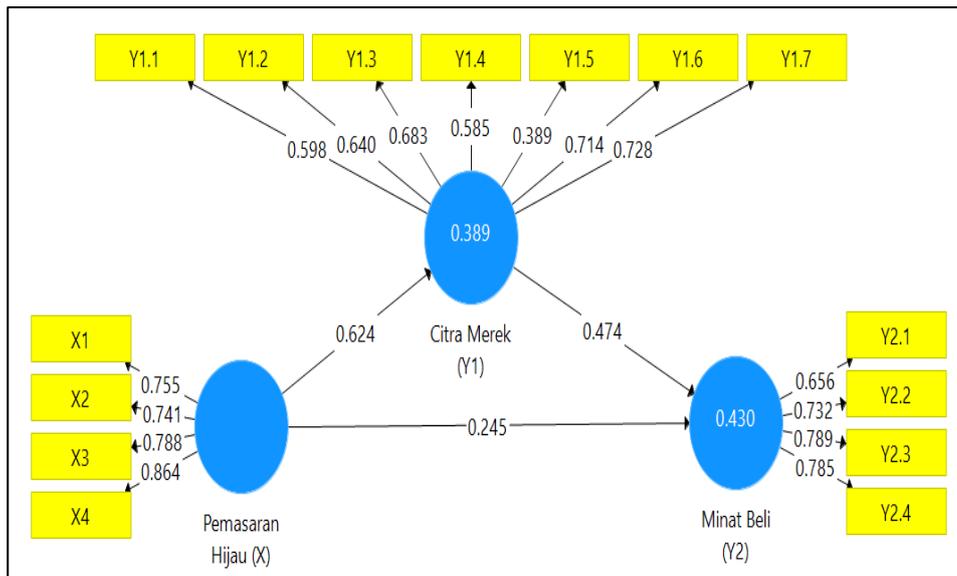


Figure 1
Results of Garnier Loading Factor Analysis for Initial Model

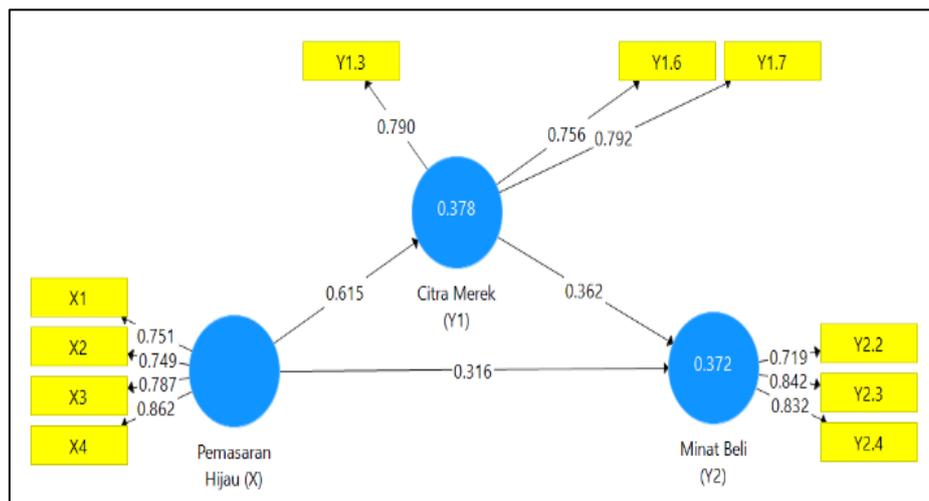


Figure 2
Results of Garnier Loading Factor Analysis for Final Model

Figure 1 identified two indicators with loading factors below 0.70. After removing these invalid indicators, the final analysis resulted in 10 valid indicators, as shown in Figure 2. The green marketing variable has the strongest loading factor on indicator X4 (green promotion) at 0.862. This indicates a strong influence of green marketing on consumers' green promotion preference (X4). Similarly, the purchase interest variable has the strongest loading factor on Y2.3 (preferential interest) at 0.842, indicating a strong influence on purchase intention. Finally, the brand image variable has the strongest loading factor on Y1.7 (image) at 0.792, indicating a strong influence on brand image perception.

Hair et al. (2014) suggest that an AVE value above 0.50 indicates good convergent validity. In this study, the green marketing, brand image, and purchase interest variables all exceed this threshold (value > 0.50), demonstrating their validity. Garnier AVE values is shown in Table 1.

Table 1
Garnier AVE Values

Latent Variables	Average Variance Extracted (AVE)
Green Marketing (X)	0.622
Brand Image (Y1)	0.640
Purchase Interest (Y2)	0.608

The cross-loading analysis in Table 2 shows that, for each indicator, the correlation with its latent variable is stronger than the correlation with any other latent variable. This suggests good discriminant validity, meaning the latent constructs can be distinguished from each other.

Table 2
Garnier Cross Loading Factor Values

Indicators	Brand Image (Y1)	Purchase Interest (Y2)	Green Marketing (X)
X1	0.392	0.275	0.751
X2	0.506	0.351	0.749
X3	0.467	0.451	0.787
X4	0.550	0.561	0.862
Y1.3	0.790	0.470	0.601
Y1.6	0.756	0.423	0.371
Y1.7	0.792	0.398	0.427
Y2.2	0.365	0.719	0.363
Y2.3	0.460	0.842	0.442
Y2.4	0.497	0.832	0.477

Composite reliability is assessed using Cronbach's alpha, which should be above 0.70 for good internal consistency. As shown in Table 3, all three variables meet this criterion (>0.70), indicating reliable measurement. Based on the evaluation of the outer model's convergent validity, discriminant validity, and composite reliability, this research model demonstrates sufficient validity and reliability.

Table 3
Garnier Reliability Tests

Latent Variables	Composite Reliability	Cronbach's Alpha
Green Marketing (X)	0.823	0.683
Brand Image (Y1)	0.841	0.718
Purchase Interest (Y2)	0.868	0.799

NPure SEM-PLS Outer Model Analysis

Figure 3 identified two indicators with loading factors below 0.70. After removing these invalid indicators, the final model in Figure 4 resulted in 13 valid indicators remaining. The green marketing variable has the strongest loading factor on indicator X2 (green product) at 0.828. This indicates a

Table 4

Npure AVE Values

Latent Variables	Average Variance Extracted (AVE)
Green Marketing (X)	0.618
Brand Image (Y1)	0.611
Purchase Interest (Y2)	0.568

The cross-loading analysis in Table 5 shows that, for each indicator, the correlation with its own latent variable is stronger than the correlation with any other latent variable. This suggests good discriminant validity, meaning the latent constructs can be distinguished from each other.

Table 5

Npure Cross Loading Factor Values

Indicators	Brand Image (Y1)	Purchase Interest (Y2)	Green Marketing (X)
X1	0.440	0.510	0.760
X2	0.495	0.519	0.828
X3	0.484	0.520	0.759
X4	0.484	0.593	0.795
Y1.3	0.755	0.544	0.503
Y1.6	0.756	0.518	0.340
Y1.7	0.792	0.478	0.468
Y2.2	0.831	0.481	0.465
Y2.3	0.731	0.469	0.563
Y2.4	0.400	0.777	0.571

Composite reliability is assessed using Cronbach's alpha, which should be above 0.70 for good internal consistency. As shown in Table 5, all three variables meet this criterion (>0.70), indicating reliable measurement. Based on the evaluation of the outer model's convergent validity, discriminant validity, and composite reliability, this research model demonstrates sufficient validity and reliability (Arlı et al., 2018)

Table 6

Npure Reliability Tests

Latent Variables	Composite Reliability	Cronbach's Alpha
Green Marketing (X)	0.823	0.683
Brand Image (Y1)	0.841	0.718
Purchase Interest (Y2)	0.868	0.799

Garnier SEM-PLS Inner Model Analysis

R-squared (R^2) is a measure of how well the independent variable explains the variation of the dependent variable. Chin et al. (1998) categorize R^2 values as strong (> 0.67), moderate (0.33 - 0.67), and weak (< 0.33). Based on the results in Table 8, the R^2 value for green marketing's influence on brand image is 0.378, indicating a moderate effect. In other words, green marketing explains 37.8% of the variation in brand image, with the remaining 62.2% explained by other factors outside the model. Similarly, the R^2 value for green marketing's influence on purchase intention is 0.391, also indicating a moderate effect (39.1% explained by green marketing). Table 7 also indicates that all direct relationships in the model have a positive and significant direct influence at a significance level of 0.005

(alpha level). The research model also reveals an indirect influence of green marketing on purchase intention mediated by brand image.

Table 7
Garnier Bootstrapping Values

Latent Variables	Path coefficients	<i>p</i> -values	<i>t</i> -statistic	R square	Hypothesis
Green Marketing → Purchase Intention	0.362	< 0.001	3.312	0.391	Accepted
Brand Image → Purchase Intention	0.316	0.003	2.812		Accepted
Green Marketing → Brand Image	0.615	< 0.001	10.505	0.378	Accepted

The indirect effect bootstrapping analysis revealed a significant indirect relationship between green marketing and purchase intention mediated by brand image, as shown in Table 8 (*t*-statistic = 3.236 > 1.989, significance value = 0.0001 < 0.05). This indicates that brand image acts as a mediator variable, highlighting its role in strengthening the influence of green marketing on purchase intention.

Table 8
Garnier Mediation Variable Bootstrapping Values

Latent Variables	Path coefficients	<i>p</i> -values	<i>t</i> -statistic	Hypothesis
Green Marketing → Brand Image → Purchase Intention	0.222	0.001	3.236	Accepted

Npure SEM-PLS Inner Model Analysis

R-squared (R^2) is a measure of how well the independent variable explains the variation of the dependent variable. Chin et al. (1998) categorize R^2 values as strong (> 0.67), moderate (0.33 - 0.67), and weak (< 0.33). Based on the data on Table 9, the R^2 value for green marketing's influence on brand image is 0.367, indicating a moderate effect. In other words, green marketing explains 36.7% of the variation in brand image, with the remaining 63.3% explained by other factors outside the model. Similarly, the R^2 value for green marketing's influence on purchase intention is 0.546, also indicating a moderate effect (54.6% explained by green marketing). The table also shows the bootstrapping results, indicating all direct relationships in the model have a positive and significant direct influence at a significance level of 0.005 (alpha level). The research model also reveals an indirect influence of green marketing on purchase intention mediated by brand image.

Table 9
Npure Bootstrapping Values

Latent Variables	Path coefficients	<i>p</i> -values	<i>t</i> -statistic	R square	Hypothesis
Green Marketing → Purchase Intention	0.467	0.000	6.980	0.546	Accepted
Brand Image → Purchase Intention	0.356	0.000	5.497		Accepted
Green Marketing → Brand Image	0.606	0.000	10.618	0.367	Accepted

The analysis revealed a significant indirect relationship between green marketing and purchase intention mediated by brand image, as shown in Table 10 (*t*-statistic = 4.617 > 1.989, significance value = 0.001 < 0.05). This indicates that brand image acts as a mediator variable, highlighting its role in strengthening the influence of green marketing on purchase intention.

Table 10
Garnier Mediation Variable Bootstrapping Values

Latent Variables	Path coefficients	<i>p</i> -values	<i>t</i> -statistic	Hypothesis
Green Marketing → Brand Image → Purchase Intention	0.216	< 0.001	4.617	Accepted

CONCLUSION AND RECOMEMMENDATION

Conclusion

This analysis reveals some key insights for both Garnier and Npure regarding their green marketing strategies. The dominant consumer profile for both brands is women residing on the island of Java with at least a high school diploma. These consumers are typically students who actively use social media and show an interest in environmentally friendly products.

The study employed SEM-PLS analysis and found that green marketing has a positive and significant indirect effect on purchase intention, mediated by brand image. Both brands exhibit a moderate influence of green marketing on purchase intention and brand image. However, there's a slight difference in emphasis. For Garnier, green promotions have a stronger influence on both brand image and purchase intention. This suggests that prioritizing green promotions might be more effective for Garnier, considering their younger demographic (13-22 years old) who are active social media users.

For Npure, green products have a more prominent influence on purchase intention compared to Garnier. This aligns with Npure's focus on natural ingredients and resonates with their environmentally conscious consumer base. By prioritizing green products and focusing on aspects like product benefits and usability, Npure can effectively maintain consumer interest and purchase intention. In conclusion, both brands can benefit from strategically implementing green marketing initiatives that resonate with their target audience and strengthen their brand image.

Recommendation

This research offers valuable insights for both businesses and future researchers. Business owners, particularly those in the skincare industry, can leverage the findings that green promotions and green products significantly influence brand image and purchase intention. This knowledge can inform their marketing strategies, prioritizing the aspects that resonate most with their target audience.

For future research on green marketing in the skincare industry, analyzing implementation strategies is a promising avenue. This could involve exploring how companies can prioritize green promotions or green products, and then evaluating the effectiveness of these strategies on brand image and purchase intention. Additionally, expanding research to the company side, alongside the consumer perspective used here, would provide a more comprehensive picture. Comparing findings from both sides could reveal valuable gaps or areas for improvement in green marketing practices. Finally, incorporating business strategy tools into future research could offer a valuable complement to the current analysis.

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