Volume: 10 Issues: 60 Special Issue [April, 2025] pp. 200 - 214
International Journal of Accounting, Finance and Business (IJAFB)
eISSN: 0128-1844
Journal website: www.academicinspired.com/ijafb
DOI: 10.55573/IJAFB.106017

DILEMMA IN INDONESIA: HOW GREEN MARKETING MIX ON PURCHASE INTENTIONS THROUGH E-WOM STILL RELEVANT IN COSMETIC INDUSTRY?

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Article history
Received date : 13-3-2025
Revised date : 14-3-2025
Accepted date : 27-4-2025
Published date : 15-5-2025

To cite this document:
Mangruwa, R. D., Ramadhani, M. R., & Suprayogi, Y. (2025). Dilemma in Indonesia: How green marketing mix on purchase intentions through E-WOM still relevant in cosmetic industry? *International Journal of Accounting, Finance and Business (IJAFB)*, 10 (60), 200 - 214

Abstract: *The Indonesian government vision to reduce single-use plastic products and packaging by 2030. The growing consumption of green consumerism is significantly needed in raising public awareness about the significance of environmental protection. The Body Shop has been declared bankruptcy in U.S since 1 March 2024 significantly needed to leverage Indonesian market with the sustainable of green marketing campaign. This research has investigated the leverage of the sustainability of the green marketing mix on purchase intentions, mediated by electronic word-of-mouth (e-WOM), for The Body Shop products in the City of Bandung. Researchers used the quantitative method. This study employed a non-probability purposive sampling technique to select 150 participants from the population. The data was obtained online basis and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 4.0 software. The study found that the green marketing mix significantly influences online purchase intentions directly and indirectly through electronic word-of-mouth (e-WOM). The study recommended the sustainability of The Body Shop in Indonesia to be more locally relevant compared to in the other country.*

Keywords: *Green Marketing Mix, Online Purchase Intention, Electronic Word of Mouth*

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Introduction

The vision of Indonesia Golden 2045 create the awareness of environmental concern among the public has been stimulated significantly (Kemendikbud, 2017). The potential natural disasters that could jeopardize human well-being and sustainability of the waste crisis. This heightened awareness underscores the critical need to protect and preserve the environment. In response to these environmental challenges, the Government of Indonesia has initiated measures aimed at reducing the reliance on single-use plastic products and packaging, with a strategic plan to phase out such items by 2030 (Anggraeni & Susilowati, 2022).

These progress of reducing the reliance on single-use plastic products have significantly increased public consciousness regarding the importance of environmental preservation, leading to a notable rise in the consumption of eco-friendly products, often termed green consumerism. The shift in consumer behavior is underpinned by a growing trend towards environmental awareness. According to a study (Aisjah & Prabandari, 2021) found that 81% of consumers expect companies to improve environmental conditions. The concern was particularly pronounced among younger demographics, with 85% of millennials and 80% of Generation Z expressing strong environmental responsibility. Moreover, more than 73% of consumers have expressed a readiness to transition to more sustainable products, with 41% favoring natural and organic options (Al Mamun et al., 2023). One way this shift toward sustainability is evident using green products.

Green products typically incur significantly higher costs compared to non-green products, leading to a premium price structure that is often referred to as the 'green price.' This pricing differential is indicative of the additional investments required for sustainable practices and materials. As stated by (Arseculeratne & Yazdanifard, 2013), successful green marketing strategies involve the complete integration of different components of the green marketing mix, such as green products, pricing, and distribution. This comprehensive approach aims to foster positive consumer attitudes and boost purchasing intent (Balawera, 2013).

The green marketing-mix strategy is a comprehensive strategy that integrates environmentally sustainable practices with conventional marketing components and is essential for addressing the increasing consumer demand for green products. This approach not only bolsters competitive advantage but also enhances the corporate image by demonstrating a commitment to sustainability. Such a multifaceted framework effectively aligns with contemporary market expectations and contributes to the overall strengthening of brand reputation (Hussain et al., 2024). essentially the traditional 4Ps of marketing (product, price, place, and promotion) adapted for environmental sustainability. Green Marketing Mix applies green marketing concepts in the traditional marketing mix of product, price, place, and promotion (Dangelico & Vocalelli, 2017). According to (Fang & Li, 2022), An integrated approach that combines conventional marketing elements with sustainable practices is crucial for addressing the growing consumer demand for environmentally friendly products and services. This strategy effectively bridges traditional marketing techniques with green initiatives, enabling businesses to align with evolving consumer preferences and enhance their market position. One of the companies that has sustained the green marketing mix is The Body Shop.

The Body Shop’s green marketing strategy, which emphasizes environmentally sustainable products and promotional activities, is instrumental in influencing consumer behavior (Figueiredo & Eiriz, 2020). This approach significantly contributes to heightened brand recognition and bolsters consumer purchase intentions by aligning the company's values with

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the growing emphasis on ecological responsibility. has built an image as a brand that supports the go-green movement since its inception. Go green, or greening, is an effort to save the earth that has been damaged by global warming. Along with the progress of the times, more and more products are not environmentally friendly and damage nature and our environment, such as emissions from motorized vehicles and the amount of plastic waste (Suhartanto et al., 2021). The Body Shop strongly prioritizes environmentally friendly principles and actively organizes campaigns, such as Fever Against Animal Testing in 2017 and BBOB (Bring Back Our Bottles) in 2016. BBOB is a program from The Body Shop Indonesia that invites consumers to return the empty packaging of their products to the nearest stores for recycling. The recycled proceeds are then used for community empowerment. The program was first launched in 2008 and has become a pioneer of empty packaging return programs in Indonesia.

According to the Ministry of Environment and Forestry, Indonesia generated 21.1 million tons of waste in 2022. While 65.71% (13.9 million tons) of this waste was managed, the remaining 34.29% (7.2 million tons) remained unmanaged (Afandi, 2017). Through the BBOB program, The Body Shop seeks to educate consumers and the public to be responsible for used plastic packaging. This aims to reduce waste generation in the surrounding environment. In 2021 The Body Shop, is working with eCollabo8, ecoBali Recycling, and Waste4Change to recycle used packaging into new products, namely 100% Recycled Soap Dish, Pocket Mirror and Multipurpose Jar (Kent & Stone, 2007).

Although the business performance and the contribution to the environment are considered decent, As of March 2024, The Body Shop have terminated the operations within the United States and closed numerous retail locations across Canada, a decision attributed to the adverse economic effects of inflation (The Guardian, 2024). Recent years of elevated inflation have adversely impacted retail establishments such as The Body Shop, which predominantly operate in standalone locations rather than within shopping malls and cater to middle-income consumers (Zhang et al., 2024). Meanwhile The Body Shop, a UK-based retailer, has recently entered administration and was facing potential bankruptcy, occurring less than three months after its acquisition by the German private equity firm Aurelius for approximately £207 million (CNN Indonesia, 2024). This development threatens the employment of 1,500 staff members across approximately 75 retail locations (The Guardian, 2024). A key component of market adaptation strategy is the presence of consumer purchase intentions, which could significantly influence The Body Shop's operational dynamics in Indonesia.

Purchase intention refers to the likelihood that a consumer will choose to buy a specific product or service (Lee et al., 2019). The concept is pivotal in consumer behavior research, as it directly impacts brand performance and informs the development of effective marketing strategies (Dangelico & Vocalelli, 2017). Purchase intentions occur when consumers have the ability and desire to buy online or online basis (Engvall et al., 2012). E-commerce is a product of an information technology system developed to meet needs and create competitiveness, especially in terms of promotion and sale of various types of products or services across regions and even across countries (Dewi & Hartono, 2019). E-commerce is here to fulfill a variety of human needs, allowing consumers to make quick decisions without being bound by space and time make quick decisions without being bound by time and space. It allows consumers to actualize in cyberspace, which then affects their behavior in buying and consuming products or services online. According to (Nadarajan et al., 2017) One of the elements that trigger the purchase intention eWOM, which encompasses online reviews, ratings, and recommendations, can

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profoundly influence consumers' purchase intentions by shaping their perceptions and attitudes towards a product or service.

Positive electronic word-of-mouth (eWOM) often increases purchase intention by fostering consumer trust and offering social validation, whereas negative eWOM can discourage potential customers and diminish the likelihood of a purchase. Analyzing this dynamic enable marketer to design strategies that effectively harness the influence of eWOM, thereby optimizing consumer engagement and decision-making (Indrawati et al., 2023). The process of consumers sharing information about products or services through digital channels, including the internet, social media, and messaging apps. This information often takes the form of feedback or reviews (Clarke et al., 2016). The presence of word of mouth on the internet allows companies to inform many people about their products. Electronic word-of-mouth (e-WOM) significantly influences purchasing decisions by providing consumers with valuable information and product evaluations before purchasing (Kavoura & Stavrianea, 2015).

Electronic word-of-mouth (e-WOM) can be a digital alternative to traditional face-to-face communication. It is a form of online conversation where potential and existing customers share positive or negative opinions about a product brand. This information is readily accessible to a broad audience through the internet. Study found that highlight (Marengo et al., 2020)that electronic word-of-mouth effectively promotes new products and services. The uniqueness of the product or its packaging is a crucial factor to emphasize. However, e-WOM can also spread positive and negative information about a product, as negative word-of-mouth can have a cascading effect (Mangruwa, 2024).

Statista data shown that Bandung City occupies the second position as the largest skincare user in West Java, with a percentage of 15% of total users in 2022. Furthermore, study revealed that Bandung is among the 7 cities with the highest e-commerce activity in Indonesia, with a percentage of transactions reaching 24.4% (Statista, n.d.). In addition, Bandung City implements a BCG program that combines the 3R pattern (Reduce, Reuse, Recycle) and greening to preserve the environment (Alooma & Lawan, 2013).

The purpose of this study is to explore how the sustainability of a green marketing mix affects purchase intentions via electronic word-of-mouth (e-WOM) and its subsequent impact on business performance in Bandung. The research outlines the methodology employed and presents the findings. The article concludes with a comprehensive discussion of the results, offering insights into theoretical contributions, managerial implications, and the limitations of the research.

Method

This research employs quantitative methods, systematically investigating phenomena by collecting measurable data using statistical, mathematical, or computational techniques (Benjamin et al., 2018). The respondent of this study limits to individual who have used The Body Shop products and reside in Bandung. Given the uncertainty of the exact number of The Body Shop users, a non-probability sampling technique, specifically purposive sampling, was utilized. Study by (Cheah et al., 2021) suggested that non-probability sampling does not ensure equal selection opportunities for all population members. Purposive sampling is a technique that selects individuals based on specific criteria and is not intended to generalize the sample.

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The authors employed the G-power application to calculate the sample size, setting the effect size at 0.15, alpha error probability at 0.05, power at 0.8, and the number of predictors at two. This analysis determined the minimum required sample size to be 68 respondents. Study by (Hair, 2021) suggests that a sample size between 30 and 500 is generally suitable for most research.

This research has employed Partial Least Squares (PLS) analysis using SmartPLS software. As noted by (Matthews et al., 2018), PLS is a robust method within Structural Equation Modeling (SEM) due to its applicability across various data scales, minimal assumption requirements, and ability to work with smaller sample sizes. It can effectively assess the measurement model (outer model) and the structural model (inner model).

Results

In this section, the researcher will explain the information obtained in the research, which comes from the answers given by the respondents through filling out the questionnaire on Google Forms. According to Statista (Statista, 2022), the results indicate that Bandung is among the seven cities with the highest e-commerce activity in Indonesia, with the percentage of transactions reaching 24.4%. Thus, respondents who use The Body Shop products aged 16-50 years are entitled to participate in filling out the survey distributed by the researcher. 150 samples were used in this study. The survey was disseminated to respondents via Google Forms and conducted online using social media platforms. As shown in Table 1 below, the gender and age of the respondents were analyzed to determine their demographic characteristics. Based on the table below, 85 (56.7%) of the 150 respondents were female and 65 (43.3%) were male. For the most significant age percentage, 127 (84.7%) were aged 21-25, followed by 18 (12%) aged 26-30, and for the lowest age percentage, 5 (3.3%) were aged 16-20.

Table 1: Respondent Characteristics

No	Gender	Age
1.	Female = 85 (56.7%)	21-25 = 127 (84.7%)
2.	Man = 65 (43.3%)	26-30 = 18 (12%)
3.		16-20 = 5 (3.3%)

Outer Model

As defined by (Hair et al., 2020), Convergent validity measures the extent to which a construct coherently explains the variance of its indicators. Outer loading values exceeding 0.50 are generally sufficient to establish convergent validity. An AVE value of at least 0.50 indicates a substantial measure of convergent validity (Hair et al., 2020). As depicted in Figure 1, the data analysis reveals that the online purchase intention (Y) is significantly influenced by green marketing mix (X) with a value of 0.640 and electronic word-of-mouth (Z) with a value of 0.597. Furthermore, customer satisfaction (Z) is influenced by the green marketing mix (X), which has a value of 0.597.

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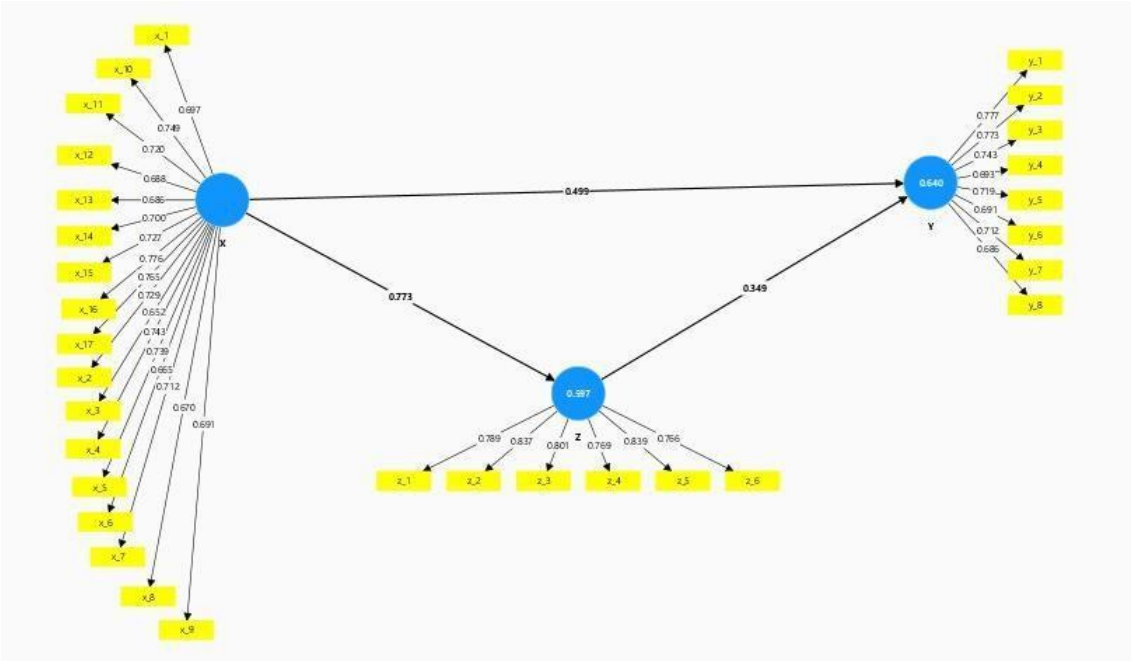

Figure 1: Outer Model

Based on Figure 1, in the context of structural equation modelling, an outer loading value above 0.50 is generally considered a threshold for demonstrating sufficient convergent validity, suggesting that the indicator is a reliable measure of the construct it represents. Thus, the data is considered valid and suitable for further research (Hair et al., 2020).

Table 2: Measurement Criteria

Indicator	Green Marketing Mix (X)	Online Purchase Intention (Y)	E-WoM (Z)	Conclusion
X.1	**0.697**			V A L I D
X.2	**0.729**			V A L I D
X.3	**0.652**			V A L I D
X.4	**0.743**			V A L I D
X.5	**0.739**			V A L I D
X.6	**0.665**			V A L I D
X.7	**0.712**			V A L I D
X.8	**0.670**			V A L I D
X.9	**0.691**			V A L I D
X.10	**0.749**			V A L I D
X.11	**0.720**			V A L I D
X.12	**0.688**			V A L I D
X.13	**0.686**			V A L I D
X.14	**0.700**			V A L I D
X.15	**0.727**			V A L I D
X.16	**0.776**			V A L I D
X.17	**0.765**			V A L I D
Y.1		**0.777**		V A L I D
Y.2		**0.773**		V A L I D
Y.3		**0.743**		V A L I D

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Indicator	Green Marketing Mix (X)	Online Purchase Intention (Y)	E-WoM (Z)	Conclusion
Y.4		**0.693**		V A L I D
Y.5		**0.719**		V A L I D
Y.6		**0.691**		V A L I D
Y.7		**0.712**		V A L I D
Y.8		**0.686**		V A L I D
Z.1			**0.789**	V A L I D
Z.2			**0.837**	V A L I D
Z.3			**0.801**	V A L I D
Z.4			**0.769**	V A L I D
Z.5			**0.839**	V A L I D
Z.6			**0.766**	V A L I D

As shown in Table 2, the outer loading values exceed 0.50, indicating sufficient convergent validity. Therefore, the data is considered valid and suitable for further analysis (Hair et al., 2020).

Table 3: Average Variance Extracted (AVE) Result

Variable	AVE	Conclusion
Green Makreting Mix (X)	**0. 509**	**V A L I D**
Online Purchase Intention (Y)	0. 526	V A L I D
E-WoM (Z)	0. 641	V A L I D

Table 3 demonstrates that all variables exhibit AVE values greater than 0.5, confirming the validity of all constructs in this study, namely green marketing mix, online purchase intention, and electronic word-of-mouth, as per the convergent validity criteria established by (Hair et al., 2020).

Discriminant validity, as described by (Hair & Sarstedt, 2021), measures how well a construct differs empirically from other constructs within a given model. To assess this, the square root of a construct's average variance extracted (AVE) is compared to the correlations it has with other constructs. For discrimination validity to be established, the AVE for a construct must be greater than 0.50(Ghozali & & Chairiri, 2012).

Table 4: Cross Loading Discriminant Result

Indikator	(X)	(Y)	(Z)
X 1	**0.697**	0.459	0.512
X 2	**0.729**	0.359	0.553
X 3	**0.652**	0.365	0.483
X 4	**0.743**	0.505	0.566
X 5	**0.739**	0.632	0.487
X 6	**0.665**	0.555	0.523
X 7	**0.712**	0.478	0.507
X 8	**0.670**	0.444	0.539
X 9	**0.691**	0.524	0.484
X 10	**0.749**	0.475	0.578

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Indikator	(X)	(Y)	(Z)
X 11	**0.720**	0.487	0.507
X 12	**0.688**	0.355	0.565
X 13	**0.686**	0.609	0.544
X 14	**0.700**	0.719	0.595
X 15	**0.727**	0.695	0.594
X 16	**0.776**	0.674	0.639
X 17	**0.765**	0.733	0.631
Y 1	0.713	**0.777**	0.605
Y 2	0.610	**0.773**	0.563
Y 3	0.656	**0.743**	0.515
Y 4	0.420	**0.693**	0.455
Y 5	0.512	**0.719**	0.512
Y 6	0.474	**0.691**	0.440
Y 7	0.518	**0.712**	0.588
Y 8	0.480	**0.686**	0.557
Z 1	0.612	0.559	**0.789**
Z 2	0.630	0.597	**0.837**
Z 3	0.612	0.672	**0.801**
Z 4	0.593	0.507	**0.769**
Z 5	0.659	0.659	**0.839**
Z 6	0.604	0.517	**0.766**

As presented in Table 4, the square root of the AVE for each indicator exceeds the correlation values between variables, as determined through cross-loading estimation. This comparison confirms the discriminant validity of the constructs, as the AVE values are greater than 0.50 (Manley et al., 2021).

Table 5. Fornell-Lacker Criterion Result

Construct	(X)	(Y)	(Z)
Green Marketing Mix (X)	0.713		
Online Purchase Intention (Y)	0.769	0.725	
E-WoM (Z)	0.773	0.735	0.801

Table 5 indicates that one variable exhibits a higher value than the others, satisfying the Fornell-Larcker criterion (Sarstedt et al., 2020). Given that this value exceeds 0.7, the research is considered valid and meets the criteria for good discriminant validity.

According to (Hair et al., 2021), researchers develop more robust questionnaires, ensuring the collection of consistent and precise data. A construct or variable is deemed reliable if it yields a Cronbach's alpha value greater than 0.7.

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Tabel 6. Validity dan Reliability Constructs

Variable	Cronbach's Alpha	rho A	Composite Reliability	AVE	Conclusion
X	0. 940	0. 943	0. 946	0. 509	V A L I D
Y	0. 871	0. 878	0. 898	0. 526	V A L I D
Z	0. 888	0. 891	0. 915	0. 641	V A L I D

As depicted in Table 6, all variables in this study meet the reliability criteria, demonstrated by Cronbach's alpha values exceeding 0.7. This indicates the reliability of all statements within each variable (Hair, Ringle, et al., 2019).

Inner Model

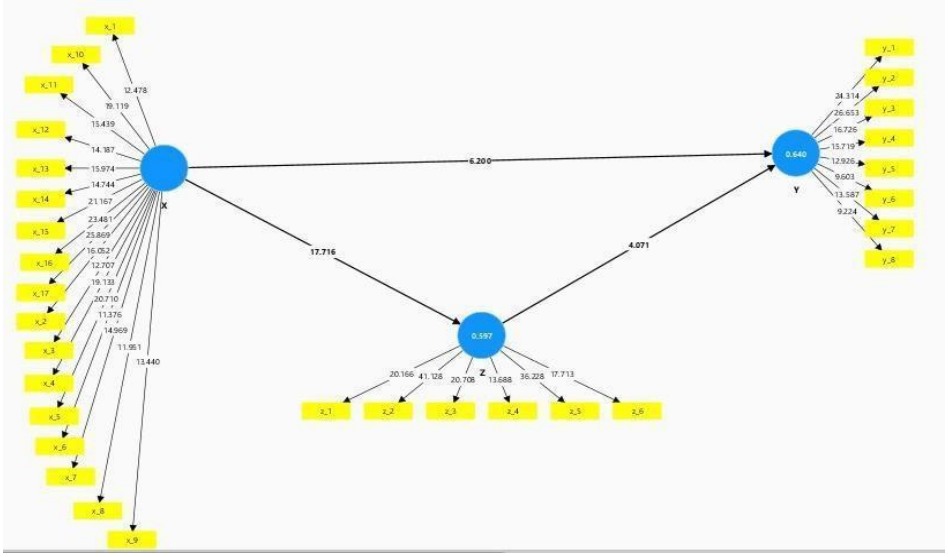

Figure 2: Inner Model Bootstrapping Result

Figure 2 above shows the bootstrapping results for calculating R2, F2 and Estimate Path Coefficients.

R-Square is used to determine the variation in the dependent variable that can be explained by the remaining independent variables that cannot be explained as part of the variation of other variables not included in the model (Hair, Ringle, et al., 2019). There are three categories of grouping on the R square value, namely the strong category, the moderate category, and the weak category. Hair et al. (Hair et al., 2021)note that R-squared values can be categorized as vital (e.g., 0.75), moderate (e.g., 0.50), or weak (e.g., 0.25).

Table 7: R- Square Result

	Original Sample	STDEV	T-Value	P - Value
Y	0.640	0.052	12.324	0.000
Z	0.597	0.067	8.959	0.000

As shown in Table 7, the R-squared value for the Online purchase intention (Y) variable is 0.640, indicating a moderate effect size of 64%. This suggests that the green marketing mix variable (X) significantly influences online purchase intention (Y). The remaining 36% of the variance in online purchase intention is likely attributable to other factors not examined in this study. Additionally, the R-squared value for the electronic word-of-mouth variable (Z) is 0.597,

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demonstrating a moderate effect size of 59.7%. This data indicates that the Green marketing mix variable (X) influences Electronic word of mouth (Z). The remaining 40.3% of the variance in online purchase intention is likely attributable to other factors not examined in this study.

According to Chin (Latan & Noonan, 2017), the F-square value, namely 0.02, indicates a minor influence; 0.15 signifies a moderate influence; and 0.35 represents a significant influence at the structural level. There is significant influence at the structural level.

Table 8: F- Square Result

Indikator	F-Square
X -> Y	0.279
X -> Z	1.480
Z -> Y	0.137

Table 8 shows the F-Square value on the green marketing mix variable (X) significantly affects online purchase intention (Y) of 0.279 with moderate criteria. The green marketing mix (X) significantly influences electronic word of mouth (Z) of 1.480 with significant criteria. E-Wom (Z) significantly influences online purchase intention (Y) of 0.137 with minor criteria.

In addition to R-squared, Q-squared measures the model's predictive relevance, indicating how well the model generates observed values (Latan, 2018). According to (Latan & Noonan, 2017), Q-squared values of 0.02, 0.15, and 0.35 represent weak, moderate, and predictive solid relevance, respectively. A Q-squared value greater than zero signifies the model has predictive relevance, while a value less than zero indicates a lack of predictive relevance.

$$Q2 = 1- (1-R2) ... (1-R2)$$
$$Q2 = 1- (1-0.6402) (1-0.5972)$$
$$Q2 = 0.6191$$

The predictive relevance, quantified as 0.6191, suggests a robust capacity for prediction within the model. The Path Coefficient Estimation reveals the degree of relationship or effect observed in the path coefficient, as assessed through the Bootstrapping technique. As explained by (Hair, Risher, et al., 2019), bootstrapping involves recalculating the model using randomly generated data samples to determine the representation and frequency of cases within each sample relative to the overall population. Hair et al. (2021) further elucidate that the T-value and P-value are employed to evaluate the statistical significance of effects. If the absolute T-value exceeds 1.96 and the P-value is below 0.05, the null hypothesis (H_0) is rejected in favor of the alternative hypothesis (H_a) at a 5% significance level ($\alpha = 0.05$). Conversely, if the absolute T-value is below 1.96 and the P-value is above 0.05, the null hypothesis is not rejected, and the alternative hypothesis is not supported.

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Table 9: Path Coefficients Results

	Original Sample	STDEV	T-Value	P-Value	Decision
X>Y	0.499	0.080	6.200	0.000	Support
X>Z	0.773	0.044	17.716	0.000	Support
Z>Y	0.349	0.086	4.071	0.000	Support

Discussion

Table 9 illustrates that the path coefficient of 0.499, with a T-value of 6.200 and a P-value of 0.000, indicates a statistically significant correlation between the green marketing mix and online purchase intention. Given that the T-value is above 1.96 and the P-value is below 0.05, the null hypothesis (H_0) is rejected, confirming that the green marketing mix has a substantial impact on online purchase intention. As noted by (Hussain et al., 2024), increased awareness and trust in eco-friendly marketing and products lead to heightened consumer interest in purchasing those products.

Similarly, the path coefficient of 0.773, along with a T-value of 17.716 and a P-value of 0.000, reveals a statistically significant relationship between the green marketing mix and e-WOM. The null hypothesis is again rejected in favor of the alternative hypothesis, confirming that the green marketing mix significantly affects e-WOM. The findings suggest that key components of the green marketing mix—such as green products, green pricing, distribution, and promotion—can strongly influence consumer engagement with e-WOM. According to (Abighail et al., 2023), product reviews on digital platforms play a crucial role in shaping consumer decisions.

Moreover, the path coefficient of 0.349, coupled with a T-value of 4.071 and a P-value of 0.000, underscores a statistically significant link between e-WOM and online purchase intention. The rejection of the null hypothesis further confirms that e-WOM has a notable influence on consumers' willingness to make online purchases. The analysis indicates that factors such as the intensity of opinions, the valence of feedback, and the content within the e-WOM domain effectively drive online purchase intentions.

In this study, indirect effects are also examined to assess whether the interaction between independent and dependent variables is mediated by other elements within the model, specifically customer satisfaction. This approach helps in understanding how both endogenous and exogenous variables interact with each other (Yao & Enright, 2020).

Table 10: Specific Indirect Effects

Path	Original Sample	STDEV	T-Value	P-Value	Decision
X>Z>Y	0.270	0.071	3.782	0.000	Support

The data presented in Table 10 reveal a path coefficient of 0.270, a T-value of 3.782, and a P-value of 0.000, indicating a statistically significant indirect influence of the green marketing mix on online purchase intention, with electronic word-of-mouth (e-WOM) acting as a mediator. This finding implies that the green marketing mix plays a key role in fostering consumer intent to make online purchases via e-WOM. These results align with the study by Yusniawati & Prasetyo (2022), which demonstrated that as e-WOM improves, online purchase

Volume: 10 Issues: 60 Special Issue [April, 2025] pp. 200 - 214
International Journal of Accounting, Finance and Business (IJAFB)
eISSN: 0128-1844
Journal website: www.academicinspired.com/ijafb
DOI: 10.55573/IJAFB.106017

intention also increases. Consequently, businesses should focus on enhancing their e-WOM strategies to positively influence online purchasing behavior.

Conclusion

Green products help protect and preserve the natural environment by performing energy services, reducing the use of toxic substances, and managing waste and pollution. Study states that the materials used to produce a product's green color can be further recycled, thus creating energy efficiency and less pollution than other production practices (Suhartanto et al., 2021).

The analysis reveals that the green marketing mix positively and significantly impacts online purchase intention, as evidenced by T-values of 6.200 and P-values of 0.000. Similarly, the green marketing mix positively and significantly influences electronic word-of-mouth, with T-values of 17.716 and P-values of 0.000. Additionally, online purchase intention positively and significantly affects electronic word-of-mouth, supported by T-values of 4.071 and P-values of 0.000. In all cases, the T-values exceed 1.96, and the P-values are less than 0.05, indicating statistical significance. These results suggest that the green marketing mix can effectively encourage online purchase intention directly and indirectly through electronic word-of-mouth.

The findings of this study are consistent with the research of (Supriani et al., 2024). The higher the E-wom results, the higher the online purchase intention, so business actors need to improve e-wom strategies towards online purchase intention. Based on the study's findings, although The Body Shop still manage the business the operation in Indonesia, the green marketing mix should be consistent with the unique value given to the niche market. The marketing strategy of The Body Shop should be considered on the e-commerce platform using the green product consistency with create a potential customer intention.

Acknowledgements

This research received support from Telkom university and UiTM Arau to be published in ICoFa.

Authors' Contribution

Rajiv Dharma Mangruwa: Conceptualization, Methodology, Software, validation. Moch. Romy: Data collection, data curation, Writing – original draft preparation. Yogi Suprayogi: Writing- Reviewing and Editing.

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eISSN: 0128-1844
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