

# The effect of Sharia green marketing and environmental awareness in fostering buying interest of Halal beauty product

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## ABSTRAK

### Introduction

Consumers' increasing concern for sustainability has created new demands for environmentally friendly products, particularly in the cosmetics industry. In Muslim-majority markets, Shariah-compliant green marketing has emerged as a strategic approach to align ethical values and environmental responsibility. However, limited studies have explored how environmental knowledge, word of mouth, and Shariah green marketing interact to influence purchase intention through the mediating role of environmental attitude.

### Objectives

This study investigates the direct and indirect effects of environmental knowledge, word of mouth, and Shariah green marketing on purchase intention, with environmental attitude as a mediating variable. It aims to contribute to the understanding of sustainable consumer behavior in a religious and ethical context.

### Method

A quantitative research design was adopted, utilizing a structured online questionnaire distributed to 260 Avoskin consumers. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The model assessed both measurement and structural components, including convergent validity, reliability, discriminant validity, path coefficients, and mediation analysis.

### Results

The findings show that Shariah green marketing had the strongest direct and indirect effects on purchase intention, followed by word of mouth. Environmental knowledge significantly influenced environmental attitude but did not directly affect purchase intention. Environmental attitude was confirmed as a key mediator in the

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relationship between the three exogenous variables and purchase intention.

### Implications

The study highlights the critical role of environmental attitudes in bridging values-driven marketing with sustainable consumer behavior. It suggests that marketers should focus on emotional and ethical engagement to foster pro-environmental attitudes and stimulate purchase intention.

### Originality/Novelty

This research enriches the current literature by integrating Islamic ethical marketing with sustainability discourse and consumer behavior theory. It offers new insights into how environmental and religious values jointly shape green purchasing behavior, particularly in emerging markets.

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## INTRODUCTION

In recent years, consumer awareness of environmental sustainability has significantly increased, influencing market trends and shaping consumer behavior across various industries. As individuals become more conscious of ecological challenges such as climate change, pollution, and overconsumption, their preferences shift toward products that reflect environmental values. This shift is particularly evident in the beauty and skincare industry, where the demand for sustainable, ethical, and eco-friendly products has grown substantially. Studies show that consumers are not only interested in the effectiveness of personal care products but also increasingly value how these products are manufactured, sourced, and marketed (Febriane, 2022; Jannah & Hernawati, 2021). As a result, companies are reevaluating their marketing strategies to align with this growing ecological sensitivity. One notable trend is the emergence of green marketing, particularly in contexts where it intersects with cultural and religious values, such as in predominantly Muslim societies.

Green marketing encompasses practices that emphasize environmental responsibility throughout the product lifecycle, from production and packaging to advertising and consumer engagement. In predominantly Muslim regions like Indonesia, the integration of Islamic values into green marketing—referred to as shariah green marketing—has begun to take shape. This approach not only appeals to consumers' environmental concerns but also aligns with religious principles, making it a powerful tool for engaging a faith-based audience. Shariah green marketing emphasizes ethical conduct, ecological balance, and social responsibility, values embedded in Islamic teachings. As Ginting et al. (2023) note, this form of marketing goes beyond mere product features, aiming to cultivate environmental consciousness and ethical consumerism. Beauty brands such as N'Pure and Avoskin have adopted

these strategies, promoting sustainability and natural ingredients in their branding. However, despite the growing trend of shariah green marketing, disparities in its effectiveness remain, suggesting a need for deeper exploration into the specific factors that shape consumer purchase intention in this context.

One pressing issue in the current marketing landscape is the gap between promotional efforts and consumer behavior. While brands increasingly highlight their environmental commitments, these messages do not always translate into increased purchase intention. This is evident in the case of Avoskin, a local Indonesian skincare brand that actively promotes sustainability and shariah-compliant values yet struggles to outperform competitors like N'Pure in sales. In 2023, the data revealed that while both brands have experienced growth, N'Pure saw a sales increase of 48.2%, whereas Avoskin achieved 38.43%, despite its broader campaign focus on sustainability and environmental advocacy. This discrepancy raises critical questions about the mechanisms through which green marketing, environmental knowledge, and ethical branding influence consumer decision-making. The inconsistency between consumer values and behavior represents a core challenge for marketers aiming to leverage sustainability as a competitive advantage.

In addressing this issue, scholars have pointed to the importance of mediating variables that influence how marketing messages are received and acted upon by consumers. One such variable is environmental attitude, which reflects a person's emotional, cognitive, and behavioral disposition toward ecological issues. The theory of attitude formation, particularly the ABC model—Affect, Behavior, and Cognition—suggests that attitudes are shaped through a dynamic interplay of emotional responses, behavioral intentions, and informational understanding (Lau et al., 2022; B. Liu et al., 2021; Minton et al., 2017). Within this framework, environmental knowledge alone may not directly result in behavioral change unless it is accompanied by positive affect and a sense of personal relevance. Several studies have indicated that consumers may be knowledgeable about environmental issues but still fail to act on this knowledge due to a lack of emotional engagement or perceived self-efficacy (Jabeen et al., 2023; Ogjiemwonyi et al., 2020). Consequently, exploring how environmental attitude mediates the relationship between marketing strategies and purchase intention offers a promising avenue for understanding consumer behavior in the green marketplace.

Previous literature has proposed various frameworks to examine the determinants of pro-environmental consumer behavior. For instance, Sohaib et al. (2025) emphasized the strategic role of eco-innovation and green branding in enhancing consumer trust and loyalty. Similarly, Zhang et al. (2025) demonstrated that psychological factors such as green self-identity and perceived consumer effectiveness significantly impact the success of sustainability campaigns. In the Indonesian context, Riyanto et al. (2024) found that green marketing strategies must be complemented by strong brand image and consumer engagement to be effective. Moreover, the influence of word of mouth (WOM) has also been highlighted as a critical factor in shaping consumer perceptions. WOM, particularly in digital formats such as social media reviews and influencer endorsements, serves as a low-cost yet powerful



channel for communicating brand values and environmental credibility (Mouloudj & Bouarar, 2021; Wicaksono et al., 2021).

Within the scope of beauty and personal care products, studies have found that consumers respond positively to brands that demonstrate authenticity, transparency, and a genuine commitment to sustainability. Lathifah & Atho'illah (2024) noted that in eco-conscious markets, product appeal extends beyond functional attributes to include symbolic value and ethical positioning. In this context, Avoskin has launched multiple campaigns, including "Small Moves, Big Grooves" and "Mindful Skincare," which aim to educate consumers about responsible consumption and environmental stewardship. However, despite these efforts, the brand's market performance suggests that the message may not be fully resonating with its intended audience. The gap between consumer awareness and actual purchase behavior calls for an investigation into how marketing messages are processed and what factors enhance their persuasive power.

Existing research has also highlighted the limitations of relying solely on environmental knowledge as a predictor of consumer behavior. While information dissemination is necessary, it may not be sufficient to drive purchase intention. Previous studies (Purboyo et al., 2022; Simanjuntak et al., 2023) indicate that knowledge about environmental issues must be complemented by attitudinal and motivational factors to influence decision-making. Similarly, Hoang Yen & Hoang (2023) argue that persuasive messaging must activate both cognitive and emotional mechanisms to be effective. This underscores the need for a more nuanced understanding of how variables such as shariah green marketing, WOM, and environmental attitude interact to shape consumer intentions.

Despite a growing body of literature on green marketing and environmental behavior, relatively few studies have integrated these insights within the framework of Islamic ethical values and local consumer dynamics. While some research has touched on the role of religious values in ethical consumption, empirical studies that link shariah-compliant marketing strategies with consumer psychology remain limited. This study seeks to address that gap by examining how environmental knowledge, WOM, and shariah green marketing influence purchase intention, both directly and through the mediating role of environmental attitude. The study builds on the ABC theory of attitude formation and aligns with calls for more context-specific investigations into sustainable consumer behavior (Hair Jr et al., 2014, 2020; Lau et al., 2022; B. Liu et al., 2021; Minton et al., 2017; Schwegler & Petty, 2025).

Accordingly, the purpose of this study is to empirically investigate the influence of environmental knowledge, word of mouth, and shariah green marketing on purchase intention for halal beauty products, with a particular focus on Avoskin. The study further aims to determine the mediating role of environmental attitude in these relationships. By adopting a quantitative approach and utilizing structural equation modeling, this research contributes to the growing field of sustainability-oriented marketing within Islamic consumer contexts. The novelty of this study lies in its integrative framework, which combines psychological theory with religious marketing principles, offering a

comprehensive model for understanding green consumer behavior. The findings are expected to inform marketing strategies for halal beauty brands and provide theoretical contributions to the intersection of environmental psychology and Islamic marketing ethics. The scope of the study is confined to Indonesian consumers familiar with Avoskin, offering insights that are both contextually grounded and applicable to broader emerging markets where religion and sustainability coalesce.

## LITERATURE REVIEW

### Environmental Knowledge and Environmental Attitude

A considerable body of research affirms the pivotal role of environmental knowledge in shaping individuals' environmental attitudes, thereby fostering pro-environmental behaviors. Numerous empirical studies emphasize that increased environmental knowledge—both subjective and objective—is positively associated with stronger ecological attitudes across various demographic contexts (Burgos-Espinoza et al., 2024; Ienna et al., 2022). Scholars argue that environmental literacy acts as a cognitive foundation that enhances individuals' awareness of ecological risks and responsibilities, which in turn fosters affective engagement with sustainability issues (Alfonsius & Gilbert, 2021; Patwary et al., 2022). Educational interventions, as noted by Liao & Li (2019), play a critical role in transmitting this knowledge effectively, leading to measurable improvements in attitudes toward environmental protection. This relationship has also been observed in diverse populations—from students and educators to consumers and market participants—demonstrating the universality of the knowledge-attitude link (Itasanmi & Tosin E., 2019; Yıldız & Özdemir, 2023).

Further, the mediating role of environmental attitudes has been highlighted as a key pathway through which knowledge influences behavior. Studies show that while environmental knowledge may not always lead directly to behavioral change, it significantly impacts attitudes, which subsequently shape purchasing behavior and lifestyle decisions (Indriani et al., 2019; Zhang et al., 2025). In the consumer behavior domain, Haryono (2021) found that knowledge and attitude jointly predict pro-environmental purchasing intentions among Generation Z, reflecting the importance of cognitive and emotional alignment in driving sustainable consumption. Moreover, emerging evidence supports the use of digital tools in enhancing environmental literacy, suggesting that interactive, technology-based learning may further amplify attitudinal development, especially among youth (J. Liu & Zhang, 2024). These findings collectively underscore that environmental knowledge is not only essential for cultivating pro-environmental attitudes but also a necessary precursor for long-term behavioral change.

H1: Environmental Knowledge has a significant positive effect on Environmental Attitude.



### **Word of Mouth and Environmental Attitude**

A growing body of literature emphasizes the significant influence of word-of-mouth (WOM), including its digital form (eWOM), on shaping environmental attitudes. Interpersonal and online communications serve as powerful tools in disseminating ecological values and enhancing public awareness. Wu & Chiang (2023) demonstrate that green advocacy and peer-based encouragement via WOM enhance individuals' pro-environmental orientations by reinforcing their environmental self-efficacy. Similarly, Chang et al. (2022) reveal that social influence through WOM significantly affects tourist attitudes toward marine ecotourism, underscoring the role of social narratives in shaping environmentally conscious mindsets. These findings reflect the potency of peer interactions in promoting ecological engagement.

Further support is found in studies focused on consumer behavior and digital communication platforms. Tan & Quang (2023) argue that eWOM among Vietnamese youth drives positive attitudes toward sustainability, while Kurniawan et al. (2024) show that WOM influences environmental care attitudes among Generation Z. Likewise, other studies (Barbu et al., 2022; Matila et al., 2023; Rajalakshmi et al., 2024; Xiao et al., 2023) highlight the transformative role of consumer reviews in shaping perceptions of green products, suggesting that shared experiences—positive or negative—play a critical role in constructing environmental attitudes. These studies collectively affirm that WOM serves not only as a conduit for information but as a catalyst for attitudinal change in sustainability contexts.

H2: Word of Mouth has a significant positive effect on Environmental Attitude.

### **Shariah Green Marketing and Environmental Attitude**

The integration of Shariah principles into green marketing has emerged as a strategic approach to cultivating positive environmental attitudes among consumers in predominantly Muslim markets. Rooted in Islamic ethics, Shariah green marketing promotes sustainability through transparency, moderation, and environmental responsibility. Duwina & Fasa (2024) highlight how Islamic financial institutions have incorporated eco-conscious initiatives—such as paperless banking and financing for green projects—to foster environmental awareness. Similarly, Fataron (2022) emphasizes the alignment between Islamic marketing ethics and environmental stewardship, suggesting that campaigns grounded in both value systems can enhance consumer receptiveness to sustainability messages. These findings indicate that Shariah-compliant marketing practices resonate not only on a religious level but also reinforce pro-environmental attitudes.

Further evidence supports the effectiveness of Shariah green marketing across various sectors. Mahfuzah (2023) underscores the role of Shariah-compliant SMEs in advancing ecological awareness through sustainable business practices, while Lubis & Windiana (2024) explore how green sukuk investments foster environmental responsibility within Islamic finance. Studies by Bukhari et al. (2019) and Pathan et al. (2022) reveal that green banking practices aligned with Islamic teachings significantly

influence consumers' environmental attitudes. Nasir et al. (2022) and Ningluthfi & Nurohman (2024) further reinforce that Islamic principles—such as stewardship (*khilafah*) and prohibition of harm (*la darar*)—naturally support environmental sustainability. These converging perspectives demonstrate that Shariah green marketing not only aligns with religious ethics but also serves as a catalyst for cultivating environmentally responsible attitudes among Muslim consumers.

H3: Shariah Green Marketing has a significant positive effect on Environmental Attitude.

### **Environmental Knowledge and Purchase Intention**

The relationship between environmental knowledge and purchase intention has received growing scholarly attention, as understanding environmental issues increasingly shapes consumer decision-making. Several studies affirm that well-informed individuals are more likely to express strong intentions to purchase eco-friendly products. Rahmi et al. (2017) and Zulfa et al. (2023) argue that consumers who comprehend the ecological benefits and consequences of their consumption choices tend to favor green products. Similarly, Wijaya & Paramita (2021) found that product knowledge combined with environmental awareness significantly enhances willingness to purchase sustainable brands. These findings suggest that environmental knowledge plays a pivotal role in informing and motivating responsible purchasing behavior.

However, emerging research also highlights that this relationship may be mediated by other psychological factors, such as environmental attitudes and concern. Marhadi et al. (2024) note that among Generation Z, environmental knowledge influences purchase intention more significantly when aligned with pro-environmental attitudes. Darpito et al. (2023) emphasize the mediating role of environmental concern, while Shamsi et al. (2022) demonstrate how social platforms amplify environmental knowledge and drive purchase behavior. These insights indicate that while environmental knowledge is a necessary foundation, its impact on behavior is maximized when embedded within a broader affective and social context.

H4: Environmental Knowledge has a significant positive effect on Purchase Intention.

### **Word of Mouth and Purchase Intention**

Word of mouth (WOM), both in its traditional and electronic forms, has been widely recognized as a powerful determinant of consumer purchase intention. Research consistently shows that WOM influences purchasing decisions by enhancing trust, reducing perceived risks, and providing credible product evaluations. Parwitasari et al. (2023) affirm that positive consumer experiences communicated through WOM significantly raise consumers' interest in purchasing products. Likewise, Jatmiko & Fiandari (2023) highlight WOM's mediating role between lifestyle and purchase behavior, showing that shared customer experiences shape broader consumer



tendencies. These findings underscore WOM's value as a socially embedded influence mechanism across diverse product categories.

In the digital environment, the role of electronic word of mouth (eWOM) has become increasingly salient. Studies by Zeba & Ganguli (2016) and Ali et al. (2018) confirm that online reviews and peer feedback reduce uncertainty and encourage consumer action, especially in social commerce contexts. Guerreiro & Pacheco (2021) demonstrate that green WOM is particularly effective in motivating sustainable purchase behaviors, while Arnanda (2022) finds that eWOM enhances brand image, indirectly increasing buying interest. Collectively, this literature suggests that WOM not only affects immediate buying decisions but also shapes brand perception and long-term consumer engagement.

H5: Word of Mouth has a significant positive effect on Purchase Intention.

### **Shariah Green Marketing and Purchase Intention**

The influence of Shariah green marketing on purchase intention has become a focal point in sustainability and consumer behavior research, particularly within Muslim-majority markets. Shariah green marketing integrates Islamic ethical principles with environmental messaging, creating a value-driven narrative that enhances consumer trust and engagement. Magfiroh & Vania (2024) provide empirical evidence that green marketing significantly boosts purchase intention, especially when aligned with ethical branding. Complementary studies by Tan et al. (2022) and Fitriani et al. (2021) further assert that brand image and perceived alignment with Islamic values are critical in shaping consumers' willingness to buy eco-conscious products.

Other scholars emphasize the mediating effects of consumer trust, perceived quality, and brand communication. Cheung et al. (2015) and Dhir et al. (2021) highlight that green trust and clear product messaging enhance consumer confidence and satisfaction, which in turn drive purchasing behavior. Nahar & Silintowe (2021) note that corporate image and public sustainability awareness amplify these effects, though demographic variations in environmental literacy may moderate outcomes. Majeed et al. (2022) also affirm that green marketing can reshape consumer beliefs and foster stronger purchase intentions when supported by ethical narratives. Collectively, these findings validate the role of Shariah green marketing in influencing sustainable consumption.

H6: Shariah Green Marketing has a significant positive effect on Purchase Intention.

### **Environmental Attitude and Purchase Intention**

A substantial body of literature underscores the strong relationship between environmental attitude and consumers' purchase intention toward eco-friendly products. Grounded in the Theory of Planned Behavior (TPB), this connection suggests that positive attitudes toward environmental sustainability serve as a critical predictor of green purchasing behavior (Maichum et al., 2016). Studies such as those by Thilinka & Gunawardana (2021) and Josephine & Are (2022) reinforce this view, showing that consumers with favorable environmental attitudes are significantly more inclined to



choose sustainable products. The effectiveness of corporate environmental messaging further strengthens this link by shaping consumer perceptions and fostering intention through attitudinal alignment.

Additional research explores how environmental concern operates through attitudes to shape purchase behavior. Purboyo & Firdaus (2024) demonstrate that while concern alone may not directly predict purchasing, it effectively enhances pro-environmental attitudes that mediate decision-making. Similarly, findings by Çabuk et al. (2014) and Khaola et al. (2014) confirm that attitudes shaped by ecological awareness and health concerns are key drivers of green consumption. Tiwari (2022) and Indriani et al. (2019) further note that consistently communicated environmental values positively influence attitudes, which in turn stimulate purchasing intent. Collectively, these studies validate environmental attitude as a crucial catalyst for sustainable consumer behavior.

H7: Environmental Attitude has a significant positive effect on Purchase Intention.

### **Environmental Knowledge and Purchase Intention with Environmental Attitude as Mediator**

A substantial body of research supports the mediating role of environmental attitude in the relationship between environmental knowledge and purchase intention. Li et al. (2019) and Saraireh (2023) highlight that increased environmental knowledge enhances consumers' willingness to purchase eco-friendly products, primarily by fostering positive attitudes toward sustainability. Thilinka & Gunawardana (2021) further emphasize that while knowledge serves as an essential precursor, it is the development of a favorable environmental attitude that ultimately influences green purchasing behavior. These findings suggest that cognitive awareness alone may be insufficient without the affective engagement facilitated through attitudinal shifts.

Additional studies affirm that environmental attitudes act as a critical conduit between knowledge and intention. Tan et al. (2022) and Joshi & Rahman (2016) argue that green marketing strategies promoting environmental knowledge are most effective when they simultaneously nurture consumer attitudes. Similarly, Purboyo & Firdaus (2024) and Darpito et al. (2023) confirm that environmental concern and eco-literacy are translated into purchase intention through attitudinal mediation. Tiwari (2022) reinforces this notion, asserting that eco-literate consumers with strong environmental values are more inclined to act when their attitudes support such behavior. Collectively, this literature underscores the importance of environmental attitudes as a pivotal mechanism linking knowledge to action.

H8: Environmental Knowledge has a significant positive effect on Purchase Intention, mediated by Environmental Attitude.

### **Word of Mouth and Purchase Intention with Environmental Attitude as Mediator**

The mediating role of environmental attitude in the relationship between word of mouth (WOM) and purchase intention has garnered increasing scholarly attention, particularly



in sustainability-driven markets. Research consistently shows that WOM not only informs consumer choices but also shapes their environmental attitudes, which subsequently influence purchasing behavior. Jatmiko & Fiandari (2023) emphasize the direct influence of WOM on purchase intention, while Zeba & Ganguli (2016) confirm its effectiveness in online contexts. Studies by Kudeshia & Kumar (2017) and Guerreiro & Pacheco (2021) further reveal that favorable WOM—especially when centered on environmental benefits—can enhance consumer attitudes toward sustainability, leading to higher purchase intent.

The literature also highlights the indirect pathways through which WOM impacts consumer behavior. Büyükdag (2021) and Simanjuntak et al. (2023) demonstrate that positive WOM improves brand image and trust, reinforcing favorable attitudes and increasing the likelihood of purchase. Hermanda et al. (2019) explore how influencer-driven WOM in social media ecosystems plays a similar role by shaping environmental attitudes through persuasive brand narratives. Collectively, these findings affirm that WOM serves not only as a persuasive informational tool but also as a mechanism for reinforcing environmental consciousness, thereby mediating its impact on purchase intention in pro-sustainability markets.

H9: Word of Mouth has a significant positive effect on Purchase Intention, mediated by Environmental Attitude.

### **Shariah Green Marketing and Purchase Intention with Environmental Attitude as Mediator**

The influence of Shariah green marketing on purchase intention, mediated by environmental attitude, has become increasingly relevant in consumer behavior research. Rooted in Islamic ethical principles, Shariah green marketing integrates sustainability with moral responsibility, aiming to foster eco-conscious consumption. Tan et al. (2022) and Sakhawat (2022) reveal that effective green marketing enhances environmental attitudes, which in turn significantly increase purchase intention. This mediating pathway suggests that when sustainability messages are framed within a Shariah context, they are more likely to resonate with consumers, thereby fostering attitudinal shifts that lead to higher willingness to adopt environmentally responsible purchasing behaviors.

Further supporting this mediation model, Lavuri et al. (2023) emphasize the importance of strategic communication in strengthening green attitudes, while Purboyo & Firdaus (2024) validate the critical role of environmental attitude in shaping green purchase intentions. Duong (2023) and Felix & Braunsberger (2016) also demonstrate that sustained positive exposure to green marketing significantly transforms environmental attitudes into behavioral intention. These findings collectively suggest that Shariah green marketing, when effectively implemented, not only enhances consumer awareness but also cultivates supportive attitudes that are essential for driving sustainable consumption in ethically conscious markets.

H10: Shariah Green Marketing has a significant positive effect on Purchase Intention, mediated by Environmental Attitude.

### **Research Gap and Significance of the Study**

While existing literature has extensively examined the influence of environmental knowledge, word of mouth, and green marketing on consumer behavior, limited empirical research has integrated these constructs within the framework of *Shariah* principles. Prior studies often explore green marketing and purchase intention in secular contexts, yet the specific application of *Shariah*-based green marketing in influencing environmental attitudes and purchase intentions remains underexplored, particularly in Muslim-majority markets such as Indonesia. Furthermore, the mediating role of environmental attitude has been recognized in various models, but few studies investigate how it functions within an Islamic ethical marketing paradigm. This gap presents a critical opportunity to contextualize sustainable consumption within a culturally and religiously relevant framework.

Addressing this gap, the present study contributes to the advancement of sustainability marketing by integrating *Shariah* green marketing, environmental knowledge, and word of mouth into a comprehensive model that accounts for the mediating effect of environmental attitude. The findings are expected to enhance theoretical understanding and offer practical implications for marketers targeting ethically conscious consumers in Islamic settings. By focusing on Avoskin, a local halal beauty brand, this study also provides context-specific insights into how green marketing strategies can be optimized to align with religious values while fostering pro-environmental behavior. The study's significance lies in its potential to bridge Islamic ethics with environmental psychology, offering an enriched lens through which sustainable consumer behavior can be interpreted.

## **METHOD**

### **Research Design and Approach**

The research adopted a causal-comparative quantitative approach using survey techniques. Quantitative methods were selected for their ability to test hypotheses and measure variable relationships statistically, ensuring replicability and generalizability of findings across a wider population. The aim was to identify direct and indirect effects among the variables by employing statistical modeling techniques grounded in Structural Equation Modeling (SEM) with the SmartPLS 3.0 software ([Ringle et al., 2024](#)).

### **Population and Sampling Strategy**

The target population comprised Indonesian individuals who were aware of or had purchased Avoskin products. As the precise number of Avoskin consumers is unknown, the population was classified as indeterminate. To determine an adequate sample size, the sample-to-item ratio approach was utilized, which recommends a minimum ratio of 5 respondents per indicator ([Memon et al., 2020](#)). Given that the instrument consisted of 33 indicators, the required sample size was:



$n = 33 \text{ indicators} \times 5 = 165 \text{ respondents}$

To improve data accuracy and model stability, the final dataset consisted of 260 valid responses out of 278 collected, after excluding 18 respondents who lacked awareness that Avoskin promotes environmentally friendly products.

### Data Collection Techniques

Primary data were gathered using a structured questionnaire, distributed electronically to participants meeting the eligibility criteria. The questionnaire consisted of statements based on prior validated instruments adapted from Simanjuntak et al. (2023) and Purboyo et al. (2022), capturing constructs such as environmental knowledge, word of mouth, shariah green marketing, environmental attitude, and purchase intention.

All items were measured using a 5-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5), which is well-suited for assessing attitudes, perceptions, and behavioral intentions (Dolnicar et al., 2015). The questionnaire also included screening and demographic questions to ensure respondent relevance and diversity.

In addition to primary data, secondary sources such as academic literature, statistical reports, and previous studies were used to contextualize and substantiate the analysis.

### Data Analysis Procedure

The data analysis was conducted in two primary phases using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. The first phase involved evaluating the measurement model (outer model) to ensure construct validity and reliability. Convergent validity was assessed by verifying that factor loadings exceeded 0.70 and Average Variance Extracted (AVE) values were greater than 0.50. Construct reliability was confirmed through Composite Reliability and Cronbach's Alpha, both of which were required to exceed 0.70. Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT), which is considered superior to the Fornell-Larcker criterion due to its higher sensitivity in detecting validity issues. HTMT values below 0.90 indicated satisfactory discriminant validity (Hair Jr et al., 2022; Radomir & Moisescu, 2019).

Following confirmation of the outer model's validity, the second phase assessed the structural model (inner model) to examine the significance of hypothesized relationships among constructs. This analysis included testing path coefficients and their associated  $p$ -values to determine both direct and indirect effects. Statistical significance was established when  $t$ -statistics exceeded 1.96, corresponding to a 95% confidence level. The coefficient of determination ( $R^2$ ) was used to evaluate the model's explanatory power, with values between 0.24 and 0.74 interpreted as indicating a moderate level of predictive relevance (Hair Jr et al., 2022). This two-stage analytical approach ensured a rigorous assessment of both measurement and structural components of the proposed model.

### Ethical Considerations

This study received ethical approval from the Institutional Review Board of the Undergraduate Program in Islamic Economics, Faculty of Islamic Economics and Business, IAIN Bone, Indonesia. Prior to participating, all respondents were provided with an informed consent statement, which they agreed to before completing the online questionnaire. The research adhered strictly to ethical standards, ensuring the anonymity and confidentiality of participants throughout the data collection process. No personally identifiable or sensitive information was gathered. All responses were managed and analyzed responsibly in accordance with institutional guidelines and international research ethics protocols. These procedures ensured the protection of participant rights and the integrity of the data used for scholarly analysis.

## RESULTS

### Descriptive Analysis of Respondents

Prior to statistical analysis, a descriptive evaluation of the respondents' demographic profiles was conducted to ensure the suitability and representativeness of the sample. Out of 278 initial respondents, only 260 (94%) were deemed valid for further analysis, as 18 participants (6%) indicated they were unaware that Avoskin promotes environmentally friendly products. This screening process ensured that the dataset reflected individuals familiar with the brand's sustainability-oriented identity—an essential criterion for measuring environmental knowledge and purchase intention.

**Table 1**

*Descriptive Analysis of Respondents*

Description	Distribution	%
Gender	Male	10
	Female	90
Domicile	Greater Jakarta	51
	Java Island	38
	Outside Java Island	11
Education Level	Senior High School	29
	Diplom	4
	Bachelor	62
	Profession	1
	Master	4
Monthly Expenditure	≤ IDR2,000,000	54
	> IDR2,000,000 – IDR4,000,000	32
	> IDR4,000,000 – IDR6,000,000	8
	≥ IDR6,000,000	6

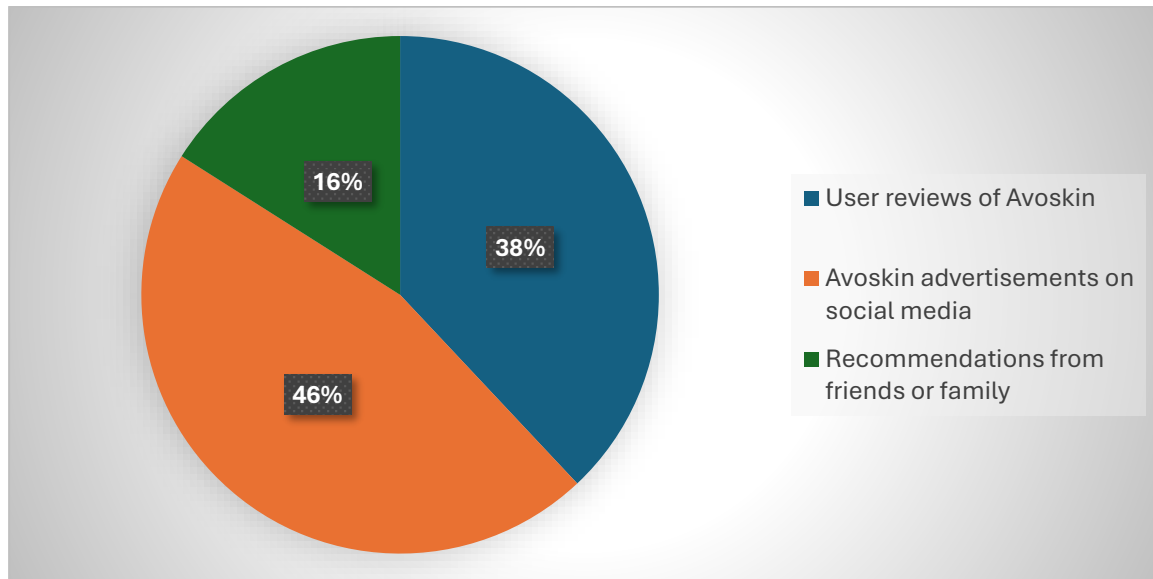
Source: Primary data. Author's analysis.

The gender distribution of the respondents, as shown in Table 1, was overwhelmingly female (90%), aligning with the primary target market of the beauty and skincare industry. Regarding geographical representation, the sample was urban-centric, with

51% residing in Greater Jakarta, 38% in other parts of Java, and 11% living outside Java. Educational attainment further indicated that undergraduate students (S1 level) constituted the majority of respondents, accounting for 62%. Monthly expenditure data revealed that 54% of participants reported spending less than IDR 2,000,000, suggesting that Avoskin's pricing strategy is perceived as accessible to middle-income consumers.

### Figure 1

*Respondents' Respond to Question: How Did You Hear about Avoskin?*



Source: Primary data. Author's analysis.

Consumer awareness of Avoskin was predominantly shaped by digital media exposure. As Figure 1 indicates, 46% of respondents discovered the brand through advertisements on social media platforms, while 38% became acquainted with it through user-generated reviews. These findings reflect a broader trend in which online engagement plays a pivotal role in shaping consumer perceptions and awareness, often surpassing interpersonal recommendations. This suggests that Avoskin's digital marketing campaigns and its presence on social platforms significantly contribute to its visibility and brand familiarity among consumers.

Taken together, the demographic and awareness data affirm that Avoskin's product positioning resonates well with a wide range of consumers—particularly young, educated, and urban women. The brand's pricing strategy aligns with its target demographic's income levels, reinforcing its image as an affordable halal beauty product. Additionally, the dominant influence of social media in driving consumer knowledge underscores the strategic importance of digital engagement for Avoskin in cultivating market awareness and reinforcing its green and ethical branding.

### Measurement Model (Outer Model) Assessment

The measurement model was evaluated to ensure the reliability and validity of the constructs prior to hypothesis testing. This involved assessments of convergent validity, construct reliability, and discriminant validity.

#### Convergent Validity

Convergent validity refers to the degree to which indicators of a specific construct correlate with one another. Following the criteria outlined by Hair Jr et al. (2022), factor loadings above 0.70 were considered acceptable. Table 2 summarizes the factor loadings for all indicators used in this study.

**Table 2**

*Outer Model Assessment – Convergent Validity and Indicator Loadings*

Variables	Indicators	Loading Factors	Description
<b>Environmental Knowledge</b>	EK1	0.760	Valid
	EK3	0.813	Valid
	EK4	0.785	Valid
	EK5	0.728	Valid
<b>Word of Mouth (WOM)</b>	WOM1	0.745	Valid
	WOM4	0.779	Valid
	WOM5	0.797	Valid
	WOM6	0.787	Valid
<b>Shariah Green Marketing</b>	GM1	0.739	Valid
	GM2	0.737	Valid
	GM3	0.740	Valid
	GM4	0.789	Valid
	GM5	0.703	Valid
	GM6	0.823	Valid
<b>Environmental Attitude</b>	EA1	0.767	Valid
	EA2	0.757	Valid
	EA3	0.701	Valid
	EA4	0.776	Valid
	EA5	0.824	Valid
<b>Purchase Intention</b>	PI1	0.813	Valid
	PI2	0.833	Valid
	PI3	0.791	Valid
	PI4	0.751	Valid
	PI5	0.732	Valid
	PI6	0.729	Valid
	PI7	0.843	Valid

Source: Primary data. Author's analysis.

All factor loadings exceeded the recommended threshold of 0.70, confirming strong item reliability. This suggests that each indicator accurately measures the corresponding latent variable. The values further support convergent validity, indicating that the constructs in this study are internally consistent.

### Construct Reliability

Construct reliability was assessed using Composite Reliability (CR) and Cronbach's Alpha. According to Hair Jr et al. (2022), both CR and alpha values above 0.70 are considered acceptable. The results demonstrated that all constructs met this requirement, indicating high internal consistency among measurement items. Additionally, the Average Variance Extracted (AVE) for each variable was above 0.50, confirming that more than 50% of the variance in the observed variables was explained by the latent construct. Together, these results confirm the reliability of the constructs.

### Discriminant Validity

Discriminant validity was tested using the Heterotrait-Monotrait Ratio (HTMT), which is considered a robust criterion for reflective measurement models. A threshold value of 0.90 is typically used to indicate adequate discriminant validity (Hair Jr et al., 2022). Table 3 presents the HTMT values for all construct pairs.

**Table 3**

*Outer Model Assessment – HTMT Criterion for Discriminant Validity*

Variables	EA	EK	GM	PI	WOM
<b>Environmental Knowledge</b>					
<b>Word of Mouth (WOM)</b>	0.713				
<b>Shariah Green Marketing</b>	0.888	0.589			
<b>Environmental Attitude</b>		0.535	0.848		
<b>Purchase Intention</b>	0.777	0.561	0.849	0.766	

Source: Primary data. Author's analysis.

All HTMT values are below the 0.90 threshold, indicating that each construct is empirically distinct from the others. This confirms that discriminant validity is achieved, allowing for confident interpretation of structural relationships in the subsequent model.

### Structural Model (Inner Model) Assessment

Once the measurement model was validated, the structural model was analyzed to test the research hypotheses. Key evaluation criteria include path coefficients with associated p-values, t-statistics, and the coefficient of determination ( $R^2$ ).

### Coefficient of Determination ( $R^2$ )

The  $R^2$  value indicates the explanatory power of independent variables on the dependent variables. Following Hair Jr et al. (2022), values between 0.24 and 0.74 are interpreted as moderate. Table 4 summarizes the  $R^2$  values obtained in this study.

**Table 4**

*Inner Model Assessment – R-Squared Values*

Variables	R-Squared	Description
<b>Environmental Attitude</b>	0.657	Moderate
<b>Purchase Intention</b>	0.642	Moderate

Source: Primary data. Author's analysis.



The results indicate that environmental knowledge, WOM, and shariah green marketing collectively explain 65.7% of the variance in environmental attitude. Similarly, environmental attitude explains 64.2% of the variance in purchase intention. These findings underscore the significant predictive power of the model in explaining consumers' pro-environmental behavior and purchase intention.

### **Hypothesis Testing: Path Coefficients and Significance**

Path coefficients were assessed to test the hypothesized relationships among constructs. The p-values and t-statistics were calculated using bootstrapping procedures, with significance determined at the 0.05 level. Table 5 provides a summary of the results.

**Table 5**

*Inner Model Assessment – Hypothesis Test Results*

<b>Hypothesis</b>	<b>Pathway</b>	<b>Coefficient (o)</b>	<b>T-Statistic</b>	<b>P-Value</b>	<b>Result</b>
<b>H1</b>	Environmental Knowledge → Environmental Attitude	0.242	5.053	0.000	Accepted
<b>H2</b>	WOM → Environmental Attitude	0.163	2.699	0.008	Accepted
<b>H3</b>	Shariah Green Marketing → Environmental Attitude	0.538	9.813	0.000	Accepted
<b>H4</b>	Environmental Knowledge → Purchase Intention	0.020	0.464	0.632	Rejected
<b>H5</b>	WOM → Purchase Intention	0.201	3.308	0.001	Accepted
<b>H6</b>	Shariah Green Marketing → Purchase Intention	0.385	4.914	0.000	Accepted
<b>H7</b>	Environmental Attitude → Purchase Intention	0.287	4.315	0.000	Accepted
<b>H8</b>	EK → EA → Purchase Intention	0.070	3.477	0.001	Accepted
<b>H9</b>	WOM → EA → Purchase Intention	0.154	3.922	0.031	Accepted
<b>H10</b>	GM → EA → Purchase Intention	0.047	2.196	0.000	Accepted

Source: Primary data. Author's analysis.

Of the ten hypotheses tested, nine were supported, including all mediated pathways. The only unsupported hypothesis was H4, indicating that environmental knowledge alone does not significantly influence purchase intention without the presence of environmental attitude. These results reinforce the mediating role of environmental attitude and highlight the strategic importance of shariah green marketing and WOM in shaping consumer intentions.

## **DISCUSSION**

### **Impact of Environmental Knowledge on Environmental Attitude**

The findings of this study reveal that environmental knowledge has a significant positive effect on environmental attitude (H1,  $p = 0.000$ ), affirming the role of knowledge as a foundational component in shaping individuals' ecological outlooks. However, the

direct effect of environmental knowledge on purchase intention is not statistically significant ( $H4$ ,  $p = 0.632$ ), while its indirect effect—mediated by environmental attitude—is significant ( $H8$ ,  $p = 0.001$ ). This suggests that knowledge alone is insufficient to drive sustainable purchasing behavior unless it is internalized through attitudinal change. Therefore, environmental attitude acts as a crucial conduit, translating cognitive understanding into behavioral intention. These results support the theoretical model wherein attitudes mediate the knowledge–behavior link, aligning with the ABC framework of affect, behavior, and cognition.

The observed relationships are strongly supported by previous empirical research. Alfonsius & Gilbert (2021) and Patwary et al. (2022) found that increased environmental knowledge significantly enhances pro-environmental attitudes, which in turn foster sustainable behaviors. Liao & Li (2019) demonstrated that environmental education plays a pivotal role in shaping attitudes by elevating environmental understanding, while Dopelt et al. (2019, 2021) consistently emphasize the importance of both subjective and objective knowledge in forming ecological attitudes. These studies highlight the central role of education and information in fostering a value-based orientation toward sustainability, echoing this study's finding that environmental knowledge is most effective when it influences attitudes rather than behavior directly.

Conversely, some research presents a more complex or even contrasting view, suggesting that knowledge alone may not consistently result in positive attitudes or behaviors. Marhadi et al. (2024) observed that pre-existing attitudes often exert a stronger influence on green purchasing intentions than knowledge itself, implying that affective predispositions may sometimes override informational input. Similarly, Fang et al. (2023) argue that emotional engagement and perceived responsibility are critical in converting environmental knowledge into action. Despite these nuances, the dominant scholarly consensus aligns with the current study's results: knowledge enhances attitudes, and attitudes, in turn, predict behavior. Theoretically, this reinforces the need to prioritize environmental attitude as a mediating construct in behavioral models. Practically, the findings underscore the importance for marketers and educators to design interventions that go beyond informing consumers and focus on nurturing emotionally resonant, value-driven environmental attitudes.

### **Impact of Word of Mouth on Environmental Attitude**

The present study finds that word of mouth (WOM) has a significant and positive effect on environmental attitude ( $H2$ ,  $p = 0.008$ ), supporting the hypothesis that peer communication and social influence shape individual perceptions toward environmental sustainability. This relationship suggests that consumers' exposure to positive messages—whether verbal, digital, or social media-based—can meaningfully influence their environmental attitudes. In the context of Avoskin, users who share favorable experiences about the brand's eco-conscious efforts may contribute to shaping others' attitudes, reinforcing the brand's positioning as a sustainable, local skincare choice. This finding underlines the strategic value of leveraging WOM as an informal yet credible channel to foster ecological awareness.

Numerous prior studies align with these results, affirming WOM as a significant predictor of environmental attitude formation. Wu & Chiang (2023) show that peer discussions enhance environmental awareness and advocacy, while Tan & Quang (2023) demonstrate that electronic WOM (eWOM) significantly strengthens sustainability attitudes among youth. Additional research by Chang et al. (2022) and Kurniawan et al. (2024) emphasizes the role of interpersonal communication and online discourse in developing trust toward eco-friendly brands, which, in turn, shapes consumers' environmental concerns and behaviors. These findings consistently indicate that both traditional and digital WOM act as persuasive tools for shaping environmental perceptions across demographics and platforms.

Contrary evidence to this relationship remains limited; most recent studies reinforce the positive correlation between WOM and environmental attitudes. Hwang & Moon (2022) argue that the credibility of WOM amplifies attitudinal change more effectively than traditional advertising. Similarly, Yadav et al. (2022) and Simanjuntak et al. (2023) support the role of WOM as a social reinforcement mechanism consistent with the Theory of Planned Behavior. Theoretically, this finding affirms the integration of social norms and communication within attitude formation models. Practically, it implies that marketers should cultivate and facilitate consumer-driven advocacy through social media engagement and community-based storytelling to strengthen environmental positioning and foster sustainable attitudes among target audiences.

### **Impact of Shariah Green Marketing on Environmental Attitude**

The findings of this study confirm that Shariah green marketing has a significant and positive effect on environmental attitude ( $H3, p = 0.000$ ). This result indicates that marketing strategies rooted in Islamic ethical principles and environmental consciousness effectively shape consumers' perceptions toward ecological responsibility. In the case of Avoskin, efforts to promote eco-friendly packaging, sustainable ingredients, and Shariah-compliant values appear to foster greater consumer awareness and positive environmental attitudes. These results demonstrate that beyond functional benefits, value-oriented marketing strategies—especially those emphasizing religious and ethical alignment—can be instrumental in encouraging environmental concern among consumers.

The study's findings are supported by a substantial body of literature. Fataron (2022) and Duwina & Fasa (2024) argue that Islamic marketing, when integrated with green values, enhances pro-environmental attitudes by reinforcing social and spiritual responsibility. Research by Mahfuzah (2023) and Lubis & Windiana (2024) on Islamic financial products like green sukuk highlights how religiously aligned sustainability practices lead to increased environmental awareness. Similarly, Bukhari et al. (2019) and Nasir et al. (2022) emphasize that Islamic teachings on stewardship (*khilafah*) serve as a moral foundation that motivates consumers to adopt more sustainable lifestyles, supporting the significant attitudinal impact observed in this study.

No substantial contradictory evidence was identified within the current literature; rather, additional studies further affirm the alignment between Shariah values and pro-



environmental attitudes. Khandelwal et al. (2019) and Irfany et al. (2023) found that green brand equity and halal-oriented messaging foster environmental concern and loyalty, particularly among younger Muslim consumers. These findings collectively reinforce the theoretical value of integrating religious ethics into sustainability marketing. Practically, the study highlights an opportunity for brands to utilize Shariah green marketing not only to enhance their ethical branding but also to instill stronger environmental attitudes—particularly in culturally religious markets where moral values intersect with consumption patterns.

### **Impact of Environmental Knowledge on Purchase Intention**

The results of this study reveal that environmental knowledge does not have a statistically significant direct effect on purchase intention ( $H4, p = 0.632$ ), indicating that increased awareness of environmental issues alone does not necessarily translate into consumers' willingness to buy eco-friendly products. This finding suggests that while Avoskin's sustainability messages may raise awareness, they may not sufficiently influence actual purchasing behavior. Consumers may prioritize other considerations, such as product performance, ingredients, or compatibility with personal needs. This outcome highlights the complexity of the knowledge-behavior relationship and suggests that additional psychological or contextual factors may be necessary to activate environmentally conscious purchasing behavior.

These findings are consistent with prior research by Simanjuntak et al. (2023) and Purboyo et al. (2022), who similarly found that environmental knowledge alone was insufficient to drive purchase intention without the presence of mediating variables such as attitude or concern. Marhadi et al. (2024) note that environmental knowledge becomes more impactful when accompanied by positive attitudes, while Darpito et al. (2023) emphasize the role of environmental concern as a psychological bridge between knowledge and action. Collectively, these studies support the idea that knowledge must be integrated with emotional and cognitive engagement to be effective in shaping behavioral intention.

Although several studies report a significant direct link between environmental knowledge and purchase intention (Rahmi et al., 2017; Zulfa et al., 2023), many also acknowledge that this relationship is contingent upon intervening factors such as environmental attitude (Purboyo & Firdaus, 2024) or perceived behavioral control (Kim & Lee, 2023). In contexts like Indonesia, where functional product attributes may weigh more heavily in consumer decisions, knowledge alone may not be a strong predictor of behavior. Theoretically, these findings highlight the mediating role of attitudes in the knowledge-behavior framework. Practically, they suggest that marketers must not only disseminate environmental information but also build compelling narratives that shape attitudes and demonstrate relevance to consumers' personal values and lifestyles.

### **Impact of Word of Mouth on Purchase Intention**

The results of this study demonstrate that word of mouth (WOM) has a significant and positive effect on purchase intention ( $H5, p = 0.001$ ). This finding suggests that positive

recommendations—whether shared through interpersonal interactions or digital platforms—can substantially influence consumers' willingness to purchase environmentally friendly products such as those offered by Avoskin. The power of consumer advocacy, especially from users who have experienced product benefits firsthand, reinforces the credibility of the brand in the minds of potential buyers. The study highlights that positive WOM can strengthen consumer trust and curiosity, while negative WOM may generate doubt and suppress purchase behavior.

These findings are strongly supported by previous research. For instance, Parwitasari et al. (2023) and Jatmiko & Fiandari (2023) found that WOM has a direct and substantial influence on consumer purchasing decisions, especially when product experiences are conveyed authentically. Zeba & Ganguli (2016) further emphasize the role of WOM in mitigating perceived risks in online purchases, while Ali et al. (2018) and Guerreiro & Pacheco (2021) demonstrate that electronic WOM (eWOM) positively shapes consumer trust, enhances brand perception, and increases green purchase intention. These studies confirm that WOM acts as a credible and emotionally resonant form of social proof, particularly in markets characterized by information asymmetry or uncertainty.

Contradictory evidence to this finding remains limited, with most literature aligning with the consensus that WOM significantly influences purchase behavior. Studies such as those by Hamzah et al. (2020) and Abdullah et al. (2023) reinforce the amplifying effect of WOM when coupled with values like halal certification or strong brand trust. Moreover, research by East et al. (2016) warns of the detrimental effect of negative WOM, underscoring the importance of cultivating and managing positive consumer narratives. Theoretically, these findings reaffirm the relevance of the Stimulus–Organism–Response (SOR) model in explaining how WOM shapes consumer intent. Practically, they underscore the need for companies to engage consumers as advocates, facilitate user-generated content, and actively manage brand-related discourse to foster positive purchasing outcomes.

### **Impact of Shariah Green Marketing on Purchase Intention**

The present study confirms that *Shariah* green marketing has a significant and positive effect on purchase intention ( $H_6$ ,  $p = 0.000$ ), indicating that environmentally responsible marketing strategies grounded in Islamic ethical values are effective in shaping consumer buying decisions. This finding suggests that Avoskin's commitment to sustainability—communicated through eco-conscious product features, responsible production practices, and social media campaigns—resonates with consumers, especially those who value both ecological stewardship and religious compliance. The result highlights the potency of aligning religious principles with green marketing to influence not only consumer attitudes but also their purchasing behaviors in the halal beauty market.

This outcome is supported by several prior studies. Magfiroh and Vania (2024) found that green marketing significantly enhances purchase intention, particularly when ethical values are emphasized. Similarly, Tan et al. (2022) and Fitriani et al. (2021)



reported that brand trust and image, when integrated with Islamic values, mediate the relationship between green marketing and consumer behavior. Majeed et al. (2022) further emphasized that perceived ethical quality and eco-labeling—common elements in *Shariah* green campaigns—strengthen consumers' purchase intention. These studies collectively affirm that when environmental initiatives are framed within a faith-based context, they are more likely to cultivate trust and purchasing motivation among ethically conscious Muslim consumers.

Although the literature shows a consistent positive relationship, some scholars caution that *Shariah* green marketing effectiveness depends on consumer awareness and perceived authenticity. Nahar & Silintowe (2021) noted that limited environmental literacy may reduce the impact of sustainability messaging, even when religious principles are incorporated. Nonetheless, no studies directly contradict the findings of this research. Theoretically, the results strengthen the argument for integrating cultural and religious identity into behavioral marketing frameworks. Practically, they call on marketers to communicate *Shariah*-aligned sustainability in clear, credible, and consumer-relevant ways—leveraging not only ethical branding but also the trust-building mechanisms inherent in Islamic consumer values.

### **Impact of Environmental Attitude on Purchase Intention**

The findings of this study demonstrate that environmental attitude has a significant and positive effect on purchase intention ( $H7, p = 0.000$ ), confirming that consumers who possess stronger pro-environmental attitudes are more inclined to purchase eco-friendly products such as those offered by Avoskin. This result suggests that a sense of environmental responsibility can effectively shape consumer motivation, particularly when the product aligns with their sustainability values. Consumers who are aware of the consequences of environmental degradation and believe in the importance of ecological stewardship tend to express this commitment through their consumption choices, thereby translating attitudes into buying behavior.

This conclusion aligns with a large body of previous research. Maichum et al. (2016) emphasized that environmental attitudes are a key predictor of green purchase intentions based on the Theory of Planned Behavior. Thilinka and Gunawardana (2021) also identified environmental attitude as the strongest predictor of eco-conscious purchasing decisions among young consumers. Similarly, studies by Josephine & Are (2022), Çabuk et al. (2014), and Khaola et al. (2014) all demonstrate that favorable attitudes toward environmental sustainability significantly enhance the likelihood of purchasing green products. These findings consistently underscore the mediating and direct influence of attitudes in shaping eco-friendly consumption patterns.

No substantial contradictory evidence was found in the reviewed literature. Instead, further support for this study's results comes from Batool et al. (2023) and Onurlubaş (2019), who found that strong environmental attitudes help bridge the gap between concern and actual behavioral intention. These findings reinforce the theoretical relevance of environmental attitudes within behavioral models such as TPB and Value-Belief-Norm theory. Practically, this implies that brands like Avoskin must actively foster

and maintain positive environmental attitudes through value-driven campaigns and transparent sustainability initiatives. Doing so not only reinforces customer loyalty but also enhances the likelihood of green product adoption in increasingly conscious markets.

### **Impact of Environmental Knowledge on Purchase Intention with Environmental Attitude as Mediator**

The results of this study reveal that environmental knowledge significantly influences purchase intention through the mediating role of environmental attitude ( $H8, p = 0.001$ ). While the direct effect of environmental knowledge on purchase intention was not significant ( $H4$ ), the indirect effect via attitude confirms that knowledge alone does not suffice to drive green consumer behavior unless it is accompanied by a favorable attitude. This finding implies that Avoskin's educational efforts—such as community-based programs and environmental awareness campaigns—are more effective in encouraging sustainable consumption when they successfully shape consumers' environmental attitudes. Thus, promoting pro-environmental attitudes becomes an essential link between awareness and behavioral intention.

This mediated relationship is strongly supported by prior literature. Li et al. (2019) and Saraireh (2023) emphasize that environmental knowledge enhances attitudes, which subsequently impact purchasing intentions. Thilinka and Gunawardana (2021) confirm that attitudes are the most influential mediators among younger consumers. Similar findings are presented by Joshi & Rahman (2016), who suggest that perceived knowledge predicts green behavior primarily through attitudinal alignment. Purboyo & Firdaus (2024) as well as Darpito et al. (2023) further argue that environmental concern and knowledge must be internalized through attitudes to effectively influence purchasing behavior. These studies support the view that cognitive awareness must be emotionally and ethically processed to become behaviorally relevant.

There is limited evidence contradicting this mediated relationship. Instead, researchers such as Rehman et al. (2024), Kim & Lee (2023), and Duong et al. (2021) reaffirm the importance of environmental attitude as a critical intermediary between knowledge and intention. In line with the Theory of Planned Behavior and Value-Belief-Norm theory, the findings indicate that businesses aiming to promote sustainable products must integrate educational strategies with attitudinal reinforcement. Practically, this means Avoskin should not only inform consumers about sustainability but also foster emotional engagement, value alignment, and a sense of ecological responsibility—elements that collectively shape intentions to adopt environmentally friendly consumption behavior.

### **Impact of Word of Mouth on Purchase Intention with Environmental Attitude as Mediator**

The findings of this study confirm that word of mouth (WOM) significantly affects purchase intention through the mediating role of environmental attitude ( $H9, p = 0.031$ ). This implies that WOM—whether in traditional or digital form—not only influences



consumers' perception of a product but also shapes their attitudes toward environmental responsibility, which subsequently drives their intention to purchase eco-friendly products like those offered by Avoskin. Consumers who trust environmental claims shared by peers or influencers are more likely to internalize those values and develop stronger behavioral intentions. Thus, credible WOM becomes a strategic asset in fostering pro-environmental purchase behavior via attitudinal reinforcement.

Numerous studies support this mediated relationship. For example, Kudeshia & Kumar (2017) and Guerreiro & Pacheco (2021) highlight that favorable WOM enhances environmental attitudes, which in turn increases green purchase intentions. Similarly, Thilinka & Gunawardana (2021) demonstrate that environmental attitude is the strongest predictor of green purchasing decisions among young consumers. Studies by Simanjuntak et al. (2023) and Hermanda et al. (2019) also reveal that positive WOM and influencer-driven communication significantly influence both brand perception and consumer environmental attitudes, reinforcing the role of social interaction in shaping sustainable purchasing behavior.

Contrary evidence is minimal, as most research supports the indirect pathway from WOM to purchase intention via environmental attitudes. Wang et al. (2019), Le & Nguyen (2022), and Leclercq-Machado et al. (2022) all report similar findings across various green product categories, reinforcing the universality of this mediation effect. Theoretically, this affirms the role of environmental attitude within the Theory of Planned Behavior as a key determinant of intention. Practically, brands like Avoskin should leverage WOM strategies that promote positive, credible environmental messaging—especially via community engagement and digital platforms—to enhance consumer attitudes and stimulate demand for sustainable products.

### **Impact of Shariah Green Marketing on Purchase Intention with Environmental Attitude as Mediator**

The findings of this study confirm that Shariah green marketing significantly influences purchase intention through the mediating role of environmental attitude ( $p = 0.000$ ), validating Hypothesis 10. This suggests that consumers' exposure to Shariah-compliant sustainability messages—such as those promoted by Avoskin's use of natural ingredients, eco-friendly packaging, and collaborations with Waste4Change—fosters positive environmental attitudes. These attitudes, in turn, enhance consumers' intentions to purchase eco-friendly products. The findings reinforce the importance of aligning marketing messages with ethical and religious principles, particularly in contexts where environmental and faith-based values are increasingly prioritized by consumers.

This result is supported by a broad spectrum of literature. Tan et al. (2022) and Sakhawat (2022) provide empirical evidence that green marketing strategies grounded in ethical values significantly affect purchase intentions via consumer attitudes. Similarly, Purboyo & Firdaus (2024) emphasize the mediating role of environmental attitudes in explaining how marketing messages shape purchasing behavior. Research



by Duong (2023) and Lavuri et al. (2023) also supports this mediational relationship, underscoring that effective communication of environmental benefits, especially when paired with ethical framing, plays a crucial role in motivating sustainable consumer behavior.

No major contradictory studies were identified. In fact, further support for this model is found in the work of Qureshi & Hussain (2020), who demonstrate that Shariah-compliant messaging enhances trust and positively shapes attitudes, leading to stronger green purchase intentions. These findings have both theoretical and practical implications. Theoretically, they affirm the role of attitudes as mediators in the Theory of Planned Behavior within ethical consumption frameworks. Practically, they suggest that marketers should integrate Islamic ethical values with sustainability messaging to nurture environmentally positive attitudes and stimulate demand for green products, especially in predominantly Muslim markets.

## CONCLUSION

This study aimed to examine the effects of environmental knowledge, word of mouth, and Shariah green marketing on environmental attitudes and purchase intention, particularly within the context of eco-conscious cosmetic consumers. The findings reveal that while environmental knowledge does not directly affect purchase intention, it significantly influences environmental attitudes, which in turn mediate its impact on intention. Similarly, word of mouth and Shariah green marketing both directly and indirectly affect purchase intention through environmental attitudes. These results underscore the critical mediating role of environmental attitudes in shaping consumer behavior toward green products.

The study highlights that Shariah green marketing is the most influential factor in shaping both attitudes and purchasing intentions, suggesting the relevance of religiously-aligned ethical marketing strategies in sustainability communication. Word of mouth also plays a persuasive role, especially when it originates from credible sources and aligns with consumers' environmental values. Meanwhile, although knowledge alone is insufficient to drive purchase behavior, it remains a foundational element for cultivating favorable environmental attitudes, which in turn increase the likelihood of green purchasing.

Theoretically, this research contributes to the growing literature on pro-environmental consumer behavior by integrating Islamic marketing principles into green marketing frameworks. It validates the mediating role of environmental attitude within the Theory of Planned Behavior, particularly in contexts where ethical and religious norms shape consumption. Practically, it provides marketers with insights into leveraging consumer values through ethical communication, especially in Muslim-majority markets. Future marketing strategies should emphasize emotional engagement and attitudinal shifts, rather than solely knowledge dissemination, to increase the effectiveness of sustainability messaging and drive behavior change.

### Limitation of the Study

Despite its contributions, this study is subject to several limitations. First, it employed a cross-sectional design based on self-reported online survey data, which restricts the ability to infer causality and may introduce response biases such as social desirability or selective memory. Second, the sample consisted largely of young, educated consumers in urban areas, particularly in Jabodetabek, which limits the generalizability of the findings to broader demographic groups, including older populations or those in rural or less developed regions. The study's reliance on a single brand (Avoskin) may also limit the applicability of results to other product categories or industries.

Additionally, while the study integrates religious (Shariah) and environmental marketing elements, it does not delve into the extent of individual religiosity or perceived Shariah compliance, which may moderate responses to green marketing strategies. The use of quantitative methods alone also constrains deeper exploration into consumer motivations, emotions, or values related to sustainability. Future research would benefit from triangulating quantitative findings with qualitative approaches to capture more nuanced insights and contextual factors that shape environmental attitudes and behaviors.

### Recommendations for Future Research

Future studies should consider employing longitudinal or experimental research designs to establish causal relationships and better assess the dynamics of attitude formation and behavioral change over time. Expanding the scope of the sample to include diverse demographic and cultural backgrounds would also enhance the generalizability of the findings. Researchers may explore comparative analyses between Muslim and non-Muslim consumers or across countries with varying levels of environmental awareness and religious adherence to understand contextual variations in Shariah green marketing effectiveness.

Moreover, incorporating constructs such as religiosity, ethical identity, or perceived behavioral control could offer a more comprehensive understanding of the mechanisms influencing green purchase intentions. Researchers should also examine the role of digital platforms, influencer endorsements, or user-generated content in strengthening the impact of word of mouth and green attitudes. By integrating both qualitative and quantitative methods, future inquiries can deepen theoretical contributions and offer actionable insights for marketers and policymakers aiming to foster sustainable consumption in ethically oriented markets.

### Author Contributions

Conceptualization	S.N.M. & S.K.	Resources	S.N.M. & S.K.
Data curation	S.N.M. & S.K.	Software	S.N.M. & S.K.
Formal analysis	S.N.M. & S.K.	Supervision	S.N.M. & S.K.
Funding acquisition	S.N.M. & S.K.	Validation	S.N.M. & S.K.
Investigation	S.N.M. & S.K.	Visualization	S.N.M. & S.K.
Methodology	S.N.M. & S.K.	Writing – original draft	S.N.M. & S.K.

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Project administration S.N.M. & S.K.

Writing – review & editing S.N.M. & S.K.

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All authors have read and agreed to the published version of the manuscript.

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### Institutional Review Board Statement

The study was approved by Program Studi Ekonomi Syariah (S1), Institut Agama Islam Negeri Bone, Kab. Bone, Indonesia.

### Informed Consent Statement

Informed consent was obtained before respondents filled out online questionnaire for this study.

### Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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### Conflicts of Interest

The authors declare no conflicts of interest.

### Declaration of Generative AI and AI-Assisted Technologies in the Writing Process

During the preparation of this work, the authors used ChatGPT to improve the clarity of language and readability of the article. After using this tool, the authors reviewed and edited the content as needed and took full responsibility for the content of the published article.

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