

# Green choices matter: Linking environmental concern and environmental knowledge to green purchase intention via customer attitude

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## ABSTRACT

**Purpose**-Increased attention to environmental issues has encouraged changes in consumer behavior in choosing more environmentally friendly products. However, green purchase intention is not only influenced by concern for the environment, but also by consumers' level of knowledge and their attitudes toward environmentally friendly products. This study aims to determine the influence of environmental concern and environmental knowledge on green purchase intention through customer attitude as a mediating variable.

**Methodology**-The population in this study consists of Avoskin consumers in Indonesia, with a sample size of 120 respondents. The study used purposive sampling with several conditions. Data was collected by distributing questionnaires online. This study used Smart PLS 4.0 software to test the validity, reliability, and hypotheses of the research data.

**Findings**-This study proves that environmental concern and environmental knowledge have a positive effect on green purchase intention and customer attitude. Customer attitude has a positive effect on green purchase intention. Furthermore, customer attitude partially mediates the positive effect of environmental concern and environmental knowledge on green purchase intention.

**Research Limitations**-This study has limitations in terms of the number of respondents and the context of the research, which was conducted only on Avoskin consumers in Indonesia. Generalization of the findings to other skincare brands still needs to be further examined. Furthermore, this study only measures green purchase intention and does not observe actual green purchasing behavior of consumers.

**Novelty**-This study offers novelty by positioning customer attitude as the main psychological mechanism that bridges the influence of environmental concern and environmental knowledge on green purchase intention within the integrative framework of the Theory of Planned Behavior and Knowledge-Based View. The novelty of this study also lies in its application to local skincare brands in Indonesia, which have been relatively understudied in the green purchase intention literature.

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## 1. Introduction

Increasing environmental damage, including climate change, pollution, and the destruction of natural resources, is a global challenge that must be addressed urgently (Leddin, 2024). Rapid population growth coupled with increasing industrialization places significant pressure on the world's limited resources (Wang & Azam, 2024). Furthermore, consumption

behaviors and daily choices contribute to environmental conditions, such as the use of environmentally unfriendly resources and energy (Ka & Nguyen, 2025).

Tangible environmental damage has prompted individuals to reduce their ecological impact by adopting green consumption behaviors (Zhao et al., 2025). Based on a 2021 business survey, approximately 50% of consumers consider sustainability and environmental friendliness before making a purchase decision (Goedertier et al., 2024). This indicates a shift in consumption orientation, where consumers tend to adopt environmentally friendly products as part of their environmental responsibility (Gawshinde et al., 2025). This shift is reflected in consumers' tendency to form green purchase intentions in response to increasing environmental problems (Fadzilah et al., 2025).

In this context, green purchase intention is an important concept that describes consumers' desire to buy environmentally friendly products with ecological considerations and social impact (Mulyanie et al., 2025). Green purchase intention leads consumers to choose environmentally friendly products over conventional products that are considered potentially harmful to the environment (Moslehpour et al., 2023). However, even though consumers show high green purchase intentions, this intention is not always realized in actual purchasing behavior. This phenomenon is called the attitude-behavior gap, which refers to the gap between consumers' attitudes, intentions, and behavior in the context of consuming environmentally friendly products (Khan et al., 2025). Shan et al. (2025) explain that this gap is influenced by the objective external environment, internal consumer characteristics, and the surrounding cultural context. Although this phenomenon has been widely studied, the low actual realization shows that the intentions formed have not been able to be translated into concrete actions (Dhir et al. 2021).

This highlights the importance of understanding the factors that shape green purchase intentions, such as environmental concerns, environmental knowledge, and customer attitudes (Canio et al., 2020; Siyal et al., 2021; Ahmed et al., 2023). Environmental concern refers to consumers' overall assessment of environmental issues, their level of concern about future environmental conditions, and their awareness of the need to protect the environment (Saari et al., 2021). Environmental knowledge encompasses knowledge and awareness of environmental issues that are used to design solutions to environmental problems (Munawar et al., 2022). Environmental concern is an affective and psychological aspect that arises from consumers themselves (Maduku, 2024), whereas environmental knowledge is a cognitive aspect resulting from consumers' understanding of environmental issues (Amoah & Addoah, 2021). Both factors contribute to improving customer attitudes, which in turn can encourage consumers' green purchase intentions (Alhamad et al., 2023; Balaskas et al., 2023; Simanjuntak et al., 2023).

Several studies have shown that environmental concerns positively affect green purchase intentions (Ahmed et al., 2020; Kumar et al., 2022; Kim & Lee, 2023). Consumers with high environmental concern tend to deeply reflect on ecological ethics by considering environmental impact before making purchasing decisions (Teng et al., 2025). This high level of environmental concern encourages consumers to choose environmentally friendly products because they are considered to be in line with sustainability principles (Khan & Qureshi, 2025). Conversely, low environmental concern causes individuals to be less responsive to environmental risks, such as preferring conventional products without considering ecological consequences (Kikko & Ishigaki, 2025). In this study, customer attitude was positioned as a mediator that connects environmental concern with green purchase intention.

Several studies have found that environmental knowledge positively affects green purchase intention (Hamzah & Tanwir, 2021; Rusyani et al., 2021). Consumers with high environmental knowledge understand environmental norms, are motivated to take positive actions towards the environment, and are able to overcome environmental problems in their daily lives (Cooray et al., 2024). Environmental concerns help consumers understand the environmentally friendly messages conveyed by companies and make sustainable purchasing decisions (Li, 2025). Conversely, low environmental knowledge does not sufficiently encourage consumers to contribute to environmental preservation (Burgos-Espinoza et al.,

2025). Customer attitude acts as a cognitive mechanism that mediates environmental knowledge of green purchase intention (Herawati et al., 2025). When consumers have high environmental concern, they tend to form positive assessments of environmentally friendly products, thereby increasing their green purchase intentions (Rahayu et al., 2024). Affective factors, such as environmental concern, and cognitive factors, such as environmental knowledge, influence customer attitudes, which in turn increase green purchase intentions (Anggraini et al., 2023). Positive customer attitudes tend to translate into environmentally friendly purchasing decisions (Liao et al., 2020).

This study uses theory of planned behavior (TPB) by Ajzen's (1991) to explain environmental concern. According to TPB, consumer attitudes toward an object are the main predictors of the formation of intentions to perform a behavior, including the behavior of purchasing environmentally friendly products (Ajzen, 1991). Consumers with high environmental concerns tend to evaluate environmentally friendly products positively, thereby forming positive customer attitudes and engaging in responsible consumption (Ogiemwonyi et al., 2023). Positive customer attitudes tend to choose environmentally friendly products because they are considered to be in line with their preferences, thereby increasing their green purchase intentions (Olfat, 2025). Thus, customer attitude acts as a mediator that explains the influence of environmental concern on green purchase intention, in accordance with the TPB framework.

The second theoretical basis is the knowledge-based view (KBV) by Grant (1996), which explains the variable of environmental knowledge. KBV explains that knowledge is a resource that influences an individual's decision-making ability (Grant, 1996). Consumers with high environmental knowledge consider environmental friendliness and can evaluate a product, thereby forming a positive customer attitude (Simanjuntak et al., 2023). Customer attitudes then direct consumers to form green purchase intentions as a contribution to environmental preservation (Fenta et al., 2024). Therefore, customer attitude bridges the influence of environmental knowledge on green purchase intention, in accordance with the KBV.

This study focuses on consumer purchasing behavior towards Avoskin skin care and makeup products in Indonesia. The local cosmetics industry has grown rapidly with the increasing popularity of sustainability-themed beauty products (Djajadiwangsa & Alversia, 2022). Avoskin is a leading local brand known for its strong commitment to sustainability through the use of natural ingredients, eco-friendly packaging, and packaging recycling campaigns (Mailinda et al., 2023). Avoskin also demonstrated strong market performance, recording sales of Rp 28 billion in the second quarter of 2020 and ranking fourth among the best-selling local skincare brands in Indonesia (Ardiana & Rafida, 2023). Avoskin's consistency in integrating green concepts across its product lines makes it an appropriate context for studying green purchase intentions.

Although green purchase intention has been widely studied, previous empirical findings have limitations in explaining the psychological mechanisms underlying the formation of such intentions. Mitriani et al. (2024) directly tested environmental concerns regarding green purchase intentions. Then, the study by Nguyễn et al. (2025) also tested environmental knowledge directly on green purchase intention. However, studies integrating these two variables by including customer attitude as an internal mechanism that explains green purchase intention are still limited. In addition, customer attitude is more often positioned as an independent variable that directly explains green purchase intention (Zahro et al., 2025) rather than as a mediating variable that explains the affective and cognitive factors internalized by consumers to form such intention. Therefore, this study aims to integrate TPB and KBV to explain green purchase intention with the mediating role of customer attitude, particularly in the context of Avoskin consumers in Indonesia, which has rarely been studied.

## 2. Literature Review and Hypothesis Development

According to TPB, a person's intention to perform an action is influenced by their evaluation of that action (Ajzen, 1991). Environmental concern represents the level of awareness and concern for environmental issues by seeking to minimize carbon footprints and

support sustainable products (Tan et al., 2025). Consumers with high environmental concerns have greater awareness of the ecological impact of purchasing decisions (Gawshinde et al., 2025). This awareness encourages consumers to evaluate the purchase of environmentally friendly products as a tangible contribution to environmental conservation (Ye, 2022). Positive evaluations of environmentally friendly behavior increase green purchase intention because they are considered to be in line with self-image (Klabi, 2025). Li et al. (2021) explain that the level of environmental concern makes consumers willing to understand environmental issues, which ultimately influences their purchasing decisions. In line with this, Fontes et al. (2021) explain that environmental concerns make consumers avoid purchasing products that damage the environment, thereby increasing their green purchase intentions. Several studies have found that environmental concerns positively affect green purchase intentions (Kumar et al., 2022; Hoang & Tung, 2024; Phuong et al., 2025). **H<sub>1</sub>: Environmental Concern Has a Positive Effect on Green Purchase Intention.**

KBV views knowledge as a key resource for shaping specific behaviors and influencing decision-making (Grant 1996). Environmental knowledge is a cognitive asset that enables consumers to understand the environmental impact of product use and the long-term benefits of consuming environmentally friendly products (Rusyani et al., 2021). Consumers with high environmental knowledge have the cognitive ability to process information about environmentally friendly product attributes and their accompanying consumption behavior (Cui et al., 2024). This cognitive process shapes consumers' positive assessment of environmentally friendly product consumption behavior as valuable behavior that demonstrates environmental responsibility (Dangelico & Fraccascia, 2025; Fait, 2025). Thus, consumers' environmental knowledge shapes their behavioral tendencies, including green purchase intentions (Simanjuntak et al., 2023). Surahman et al. (2023) highlighted the positive impact of environmental knowledge on the tendency to purchase environmentally friendly products, which ultimately increases green purchase intention. According to Sultana et al. (2022), environmental knowledge plays an important role in shaping positive assessments of environmentally friendly behavior, thereby encouraging green purchasing intentions. In addition, Ahmad et al. (2022) added that consumers with high environmental concerns adopt environmentally friendly products as a sustainable lifestyle, thereby strengthening their green purchase intentions. Several previous studies have also found that environmental knowledge positively affects green purchase intentions (Saari et al., 2021; Muna et al., 2025). **H<sub>2</sub>: Environmental Knowledge Has a Positive Effect on Green Purchase Intention.**

According to TPB, a person's attitude is influenced by affective and cognitive assessments and evaluations of the consequences of that behavior (Ajzen, 1991). Environmental concern refers to a set of values, concerns, and orientations that individuals have toward environmental issues, ranging from a desire to contribute to environmental conservation to broader concerns (Saha et al., 2025). These values make consumers aware of the negative consequences of consumption on ecological conditions (Maduku, 2024). This awareness encourages consumers to evaluate and consider the ecological footprint of the products they purchase (Mabangure & Valilai, 2025). When products are perceived as environmentally friendly and promote sustainability, consumers tend to provide positive assessments because the products are considered capable of providing economic and practical benefits without neglecting environmental impact (Liu et al., 2025). This positive evaluation shapes customer attitudes as a result of the learning process and consumer experience with the product (Nascimento & Loureiro, 2024). Alamsyah and Artanti (2021) explain that environmental concerns shape awareness and positive customer attitudes toward every action taken and its impact on the environment. The higher the environmental concern, the higher the customer attitude (Amalia et al., 2021). Several studies have shown that environmental concerns positively affect customer attitudes (Chen et al., 2022; Riyanto & Pangaribuan, 2025). **H<sub>3</sub>: Environmental Concern Has a Positive Effect on Customer Attitude.**

KBV explains that knowledge is the main asset that guides actions and influences decision-making (Grant, 1996). Environmental knowledge reflects consumers' understanding of environmental issues and how individual actions can impact ecosystems (Jang et al., 2025). Environmental knowledge helps consumers evaluate and understand information more comprehensively, especially regarding the risks, quality, and credibility of environmentally friendly attributes (Saari et al., 2021). This cognitive ability forms a rational and objective assessment of environmentally friendly consumption behavior, where consumers evaluate environmentally friendly products based on the ethical harmony and symbolic self-expression they represent (Fait, 2025). This evaluation process results in a positive assessment, which is reflected in positive customer attitudes towards environmentally friendly products (Alimamy & Al-Imamy, 2022). Brécard and Chiroleu-Assouline (2025) explain that knowledge of environmental issues plays an important role in shaping positive customer attitudes. According to Simanjuntak et al. (2023), consumers with high environmental knowledge have good attitudes towards the environment and a strong willingness to buy environmentally friendly products. Several previous studies have also found that environmental knowledge positively affects customer attitudes (Simanjuntak et al., 2023; Cooray et al., 2024). **H4: Environmental Knowledge Has a Positive Effect on Customer Attitudes.**

TPB explains that a positive attitude toward a behavior encourages a person's intention to perform that behavior (Ajzen, 1991). Customer attitude reflects the level of consumer interest in purchasing environmentally friendly products (Albaity & Rahman, 2021). Customer attitude helps consumers assess the consumption of environmentally friendly products, either positively or negatively (Gulzar et al., 2024). A positive customer attitude views the purchase of environmentally friendly products as valuable, in line with personal principles, and beneficial to the environment (Rafiq et al., 2022). This positive perception encourages consumers' internal motivation to adopt environmentally friendly products, ultimately encouraging green purchase intentions (Vania & Ruslim, 2023). Ilieva et al. (2024) explain that a positive customer attitude increases the likelihood of consumers purchasing environmentally friendly products, thereby encouraging green purchase intentions. According to Taslim (2025), customer attitudes built through transparent communication and consumer trust in environmentally friendly products significantly increase consumers' green purchase intentions. Several previous studies have also found that customer attitudes positively affect green purchase intentions (Liao et al., 2020; Chen et al., 2022; Chanda et al., 2024). **H5: Customer Attitude Has a Positive Effect on Green Purchase Intention.**

The TPB explains that an individual's intention to engage in a behavior is shaped by a positive attitude toward that behavior, which stems from the individual's beliefs and evaluation of the consequences of that behavior (Ajzen, 1991). Environmental concern is understood as an individual's level of awareness and attention to environmental issues and consumers' desire to minimize their negative impact on the environment (Lopes et al., 2024). A high level of environmental concern encourages consumers to evaluate the purchase of environmentally friendly products positively because they are considered beneficial for environmental preservation (Doanh et al., 2021). Based on the TPB, this positive evaluation forms a positive customer attitude towards the consumption of sustainable products (Ogiemwonyi et al., 2023). Furthermore, TPB explains that customer attitude is a major factor in shaping intentions toward a behavior (Ajzen, 1991). Consumers often show a positive attitude toward environmentally friendly products because they are perceived to improve well-being, provide benefits to the environment, and support sustainability (Phuong et al., 2025). This positive assessment shapes green purchase intentions (Ahmed et al., 2023). Although environmental concerns can directly influence green purchase intentions, Moslehpour et al. (2023) showed that this influence can be mediated by customer attitudes. Thus, individuals with high environmental concern tend to develop positive customer attitudes, ultimately increasing their green purchase intentions (Munamba & Nuangjamnong, 2021; Rusyani et al., 2021; Wang et al., 2022). Therefore, customer attitude acts as a mediator linking the influence of environmental concern on green

purchases (Chen et al., 2022; Moslehpour et al., 2023; Simanjuntak et al., 2023). **H<sub>6</sub>: Customer Attitude Mediates the Effect of Environmental Concern on Green Purchase Intention.**

KBV views knowledge as a strategic resource that shapes individuals' information processing, judgment, and decision-making (Grant, 1996). Environmental knowledge is a cognitive aspect that describes consumers' knowledge of concepts, challenges, and action plans to solve environmental problems (Hossain et al., 2022). A high level of environmental knowledge shapes consumers' understanding of the ecological demands of consumption activities (Li et al., 2023). This knowledge helps consumers process specific information about the attributes of environmentally friendly products and the environmental consequences of their consumption behaviors (Tamar et al., 2021). This cognitive ability shapes positive assessments and evaluations of purchasing environmentally friendly products because they are perceived as a part of responsibility and a form of environmental preservation (Rusyani et al., 2021). Furthermore, the TPB explains that positive evaluations of a behavior become a factor in forming the intention to perform that behavior (Ajzen, 1991). Positive customer attitudes lead to positive evaluations of environmentally friendly products because they are considered economically and socially beneficial (Liu et al., 2025). This customer attitude then increases green purchase intention because it is considered to meet personal needs while reducing environmental damage (Shang et al. 2024). Moslehpour et al. (2023) found that customer attitudes can mediate the influence of environmental knowledge on green purchase intentions. Individuals with high environmental knowledge can form positive customer attitudes and ultimately strengthen their green purchase intentions (Rahayu et al., 2024; Widyaningtyas & Praswati, 2025). Thus, customer attitude acts as a mediator that bridges the influence of environmental knowledge on green purchase intentions (Hossain et al., 2022; Simanjuntak et al., 2023). **H<sub>7</sub>: Customer Attitude Mediates the Effect of Environmental Knowledge on Green Purchase Intention.**

Figure 1 shows the factors that shape green purchase intention. Environmental concern, environmental knowledge, and customer attitudes positively affect green purchase intentions. Customer attitude mediates the influence of environmental concern and knowledge on green purchase intention.

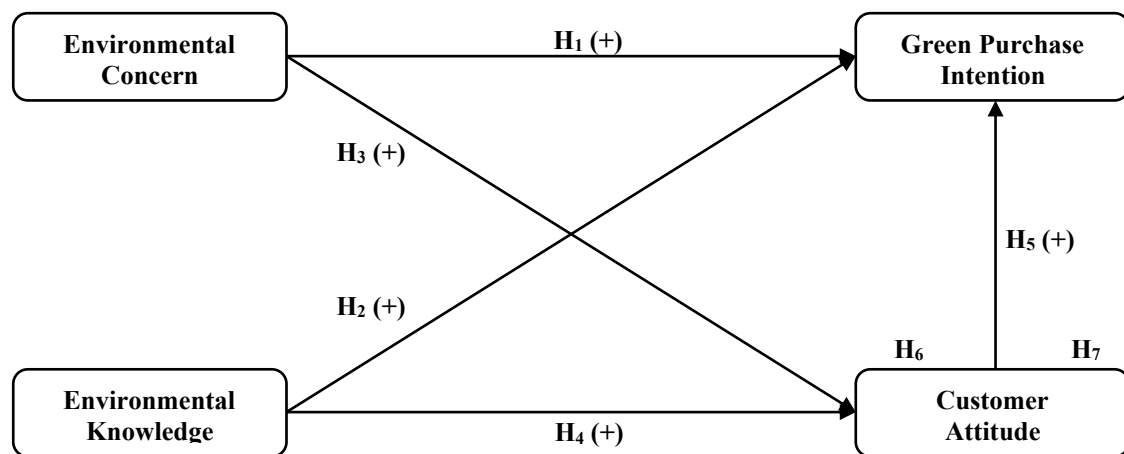


Figure 1. Research Model

### 3. Research Methodology

The population in this study comprised Avoskin consumers in Indonesia. The sample size of this study was 120 respondents. The sample size was determined in accordance with Roscoe (1975), who stated that a suitable sample size for quantitative research ranges from 30 to 500 respondents, meaning that the sample size in this study met the criteria for a valid one.

This study used non-probability sampling with purposive sampling technique. Respondents were selected based on the inclusion and exclusion criteria. The inclusion criteria in this study were as follows: (1) respondents were consumers who had used Avoskin products in the last month, (2) respondents had a basic understanding of environmentally friendly products and were able to understand the variables in the study, and (3) respondents were over 18 years of age. The exclusion criteria in this study were respondents who did not meet the research criteria or who did not complete the questionnaire would be excluded from the analysis.

The research instrument was designed as a questionnaire containing statements to measure each variable. All measurement items were adapted from previous studies that were tested and adjusted to the research context. The estimation model used for the environmental concern variable uses three indicators from Pangesta (2024), environmental knowledge has six indicators from Moslehpour et al. (2023), customer attitude has six indicators from Moslehpour et al. (2023), and green purchase intention has four indicators from Chang et al. (2019). The questionnaire was distributed through social media to reach respondents who met the study criteria. The respondents were asked to fill out the questionnaire independently and honestly. The measurement items were rated on a Likert scale from 1 (strongly disagree) to 5 (strongly agree). The collected data were then tested.

This study conducted validity, reliability, and hypothesis tests. A validity test was conducted to measure the extent to which the indicators represented a variable. An indicator is said to be valid if its outer loading is  $>0.7$  (Hair et al., 2019; Ghozali, 2021). Invalid variables were eliminated and not used in the research models. A reliability test was conducted to test the consistency and reliability of the research instrument. A variable is considered reliable if it has a Cronbach's alpha and composite reliability value  $>0.7$  (Hair et al., 2019; Ghozali, 2021). Finally, hypothesis testing was conducted to examine the relationships between the variables in the research model. A hypothesis was accepted if the p-value was  $<0.05$  (Ghozali, 2021)

#### 4. Result and Discussion

##### Descriptive Analysis

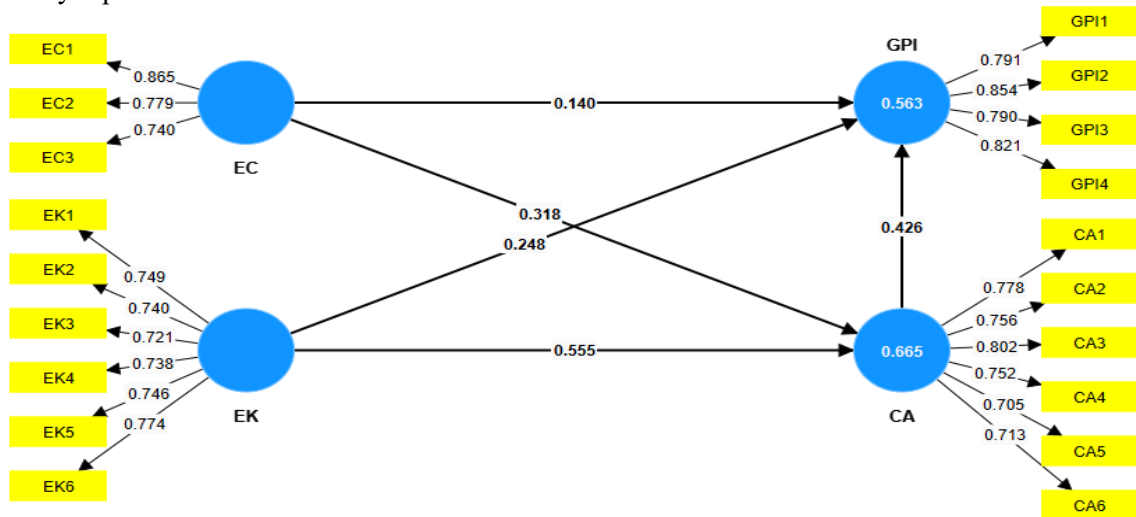
Table 1 presents the respondents' characteristics. Based on gender, most respondents were female, with a total of 98 respondents. Based on age, most respondents were in the 18-30 age range, with a total of 83 respondents. Based on education level, most respondents had a bachelor's degree, with 78 respondents. Based on the frequency of use, the largest number of respondents used Avoskin products 1-2 times a week, totaling 91 respondents. Finally, all respondents understood the issue of environmentally friendly products and the variables in this study. This data shows that the research sample was dominated by young, educated consumers who actively use the product, making it suitable for analyzing the influence of environmental concern, environmental knowledge, and customer attitudes on green purchase intention.

**Table 1. Characteristics of Respondents**

Characteristics	Description	Frequency	Percentage
Gender	Male	22	18.3
	Female	98	81.7
Age	18-30	83	69.2
	31-40	28	23.3
	41-50	9	7.5
	51-60	0	0
Education level	High school	11	9.2
	Diploma	15	12.5
	Bachelor	78	65
	Master/Postgraduate	16	13.3
Frequency of use	Almost every day	17	14.2
	1-2 times a week	91	75.8
	Rarely	12	10

**Validity Test**

Figure 2 and Table 2 present the validity test results. All indicators of the variables had outer loading values > 0.7, indicating that all variables in this study were valid and could be used. This is in accordance with Ghozali (2021), who explained that outer loading must be > 0.7 for a variable to be valid and usable in a research model. Furthermore, all indicators in this study represented the measured variables well.



**Figure 2. Measurement Model**

**Table 2. Validity Test Results**

Indicator	Environmental Concern	Environmental Knowledge	Customer Attitude	Green Purchase Intention
EC1	0.865			
EC2	0.779			
EC3	0.740			
EK1		0.749		
EK2		0.740		
EK3		0.721		
EK4		0.738		
EK5		0.746		
EK6		0.774		
CA1			0.778	
CA2			0.756	
CA3			0.802	
CA4			0.752	
CA5			0.705	
CA6			0.713	
GPI1				0.791
GPI2				0.854
GPI3				0.790
GPI4				0.821

**Reliability Test**

Table 3 shows the reliability test results, where all variables in this study have Cronbach's alpha and composite reliability values >0.7. In accordance with Ghozali (2021), all the variables in this study were considered reliable. The research instruments were consistent and reliable in measuring the intended constructs. This means that respondents provided consistent answers to the same indicators, so the data collected were highly reliable.



**Table 3. Reliability Test Results**

Variable	Cronbach Alpha's	Composite Reliability	Average Variance Extracted
Environmental Concern	0.709	0.838	0.635
Environmental Knowledge	0.840	0.882	0.555
Customer Attitude	0.846	0.886	0.565
Green Purchase Intention	0.831	0.887	0.663

**Hypothesis Test**

Table 4 presents the hypothesis results. According to Ghazali (2021), a hypothesis is accepted if the P value is  $< 0.05$ . Based on the results of the hypothesis test, all hypotheses in this study were accepted because they had p-values  $> 0.05$ .

**Table 4. Hypothesis Test Results**

Variable	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Environmental Concern → Green Purchase Intention	0.275	0.273	0.110	2.499	0.012
Environmental Knowledge → Green Purchase Intention	0.484	0.479	0.108	4.468	0.000
Environmental Concern → Customer Attitude	0.318	0.313	0.088	3.597	0.000
Environmental Knowledge → Customer Attitude	0.555	0.555	0.080	6.978	0.000
Customer Attitude → Green Purchase Intention	0.426	0.425	0.137	3.107	0.002
Environmental Concern → Customer Attitude → Green Purchase Intention	0.135	0.135	0.064	2.121	0.034
Environmental Knowledge → Customer Attitude → Green Purchase Intention	0.236	0.235	0.081	2.933	0.003

**Discussion****The Effect of Environmental Concern on Green Purchase Intention**

The results of this study indicate that environmental concern has a positive effect on green purchase intention. This finding is based on TPB theory, which explains that environmental concern is an individual's belief and values regarding environmental issues that form a positive evaluation of environmentally friendly behavior (Ajzen, 1991). Consumers with high environmental concern usually engage in green purchasing behavior because it is considered ethical and responsible and contributes to environmental preservation (Ye, 2022). This perception forms the basis for green purchase intentions towards products that come from nature (Annisa & Jadmiko, 2023). The consistency of these findings is also supported by previous studies (Widiantari & Rachmawati, 2023). Swahastuti and Muna (2025) state that the higher the environmental concern, the stronger the consumers' green purchase intention. Vania and Ruslim (2023) emphasize that consumers who are aware of and concerned about environmental issues will have a strong green purchase intention because they are encouraged to use products that do not harm the environment. Thus, environmental concerns have been proven to have a positive effect on consumers' green purchase intentions.

**The Effect of Environmental Knowledge on Green Purchase Intention**

The results indicate that environmental knowledge positively affects green purchase intention. This hypothesis is based on KBV theory, which explains that environmental knowledge is a key resource that improves an individual's decision-making ability (Grant 1996). Consumers with a high level of environmental knowledge have better cognitive resources for understanding the attributes of environmentally friendly products. This

understanding enables consumers to evaluate products effectively and encourages green purchase intentions because the products are considered to provide sustainability benefits (Cooray et al., 2024). The findings of this study are consistent with those of previous studies (Furwati & Harsoyo, 2025; Kirana et al., 2025). Anugrah et al. (2025) explain that environmental knowledge is the basis of information that shapes decisions to purchase environmentally friendly products. The higher the consumers' environmental knowledge, the stronger their green purchase intentions (Simalango & Hasibuan, 2024). Thus, consumers' knowledge of environmental issues has been proven to increase their desire to purchase environmentally friendly products.

### **The Effect of Environmental Concern on Customer Attitude**

The results of this study indicate that environmental concerns positively affect customer attitudes. These results are based on the TPB, which explains that environmental concern forms the basis of individuals' beliefs and values for interpreting environmentally friendly behavior (Ajzen, 1991). Consumers with high environmental concerns are aware of the ecological impact of environmentally friendly products (Hossain et al., 2022). This awareness forms a positive evaluation of environmentally friendly products because they are considered to reduce environmental damage and contribute to sustainability, which ultimately shapes a positive customer attitude towards purchasing environmentally friendly products (Kim & Lee, 2023). These findings are consistent with those of previous studies (Anggraini et al., 2023; Moslehpour et al., 2023; Widyaningtyas & Praswati, 2025). Prakash et al. (2024) state that the higher the environmental concern of consumers, the stronger the customer attitude will be. Ogiemwonyi et al. (2023) confirmed that consumers with high environmental concerns have positive attitudes and participate in responsible purchasing and consumption. Thus, environmental concerns have been proven to have a positive effect on customer attitudes.

### **The Effect of Environmental Knowledge on Customer Attitude**

The results indicate that environmental knowledge has a positive effect on customer attitudes. These findings are consistent with KBV theory, which explains that environmental knowledge is a strategic resource that helps consumers process information about eco-friendly products (Grant, 1996). High environmental knowledge increases consumers' understanding of environmentally friendly products, including product attributes, benefits, and their impact on the environment in a more rational manner (Espinoza et al., 2025). This cognitive ability shapes consumers' positive assessments of environmentally friendly products, thereby increasing positive customer attitudes (Su & Li, 2024). These findings are consistent with previous studies (Simanjuntak et al., 2023; Putri & Putlia, 2025). According to Trang and Nguyen (2024), individuals with high environmental knowledge tend to develop positive attitudes because they understand the impact of environmental degradation and the importance of actions that support sustainability. Wall et al. (2021) add that environmental knowledge includes a comprehensive understanding of the efficacy and cost of environmentally friendly products, thereby influencing perceptions and shaping positive customer attitudes toward the adoption of environmentally friendly products. Thus, environmental knowledge has been proven to have a positive effect on customer attitudes.

### **The Effect of Customer Attitude on Green Purchase Intention**

The results of this study indicate a positive influence of customer attitude on green purchase intention. These results are based on TPB, which places customer attitude as an individual's evaluation of a behavior (Ajzen, 1991). Positive customer attitudes are formed by consumer perceptions, where environmentally friendly products are considered to meet functional needs and reduce the impact of environmental damage (Pandey & Yadav, 2023). Positive evaluations encourage consumer confidence and preference for environmentally friendly products, thereby increasing consumers' green purchase intentions (Ahmed et al., 2023). The consistency of this study's findings is in line with those of previous studies (Lestari et al., 2020; Sheraz et al., 2021; Bishowkarma & Lohala, 2024). Beatrice and Sidharta (2025)

state that positive customer attitudes increase green purchase intention. Oktavia et al. (2025) emphasize that customer attitudes become positive evaluations of environmentally friendly products that build trust, thereby increasing consumers' green purchase intention. Thus, customer attitudes positively affect green purchase intentions.

### **The Effect of Environmental Concern on Green Purchase Intention through Customer Attitude**

The results show that customer attitude mediates the positive influence of environmental concerns on purchase intentions. These results are based on the TPB, which explains that a person's intention to perform an action is influenced by a positive attitude toward that action, which is formed from positive evaluation and assessment (Ajzen, 1991). Environmental concerns encourage consumers to be aware of the negative impact of consumption on the environment, thereby avoiding the consumption of products that are harmful to the environment (Khan & Qureshi, 2025). This awareness requires consumers to thoroughly evaluate the products they use daily. This evaluation process results in a positive customer attitude because eco-friendly products are perceived to contribute significantly to environmental preservation (Dlamini & Mahowa, 2024). In a psychological context, customer attitude reflects consumer empathy towards environmentally friendly products as a form of ecological responsibility (Mihuț et al., 2025). Positive customer attitudes shape the assessment that buying environmentally friendly products can contribute to environmental preservation and fulfill environmental responsibilities, thereby increasing green purchase intention (Prastiwi et al., 2025) as a harmony between pro-environmental attitudes and behavior. These findings reinforce the belief that customer attitudes can mediate environmental concerns regarding green purchase intentions (Moslehpour et al., 2023). Riyanto and Pangaribuan (2025) confirmed that environmental concerns shape positive customer attitudes and ultimately increase consumers' green purchase intentions. Rahmawati and Setyawati (2023) also found that customer attitudes mediate environmental concerns regarding green purchase intentions.

### **The Effect of Environmental Knowledge on Green Purchase Intention through Customer Attitude**

The results of this study indicate that customer attitude mediates the positive influence of environmental knowledge on purchase intentions. These findings are based on KBV, which explains that environmental knowledge is a strategic asset that shapes understanding and helps consumers process information about eco-friendly products (Grant, 1996). Consumers with a high level of environmental knowledge have a better understanding of the quality of eco-friendly products (Kussudyarsana & Devi, 2020). This understanding shapes positive perceptions of environmentally friendly products, as they are considered beneficial for environmental preservation. Positive evaluations encourage the formation of positive customer attitudes towards purchasing environmentally friendly products (Trang & Nguyen, 2024). Furthermore, according to TPB, attitude is the main factor that shapes a person's intention (Ajzen, 1991). Customer attitude develops into a psychological aspect of consumer evaluation of external stimuli, such as functional, utilitarian, and hedonistic values perceived from a product (Alhamad et al., 2023). Positive evaluations reinforce positive customer attitudes, thereby increasing consumers' green purchase intentions (Yen & Hoang, 2023). Positive customer attitudes encourage green purchase intentions because environmentally friendly products are perceived to be beneficial to the environment (Kamalanon et al., 2022). The findings of this study are consistent with those of previous studies (Moslehpour et al., 2023; Simanjuntak et al., 2023). Rahayu et al. (2024) confirmed that customer attitude mediates the influence of environmental knowledge on green purchase intention. Thus, customer attitude plays a mediating role in the positive influence of environmental knowledge on green purchase intention.

## 5. Conclusion

This study aims to analyze the effect of environmental concern and environmental knowledge on green purchase intention through customer attitude as a mediating variable among consumers of Avoskin skin care and makeup products in Indonesia. Based on the results of this study, this objective was achieved, and all tested relationships could be explained empirically. This study found that environmental concern positively influences eco-friendly purchase intentions and customer attitudes. Environmental knowledge positively influences eco-friendly purchase intentions and customer attitudes. Customer attitude positively influences eco-friendly purchase intentions. Finally, customer attitude mediates the positive influence of environmental concern and environmental knowledge on eco-friendly purchase intention.

These findings confirm that eco-friendly purchasing intentions are shaped by cognitive and affective factors that shape how consumers understand, evaluate, and respond to environmentally friendly products. The role of customer attitudes as mediators demonstrates the psychological influence of increasing eco-friendly purchasing intentions. Theoretically, this study contributes to the literature on eco-friendly product purchasing behavior by using KBV and TPB theories.

In practical terms, this study provides knowledge to companies, especially Avoskin, on how to communicate the sustainability aspects of their products consistently and transparently, thereby increasing consumer confidence that purchasing these products contributes to environmental preservation. Furthermore, companies need to strengthen information and education regarding the attributes, benefits, and environmental impact of their products to provide consumers with knowledge. This effort is expected to increase consumers' green purchase intentions and potentially increase company loyalty and competitive advantage.

This study had several limitations. First, the sample size was relatively limited, focusing only on Avoskin skincare and makeup consumers in Indonesia; therefore, the generalization of the findings in different research contexts needs to be further examined. Second, this study only measured green purchase intention and did not observe the actual green purchasing behavior of consumers. Finally, the research model does not cover all potential factors that may influence green purchase intention. Therefore, future research should use a larger sample size, expand the brand or industry context, observe actual green purchasing behavior, and develop a research model by adding other variables such as environmental sensitivity, eco-literacy, and perceived green product quality (Chanda et al., 2024; Tan et al., 2025; Tiwari, 2023).

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