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Influence Of Green Marketing, Lifestyle, And Product Quality On Consumer Purchasing Decisions For Avoskin Skincare Products In Surabaya

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Abstract

This study focuses on how green marketing, lifestyle, and product quality affect purchasing decisions among Avoskin skincare consumers in Surabaya. A quantitative explanatory research approach was employed with 97 respondents selected through purposive sampling. Responses were collected using a Likert-scale questionnaire and processed through multiple linear regression in SPSS version 25. The simultaneous test produced an Fcount of 96.186, which exceeded the Ftable value of 2.70; therefore, Green Marketing (X1), Lifestyle (X2), and Product Quality (X3) jointly have a significant effect on Purchasing Decisions (Y). The partial tests, however, produced different outcomes. Green Marketing (X1) was not significant because its tcount of -0.314 was lower than the ttable value of 1.660. Lifestyle (X2) was significant with a tcount of 3,434, while Product Quality (X3) had the strongest effect with a tcount of 10,784. The R^2 value of 0.756 indicates that these three variables account for 75.6% of the variation in purchasing decisions, whereas 24.4% is associated with factors outside the research model.

Keywords: green marketing, lifestyle, product quality, purchasing decisions.

INTRODUCTION

In recent years, the cosmetics and skincare market in Indonesia has grown along with changing consumer habits, technological advances, and increased attention to self-care. This market expansion has also intensified competition between brands. Consumers no longer judge products solely on their basic functions, but also consider

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the brand's values, image, and the company's social and environmental impact. Skincare, in particular, has become increasingly integral to the daily lives of younger generations and urbanites. The advent of social media has made product selection more accessible; consumers can compare various options, read other users' experiences, and then match them to their skin conditions and self-image. This shift in how consumers choose products is driving companies to continually adapt their products and marketing strategies to the fast-paced market.

For Avoskin, environmental awareness extends beyond promotional messages. This commitment is manifested in its production process, use of recyclable packaging, recycling programs, and educational activities on environmental preservation. These practices help shape Avoskin's character as a local skincare product that addresses sustainability issues while maintaining its competitiveness. From a consumer perspective, brand image is built not only through corporate communications but also through Avoskin's ability to adapt to changing market behavior and deliver a user experience that meets expectations.

Avoskin was chosen as the research object due to its brand identity, which is closely linked to natural ingredients, sustainability, and green marketing. While an eco-friendly identity can strengthen a brand's image, it doesn't necessarily carry the same weight for every consumer when making a purchasing decision. At the same time, competitive dynamics require Avoskin to continually update its products and marketing strategies to survive. Therefore, this research aims to explore the considerations that truly influence Avoskin purchases, including the extent to which green marketing plays a role in consumers' decisions.

Green marketing has become increasingly important as consumer concern for environmental issues increases. Evaluation of beauty products now focuses not only on after-use benefits, but also on ingredients, packaging, production processes, and the company's environmental impact management. The American Marketing Association (AMA) defines green marketing as the marketing of products deemed environmentally safe. Pertiwi and Sulistyowati (2021) provide a broader scope, including marketing mix planning and implementation, including production, distribution, marketing, packaging, and product reclamation. With this scope, green marketing cannot be narrowed down to merely environmental themes in advertising. Product changes, production process improvements, packaging adjustments, and reductions in activities that potentially damage the environment are also included. The growing interest in natural ingredients,

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cruelty-free products, and recycled packaging demonstrates that some consumers consider social and environmental considerations when choosing products.

Consumption patterns are inseparable from how a person lives their daily life. How they use their time and money, prioritize activities, and viewpoints can create different purchasing habits among consumers. Priansa, in Oktavia and Harahap (2021:138), explains lifestyle through activities, interests, and perspectives. Among young consumers and urban communities, this connection is evident when choosing skincare. Self-care routines, a focus on healthy living, and a tendency toward eco-conscious living mean that cosmetic results are no longer the sole consideration; the product's suitability to life values is also assessed. This pattern is increasingly evident in large cities like Surabaya, as skincare has become an integral part of modern self-care routines.

Avoskin's green and clean beauty concept is evident in its use of natural ingredients, its no-animal testing policy, and its choice of recyclable packaging. These characteristics resonate with the lifestyles of young consumers who want to maintain skin care without completely abandoning environmental concerns. Brand communications, including self-love and sustainability campaigns, reinforce this affinity. Thus, Avoskin is positioned not only as a beauty product but also as a brand striving to be present in the growing eco-conscious lifestyle among young consumers.

Quality is becoming an increasingly important factor as skincare choices on the market continue to expand. Consumers aren't satisfied with just brand claims of benefits; ingredient safety, comfort, skin compatibility, and post-use results all contribute to their assessments. A product's experience, meeting expectations, can foster trust and ultimately drive loyalty and repeat purchases. In a crowded marketplace, quality ultimately becomes the key differentiator most closely tied to the consumer's actual experience. Kotler & Armstrong (2020:239) define product quality as "the characteristics of a product or service that influence its ability to satisfy stated or implied customer needs."

PT Avo Innovation Technology needs to maintain Avoskin's quality because the brand's position, both in the local and international markets, depends on the product's ability to meet consumer expectations. The identity of natural ingredients and sustainability does not diminish the demand for product safety and effectiveness. Innovation therefore needs to go hand in hand with maintaining quality, especially as skincare consumers are increasingly critical of safety and results. Perceptions of quality are also formed from a number of factors, such as formulation, comfort of use, the

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experiences of other users, and brand image. Green marketing and compatibility with lifestyles may attract attention in the initial stages, but the product's ability to meet needs remains a crucial basis when making purchasing decisions. These considerations are the reason product quality is positioned as one of the research's primary variables.

Various consumer considerations ultimately lead to the decision to purchase or not purchase a product. Kotler and Armstrong, in Yenni Arfah (2022:2), state, "Consumer buyer behavior refers to the buying behavior of final consumers—individuals and households that buy goods and services for personal consumption." This definition places purchasing decisions as part of the behavior of final consumers, both individuals and households, when goods or services are obtained for personal consumption.

Young consumers in big cities like Surabaya generally consider several factors before purchasing skincare. While product function and quality remain important, brand image, sustainability, and compatibility with lifestyle habits can also influence their choices. Consumers, for example, can assess the effectiveness of skincare while also examining the brand's stance on environmental issues. Therefore, the decision to purchase Avoskin is best understood as the result of a combination of these factors rather than a single factor. Post-use experiences also play a role, as satisfaction can lead to repeat purchases, loyalty, and recommendations. These experiences can ultimately strengthen Avoskin's image and position in the market.

The three variables in this study were chosen because they operate at different points in the purchasing process. Green marketing can influence how consumers perceive a brand, lifestyle relates to the product's suitability for everyday life, and product quality directly impacts the experience after use. Amidst the intense skincare market competition, companies need to understand which values consumers truly prioritize. Avoskin has promoted an environmentally friendly message while continuously developing products to meet market needs, but the strength of each factor is not necessarily the same when tested partially or simultaneously on Surabaya consumers. Therefore, the influence of green marketing, lifestyle, and product quality on Avoskin skincare purchasing decisions in Surabaya was examined in this study.

METHODS

A quantitative approach with explanatory research was used in this study because the primary data came from questionnaire responses in the form of numbers that were processed statistically. In this study, the population includes all subjects or objects that have certain characteristics as determined by the researcher before

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conclusions are drawn. Purposive sampling was used because experience with Avoskin is an important requirement for respondents. Product purchase and usage history varies across population members, so certain characteristics need to be used as a basis for selection. Through this method, data is expected to truly come from consumers who are familiar with and have used the product being studied. First, domicile in the city of Surabaya, second, age between 17-30 years, and finally, have used Avoskin skincare products.

The calculation results determined a minimum requirement of 96 respondents. This number met the calculation at a 95% confidence level with a 10% margin of error and was still within reach based on the research criteria. The sample obtained was expected to reflect consumer behavior and perceptions regarding factors related to Avoskin skincare purchasing interest in Surabaya. After data collection, the data were analyzed using multiple linear regression.

Data collection techniques through stages, the first Direct observation of behavior, activities, or phenomena related to the research object is carried out through observation, then documentation helps complete the survey results and becomes material for checking information so that the picture of the research object does not only rely on one source and questionnaire questionnaire Weight is given to each alternative Likert scale answer so that the level of respondent agreement can be translated into measurable data. The score helps show the tendency of answers while facilitating statistical processing in the next stage.

Primary sources can provide information through questionnaires or interviews. In this study, primary data came from consumers residing in Surabaya who had purchased Avoskin skincare and completed an online questionnaire. Questionnaires were structured based on green marketing indicators, lifestyle, product quality, and purchasing decisions.

Pre-existing information not obtained directly from respondents is categorized as secondary data. Sources can include books, journals, articles, documentation, websites, notes, archives, or reports related to the research. In this study, secondary data was primarily used to obtain information regarding the Avoskin company profile. This information complements and strengthens the discussion when analyzing the research results.

SPSS (Statistical Package for the Social Sciences) is used to process quantitative research data. Its use involves several stages, from validity and reliability testing, regression and correlation analysis, to checking classical assumptions.

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RESULT

Validity Test

Table 1. Validity Test Results (x_1)

Statement Items	rCount	rTable	Information
X1.1	0.660	0.197	VALID
X1.2	0.696	0.197	VALID
X1.3	0.567	0.197	VALID
X1.4	0.551	0.197	VALID
X1.5	0.651	0.197	VALID
X1.6	0.629	0.197	VALID
X1.7	0.522	0.197	VALID
X1.8	0.671	0.197	VALID

Source: SPSS 25 Data Processing Results, 2025

All items X1.1 to X1.8 in the Green Marketing variable (X1) obtained a calculated r greater than the rtable. Thus, the eight items met the validity criteria and were continued to be used in further analysis. No Green Marketing statements needed to be removed from the research instrument.

Table 2. Validity Test Results (X2)

Statement Items	r_{Count}	r_{Table}	Information
X2.1	0.695	0.197	VALID
X2.2	0.641	0.197	VALID
X2.3	0.562	0.197	VALID
X2.4	0.694	0.197	VALID
X2.5	0.655	0.197	VALID
X2.6	0.696	0.197	VALID

Source: Data Processed by SPSS 25, 2025

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The calculated r value for all Lifestyle items (X2), from X2.1 to X2.6, is above the r table of 0.197. Because all items meet the criteria, the Lifestyle variable is declared to have six valid items and all of them are still used in subsequent data processing.

Table 3. Validity Test Results (X3)

Statement Items	rCount	rTable	Information
X3.1	0.780	0.197	VALID
X3.2	0.719	0.197	VALID
X3.3	0.711	0.197	VALID
X3.4	0.61	0.197	VALID
X3.5	0.686	0.197	VALID
X3.6	0.644	0.197	VALID
X3.7	0.658	0.197	VALID
X3.8	0.677	0.197	VALID

Source: Data Processed by SPSS 25, 2025

Eight Product Quality items (X3), namely X3.1 to X3.8, all have a calculated r higher than the rtable of 0.197. These results indicate that each item meets the validity requirements and no items should be removed from the analysis process.

Table 4. Validity Test Results (Y)

Statement Items	rCount	rTable	Information
Y.1	0.445	0.197	VALID
Y.2	0.719	0.197	VALID
Y.3	0.430	0.197	VALID
Y.4	0.744	0.197	VALID
Y.5	0.778	0.197	VALID
Y.6	0.759	0.197	VALID
Y.7	0.704	0.197	VALID
Y.8	0.733	0.197	VALID

Source: Data Processed by SPSS 25, 2025

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All items Y1 to Y8 in the Purchase Decision variable (Y) produced an r count that exceeded the r table of 0.197. Therefore, the eight statements were declared valid and were still used in subsequent testing.

Reliability Test

Table 5. Results of Instrument Reliability Test

No.	Variables	Cronbach's Alpha		Information
		Count	Standard	
1.	Purchase Decision (Y)	0.816	0.600	Reliable
2.	Green Marketing (X1)	0.765	0.600	Reliable
3.	Lifestyle (X2)	0.718	0.600	Reliable
4.	Product Quality (X3)	0.838	0.600	Reliable

Source: Data Processed by SPSS 25, 2025

Cronbach's Alpha yielded values of 0.816 for Green Marketing, 0.765 for Lifestyle, 0.902 for Product Quality, and 0.904 for Purchasing Decision. All values were above the reliability limits used. This indicates that the instruments for all four variables have adequate consistency, and the responses within each item group are stable enough for further analysis.

Normality Test

Based on the reservation medium used, the majority of respondents made room reservations through the Online Travel Agent (OTA) Traveloka, namely 71 respondents (44.4%). Furthermore, 42 respondents (26.3%) used Agoda, 19 respondents (11.9%) used Booking.com, 15 respondents (9.4%) used Tiket.com, while 13 respondents (8.1%) made reservations directly through the hotel's official website.

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Table 6. One-Sample Kolmogorov-Smirov Test.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		97
Normal Parameters[a,b]	Mean	.0000000
	Standard Deviation	2.09638959
Most Extreme Differences	Absolute	.074
	Positive	.074
	Negative	-.068
Test Statistics		.074
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Results of SPSS 25 data processing, 2025

The One-Sample Kolmogorov-Smirnov test yielded an Asymp. Sig. of 0.200. The residuals in the research model were declared normally distributed because their values were higher than 0.05.

Multicollinearity Test

Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Colinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	.097	3.053		.032	.975		
Green Marketing	-.020	.063	-.016	-.314	.754	.995	1.005
Gaya Hidup	.333	.097	.226	3.434	.001	.605	1.653
Kualitas Produk	.758	.070	.710	10.784	.000	.604	1.665

Figure 1. Multicollinearity Test
Source: Data Processed by SPSS 25, 2025

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The VIF value for each variable is below 10, while Tolerance Green Marketing (X1), Lifestyle (X2), and Product Quality (X3) all exceed 0.1. Based on these criteria, no multicollinearity problems were found between the independent variables in the model.

Heteroscedasticity Test

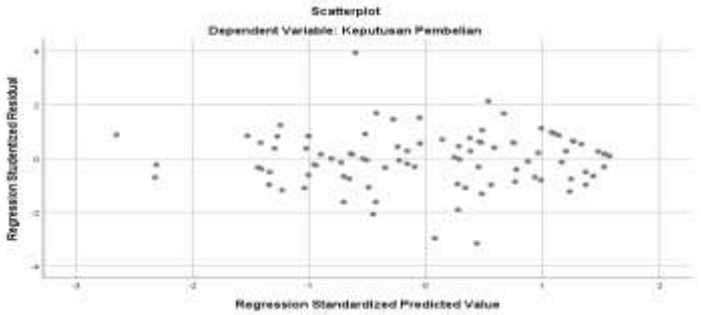


Figure 2. Scatterplot
Source: SPSS 25 Data Processing Results, 2025

The points on the scatterplot are spread above and below 0 without forming any particular pattern. This distribution indicates that the model does not exhibit heteroscedasticity.

F test

Table 7 F Test

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1309,084	3	436,361	96,186	.000 [b]
	Residual	421,906	93	4,537		
	Total	1730,990	96			

a. Dependent Variable: Purchasing Decision
b. Predictors: (Constant), Product Quality, Green Marketing, Lifestyle

Source: SPSS 25 Data Processing Results, 2025

Table 7 shows an F-count of 96.186 with a significance level of 0.000, while the F-table is 2.70. The F-count is greater than the F-table and the significance level is below

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0.05, indicating that Green Marketing, Lifestyle, and Product Quality simultaneously influence Purchasing Decisions.

t-test

Table 8. t-test

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.097	3,053		.032	.975
	Green Marketing	-.020	.063	-.016	-.314	.754
	Lifestyle	.333	.097	.226	3,434	.001
	Product Quality	.758	.070	.710	10,784	.000

Source: SPSS 25 Data Processing Results, 2025

The results in Table 8. can be explained that Green Marketing (X1) has a coefficient (β1) = -0.020 > 0 with t count (-0.314) > t table (1.661) and significance (0.000) < α (0.05). Referring to the test results, green marketing is stated to have no positive and insignificant influence on purchasing decisions. Then Lifestyle (X2) obtained a coefficient of 0.333, t count 3.434, and significance 0.000. These figures show that Lifestyle has a positive and significant influence on Purchasing Decisions. And Product Quality (X3) recorded a coefficient of 0.758 with t count 10.748 and significance 0.000. These results show that Product Quality has a positive and significant influence on Purchasing Decisions.

DISCUSSION

The Influence of Green Marketing on Purchasing Decisions

The Green Marketing (X1) regression results show a coefficient of -0.020 with a t-count of -0.314, indicating that this variable does not significantly influence Avoskin purchasing decisions. This means that environmentally friendly messages and practices are not yet the primary factors for respondents when making purchases. Consumers appear to consider other factors with directly perceived benefits when choosing skincare.

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These results align with research by Aditya Hermawan et al. (2023), which also found that green marketing had no significant effect on purchasing decisions. This similarity demonstrates that concern for environmental issues doesn't necessarily translate directly into purchasing behavior. Consumers may perceive environmental issues as important, but their final decision may still be based on perceived personal benefits or needs.

The Influence of Lifestyle on Purchasing Decisions

Lifestyle (X2) produces a regression coefficient of 0.333 with a t count of 3.434 > t table 1.660 and a significance of 0.000 < α 0.05. This figure proves a positive and significant influence on Avoskin Purchasing Decisions. In skincare products, consumer choices can be formed from self-care routines, attention to appearance, product usage habits, and the tendency to follow beauty trends. Products that match daily patterns have a greater chance of being chosen.

The results for the lifestyle variable align with Khairun Nisa's (2023) study, "The Influence of Lifestyle on Skintific Skincare Purchasing Decisions." The study found that lifestyle influences Skintific skincare purchasing decisions. This similarity in findings confirms that daily activities, interests, and habits can influence consumer choices regarding skincare products.

The Influence of Product Quality on Purchasing Decisions

Product Quality (X3) produces a regression coefficient of 0.758 with t count 10.784 > t table 1.660 and significance 0.000 < α 0.05. These results prove that Product Quality has a positive and significant effect on Avoskin Purchasing Decisions. Consumers can assess the quality of the content, safety, comfort, benefits, and effectiveness after use. because skincare is used directly on the skin Consumer trust is more easily formed and the opportunity for repeat purchases also increases. when quality is able to meet skin needs.

These results align with the research of Ade Dhitta Vianda, Siti Maimunah, Chalirafi, and Khairina Abdurrahman (2025) entitled "The Influence of Green Marketing, Product Quality, and Consumer Trust on Purchasing Decisions of Scarlett Skincare Products among Students of the Faculty of Economics and Business, Malikussaleh University." The study also found a positive and significant influence of product quality on purchasing decisions. The similarity of the results shows that quality remains an important basis when consumers choose skincare.

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The Influence of Green Marketing, Lifestyle and Product Quality on Purchasing Decisions

Simultaneous testing obtained F count 96.186 > F table 2.70 with a significance of 0.000 < 0.05. These results mean that Green Marketing, Lifestyle, and Product Quality together have a positive and significant influence on Avoskin skincare purchasing decisions in Surabaya City. Although Green Marketing is not significant when tested alone, this variable remains part of the overall model that is significant along with Lifestyle and Product Quality. This indicates that purchasing decisions are formed through several considerations working simultaneously.

The R Square of 0.756 shows that Green Marketing, Lifestyle, and Product Quality are able to explain 75.6% of the variation in Avoskin skincare purchasing decisions in Surabaya. The remaining 24.4% is related to factors outside the study, such as price, promotion, brand image, consumer trust, and other factors. The large proportion shows that the three variables in the model have a significant contribution when tested simultaneously. Consumer purchasing decisions remain related to a combination of marketing considerations, lifestyle, and product quality when all three are viewed in one model.

CONCLUSION

The conclusion of this study is that green marketing has not been proven to be a factor influencing Avoskin skincare purchasing decisions in Surabaya. The implementation of environmentally friendly marketing has been carried out, but respondents have not placed it as a primary consideration when purchasing, so decisions are likely driven more by other factors. Avoskin skincare purchasing decisions in Surabaya have been shown to be influenced by lifestyle. When a product is in line with consumers' habits, interests, and daily patterns, the chances of the product being chosen are greater. Product quality has been shown to influence Avoskin skincare purchasing decisions in Surabaya. Quality is an important consideration for respondents and the tendency to buy increases as the quality they perceive improves. Simultaneous testing shows that green marketing, lifestyle, and product quality together influence Avoskin skincare purchasing decisions in Surabaya. The correlation coefficient (R) value of 0.870 shows a positive relationship between Green Marketing (X1), Lifestyle (X2), and Product Quality (X3) with Purchasing Decisions (Y), with a relationship closeness level of 87.0%.

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Future research could expand the model by adding other factors that may be related to purchasing decisions, such as price, promotion, brand image, influencers, or consumer trust. Research variations could also be achieved by using different regions or objects and applying different analytical methods, resulting in a more diverse picture of consumer behavior.

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