THE IMPACT OF BRAND AWARENESS AND PERCEIVED QUALITY ON GREEN COSMETICS PURCHASE INTENTION IN MANADO

DAMPAK KESADARAN MEREK DAN PERSEPSI KUALITAS TERHADAP NIAT BELI KOSMETIK HIJAU DI MANADO

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Abstract: This study examines the relationship between brand awareness and perceived quality on purchase intention among users of green cosmetics. Using a quantitative approach, data was collected through questionnaires and observations. The research instruments were tested for validity and reliability. Multiple linear regression, hypothesis testing, and classical assumptions were applied to analyze the data. The results show that brand awareness has a positive and significant effect on purchase intention. Additionally, perceived quality also has a positive and significant effect on purchase intention. Furthermore, the simultaneous effect of brand awareness and perceived quality on purchase intention is also significant. The study concludes that brand awareness and perceived quality simultaneously influence purchase intention among users of green cosmetics. It is recommended that green cosmetics companies focus on increasing brand awareness and perceived quality to increase purchase intention among their target audience.

Keyword: Green Cosmetics, Brand Awareness, Perceived Quality, Purchase Intention.

Abstrak: Penelitian ini mengkaji hubungan antara kesadaran merek dan kualitas yang dirasakan terhadap niat beli pada pengguna kosmetik hijau. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan melalui kuesioner dan observasi. Instrumen penelitian diuji validitas dan reliabilitasnya. Regresi linier berganda, pengujian hipotesis, dan asumsi klasik diterapkan untuk menganalisis data. Hasil penelitian menunjukkan bahwa kesadaran merek berpengaruh positif dan signifikan terhadap niat beli. Selain itu, kualitas yang dirasakan juga berpengaruh positif dan signifikan terhadap niat beli. Lebih lanjut, pengaruh kesadaran merek dan kualitas yang dirasakan secara simultan terhadap niat beli juga signifikan. Penelitian ini menyimpulkan bahwa kesadaran merek dan kualitas yang dirasakan secara simultan memengaruhi niat beli pada pengguna kosmetik hijau. Disarankan agar perusahaan kosmetik hijau fokus pada peningkatan kesadaran merek dan kualitas yang dirasakan untuk meningkatkan niat beli di antara target audiens mereka.

Kata kunci: *Kosmetik Hijau, Kesadaran Merek, Persepsi Kualitas, Niat Pembelian*

INTRODUCTION

Research Background

In the era of global warming and public awareness of the importance of preserving the environment, companies must begin to adapt to the trend of increasing concern for the environment. One of the strategies used by companies to increase awareness and concern for the environment is through green marketing. Green Marketing is a business practice that promotes products or services with a focus on environmental sustainability and human health (Hendra et al., 2023). Many companies have realized the importance of green marketing in increasing awareness and concern for the environment, as well as increasing business profits

In recent years, green marketing has become an increasingly popular trend among consumers. Consumers are increasingly choosing environmentally friendly products and participating in the green movement. Companies that do not participate in the green movement may experience decreased sales and a poor reputation. Therefore, companies must start to adapt to this trend and integrate green marketing into their marketing strategy. Green

marketing does not only focus on environmentally friendly products, but also includes the production, distribution and promotion processes of products. Companies must ensure that all these processes do not have a negative impact on the environment. Green marketing can also help companies improve brand image and consumer trust in the brand.

Currently, environmental problems that are indirectly caused by economic activities are increasing public awareness of environmental protection. One phenomenon that shows this is the presence of environmentally friendly products. In Indonesia, this environmentally friendly product is still relatively unknown among consumers. Products marketed as green are created in an environmentally friendly manner. Green products usually contain vegan, hormone-free ingredients and are not usually tested on animals. Many green products also use recycled or biodegradable packaging (Patsnap, 2022). Green cosmetics avoiding the use of synthetic chemicals that can be harmful with long term use. Many people who are already very sensitive, or know the product they are interested in.

Indonesia has a variety of foreign and local greens cosmetic brands that work together with chemical cosmetics, such as Esqa, true to skin, Looke, BLP and somethinc. Marketing of Green cosmetics has not yet reached sufficient numbers. The low market value of this cosmetic product in Indonesia is caused by the low awareness of the Indonesian people regarding the use of environmentally friendly cosmetics. The relatively low awareness of Indonesian consumers towards this product also has an impact on consumers low knowledge of environmentally friendly cosmetics, so they continue to use cosmetics that are not environmentally friendly.

In the cosmetics industry, it is very important because cosmetic products are used by consumers to improve the appearance and health of the skin. Cosmetic products that are not good can cause negative effects on the skin, such as irritation, allergies, etc. However, in recent years, there have been several cases of cosmetic products that are not of good quality and cause negative effects on consumers. These cases may involve unsafe products, ineffective products, or products that have dangerous side effects. In some cases, cosmetic products that are not of good quality can cause consumers to lose trust in the company and increase legal risks.

Perceived quality is a measure for consumers in choosing products, because quality of a products have more value in the eyes of consumers. The low level of awareness of Indonesian consumers regarding these products causes a lack of consumer understanding regarding environmentally friendly cosmetics, which in turn results in the large use of cosmetics that do not support environmental sustainability (Febrya, 2016). Perceived quality is a crucial factor in determining the purchasing intention of consumers towards green cosmetic products. The increasing awareness of environmental issues and the growing demand for sustainable products have led to the development of green cosmetic products that are free from harsh chemicals and are more environmentally friendly. However, the perceived quality of these products is a significant concern for consumers, as they seek to ensure that the products they use are safe and effective. in the context of green cosmetic products, perceived quality is particularly important because these products are often perceived as being more natural and less processed than conventional cosmetic products. This perception can lead to a higher level of trust and satisfaction among consumers, which can in turn drive sales and loyalty.

In some cases, cosmetic companies that develop environmentally friendly cosmetic products do not have sufficient awareness of the importance of brand awareness in increasing public awareness and participation in environmental conservation. Brand awareness is a concept related to consumer awareness of an environmentally friendly brand or product. Consumer awareness of an environmentally friendly brand or product can increase public awareness and participation in environmental conservation. because it can influence consumer purchasing decisions. In the context of green products, brand awareness can influence consumer purchasing decisions to choose green products that are more environmentally friendly and not harmful to health. Therefore, this study aims to investigate the impact of perceived quality on the purchasing intention of green cosmetic products. Specifically, it seeks to examine the relationship between brand awareness and perceived quality towards green cosmetic products, as well as the role of perceived quality in shaping consumer purchasing intention

Research Objectives
1. To examine the effect of Brand awareness and Perceived Quality on Purchase intention of green cosmetics in Manado.
2. To analyze the influence of Brand awareness on Purchase intention of Green cosmetics in Manado.
3. To analyze the influence of Perceived quality on Purchase intention of Green cosmetics in Manado.

LITERATURE REVIEW

Green Marketing

Green marketing involves aligning marketing strategies with environmental considerations, emphasizing the reduction of waste materials and energy use. This approach ensures the development of environmentally conscious products, promotions, pricing, and distribution channels (Wolok, 2019).

Purchase Intention

According to Kotler and Keller (2009), Purchase intention or buying interest is consumer behavior that appears as a response to objects that indicate the customer's desire to make a purchase.

Brand Awareness

Brand awareness results in the customer's nature to know the brand in different things, for example by understanding the label effort or ability to remember (Kotler and Keller, 2009). Brand awareness measures how many consumers in a market can recognize or remember the existence of a brand in a particular category. The more a consumer recognizes a brand, the easier it becomes to make purchasing decisions.

Perceived Quality

Kotler and Keller (2009) modeled perceived quality as the totality of product features and characteristics which depend on its ability to satisfy consumer needs. Perceived quality is the customer's perception of the overall quality or superiority of a product or service. Factors that influence perceptions of quality include regional service capabilities (service ability), completeness of destinations and product offerings, bureaucratic and public service performance, competence and speed of service personnel, and so on.

Empirical Studies

Echchad and Ghaith (2022) aimed to study the purchasing intention of green cosmetics in the case of female student consumers in Hungary. The paper extended the theory of planned behavior by including perceived quality and environmental concern as factors that influence the attitude of consumers towards green cosmetics. This research also takes into consideration the effect of subjective norms on the purchasing intention of green cosmetics. The study employed a quantitative study conducted in Hungary in December 2021 (n = 200). The data was analyzed using PLS-SEM to assess the proposed hypotheses. The results of the study were in line with the literature, with perceived quality and environmental concern having a positive influence over the attitude towards green cosmetics. Attitude and subjective norm also had a significant influence on the purchasing intention of green cosmetics.

Lee, Goh and Noor (2019) examined the factors which will contribute to consumers' purchase intention on skin care products. Four factors, namely, brand awareness, brand association, perceived quality and brand loyalty, were included in this study. In total, 150 sets of self-administered questionnaires were distributed to students in a local private university in Melaka. Convenience sampling was used and data collected were analysed using SmartPLS to perform the measurement model and structural model. Findings have showed that there are positive relationships between brand awareness, brand association, perceived quality and brand loyalty and consumers' purchase intention towards skin care products. Furthermore, it is concluded that perceived quality is the most significant factor in influencing consumers' purchase intention.

Lestari, Nengsih and Sudharyati (2023) determine and analyze the effect of green products and halal labels on interest in buying kedas beauty products in the Muslim community of Jambi City. The number of samples in this study were 97 people using a non-probability sampling technique, namely purposive sampling. Collecting data through the distribution of questionnaires, observations, interviews and documentation. The results showed that there was a positive and significant influence between green products and buying interest on interest in buying kedas beauty products.

Research Hypothesis

H1: Brand Awareness and Perceived Quality influence Purchase Intention simultaneously.
H2: Brand awareness influence Purchase intention.
H3: Perceived quality influence Purchase intention.

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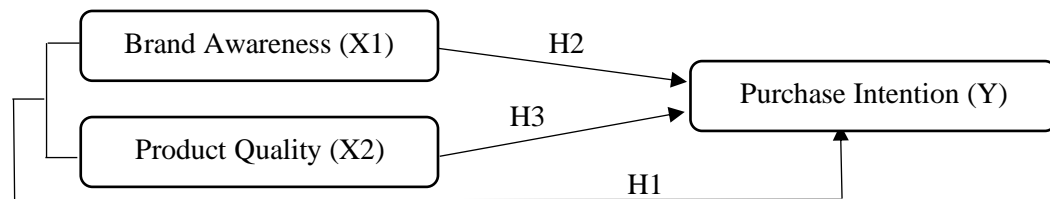
Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review

RESEARCH METHOD

Research Approach

This study requires quantitative research methods, especially with a survey approach. The survey approach involves collecting data through questionnaires distributed to respondents. The collected data will then undergo analysis to ascertain the relationship between variables and draw conclusions about the wider population using a representative sample data.

Population, Sample, and Sampling Technique

In the context of this study, the researcher found that the population that met the criteria was the entire population of Manado City. However, the number of this population is not yet known for certain. Therefore, the researcher used the Lemeshow formula to calculate the required sample size. Based on the calculation, the required sample size is 106 people. The sample selection method used in this study was a convenience sampling technique

Data Collection Method

In this study, data were collected through distributing questionnaires to green cosmetic users in Manado. The survey will include questions related to brand awareness, perceived quality, and purchase intention. The questionnaire was designed to transform the required information into a specific set of questions. researchers also use multiple linear regression analysis when they aim to predict the variation of the dependent variable in response to changes in two or more independent variables that act as predictor factors, with fluctuations in their values. being manipulated.

Operational Definition and Measurement of Research Variable
Table 1. Operational Definition and Indicators of Research Variable

Variable	Definition	Indicator
Brand Awareness (X1)	Brand awareness is the ease with which consumers recognize and remember a brand in sufficient detail which leads to purchasing decisions	Familiar, Recognized, Recognition, Recall, Heard. (Ladha, 2007)
Perceived Quality (X2)	Perceived quality is the customer's perception of the overall quality or superiority of a product or service compared to alternatives and predetermined goals	High quality, superior product, very good quality. (Konuk, 2018)
Purchase Intention (Y)	Purchase intention is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product	Transactional interest, referential interest, preferential interest, and exploratory interest. (Ferdinand, 2006)

The measurement scale used in this study to understand the respondents' attitudes towards statements or questions in the questionnaire is the Likert scale. This scale has 7 points and is considered to measure the degree of agreement.

Testing of Research Instruments

A validity test is used to measure whether the questionnaire is valid or not. A questionnaire is considered valid if the questions can reveal something that will be measured by the questionnaire. The validity test is done by comparing the value of r count and r table for degree of freedom (df) = n – 2; n is the number of samples. If r count > r table and has a positive value, the indicator is valid. Conversely, if r count < r table, it means the indicator is invalid.

Reliability refers to the accuracy and precision of a measurement procedure, indicating its consistency in producing reliable results. Cronbach's Alpha value is used to assess this consistency. The following are the criteria for interpreting the correlation values obtained from Cronbach's Alpha in the reliability statistics; if a value greater than 0.60 is considered reliable, while if a value less than 0.60 is considered less reliable. A hypothesis is a provisional response to the research problem, wherein the research problem is expressed in the form of questioning sentences. Hypothesis testing is a crucial research technique that enables researchers to validate or invalidate previously formulated hypotheses and suppositions. It also helps in determining the extent to which the impact of the independent variable elucidates the dependent variable.

Classical Assumption Test
Normality Test

The normality test aims to determine whether there are confounding variables or residuals that have a normal distribution in the regression model. To continue the research, the results of the normality test must reach a significance level of 5% or 0.05. If the significance level is > 0.05, then the data can be considered to follow a normal distribution.

Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between independent variables. To determine the presence of multicollinearity symptoms in a regression model, evaluation is usually carried out through measures such as tolerance values and variance inflation factors (VIF). If the tolerance value is > 0.1 and the VIF value is < 10, then multicollinearity does not occur.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is inequality in the residual variance from one observation to another. A good regression model shows homoscedasticity, which is the same residual variance across observations. In this study, the presence or absence of heteroscedasticity can be detected at a significance level of 5% or 0.05. If the significance value is > 0.05, then there is no indication of heteroscedasticity. If the significance value is <0.05, then it indicates the presence of heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis explores the linear relationship between two or more independent variables and the dependent variable (Y). This analysis aims to determine the direction of the relationship between the independent variables and the dependent variable, and to show whether each independent variable has a positive or negative effect. In this study, multiple regression analysis is used because this study involves two independent variables. The regression equation in this study is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + bnXn$$

Y   : Purchase Intention
a   : Constant, the value of a indicates the value of Y when X = 0.
X1   : Brand awareness
X2   : Perceived quality
$b_1 b_2 b_3$: Regression coefficients of each independent variables
bnXn   : The regression coefficient (b) for the nth independent variable (Xn)

Hypothesis Testing
F-Test (Simultaneously Test)

The F test (F Test) is a statistic used to test whether independent variables jointly influence the dependent variable. The purpose of the F Test is to determine the effect of all independent variables together on the dependent variable. The significance level used in the F Test is 0.5 or 5%. If the significant value of F is less than 0.05, then it can be concluded that the independent variable simultaneously influences the dependent variable, whereas if

the significant value of F is greater than 0.05, then there is no significant influence of the independent variable on the dependent variable,

T-Test (Partially Test)

The T test is used to find out whether each independent variable has an influence on the dependent variable. Researchers must decide whether to use one-sided or two-sided testing. If the calculated t value is greater than the critical t value, then the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted, which means the independent variable has a significant influence on the dependent variable. Conversely, if the calculated t value is less than the critical t value, then the null hypothesis (H0) is accepted and the alternative hypothesis (Ha) is rejected, which means the independent variable does not have a significant influence on the dependent variable.

RESULT AND DISCUSSION

Result
Validity and Reliability Test
Tabel 3. Validity Test Result

Variable	Indicator	R-Count	R-Table	Sig. Value	Result
Brand Awareness (X1)	X1.1	0.719	0.1909	0.01	Valid
	X1.2	0.789	0.1909	0.01	Valid
	X1.3	0.775	0.1909	0.01	Valid
	X1.4	0.848	0.1909	0.01	Valid
	X1.5	0.812	0.1909	0.01	Valid
	X1.6	0.833	0.1909	0.01	Valid
	X1.7	0.724	0.1909	0.01	Valid
	X1.8	0.634	0.1909	0.01	Valid
	X1.9	0.670	0.1909	0.01	Valid
	X1.10	0.680	0.1909	0.01	Valid
Perceived Quality (X2)	X2.1	0.822	0.1909	0.01	Valid
	X2.2	0.823	0.1909	0.01	Valid
	X2.3	0.858	0.1909	0.01	Valid
	X2.4	0.843	0.1909	0.01	Valid
	X2.5	0.797	0.1909	0.01	Valid
Purchase Intention (Y)	Y.1	0.914	0.1909	0.01	Valid
	Y.2	0.910	0.1909	0.01	Valid
	Y.3	0.835	0.1909	0.01	Valid
	Y.4	0.843	0.1909	0.01	Valid

Sources: Data Processed using SPSS 29 (2024)

Based on the validity test calculations, it was determined that all indicator questions within each set of independent and dependent variables, including Brand awareness (X1), Perceived quality (X2), and Purchase Intention (Y), are considered valid. This conclusion was reached because the calculated r-count for each indicator exceeded the r-table value of 0.1909, which is the threshold for a sample size of 104.

Table 4. Reliability Test Result

Variable	Cronbach's Alpha	Result
Brand Awareness (X1)	0.913	Reliable
Perceived Quality (X2)	0.883	Reliable
Purchase Intention (Y)	0.898	Reliable

Sources: Data Processed using SPSS 29 (2024)

The calculation output reveals that the Cronbach's Alpha for all items across the three variables, including Brand Awareness (X1), Perceived Quality (X2), and Purchase Intention (Y), exceeds 0.60. This high value suggests that all item questions from these variables are reliable and acceptable for analysis, indicating a high level of internal

consistency.

Classical Assumption Test
Normality Test
Table 5. One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			106
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		4.93187845
Most Extreme Differences	Absolute		.101
	Positive		.085
	Negative		-.101
Test Statistic			.101
Asymp. Sig. (2-tailed)[c]			.009[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.009
	99% Confidence Interval	Lower Bound	.007
		Upper Bound	.012

Source: Data Processed from SPSS, 2024

In this research, the One-Sample Kolmogorov-Smirnov Test results show a value of 0.079 with a significance level of 0.131. Based on these results, it can be concluded that the data in this study is normally distributed.

Multicollinearity Test
Table 6. Multicollinearity Test Result

			Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
	B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
(Constant)	7.964	2.924		2.724	.008		
Brand Awareness	.025	.045	.054	.552	.582	.859	1.165
Perceived Quality	.393	.100	.381	.3923	<.001	.859	1.165

Source: Data Processed from SPSS, 2024

Based on the provided table, the following information can be derived: For both Brand Awareness (X1) and Perceived Quality (X2), the tolerance value is 0.859 and the VIF (variance inflation factor) is 1.165. This means that the tolerance value (α) exceeds 10% and the VIF count is less than 10. Therefore, it can be concluded that multicollinearity does not exist for these variables
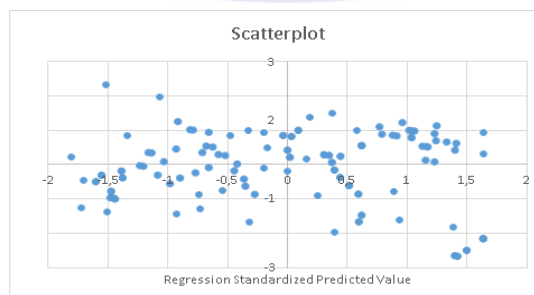
Heteroscedasticity Test

Figure 2. Heteroscedasticity Test (Scatterplot Graph) Result
Source: Data Processed from SPSS, 2024

The SPSS output in the figure above reveals that the data points are scattered both aboveand below the Y-axis without forming a distinct pattern. This lack of pattern suggests that thereis no evidence of heteroscedasticity among the independent variables, Brand Awareness and Perceived Quality. This implies that the residuals

variability remains relatively consistent across different levels of these variables, indicating homoscedasticity.

Multiple Linear regression

Multiple linear regression analysis aims to evaluate the level of impact of independent variables on dependent variables. In Table 8, the results of multiple linear regression analysis are presented, which can be interpreted as follows:

Table 7. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.964	2.924		2.724	.008
Brand Awareness	.025	.045	.054	.552	.582
Perceived Quality	.393	.100	.381	.3923	<.001

Source: Data Processed from SPSS, 2024

The structural equation model we can draw several conclusions:
$$Y = 7.964 + 0.025X1 + 0.393X2$$

From the table 7, the regression equation can be summarized as follows:
1. The constant term in the equation is 7.964, indicating that if both Brand Awareness (X1) and Perceived Quality (X2) are equal to zero, the Purchase Intention (Y) in Green Cosmetics would be 7.964.
2. The regression coefficient for Brand Awareness (X1) is 0.025, which suggests a positive relationship between Brand Awareness and Purchase Intention.
3. The regression coefficient for Perceived Quality (X2) is 0.393, indicating a positive relationship between Perceived Quality and Purchase Intention.

Hypothesis Testing
T-test (Partial Hypothesis Testing)
With reference to the table 7, the results are as follows:
1. For the relationship between Brand Awareness (X1) and Purchase Intention (Y), the significance value is 0.000, which is smaller than 0.05, and the t-value is 5.52, which is greater than the t-table value of 2.62489. This indicates that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. This means that Brand Awareness affects Purchase Intention, and the first hypothesis (H1) is accepted.
2. For the relationship between Perceived Quality (X2) and Purchase Intention (Y), the significance value is 0.045, which is smaller than 0.05, and the t-value is 3.923, which is greater than the t-table value of 2.62489. This indicates that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. This means that Perceived Quality affects Purchase Intention, and the second hypothesis (H2) is accepted.

F-test (Simultaneously Hypothesis Testing)
Table 8. F-test (Simultaneously Hypothesis Testing)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	500.276	2	250.138	10.088	<.001[b]
Residual	2553.960	103	24.796		
Total	3054.236	105			

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Brand Awareness, Perceived Quality
Source: Data Processed from SPSS, 2024

Based on the table 8, the results show that the f-count is 10.088 and the f-table is 2.69. Since the f-count is greater than the f-table and has a significance value of 0.000, which is less than 0.05, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. This indicates that Brand Awareness (X1) and Perceived Quality (X2) together have a significant influence on Purchase Intention (Y) as indicated by the results of the f-test. Therefore, it can be concluded that the hypothesis is accepted, meaning that Brand Awareness and Perceived Quality simultaneously affect Purchase Intention.

Discussion

The Effect of Brand Awareness on Purchase Intention

Based on the tests that have been carried out, the results show that Brand awareness has a positive and significant effect on Purchase Intention. This means Brand awareness affects Purchase Intention among Green Cosmetic users. This finding supported with previous research, As brand awareness increases, consumer purchase intention for the product also tends to rise. When consumers have a higher level of brand awareness, they tend to develop greater confidence and loyalty towards that brand, whereas brands with lower awareness levels often struggle to gain market traction (Keller, 1993). Brand awareness helps consumers become more aware of green products, including green cosmetics, which in turn increases purchase intention. Brand awareness enhances green brand positioning, which is critical in influencing green purchase intention among consumers (Lestari and Roostika, 2022).

The Effect of Perceived Quality on Purchase Intention

Based on the results of hypothesis testing, shows that Perceived value has a positive and significant effect on Purchase Intention. This finding supported by Echchad and Gaith (2022) that revealed this positive attitude is fostered by the perceived quality and environmental concern of the products. Specifically, both perceived quality and environmental concern were found to have a positive impact on the attitude towards green cosmetics & Green perceived value, which includes the perceived benefits of using green products, has a significant influence on green purchase behavior with green purchase intention as a mediating variable (Vania and Ruslim, 2023) This means H2 is supported, which indicates that Perceived value affects Purchase Intention among female users in Manado. Perceived value is one of the most important things in purchase intention because with good Perceived value, potential customers feel more involved in the brand of a product to be purchased.

The Effect of Brand Awareness and Perceived Quality on Purchase Intention Simultaneously

Based on the tests that have been carried out, the results show that Brand awareness and Perceived quality simultaneously have an effect on Purchase Intention among green cosmetics users. Based on the supporting finding AL-Haddad et al. (2020), both brand awareness and perceived quality have a simultaneous positive effect on green cosmetics purchase intention. This means that consumers are more likely to purchase green cosmetics if they are aware of the brand and perceive the quality as high. also supported by research results from Makatumpias et al. (2018) Brand awareness and quality perception have a significant influence on consumer purchasing interest in green cosmetic products. Green branding has a significant influence on green brand preference in the green cosmetics industry in the city of Bandung, which means that brand awareness and quality perception have a positive influence on purchasing interest (Heri, 2017). Consumers who avoid unwanted exposure to preservatives, synthetic ingredients, hormones, biotechnology products, and pesticide residues are more likely to use green cosmetics, which means that brand awareness and quality perceptions have a positive effect on purchasing intention (Bella and Artanti, 2021). This means that purchase intention can occur by the effects of Brand awareness & perceived quality towards Green cosmetics purchase intention in Manado.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of research and discussion in the previous chapter, it can be concluded that:
1. Brand Awareness & Perceived Quality simultaneously influence purchase intention among Green Cosmetics users.
2. Brand Awareness influences purchase intention among Green Cosmetics users.
3. Perceived Quality influences purchase intention among Green Cosmetics users.

Recommendation

It is recommended that eco-friendly cosmetics companies focus on increasing brand awareness and perceived quality to increase purchase intention among their target audience. This can be achieved through various strategies such as:
1. Utilize brand awareness campaigns to promote product quality and benefits. Highlight the brand's commitment to sustainability and eco-friendliness in advertising and marketing materials. Leverage customer testimonials and reviews to show the positive impact of products on customers' lives. Offer loyalty and rewards programs to encourage repeat business and foster a sense of community among customers.

2. Utilize social media platforms to promote the brand and its environmentally friendly products. Partner with influencers and bloggers who align with brand values and target audience. Run targeted advertising campaigns that highlight the brand's commitment to sustainability and environmental responsibility. Develop a strong brand identity that resonates with the target audience.

3. Ensure products meet high standards of quality, safety and efficacy. Provide detailed product information, including ingredients, benefits and instructions for use. Offer a satisfaction guarantee or guarantee to reduce concerns about product quality.

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