

Going Green: Unleashing the Potential of Green Product Knowledge and Influencer Marketing in Eco-Friendly Sanitary Product Selection

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ABSTRACT

This study examines the influence of green product knowledge and influencer marketing on purchase intention for eco-friendly sanitary products under the brand Nadnad. The data utilized in this research is primary data gathered by a survey method by giving questionnaires to 100 respondents residing in the city of Bandung, with respondent ages ranging from 15 to 35 years. Respondent selection was conducted by utilizing a non-probability sampling approach with purpose sampling techniques. The type of research is a descriptive and verificative survey employing multiple regression analysis. The findings of this study, green product knowledge has a partially significant and positive impact on purchase intention, and influencer marketing has a partially significant and positive impact on purchase intention as well. Furthermore, green product knowledge and influencer marketing, have simultaneously significant and positive impacts on purchase intention. This research provides a deeper understanding of the importance of green product knowledge in increasing consumer purchase intention towards eco-friendly sanitary products and can encourage companies to consider influencer marketing strategies as an effective method for promoting eco-friendly products.

Keywords: Green Product Knowledge, Influencer Marketing, Purchase Intention

INTRODUCTION

Current environmental conditions are increasingly not conducive to making people aware of the importance of protecting the environment. Consumers are increasingly aware that they have the right to use or buy goods that are suitable and healthy for the body and the earth (Wiranto & Adialita, 2020). One of the causes of poor environmental conditions is an increase in people's daily consumption. The more public consumption increases, the more waste is released. Garbage tends to accumulate in every area which is mostly waste that cannot be recycled. The biggest source of waste that cannot be recycled is plastic, one of which is disposable sanitary pads that women often use every month. Single-use waste consists of waste that has a relatively long cycle. The main cause of environmental problems is the increasing human population which leads to the rapid growth of development and industrialization (Puspitasari & Rifai, 2021).

According to the Ministry of Environment and Forestry of Indonesia (n.d.), 67.8 million tons were made in 2020. Most of it was organic waste (57%), followed by plastic waste (16%), paper waste (10%), and other kinds of waste (17%). Sanitary pad products are form of sheets that women use to absorb menstrual fluids. Most women use disposable sanitary pads at the beginning of menstruation. Choosing disposable sanitary pads is considered much easier than using cloth sanitary pads, but disposable sanitary pads are one of the largest sources of waste in Indonesia. A study conducted by the Indonesian Consumer Institute Foundation found that around 1.4 billion sanitary pads are wasted every month (Priliawito & Simbolon, 2015). Factors that cause the high waste of disposable pads include the decomposition of this type of disposable sanitary pads which takes about 200-500 years. This is because sanitary pads contain plastic waste that is difficult to decompose. After all, the long decomposition process causes sanitary pads to accumulate in landfills (Hasya, 2022).

Sanitary pads are usually made of cotton, rayon, or a mixture of rayon and cotton. To obtain raw materials, rayon usually has to go through a bleaching and refining process. This bleaching method approved by the Ministry of Health does not use chlorine gas and does not produce dioxins as pollutants, but there are sanitary pads that use a mixture of sawdust and clothing waste containing chlorine. Sanitary pads containing chlorine pose risks to women's reproductive health, including vaginal discharge, itching, and irritation (Devianti & Yulianti, 2018). Users of disposable sanitary pads now switch to the latest innovative products like cloth sanitary pads, because effect disposable sanitary pads may cause damage which is great for the environment and human health.

Many companies have made innovative sanitary napkin products that are eco-friendly, namely cloth sanitary pads. One of the businesses that implement this eco-friendly product innovation is Arju_kidsstore. This business is an SME that has been established since 2019. This cloth sanitary napkin product was reintroduced by the founder of Biyung Indonesia Westiani Agustin in 2018. In 2021, sales began to increase because they began to focus on promoting cloth sanitary pads and began to add a brand, namely "Nadnad".

Consumers buy and consume products not only for their primary functional value but also for their social and emotional value. When formulating a purchase plan, consumers are faced with different alternatives, such as product quality, brand, location, and other options. Consumers often experience confusion in choosing a product, so before making a purchase, consumers must think about which product to buy.

When a corporation releases a new product to the public, the company first decides what things will be done to determine people's buying interest. Consumers need to know about the green product of the company so that consumers are more confident and willing to use green products (Wang, Ma, & Bai, 2019). Consumer trust in a green product comes from the credibility green product, the performance of the green product, and its impact on the environment. Fostering consumer trust and knowledge of green products may affect buying interest. A study discovered that knowledge about green products does not affect buying interest, but buying interest can increase when knowledge about green products well, and vice versa buying interest does not increase when consumers have little knowledge about green products (Wiranto & Adialita, 2020).

Consumer needs green knowledge about eco-friendly product or activities that can impact the environment by educating the public about the latest issue and phenomena, how is the impact of using the product, what is an eco-friendly product, as well as perceived benefits of using the eco-friendly product (Hanjani, 2019). Previous research has shown that green knowledge impacts buying interest positively as shown in Winda Ryantari, Ayu, and Giantari's (2020) research where the result is obtained that green product knowledge is a factor that influences buying interest.

Green product knowledge influences consumer decisions to buy products and is seen as a factor in determining buying interest. Currently, several studies state that information does not always have a direct impact on consumer behavior in determining buying interest (Wang, Ma, & Bai, 2019), so many companies use influential marketing strategies to inform about healthy and eco-friendly products through influencer marketing. The current success rate of influencer marketing is fairly high because of the rapid development of digital science, so this marketing method has received a lot of attention from consumers.

Indonesia is proven to be a country with a high number of users of the internet. In 2023, there are currently 212.9 million users of the internet. This number is increasing every year and it is expected that the government will continue to support the expansion of internet coverage throughout the country (Annur, 2022). 98.3% of users in Indonesia access the internet via mobile phones. The average Indonesian uses social media applications for about 3 hours and 18 minutes a day (Clinten & Pertiwi, 2023). With the huge use of the internet in Indonesia, it is easier for companies to market their products with the help of influencers.

This Arju_kidsstore sells its products on a marketplace such as Shopee and sells on Facebook, TikTok, and Instagram. The sales made by Arju_kidsstore initially only sold its products without any good online marketing methods, and then Arju_kidsstore began to explore online marketing by creating content on the TikTok application that can increase sales per year. In 2022, product sales began to increase rapidly because they had started selling on TikTok social media, starting advertisements through videos and influencers. It turned out that it did attract more customers to use the product. In 2023, the product will sell more because there is one of the influencer ads and reviews on social media TikTok.

In using an influencer marketing strategy, the company makes influencers as buyers or users of products who can present positive aspects of the product to increase sales of the products they introduce to their followers (Hariyanti & Wirapraja, 2018). From the above phenomena, it is visible that the company's success in influencing consumers in determining buying interest is strongly supported by the company's efforts to build green product knowledge and choose the right marketing methods.

LITERATURE REVIEW

Green Product Knowledge

High levels of concern for environmental damage and consumer awareness of green products encourage consumers to buy green products. Consumers are even ready to pay a fairly high cost to buy green products. Consumers who care and know about environmental issues will generally buy green products. Consumers are convinced that consuming green products can minimize environmental damage. On the other hand, companies whose products are successful in the market and great demand by customers must be able to maintain their success by preserving the environment and the marketing system they use (Tampubolon, 2021). A consumer's perception of a certain product, including his experience with the product, is referred to as product knowledge (Paramita, Wulandari, Maridelana, Safitri, & Maliki 2021). Knowledge is known as knowledge sharing, which is a shared construct and part of knowledge management, either through face-to-face interaction or electronic communication (Suryadi, Muis, Taba, & Hakim, 2022).

Labeling a product can be a guideline for potential buyers in determining the product to be purchased. Labels can be found on the packaging and the official website of the product in the form of pictures or written captions. In green products, an eco-label is information on a product that has met eco-friendly quality standards (Mauliawan & Nurcaya, 2021). Knowledge is defined as consumer memory information that determines assessments, details, preferences, and purchasing behavior of green products. The more knowledge consumers have about green products, the better they grasp their function in protecting the environment and the completeness of green products. Consumers have a favorable attitude toward eco-friendly items and are more confident in the ability of eco-friendly products to protect the environment. The higher the knowledge of consumers about green products, the lower the risk they feel of green products, and have growing trust in green products (Wang, Ma, & Bai, 2019).

This knowledge of eco-friendly products uses indicators that refer to previous research conducted by Wulandari and Miswanto (2022) namely: (1) Knowledge of how to find information related to green products; (2) Knowledge of products that protect the environment; (3) Awareness that the products used are eco-friendly products; (4) Knowledge of eco-friendly green product raw materials; and (5) Knowledge of green products.

Influencer Marketing

Influencer marketing is an effort marketing that uses social media as a place of product introduction by using the services of influencers to be able to influence others to follow them. The influencers often come from the professions of artists, bloggers, celebrities, and YouTubers. Influencer marketing is the process of identifying individuals to be influential with certain target audiences to participate in product promotion to improve consumer relations with products, increase sales, and increase the reach obtained by products. Most social media users now keep monitoring what they see on social media, so the role of influencers is very important for the company to market its products to users (Agustin & Amron, 2022). Communication can be done through social media by business owners to their customers which will have an impact on greater market access (Arianty & Julita, 2019).

Influencer marketing is considered to be the best strategy for attracting potential customers because social media marketing uses a large number of influencers. Influencers can create a better product image with relatively lower marketing costs than using an artist, public figure, or brand endorser who has become a top performer.

Usually, an influencer is selected based on their talent, expertise, popularity, and reputation. By taking this approach, it is expected that certain business people will be more loyal to influencers, build relationships tighter, and not only explain the product but also more information and specific background for new products and presence process behind the screen from brand to be promoted (Hariyanti & Wirapraja, 2018).

Rossiter & Percy, n.d. in Agustin and Amron (2022) explain that measuring influencer marketing can be done by the following indicators: Visibility, Credibility, Attractiveness, and Power.

Purchase Intention

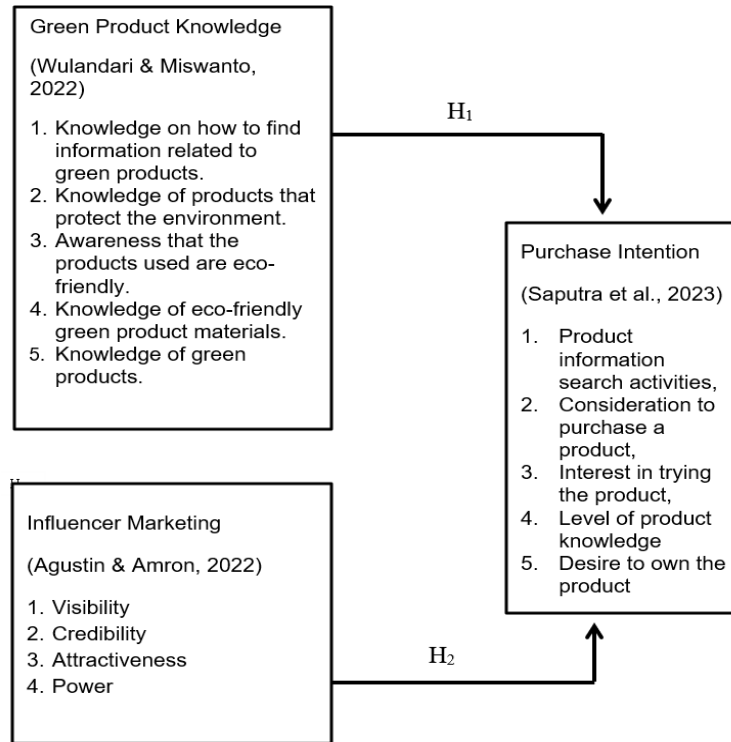
Consumer buying interest is a person's activity that is tied to the consumption of goods and services directly, including the decision-making process in preparing and determining certain activities. Meldarianda and Oral in Solihat, Tampubolon, Rahmayani, and Trijumansyah (2019) mention that consumer buying interest is a plan to purchase a product made by consumers by considering various factors such as the number of product units needed during a certain period, brand, and consumer attitudes towards certain products. Buying interest is the relationship between a consumer's expected interest in buying an item or something they need or want. Buying interest is also related to the buyer's desire to make future use of the goods (Kasih, Ramdan, & Samsudin, 2020). Buyer buying interest can arise because of improvements provided by business people. Each of these improvements is intended to generate customer buying activity (Hidayat, 2022). Purchase intention is the stage at which respondents prefer to act before making a purchasing decision. Interest is the proclivity to be interested in or motivated to pay attention to a certain thing or activity in a particular field (Chandra, 2023). Purchase interest relates to consumer perceptions, behaviors, and interests. In the process of changing from a purchase intent to a buying decision, it is possible that the intention does not turn into a purchase decision (Nursalim, 2023).

According to Saputra, Khaira, and Saputra (2023), purchase intention has five indicators, including product information search activity, consideration to buy products, interest in trying products, level of product knowledge, and desire to own products.

Framework

Based on expert theories and past research on green product knowledge, influencer marketing, and purchase intention, the author developed the research design depicted in Figure 1.

Figure 1. Research Framework



RESEARCH METHOD

The study method employed is a survey using a form of descriptive-verify research that uses primary data gathered from the questionnaire distribution to 100 Bandung residents. The non-probability sampling approach with purpose sampling technique was used to select respondents. The sample criteria are women aged 15-35 years where the woman has or is still experiencing menstruation and have an interest in purchasing cloth sanitary pads, where the object studied is Nadnad brand eco-friendly fabric sanitary pads.

In this study, three variables were assessed using instruments of research through the distribution of e-questionnaires in the form of Google Forms. The variable green product knowledge uses 6 question items for 5 indicators, namely knowledge of how to find information related to green products, knowledge of products that protect the environment, awareness that the products used are eco-friendly products, knowledge of green product raw materials that are eco-friendly, and knowledge of green product. The measurement of influencer marketing variables uses 4 statements for 4 indicators, namely visibility, credibility, attractiveness, and power. The measurement of purchase intention variables uses 6 statements with 5 indicators, namely, product information search activity, consideration to buy products, interest in trying products, level of product knowledge, and desire to have a product.

Respondents' responses were calculated using a Likert scale, ranging from strong disagreement "1", to strong agreement "5". Analysis of linear regression was performed on data acquired via questionnaire distribution using SPSS data processing.

First, testing is carried out with reliability and validity tests. Furthermore, a classical assumption test with heteroscedasticity, normality, and multicollinearity tests were performed, and the data results were normally distributed. Following the classical assumption test, the correlation coefficient test, determination coefficient test, partial significance test (T-test), and simultaneous significance test (F test) are all done.

Analysis of multiple regression will be used as a model of analysis. The formula used is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e \quad (1)$$

Namely:

Y = Purchase intention variable;

α = Constant;

$\beta_1 \beta_2$ = Regression coefficient;

X1 = Variable of green product knowledge;

X2 = Variable of influencer marketing;

e = Error.

Green product knowledge, influencer marketing, and purchase intention are the three variables mentioned above. The goal of this research is to determine how green product knowledge and influencer marketing affect purchase intention. This study employs the following two hypotheses:

H₁: Green product knowledge affects purchase intention significantly.

H₂: Influencer marketing affects purchase intention significantly.

The t-test is used to test hypotheses, and the formula is as follows:

$$t = \frac{\sqrt{n-2}}{1-r^2} \quad (2)$$

The calculated t-test value is in the range of H_a criteria if the calculated t_{value} > t_{table} or the sig t value < α , then the criteria used is H_a accepted.

For simultaneous tests using the F test, use the following formula:

$$F = (k; n - k) \quad (3)$$

The criteria of the F-test used are as follows: H₀ is rejected if F_{value} > F_{table} or sig value < α , and rejection of H₀ indicates an insignificant influence on the dependent variables simultaneously on the dependent variable.

RESULTS

The goal of this study is to investigate the relationship between several variables, including green product knowledge, influencer marketing, and purchase intention. Each variable was quantified and tested using the analysis of the linear regression approach. The questionnaire was distributed to 100 respondents who are people from Bandung. SPSS software analysis tool was used to analyze the data obtained. However, the three variables were carried out with descriptive analysis first.

The variable green product knowledge is measured using 6 statements for 5 indicators, namely: Knowledge of how to find information related to green products, Knowledge of

products that protect the environment, Awareness that the products used are eco-friendly products, Knowledge of green product raw materials that are eco-friendly, and Knowledge of green products. The result obtained for each statement was "I know how to find information related to eco-friendly sanitary products" with obtained score of 365. The statement item "When I understand about eco-friendly sanitary products, it means that I participate in reducing the earth's energy crisis" obtained a score of 398. The statement item "I know Nadnad cloth sanitary pads can be reused" obtained a score of 473. The statement item "I know Nadnad cloth sanitary pads are made from eco-friendly materials" obtained a score of 454. The statement item "I know that plastic products take a long time to decompose" received a score of 494. The statement item "I learned that the balance of nature is easily disturbed, especially by human activities" obtained a score of 415. Based on the findings of the questionnaire, the highest score is "I know that plastic products take a long time to decompose" in the indicator "Knowing products related to protecting the environment". The statement "I know how to find information related to eco-friendly sanitary pad products" is the statement that scored lowest on the indicator "Consumers know how to find information related to green products".

The descriptive result showed the green product knowledge score was 2599 (86.6%) of 6 statements from 100 respondents. The overall rating scale is in the "very good" category. This means the green product knowledge owned by the citizens of Bandung is running very well.

The results of measuring influencer marketing variable used 4 statements to measure 4 indicators, namely Visibility, Credibility, Attractiveness, and Power. The results obtained on each statement, namely "The existence of influencers on TikTok social media greatly influenced my belief in choosing Nadnad cloth sanitary pads" obtained a score of 437. The statement item "Influencers when promoting Nadnad cloth sanitary pad products have a good speaking style" obtained a score of 419. The statement item "The messages conveyed by influencers when reviewing Nadnad cloth sanitary pads products can be conveyed clearly and reliably" obtained a score of 378. The statement item "With his talent in conveying product descriptions, influencers were able to convince me to try Nadnad cloth sanitary products" obtained a score of 394. The highest score is "The presence of influencers on TikTok social media greatly affects my confidence in choosing Nadnad cloth sanitary pads" in the Visibility indicator. The lowest score is the statement "The messages conveyed by influencers when reviewing Nadnad cloth sanitary pad products can be conveyed clearly and reliably" on the Attractiveness indicator.

The descriptive result showed the influencer marketing variable score was 1628 (81.4%) of 4 questions from 100 respondents. The overall rating scale is at a "good" grade. This means that respondents say influencer marketing is going well.

The purchase intention variable uses 6 statements for 5 indicators, namely product information search activity, consideration to buy products, interest in trying products, level of product knowledge, and desire to have a product. The results obtained on each question, namely "I am interested in finding information about Nadnad cloth sanitary pad products" received a score of 457. The statement item "I would consider buying Nadnad cloth sanitary pad products" scored 393. The statement item "I am interested in using Nadnad cloth sanitary pads" scored 389. The statement item "I will collect as much information as possible regarding Nadnad cloth sanitary pad products" scored 459. The statement item "I search/inquire for Nadnad cloth sanitary pad product information to people who are already using it" received a score of 474.

The statement item "Nadnad cloth sanitary pads will be my choice when shopping for eco-friendly sanitary pads" scored 395. The highest results score is "I search/ask for Nadnad cloth sanitary pad product information to people who have used it" in the "Product information search activities" indicator. The statement "Nadnad cloth pads will be my choice when shopping *eco-friendly* sanitary pads" is the statement that scored lowest on the "Desire to own the product" indicator.

The descriptive result showed the score on the purchase intention variable is 2567 (85.5%) of 6 questions from 100 respondents. The overall rating scale is in the "very good" category. This means respondents expressed excellent buying interest in the product.

The calculation of the determination coefficient of variables of green product knowledge and influencer marketing on purchase intention obtained a value of R^2 is 0.214. This shows that green product knowledge and influencer marketing affected purchase intention with a coefficient of determination obtained of 21.4%. This shows that green product knowledge and influencer marketing variables contributed to purchase intention by 21.4%. The remaining were influenced by factors not investigated in this research.

The T-test of the H_1 hypothesis showed a green product knowledge value is 2.125 and a significance score is 0.036. The t-table value is 1.988. The error rate used is 5% or 0.05. It was determined the t value is $2.125 > 1.988$ and the level of significance is $0.036 < 0.05$. So, the conclusion is green product knowledge affects purchase intention significantly.

Testing the H_2 hypothesis with the t-test shows an influencer marketing coefficient is 4.082 and a significance value is 0.000 where the table value is 1.988. The error rate is 5% or 0.05. It was concluded the t value is $4.082 > 1.988$ and the level of significance is $0.000 < 0.05$. The conclusion is influencer marketing affects purchase intention significantly.

F test shows the variables of green product knowledge and influencer marketing on purchase intention obtained f value $14.511 > f$ table 3.09. The score of significance is $0.000 < 0.05$. The conclusion is green product knowledge and influencer marketing have a major effect on purchase intention simultaneously.

DISCUSSION

The Influence of Green Product Knowledge on Purchase Intention

The research results revealed that green product knowledge has an impact on purchase intention significantly. The T-test result is $t_{\text{value}} > t_{\text{table}}$ or $2.125 > 1.988$. The significance value is $0.036 < 0.05$. This shows that the higher the consumers' knowledge about eco-friendly fabric sanitary pad products, the higher their buying interest.

This study shows differences with other studies where in research Wiranto and Adialita (2020) state that green product knowledge does not impact green purchase intention. This study result is different due to different respondent criteria and differences in product focus. This study involved female respondents aged 15-35 years in the city of Bandung. Differences in product types can result in different findings due to different characteristics and consumer considerations regarding products. Thus, differences in product focus and respondent context can yield unique findings and provide different insights in the context of product sustainability and consumer behavior.

The Influence of Influencer Marketing on Purchase Intention

The research results revealed influencer marketing influences purchase intention significantly. The T-test is $t_{\text{value}} > t_{\text{table}}$ or $4.082 > 1.988$ where the significance score is $0.000 < 0.05$. This concludes that the more influencer marketing that is seen by the public, the more people's buying interest will also increase. The presence of influencers on social media, good speaking style, and trust in influencer messages are important factors in increasing consumer buying interest in Nadnad cloth sanitary pads.

These results are in line with the study of Tantilofa & Widagdo (2023) and Agustin & Amron (2022) which found influencer marketing affects purchase intention significantly. By involving influencers in marketing, people are more likely to increase buying interest. The message conveyed by influencers is thought to influence beliefs and purchasing decisions.

This research can complement previous research by adding a dimension of green product knowledge and focusing on eco-friendly fabric sanitary pad products. This can provide a more holistic understanding of how these variables interact and influence purchase intention in the context of eco-friendly products.

CONCLUSION

This research tries to determine the effect of green product knowledge and influencer marketing on the purchase intention variable. The findings revealed that there were no severe issues with green product knowledge and influencer marketing on the variable of purchase intention of Nadnad eco-friendly sanitary napkin products in the people of Bandung. Based on the questionnaire data, the three variables considered performed well.

This research focused on a specific and eco-friendly product, namely Nadnad fabric sanitary pads, and involved respondents from the city of Bandung. A focus on specific products and specific locations can provide deeper and contextual insights into consumer behavior. Cloth sanitary pad is kind of product that doesn't usually receive serious attention is the main focus of this research. A cloth sanitary pad as a product is a unique emphasis in this study.

The selection of the population of female respondents aged 15-35 years in the city of Bandung adds novelty value. The study attempts to understand consumer behavior in specific age groups in specific cultural and social contexts.

In addition, the study integrates two main variables, namely green product knowledge and influencer marketing, in understanding consumer buying interests. This approach provides a holistic understanding of how eco-friendly product knowledge and the influence of influencers can synergize in shaping consumer behavior.

This research brings new contributions by blending these elements, placing a focus on products, and providing specific insights into the local context. This novelty provides a valuable foundation for further research in this area and contributes to the understanding of sustainable product marketing.

Furthermore, descriptively it is also shown that green product knowledge that has the best score is found in indicators of knowledge of products that protect the environment. This shows that people realize that the products used must be able to protect the environment so that there are no adverse impacts on the environment. Influencer marketing that works best is a visibility indicator that shows that influencers are indeed

very influential on people's assessment of products to increase buying interest. The highest score of purchase intention is in the indicator of product information search activities which shows that consumer desire to know the product to be used is high enough to increase someone's purchase interest. This shows the good relationship between green product knowledge and influencer marketing in increasing consumer purchase interest in Nadnad's eco-friendly sanitary napkin products.

The conclusion of this study's findings is green product knowledge and influencer marketing influence rising purchase intention. This proof is beneficial to businesses, in evaluating people's styles in assessing products and marketing methods used to increase great buying interest in them. Overall, the study provides valuable insight into the factors influencing consumer buying interest in eco-friendly fabric sanitary pad products. By understanding the contribution of green product knowledge and influencer marketing, companies can design more effective marketing strategies to increase consumer acceptance and buying interest in sustainable products. The recommendation for companies is to focus more marketing activities on educating consumers about environmental awareness and product sustainability, as well as working with influencers who have a positive influence.

This research is limited to the people of Bandung city and the eco-friendly sanitary napkin brand Nadnad. Therefore, there is a need to generalize these findings to a wider population and a wide range of similar product brands. Although it has been identified that green product knowledge and influencer marketing influence purchase intention, there is a need for future studies to test the impact of additional variables such as product quality, green trust, brand image, and other psychological factors that might moderate this relationship. Further research can explore the role and influence of social environments, such as peer groups or family, in shaping consumers' knowledge and buying interest in eco-friendly products. Future research may delve into these aspects to fill in the scientific gaps.

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DECLARATION OF CONFLICTING INTERESTS

The author maintains that no conflict of interest exists.

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