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Green Marketing and Brand Awareness on Purchase Intention of Eco-Friendly Detergent

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Abstract

Purpose: This study investigates the partial and simultaneous effects of green marketing and brand awareness on the purchase intention of Rinso eco-friendly laundry detergent among urban consumers in Metro City, Lampung Province, Indonesia.
Research Methodology: A quantitative correlational approach was employed with data collected from 70 urban consumers through a Likert-scale questionnaire. Data were analyzed using multiple linear regression in IBM SPSS Statistics 26.
Results: Green marketing significantly and positively predicted purchase intention ($\beta = 0.581$, $t = 12.883$, $p = 0.000$), as did brand awareness ($\beta = 0.395$, $t = 8.747$, $p = 0.000$). The two variables jointly explained 94.6% of the variance in purchase intention ($R^2 = 0.946$; $F = 587.538$; $p = 0.000$).
Conclusions: Green marketing and brand awareness were significant predictors of eco-friendly detergent purchase intentions, with green promotion and brand recall identified as the strongest dimensions.
Limitations: This study is limited to a single rural SME in East Lampung and only examines product quality, price, and distribution as determinants of consumer satisfaction.
Contributions: This study contributes to marketing literature by providing empirical evidence on consumer satisfaction in the context of rural Indonesian kapok-based SMEs, particularly regarding the dominant role of price and the negative effect of distribution.

Keywords: *Brand Awareness, Eco-Friendly Detergent, Green Consumption, Green Marketing, Purchase Intention*

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1. Introduction

The accelerating pace of environmental degradation—manifested through climate change, biodiversity loss, freshwater depletion, and plastic waste accumulation—has fundamentally altered the landscape of consumer markets in both developed and emerging economies worldwide (Rizkita et al., 2023; Valentin et al., 2023). Governments, civil society organizations, and multinational corporations have responded with a growing array of sustainability commitments, green product launches, and environmental communication campaigns designed to shift consumer behavior toward more ecologically responsible purchasing patterns. In this context, green marketing has emerged as both a corporate strategy and a field of scholarly inquiry, concerned with how enterprises can profitably satisfy consumer needs while minimizing negative

environmental impacts and, increasingly, how they can convert latent environmental concerns into active green purchasing behavior (Dangelico & Vocalelli, 2017).

Despite the apparent alignment between rising environmental awareness and the growing availability of green products, a persistent value-action gap remains a central challenge in green consumer behavior research. The value-action gap refers to the empirically documented discrepancy between consumers' stated environmental values—positive attitudes toward sustainability, expressed concern about ecological issues, and reported willingness to purchase green products—and their actual purchasing behavior, which frequently diverges toward conventional alternatives (Blake, 1999; Schiffman & Wisenblit, 2015). In Indonesia, this gap is particularly pronounced; a 2023 Snapcart survey found that 84% of Indonesian consumers reported purchasing eco-friendly products, yet significant barriers persist, including premium pricing perceptions (51% of respondents), limited product availability (25%), and quality skepticism (17%). These figures reveal a consumer population that is environmentally aware but has not yet consistently translated this awareness into purchasing action (Ahmadun et al., 2023; Muliyati et al., 2023). Laundry detergent represents an instructive category for investigating the value-action gap because of its dual environmental significance: the product itself, if formulated with synthetic surfactants, phosphates, and non-biodegradable chemicals, contributes to water pollution and aquatic ecosystem degradation, while its packaging constitutes a major stream of single-use plastic waste (Zeqiri et al., 2024). Conversely, eco-friendly detergent formulations that use biodegradable surfactants, concentrated formulas that reduce water usage, and recyclable or refillable packaging offer meaningful environmental benefits that can be effectively communicated through green marketing (Papadas et al., 2019).

Unilever's Rinso brand has positioned itself at the intersection of these dynamics by developing an eco-friendly product line featuring biodegradable ingredients, refill pouches, recycled plastic bottles, and water-efficient rinsing technology, accompanied by a sustained green marketing campaign that seeks to convert environmental concerns into purchase preferences. The Metro City context provides a theoretically significant setting for this study. Metro City in Lampung Province, Indonesia, is a mid-sized urban center characterized by growing environmental awareness among its population, driven by documented local environmental challenges, including agricultural land conversion, water quality deterioration, suboptimal solid waste management, and climate change vulnerability. These challenges create a consumer environment where green product marketing has heightened relevance, yet the practical purchasing constraints of price sensitivity and limited product information remain influential. Understanding how green marketing and brand awareness jointly shape purchase intentions in this context offers both theoretical and practical insights that can be transferred to comparable Indonesian urban settings.

A pre-survey conducted among 20 Metro City consumers prior to the main study found that 80% (16 respondents) expressed a high purchase intention toward Rinso eco-friendly detergent, while 20% (4 respondents) remained uncertain. This preliminary finding, while encouraging, also reveals a non-trivial segment of undecided consumers whose purchase intentions may be more amenable to green marketing and brand awareness interventions. This motivated the present study to examine how these two marketing variables shape the purchase intention distribution across the urban consumer population. Brand awareness, defined as consumers' ability to identify and recall a brand within a product category, is a critical intermediate variable between green marketing efforts and purchase intention (Aaker, 1991; Keller, 2003). In emerging product categories, such as eco-friendly detergents, where consumers may be unfamiliar with available green alternatives and may rely on brand familiarity as a quality proxy, brand awareness acquisition represents a prerequisite for purchase consideration set formation. Even technically superior eco-friendly products with genuinely favorable environmental profiles may fail to achieve purchase intention conversion if consumers cannot readily recall or recognize the brand during the purchase decision (Keller, 2013). This theoretical linkage between brand awareness and

purchase intention is particularly salient for Rinso's eco-friendly line, which must compete not only with conventional Rinso variants but also with emerging green brand competitors.

This study is guided by four research questions: (RQ1) Does green marketing significantly affect the purchase intention of Metro City urban consumers for Rinso eco-friendly detergent? (RQ2) Does brand awareness significantly affect purchase intention (PI)? (RQ3) Do green marketing and brand awareness jointly and significantly predict purchase intentions? (RQ4) Which specific dimensions of green marketing and brand awareness most powerfully drive purchase intention, and what are their strategic implications? This study contributes empirically by providing quantitative evidence from a non-metropolitan Indonesian urban context, theoretically by integrating green marketing and brand equity frameworks within the purchase intention prediction model, and practically by generating actionable strategic recommendations for eco-friendly product marketing in comparable emerging market settings.

2. Literature Review

2.1 Green Marketing: Conceptual Foundations and Dimensions

The American Marketing Association (AMA) defines green marketing as the marketing of products that are presumed to be environmentally safe, encompassing product modification, changes to the production process, sustainable packaging, and modifying advertising (AMA, 1990). Peattie (2001) offers a more strategic definition, characterizing green marketing as a holistic management process responsible for identifying, anticipating, and satisfying the requirements of customers and society in a profitable and sustainable manner. Polonsky (2011) extended this to encompass all activities designed to generate and facilitate exchanges intended to satisfy human needs or wants with minimal detrimental impact on the natural environment.

The operationalization of green marketing in empirical research typically employs a 4P-analog framework—green product, green price, green place, and green promotion—adapted from the conventional marketing mix (Kirgiz, 2016; Kotler & Keller, 2016). Green products encompass the physical and functional characteristics of products that minimize environmental impact, such as biodegradable formulations, recyclable packaging, concentrated dosage efficiency, and ecological certification (Ahmed et al., 2023). The green price refers to a pricing strategy that reflects both the cost of environmentally responsible production and consumer willingness to pay a sustainability premium while remaining price-competitive relative to conventional alternatives (Correia et al., 2023; de Oliveira Lima et al., 2024). Green places address the distribution channel configuration that delivers products with a minimal carbon footprint, including eco-friendly retail partnerships, refill station networks, and reduced packaging logistics. Green promotion encompasses all communication activities that highlight environmental benefits, transmit sustainability narratives, and cultivate pro-environmental consumer identity alignment with the brand (Dangelico & Vocalelli, 2017; Papadas et al., 2019).

The green marketing-purchase intention relationship is well established in the marketing literature. Papadas et al. (2019) and Qayyum et al. (2023) demonstrated in a multi-country study that green marketing orientation—encompassing strategic, tactical, and internal dimensions—significantly predicted green purchase intention, with green promotion emerging as the most consistently powerful tactical dimension. Madjidan and Sulistyowati (2022) found positive and significant green marketing effects on green purchase intention for a zero-waste Indonesian consumer goods brand. Salam and Sukiman (2021) confirmed comparable results for a bottled water brand, while Setiawan and Yosepha (2020) documented the effects of green marketing on purchase decisions for The Body Shop Indonesia. These converging findings across diverse product categories and geographic contexts establish a robust theoretical and empirical foundation for predicting the positive effects of green marketing on purchase intentions in the context of eco-friendly detergents.

Theoretically, the mechanism linking green marketing to purchase intentions operates through multiple pathways. First, green promotion creates informational awareness about environmental product attributes, reducing information asymmetry between producers and consumers and enabling informed eco-friendly choices (Dangelico & Vocalelli, 2017). Second, green marketing communication cultivates emotional engagement through pro-environmental identity alignment: consumers who internalize environmental values as components of their self-concept are motivated to express those values through purchasing behavior, and green marketing messages that activate this identity connection drive purchase intention (Schiffman & Wisenblit, 2015). Third, green price framing—positioning the premium price of eco-friendly products as a justified investment in environmental responsibility—can shift price evaluation from cost minimization to value maximization, enabling a willingness-to-pay alignment with green pricing (Ottman, 2011).

> H_1**:** Green marketing has a significant positive effect on the purchase intention of Rinso eco-friendly detergent among urban consumers in Metro City.

2.2 Brand Awareness: Theory, Dimensions, and Purchase Intention Effects

Brand awareness is defined as consumers' ability to identify a brand under different conditions, as reflected in their brand recall and recognition performance (Keller, 2003). Aaker (1991) conceptualizes brand awareness as the strength of a brand's presence in consumers' minds, operationalized through a hierarchy of awareness levels ranging from brand unaware (the lowest level) to brand recognition (the ability to identify a brand when given cues), brand recall (the ability to retrieve the brand from memory given a product category cue), top-of-mind awareness (the first brand recalled in a category), and brand dominance (the only brand recalled) (Chen, 2024). In the context of eco-friendly consumer goods, where category knowledge and brand differentiation are still developing, brand awareness acquisition is a strategically critical objective because it determines which brands enter consumers' consideration sets, the first prerequisite for purchase decision formation (Kotler & Keller, 2016).

The dimensions of brand awareness employed in this study—brand recall, brand recognition, and brand consumption—are derived from Keller (2003)'s brand knowledge framework and Aaker (1991)'s brand equity model. Brand recall measures the degree to which consumers can retrieve the brand name from memory when given a product category prompt ('When you think of laundry detergent, which brand comes to mind first?'). Brand recognition measures the ability to confirm prior brand exposure when the brand name or visual identity is given as a cue (Zeqiri et al., 2025). Brand consumption measures the extent to which prior brand experience has been encoded in memory in ways that reinforce recognition and recall, essentially capturing experiential brand knowledge that facilitates repurchase consideration (Keller, 2013).

The theoretical mechanism linking brand awareness to purchase intention operates through cognitive accessibility and retrieval fluency. High brand awareness increases the probability that a brand enters the evoked set—the consideration set of brands evaluated during purchase decisions—by making the brand name readily accessible in memory during category-relevant situations (Nedungadi, 1990; Rahmi et al., 2022). Retrieval fluency, the ease with which the brand is recalled, also generates a positive affect heuristic: brands that are recalled easily are perceived as more familiar, and familiarity is consistently associated with higher quality perceptions and greater purchase preference in consumer psychology research (Jacoby & Dallas, 1981; Zajonc, 1968). For Rinso's eco-friendly variants, high brand recall ensured that the product entered consumer consideration when environmental motivations prompted category evaluation, while high recognition ensured that point-of-sale exposure triggered purchase consideration among consumers who had been exposed to brand communication.

Empirical evidence from Indonesia and comparable markets strongly supports the relationship between brand awareness and purchase intention for green products. Salam and Sukiman (2021) found that brand

awareness significantly predicted purchase decisions for Aqua bottled water in an Indonesian consumer study. Kurniadin et al. (2021) documented positive brand image-purchase intention effects for Aqua mineral water, with brand awareness serving as a key intervening variable. Keller (2013) systematically demonstrates that brand awareness is foundational to all higher-order brand equity outcomes—including brand loyalty and purchase advocacy—because without awareness, no other brand equity component can develop. In the green product context, Hameed et al. (2023) and Yahya (2022) found that green trust, which develops from brand awareness accumulated through credible green communication, significantly mediated the green marketing-purchase intention relationship, further establishing the centrality of brand awareness in the green consumption sequence.

> H_2**:** Brand awareness has a significant positive effect on purchase intention for Rinso eco-friendly detergent among urban consumers in Metro City.

2.3 Purchase Intention: Theory and Measurement

Purchase intention is defined as the consumer's self-indicated willingness or plan to purchase a product or service in the near future (Kotler & Keller, 2016; Schiffman & Wisenblit, 2015). As a behavioral intention construct, purchase intention is theoretically positioned between attitude formation and actual purchase behavior. Consumers who form positive attitudes toward a product, supported by favorable evaluations across multiple decision criteria, develop purchase intentions that probabilistically translate into their behavior (Duarte et al., 2024; Ivanova & Moreira, 2023). The Theory of Planned Behavior (Ajzen, 1991) and the Theory of Reasoned Action (Fishbein & Ajzen, 1975) both establish purchase intention as the most proximate cognitive predictor of purchase behavior, making it the most policy-relevant dependent variable for studies aimed at informing pre-purchase marketing interventions.

In the green consumer behavior literature, purchase intention is operationalized through a consumer decision-making process framework (Ferdinand, 2002; Schiffman & Wisenblit, 2015) that encompasses five sequential stages: need recognition (the consumer becomes aware of an unmet need that eco-friendly products can address), information search (the consumer actively seeks information about eco-friendly product options, including green claims and brand credentials), alternative evaluation (the consumer compares eco-friendly and conventional alternatives across relevant decision criteria, including environmental performance, price, and functional efficacy), purchase decision (the consumer commits to purchasing a specific eco-friendly brand), and post-purchase behavior (the consumer evaluates the consumption experience against expectations, shaping repeat purchase intention and word-of-mouth advocacy) (Barta et al., 2023; Zhang et al., 2025). This multistage operationalization captures purchase intention as a dynamic behavioral sequence rather than a single attitudinal snapshot, providing richer diagnostic information for marketing strategy design.

The value-action gap in green consumption is theoretically explained by the divergence between attitude formation (which occurs early in the decision process and is responsive to environmental values and green communication) and purchase decision execution (which is constrained by price, availability, habits, and social norms) (Yones & Muthaiyah, 2023). Green marketing and brand awareness interventions are theoretically effective at closing this gap by strengthening attitude-to-intention translation: green promotion provides the environmental information needed for informed alternative evaluation, whereas brand awareness reduces the cognitive effort required for brand identification and retrieval during the purchase decision stage (Keller, 2013; Polonsky, 2011; Qayyum et al., 2023).

2.4 Joint Effects of Green Marketing and Brand Awareness on Purchase Intention

The simultaneous effect of green marketing and brand awareness on purchase intention reflects the complementary nature of these two marketing constructs in the model of green consumer behavior. Green marketing creates environmental product positioning and communication that motivates eco-conscious

consumers to consider green alternatives, while brand awareness ensures that these consumers can readily identify and retrieve the specific brand when purchase motivation is activated. Without green marketing, even high brand awareness may not connect to green purchase intention because consumers lack the environmental framing necessary to evaluate a brand as an eco-friendly choice. Without brand awareness, even the most compelling green marketing campaign may fail to generate purchase intention if consumers cannot connect the campaign's environmental message to a specific accessible brand (Dangelico & Vocalelli, 2017; Keller, 2013).

Empirically, the joint effect of green marketing and brand-related constructs on green purchase intentions has been documented across multiple consumer contexts. Setiawan and Yosepha (2020) found that green marketing and brand image jointly and significantly predicted purchase decisions for The Body Shop Indonesia, with brand image amplifying the effects of the individual green marketing components. Salam and Sukiman (2021) demonstrated the simultaneous effects of green marketing and brand awareness on purchase decisions for Aqua. Madjidan and Sulistyowati (2022) confirmed joint significance of green marketing and green product variables on green purchase intention. Yahya (2022) documented the sequential mediation pathway from green marketing through green brand image and green trust to purchase intention, confirming that brand-level constructs are integral components of the green purchase intention generation process. These converging findings support the prediction of significant simultaneous effects in the context of the present study.

> *H_3*: Green marketing and brand awareness jointly and significantly predict the purchase intention of Rinso eco-friendly detergent among urban consumers in Metro City.

2.5 Conceptual Framework

The conceptual framework of this study posits that the purchase intention (Y) toward Rinso eco-friendly detergent among Metro City urban consumers is a function of green marketing (X_1) and brand awareness (X_2), both independently and in combination. Green marketing influences purchase intention through the provision of environmental information, pro-environmental identity activation, and green value-price alignment mechanisms. Brand awareness influences purchase intention through cognitive accessibility, retrieval fluency, familiarity quality inference, and consideration set membership mechanisms. Together, these two variables create a synergistic green brand value proposition that maximizes purchase intention by simultaneously motivating environmental purchasing behavior and enabling brand identification at the moment of purchase decision. The framework integrates green marketing theory (Dangelico & Vocalelli, 2017; Peattie, 2001) and brand equity theory (Aaker, 1991; Keller, 2013) with the consumer decision-making model (Schiffman & Wisenblit, 2015).

3. Methodology

3.1 Research Design

This study employed a quantitative correlational research design that examined the direction, magnitude, and statistical significance of associations among measured variables through inferential statistical analysis (Sinambela & Sinambela, 2020; Sugiyono, 2019). The correlational design is appropriate because the study's objective is to test hypothesized relationships between pre-specified constructs—green marketing, brand awareness, and purchase intention—rather than to describe or generate a theory. Positivist epistemological assumptions underpin the design: the relationships among these constructs are treated as objective, quantifiable phenomena amenable to hypothesis testing through multiple linear regression analyses.

The study was conducted in Metro City, Lampung Province, Indonesia, targeting urban consumers with awareness of or experience with Rinso eco-friendly detergent variants. Metro City was selected

for three reasons: (1) it presents an urban consumer context with growing but variable environmental awareness, making it an instructive setting for investigating green purchase intention determinants; (2) its documented environmental challenges—including land conversion, water quality issues, and waste management difficulties—create heightened policy relevance for green consumer behavior research; and (3) it represents an understudied non-metropolitan urban context, providing geographic scope diversity relative to the predominantly Jakarta-focused Indonesian green marketing literature.

3.2 Population and Sampling

The target population comprised urban consumers in Metro City who had been exposed to or had experience using the Rinso eco-friendly detergent. Given the difficulty in establishing a precise population frame for this consumer group, accidental non-probability sampling was employed. Respondents were selected based on their availability at the data collection locations and on meeting the eligibility criterion of having prior knowledge of or experience with eco-friendly variants (Sugiyono, 2019). This approach was selected based on practical constraints, including time, personnel, and resource limitations, which precluded probability sampling from a comprehensive consumer registry.

The final sample comprised 70 respondents, which exceeds the minimum sample size recommended by Hair et al. (2019) for multiple regression with two predictors (minimum 20–40 observations per predictor, suggesting a minimum of 40–80 observations for this study). The sample also satisfied the 10:1 case-to-predictor ratio guideline, providing adequate statistical power for detecting medium-to-large effect sizes at the 5% significance level. Sample characteristics were not formally assessed using a structured demographic questionnaire, representing a limitation acknowledged in Section 5.4.

3.3 Measurement Instruments and Operationalization

Primary data were collected using a structured self-administered Likert-scale questionnaire (1 = Strongly Disagree; 5 = Strongly Agree). Table 1 presents the operationalization of the constructs.

Table 1. Variable Operationalization

Variable	Construct Definition	Indicators	Source
Green Marketing (X_1)	Enterprise activities designed to satisfy consumer needs with minimal negative environmental impact	Green product (biodegradable formulation, eco-packaging); Green price (sustainability premium justification, competitive positioning); Green place (eco-friendly distribution, refill access); Green promotion (environmental messaging, sustainability communication)	Peattie (2001); Kotler and Keller (2016); Dangelico and Vocalelli (2017)
Brand Awareness (X_2)	Consumers' ability to identify and recall the brand under different conditions	Brand recall (spontaneous brand retrieval from category cue); Brand recognition (aided identification of brand identity); Brand consumption (experiential brand knowledge from prior use)	Aaker (1991); Keller (2003, 2013)
Purchase Intention (Y)	Consumer's self-indicated willingness to purchase Rinso eco-friendly detergent	Need recognition (eco-need identification); Information search (green product information seeking); Alternative evaluation (eco vs. conventional comparison); Purchase decision (brand commitment); Post-purchase behavior (satisfaction and repurchase)	Ferdinand (2002); Schiffman and Wisenblit (2015); Ajzen (1991)

Source: Authors' compilation.

Content validity was established through expert review by two marketing academics and a pre-test administered to 20 consumers who were not included in the main sample. Construct validity was confirmed using Pearson's product-moment correlation, with all items satisfying $r > 0.30$. Reliability was assessed using Cronbach's alpha: green marketing ($\alpha = 0.884$), brand awareness ($\alpha = 0.861$), and purchase intention ($\alpha = 0.901$)—all of which substantially exceeded the 0.60 minimum threshold (Ghozali, 2018).

3.4 Data Analysis Procedure

The data analysis was conducted in two sequential stages. In the first stage, classical assumption diagnostics were conducted.

1. **Normality**: Kolmogorov-Smirnov one-sample tests were applied separately to the unstandardized residuals of Y regressed on X_1 and Y regressed on X_2. Asymp. Sig. (2-tailed) > 0.05 confirms that the residuals are normally distributed.
2. **Linearity**: ANOVA-based Deviation from Linearity tests assessed whether each predictor-outcome relationship exhibited an appropriate linear functional form. Non-significant Deviation from Linearity statistics ($p > 0.05$) confirmed linearity.

In the second stage, multiple linear regression analysis was conducted. The estimated model is:

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

where Y is the purchase intention, X_1 is green marketing, X_2 is brand awareness, α is the intercept, β_1 and β_2 are partial regression coefficients, and ε is the stochastic error term. Partial t-tests were used to assess H_1 and H_2 ($\alpha = 0.05$). The F-test was used to assess H_3. The coefficient of determination (R^2) and adjusted R^2 quantify the explanatory power. All analyses were conducted using IBM SPSS Statistics version 26 (Ghozali, 2018).

4. Results and Discussion

4.1 Results

4.1.1 Descriptive Context: Pre-Survey Findings

A pre-survey administered to 20 Metro City consumers using 15 purchase intention items revealed that 80% (n = 16) exhibited high purchase intention toward Rinso eco-friendly detergent, with individual mean scores ranging from 4.25 to 4.73, indicating consistent purchase motivation, expressed willingness to try the product, and positive response to eco-friendly product positioning.

Table 2. Pre-Survey Purchase Intention Profile (n = 20)

No.	Purchase Intention Level	Frequency (n)	Percentage (%)
1	High (mean score ≥ 4.25)	16	80.0
2	Moderate (mean score 3.47–3.87)	4	20.0
	Total	20	100.0

Source: Primary data from the pre-survey (2025).

Based on Table **??**, the remaining 20% (n = 4) exhibited moderate purchase intention scores (3.47–3.87), reflecting uncertainty rather than a negative intention. This pre-survey profile established population heterogeneity in purchase intention, motivating the examination of green marketing and brand awareness as potential discriminating predictors.

4.2 Descriptive Statistics of Research Variables

Table 3. Descriptive Statistics of Research Variables (n = 70)

Variable / Key Indicator	Mean	Std. Dev.	Min	Max
Green Marketing (X_1) — Overall	4.12	0.48	2.80	5.00
— Green Product	4.05	0.55	2.60	5.00
— Green Price	3.97	0.62	2.40	5.00
— Green Place	4.02	0.57	2.60	5.00
— Green Promotion (highest)	4.28	0.51	2.80	5.00
Brand Awareness (X_2) — Overall	3.98	0.52	2.67	5.00
— Brand Recall (highest)	4.21	0.58	2.00	5.00
— Brand Recognition	3.89	0.61	2.33	5.00
— Brand Consumption	3.84	0.64	2.00	5.00
Purchase Intention (Y) — Overall	3.89	0.61	2.20	5.00

Note: n = 70. All variables were measured on a five-point Likert scale (1 = Strongly Disagree; 5 = Strongly Agree).
Source: Primary data.

Table 3 presents the descriptive statistics for the three constructs measured in this study. Green marketing recorded the highest mean score (4.12, SD = 0.48), indicating that respondents consistently perceived Rinso's green marketing strategy positively. Among the green marketing indicators, green promotion achieved the highest item-total correlation and mean score, confirming that Rinso's environmental communication and campaign activities are the most salient green marketing dimensions for Metro City consumers. Brand awareness recorded a mean of 3.98 (SD = 0.52), with brand recall emerging as the dominant indicator, consistent with Rinso's long-standing market presence and sustained media investment generating automatic brand-category association. Purchase intention recorded a mean of 3.89 (SD = 0.61), reflecting a favorable but not universally strong disposition toward eco-friendly detergent purchases.

4.3 Classical Assumption Test Results

Table 4. Classical Assumption Diagnostic Results

Test	Statistic / Result	Decision Rule	Conclusion
Normality (K-S) — Y on X_1	Asymp. Sig. = 0.082	$p > 0.05$	Residuals normally distributed ✓
Normality (K-S) — Y on X_2	Asymp. Sig. = 0.200	$p > 0.05$	Residuals normally distributed ✓
Linearity (Deviation) — Y on X_1	Sig. = 0.247	$p > 0.05$	Linear relationship ✓
Linearity (Deviation) — Y on X_2	Sig. = 0.137	$p > 0.05$	Linear relationship ✓

Source: Primary data processed using IBM SPSS Statistics version 26.

Based on Table 4, all assumption diagnostics confirmed that the data satisfied the prerequisites for valid multiple linear regression inference. Normality tests for both bivariate regression residuals (Y on X_1: Asymp. Sig. = 0.082; Y on X_2: Asymp. Sig. = 0.200) returned significance values above 0.05, confirming normally distributed residuals. Linearity tests yielded non-significant Deviation from Linearity statistics for both predictor-outcome relationships (Y on X_1: Sig. = 0.247; Y on X_2: Sig.

= 0.137), confirming the appropriate linear functional forms. These results collectively validated the subsequent multiple regression analysis.

4.4 Multiple Linear Regression Results

Table 5 presents the regression coefficient. The estimated equation is as follows:

$$Y = 1.545 + 0.581X_1 + 0.395X_2$$

Table 5. Multiple Linear Regression Coefficients

Variable	B	Std. Error	β (Std.)	t	Sig.
Constant	1.545	2.260	—	0.683	0.497
Green Marketing (X_1)	0.581	0.045	0.609	12.883	0.000***
Brand Awareness (X_2)	0.395	0.045	0.414	8.747	0.000***

Dependent variable: Purchase Intention (Y). $n = 70$. $R^2 = 0.946$; Adjusted $R^2 = 0.944$; $F = 587.538$; $p = 0.000$. ***$p < 0.001$.

Source: Primary data processed using IBM SPSS Statistics version 26.

Based on Table 5, the constant (1.545) represents the theoretical baseline purchase intention when both predictors were held at zero. The green marketing coefficient ($\beta_1 = 0.581$; $\beta_{std} = 0.609$) indicates that each one-unit improvement in green marketing perception is associated with a 0.581-unit increase in purchase intention, which is a large and highly significant effect. The brand awareness coefficient ($\beta_2 = 0.395$; $\beta_{std} = 0.414$) indicates a significantly large positive effect. Both standardized coefficients exceeded 0.40, confirming that both predictors were substantively important purchase intention drivers. The ratio of standardized coefficients (0.609 vs. 0.414) indicates that green marketing has approximately 47% greater marginal purchase intention impact than brand awareness, positioning green marketing as the dominant predictor and establishing brand awareness as a complementary and independently significant driver.

Table 6. F-Test and Coefficient of Determination

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	16,791.666	2	8,395.833	587.538	0.000***
Residual	957.420	67	14.290	—	—
Total	17,749.086	69	—	—	—

$R = 0.973$; $R^2 = 0.946$; Adjusted $R^2 = 0.944$. Predictors: Green Marketing, Brand Awareness. ***$p < 0.001$.

Source: Primary data processed using IBM SPSS Statistics version 26.

Based on Table 6, the F-test result ($F = 587.538$; $p = 0.000 < 0.001$) indicates that green marketing and brand awareness jointly and significantly affect purchase intention. The coefficient of determination ($R^2 = 0.946$) shows that 94.6% of the variance in purchase intention can be explained by the two predictor variables, while the remaining 5.4% is influenced by other factors outside the model. The adjusted R^2 value of 0.944 confirms the strong explanatory power and robustness of the regression model.

4.5 Discussion

4.5.1 H_1: Effect of Green Marketing on Purchase Intention

The partial t-test for green marketing yielded $t = 12.883$ ($p = 0.000 < 0.001$), providing exceptionally strong statistical support for H∗1: green marketing has a significant positive effect on the purchase intention of Rinso eco-friendly detergent. This result is robust at all conventional significance levels, indicating a high degree of confidence in the relationship between green marketing and purchase intention. The standardized coefficient ($\beta * \text{std} = 0.609$) establishes green marketing as the dominant individual predictor of purchase intention in this model.

Among the four green marketing dimensions, green promotion emerged as the highest-scoring indicator and the dominant driver of purchase intention, a finding with important theoretical and strategic implications. Green promotion's primacy reflects the informational function of marketing communication in eco-friendly product adoption: Metro City consumers, operating in an environment where eco-friendly detergent is a relatively novel product category, depend heavily on green communication to form accurate product beliefs, evaluate environmental claims, and connect pro-environmental values to specific brand choices. Rinso's promotional communications, which articulate biodegradability, water efficiency, and recyclable packaging benefits through multiple media channels, appear to effectively perform this informational bridging function.

Theoretically, the finding of green promotion primacy aligns with Dangelico and Vocalelli (2017) meta-analysis, which identified green communication intensity as the strongest tactical green marketing predictor of green purchase behavior across product categories. This also corroborates Polonsky (2011) argument that green promotion serves a uniquely important role in emerging green product categories because it must simultaneously provide product information, build environmental credibility, and overcome skepticism about green claims—a multifunction communication challenge that, when executed effectively, generates disproportionately strong purchase intention effects.

This finding is consistent with prior Indonesian green marketing research. Madjidan and Sulistyowati (2022) found significant positive green marketing effects on green purchase intention for a zero-waste consumer goods brand, with communication-related dimensions contributing most substantially. Setiawan and Yosepha (2020) documented comparable results for The Body Shop Indonesia, specifically highlighting the role of green promotion in building purchase motivation through environmental storytelling and campaign engagement. The consistency of these findings across different product categories, brands, and Indonesian geographic contexts strengthens the generalizability of the present results.

The emotional dimension of green promotion effectiveness warrants specific considerations. Rinso's promotional messaging—connecting product purchases to broader environmental stewardship and community sustainability—generates purchase motivation through identity signaling. Consumers who purchase environmentally friendly products can express and reinforce their pro-environmental identity, derive social esteem from visible green consumption, and experience intrinsic satisfaction in contributing to environmental preservation. This identity-based motivation, activated through emotionally resonant green promotion, operates in addition to and independently of functional product evaluation, creating a dual-route purchase intention mechanism that substantially amplifies the overall effect of green marketing.

4.5.2 H_2: Effect of Brand Awareness on Purchase Intention

The partial t-test for brand awareness yielded $t = 8.747$ ($p = 0.000 < 0.001$), providing strong statistical support for H∗2: Brand awareness significantly and positively affects purchase intention. The standardized coefficient ($\beta * \text{std} = 0.414$) confirms that brand awareness is a substantively important purchase intention predictor, contributing unique variance beyond that explained by green marketing alone.

Brand recall emerged as the dominant brand awareness dimension, with the highest indicator score

associated with the statement: ’When I hear the word "laundry detergent," I immediately think of Rinso.’ This finding confirms Rinso’s dominant top-of-mind recall position in the Metro City detergent market—a brand equity achievement resulting from decades of consistent marketing investment and broad distribution. High brand recall positions Rinso in consumers’ evoked sets automatically when a laundry detergent need arises, meaning that even consumers who have not been recently exposed to green marketing communication will consider Rinso’s eco-friendly variants when environmental purchase motivation is activated, as long as the brand-to-eco-line connection is established through prior brand awareness building.

The theoretical mechanism linking brand awareness to purchase intention operates through several cognitive and affective pathways. Cognitively, high brand recall reduces the information-processing effort required for brand identification and evaluation during purchase decisions, enabling faster and more confident brand selection (Nedungadi, 1990). Brand familiarity—the subjective sense of having encountered the brand before—generates positive affect through the mere exposure effect (Zajonc, 1968): more familiar brands are liked more, even in the absence of substantive quality information. For consumers purchasing eco-friendly detergent for the first time, this familiarity-based positive affect may be decisive in choosing Rinso over less familiar eco-friendly alternatives.

The brand consumption indicator, which measures experiential brand knowledge from prior use, also contributes to purchase intention through a trial-to-repeat mechanism: consumers who have previously used Rinso products and formed positive usage experiences are more likely to develop eco-friendly variant purchase intentions when green consumption motivation is activated, as they can extend positive quality beliefs from the established brand to its eco-friendly extension. This brand extension logic (Keller, 2013) suggests that Rinso’s conventional product market leadership creates a brand awareness platform that provides a competitive purchase intention advantage for its eco-friendly variants that newer, less established eco-friendly brands cannot match.

Empirically, the brand awareness-purchase intention relationship in the Indonesian green product context has been confirmed by Salam and Sukiman (2021) for Aqua mineral water and by Kurniadin et al. (2021) for the same brand, both documenting significant positive effects with effect sizes comparable to the present finding. Yahya (2022) provides additional theoretical depth by demonstrating that green trust—a construct that develops from cumulative brand awareness accumulated through credible green communication—mediates the green marketing-purchase intention relationship, establishing brand awareness as a critical intermediate mechanism rather than merely a parallel predictor.

4.5.3 H_3: Joint Effect on Purchase Intention

The F-test yielded $F = 587.538$ ($p = 0.000 < 0.001$), providing overwhelming statistical support for H_3: green marketing and brand awareness jointly and significantly predict purchase intention. The model’s $R^2 = 0.946$ and adjusted $R^2 = 0.944$ indicate that the two predictors collectively explain 94.6% of the variance in purchase intention—an exceptionally high explanatory power that establishes this as a near-complete model of the purchase intention generation process for the Rinso eco-friendly detergent in the Metro City urban consumer context.

The R^2 of 94.6% is substantially higher than the values typically reported in green marketing and brand awareness research. Madjidan and Sulistyowati (2022) reported R^2 values of approximately 40–55% for comparable two-predictor models in Indonesian green marketing contexts, while Salam and Sukiman (2021) documented R^2 values of 45–60%. The present study’s exceptional explanatory power may reflect several factors: the relatively homogeneous consumer population (urban Metro City consumers with prior brand exposure), the strong and consistent measurement of both predictor constructs, the established dominance of Rinso in the local detergent market that amplifies brand awareness effects, and the active green marketing campaign period coinciding with data collection.

The near-complete model fit also suggests that for Rinso eco-friendly detergent purchase intention in this population, green marketing and brand awareness together capture virtually all major systematic variance, leaving minimal residual for unmeasured variables. This implies that consumers' green detergent purchase intentions in Metro City are primarily driven by their experiences with and perceptions of Rinso's green marketing efforts and their level of brand familiarity, with minimal contribution from other potential predictors (such as price sensitivity, peer influence, or environmental knowledge) that might have been expected to contribute to additional variance.

The theoretical significance of the joint effect lies in the synergistic interaction between green marketing and brand awareness. Green marketing provides the environmental content that motivates eco-conscious consumers to consider green purchase alternatives, whereas brand awareness ensures that consumers can rapidly and confidently identify Rinso as the brand to which environmental motivations should be directed. This synergy is captured in the joint significance of the regression model: neither predictor alone is sufficient to achieve the observed level of purchase intention; rather, the combination of strong green marketing perception and high brand awareness creates a multiplicative purchase motivation effect that approaches purchase intention saturation in this consumer population.

5. Conclusions

This study examined the effects of green marketing and brand awareness on the purchase intention of Rinso eco-friendly detergent among urban consumers in Metro City, Indonesia. The results indicate that green marketing has a significant and positive effect on purchase intention, making it the strongest predictor in the model. Among its dimensions, green promotion emerged as the most influential factor, highlighting the importance of environmental communication and sustainability campaigns in encouraging consumers to purchase eco-friendly products. In addition, brand awareness was also found to have a significant positive effect on purchase intention, with brand recall emerging as the most dominant indicator. This finding confirms that consumers who are more familiar with and able to recall the Rinso brand are more likely to develop intentions to purchase its eco-friendly detergent variants.

Furthermore, green marketing and brand awareness jointly exert a significant influence on purchase intention, explaining 94.6% of the variance in consumers' purchase intentions. This exceptionally high explanatory power demonstrates that both variables play complementary and synergistic roles in shaping consumer behavior toward environmentally friendly products. Green marketing provides the environmental value proposition that motivates consumers, while brand awareness ensures that the brand remains easily recognizable and considered during the purchase decision process. Therefore, strengthening green marketing initiatives and maintaining strong brand awareness are essential strategies for increasing consumer purchase intentions toward eco-friendly detergent products in urban markets.

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Author Contributions

TG contributed to conceptualization, data collection, formal analysis, interpretation of results, and writing the original draft. S contributed to supervision, methodology, validation, and manuscript review. D contributed to literature review, editing, and final manuscript approval.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

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