

EFFECTS OF GREEN PRODUCT AND GREEN ADVERTISING TOWARD PURCHASE DECISION

Vanesha Rahmania, (Corresponding author)

Universitas Sriwijaya, Faculty of Economy, Graduate School, Indonesia,
rahmaniavanesha@gmail.com

Sulastri

Universitas Sriwijaya, Faculty of Economy Graduate School,
Indonesia, sulastri@unsri.ac.id

Zakaria Wahab

Universitas Sriwijaya, Faculty of Economy, Graduate School,
Indonesia, zkwahab@yahoo.com

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Abstract

The present empirical study aims to determine the effects of green products and green advertising on purchasing decision with buying interest as a mediating variable. The sample of the study consist of 10 It is a case study investigating the Body Shop's consumers that also have an account the Instagram social media platform. The respondents were chosen using non-probability sampling. The primary data were collected using a questionnaire containing 31 statements in google form format and the data were analyzed using Structural Equation Modeling (SEM). Smart PLS software was used test the variables and the results show a substantial positive effect of green products and green advertising toward purchase decisions for the Body Shop users on Instagram. The study also reveal a significant positive effect of green products and green advertising toward buying interest,

Keywords: *green product, green advertising, purchase decision, buying interest*

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