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The Effect off Product Innovation and Eco-Friendly Labels on Purchase Intention for Biotalk Products: Consumer Preference as A Mediating Variable

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Abstract: This study aims to analyze the effect of product innovation and eco-friendly labels on consumers' purchase intention for Biotalk products, with consumer preference as a mediating variable. The study employed a causal quantitative approach with a survey of 170 Biotalk consumers in the DKI Jakarta area, selected using purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0.9.6. The results show that product innovation has no significant direct effect on purchase intention, whereas eco-friendly labels and consumer preference have a positive and significant effect on purchase intention. Product innovation and eco-friendly labels also have a positive and significant effect on consumer preference. Furthermore, consumer preference fully mediates the effect of product innovation on purchase intention and partially mediates the effect of eco-friendly labels on purchase intention. These findings indicate that consumers do not automatically translate their perceptions of product innovation into purchase intention. Innovation needs to be perceived as aligned with consumers' needs, health values, and environmental concerns. Conversely, eco-friendly labels function as information that can build trust and preference while also directly encouraging purchase intention. This study contributes to the sustainable marketing literature by positioning consumer preference as a mechanism that explains the relationship between product attributes and purchase intention in the context of natural soap products.

Keyword: Product Innovation, Eco-Friendly Label, Consumer Preference, Purchase Intention, Biotalk, Sustainable Marketing.

INTRODUCTION

Consumer awareness of skin health and environmental sustainability has increased in recent years. Consumers no longer focus only on the functional performance of personal care products, but also on ingredient safety, environmental impact, packaging, and the sustainability values represented by the brand. This shift creates opportunities for natural and environmentally responsible personal care products, while also intensifying competition among cosmetic and skincare brands.

Biotalk is a local Indonesian personal care brand that positions its products on the use of natural ingredients and the needs of sensitive skin. The thesis on which this article is based explains that Biotalk is produced by PT Bionatura Berkas Abadi and is formulated using natural ingredients while avoiding ingredients such as SLS/SLES and other harsh chemicals. Biotalk also communicates product safety and environmental concern and distributes its products through digital trade channels. These characteristics make Biotalk a relevant object for examining consumer responses to product innovation, eco-friendly labels, preference, and purchase intention.

The sustainability context is further reinforced by the importance of Sustainable Development Goal 12, which promotes responsible consumption and production. The thesis also links this context to the Triple Bottom Line, which emphasizes the economic, social, and environmental dimensions of business sustainability. In consumer markets, sustainability communication can reduce information asymmetry and help consumers identify products that match their environmental values. Therefore, eco-friendly labels are not merely symbols on packaging, but can also serve as informational cues in consumers' evaluation process.

Product innovation is an important mechanism for coping with competition. Innovation can be reflected in product design, formulation, function, materials, and the product's ability to deliver distinctive value. However, innovation is not always directly translated into purchase intention. Consumers may first evaluate whether the innovation is beneficial, relevant, safe, and consistent with their preferences. This is particularly important for natural personal care products, because consumers may weigh health, environmental, functional, and experiential attributes simultaneously.

Previous studies used in the thesis show mixed results. Madhavedi et al., (2025) and Ilmiah and Wardhani (2024) showed that product innovation can increase purchase intention, whereas Najm et al., (2023) showed that the effect of innovation can operate through consumer evaluation and preference. Regarding eco-friendly labels, Leelavathi and Satyanarayana (2024) and Bevan-Dye and Synodinos (2025) found a positive effect on the purchase intention for eco-friendly products, although D'Souza et al. (2021) showed that skepticism toward environmental labels can weaken this effect. Research on consumer preference also shows that consumers who value natural, healthy, and environmentally responsible products tend to have stronger purchase intention (Intansari & Muslichah, 2022; Bahaiyan & Ridanasti, 2025).

The research gap addressed in this study lies in the differences in the mechanisms through which product innovation and eco-friendly labels influence purchase intention. Consumer preference is positioned not merely as an outcome, but as a mediating mechanism that explains how consumers translate product attributes into purchase intention. The novelty of this study lies in its context and the relationships among variables, namely testing the direct and indirect effects of product innovation and eco-friendly labels on purchase intention in the natural soap market, with Biotalk consumers in DKI Jakarta as the empirical context. Based on these problems and research gaps, this study aims to analyze: (1) the effect of product innovation on purchase intention; (2) the effect of eco-friendly labels on purchase intention; (3) the effect of consumer preference on purchase intention; (4) the effect of product innovation on consumer preference; (5) the effect of eco-friendly labels on consumer preference; (6) the mediating role of consumer preference in the relationship between product innovation and

purchase intention; and (7) the mediating role of consumer preference in the relationship between eco-friendly labels and purchase intention.

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) developed by Ajzen (1991) explains behavioral intention through attitude toward the behavior, subjective norms, and perceived behavioral control. In sustainable consumption, product-related information can shape consumers' evaluations and attitudes before intention is formed. Hagger et al., (2024) and Naskar and Lindahl (2025) affirm the relevance of TPB in explaining intention and behavior across various contexts. In this study, product innovation and eco-friendly labels are viewed as product-related stimuli that can influence consumers' evaluation and preference, which in turn contribute to purchase intention.

Sustainable Consumption and Triple Bottom Line

Sustainable Development Goal (SDG) 12 emphasizes the importance of adopting responsible consumption and production patterns. This principle is consistent with the Triple Bottom Line concept proposed by Elkington (1998), which places the balance among economic (profit), social (people), and environmental (planet) aspects as the foundation for achieving sustainability. In the context of natural personal care products, the application of sustainability principles can be reflected in the selection of raw materials, production processes, product formulation, use of packaging, and the delivery of information to consumers. Thus, this concept provides a relevant foundation for explaining the importance of eco-friendly labels and consumer preference in driving consumer decisions toward sustainability-oriented products.

Product Innovation

Product innovation refers to the creation, improvement, or modification of products to provide added value and meet changing consumer needs. Kotler and Keller (2016) describe product development and improvement as a mechanism for creating customer value and differentiation, while Tidd and Bessant (2024) emphasize the importance of integrating technological, market, and organizational aspects in innovation. In this study, product innovation is represented through perceptions of product design, innovative ingredients or formulation, the uniqueness of scent, texture, or function, advantages over competitors, and alignment with natural skincare trends.

Eco-Friendly Labels

An eco-friendly label is an environment-related symbol, claim, or piece of information attached to a product to communicate sustainability attributes. Eco-friendly labels can function as information signals that help consumers evaluate products when environmental performance cannot be directly observed. Thøgersen et al., (2010) and Carmona (2011) emphasize the importance of consumer understanding and label credibility. In this study, eco-friendly labels encompass consumers' perceptions of environmental information, natural ingredients, environmentally responsible packaging, label accountability, and the brand's environmental concern.

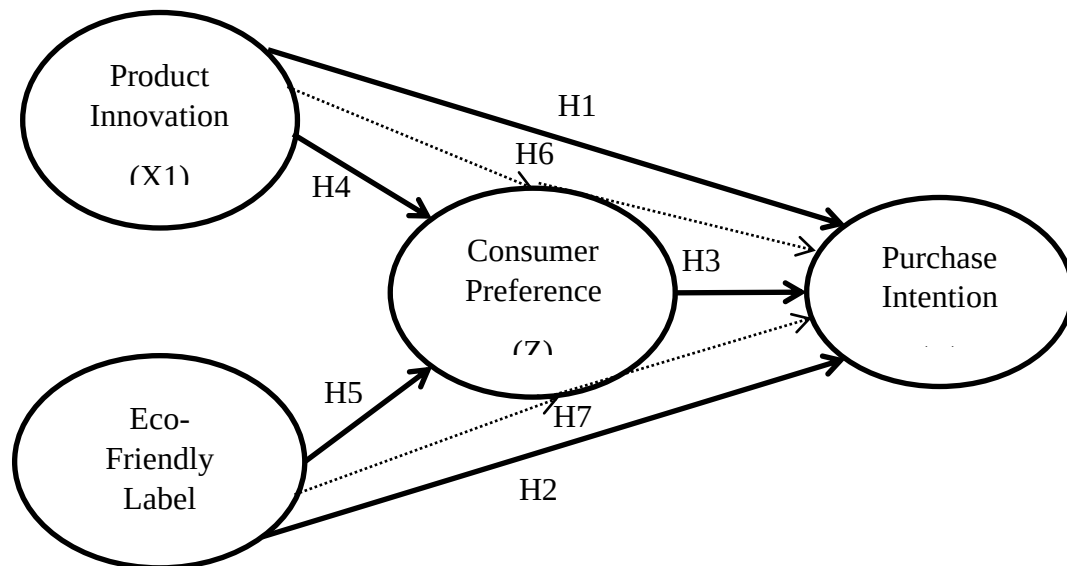
Consumer Preference

Consumer preference reflects an individual's tendency to choose a product over alternatives based on perceived value, suitability, needs, and personal or social values. Schiffman and Wisenblit (2015) explain that product attributes serve as cues in the evaluation process and the formation of preferences. In sustainable consumption, preference can be shown through a stronger tendency toward natural ingredients and environmentally responsible

products. Therefore, this study positions consumer preference as a mediating construct that links the evaluation of product attributes to purchase intention.

Purchase Intention

Purchase intention indicates a consumer's willingness or plan to buy a product. Kotler and Keller (2016) and Peter and Olson (2013) position intention as an important stage in the consumer decision process after the evaluation of alternatives. In this study, purchase intention is measured through interest in buying after learning about the product's advantages, intention to repurchase in the future, and intention to buy in the near term.



Source: Processed by the researcher based on the research model

Figure 1. Conceptual Framework of the Study

HYPOTHESYS

- H1: Product innovation has a positive effect on purchase intention for Biotalk products.
- H2: Eco-friendly labels have a positive effect on purchase intention for Biotalk products.
- H3: Consumer preference has a positive effect on purchase intention for Biotalk products.
- H4: Product innovation has a positive effect on consumer preference for Biotalk products.
- H5: Eco-friendly labels have a positive effect on consumer preference for Biotalk products.
- H6: Consumer preference mediates the effect of product innovation on purchase intention for Biotalk products.
- H7: Consumer preference mediates the effect of eco-friendly labels on purchase intention for Biotalk products.

METHOD

This study is a causal associative study because it examines the effects among variables through hypothesis testing. The approach used is quantitative, with data collected through a structured questionnaire. The study was conducted in DKI Jakarta from March to August 2025. The study population comprised consumers in DKI Jakarta who had purchased or were aware of Biotalk products and who were interested in natural and eco-friendly personal care products.

The research sample consisted of 170 respondents selected using purposive sampling. The respondent criteria were: (1) residing in Jakarta; (2) aged at least 17 years; (3) having purchased or used Biotalk at least once in the past six months; and (4) having knowledge of or concern for environmental issues, particularly products bearing eco-friendly labels. The questionnaire used a Likert scale and measured four constructs, namely product innovation, eco-friendly labels, consumer preference, and purchase intention.

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0.9.6. The measurement model was evaluated through convergent validity, discriminant validity, Cronbach's alpha, composite reliability, and average variance extracted (AVE). The structural model was evaluated through R-square, predictive relevance, and bootstrapping. A relationship was considered significant when the T-statistic was greater than 1.96 and the P-value was less than 0.05.

RESULTS AND DISCUSSION

Respondent Characteristics

The study involved 170 Biotalk consumers in DKI Jakarta. There were 113 male respondents (66.5%) and 57 female respondents (33.5%). The largest age group was 21–25 years with 65 respondents (38.2%), followed by 26–30 years with 54 respondents (31.8%), above 30 years with 40 respondents (23.5%), and 17–20 years with 11 respondents (6.5%). South Jakarta contributed the largest share of respondents, at 76 respondents (44.7%). In terms of purchase frequency over the past six months, 71 respondents (41.8%) bought Biotalk 2–3 times, 58 respondents (34.1%) bought it once, and 41 respondents (24.1%) bought it more than three times.

Table 1. Respondent Characteristics

Characteristic	Category	n	Percentage
Gender	Male	113	66.5
	Female	57	33.5
Age	17–20 years	11	6.5
	21–25 years	65	38.2
	26–30 years	54	31.8
	>30 years	40	23.5
Purchase frequency	1 time	58	34.1
	2–3 times	71	41.8
	>3 times	41	24.1

Source: Processed SmartPLS 4.0.9.6, 2026.

Descriptive Results

The descriptive results show that respondents generally gave favorable ratings to all four research constructs. For the product innovation variable, the highest mean value of 4.28 was found for the statement that Biotalk is unique in terms of scent, texture, or function, while the lowest value of 3.49 was found for the perception of Biotalk's advantages over other soap brands. For eco-friendly labels, the highest mean of 4.09 was found for the statement that the label increases trust, while the lowest value of 3.78 was found for the perception that the packaging reflects the use of environmentally friendly materials. For purchase intention, the highest mean of 4.01 was found for interest in buying after learning about the product's advantages. For consumer preference, the highest mean of 4.05 was found for the tendency to buy environmentally friendly products

Table 2. Selected Descriptive Statistics

a	Indicator with the highest mean	Mean	Std. Deviation
Product Innovation	Biotalk is unique in scent, texture, or function	4.28	0.759
Eco-Friendly Label	The eco-friendly label increases trust in Biotalk	4.09	0.799
Purchase Intention	Interested in buying after learning about the product's advantages	4.01	0.844
Consumer Preference	Tends to buy environmentally friendly products	4.05	0.842

Source: Processed SmartPLS 4.0.9.6, 2026.

Measurement Model

The convergent validity results show that the retained indicators met the loading criterion. Indicator IP4 was removed because its outer loading was 0.249, below the criterion used in the study. After the modification, the retained product innovation indicators had loadings between 0.806–0.867; eco-friendly label indicators ranged from 0.739–0.918; purchase intention indicators ranged from 0.895–0.936; and consumer preference indicators ranged from 0.793–0.910.

Table 3. Convergent Validity Test Results

Construct	Retained indicators	Loading range	Remarks
Product Innovation	IP1, IP2, IP3, IP5	0.806–0.867	Valid
Eco-Friendly Label	LRL1–LRL5	0.739–0.918	Valid
Purchase Intention	MB1–MB3	0.895–0.936	Valid
Consumer Preference	PK1–PK4	0.793–0.910	Valid

Source: Processed SmartPLS 4.0.9.6, 2026.

Table 4. Reliability and Convergent Validity Test Results

Construct	Cronbach's Alpha	Composite Reliability	AVE
Product Innovation	0.864	0.907	0.710
Eco-Friendly Label	0.917	0.938	0.713
Purchase Intention	0.895	0.935	0.827
Consumer Preference	0.875	0.914	0.727

Source: Processed SmartPLS 4.0.9.6, 2026.

All constructs have Cronbach's alpha and composite reliability values above 0.70, indicating good internal consistency. AVE values are also greater than 0.50, supporting convergent validity. The Fornell–Larcker criterion and cross-loading results in the thesis also show that each construct can be empirically distinguished from the other constructs.

Structural Model and Hypothesis Testing

Table 5. R-square Results

Endogenous construct	R ²	Interpretation
Consumer Preference	0.780	78.0% explained by product innovation and eco-friendly labels
Purchase Intention	0.878	87.8% explained by product innovation, eco-friendly labels, and consumer preference

Source: Questionnaire data, processed 2026

The R-square values show that the structural model has strong explanatory power. Product innovation and eco-friendly labels together explain 78.0% of the variance in consumer preference, while product innovation, eco-friendly labels, and consumer preference together explain 87.8% of the variance in purchase intention. The blindfolding results reported in the thesis show Q² values of 0.553 for consumer preference and 0.718 for purchase intention, indicating that the endogenous constructs have predictive relevance.

Table 6. Hypothesis Test Results

Hypothesis / Relationship	Original Sample	T-Statistics	P-Values	Decision
H1 Product Innovation → Purchase Intention	0.022	0.389	0.349	Rejected
H2 Eco-Friendly Label → Purchase Intention	0.608	6.876	0.000	Accepted
H3 Consumer Preference → Purchase Intention	0.337	4.321	0.000	Accepted
H4 Product Innovation → Consumer Preference	0.193	2.772	0.003	Accepted
H5 Eco-Friendly Label → Consumer Preference	0.713	8.975	0.000	Accepted

H6 Product Innovation → Preference → Purchase Intention	0.065	2.353	0.009	Full mediation
H7 Eco-Friendly Label → Preference → Purchase Intention	0.240	3.869	0.000	Partial mediation

Source: Processed SmartPLS 4.0.9.6, 2026.

DISCUSSION

The Effect of Product Innovation on Purchase Intention. Product innovation has a positive direction of relationship but no significant effect on purchase intention ($\beta = 0.022$; $T = 0.389$; $P = 0.349$). Thus, H1 is rejected. This finding indicates that consumers do not automatically translate their perceptions of product innovation into purchase intention. Although Biotalk's uniqueness in scent, texture, or function received the highest mean of 4.28, the perception of the product's competitive advantage received the lowest mean of 3.49. The outer loading of IP4 was also only 0.249, so it was removed from the measurement model. This suggests that consumers can recognize the product's uniqueness but do not yet regard it as a strong enough reason to make a direct purchase. This result is consistent with Najm et al. (2023) and Setiawan et al. (2024), who showed that innovation may require positive consumer evaluation before it is translated into purchase intention for eco-friendly products. In contrast, Ilmiah and Wardhani (2024) and Madhavedi et al. (2025) found a positive direct effect of product innovation on purchase intention. The differences in results may relate to product category, respondent characteristics, and the importance of health and environmental considerations in the consumption of natural soap.

The Effect of Eco-Friendly Labels on Purchase Intention. Eco-friendly labels have a positive and significant effect on purchase intention ($\beta = 0.608$; $T = 6.876$; $P < 0.001$), so H2 is accepted. This result indicates that environmental information on Biotalk can function as a strong external cue in consumer evaluation. The highest mean for the eco-friendly label construct was 4.09, for the statement that the presence of the label increases trust in Biotalk. This finding is consistent with the function of product labels as informational attributes that help consumers evaluate quality, safety, and environmental responsibility. The results support Leelavathi and Satyanarayana (2024) and Bevan-Dye and Synodinos (2025), who found a positive relationship between eco-friendly labels and purchase intention for eco-friendly products. However, the thesis also notes findings that differ from D'Souza et al. (2021), who showed that skepticism toward labels can reduce their effectiveness. In the Biotalk context, the product's positioning as a natural product may make environmental information more relevant to consumers.

The Effect of Consumer Preference on Purchase Intention. Consumer preference has a positive and significant effect on purchase intention ($\beta = 0.337$; $T = 4.321$; $P < 0.001$), so H3 is accepted. The highest mean for the preference construct was 4.05, for the tendency to buy environmentally friendly products. The highest purchase intention was found in the statement about interest in buying Biotalk after learning about its advantages, with a mean of 4.01. This result indicates that consumers are more likely to have purchase intention when product attributes match their personal needs and sustainability values. This finding is consistent with Bahaiyan and Ridanasti (2025), Intansari and Muslichah (2022), Filip et al. (2025), and Sagar et al. (2025), who emphasize the importance of environment- and health-related preferences in the purchase intention for sustainable cosmetics.

The Effect of Product Innovation on Consumer Preference. Product innovation has a positive and significant effect on consumer preference ($\beta = 0.193$; $T = 2.772$; $P = 0.003$), so H4 is accepted. The highest innovation mean of 4.28 indicates that the uniqueness of scent, texture, or function is appreciated by consumers. Thus, innovation can increase preference when consumers view it as relevant to their expectations. This result is consistent with Hamidah et al. (2023), Febriyanti (2025), Rahman et al. (2025), and Guiné et al. (2020). The thesis also

identifies findings that differ from Nuryakin and Maryati (2021), who showed that the effect of innovation on preference can vary by product and consumer context.

The Effect of Eco-Friendly Labels on Consumer Preference. Eco-friendly labels have a positive and significant effect on consumer preference ($\beta = 0.713$; $T = 8.975$; $P < 0.001$), so H5 is accepted. This relationship is the strongest direct path in the structural model. The findings show that environmental information is highly effective in shaping consumer preference for Biotalk. Labels communicate product attributes that are difficult to verify directly, such as environmental responsibility and the use of natural ingredients. This result supports the consumer evaluation perspective of Schiffman and Wisenblit (2015) and the studies cited in the thesis, including Filip et al. (2025). The thesis also discusses the differing findings of Thøgersen et al. (2021), that consumers may become confused by the abundance of eco-labels or become skeptical of environmental claims. In the Biotalk context, the label appears sufficiently relevant to the product's natural and sustainable positioning.

The Mediating Role of Consumer Preference in the Effect of Product Innovation on Purchase Intention. Consumer preference fully mediates the effect of product innovation on purchase intention (indirect $\beta = 0.065$; $T = 2.353$; $P = 0.009$), so H6 is accepted. Product innovation has no significant direct effect on purchase intention, but has a significant effect on preference, and preference in turn affects purchase intention. Full mediation indicates that innovation becomes commercially meaningful when consumers judge it to fit their needs, health considerations, and environmental values. This finding is consistent with the discussion in the thesis, which draws on Najm et al. (2023), Setiawan et al. (2024), and Febriyanti (2025). The implication is that Biotalk should not only communicate innovation as novelty, but also explain the consumer benefits and sustainability relevance of each innovation.

The Mediating Role of Consumer Preference in the Effect of Eco-Friendly Labels on Purchase Intention. Consumer preference partially mediates the effect of eco-friendly labels on purchase intention (indirect $\beta = 0.240$; $T = 3.869$; $P < 0.001$), so H7 is accepted. Because the direct effect of eco-friendly labels on purchase intention is also significant ($\beta = 0.608$; $T = 6.876$; $P < 0.001$), the mediation is partial. This result indicates two simultaneous mechanisms: labels directly encourage purchase intention as an informational cue and indirectly increase purchase intention by strengthening consumer preference. For Biotalk, eco-friendly labels have strategic value not only as a communication medium but also as a mechanism for shaping consumer choice. This result is consistent with the interpretation in the thesis, which draws on Schiffman and Wisenblit (2015), Leelavathi and Satyanarayana (2024), and other studies on sustainable product preferences.

CONCLUSION

This study concludes that product innovation has no significant direct effect on Biotalk purchase intention, whereas eco-friendly labels and consumer preference have a positive and significant direct effect on purchase intention. Product innovation and eco-friendly labels also have a positive and significant effect on consumer preference.

Consumer preference plays an important mediating role. The effect of product innovation on purchase intention is fully mediated by consumer preference, which indicates that innovation must first be perceived as relevant and aligned with consumers' needs and values. Meanwhile, consumer preference partially mediates the effect of eco-friendly labels on purchase intention because labels influence purchase intention both directly and indirectly through preference.

From a managerial perspective, Biotalk needs to strengthen communication about the consumer benefits of product innovation, rather than merely highlighting novelty. Product development should emphasize uniqueness that is relevant to skin needs, safety, ease of use, and sustainability. Eco-friendly labels need to be communicated clearly and credibly because the strongest direct path in the model is the effect of eco-friendly labels on consumer preference.

Biotalk can also strengthen consumer preference through digital educational content that explains natural ingredients, environmental attributes, and the meaning of sustainability claims.

This study is limited to Biotalk consumers in DKI Jakarta and uses a quantitative approach with a cross-sectional design. Future research can extend the model by including variables such as brand awareness, environmental knowledge, trust in eco-friendly claims, perceived value, or other psychological variables to explain the unexplained variance in purchase intention, and can test the model in different regions and for different sustainable personal care brands.

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