
INVESTIGATING THE FACTORS OF GREEN PURCHASE INTENTION ON GREEN COSMETICS IN INDONESIA

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ABSTRACT

Research aims to investigate the factors influencing the intention to purchase green cosmetics in Indonesia. The applied research method is quantitative and causal, utilizing a non-probability sampling technique with 300 respondents. Structural Equation Model (SEM) with Partial Least Squares (PLS) is employed as the data analysis tool. The study's findings indicate that the perception of behavioral control, epistemic value, and emotional value does not significantly influence the intention to purchase environmentally friendly cosmetic products in Indonesia. On the other hand, health awareness and environmental knowledge play a crucial role in shaping environmental attitudes. Subjective norms, environmental attitudes, functional price value, social value, and conditional value significantly impact the intention to purchase environmentally friendly cosmetic products. The implications of these findings offer insights to the cosmetics industry to align their marketing strategies with values that are more socially and environmentally oriented, aiming to enhance consumer intention to purchase green cosmetics in Indonesia.

Keyword: Consumer behavior, theory of planned behavior, theory of consumption value, environmental knowledge, health consciousness, green purchase intention.

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INTRODUCTION

The increasing environmental degradation, climate change, and crises leading to changes in consumer behavior in society have raised the demand for sustainable products, with the goal of ensuring safe and healthy living conditions for the current and future generations (IPCC, 2022). In recent years, there have been changes in consumer behavior due to global environmental changes (ECHHAD & GHATH, 2022). Changes in consumer behavior, with a preference for sustainable green products, have also occurred in Indonesia. According to a survey conducted by Katadata Insight Center (KIC) in 2021, it was found that the level of Indonesian public approval for sustainable product consumption reached a score of 6.54 (on a scale of 10).

This change in consumer behavior aligns with the goals of the Sustainable Development Goals (SDGs), particularly SDG 12, which aims to make the consumption and production pattern more sustainable. Unsustainable consumption and production patterns are the root causes of the crises that the Earth is currently experiencing, including climate change, loss of biodiversity, and pollution (Agostoni et al., 2023). This fact indicates that changes in consumer behavior have a crucial impact on achieving sustainable development goals. Sustainable consumption and production are not limited to a single business sector; rather, all business sectors should engage in sustainable practices (Hasan et al., 2019). One of the industries that has become a primary necessity in people's daily lives is the cosmetics industry.

The cosmetics industry is one of the essential industries for economic growth (Tiscini et al., 2022). According to the latest data from the Future Market Insights (FMI, 2023), the market of green cosmetics is estimated to reach US\$ 48.4 billion in 2023. The green cosmetics sector is also expected to increase at a Compound Annual Growth Rate (CAGR) of 5.1% from 2023 to 2033. FMI explains that this growth is driven by several factors, including increased consumer awareness of the importance of using products with natural ingredients, growing demand for organic (plant-based) products, and the increased availability of natural cosmetics in various retail outlets worldwide.

Consumer motivation to prefer natural and green cosmetic products is also supported by several other factors. According to (Liobikienė & Bernatoniene, 2017) health consciousness is one of the essential factors in choosing sustainable green cosmetic products.

The increasing awareness of Indonesian society regarding green cosmetic products indicates a high opportunity for companies that embrace the concept of green cosmetic products. This is also supported by data from Statista (2023), which states that the revenue projection for the green cosmetic market from 2019 to 2023 continues to increase, with estimates that this trend will persist until 2028. Given this background and considering the phenomenon of changing consumer behavior and the rapid growth of the green cosmetic market in Indonesia, it is crucial for companies in the cosmetic industry to understand the factors influencing consumer purchase intent for green cosmetic products.

Environmental Knowledge

Attitude is the expression of an individual's feelings that reflects their liking or disliking of a particular object or group of objects. An individual's attitude is the result of psychological processes that cannot be directly observed but must be inferred from what is said and done (Indriani et al., 2019). According to (G. A. Kumar, 2021), environmental knowledge is one of the important variables to understand consumer's green behavior. According to earliest studies (Indriani et al., 2019); (Faize & Akhtar, 2020); (Shimul et al., 2022), environmental knowledge is positively had a positive significant effect on environmental attitude. In addition, basic information and sufficient knowledge of environmental issues can motivate consumers to their attitudes towards purchasing sustainable products (Shimul et al., 2022).

H1: Environmental Knowledge has a positive and significant effect on environmental attitude

Health Consciousness

According to Nagaraj, (2021) the evolving consumer behaviour, characterised by an increasing emphasis on environmental consciousness, is closely linked to consumers' favourable views towards organic products. These attitudes are contingent upon the safety, quality, and health dimensions associated with the consumption of such products. The COVID-19 pandemic that transpired in 2020 exerted a notable influence on individuals' understanding of public health in their day-to-day endeavours (Ishibashi & Taniguchi, 2022).

According to the research conducted by (Jameel & Ferdinando, 2022), persons who possess a heightened awareness of health and environmental concerns acknowledge the substantial influence of their consumer behaviour on both personal well-being and the natural environment. As a result, individuals proactively pursue knowledge regarding the constituents employed in goods that possess the capacity to negatively impact both human well-being and the natural ecosystem.

According to (Ghazali et al., 2017), there is a prevailing consumer perception that green cosmetics offer superior benefits to their health and are considered to be safer compared to conventional cosmetics. Organic cosmetics are known to provide a holistic approach to well-being by using components that offer advantageous properties for both the body and skin. Furthermore, (Han & Chung, 2014) observed a noteworthy correlation between health benefits and the consumer's inclination to purchase green or organic items.

H2: Health consciousness has a positive and significant effect on environmental attitude

Theory of Planned Behaviour

The Theory of Planned Behavior, first introduced by Ajzen in 1985, consists of four factors that describe behavior: (a) attitude, reflecting favorable or unfavorable judgments; (b) subjective norm, representing the perceptions of individuals or social groups about the behavior to be performed; (c) perceived behavioral control, describing the likelihood, ease, or difficulty of performing an action; and (d) purchase intention, depicting the consumer's strength to make a decision or take action (Ajzen, 1991.). The TPB model allows for modifications and the addition of predictive variables to enhance the influence of its main variables (Ogiemwonyi, 2022). Therefore, this model can be used to observe and explain environmentally friendly behavior (Choi & Johnson, 2019). Several studies have applied the Theory of Planned Behavior as a model to predict green behavior (Nekmahmud et al., 2022); (Ogiemwonyi, 2022); (Shimul et al., 2022).

Perceived Behavioral Control

Perceived behavioural control, as conceptualised in the context of individual behaviour, pertains to the extent of an individual's perspective, capability, and available opportunities to engage in a certain behaviour. According to (Aydin & Aydin, 2022), the likelihood of individuals exhibiting increased behavioural intentions towards a specific behaviour is positively influenced by their perception of having a satisfactory level of control. Based on the aforementioned definition, it can be inferred that perceived behavioural control refers to people's perspective, ability, and opportunities in relation to the degree of behavioural performance. The presence of a significant degree of personal control over a certain behaviour has a direct influence on an individual's behavioural goals. The research conducted by (Nekmahmud et al., 2022) yielded noteworthy findings regarding the impact of green buying intention on both European and non-European tourists in relation to their interest in environmentally friendly items or services. Nevertheless, the research conducted by (Shimul et al., 2022) revealed that perceived behavioural control did not exert a statistically significant impact on the intention to purchase green cosmetic goods in South Africa. This phenomenon may arise from consumers' perceived lack of substantial access to resources that would empower them to make informed judgements regarding the acquisition of environmentally friendly cosmetic items.

H3: Perceived behavioral control has a positive and significant effects on green purchase intention

Subjective Norm

Subjective norm explains how individuals feel about the social pressure they experience regarding specific behaviors from significant relevant people such as family, friends, and colleagues (Paul et al., 2016). Social pressure experienced by consumers from others for environmentally friendly behavior influences purchase intention to align with the expectations of others (Van Tonder et al., 2023). Based on the definition above, it can be concluded that subjective norm is the social

pressure perceived by individuals from significant relevant people such as family, friends, or colleagues regarding behavior, whether it is environmentally friendly behavior carried out by the individual. Previous research conducted by (Shimul et al., 2022) showed that subjective norm is the strongest variable with a significant positive influence on the green purchase intention of South African consumers for green cosmetics. Additionally, the study conducted by (Nekmahmud et al., 2022) also stated that there is a significant positive influence between subjective norm and green purchase intention among European and non-European tourists when traveling.

H4: Subjective norm has a positive and significant effects on green purchase intention

Environmental Attitude

The role of attitude is a pivotal aspect in multiple theories that seek to comprehend human behaviour (P. Liu et al., 2020). The influence of attitude on intention, therefore impacting behaviour, is a significant factor to consider. (J. Wang et al., 2021) propose that there is a positive correlation between attitude and individual behaviour. This study aims to examine the green purchase intention of the Indonesian people in relation to green cosmetics. The comprehension and actual application of attitudes towards the use of environmentally friendly items are vital, as opposed to solely adhering to idealistic notions (Pandey & Yadav, 2023). Hence, it is imperative to take into account the inclusion of environmental elements when examining consumer attitudes. As highlighted by (Dlamini et al., 2021), consumer attitudes towards the environment have the potential to significantly impact behaviour, particularly in terms of the intention to purchase green or sustainable items. The research conducted by (Shimul et al., 2022) revealed that attitude plays a crucial role in shaping the green purchasing intention of South African consumers towards green cosmetics, with a notable beneficial impact. Furthermore, (Nekmahmud et al., 2022) assert that there exists a noteworthy positive correlation between environmental mindset and sustainable consumption among both European and non-European tourists.

H5: Environmental attitude has a positive and significant effects on green purchase intention

Theory of Consumption Value

The Theory of Consumption Value was initially proposed by (Sheth et al., 1991). This theory centres on the identification of consumption value and the decision-making process of consumers in relation to the purchase, utilisation, or non-utilization of specific products. This theory posits that consumer behaviour is influenced by five distinct elements, namely functional value, social value, emotional value, epistemic value, and conditional value. Numerous prior studies have employed the Theory of Consumption Value as a framework for assessing consumer behaviour in relation to environmentally friendly items (Amin & Tarun, 2021); (H. Liu et al., 2021); (Nekmahmud et al., 2022)).

Epistemic Value

Epistemic value is related to consumption and influences purchase intentions through the benefits, novelty, or information provided by a product. Consumers are interested in innovative, new, and abundant products or services (Chi et al., 2021). According to (H. Wang et al., 2019), when consumers want to buy environmentally friendly products for the first time, they will evaluate them based on their information about the product. If consumers lack information about the product, they may not purchase environmentally friendly products. Therefore, information about green products can influence consumer behavior. In previous studies on the impact of epistemic value on green purchase intention, (Nekmahmud et al., 2022) found a positive influence, although not a very strong

relationship between epistemic value and green purchase intention. However, in a study conducted by (Syahrul & Mayangsari, 2020), a significant positive relationship was found between epistemic value and the motives of Indonesian women in choosing natural cosmetic products.

H6: Epistemic value has a positive and significant effect on green purchase intention

Functional Value (Price)

According to (Ahn & Back, 2019), functional value comprises values desired by consumers, such as comfort, quality, and others. Functional value is the value derived from product attributes that provide functional utility, directly perceived by customers (Anwar et al., 2019). Price is the amount of money consumers must pay to obtain the right to use a product (Hawkins, 2020). Thus, it can be concluded that functional value price represents the value or benefits perceived or obtained by consumers in relation to the amount of money paid for using a product. In the research conducted by (Nekmahmud et al., 2022), it is stated that there is a significant positive influence of functional value price on green purchase intention for sustainable products. This is further supported by the study conducted by (Hartanto et al., 2023), which states that functional value has a significant positive influence on the intention to purchase green products. Additionally, (Yulia & Untoro, 2016) found results in their research that suggest functional value price has a significant positive influence on the intention to repurchase green products.

H7: Functional value price has a positive and significant effects on green purchase intention

Social Value

The idea of social value refers to the manner in which consumers perceive a product's ability to boost their social self-image (Y. Zhang et al., 2020). The concept of social value refers to the perceived and acquired benefits that individuals derive from their affiliation with one or more particular social groupings (Anwar et al., 2019). The present analysis leads to the inference that social value refers to the perceived advantages or usefulness derived from the alternative affiliation with one or more particular social collectives in relation to the manner in which a product augments their social self-concept. The study conducted by (Nekmahmud et al., 2022) revealed a noteworthy positive impact of social value on the intention to purchase sustainable products with green attributes.

H8: Social value has a positive and significant effects on green purchase intention

Emotional Value

The concept of emotional value pertains to the worth that emerges from the emotional and affective reactions of consumers subsequent to their acquisition of a product (Y. Zhang et al., 2020). (H. Liu et al., 2021) suggest that emotional value refers to the extent to which a product can elicit emotions or affective states, typically assessed by the emotions linked to a certain product. In accordance with the findings of (Asshidin et al., 2016), emotional value refers to the advantageous outcome that individuals obtain when they encounter novel or distinct experiences (Hartanto et al., 2023) conducted a study that revealed a noteworthy favourable impact of emotional value on the propensity to purchase green items. In a recent empirical investigation conducted by (Nekmahmud et al., 2022), a noteworthy association was observed between emotional value and purchasing intention for sustainable items.

H9: Emotional value has a positive and significant effects on green purchase intention

Conditional Value

Conditional value, according to (Chi et al., 2021), is the value that manifests in many circumstances and hence gives rise to various concerns. The concept of conditional value is derived from external factors that are associated with the various alternative choices that are available to individuals. These external factors can include discounts, promotions, and other similar incentives. It is important to note that these conditions are often unpredictable in nature, as highlighted by (Sheth et al., 1991). Purchase intention for green products is significantly positively influenced by conditional value, according to research by (Lin & Huang, 2012). Furthermore, the study conducted by (Nekmahmud et al., 2022) demonstrates that conditional value exerts a substantial and favourable impact on consumers' propensity to purchase sustainable items.

H10: Conditional value has a positive and significant effects on green purchase intention

Green Purchase Intention

According to (Nur et al., 2021), green purchase intention is defined by experts as the desire and interest of consumers to seek products or services from companies engaged in environmentally friendly production activities and primarily focused on environmental factors. It also assesses how far consumers will purchase products or services from companies with an environmentally friendly reputation (L. Zhang et al., 2018). Green Purchase Intention is also a concept that encompasses how the interest of consumers in green products is measured based on their attraction to products that do not have negative effects on the environment and products that are organic and recyclable. This will generate the desire for consumers to start replacing regular products with environmentally friendly products to prevent environmental damage in the future (Ma et al., 2018). Based on the definitions, green buying intention is the tendency of consumers to buy environmentally friendly items and services. This preference extends beyond product recyclability to a company's production practises and reputation. The goal of green purchase intention is to prioritise short- and long-term environmental sustainability.

METHOD

This research employs a quantitative method because it provides answers to formulated problems through a hypothesis model and constitutes a mathematically based form of evidence. According to (Creswell & Creswell, 2017), quantitative research is defined as an approach for testing objective theories by examining the relationships between variables. The population in this study consists of consumers who have purchased and used cosmetic products in Indonesia. Since the population size is unknown, this research employs non-probability sampling using purposive sampling. Respondents in this study must meet several criteria, including (a) individuals who have used green cosmetic products and (b) individuals who have purchased green cosmetic products. Sample size calculation in this study is done using the G-Power software, resulting in a sample size of 300 respondents. Data will be collected through an online questionnaire distributed via Google Forms to the 300 respondents.

Table 1. Convergent Validity Results.

Construct	Items	Convergent Validity	
		Loading Factor	AVE
Environmental Knowledge (EK)	4	0.737 – 0.848	0.657
Health Consciousness (HC)	4	0.732 – 0.763	0.557
Environmental Attitude (EA)	3	0.816 – 0.883	0.706
Perceived Behavioral Control (PBC)	3	0.762 – 0.912	0.666
Subjective Norm (SN)	3	0.795 – 0.853	0.655
Functional Value Price (FVP)	2	0.830 – 0.953	0.798
Social Value (SV)	2	0.831 – 0.942	0.789
Epistemic Value (EPV)	3	0.743 – 0.853	0.665
Conditional Value (CV)	3	0.768 – 0.876	0.669
Emotional Value (EMV)	3	0.755 – 0.903	0.658
Green Purchase Intention (GPI)	4	0.756 – 0.792	0.607

Source: Primary data processed, 2023

Table 2. Discriminant Validity Fornell-Larcker Results

Variables	EK	HC	EA	PBC	SN	FVP	SV	EPV	CV	EMV	GPI
Environmental Knowledge (EK)	0.810 (1)										
Health Consciousness (HC)	0.430	0.746 (1)									
Environmental Attitude (EA)	0.299	0.449	0.840 (1)								
Perceived Behavioral Control (PBC)	0.649	0.387	0.154	0.816 (1)							
Subjective Norm (SN)	0.129	0.433	0.472	0.065	0.810 (1)						
Functional Value Price (FVP)	0.187	0.346	0.406	0.057	0.467	0.893 (1)					
Social Value (SV)	0.090	0.104	0.179	0.004	0.195	0.269	0.888 (1)				
Epistemic Value (EPV)	0.096	0.220	0.212	0.112	0.297	0.436	0.161	0.816 (1)			
Conditional Value (CV)	0.160	0.273	0.366	0.000	0.291	0.283	0.139	0.136	0.818 (1)		
Emotional Value (EMV)	0.051	0.237	0.306	0.006	0.357	0.387	0.167	0.284	0.543	0.811 (1)	
Green Purchase Intention (GPI)	0.223	0.401	0.480	0.131	0.472	0.501	0.265	0.299	0.404	0.291	0.779 (1)

Table 3. Discriminant Validity Heterotrait-Monotrait Ratio (HTMT) Results

Variables	EK	HC	EA	PBC	SN	FVP	SV	EPV	CV	EMV	GPI
Environmental Knowledge (EK)											
Health Consciousness (HC)	0.563										
Environmental Attitude (EA)	0.351	0.575									
Perceived Behavioral Control (PBC)	0.834	0.529	0.187								
Subjective Norm (SN)	0.170	0.582	0.607	0.080							
Functional Value Price (FVP)	0.241	0.436	0.478	0.065	0.579						
Social Value (SV)	0.101	0.139	0.242	0.060	0.262	0.382					
Epistemic Value (EPV)	0.124	0.284	0.252	0.144	0.393	0.558	0.214				
Conditional Value (CV)	0.203	0.368	0.458	0.063	0.392	0.326	0.168	0.178			
Emotional Value (EMV)	0.097	0.307	0.373	0.072	0.481	0.480	0.223	0.394	0.704		

Variables	EK	HC	EA	PBC	SN	FVP	SV	EPV	CV	EMV	GPI
Green Purchase Intention (GPI)	0.280	0.527	0.587	0.156	0.602	0.580	0.330	0.370	0.516	0.357	

Source: Primary data processed, 2023

Table 1 presents the convergent validity results, Factor loadings are used to assess the validity of indicators, and a value of more than 0.7 is deemed legitimate (Hair et al., 2019). Items with a value below 0.7 are deemed invalid. The Average Variance Extracted (AVE) can be seen as the measure of communality for a construct. It is generally accepted that an AVE value should exceed 0.5 in order to be considered satisfactory. This finding suggests that the construct accounts for 50% or more of the variability observed in the indicators comprising the construct.

The discriminant validity results are presented in Table 2 and Table 3. The analysis reveals that the cross-loading values for each research variable fulfil the requirements for discriminant validity. Specifically, each measurement item exhibits a stronger correlation with its intended variable than with other variables that are expected to be correlated. Hence, it may be said that all things considered, each item demonstrates a stronger connection with the variable it evaluates or measures, proving discriminant validity.

Table 4 . Cronbach’s Alpha and Composite Reliability

Variables	Cronbach’s Alpha	Composite Reliability	Criteria	Decision
EK	0.829	0.884	>0.7	Reliable
HC	0.735	0.834	>0.7	Reliable
EA	0.793	0.878	>0.7	Reliable
PBC	0.763	0.856	>0.7	Reliable
SN	0.737	0.851	>0.7	Reliable
FVP	0.766	0.887	>0.7	Reliable
SV	0.747	0.882	>0.7	Reliable
EPV	0.752	0.856	>0.7	Reliable
CV	0.751	0.858	>0.7	Reliable
EMV	0.742	0.851	>0.7	Reliable
GPI	0.786	0.861	>0.7	Reliable

According to the findings presented in Table 4, the variables examined in this study demonstrate Cronbach's alpha coefficients over 0.7. Additionally, the composite reliability values for each variable are also observed to surpass the threshold of 0.7. This finding suggests that the model employed in this work has successfully fulfilled the requirements for the reliability assessment, hence demonstrating its capacity to consistently, accurately, and precisely measure the intended constructs.

RESULTS AND DISCUSSION

Table 5. Characteristics of Respondents

Category	Frequency (n=300)	Percentage (%)
Gender	Female	216
	Male	84
Age (years)	17-25	245
	26-40	52
	>40	3
Occupation	Homemaker	4
	Not Employed	5

Category	Frequency (n=300)	Percentage (%)
Student	186	62
Employed	105	3.5

Table 5 describes the socio-demographic characteristics of the respondents in. For example, females have a higher number compared to males. It can be concluded that the characteristics of respondents who have used and purchased green cosmetic products in Indonesia are predominantly female. According to (Sanny et al., 2020), there are differences between the purchasing interests of women and men regarding cosmetics in Indonesia. In addition, women place more emphasis on their appearance, particularly in facial care (Jan et al., 2019).

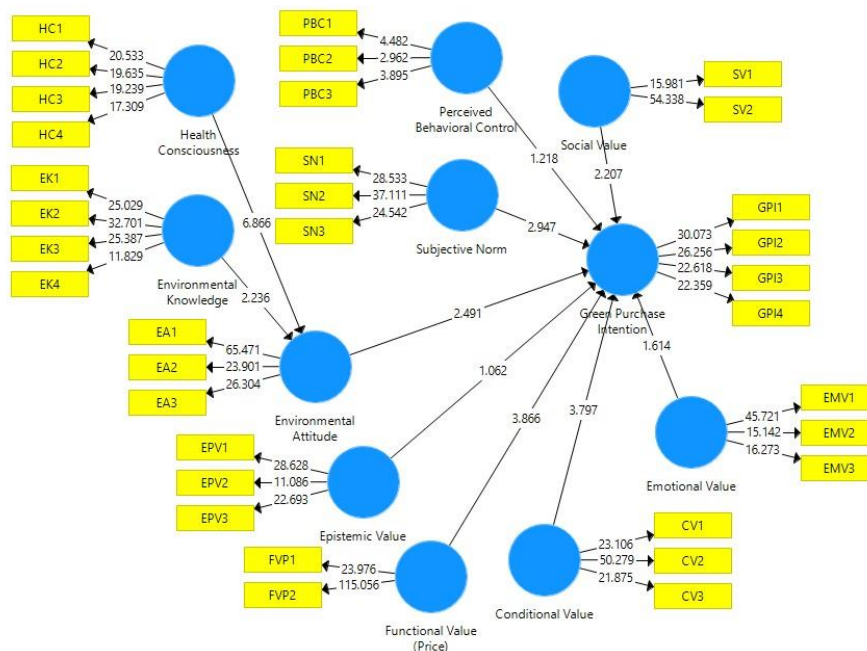


Figure 2. Path Coefficients Results

Based on Figure 2, the largest path coefficient, with a value of 6.866, is attributed to the relationship between health consciousness and environmental attitude. This observation highlights the strong connection between these two variables. Moreover, the variable with the highest path coefficient among the variables is the association between functional value price and green buying intention, with a coefficient value of 3.866. In contrast, the variable exhibiting the most minimal path coefficient is the association between epistemic value and green buy intention, which is quantified at 1.062.

Table 6. Bootstrapping Direct Effect Results

	Original Sample (O)	Standard Deviation	T-Statistics (O/STDEV)	P-Values	Hypotesis
EK → EA	0.130	0.058	2.236	0.026	Accepted
HC → EA	0.393	0.057	6.866	0.000	Accepted
PBC → GPI	0.068	0.056	1.218	0.224	Rejected
SN → GPI	0.188	0.064	2.947	0.003	Accepted
EA → GPI	0.191	0.077	2.491	0.013	Accepted
EPV → GPI	0.067	0.063	1.062	0.289	Rejected
FPV → GPI	0.245	0.063	3.866	0.000	Accepted
SV → GPI	0.099	0.045	2.207	0.028	Rejected

	Original Sample (O)	Standard Deviation	T-Statistics (O/STDEV)	P-Values	Hypotesis
EMV → GPI	-0.095	0.059	1.614	0.107	Accepted
CV → GPI	0.238	0.063	3.797	0.000	Accepted

Environmental knowledge has a positive and significant effect on environmental attitude

Based on Table 6, it is evident that the variable environmental knowledge significantly and positively influences the environmental attitude variable. The aforementioned finding is substantiated by the t-statistics value of 2.236, which exceeds the critical value of 1.64, as well as the p-value of 0.026, which is lower than the significance level of 0.05. The original sample value is recorded as 0.130. This suggests that consumers possess knowledge and the ability to recognise and interpret various aspects such as issues, symbols, and behaviours pertaining to sustainable settings. The influence of environmental information on customer attitudes towards environmentally friendly products is a crucial factor, as shown by prior research conducted by (Indriani et al., 2019), which demonstrates a strong correlation between environmental knowledge and attitudes. Furthermore, a study conducted by (Shimul et al., 2022) revealed a significant correlation between environmental knowledge and attitude. The aforementioned findings indicate that possessing fundamental knowledge or comprehension of environmental matters is adequate in inspiring consumers to embrace attitudes that are sustainable and environmentally conscious. In the study conducted by (Shimul et al., 2022), it was shown that the inclusion of supplementary information on relevant topics can contribute to the development of environmental knowledge. This, in turn, plays a crucial role in enhancing consumer comprehension of product qualities and fostering trust in environmentally sustainable products. Based on the aforementioned evidence, it can be deduced that the acquisition of knowledge has the potential to bolster favourable attitudes towards the environment. Therefore, H1 is accepted.

Health Consciousness has a positive and significant effect on environmental attitude

According to the findings shown in Table 6, there is a notable positive impact of health consciousness on the variable of environmental attitude. Based on the findings of the study, the t-statistic for the association between the two variables is 6.866, surpassing the critical value of 1.64. Additionally, the p-value of 0.000 is below the significance level of 0.05, indicating statistical significance. Furthermore, the original sample has a positive value of 0.393. This evidence demonstrates that contemporary consumers are actively adopting better and more sustainable lives, thereby indicating a correlation between their health consciousness and their environmental attitudes. The findings of this study indicate that individuals perceive green cosmetics as having the potential to improve and sustain their overall well-being. According to the study conducted by (Ghazali et al., 2017), it has been found that there is a positive relationship between health value and customer attitudes. Therefore, H2 is accepted

Perceived behavioral control has a positive but not significant effect on green purchase intention

According to the findings shown in Table 6, it can be observed that the variable of perceived behavioural control exhibits a positive association with green purchase intention. However, it is important to note that this relationship does not reach statistical significance. This is supported by a t-statistic value of 1.218, which is less than the critical value of 1.64, and a p-value of 0.224, which is greater than the significance level of 0.05. Nevertheless, the initial sample value of 0.068 suggests a positive correlation between the two variables. Perceived behavioural control refers to the extent

to which an individual believes they have control over their behaviour, encompassing factors such as the availability of opportunities and the accessibility of required resources. Based on the findings, it can be inferred that consumers in Indonesia perceive elements such as opportunity and accessibility to have a negligible influence on their buy intention for green cosmetic goods. The findings of (Shimul et al., 2022) yielded comparable outcomes, and a plausible rationale for the lack of statistical significance in these findings may be attributed to consumers' potential lack of conviction regarding their access to resources that would facilitate decision-making processes conducive to the acquisition of environmentally friendly cosmetic items. The current state of the green cosmetics market in Indonesia is characterised by its developmental stage, with little circulation in comparison to conventional cosmetics that continue to dominate the cosmetic business inside the country. Therefore, H3 rejected.

Subjective norm has a positive and significant effect on green purchase intention

According to Table 6, subjective norm positively affects green buying intention statistically. Statistics indicate the subjective norm variable's positive correlation with green buying intention. A t-statistics value of 2.947 exceeds the crucial value of 1.64. Moreover, the p-value of 0.003 is below 0.05. This is supported by the original sample result of 0.188. Subjective norm is the individual's perception of important people's social effect on their decision-making when they engage in a given behaviour (Shimul et al., 2022). According to this study, people's purchase habits for ecologically friendly cosmetics are influenced by their social surroundings, particularly their significant others like family and friends. This result also shows that social influences, such as friends and family, strongly influence the intention to buy green cosmetics. This supports (A. Kumar & Pandey, 2023) result that subjective norm positively influences buyers' intentions to buy environmentally friendly products. Therefore, H4 is accepted

Environmental attitude has a positive and significant effect on green purchase intention

According to the findings shown in Table 6, there is a clear and statistically significant positive relationship between the environmental attitude variable and the green purchase intention variable. The positive influence between the two variables is supported by the t-statistics value of 2.491, which exceeds the critical value of 1.64. Additionally, the p-value of 0.013, which is less than the significance level of 0.05, further confirms this relationship. The original sample value of 0.191 also indicates a positive association between the variables. The present study demonstrates that there is a notable and favourable impact of environmental attitude on the intention to engage in green purchasing. This intention is found to be positively and significantly influenced by both health consciousness and environmental knowledge, as previously established. In other words, environmental attitude represents consumers' willingness to protect the environment. Therefore, it can be said that in this study, consumers' attitudes toward protecting the environment affect their decisions regarding green purchase intention. According to (Widodo & Wahid, 2023), an individual's level of involvement with environmentally friendly innovative products is indicated by their environmental attitude. Additionally, research conducted by (Khoruzhy et al., 2023) shows that the current Generation Z demonstrates a significant positive influence of attitude on purchasing decisions for green cosmetic products. By using green cosmetic products, consumers believe they can protect their environment, influencing their decisions in favor of green purchase intention. This aligns with previous research indicating that environmental attitude plays a crucial role in green

purchase intention (Nekmahmud et al., 2022). Therefore, H5 is accepted.

Epistemic value has a positive but not significant effect on green purchase intention

According to the findings presented in Table 6, it can be observed that the variable of epistemic value exhibits a positive correlation with the variable of green purchasing intention. However, it is important to note that this correlation is not statistically significant. The lack of significance in the relationship between the two variables is supported by the t-statistics value of 1.062, which is less than the critical value of 1.64. Additionally, the p-value of 0.289, which is above the significance level of 0.05, further indicates the absence of a meaningful link between the variables. Upon examination of the first sample value of 0.067, it can be inferred that despite the lack of statistical significance in the relationship between the two variables, there exists a positive impact. This suggests that buyers lack a significant level of inquisitiveness about the green cosmetic goods they want to utilise. The current assertion is incongruent with prior scholarly investigations conducted by (Majeed et al., 2022) and (Syahrul & Mayangsari, 2020), wherein it was established that the presence of epistemic value exerts a substantial impact on the intention of consumers to engage in green purchases. This is primarily attributed to the fact that such items or services provide individuals the opportunity to delve into novel experiences, viewpoints, and cultural aspects. Nevertheless, the research conducted by (Nekmahmud et al., 2022) revealed that the impact of epistemic value on green buying intention was not found to be statistically significant. The lack of features, styles, and product concepts that can pique customer attention may explain the limited availability of green cosmetic products in Indonesia. Therefore, H6 is rejected.

Functional value price has a positive and significant effect on green purchase intention

According to the findings presented in Table 7, there is a notable positive relationship between the functional value price variable and the green buying intention variable. The research findings provide evidence for the hypothesis, as indicated by the t-statistics value of 3.866, which exceeds the critical value of 1.64. Additionally, the p-value of 0.000, which is less than the predetermined significance level of 0.05, further supports the hypothesis. The initial sample value of 0.245 indicates a positive correlation between the two variables. The findings of this study reveal a noteworthy positive correlation between the price attributed to the functional value of green cosmetics and the desire to make green purchases in the context of Indonesia. This suggests that respondents see a congruence between the perceived value of green cosmetic items and the monetary investment required to acquire them. The consideration of price holds significant importance for customers in the context of product consumption. Furthermore, it is widely recognised that green cosmetic goods typically exhibit elevated price points in comparison to their conventional counterparts. Hence, the correlation between the functional value of a product and its price will have an impact on customers' inclination to engage in green purchasing behaviour specifically in the context of green cosmetics. This finding aligns with the prior investigation conducted by (Majeed et al., 2022), which posits that the utilitarian significance of pricing exerts a favourable impact on consumer decision-making in product selection. Therefore, H7 is accepted.

Social value has significant and positive effect on green purchase intention

According to the findings presented in Table 6, there is a statistically significant positive relationship between the variable "social value" and the variable "green purchase intention." The presence of a t-statistics value of 2.207, which exceeds the critical value of 1.64, along with a p-value

of 0.028, which is lower than the significance level of 0.05, provides evidence of a statistically significant link between the two variables. Furthermore, the original sample value of 0.009 suggests a positive nature of the association. This finding demonstrates that consumers hold the belief that their social standing within their community can be elevated through the consumption of environmentally-friendly cosmetic items. According to a study conducted by (Caniëls et al., 2021), individuals' inclination to purchase environmentally friendly products is driven by a desire to project a socially responsible image, underscoring the significance of social value in shaping intentions to engage in green consumption. Green cosmetic products are essentially cosmetics that embrace the concept of environmental sustainability, both in terms of the materials and packaging used, as well as the production processes. By consuming green cosmetic products that focus on environmental sustainability, consumers are likely to perceive an increase in their social value because they feel they are contributing to environmental preservation, thereby creating a positive impression in their social environment. Therefore, H8 is accepted.

Emotional value has a negative and not significant effect on green purchase intention

According to the findings shown in Table 6, it can be observed that the variable of emotional value exerts a negative influence on green purchase intention, although this influence is not statistically significant. Upon examination of the t-statistics value for the two variables, it is observed that the value is 1.614, which is less than the critical value of 1.64. Additionally, the p-value is calculated to be 0.107, which exceeds the significance level of 0.05. These findings suggest that there is insufficient evidence to establish a significant relationship between the two variables. Furthermore, the original sample value of -0.095 indicates a negative relationship between the variables. Emotional value represents the value that arises from an individual's feelings obtained from behaviors, such as happiness, security, and comfort. In this study, it was found that emotional value does not affect consumers' green purchase intention for green cosmetic products. This is because consumers believe that the emotional value, they experience from the product does not influence their intention to purchase green cosmetics. Additionally, according to Ma et al. (2018), it is difficult to predict emotional decisions because emotional decisions are highly unstable, especially in behavioral studies. Therefore, H9 is rejected.

Conditional value has positive and significant effect on green purchase intention

According to the findings shown in Table 6, there is a notable and favourable impact of the conditional value variable on individuals' intention to engage in green purchasing. Upon examining the outcomes of the data processing, it becomes apparent that the t-statistic value for the comparison of the two variables is 3.797, surpassing the threshold of 1.64. Additionally, the p-value is determined to be 0.000, falling below the significance level of 0.05. These findings unequivocally indicate a substantial association between the aforementioned variables. Furthermore, the initial observed value is 0.245, indicating a positive correlation between the two variables. Conditional value represents the value perceived by consumers regarding a product due to specific situations or conditions. These situations or conditions can include external factors (price and quality) and internal factors like consumers' preferences or personal beliefs. In this study, the conditions influencing consumers' green purchase intention are more focused on external factors such as environmental conditions, product discounts, and the availability of green cosmetic products. The findings of this study are consistent with the prior research conducted by (Syahrul & Mayangsari, 2020), which

posited that the conditional value has an impact on consumer behaviour when selecting natural cosmetic goods. The favourable influence of environmental factors, price, and product availability on the propensity to purchase green cosmetic goods in Indonesia can be inferred. Therefore, H10 is accepted.

CONCLUSION

This study contributed to the development of a comprehensive theoretical framework by integrating the Theory of Planned Behaviour and the Theory of Consumption Value, augmented by the inclusion of health consciousness and environmental knowledge. The findings underscored the significance of heightened health awareness and environmental understanding in fostering a positive inclination toward environmentally friendly behaviors. The study identified subjective norm, environmental attitude, functional value pricing, social value, and conditional value as crucial factors exerting a positive and statistically significant impact on the intention to purchase green cosmetics in Indonesia. On the contrary, perceived behavioral control, epistemic value, and emotional worth were found to lack substantial influence on the intention to engage in green purchasing behaviors in this context. For green cosmetics enterprises, it is crucial to prioritize characteristics that significantly influence the intention to acquire their products. Leveraging subjective norm through affiliate systems, offering competitive prices for functional value pricing, emphasizing the environmental benefits for environmental attitude, and enhancing brand image and addressing environmental concerns for social and conditional value are suggested strategies. Future research endeavors can utilize the established theoretical framework for examining green purchase intentions in relation to other environmentally friendly products. Additionally, exploring other factors influencing consumers' green purchasing intentions would contribute to a more nuanced understanding of sustainable consumption behavior..

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