

Understanding Factors Shaping Green Cosmetic Purchase Intentions: Insights from Attitudes, Norms, and Perceived Behavioral Control

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Abstract

This study investigates the evolving consumer behaviour towards eco-friendly cosmetic products, particularly among Indonesian millennials. The heightened awareness of environmental conservation has driven green consumerism and marketing strategies, yet barriers to adopting green cosmetics remain. The study employs the Theory of Planned Behavior (TPB) framework to explore the influences of attitudes, subjective norms, and perceived behavioural control on purchase intentions for green cosmetics. A conclusive research design and descriptive approach are employed, using online surveys for data collection. Statistical analyses, including correlation and multiple regression, will reveal the relationships between the independent and dependent variables of purchase intention. The study's results aim to enhance the understanding of green consumer behaviour within the cosmetics industry and inform marketing strategies for environmentally friendly products.

Keywords: Green Cosmetics, Attitude, Subjective Norms, Perceived Behavioural Control

Introduction

Due to worries about impending environmental catastrophes, there has been an increase in public awareness regarding the significance of environmental protection during the past few decades. As indicated by rising worries about environmental deterioration, the depletion of natural resources, and the myriad negative impacts it causes, such as pollution and climate change, this has boosted interest in protecting the environment (Maria, 2011). In reaction to this awareness, green consumerism has evolved, wherein environmentally friendly practises and goods have gained appeal and firms are using green marketing techniques to keep up with this trend (Byrne, 2006). In the skincare industry, there is an increasing desire for organic and ecologically friendly products. Green cosmetics are becoming more popular, although their use is still relatively uncommon because of things like perceived efficacy, diversity, and price sensitivity. The willingness of consumers to spend more for eco-friendly products varies,

and they frequently believe that green cosmetics are less effective and diversified than conventional ones (Chung & Kim, 2011).

The global cosmetics industry is experiencing a shift towards natural and eco-friendly products due to increased consumer awareness of the potential health risks and environmental impacts of conventional cosmetics. This trend is especially evident in regions like Asia-Pacific, where rising consumer awareness and demand for organic products drive market growth (Kim & Seock, 2009; Nguyen et al., 2016). The value of the worldwide market for natural cosmetics is projected to reach \$54.5 billion by 2027, underscoring the significant growth potential in this sector (Chung & Kim, 2011). These dynamics highlight the need for businesses to balance the pricing of green products to cater to diverse consumer preferences.

The Theory of Planned Behaviour (TPB) offers insights into the factors influencing consumer purchasing intentions. Attitudes, subjective norms, and perceived behavioural control are crucial in shaping consumer decisions. Attitudes reflect individuals' evaluations of behaviour, subjective norms encompass social pressures and expectations, and perceived behavioural control pertains to one's belief in successfully performing the behaviour. Understanding these factors can guide interventions to promote the adoption of green cosmetics and environmentally friendly practices in the cosmetics industry (Jogiyanto, 2007).

This research addresses the evolving shift from traditional to environmentally friendly purchasing behaviour (Chaudhary, 2018). Moreover, the study aims to fill the gap in research related to green purchase intention, specifically within developing countries and the millennial generation, with limited studies conducted in Indonesia (Setyawan et al., 2018). The study delves into various aspects of consumers' attitudes, preferences, and behaviours towards environmentally friendly cosmetic products. It explores their understanding of the environmental impact of conventional cosmetics versus the benefits of choosing eco-friendly alternatives. The study focuses on critical factors like attitude, subjective norms, perceived behavioural control, and purchase intention within Indonesia's green cosmetics consumers' demographic. By examining these dimensions, the research aims to contribute valuable insights to understanding green purchase behaviour within the cosmetics industry, particularly among the millennial generation in Indonesia.

Literature Review

Green Cosmetics

Increasing environmental awareness and health-conscious trends have driven the demand for environmentally friendly products, notably natural cosmetics without chemical additives (Amberg & Fogarassy, 2019). The global demand for eco-friendly cosmetics has surged due to consumers' heightened health, eco-consciousness, and awareness of synthetic chemical risks (Ghazali et al., 2017). Green cosmetics encompass environmental preservation aspects, such as pollution reduction, responsible resource usage, and animal welfare (Lin et al., 2018). The term "green" or "environmentally friendly" signifies attributes like "organic," "natural," and "non-toxic" (Patnaik et al., 2021). These products often include skincare, hair care, body care, and makeup using natural, organic ingredients while avoiding synthetic chemicals, often packaged in eco-friendly materials (Csorba & Bogela, 2011).

The Indonesian cosmetic industry's growth aligns with public health awareness and appearance improvement trends, positioning the country as a top global cosmetic market (EIBN Cosmetic Sector Report 2019). The organic cosmetics sector in Malaysia has similarly seen exponential growth, projected to reach over US\$600 million by 2020 (Sahota, 2013). The market for green cosmetics thrives due to consumers' preference for natural components and

eco-friendly practices industry, particularly among the millennial generation in Indonesia (Jaini et al., 2019). This movement towards green cosmetics signifies a broader shift in consumer preferences towards products that prioritize personal well-being and environmental sustainability. This shift can influence consumers' purchase intentions as they seek products that align with their values and concerns.

Theory of Planned Behaviour (TPB)

Theory of Planned Behavior (TPB) revolves around consumer intention, predicting behaviour. Researchers globally use TPB to understand factors shaping purchasing choices. TPB identifies three key intent factors: attitudes, subjective norms, and perceived behavioural control (Tweneboah-Koduah et al., 2022). Attitudes significantly influence behaviour, favouring beneficial actions (Zorlu et al., 2022). Subjective norms reflect social pressures, affecting choices based on perceived external evaluations (Obrenovic et al., 2022). Perceived behavioural control assesses personal ability, considering resources and control (Choi & Kim, 2022). Perceived behavioural control is critical in green product purchases, assessing necessary resources and control (Berakon et al., 2022). In summary, TPB focuses on consumer intent and factors like attitudes, subjective norms, and perceived behavioural control, shaping decisions and behaviour, making it crucial for understanding consumer behaviour and purchase intentions.

Attitude

As defined by Ajzen (1985), attitude is a person's positive or negative reaction to an object or activity. It relates to various aspects, such as behaviour, policies, and preferences. Attitude reflects an individual's predisposition to align their actions with feelings about a particular object, such as a product, brand, service, pricing, packaging, or other consumption-related factors. Strong attitudes or judgments toward products, services, or businesses significantly influence purchase intentions (Martinez & Kim, 2012). Positive attitudes towards environmentally friendly products strongly predict purchase behaviour (Liu et al., 2020). Furthermore, a number of studies by Yasami et al (2022); Hsu (2021) came to similar conclusions, concluding that consumer perceptions of the potency of their intentions to buy a product will be greatly influenced by their attitudes towards their purchasing behaviour or purchases of particular products. In summary, attitude is crucial in shaping consumer intentions, making it a powerful predictor of behaviour and purchase intentions (Dhir et al., 2021).

Subjective Norms

Whether subjective or personal, norms influence an individual's thoughts, actions, and behaviour (Shteynberg et al., 2009). These norms stem from significant people in one's life, such as friends, family, and peers, and influence one's inclination to act (Wan et al., 2017). Subjective norms reflect the influence of essential individuals on behaviour (Kim & Chung, 2011). In the theory of planned behaviour, subjective norms play a vital role as they reflect how individuals anticipate their peers' evaluations of specific actions (Hameed et al., 2019). Existing research shows that subjective norms strongly favour the inclination to buy green cosmetics (Shimul et al., 2022). Prior studies headed by Chen and Wang (2021) have emphasised the positive and significant impact of subjective norms on consumer purchase intentions, showing that consumers' intentions to acquire certain items are significantly and powerfully influenced by how they view others. In essence, subjective norms significantly

shape consumer behaviour and purchase intentions based on perceptions of social approval or disapproval.

Perceived Behavioural Control

Perceived behavioural control gauges the ease of an activity influenced by internal and external factors (Ajzen, 1991). It impacts green purchasing intentions positively (Chi & Zheng, 2016). Aligned with perceived self-efficacy, it reflects a belief in action competence (Bandura, 1977). Perceived behavioural control involves managing actions based on control beliefs (Ajzen, 2010), linked to goal behaviour, and shaped by experience, expectations, and norms (Ajzen, 2020). Previous study by Hsu et al (2017) revealed that perceived behavioural control had a favourable influence on purchase intention for eco-friendly items, showing that perceived behavioural control had a positive impact on buy intention for organic products. Factors like cost, convenience, and time shape control perceptions (Varah et al., 2021). In conclusion, perceived behavioural control assesses action feasibility, strongly affecting intentions and eco-friendly behaviour.

Purchase Intention

Purchase Intention is a pivotal marketing variable extensively studied due to its role in determining whether consumers will buy specific products (Chin et al., 2018). It signifies a strong desire to use or buy goods or services driven by needs and attitudes (Yulita & Hidajat, 2021). This intention reflects the inclination to make purchasing decisions (Zhuang et al., 2021) and is guided by perceived fit with needs and attitudes (Rahim et al., 2016). Buying eco-friendly products means choosing low-pollution, safe, and energy-efficient (Nguyen et al., 2019). The Theory of Planned Behavior (TPB) is widely used to study green buying behaviour in the context of the European Union and beyond (Liobikiene et al., 2017)

Research Methodology

This study investigates the relationship between attitude, subjective norms, and perceived behavioural control as independent variables and purchase intention towards green cosmetics as the dependent variable. The research employs a conclusive research design, specifically a descriptive research approach. The primary analysis will involve regression analysis to examine the relationships between attitudes, subjective norms, perceived behavioural control, and purchase intention for green cosmetics products.

Research Design

The research design serves as the blueprint for the research process, outlining the path from the study objective to the final results. Its significance lies in defining the study's scope and directing the researcher's focus (Abutabenjeh & Jaradat, 2018). Research designs can be classified into two main categories: exploratory and conclusive. Exploratory designs aim to gather insights and comprehend research challenges, while conclusive designs assist in identifying, evaluating, and selecting optimal solutions (Malhotra, 2013). This design gathers data from the entire sample simultaneously. The decision to use descriptive research is guided by the alignment between the research inquiries and consumers' perceptions of green cosmetics. The factors under investigation, namely attitudes, subjective norms, and perceived behavioural control, are intertwined with consumers' intentions to make purchases. This rationale underscores the appropriateness of employing descriptive research to elucidate these interrelationships. This study employed a descriptive research design, specifically a

cross-sectional survey design, which involves collecting quantitative data from a population sample to understand attitudes, behaviours, and characteristics (Creswell, 2012).

Data Collection

The survey will be conducted in Indonesia to determine how millennial customers feel about eco-friendly beauty products. Millennials comprise 34% of the population, a large portion of the general population. According to Jaiswal and Kant (2018), millennials know the advantages of purchasing eco-friendly goods. Millennials have more robust levels of knowledge and awareness than earlier generations, which, according to Prakash and Pathak (2017), is why they have higher levels of environmental consciousness. According to Kumar S. (2005), the cosmetics industry is one of the fastest-growing in the world, rising by more than 5.5% in 2018, with 41% of the industry's revenue coming from the Asia-Pacific area (Statista, 2020). Terr Blanche et al (2006) claim that the sample is intended to reflect the main research topics. The study's findings were quantified through the use of multiple regression analysis. This study will use Google Forms to distribute surveys shared online. This study used a quantitative research strategy to investigate the hypotheses generated to satisfy the study's goals. The quantitative research technique is better suited for this study since it enables the statistical analysis of samples using existing instruments, which allows for the collection of numerical data (Creswell, 2012). Target respondents were sent the questionnaire through Google form to collect data for this study. The study's target respondents were Indonesian consumers over 18, and they were investigated in terms of attitude, subjective norm, perceived behavioural control, and desire to make green purchases.

Data Analysis

Data analysis is crucial to turning unprocessed data into insightful understandings and valuable recommendations (Creswell, 2012). It includes cleansing and transforming data and descriptive, exploratory, inferential, and statistical modelling (Hair et al., 2019). Researchers and analysts may use this technique to find patterns, connections, and trends in the data, which helps them make wise decisions and important discoveries (Flick, 2018). Data were analysed to test hypotheses using descriptive analysis, normality analysis, reliability test, multicollinearity test, and multiple regression analysis. This study clarified and examined the survey data using Statistical Package for the Social Science (SPSS).

A Proposed Conceptual Model/Framework

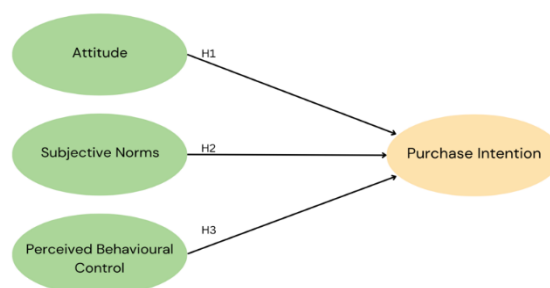


Figure 1. The Proposed Conceptual Model/Framework

This study attempts to look into the following research topics based on the justifications in the literature review section above:

- a) Does attitude has positive influence on purchase intention?
- b) Does subjective norms has positive influence on purchase intention?
- c) Does perceived behavioural control has positive influence on purchase intention?

Regarding their influence on purchasing intention for green cosmetics (the dependent variable), several factors (independent variables) will be examined. Attitude, subjective norms, and perceived behavioural control are the independent factors that will be examined in this study. The intention to buy green cosmetics is the dependent variable. These are the study's hypotheses:

- H1. Attitude positively influences consumers' purchase intention towards green cosmetics.
- H2. Subjective norms positively influences consumers' purchase intention towards green cosmetics.
- H3. Perceived behavioural control positively influences consumers' purchase intention towards green cosmetics.

Conclusions

This study looked at the factors that affect consumers' intents to buy eco-friendly cosmetics in light of growing environmental awareness and the need for eco-friendly products, particularly in the cosmetics industry. These components might be understood using the Theory of Planned Behaviour (TPB), which emphasises attitudes, subjective norms, and perceived behavioural control. The findings from the literature review underscored the significance of these factors. Attitudes towards green cosmetics strongly predict purchase intentions, with consumers seeking products that align with their environmental values and concerns. Influenced by social pressures and evaluations from significant others, subjective norms were identified as critical drivers of purchase intentions, as consumers sought approval and alignment with their peers' views. Perceived behavioural control, reflecting the perceived ease of engaging in eco-friendly behaviours, also shaped consumers' willingness to purchase green cosmetics, where ease and feasibility played vital roles.

In order to gather quantitative data from Indonesian millennial consumers, the study technique used a descriptive research approach and a cross-sectional survey design. The investigation utilised tools from the Statistical Package for the Social Sciences (SPSS), including regression analysis, reliability tests, and normality assessments.

In conclusion, this study offers important new understandings into the variables influencing consumers' willingness to buy green cosmetics. Businesses and marketers in the cosmetics sector may create strategies that connect with customers' beliefs and interests, thereby encouraging the adoption of eco-friendly goods, by recognising the interaction of attitudes, subjective standards, and perceived behavioural control. These results offer crucial advice for companies looking to succeed in this changing environment as the global cosmetics sector turns towards sustainability and eco-consciousness.

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