Understanding the Antecedents of Green Cosmetics Purchase Among Indonesian Consumers

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ABSTRACT

Green cosmetics have an added value where they are not only made of natural ingredients, but also being produced with less pollution, free from animal cruelty and using less of non-renewable materials. Previous research shows that environmental concerns tend to have a significant effect on the purchase intention of the green cosmetics. Yet, consumers react differently toward the idea of green cosmetics itself; it becomes important to have solid understanding on the internal and external factors that lead to a purchase decision. This research aims to understand Indonesian consumers’ behavior toward green cosmetics by adapting the theory of reasoned action (TRA) framework. It focuses on how consumers’ attitude toward green cosmetics and subjective norms could affect the purchase intention, which would later affect the purchase decision. This research conducted using the survey method. The questionnaire consists of 5 Likert scales. The data analysis of this research was conducted by using the latent variable analysis (lavaan) packages on RStudio. From the test results, it was found that attitude and environmental responsibility have a positive effect on the purchase decision of green products. This study contributes to the literature of green marketing, and future research is expected to reach more green cosmetic users to be more representative.

Introduction

Global warming and climate change has threatened the lives of all earth inhabitants and as society understands more about it, the way they behave as consumers have also shifted into being more aware of the effects of their daily consumption on the environment. Consumers start to consider healthier, safer for the environment, and chemical-free product (Kapoor, Singh, & Misra, 2019).

Green cosmetics is at an advantage of promoting value where they are not only made of natural ingredients, but also being produced with less pollution, free from...
animal cruelty and using less of non-renewable materials (Amberg & Csaba, 2019). The market of green brands, as well as the demand for natural and environmentally friendly products, is increasing rapidly in the past few years (Liobikienė & Bernatonienė, 2017). In Indonesia, there are a variety of foreign and local green cosmetics brands which co-exist together with the chemical cosmetics.

Previous research show that environmental concerns tend to have a significant effect on the purchase intention of the green cosmetics (Pop, et. al. 2021 and Patak, et. al. 2021). However, even with the knowledge and understanding toward the environmental issue, there were many cases of people still being reluctant in switching to greener cosmetics (Joshi & Rahman, 2015). Research conducted by Nittala, (2014) showed that many consumers are still sceptical about the information given by the brands. Many of them expressed the unwillingness to sacrifice the comfort and practical aspect their regular products provide in order to switch into more environmentally friendly products. With environmental preservation being one of the main concerns of green cosmetics itself, this research would be centred on how responsibilities toward the environment plays a role in the purchase decision making process of green cosmetics among Indonesian consumers.

As consumers react differently toward the idea of green cosmetics itself, it becomes important to have solid understanding on the internal and external factors that lead to a purchase decision (Pop, et. al. 2021). Over the past few years, there have been growing numbers in research about the antecedents of green cosmetics’ purchase intention. However, there weren’t many studies covering the consumer behavior of green cosmetics among the Indonesian market, despite the growing awareness and interest of Indonesian consumers on environmentally sustainable products (i.e. locally sourced, made from eco-friendly materials, produced by ethical companies) according to research by (PwC Indonesia, 2023). This research, therefore, aims to understand Indonesian consumers’ behavior toward green cosmetics by adapting the theory of reasoned action (TRA) framework. It focuses on how consumers’ attitude toward green cosmetics and subjective norms could affect the purchase intention, which would later affect the purchase decision.

**Literature Review**

**Purchase Decision of Green Products**

According to Russo and Carlson (2002), the psychological basis plays a vital role in consumer decision-making. The decision-making process is defined as the overall experience of learning, selecting, using, and disposing of a product (Shapiro et al., 1992). In deciding to buy green products, consumers are faced with two factors, namely intrinsic factors, where consumers are aware of their responsibility to the environment, so consumers will seek knowledge, self-interest, and willingness to act...
to save and reduce the negative impact on the environment. Furthermore, external factors that encourage consumers to buy green products are these green products' social image and characteristics (Kumar & Ghodeswar, 2015).

When consumers begin to realize the damage that occurs to the surrounding environment, they will begin to care more about their daily habits and their effects on nature (Krause, 1993). Consumer support and concern for environmental conservation will affect consumer attitudes towards green products. However, many consumers are not sure about green products' quality (Khare, 2015). This lack of information owned by consumers then becomes the responsibility of governments and companies to introduce green practices (Jain and Kaur, 2004; Mishra and Sharma, 2010; Maheshwari and Malhotra, 2011; Singh and Pandey, 2012).

Green marketing tools, such as eco-labels, eco brands, and green advertising, will facilitate consumer perception and awareness about the attributes and characteristics of green products so that they will direct consumers to buy green products (Rahbar & Wahid, 2011). Consumers who already have knowledge of green products and are aware of the existence of ecolabels will show their willingness to buy green products and products that can be recycled. Then, consumer support for nature protection will be reflected by consumer involvement with social organizations involved in nature protection (Khare, 2015).

The Theory of Reasoned Action

Among the many theories underlying research about behaviors, the theory of reasoned action (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) is one of the first to be widely established. The TRA comprises of two constructs influencing intention, that consequently influence an individual to perform, not to perform, or change a certain behavior. The theory states that behavioral intentions precede an individual’s likelihood of performing a behavior (Madden et al., 1992), and intentions are affected by the individual’s attitude towards the behavior itself, as well as subjective norms in the society. The TRA has been used to predict pro-environmental behavior such as using purchase decision of green products (Chin et al., 2018), the use of green information technology (Mishra, 2014), and water conservation (Untaru et al., 2016). Hence, for this research that is greatly concerned about the behavior of an individual to purchase green products, TRA will be a suitable theory.

The first construct of the factors influencing intention in the TRA framework is attitude, which serves as the degree to which a person thinks whether a behavior is favorable, or the opposite (Ajzen & Fishbein, 1980) based on the belief that each individual holds. In terms of purchase of green products, if the attitude of an individual is positive towards green products, it will influence their intention to buy the products that leads to the individual buying them (Chin et al., 2018). The second
construct is subjective norms. Different from attitude that is greatly linked to someone’s personal opinions, the subjective norms of an individual are heavily influenced by social pressure (Ajzen & Fishbein, 1980). Assuming those definitions, in the TRA, it translates as the more positive (or negative) someone’s attitude and subjective norms are, the greater (or lesser) impact it has on an individual’s intention towards conducting that behavior. Intention captures the motivational factors of an individual in conducting a behavior and to a degree depends on non-motivational factors, only if the person has the resources and opportunities to decide whether they will perform or not perform that behavior (Ajzen & Fishbein, 1980). It remains the most significant predictor of the behavior as well as it being the only direct antecedent to behavior. Therefore, in this research, according to the TRA our hypothesis will be:

H1: Attitude has a positive effect on the intention to purchase green products.

H2: Subjective norm has a positive effect on the intention to purchase green products.

H4: Intention has a positive effect on purchasing decisions for green products.

**Environmental Responsibility**

Consumers' awareness of the impact of environmental damage on humans and nature can make consumers feel they are responsible for protecting their environment (Gadenne et al., 2011). Consumers who have an emotional involvement in environmental issues (Lee, 2008, 2009) will value caring for nature so that it can influence environmentally friendly purchasing behavior (Picket-Baker & Ozaki, 2008).

According to Alwitt and Pitts (1996), positive changes in consumer behavior towards products related to nature will increase consumer awareness to protect the environment. Changes in consumer behavior caused by consumer concerns about nature will naturally indicate changes in consumer behavior in examining the products that consumers use to ensure their purchases are ethical (Suchard & Polonski, 1991). In a study of 6,010 adolescents in Hong Kong, Lee, (2009) found that the higher awareness of their environment, the more their concern to purchase green product for nature.

Environmental responsibility is a commitment consumers have to protect their environment (Kumar and Ghodeswar, 2015). Empathizing with the impact of distressed environment on themselves and others makes consumers realize their responsibilities as individuals in protecting their environment (Gadenne et al., 2011). This awareness will make consumers aware of their daily habits and their impact on the environment (Krause, 1993). The form of responsibility that consumers can do is to look for products that do not harm nature and animals. The composition of these products can be recycled to reduce pollution from the impact of their use (Kumar and Ghodeswar, 2015). As a result, consumers will prefer to use green products compared...
to other products to reflect their commitment to the environment (Khare, 2015), and translate their positive behavior by buying environmentally friendly green products (Han et al., 2010), so that the hypothesis can be formulated as follows.

H3: Environmental responsibility has a positive effect on purchasing decisions for green products.

![Theoretical Framework Diagram]

Figure 1. Theoretical Framework

Method

This research was conducted using the survey method. Questionnaires will be prepared using closed-ended questions to make it easier for researchers to perform statistical analysis, to compare the data, and to avoid the irrelevant answer. The answer choices consist of 5 Likert scales, where one indicates “strongly disagree”, and five means “strongly agree”. The population of this research is people who have prior knowledge of cosmetics adopting the “green” brand, namely using organic ingredients, recycled packaging, and cruelty-free testing methods. The sampling method used in this study is non-probability sampling with a purposive technique (Sekaran & Bougie, 2010).

For this study, the data was collected in a sample of Indonesian consumers. Indonesia was chosen due to its growing green cosmetics market share (Chin et al., 2018), therefore it is important to understand about the purchase decision of green cosmetics in the country. The data used in this research is collected through an online survey created in Google Form. The survey was distributed through social media networks and text messaging apps such as WhatsApp, LinkedIn, Twitter and Instagram. The survey was targeted to Indonesians of all genders with age over 18 years, with unit sample of people who know the brand of cosmetics that carries the

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concept of green products. The number of samples taken was 144 respondents (n = 144), and from the final collected samples it was concluded that most of the respondents consist of female (87.5%) aged 20-39 years (82.6%) respectively. The details of socio-demographic factors from the survey are shown in Table 1.

Table 1. Socio-demographic Factor (n = 144)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>%</th>
<th>Gender</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-19</td>
<td>2.78%</td>
<td>Male</td>
<td>12.50%</td>
</tr>
<tr>
<td>20-39</td>
<td>87.50%</td>
<td>Female</td>
<td>87.50%</td>
</tr>
<tr>
<td>40-54</td>
<td>8.33%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; 55</td>
<td>1.39%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>100.00%</td>
<td>Line of Work</td>
<td>%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Housewife</td>
<td>3.47%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Civil servant</td>
<td>6.94%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Private company employees</td>
<td>35.42%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Students</td>
<td>36.81%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Retired</td>
<td>1.39%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Unemployed</td>
<td>0.69%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Self employed</td>
<td>11.81%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Others</td>
<td>3.47%</td>
</tr>
<tr>
<td></td>
<td>100.00%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Each item in the questionnaire was based on the TRA as well as green products purchase decision and environmental responsibility. The items were developed in Indonesian language for better understanding and ease of capturing the contexts for the respondents.

We have 4 (four) constructs included in our model that we further derived into question items. The first construct was based on the TRA, which was intention, that acts as one of the direct predictors of purchase decision in our proposed model and simultaneously was preceded by attitude and subjective norms according to the TRA. Intentions to purchase green cosmetics was measured by offering question items such as tendencies and choices to use the green cosmetics, as well as recommending the products to other consumers. Then we measured the attitude of the consumers that predicts the intention to buy green cosmetics with question items likened to each individual’s beliefs and pride in using the products. The last construct from the TRA was subjective norms, which we define in the questionnaire as the opinion of the
person of importance to the individual, as well as experts’ recommendation in regards to them using green cosmetics. We added another construct to our proposed model which also directly predicts purchase decision of green cosmetics, that is environmental responsibility. It included the actions taken by consumers which are perceived as minimizing the damage impacts to the environment built by their prior knowledge to the issue, such as reducing energy use and using products safer for the environment. The last item was purchase decision, comprising of preference and choices.

The data analysis of this research was conducted by using the latent variable analysis (lavaan) packages on RStudio. Confirmatory Factor Analysis (CFA) is a suitable statistical method to test the measurement model used in the research (Sadiq, Adil, & Paul, 2021). Some of the previous studies with similar data collection (survey using Likert scale) use this method to test the reliability and validity of each construct (Patak, Branska, & Pecinova, 2021).

There are three parameters tested for each construct based on the data for each question item, which determine the reliability and validity. The Composite Reliability (CR) value indicates data reliability, with 0.7 being the minimum value for the data to be seen as reliable. Another parameter of the reliability is the Cronbach’s Alpha, which shows the internal consistencies of the scales. The value of Cronbach’s Alpha should also be higher than 0.7 to reach validity. Average Variance Extracted (AVE) indicates the convergence validity of each construct, where a value higher than 0.5 is needed for the data to be called valid (Pop, Saplacan, & Alt, 2020).

It was later followed by path analysis to check the significance of the correlation between each construct. The analysis would show whether the research supports the hypotheses that have been previously developed. For a hypothesis to be confirmed, it needs to be backed by statistical significance (p-value) at the level of 0.05. The regression weight between each construct would show how strong the relationship is. The higher the regression weight, then the stronger the correlation is between the two constructs.

Result and Discussion

Results

Confirmatory Factor Analysis (CFA) performed in Rstudio tested the reliability and validity of the data retrieved from the questionnaire. Four constructs are being tested in this research: Environmental Responsibilities (ER), attitude (AT), subjective norm (SN), purchase intention (PI), and purchase decision (PD) of the green cosmetics. The standard loading, Cronbach's alpha, composite reliability, and average variance extracted (AVE) for each construct are attached to Table 2.
Table 2. Confirmatory Factor Analysis

<table>
<thead>
<tr>
<th>Construct</th>
<th>Indicator</th>
<th>Standard Loading</th>
<th>Variance Error</th>
<th>Cronbach Alpha</th>
<th>Composite Reliability</th>
<th>Average Variance Extracted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental Responsibilities</td>
<td>ER1</td>
<td>0.781</td>
<td>0.391</td>
<td>0.741</td>
<td>0.74</td>
<td>0.588</td>
</tr>
<tr>
<td></td>
<td>ER2</td>
<td>0.756</td>
<td>0.428</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attitude</td>
<td>AT1</td>
<td>0.789</td>
<td>0.377</td>
<td>0.893</td>
<td>0.897</td>
<td>0.638</td>
</tr>
<tr>
<td></td>
<td>AT2</td>
<td>0.676</td>
<td>0.543</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AT3</td>
<td>0.877</td>
<td>0.23</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AT4</td>
<td>0.858</td>
<td>0.264</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AT5</td>
<td>0.776</td>
<td>0.398</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subjective Norm</td>
<td>SN1</td>
<td>0.694</td>
<td>0.519</td>
<td>0.796</td>
<td>0.807</td>
<td>0.514</td>
</tr>
<tr>
<td></td>
<td>SN2</td>
<td>0.767</td>
<td>0.412</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SN3</td>
<td>0.767</td>
<td>0.412</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SN4</td>
<td>0.611</td>
<td>0.627</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>PI1</td>
<td>0.939</td>
<td>0.119</td>
<td>0.904</td>
<td>0.905</td>
<td>0.768</td>
</tr>
<tr>
<td></td>
<td>PI2</td>
<td>0.919</td>
<td>0.155</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PI3</td>
<td>0.792</td>
<td>0.372</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase Decision</td>
<td>PD1</td>
<td>0.609</td>
<td>0.629</td>
<td>0.827</td>
<td>0.815</td>
<td>0.598</td>
</tr>
<tr>
<td></td>
<td>PD2</td>
<td>0.804</td>
<td>0.353</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PD3</td>
<td>0.926</td>
<td>0.143</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The value for both Cronbach's alpha and composite reliability need to be over 0.7 to be considered good and reliable. The closer its value is to 1, the more reliable the data is. The Cronbach's alpha ranges from 0.741-0.904, while the composite reliability ranges from 0.740-0.905. This result indicates that all the constructs could be deemed statistically reliable. As for the Average Variance Extracted (AVE), the construct shows the range between 0.515-0.768, which is higher than the standard minimum of 0.5 for the data to be considered valid.

Path analysis is conducted to test the correlation between the constructs. All four hypotheses tested in this study are statistically supported, with all four regressions showing the p-value lesser than 0.05. The result of path analysis conducted for each of the constructs is shown in table 3.

H1 and H2 are closely related to the TRA model. In H1, it is assumed that the...
consumers' attitudes toward green cosmetics positively affect their purchase intention. This hypothesis is supported by the p-value < 0.001, indicating the positive relationship between attitude and purchase intention. H2 also shows a similar correlation between subjective norm and purchase intention, where the result is supported by the p-value < 0.05. Between the two aspects of TRA, the higher regression weight of H1 implies that even though both positively influence purchase intention, the attitude has a more substantial impact than the subjective norm.

Table 3. Path Analysis

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Path</th>
<th>Regression Weight</th>
<th>SE</th>
<th>P-Value</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>AT -&gt; PI</td>
<td>0.678</td>
<td>0.111</td>
<td>0.000</td>
<td>supported</td>
</tr>
<tr>
<td>H2</td>
<td>SN -&gt; PI</td>
<td>0.209</td>
<td>0.109</td>
<td>0.011</td>
<td>supported</td>
</tr>
<tr>
<td>H3</td>
<td>ER -&gt; PD</td>
<td>0.241</td>
<td>0.093</td>
<td>0.015</td>
<td>supported</td>
</tr>
<tr>
<td>H4</td>
<td>PI -&gt; PD</td>
<td>0.579</td>
<td>0.073</td>
<td>0.000</td>
<td>supported</td>
</tr>
</tbody>
</table>

The third hypothesis, H3, is also supported by the p-value < 0.05. This hypothesis indicates the correlation between environmental responsibilities to the purchase decision of green cosmetics. This result implies the environmental responsibilities consumers feel might lead them to the actual purchase decision. The relationship between purchase intention and purchase decision, as shown in H4, is also supported by the p-value <0.001. It means the intention of doing a particular behavior indeed leads to the actual action of the behavior.

The satisfaction of the model tested is shown by the value of Root Mean Square Error of Approximation (RMSEA). An absolute fit index tests how far the hypothesized model is from the perfect model (Xia & Yang, 2019). The RMSEA value of 0.0 could be said as an example of a perfect model. The value < 0.08 is said to be acceptable, while the value between 0.08 and 0.1 indicates a mediocre fit (Hooper, Coughan, & Mullen, 2008). The model being tested in the present study shows the RMSEA value equal to 0.08, which indicates the mediocre fit of the model. RMSEA is a value independent of the construct but dependent on the sample size (Ainun, Sayang, M. D., Jannoo, & Yap,, 2017). Thus, such results might happen due to the small sample size (n=144) that is being tested in this study. Another parameter, Standardized Root Mean Square Residual (SRMR), indicates the average of standardized residuals between each variable (Cangur & Ercan, 2015). The value is dependent on the number of variables tested (Ainun, Sayang, M. D., Jannoo, & Yap,, 2017). This research obtained the SRMR value of 0.069. As the value of SRMR in this study is lower than 0.08, the model could be called an acceptable fit. The value of TLI indicates the comparison between a hypothesized model with its baseline model, in which the value larger than 0.9 needs to be obtained for the model to be considered as acceptable. This study shows
the TLI value of 0.905, indicating an acceptable model.

Discussion

Following our collection and analysis of the data, we noted that all of our hypothesis is supported. The first hypothesis mentioned about how attitude (a construct in the TRA) influences purchasing decisions for green products. Attitude is shown to be the strongest predictor for the purchase intentions, aligned with Paul, Modi, Patel (2016), Shimul et. al (2018), and Sun & Wang (2020). The more positive attitude the consumers have towards environmental concerns, the more positive their intention to purchase green products which are perceived to be impactful to help the environment.

The second hypothesis is closely related to subjective norm, another construct in the TRA that also influences purchasing decisions for green products. However, subjective norm is found to be weak in influencing intentions, in alignment with Paul, Modi, Patel (2016) and Tarkiainen and Sundqvist (2005) in terms of green marketing. This shows that other people, no matter how important they are to the consumers, do not significantly contribute to the consumers’ intentions in purchasing green products. This may be due to the differing levels of environmental knowledge between the consumers themselves and their people of importance.

The results of testing hypothesis 3 show that the results of the hypothesis are supported. This hypothesis is also in line with Lee (2009), which states that the higher consumers’ understanding of their responsibility in preserving the environment, the consumers will make a change by purchasing green products to protect their environment. The research results also reinforce the results of this study by Kumar and Ghodeswar (2015). They found that consumer responsibility towards the environment is to decide to buy products that do not contain ingredients that are harmful to the environment. The product can be recycled, so that can reduce the negative impact on the environment. So, it can be concluded that the higher the sense of responsibility that consumers have, the consumers will tend to buy green products. The last hypothesis tested is also supported by the result of our analysis that purchase decision is heavily influenced by purchase intention. This aligned with Yadav (2017) conclusion in his research that behavioral intention, especially behavior that is pro-environmental such as buying green products. Though the context is different from green cosmetics, similar result is also shown by Peña-García, Gil-Saura, Rodríguez-Orejuela, & Siqueira-Junior, (2020) and Komalasari, Christiano, & Ganiarto, (2021), where purchase intention is proved to be one of the antecedents of purchase decision. This shows that purchase intention is one of the key predictor of purchase decision or behavior of the consumers (Peña-García, Gil-Saura, Rodríguez-Orejuela, & Siqueira-Junior, 2020).
Conclusion

Consumer awareness of environmental protection is reflected in their behavior when deciding to shop and consume a product. Consumers who have awareness will tend to have a solid intention to buy green products because of their self-evaluation of the negative impacts that can be felt by the environment from their consumption and a sense of responsibility to protect the environment. The commitment and sense of belonging that consumers have towards nature makes consumers take concrete actions to protect the environment from damage. One of the fundamental actions that consumers can take is to use environmentally friendly products that do not contain ingredients that can harm nature. Thus, the higher the consumer's responsibility to the environment, the higher the consumer's decision to buy green products. Then, the influence of social pressure or subjective norms also contributes enough to influence the desire to buy green products.

For a theoretical contribution, this research can provide an overview of how consumer decisions in buying green products, seen from their environmental responsibilities and desires, are influenced by attitudes and social pressures given to individual consumers. Thus, the results of this study can provide new knowledge about consumer behavior towards the use of green products to reduce the disadvantages of excessive consumption on the environment. Then, this research can also contribute to marketers to find out consumer behavior in the use of green products, so marketers can make a strategy to increase sales of green products. For example, they are forming a community of environmentalists and getting consumers directly involved in preserving the environment.

In conducting this research, there are some limitations. First, from the results of data analysis, it was found that a more significant number for the sample size could provide better results. Second, researchers still use the general definition of green cosmetics, so that further research is expected to be able to conduct more specific research on certain types of cosmetics. Furthermore, this research was conducted to see the relationship between variables on green product purchasing decisions without looking at the relationship too demographic elements, such as age, gender, and income. Thus, it is hoped that further research will see the influence of demographic elements on the formation of consumer green product purchasing decisions.

References


