JURNAL EKONOMI

DETERMINANTS OF GREEN PURCHASE INTENTION AMONG BEAUTY PRODUCT CONSUMERS IN BATAM CITY

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ARTICLEINFO	ABSTRACT
Keywords: Car request GDP per capita long way fuel price consumer credit interest rates.	The significant development of the cosmetic industry, particularly in Indonesia, is facing various challenges and issues. Apart from the problem of packaging quality that does not meet environmental standards, there are still cosmetic products found to contain harmful chemicals (such as mercury, banned colorants, carcinogens, and microbial contaminants) that can negatively impact the health of users. The environmental issues and negative effects of cosmetic products on consumers indicate that there are still cosmetic manufacturers or distributors who have not been able to implement the Triple Bottom Line principle, consisting of People, Planet, and Profit (3P's). These companies focus solely on maximizing profits while disregarding the impact of products containing harmful chemicals on public health (people) and continue to use environmentally unfriendly raw materials and packaging (planet). This study aims to examine the direct and indirect effects of green brand image and LOHAS on Green Purchase Intention, either through green attitude. The study gathered 200 respondents as the sample. The research utilized the SEM analysis method using the Smart PLS 3.3.3 statistical tool. The results of partial significance testing found that Green Brand Image can influence Green Attitude and Green Purchase Intention. Meanwhile, LOHAS only has a direct influence on Green Attitude. The mediating test results found that Green Attitude can mediate the influence of Green Brand Image and LOHAS on Green Purchase Intention.
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1. INTRODUCTION

The environmental conditions and the occurrence of global warming are among the topics (aside from health) that are frequently discussed in various domestic and international forums and meetings [1]. The occurrence of various natural disasters and the increasing average temperature on Earth, reaching 1.11ºC in 2021, are primarily caused by human activities (exploration and exploitation of natural resources) [2]. In addition to the production sectors, daily activities of society also generate waste, with plastic waste being the most harmful to the environment. As a country with a population of 270 million in 2021, Indonesia is capable of producing 68.5 million metric tons of household waste, with 17% or 11.6 million metric tons being plastic waste. Furthermore, it has been found that 35% of plastic waste is derived from cosmetic packaging. Cosmetic products have become essential for enhancing and improving one's appearance, including facial, hair, body, and lip care products [3]. With the increasing demand for cosmetic products, companies in this industry are developing various product variations. In Indonesia, the demand for cosmetic products continues to rise, even during the Covid-19 pandemic, with a 5.59% increase in the cosmetic industry [4].

Based on several studies, it has been found that in some developed countries, people consider the environmental impact of cosmetic product use and the safety of cosmetic products for their health [5] [6]. Specifically, potential cosmetic product users prioritize the search for ingredients contained in a cosmetic product (preferring products made from organic ingredients), the eco-friendly level of packaging, and the green image of cosmetic product companies [5]. However, consumer preferences in developing countries like Indonesia are different, as data indicates that only in urban areas (Jakarta, Surabaya, and Bandung) do people show concern for the safety and eco-friendliness of cosmetic products, while in other areas, the level of concern is still low [7]

Several studies focusing on health safety and eco-friendliness of products have identified several factors that influence an individual's purchase intention towards a product, including green marketing, trust, green product, perceived value, perceived consumer effectiveness, Lifestyles of Health and Sustainability (LOHAS), environmental concern, green brand knowledge, green brand positioning, green brand image, green advertising, and green attitude [8] [9] [10] [11] [5] [6].

Lifestyles of Health and Sustainability (LOHAS), which refers to a lifestyle oriented towards health and environmental sustainability, is driven by an individual's concern for their health and the sustainability of the environment. In some studies, lifestyle is referred to by different terms such as Health & Environmental Salience, where health and environmental sustainability are considered important factors in an individual's life, and environmental & health concern, which is an individual's awareness of their health and the sustainability of the environment.

Another variable that can influence a person's interest in buying cosmetic products is green brand image or the perception of a brand's environmental concern [12] [13]. This variable is often identified as a series of perceptions of a product brand that exhibits a certain level of environmental friendliness or eco-friendliness [14].

The success of creating interest in someone to purchase an environmentally friendly product must also align with consumers' attitudes towards environmental issues. This attitude is often referred to as Green Attitude, which means a consumer's inclination towards liking or disliking products that are environmentally conscious [8]. The emergence of this attitude is inseparable from the routines that a consumer regularly practices in their daily life, including buying eco-friendly products, including cosmetic products. Green Attitude can also be influenced by internal and external factors that subsequently shape consumers' interest in a product [5]. Furthermore, consumers with a high level of Green Attitude tend to have a strong belief in the quality of eco-friendly labeled products, support environmental care programs organized by manufacturers, and experience satisfaction when able to purchase products labeled as eco-friendly [11].

In this study, the conditions of each variable will be presented in the form of a research model determined by the roles of each variable. The roles of each variable are established based on the Theory of Planned Behavior approach. In each variable, it can be explained that LOHAS and Green Brand Image fall into the category of behavioral beliefs because they are the beliefs a person holds about behaviors that influence attitudes. Furthermore, Green Attitude falls into the category of attitude toward behavior, where the emergence of environmental concern can create an interest in buying healthy and eco-friendly products (Green Purchase Intention).

2. LITERATURE REVIEW
Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is a development of the Theory of Reasoned Action (TRA) first introduced by Fishbein and Ajzen in 1975. TPB can be used to analyze the attitudes, intentions, and behaviors of individuals [15]. This theory also helps many researchers understand the gap between attitudes and behaviors. The theory focuses on explaining the behavior of individuals driven by their intention to act (intentions arise from internal and external factors) [15]. The Theory of Planned Behavior (TPB) is suitable for measuring and predicting a person's intentions, as it explains individual intentions to behave determined by three factors: attitude toward behavior, subjective norm, and perceived behavioral control. As one of the theories introduced in the field of psychology that seeks to explain behavior and the factors that drive a person's behavior in various situations and circumstances. In various industries, this theory is widely used to describe consumer behavior. Furthermore, this theory is used to analyze how the consumer process develops an interest in purchasing a product.

Green Purchase Intention

Green Purchase Intention refers to the likelihood and willingness of a consumer who is interested in environmental issues and conscious of choosing environmentally friendly products over conventional products that tend to overlook the impact and influence on the environment in their production processes [2]. Intention is assumed to be a precursor to actual behavior. The main factor in the Theory of Planned Behavior (TPB) is intention or the desire of individuals to engage in specific behavior [16]. Intention indicates how strongly a person wants to try and how much planned effort is put into performing the behavior. In other words, the stronger someone's intention to engage in a particular behavior, the greater the likelihood that the actual behavior will be performed [14]. Intention also refers to an individual's readiness to engage in a specific behavior.

The increasing awareness of the environment among society has consequences for consumer behavior, namely Green Purchase Intention. Green Purchase Intention refers to the willingness of consumers to purchase environmentally friendly products, and these consumers have a motivation to buy such environmentally friendly products. In other words, consumers are not only concerned about the ecological quality of a product but also about the consequences that their purchasing decisions may have on the environment [5].

Green Attitude

Attitude is defined as a psychological condition that determines an individual's preference or aversion toward a specific object [17]; Pícha & Navrátil, 2019b [6]. Attitude plays a significant role in influencing behavior, and therefore, the involvement of attitude in consumer behavior research is essential. Each person's attitude can vary greatly, ranging from positive to negative attitudes and sometimes mixed opinions about a place, object, event, or other people.

The Theory of Planned Behavior (TPB) developed by [15] argues that attitude is one of the three independent concepts in determining intentions, along with subjective norms and perceived behavioral control. Attitude refers to the extent to which an individual has a favorable or unfavorable evaluation or judgment of the intended behavior [15]. [15] claims that the more positive an individual's attitude toward a specific behavior, the greater the likelihood that the individual will engage in that behavior.

In this study, the object of the examined attitude is Green Attitude, which refers to the evaluation of the environment made by consumers to assess their perceptions and willingness to act. Consumers who have a positive attitude toward the environmental impact of consumption are more likely to support environmental protection initiatives, recycling, and purchasing and using environmentally friendly products [11]. Having a caring attitude towards the environment (Green Attitude) means expressing an attitude in daily life to preserve, improve, and prevent damage and pollution to the environment. These attitudes can be seen in cognitive behavioral responses (actions and statements regarding behavior) [17].

D. Lifestyle of Health and Sustainability (LOHAS) Consumer Tendency

LOHAS stands for Lifestyle of Health and Sustainability, which was first introduced by Ray and Anderson in 1998 and refers to a lifestyle oriented towards health and environmental sustainability [5]. This concept can be divided into two perspectives: the producer perspective, where a business sells products that meet health standards and use environmentally friendly materials, and the consumer perspective, where individuals adhering to this concept tend to choose organic food products (free from chemicals) and always strive to select products with eco-friendly labels [18]. LOHAS Consumer Tendency is defined as a lifestyle that encompasses all activities undertaken by consumers to fulfill their needs based on principles of health and environmental sustainability.

Green Brand Image

The American Marketing Association defines a brand as a name, term, sign, symbol, or combination thereof intended to identify goods or services of one seller or group of sellers and differentiate them from competitors. This differentiation can be functional, rational, and tangible, related to product performance and the brand. It can also be more symbolic, emotional, and intangible, related to what the brand represents [19].

An image is a relatively consistent perception in the long term (enduring perception). Thus, it is not easy to shape an image, and once formed, it is difficult to change. Brand image is related to attitudes in the form of beliefs and preferences towards a brand. Consumers with a positive image of a brand are more likely to make a purchase. Furthermore, [19] define Brand Image as a set of beliefs, ideas, and impressions held by an individual about a brand.

Green Brand Image is identified as a set of perceptions of a product brand that has a level of environmental friendliness or eco-friendliness [14]. Several studies have found that companies capable of producing products with a good Green Brand Image are often associated with brands that have a high commitment to environmental conservation and a reputation for environmentally friendly production activities [14]. Companies often portray Green Brand Image through symbols, logos, taglines, or colors that become the identity of their produced brand [13].

Hypothesis Development
1. The Influence of LOHAS Consumer Tendency on Green Purchase Intention and Green Attitude

For environmentally conscious and health-conscious consumers, they tend to prefer environmentally friendly and chemical-free products over others. Consumers generally have confidence in the organic and environmentally friendly attributes, which are inherent in the products. According to Sung & Woo (2019), the high level of concern for health and environmental damage, as well as consumer awareness of health and environmentally friendly products, drive consumer interest in purchasing green products.

LOHAS Consumer Tendency has a positive and significant impact on attitude towards green products or green attitude. [20] state that a consumer's positive attitude and concern for health and the environment enable them to engage in green consumer behavior. LOHAS Consumer Tendency measures the concern for environmental and health issues caused by human behavior. Based on research findings, LOHAS has an influence on consumer attitude towards green products. A consumer who has a special concern for the environment and health is more likely to develop a Green Attitude. Based on these explanations, the research hypotheses are formulated as follows:

H1: LOHAS Consumer Tendency has an influence on Green Purchase Intention.
H2: LOHAS Consumer Tendency has an influence on Green Attitude.

The Influence of Green Brand Image on Green Purchase Intention and Green Attitude

A study conducted [14] found a significant relationship between brand image and purchase intention. This finding is consistent with the research [21], which states that there is a significant influence of Green Brand Image on the structure of purchase intention. This means that the higher the brand image generated by a company for environmentally friendly products, the greater the purchase intention of consumers. [5] also state that the structure of purchase intention for a green product can be influenced by the formation of a good Green Brand Image. Environmentally friendly products are those that do not harm the environment, whether in their use, production, or disposal. They do not disrupt the ecological balance when discarded [22]. Companies marketing products with environmental characteristics have a competitive advantage over companies that do not consider the environment [5]. Marketing that utilizes the concept of a green brand image is expected to create positive feelings that influence consumers in evaluating products. Research conducted [23] shows that Green Brand Image has a significant influence on consumer attitudes. Based on these explanations, the research hypotheses are formulated as follows:

H3: Green Brand Image has an influence on Green Purchase Intention.
H4: Green Brand Image has an influence on Green Attitude.

The Mediating Role of Green Attitude

Attitude represents what consumers like and dislike about the decision to purchase a product or service. Attitude can be defined as an individual's evaluation of a specific behavior [24]. Attitude can have an impact because of the values that will influence a consumer's behavior. One of the values that influences Green Attitude is a belief that green products are healthy and offer promising environmental protection. It can be concluded that existing values will influence a person's behavior and attitude [6]. The most commonly known belief about green products is that they are healthier and provide protection for the surrounding environment.

In the research [5], it was found that Green Attitude mediates the influence of green ads, Green Brand Image, and perceived consumer effectiveness on purchase intention.

Furthermore, in the study conducted [23], it was found that consumer attitude can mediate the influence of green image on the desire to take an environmentally friendly airline. [20] found that brand attitude can mediate the influence of environmental concern, utilitarian benefits, nature experience, and warm glow on purchase intention. Based on these explanations, the research hypotheses are formulated as follows:

H5: Green Attitude has an influence on Green Purchase Intention.
H5a: LOHAS Consumer Tendency has an influence on Green Purchase Intention through the mediation of Green Attitude.
H5b: Green Brand Image has an influence on Green Purchase Intention through the mediation of Green Attitude.

3.   METHOD

This study is an explanatory type, where it aims to explain the patterns of influence of each variable in this research. The variables in this study consist of three types: independent variables (LOHAS Consumer Tendency, Green Brand Image), mediation variable (Green Attitude), and dependent variable (Green

Purchase Intention). This study will examine the direct influence of LOHAS Consumer Tendency, Green Brand Image, and Green Attitude on Green Purchase Intention. It will also test the mediating role of Green Attitude in the influence of LOHAS Consumer Tendency and Green Brand Image on Green Purchase Intention. The research was conducted from March 2023 to May 2023. The location of the study was in Batam City, Riau Islands Province. This study used non-probability sampling with purposive sampling technique, where the sample was selected based on criteria determined by the researcher. The sample criteria in this study are as follows:

1. Users of cosmetic products for at least 2 years.
2. Familiar with the benefits of cosmetic products made from organic and environmentally friendly materials.
3. Age > 17 years.

A good sample size when using Structural Equation Model is a minimum of 150 respondents. The indicators for LOHAS variable [18] Sung & Woo, 2019), Green Brand Image [12] [24] Green Attitude [11] [23] [24] and Green Purchase Intention [20] [13] [2]were used. The data in this study were analyzed using SEM analysis with Smart-PLS version 3.0.

4.   RESULT AND DISCUSSION
Respondent Profile
Out of 200 respondents, there were 136 (68%) females and 64 (32%) males; 66 (33%) respondents had a high school education, and 134 (67%) were university graduates; 113 (56.5%) were employed in the private sector, and 87 (43.5%) were students.

Research Model Assessment
The results of the outer model will indicate the validity and reliability of the statement instruments [25] [26]. The indicator loading values (0.777 – 0.904) are greater than 0.70 and significant.

The results of the outer model will indicate the validity and reliability of the statement instruments [25] [26]. The indicator loading values (0.777 – 0.904) are greater than 0.70 and significant ($p < 0.001$) [26]. The reliability values (0.761 – 0.855) are greater than the standard of 0.70 [26]. Furthermore, Table 3 shows that the Average Variance Extract (AVE) values (0.642 – 0.713) are greater than the standard of 0.50 [26]. Therefore, based on the test results, it can be concluded that all statement instruments have passed the validity and reliability tests.

Hypothesis Testing
The values of beta (β), p, and R^2 will be displayed [26]. In Table 1, it can be seen that LOHAS does not have a significant influence on Green Purchase Intention (β = 0.081; $p > 0.05$), while LOHAS has a positive and significant influence on Green Attitude (β = 0.301; $p < 0.05$). Therefore, H1 is not accepted, but H2 is accepted. Green Brand Image has a positive and significant influence on Green Purchase Intention (β = 0.517; $p < 0.05$) and Green Brand Image -> Green Attitude (β = 0.403; $p < 0.05$), so H3 and H4 are accepted. Furthermore, Green Attitude has a positive and significant influence on Green Purchase Intention (β = 0.429; $p < 0.05$), resulting in H5 being accepted. The R^2 value represents the substantial influence in a research model [27]. Next is to test the effect size, where an effect size value of 0.02 (low effect), 0.15 (medium effect), 0.35 (large effect) is considered [27]. In Figure 1, significant relationships are found (LOHAS and Green Brand Image -> Green Attitude), and there are also significant relationships (LOHAS, Green Brand Image, Green Attitude -> Green Purchase Intention). Table 2 shows that Green Attitude can act as a mediating variable for the influence of LOHAS on Green Purchase Intention (β = 0.173; $p < 0.05$); Green Brand Image -> Green Attitude -> Green Purchase Intention (β = 0.129; $p < 0.05$). Based on these results, it can be concluded that H5a and H5b are accepted.
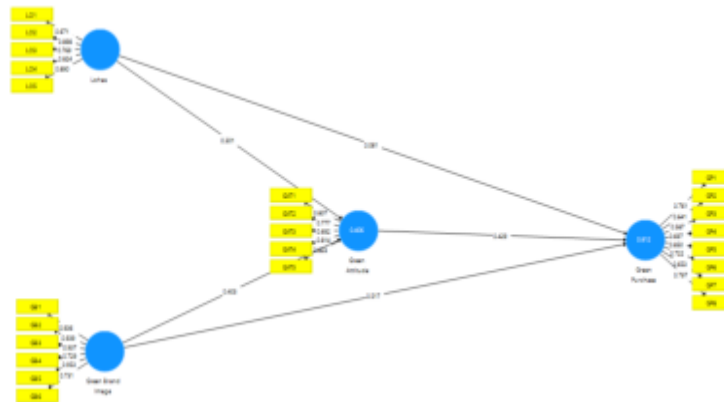
Figure 1 Structural Equation Model (SEM) Results

Table 1. Partial Hypothesis Testing Results

	B	T Statistics (|O/STDEV|)	P Values	Conclusion
Green Attitude -> Green Purchase	0.429	8.894	0.000	Accepted
Green Brand Image -> Green Attitude	0.403	5.223	0.000	Accepted
Green Brand Image -> Green Purchase Intention	0.517	11.629	0.000	Accepted
LOHAS -> Green Attitude	0.301	4.129	0.000	Accepted
LOHAS -> Green Purchase Intention	0.081	1.232	0.218	Rejected

Table 2 Results of Mediation Hypothesis Testing

	B	T Statistics (|O/STDEV|)	P Values	Conclusion
Green Brand Image -> Green Attitude -> Green Purchase Intention	0.173	4.478	0.000	Accepted
Lohas -> Green Attitude -> Green Purchase Intention	0.129	3.776	0.000	Accepted

DISCUSSION

The test results found that LOHAS cannot influence Green Purchase Intention. This result contradicts the findings of [28] and Sung & Woo (2019), who found that LOHAS significantly affects individuals' interest in purchasing healthy and environmentally friendly products due to the demands and needs required to support a lifestyle oriented towards health improvement and environmental preservation. However, this result aligns and [5] who found that LOHAS does not have a significant influence on individuals' interest in buying healthy and environmentally friendly products due to the relatively high prices of the products and the perception that they are luxury products. The test results of the influence of LOHAS on Green Attitude significantly align with the research. Which found that LOHAS significantly influences Green Attitude because a lifestyle oriented towards health improvement and environmental preservation instills confidence in individuals, thereby motivating them to take attitudes and actions to support and participate in various related activities. This result also contradicts the findings of [5], which indicated that LOHAS does not have a significant influence on Green Attitude due to the perception that environmentally friendly products are luxurious and tend to be used by certain groups, causing individuals to be reluctant to actively participate and become part of the user group of environmentally friendly labeled products.

The significant influence of Green Brand Image on Green Purchase Intention aligns with the findings of [14], [21], and [5], who found that Green Brand Image significantly affects Green Purchase Intention. This can occur because of the alignment between a consumer's mindset to actively preserve the environment and the Brand Image of an environmentally friendly product. Different results were found in the study by [13], which found that Green Brand Image cannot influence individuals' interest in purchasing a product due to the low appreciation of the respondents in this study regarding matters related to the level of concern for nature and health. The influence of Green Brand Image on Green Attitude is significant, aligning with the research by [5], [23] and [22] which found that Green Brand Image has a significant

influence on Green Attitude. This can occur because consumers' trust in a company's image shapes consumers' attitudes to actively and consistently support activities related to health and environmental preservation. [11] found different results, stating that Green Brand Image cannot significantly influence Green Attitude because environmentally unfriendly products are still found within a brand, lowering an individual's level of confidence, which in turn does not affect one's attitude towards the environment. The results of the mediation test indicate that Green Attitude can mediate the influence of LOHAS and Green Brand Image on Green Purchase Intention. This aligns with the findings of [5], who found that green attitudes can mediate the influence of green advertising, green brand image, and consumer perception of effectiveness on purchase intention.

5. CONCLUSION

This research can contribute to the development of related studies examining the factors influencing consumers' purchase intention towards healthy and environmentally friendly products. Additionally, this study is expected to provide insights into consumer behavior patterns regarding cosmetics and their preferences for healthy and environmentally friendly products. Companies operating in the beauty or cosmetics industry should enhance consumers' interest in healthy and environmentally friendly products. Furthermore, the findings of this research provide insights for companies regarding consumer preferences in Batam City for healthy and environmentally friendly products, serving as a reference for companies selling green products in Batam City. This study has limitations that should be addressed in future research. First, this study is cross-sectional, where data is only observed once and simultaneously. Therefore, future research is recommended to use longitudinal studies to generalize the research findings. Second, this study was conducted only among cosmetic users in Batam. The results cannot be generalized to various other green product consumers, thus necessitating further research.

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