

INTENTION TO PURCHASE THE BODY SHOP AMONG INDONESIAN CONSUMERS: AN APPLICATION OF THE THEORY OF PLANNED BEHAVIOR

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ABSTRACT

The Theory of Planned Behavior has been one of the focuses in academia for research. However, the complex process regarding purchase behavior on well-being skincare and the cosmetic product is sparse. This study aims to apply the Theory of Planned Behavior (TPB) model using its core constructs to predict consumers' purchase behavior of well-being products, namely the Body Shop. Questionnaires were gathered using a convenient purposive and non-probability technique. A total of 130 respondents were used for data analysis. The method from the distributed questionnaire consumers in Indonesia. The software package was used by SPSS 26 and Wrap PLS 7.0. The results of the study all hypotheses are significant. Based on the results, theoretical and practical implications were suggested.

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1. INTRODUCTION

Recently, global warming has become a serious problem that is being challenged by people around the world, especially for consumer behavior. Conducting the rapid economy and industrial development, it makes individuals' consumption ability improves, then leading to further deterioration of the environment [1]–[3]. For instance, the consumption of skincare and cosmetic products, also affect the environment for its ingredients and packaging [4]. Addressing this problem, the Theory of Planned Behavior becomes the method to analyze consumers and enterprises [1], [3], [5], [6]. Hence, the consumer should focus on environmental factors before making consumption decisions [7].

To penetrate a potential market, local and foreign marketers must consumers from predicting specific individual behavior.[1], [8]. Thus, this research adopt the Theory of Planned Behavior to summarize how all predictors can affect consumer's Behavior. The Theory of Planned Behavior is used to explain the factors that influence individuals in carrying out an action or behavior. According to this theory, an individual's behavior is initiated by the intention of that behavior. There are several determinants that affect an individual's intention to perform an action or behavior, including attitudes, subjective norms and perceptions of behavioral control.

Previous studies have examined the Theory of Planned Behavior in several contexts, such as in banking [6], [10], eco-friendly airplanes [11], green hotels [12], and food consumption among Indonesian consumers [13], there is still limited research which examining TPB theory on skincare and cosmetic product in Indonesia. Therefore, this study is important to understand consumers' behavior in the Body Shop as the Body Shop skincare and cosmetic product.

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Most people have realized that green products such as the Body Shop also have green marketing business prospects, such as they are willing to promote green products ([2], [9]). For example, the Body Shop is a product that uses green marketing as the solution for healthy skin and products from safety ingredients (e.g., vegan). Importantly, the Body Shop is an international cosmetic product that already has a good image and quality but still puts forward a green marketing strategy.

The central tenets of this research focusing on the integration of the TPB for intention to buy the Body Shop product. This manuscript summarizes the TPB implication about a particular behavior when people possess a positive attitude towards the behavior (purchase attitude), their social circles approve or support the behavior (subjective norm), and capability to adopt the behavior (behavioral control). The TPB is generally considered to propound a rational view of the behavior that focuses on cognitive variables and does not reduce affective beliefs or consequences associated with performing or not performing a behavior [16]. TPB offers a clear-cut structure that provides a systematic examination of the formation of intentions and behavior by concurrently considering volitional and non-volitional elements [12]. TPB suggests that intention is a function of these theoretically independent factors known as the direct constructs of the theory: attitude towards the behavior, subjective norms, and perceived behavioral control [3], [5], [7].

Attitude refers to a person's overall evaluation of specific behavior [15]. Purchase attitude becomes a major role in predicting intentions of consumers who will pay for green product. It represents positive or negative outcomes after evaluating that arise when a person engages in certain behaviors which encourage buying behavior of a particular product [7][3].

Some scholars have identified purchase attitude is a predictor of buyer intention and a person's consumption behavior. Attitude has a clear role in the decision to accept a specific behavior. For example, a previous study examining this relationship has indicated that attitude is an important anterior variable of purchase intentions [17]. The better one's attitude, the greater one's intention to buy a certain product. Therefore, subjective norm is an important factor in encouraging purchase intention for green skincare. Thus, it can be represented that:

H1. Purchase attitude has a significant effect on the subjective norm.

H2. Purchase attitude has a significant effect on purchase intention.

Subjective norm refers to the feelings of social pressure from others that are important to a person's performance in some way [15]. In Indonesian society, collectivism emphasizes group identification, emotional interdependence, rights, obligations, and the normal value of community among people. Hence, Indonesian people must align with others and follow subjective norms, and they are likely to be influenced by others whom they see as important. For example, most Indonesian people are Muslim; hence they must consume Halal food from the right by Al Quran [13]. Hence the current research suggests that when consumers realize that their "significant others" prefer to purchase green products, especially for skincare and cosmetic product, they will develop positive intentions to purchase green products. Previous studies have analyzed that subjective norm is significant and can influence intentions to purchase; organic food [18], visit green hotels [12] and participate in environmentally the Body Shop consumption [19], as we know that Indonesian people have collective culture. Hence, this research assumes the following:

H3. Subjective norm has a significant effect on purchase behavior.

H4. Subjective norm has a significant effect on purchase intention.

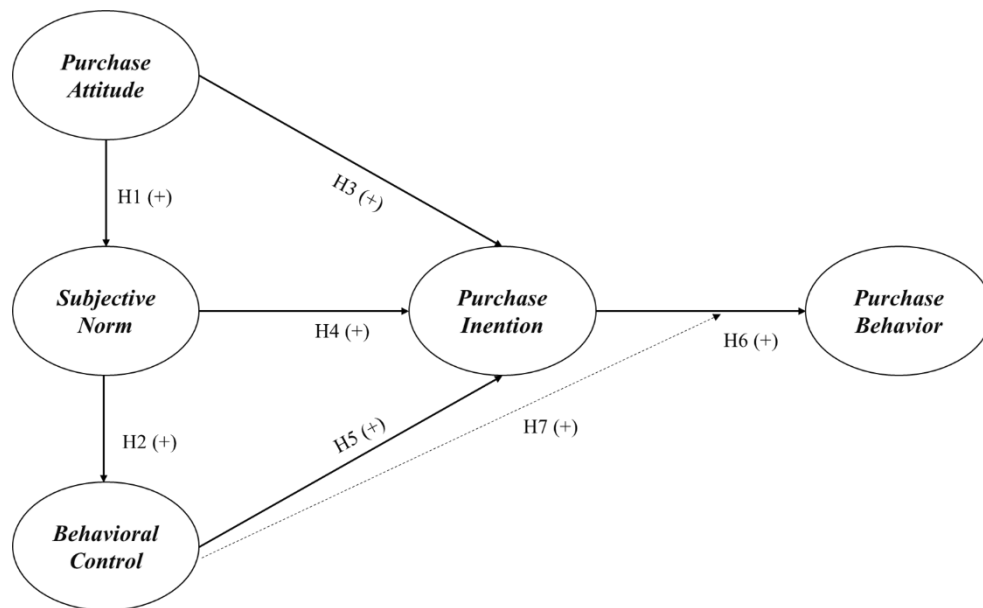
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Purchase intention is a decision made by consumers to buy a product or service because of the function of the product or service provided. Most people who have a higher intention for the environment will have the willingness to pay more [20]. In addition, purchase intention is a process when consumers analyze their knowledge of the product and compare the product with other similar products. Then they can make decisions to buy its product [21].

H5: Behavioral control has a significant effect on purchase behavior.

Perceived behavioral control can be defined as the individual's perception of the control that the individual has with respect to a particular behavior [15]. Consumer behavior is not only controlled by some that require control, for example, in the form of individual abilities, self-assessment, and self-control of these abilities, as well as other factors [22]. The resources include skills, time, money, and confidence which can affect the capacity to engage in a given behavior [5]. When the individual lacks resources or does not have the opportunity to exhibit a behavior (low behavioral control), the individual will not have a strong intention to show the behavior [7]. Thus, the more favorable the attitude and social norm, and the stronger the perceived control, the higher should be the individual's intention to engage in the behavior in question [2].

H6: Purchase intention has a significant effect on purchase behavior.



2. METHOD

2.1 Data collection and descriptive statistics

This research gained deeper insights consist of four items. By evaluating the final data, there are 132 respondents which 130 can be used to analyze. The sample criteria in the questionnaire are: (1) ≤ 17 years old, (2) Had ever known and bought the Body Shop product, (3) The Body Shop consumers in Indonesia. All items were measured using a seven-point Likert scale to measure the observable constructs. For this reason, this study used seven response categories because it can stretch the interval on which it can describe the specific respondent's preference [23]. In the questionnaire, alternative answers consist of a seven-point Linkert scale (1 = "Strongly disagree" to 7 = Strongly agree"). Initially, a survey was designed instrument/questionnaire in bahasa Indonesia.

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Table 2. Descriptive statistics (n=130).

Demographic/ Characteristic	Specifications	Proportion (in %)
Age	≤ 17 years	0,8%
	17-20 years	13,8%
	21-30 years	56,9%
	31-40 years	10,0%
	41-50 years	16,2%
	Over 40	2,3%
Education	High school	70%
	Bachelor's degree	23,80%
	Master's degree or above	6,20%
Employment status	Student	52,3%
	Teacher	10%
	Lecturer	5,4%
	Employee	24,6%
	Others	7,7%
Domicily	Surabaya	30%
	Malang	3,10%
	Yogyakarta	2,30%
	Gresik	4,60%
	Sidoarjo	25%
	Mojokerto	23%
	Others	13,80%
Consumption frequency of the Body Shop product	1-2 times	43,8%
	3-4 times	38,5%
	More than 4 times	17,7%

2.2. Measurement

This research is a causality research with a quantitative approach. Quantitative research is a research method that is based on positivism philosophy, used to study population or sample, collecting data using research instruments, quantitative data analysis / analysis, with the aim to test the hypotheses that have been set [24]. Thus, quantitative methods are descriptive and causality survey methods. Additionally, survey research can be conducted in large and small populations, but the data analyzed comes from samples taken from the population so that the the relationship between independent variables and dependent variables are found. The survey method focuses on collecting respondents' data that has certain information, thus enabling researchers to solve problems. The collected data were analyzed using descriptive analysis and path analysis methods.

The population objects in this study are consumers who have made purchases on the Body Shop products. Sampling in this study using non-probability sampling technique with a purposive type. The number of samples in this study were 130 respondents. Data collection was carried out by distributing questionnaires online to respondents.

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Researchers choose path analysis as the method of data analysis to be used. Path analysis is an extension of multiple linear regression analysis or path analysis is the use of regression analysis to estimate the causality relationship between variables (causal models) that have been established [24]. Meanwhile, according to another research, path analysis is the relationship between the relationship or influence between independent, intervening and bound variables, where the researcher clearly defines that a variable will be the cause of other variables that can be presented in the form of diagrams [25]. The basis for calculating path coefficients is correlation and regression analysis and in calculations using software with the SPSS for windows program.

2.3. Analysis Method

This study used quantitative methods, using SPSS 26 and Wrap PLS 7.0. This research used SPSS 26 to analyze the reliability and validity of each variable. To ensure that the data used in the analysis can be accounted for, this study examines the quality of the measurements with validity and reliability tests by SPSS 26 and Wrap PLS 7.0. Furthermore, the model evaluation of this research starts from the measurement model. First, factor loading are well-checked above 0,708. It indicates that all indicators survive [26].

Next, convergent validity are examined. Convergent validity can be defined as the degree which the measuring items are related to each other by examining composite reliability (CR) and average variance extracted (AVE) [26]. While all items exceeds 0.50 or higher, the AVE are acceptable. Meanwhile, internal consistency reliability were is considered acceptable while all constructs exceed 0.7 [27]. We also provided Croanbach's alpha for the measure's high profile. All items have satisfying values in Table 4.

Furthermore, discriminant validity have been checked. Popular approach to establish discriminant validity is measure with factor loading. Factor loading also well-known as "item-level discriminant validity. All items in this research were ≥ 0.70 , thus it was accepted [26]. Reflective indicator loading is important to show discriminant parameter, which indicates how well an item can discriminate itself from another. It can be concluded that all items have high discriminant and convergent validity.

3. RESULT AND DISCUSSION

3.1 Result

This research follows two-step analyzing approach used in partial least squares structural equation model (PLS-SEM).

Table 3. Measurement Constructs and Item with Factor Loading.

Measurement constructs and items	Loading
Purchase attitude	
Buying environmentally the Body Shop products is a wise attitude to protect the environment.	0,79
Buying the Body Shop products is a good thing.	0,84
I support the purchase of environmentally the Body Shop products.	0,79
I support buying the Body Shop products.	0,82
Subjective norm	
People who influence my decisions would approve of me buying the Body Shop product	0,87
People who are important in my life would support me buying the Body Shop product	0,88
Most of people who are important to me think that I should buy the Body Shop product	0,91
Behavioral control	

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I have enough time and money to buy the Body Shop products.	0,82
I know where to buy the Body Shop products.	0,79
I can decide whether to buy the Body Shop products or not.	0,70
I have enough resources to buy the Body Shop products.	0,83
Purchase intention	
I will consider buying the Body Shop products in the future.	0,82
I would consider switching to the Body Shop product.	0,83
I hope to always buy the Body Shop products in the future.	0,73
Purchase behavior	
I often buy the Body Shop products.	0,88
I often buy products that are labeled the Body Shop environmentally.	0,91
I often buy the Body Shop products, which are free from animal testing.	0,77
I would look for an eco-label when buying the Body Shop product.	0,83

Table 4 Convergent Validity and Internal Consistency Reliability

Latent Variable	Composite Reliability	Cronbach's α	AVE	VIF
1. Purchase attitude	0,88	0,83	0,66	1,68
2. Behavioral control	0,87	0,79	0,62	1,89
3. Purchase intention	0,84	0,71	0,63	1,96
4. Purchase Behavior	0,91	0,87	0,72	2,21
5. Subjective norm	0,92	0,87	0,79	2,01

Table 5 Discriminant Validity

Construct	PA	BC	PI	PB	SN
1. Purchase attitude	0.810				
2. Behavioral control	0.461	0.787			
3. Purchase intention	0.575	0.546	0.796		
4. Purchase Behavior	0.222	0.541	0.357	0.847	
5. Subjective norm	0.351	0.475	0.306	0.672	0.888

Note: Diagonals in parenthesis reflect the square root of AVE.

Table 6 Hypotheses Testing

Hypothesis	Path coefficient	P-Value	β	Results
H1. PA → SN	0.378	<0.001	0.38	Supported
H2. SN → BC	0.483	<0.001	0.56	Supported
H3. PA → PI	0.367	<0.001	0.39	Supported
H4. SN → PI	0.194	0.012	0.02	Supported
H5. BC → PI	0.348	<0.001	0.36	Supported
H6. PI → PB	0.568	<0.001	0.43	Supported
H7. BC* → PI → PB	0.396	<0.001	0.40	Supported

Note: Asterisk (*) indicates moderating effect. PA = purchase attitude, SN = subjective norm, BC = behavioral control, PI = purchase intention, PB = purchase behavior.

The main purpose of the present study is to investigate an application of the Theory of Planned Behavior for the Body Shop products. In addition, this current integration of behavioral control to purchase behavior is moderating. However, this result does not have a strong value. Additionally, this study also examines the six hypotheses, which all have been supported. All hypotheses were related to the TPB Theory of the application of the Body Shop product under this study. The present study lends its support to H1 by a previous study from Sun and Wang [1]. The second hypothesis from Sun and Wang [1]. The third hypothesis was examined from Zameer et. al. [28], and the last hypothesis was evaluated from Chien et. al. [21]. This study significantly contributes to the extant literature, especially in the Body Shop cosmetic consumption context. First, this study extends the ongoing empirical research for the Body Shop cosmetic area by investigating consumption barriers of the Body Shop cosmetics. Moreover, the present study applies the tenets of innovation resistance theory to study the barriers among consumers in the Body Shop cosmetic among Indonesian consumers.

4. CONCLUSION

This study set out to investigate the effects of main TPB factors on the Body Shop consumers in Indonesia. The Theory of Planned Behavior has several features that may explain the prediction of purchase behavior. The contribution of this study has been to confirm that Theory of Planned Behavior can be a useful model to explain the intention of the Body Shop consumers' behavior in Indonesia. Additional predictors increased the explained significant variance for the food waste behavior, which strengthens the idea that TPB is inclusive of additional constructs. Specifically, this approach will prove useful in expanding the understanding of how to purchase attention, subjective norm, and perceived behavioral control could improve predictions of original TPB constructs. The results of this investigation show that purchase attitude has the highest impact on the intention to protect people in using skincare and cosmetics for the Body Shop product. These findings add to a growing body of literature and will help other researchers to design extended TPB frameworks with constructs specific to others. The findings of this study have a number of practical implications on how to manage and distribute the Body Shop skincare and cosmetic product in Indonesia.

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