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Exploration of factors that influence sustainable consumption behavior (empirical study of skin care clean beauty consumers in Semarang city)

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ABSTRACT
This research aims to explore the extent and manner in which factors influence sustainable consumer behaviour, focusing on consumers using clean-beauty skincare products in the city of Semarang, Indonesia. The purpose of this study is to identify and examine the influence of social media influencers (SMI), environmental knowledge (EK), environmental influences (EI), promotion of sustainable consumption (PSC), and sustainable consumption behaviour intention (SCBI) on sustainable consumption behaviour (SCB). The sample for this survey consists of 198 respondents, specifically teenage girls in the city of Semarang, Indonesia. The sampling method for this research is random sampling, and data were collected through an online survey using Google Forms. The research approach utilized is a quantitative descriptive design, and data analysis employed the Structural Equation Model-Partial Least Square (SEM-PLS) method.Overall, the research findings consistently support the initial hypotheses. The results indicate that factors such as Social Media Influencers (SMIs), EnvironmentalKnowledge (EK), Promotion of Sustainable Consumption (PSC), and Sustainable Consumption Intention (SCI) significantly influence Sustainable Consumption Behaviour (SCB). This study recommends that clean-beauty skincare companies consistently utilize social media for marketing purposes to provide ecological consciousness education, sustainably promote their products, and enhance consumer engagement, particularly in the context of environmental sustainability issues.

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INTRODUCTION

Awareness of the importance of environmental sustainability is increasingly strengthening the trend of sustainable consumption in various sectors, including the beauty industry. Consumers are increasingly paying attention to aspects such as ethics, the environment and health when choosing beauty products. One trend that is increasingly prominent is the tendency to shift from conventional beauty (skin care) products to clean beauty cosmetic products that are more environmentally friendly and free from animal testing (cruelty free).

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In contrast to natural cosmetics which emphasize the use of natural ingredients as the main ingredients, clean beauty focuses more on product safety aspects. More importantly, clean beauty cosmetic products ensure that the ingredients used do not have a negative impact (non-toxin) on the skin and are more environmentally friendly.

Cosmetic products that prioritize clean beauty emphasize several indicators, including firstly the existence of halal certification. This certification will provide a guarantee that the ingredients used in skin care products are halal and of course safe to use and do not damage the environment. Second, this cosmetic product is free from parabens, which are preservatives that are widely used in skincare and makeup products. Parabens have the potential to cause allergic responses, such as itching of the skin and face, the appearance of red spots or rashes, pain, and a burning feeling on the skin. There is concern that long-term use of products containing this ingredient may contribute to the risk of skin and facial cancer. Third, do not test on animals, a number of countries have initiated steps to ban cosmetic testing on animals. As a beauty product that is concerned about environmental sustainability, including concern for animals, cosmetic products that prioritize clean beauty principles effectively support the anti-animal testing campaign. The fourth indicator includes the dermatologically tested label, which indicates that a cosmetic product has been tested and monitored by a dermatologist or skin expert. To successfully pass dermatological tests, this product has certainly been proven safe when used by a number of test volunteers.

Efforts to raise awareness of environmental sustainability among the millennial generation (Gen Y) and post-millennial (Gen Z) are currently increasing. According to a report from Nielsen in 2021 which focuses on the research theme "Sustainable Shoppers: Buy the Change They Wish to See in the World" it is stated that 81 percent of consumers expect contributions from companies in efforts to improve environmental conditions. This awareness is especially high among the younger generation, namely millennials at 85 percent and Gen Z at 80 percent. More than 73 percent of consumers expressed readiness to switch to more sustainable products, while 41 percent expressed a tendency to prefer products with natural and organic ingredients.

In line with the development of clean beauty, several reports and publications have shown that the business prospects in the cosmetics sector in Indonesia are very potential. According to a report released by the Central Statistics Agency (BPS) in 2020, it was recorded that the cosmetics industry experienced an increase of 5.59%. In fact, the growth of beauty product users will increase by 7% in 2021. Skin care clean beauty products are the main choice for consumers who value product formulations that are environmentally friendly, free from dangerous chemicals, and produced with ethical principles. This shows a shift in consumer paradigm in living a lifestyle that is more responsible for the environment and personal health. Moreover, Statista reports that in 2021, the global market share value for the clean beauty industry will reach USD 6 billion. Projections show that this value is expected to increase to USD 15.3 billion in 2028. Meanwhile, the average annual growth rate (CAGR) in the period 2023 to 2028 is estimated to reach 12%.

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Even though the trend of consuming clean beauty cosmetics continues to increase, there is not much in-depth empirical research regarding the factors that influence consumers in choosing these products. Therefore, this research aims to explore and analyze various factors that can influence sustainable consumption among consumers of clean beauty cosmetics.

However, several previous studies can be used as references for this research, including that conducted by Park and Lee (2022). This research investigated the impact of clean beauty products on consumer behavior. Research results show that when consumers are more interested in clean beauty products, they tend to follow certain norms in their consumption patterns. In addition, the higher consumer involvement with clean beauty products, the then consumption behavior will increase. In other words, being actively involved with clean beauty products has an influence on their intensity in using clean beauty products.

Meanwhile research conducted by Kim and Kim (2022) shows that there is a trend of increasing interest among Korean women in buying clean beauty products, rather than conventional cosmetics. Study findings show that high awareness of ingredients and ethical values has a positive influence on the propensity to purchase clean beauty products. Overall, satisfaction levels increase as consumers become more aware of environmental, ethical and health issues.

Some factors that may play a key role in consumer decisions involve product preferences, perceptions of sustainability, ethical values, perceived risks, and consumer knowledge of cosmetic ingredients. Through empirical studies, this research seeks to identify the extent to which these factors influence consumer behavior in choosing and adopting clean beauty cosmetics through measuring several variables including Social Media Influencer (SMI), Environmental Knowledge (EK), Promotion of Sustainable Consumption (PSC) and Sustainable Consumption Intention (SCI) towards Sustainable Consumption Behavior (SCB).

Based on the above background, through a deeper understanding and investigation of the factors that drive sustainable consumption of clean beauty cosmetic products, the industry can develop more effective and innovative marketing strategies. In addition, the results of this research can also contribute to the development of policies that support sustainable business practices in the beauty sector, as well as provide guidance for companies in meeting increasing consumer expectations regarding sustainability issues.

Literature Review

Social Media Influencers

The existence of the internet of thought and social media has had a huge influence on global society. Based on a report from Statisca.com (2023) in October 2023, there are 5.3 billion internet users worldwide, which is 65.7 percent of the global population. Of this number, 4.95 billion or 61.4 percent of the world's population are social media users. Therefore, the role of social media and social media influencers is very important.

Social media influencers are people/individuals or third parties who have many followers or followers on their social media and have built most of the relevant

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relationships with the quality of certain content aimed at the audience and influence organizational stakeholders through content production, content distribution, interaction, and personal appearance through owned social media platforms (Enke and Borchers 2019, p. 267).

Advertisements carried out by social media influencers are considered more trustworthy compared to advertisements starring celebrities or advertisements made by studios or production houses (Schouten, Janssen, and verspaget 2020; Lee and Watkins 2016; Ki et al. 2020); As a result, advertisements carried out by social media influencers get higher engagement—in terms of likes, comments and shares on people's social media (Lou and Yuan 2019).

In research by Cho K, Jung K, Lee M et al. (2022) have determined several indicators of social media influencers, including Expertise/credibility, Trustworthiness, Quality content, Quality presentation, Public relations, Appearance, Quality communication, Participatory activities, Affability to the audience, and Connectedness.

Environmental Knowledge (EK)

Environmental knowledge basically includes all information that influences attitudes towards the environment and community involvement in behavior that supports sustainability (Kollmuss, et al. 2002). Meanwhile Saari et al. (2021) define environmental knowledge as knowledge or information that is responsible for encouraging concern for the environment, people may be interested in learning more about environmental issues after showing initial concern for the environment. Previous research by A.T Haryono (2021) found that there is a positive and significant influence between Environmental Knowledge (EK) on Pro-environmental purchasing behavior (PPB) or Sustainable Consumption Behavior (SCB).

Zhang et.al (2021) compiled environmental knowledge indicators consisting of firstly knowledge about efforts to protect and care for the environment (knowledge for environmental protection). Second is knowledge to improve efficiency and responsible consumption (knowledge to improve efficiency and responsible consumption), third is environmental knowledge to solve problems (environmental knowledge to solve problems). Fourth, environmental knowledge to respond to social issues and environmental sustainability n (knowledge for environmental issues).

Promotion of Sustainable Consumption (PSC)

Theoretically according to Piligrimiene et al. (2020) promotion of sustainable consumption (PSC) is an initiative of a socially responsible organization or company to provide information to the public or consumers about the impact or damage resulting from consumption patterns on the environment and how companies or organizations promote sustainable behavior so that it can have an impact on consumption patterns of society or consumers.

Meanwhile, there is another view that says that promotion of sustainable consumption is an external factor identified from the company's point of view, the extent to which the company carries out a series of marketing activities that are concerned with information about environmental issues, promotion of environmentally friendly products,

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promotion of recycling, and other external initiatives. which are related to sustainability issues (Wu et al. 2016; Zhu, Q. et al. 2013). PSC seeks to support alternative consumption patterns; This requires consumer knowledge and awareness regarding environmental and social issues, changing consumption and purchasing behavior, and increasing the level of acceptance of sustainable consumption (Sánchez, M. P et al. 2023). Based on research conducted by Piligrimiene et al. 2020 has established promotion of sustainable consumption (PSC) indicators, including the following: advocating for environmental well-being, promoting eco-friendly products, incentive mechanisms for sustainable products, promoting sustainable awareness.

Sustainable Consumption Intention (SCI)

Sustainable consumption intention (SCI) involves consumers' intention to consume products with the least negative impact on the environment without ignoring the needs of future generations. Chen C et al. (2021). SCI is described as a consumer's willingness to spend on a product or service. Consumers with SCI are willing to pay premium prices for sustainable products (Nicolau et al, 2020). Consumers with positive knowledge, attitudes and behavior towards sustainability tend to have positive SCI towards sustainable products (Chen C et al, 2021).

Several studies such as those reviewed by Chen C et al. (2021) Social attributes have a positive influence on sustainable consumption, thereby increasing SCI, including knowledge (Environmental Knowledge), attitudes (Attitude), and consumer behavior (Consumer Behavior) regarding sustainable consumption as well as government policies and consumption regulations. The results of a study conducted by Joshi et al. (2019) shows that encouragement of environmental responsibility, subjective norms (SN), and attitude towards sustainable consumption (ATSC) are the main factors that influence sustainable consumption intention (SCI).

In a study conducted by Ayar, I., & Gürbüz, A. (2021), they tried to investigate the Planned Behavior Theory variables, namely Attitude, Subjective Norm (SN), Perceived Behavioral Control (PCB), and also the Atruistic Values dimension. has a significant influence on Sustainable Consumption Intention (SCI), and also has an influence on Sustainable Consumption Behavior (SCB). While the study conducted by Shamsi et al. (2022) shows the results that Environmental Awareness (EA), Social Networking Sites (SNSs) and Environmental Concerns (EC) have a positive and significant influence on Sustainable Consumption Intention (SCI). This research refers to the Sustainable consumption intention (SCI) indicator in the research of Saari et al. (2021) These include the following: pay much higher prices, pay much higher taxes, and accept cuts in your standard of living.

Sustainable Consumption Behavior (SCB)

Several literatures have used the term Sustainable Consumption Behavior (SCB) with several other terms, including Saari et al. 2021 calls it "Pro-Environmental Consumption Behaviour" (PECB), Biswas 2017 calls it "Green Consumption Behaviour" (GCB), and Ganglmair-Wooliscroft and Wooliscroft 2019 use the term "Ethical Consumption Behaviour" (ECB).

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As research results shown by Wang et al. (2014), defines Sustainable Consumption Behavior (SCB) as a general term that unites a number of main issues, such as meeting needs, improving quality of life, increasing resource efficiency, increasing use of renewable energy sources, minimizing waste, taking a life cycle perspective and considering dimensions. justice". This means that Sustainable Consumption Behavior (SCB) is more than just buying and consuming environmentally friendly products, and is related to lifestyle changes (for example, avoiding excessive consumption), future orientation, and responsibility towards the next generation. Meanwhile, in a study conducted by Quoquab and Mohammad (2017), which stated, S Sustainable Consumption Behavior (SCB) goes beyond environmental concerns by ensuring and managing existing resources that are not only capable of meeting current demand, but also without endangering the needs of future generations."

In Wang and Hao's (2018) research, they looked at the impact of important external social factors, external social factors, Internet penetration, on SCB. Their findings suggest that Internet penetration does not significantly influence SCB, but substantially increases the transition from pro-environmental attitudes to sustainable behavior.

Meanwhile, research conducted by Dimitrova, T., Ilieva, I., & Angelova, M. (2022) shows that Environmental Knowledge (EK) and Materialism (MAT) have a significant effect on Sustainable Consumption Behavior Intention (SCBI). In addition, the results of this research analysis reveal the significant impact of the variables Environmental Knowledge (EK), Materialism (MAT), Environmental Influences (EI), Promotion of Sustainable Consumption (PSC), and Sustainable Consumption Behavior Intention (SCBI) on Sustainable Consumption Behavior (SCB). In addition, this study shows that SCBI significantly mediates the relationship between EK and SCB and between MAT and SCB. Meanwhile, this variable indicator has been referred to research
Quoquab et al. (2019), namely as follows: Quality of life well-being and Care for the environmental well-being.

METHOD

This Sample and Research Instrument Development

This research uses a quantitative research approach with the SEM-PLS test as an analytical tool. The sample determination method used random sampling consisting of 198 respondents who were young women who used cosmetic products that were included in the clean beauty cosmetics type. Data were collected using instruments via an online Google Form survey which was collected over a period of 2 months.

The questionnaire consists of five sections, including demographic information and questions about general research variables. This research instrument uses a five-point Likert scale to measure respondents' answers to closed questions. To ensure the reliability and validity of the questionnaire, a pilot test was carried out with a sample of 30 respondents, the majority of respondents consisting of students from the Faculty of Economics, Wahid Hasyim University. Cronbach Alpha was used to evaluate construct

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dependency, with the measurement output results showing that all factors exceeded a value above 0.70.

Data Analysis Approach

The author analyzes the data using Partial Least Square-Structural Equation Modeling. In this study, Smart PLS 3.3 was used to explore the hypothesized correlations between latent components in the structural model and to evaluate the measurement reliability and validity of the model (Hair et al., 2017). This method is very relevant for many types of marketing research, especially in consumer behavior research. In this research, to measure the reflective multidimensional construct, especially to measure the validity and reliability of each variable indicator. Therefore, including all the variables measured in this assessment along with their indicators, the researcher applied a convergent validity test, namely an AVE above 0.5, and fulfilling a reliability test above 0.6. In terms of analytical assumptions, 500 bootstrap subsamples were used, utilizing no sign change options, corrected bootstrap confidence intervals and having performed two-sided testing with a 95% confidence level.

RESULTS AND DISCUSSIONS

Fiber SEM-PLS testing involves two essential stages, namely measurement assessment and structural model. First, an evaluation of the validity, reliability and correlation between the measurement model and each related concept and item is carried out. Second, an evaluation of the structural model is carried out in the context of relationships tested through construct hypotheses.

Based on the assessment of validity, reliability and hypothesis testing adopted in SEM, the PLS (Partial Least Square) regression method was chosen as a suitable analysis tool for this research. PLS is considered an accurate and efficient analytical tool, especially when there are several supporting factors that strengthen the research methodology.

Assessment of Measurement Models

Convergent Validity

Convergent validity is a crucial aspect because it reflects the accuracy and consistency of measurement tools. If a number of measures intended to test the same concept produce concordant data, this can increase confidence in the validity of the measurements and overall improve the quality of research results.

Essentially, it is stated that convergent validity is considered acceptable if the loading factor value for each indicator exceeds 0.70 after applying the measurement method. The results of data analysis show that all load levels of these indicators exceed the optimal value of 0.70. In addition, convergent validity was also evaluated using Average Variance Extracted (AVE). The range of AVE values for all latent variables was between 0.591 to 0.644, which exceeds the threshold of 0.50, indicating acceptable convergent validity. By considering the Coefficient Alpha (CR) values, the measurement model shows a high level of reliability, acceptable internal consistency, and satisfactory convergent validity.

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Reliability Test

Reliability testing, which refers to the consistency and stability of measurement instruments or constructs in the SEM-PLS model, is an important stage to ensure the reliability of the results. This shows the extent to which the construct is reliable, i.e. provides consistent results. When measuring the reliability of a construct, it is recommended to use Composite Reliability and Cronbach Alpha indicators. Reliability is considered adequate if the Cronbach Alpha value is more than 0.6 (Sekaran, 2017), and the table results show that the Cronbach Alpha value of all variables exceeds this threshold.

A variable is considered reliable if the Composite Reliability value is more than 0.7 for confirmatory research, while a value between 0.6-0.7 is still acceptable for exploratory research (Ghozali, 2021). Composite Reliability (CR) analysis of the variables in this study shows a value above 0.6, verifying that each variable meets the Composite Reliability criteria and it can be concluded that the reliability of these variables is high. Variation Inflation Factor (VIF) values ranging from 1.254 to 4.927 indicate the absence of negative impacts or multicollinearity between items or predictor constructs, because VIF values below 5 are considered to have no collinearity.

Hypothesis Testing

Discriminant Validity

Data analysis shows that the model has strong discriminant validity. Chin and Dibbern (2010) characterize discriminant validity as the extent to which a model construct can be used differentiate it from other model constructs. When the square root of AVE (Average Variance Extracted) is greater than the correlation between constructs, this indicates that certain constructs are more strongly associated with other constructs. The values in Table 4 represent the square root of the AVE for each construct and the correlations between variables, indicating that the discriminant validity of the model is satisfactory.

Hypothesis test results use an alpha significance level of 5%, with a t-statistic value of 1.96 as a reference for acceptance or rejection of the hypothesis. The first hypothesis test relates to the Social Media Influencer (SMI) variable on Sustainable Consumption Intention (SCI), producing a P-Value of 0.008 and T-Statistics of 2.681. These two values show that the P-Values are below 0.05 and the T-Statistics exceed 1.96. The first conclusion from this research is that the Social Media Influencer (SMI) variable has a positive and significant influence on the Sustainable Consumption Intention (SCI) variable, so hypothesis 1 can be accepted.

In the second hypothesis test, which tested the Environmental Knowledge (EK) variable against Sustainable Consumption Intention (SCI), it was found that the P-Value was 0.000 and the T-Statistics was 3.644. These results show that the P-Values are below 0.05 and the T-Statistics exceed 1.96, indicating that hypothesis 2 can also be accepted.

The next hypothesis test regarding the Promotion of Sustainable Consumption (PSC) variable against the Sustainable Consumption Intention (SCI) variable shows a P-Value of 0.040 and T-Statistics of 3.002. Therefore, it can be concluded that the Promotion of Sustainable Consumption (PSC) variable has a positive and significant influence on the

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Sustainable Consumption Intention (SCI) variable, validating the acceptance of hypothesis 3.

Meanwhile, the four hypothesis tests related to the Social Media Influencer (SMI) variable and the Sustainable Consumption Behavior (SCB) variable also showed similar results. P-Value of 0.000 and T-Statistics of 11.610 in the fourth hypothesis test shows that the Social Media Influencer (SMI) variable has a positive and significant influence on the Sustainable Consumption Behavior (SCB) variable, so hypothesis 4 can be accepted.

The fifth hypothesis test which tested the Environmental Knowledge (EK) variable against the Sustainable Consumption Behavior (SCB) variable also gave similar results. P-Value of 0.000 and T-Statistics of 3.714 indicate that Environmental Knowledge (EK) has a positive and significant effect on Sustainable Consumption Behavior (SCB), confirming the acceptance of hypothesis 5.

Furthermore, hypothesis testing regarding the Promotion of Sustainable Consumption (PSC) variable against the Sustainable Consumption Behavior (SCB) variable also achieved consistent results, with a P-Value of 0.000 and T-Statistics of 3.699. This shows that the Promotion of Sustainable Consumption (PSC) variable has a positive and significant effect on Sustainable Consumption Behavior (SCB), and hypothesis 6 can be accepted.

Finally, the results of hypothesis testing regarding the positive and significant influence of Sustainable Consumption Intention (SCI) on the Sustainable Consumption Behavior (SCB) variable were found with a P-Value of 0.027 and T-Statistics of 2.099. Thus, hypothesis 7 can also be accepted.

The overall results of this hypothesis test support the finding that the variables Social Media Influencer (SMI), Environmental Knowledge (EK), Promotion of Sustainable Consumption (PSC), and Sustainable Consumption Intention (SCI) positively and significantly influence Sustainable Consumption Behavior (SCB).

CONCLUSION

Based on the data analysis that we have carried out testing, it can be concluded that In the context of purchasing beauty products, especially skin care products which are categorized as clean beauty, it can be concluded that the existence of Social Media Influencers (SMI) has an influence on Sustainable Consumption Intention (SCI). P-Value of 0.008 and T-Statistics of 2.681 indicate strong support for the first hypothesis, namely that the SMI variable has a positive and significant influence on the SCI variable. In the scope of purchasing clean beauty products, it can be seen that Environmental Knowledge (EK) has an influence on Sustainable Consumption Intention (SCI), as reflected in the P-Value results of 0.000 and T-Statistics 3.644. Thus, the EK variable can be said to have a positive and significant influence on the SCI variable. In the context of purchasing clean beauty products, there are indications that Promotion of Sustainable Consumption (PSC) has a positive and significant influence on Sustainable Consumption Intention (SCI). This can be seen from the P-Value of 0.040 and T-Statistics of 3.002. The influence of Social Media Influencers (SMI) on Sustainable Consumption Behavior (SCB) looks significant, as can be seen from the P-Value of 0.000 and T-Statistics of 11.610. Therefore, the SMI variable can be considered to

have a positive and significant influence on the SCB variable. The influence of Environmental Knowledge (EK) on Sustainable Consumption Behavior (SCB) looks significant, with a P-Value of 0.000 and T-Statistics of 3.714. The EK variable has a positive and significant impact on the SCB variable. The influence of Promotion of Sustainable Consumption (PSC) on Sustainable Consumption Behavior (SCB) looks significant, as can be seen from the P-Value of 0.000 and T-Statistics of 3.699. The PSC variable contributes positively and significantly to the SCB variable. The influence of Sustainable Consumption Intention (SCI) on Sustainable Consumption Behavior (SCB) looks significant, with a P-Value of 0.027 and T-Statistics of 2.099. The SCI variable has a positive and significant impact on the SCB variable. Overall, these findings consistently support the initial hypothesis, indicating that factors such as Social Media Influencer (SMI), Environmental Knowledge (EK), Promotion of Sustainable Consumption (PSC), and Sustainable Consumption Intention (SCI) significantly influence Sustainable Consumption Behavior (SCB) behavior.

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