

## **PREDICTING INDONESIAN CONSUMERS' INTENTION TO BUY GREEN COSMETICS USING THE MODIFIED TPB FRAMEWORK**

### ***Memprediksi Niat Konsumen Indonesia untuk Membeli Kosmetik Hijau menggunakan Kerangka TPB Modifikasi***

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#### **Abstract**

This study was conducted in order to determine some reasons or factors which could motivate or influence consumers' intention to purchase or buy green cosmetics which were marketed in Indonesia. Using and adopting the modified version of the theory of planned behavior (TPB) framework, this study attempted to assess the role of three factors, namely attitude, perceived price and subjective norms, in affecting and influencing Indonesian consumers' purchase intention to buy green cosmetics. Using and implementing survey method, questionnaires were chosen as the main tools for collecting and gathering all of the data needed from the respondents, in which, all of these questionnaires were distributed to all respondents in a virtual manner using google forms. Respondents who participate in this study are consumers who've purchased or bought any kinds of green cosmetic products from any brands which were sold in Indonesia at least twice (2x) for the past 1 year. A non-probability sampling method in the form of purposive sampling method was implemented in order to ensure the conformity of the respondents with the respondents' criteria set in this study. A total of 786 data were collected all of the respondents, in which, after conducting thorough analysis and assessment concerning the all of these data, a total of 54 data were omitted due to incomplete or unsuitable responses, thus confirming that 732 data were usable to be assessed in this study. Using PLS-SEM method, authors concludes that all three variables, which are attitude, perceived price, and subjective norms play significant roles in affecting consumers' intention toward buying green cosmetics in Indonesia.

**Keywords:** Attitude; Subjective Norms; Perceived Price; Purchase Intention; Theory of Planned Behavior.

#### **Abstrak**

Penelitian ini dilakukan guna mengetahui serta menganalisis serta mendalam dan menyeluruh peranan dari berbagai faktor ataupun variabel yang mampu mempengaruhi intensi konsumen di dalam membeli produk kosmetik ramah lingkungan (green cosmetics) di Indonesia, yang dimana, dengan mengadopsi konsep dasar dari theory of planned behavior (TPB) yang telah di-modifikasi, penelitian ini mencoba untuk menguji pengaruh dari attitude, Perceived Price, serta subjective norms terhadap purchase intention konsumen Indonesia di dalam membeli produk kosmetik ramah lingkungan (green cosmetics). Menggunakan metode survei, kuesioner digunakan sebagai alat guna mengumpulkan seluruh data dari responden, yang dimana, seluruh kuesioner disebarakan secara virtual melalui google forms. Adapun responden yang berpartisipasi pada penelitian ini merupakan konsumen yang pernah membeli produk ramah lingkungan dari jenis produk apapun minimal 2 kali dalam kurun waktu 1 tahun terakhir. Berikutnya, teknik non-probability sampling dalam bentuk purposive sampling diimplementasikan dan digunakan guna memastikan bahwa responden pada studi ini telah memenuhi kriteria yang telah ditetapkan pada penelitian ini. Adapun sebanyak 786 data terkumpul dari para responden, yang dimana, setelah dilakukan pengecekan secara mendalam, sebanyak 54 data harus dibuang dikarenakan oleh adanya response yang tidak sesuai. Alhasil, sebanyak 732 data selanjutnya dianalisis secara lebih lanjut dengan menggunakan metode PLS-SEM, yang dimana, berdasarkan hasil analisis data yang telah dilakukan, diperoleh bahwa attitude, perceived price, serta subjective norms memegang peranan yang signifikan di dalam mempengaruhi purchase intention konsumen Indonesia di dalam membeli produk kosmetik ramah lingkungan.

**Kata Kunci:** Attitude; Subjective Norms; Perceived Price; Purchase Intention; Theory of Planned Behavior

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## Introduction

Green business surely had become one of the most discussed topic within the context of business-related research for the past 10 years, in which, massive (and ongoing) destruction of wildlife, together with the increasing level of pollution (either air, water, land or noise pollution) in a global manner had increased many people's attention toward these prolonged environmental issues (Fuchs *et al.*, 2020; Hanson and Opall, 2022; Muller *et al.*, 2022; Shahid and Reynaud, 2022; Borazon *et al.*, 2022; Dada *et al.*, 2022). In this case, more and more people realize that the severity of this case is massive, in which, nowadays, many parties all around the world, including world leaders, government officials, non-profit and non-governmental organizations, individuals, consumers, and business practitioners are actively push all individuals to engage in a more environmental-friendly consumption habits in order to reduce the severity of these pollution and environmental problems. It is mainly because irresponsible consumption activities by the consumers (such as throwing away wastes to the river or ocean, littering behavior, deforestation activities, etc), combine with irresponsible business practices conducting by companies (such as throwing away all of the companies' wastes without any filtering process to filter all of the harmful substances in order to ensure that these harmful substances won't damage the nearby river, ocean or environment) could bring an ever-lasting (and potentially irreversible) damage to the nearby environment and nature, thus threatening the sustainability and the longevity of the surrounding nature in the future. Therefore, real actions should be taken by all parties in order to ensure that all businesses and consumption activities will be done more responsibly by ensuring that such activities will not generate any kind of bad consequences to the earths and surrounding nature, ecosystem, and environment (Le *et al.*, 2022).

Still related with the concept of green business, many companies are nowadays tries to engage and adopt the concept of environmentally-friendly business activities. In this case, these companies try to make sure that their entire business activities will not pose harmful damage to the environment by re-aligning or re-purposing the process of producing products or services in a greener way (Habib *et al.*, 2022; To and Lam, 2022; Ahmad *et al.*, 2022). In regard with this matter, many companies not only tried their best to ensure that the concept of sustainability business can be achieved, but also these companies always try to ensure that all of these responsible activities will be noted and known to the general public, consumers and target (or potential) consumers in order to boost and enhance both the image and the reputation of the companies on people's mind (Beatson *et al.*, 2020; Giantari and Sukaatmadja, 2021). Therefore, companies always try to actively communicate, inform and promote all of these "green" activities to the audiences and consumers using all available marketing platforms in order to relay all of these messages effectively (Aldaas *et al.*, 2022; Basu *et al.*, 2022; Padilla and Collazo, 2022). In this case, all of the efforts spent by the companies in order to effectively promote, communicate and convince consumers and other people regarding all of the responsible, sustainable and eco-friendly business activities performed by these companies were known as green marketing (Martins, 2022; Bhattacharyya, 2022; Anggraeni and Susilowati, 2022; Puttawong and Kunanusorn, 2021).

Since more and more companies are engaging in doing their business activities in a more sustainable way, then it is no wonder as of why the concept of green marketing had become one of the most discussed and studied topic within the field of marketing (Sikic, 2021; Qureshi and Mehraj, 2021; Afum *et al.*, 2022; Nath and Agrawal, 2022). In regard with the concept of green

marketing, not only that companies need to effectively and efficiently promote all of the specifications, features, benefits and characteristics of their products to the consumers and people (in general), but also that these companies should promote the “green” or “eco-friendly” aspects of their business in order to ensure and convince consumers and public that not only that these companies are doing their business in a responsible way, but also in order to ensure that public and consumers know that all of the products produced and marketed by the companies are eco-friendly products which won’t damage the surrounding environment once they were used or disposed (once it has been used) (Ali, 2021; Al-dmour *et al.*, 2021; Patwary *et al.*, 2022; Jahari, 2022; Sharai *et al.*, 2022; Choshaly and Mirabolghasemi, 2022).

Within the concept of green marketing, both theory of reasoned action (TRA) and theory of planned behavior (TPB) are two basic (or main) theories which had been widely used or adopted by various researchers and academicians in order to explain people or consumers’ intention and behavior toward buying or using green (or environmentally-friendly) products. The theory of reasoned action (TRA) itself was a general theory proposed by Fishbein and Ajzen (1975), in which TRA was proposed or conceptualized in order to better explain and understand factors which affect consumers’ intention and actual behavior to do some specific activities. For example, when “A” wants to buy certain product, then TRA could be used and implemented in order to better understand why “A” behave this way, and which factors (or driving forces) influence “A” to buy such product. In this case, regarding the concept of TRA, Fishbein and Ajzen (1975) identified 2 (two) main factors which might explain why consumers are behaving this way, in which, these two factors are attitude toward the behavior and subjective norm.

Attitudes toward the behavior itself refers to individual or consumer’s personal judgement of evaluation concerning either the positive aspect or the negative aspect of the behavior, in which, the chance of consumers or individuals to conduct or perform the behavior will be higher when consumers or individuals think and judge that such behavior was positive (or will yield positive impact toward the others) (Chung *et al.*, 2012; Cheng *et al.*, 2012; Thoradeniya *et al.*, 2015; Mafabi *et al.*, 2017; Chang *et al.*, 2018; Ho *et al.*, 2019; Tucker *et al.*, 2020; Mazambani and Mutambara, 2020; Pu *et al.*, 2021). For example, when people judge or deem buying green product was a positive behavior which could have positive consequences for the surrounding environment, the chance or probability that consumers or individuals will actually buy the product will increase, thus ensuring that consumers or individuals will conduct or actually perform the behavior. However, in the contrary, in the case of racism, when many people consider racism as an incredibly negative behavior which could have a negative impact toward the society, people won’t conduct or do the behavior since they believe that racism will cause conflict between groups which in turns could damage the relationships between individuals within the society. Therefore, attitude plays an integral role in determining whether or not certain behavior should be conducted.

Other than attitude, the framework of both theory of reasoned action (TRA) and theory of planned behavior (TPB) also argue that subjective norm could also play an equally integral and important role in affecting consumers or individuals’ consideration and decision on whether or not to perform certain behavior. Subjective norm itself could be understood as individuals or consumers’ subjective judgement, believe or feeling on whether certain group of people will accept or reject the behavior which these individuals will perform (Harb *et al.*, 2019; Yang *et al.*, 2019; Hamid and Bano, 2021). In the other word, individuals or consumers’ personal decision on whether or not to actually conduct certain behavior will be strongly determined by how the certain social groups will react to such behavior. When individuals or consumers felt that the behavior which they’ll conduct or perform won’t be positively viewed, perceived or accepted by the others, then there’s a high chance that such behavior won’t be performed due to the social pressures felt by the individuals. However, in the contrary, when individuals or consumers think and feel that performing

certain behavior will be accepted (and viewed positively) by the others, then the chance for these individuals or consumers to actually perform and conduct the behavior will increase.

For example, since buying or consuming green products was viewed or perceived as a positive behavior which could bring positive impact toward the society, environment and ecosystem, more and more people are encouraging or urging the others to actually perform the behavior of buying and using green products, thus ensuring that when actually conducted, such behavior will bring positive evaluation or assessment from the others concerning, thus influencing more and more individuals to actually buy and use (or consume) these green (or environmentally-friendly) products. However, in the contrary, when negative behaviors (such as bullying, racism, littering, and throwing factor wastes into the ocean without conducting proper filtering or waste management activities) were performed, then people's evaluation or perception toward such behaviors will be negative, thus indirectly indicate that such behavior shouldn't ever be performed by anyone under any circumstances, in which, such judgement or evaluation will eventually cause people to re-consider or re-evaluate their decision to actually perform such behavior, since conducting such negative behavior will eventually draw criticisms from the others. Therefore, similar will consumers' personal attitude toward the behavior, any kinds of perception regarding the social pressures (or the others' opinion) which might occur when individuals were performing certain behavior could eventually affect individuals or consumers' decision on whether or not they'll actually carry out or do the behavior.

However, many people consider theory of reasoned action (TRA) as an "incomplete" theory, since TRA deals with the notion or argument that each and every individual were under volitional (or complete) control to perform the behavior, while in fact, most of the times, certain behaviors weren't always voluntary and can't always be controlled by the individuals' themselves. Therefore, in order to address or mitigate such issue, Ajzen (1985) re-developed and try to re-address all of the weaknesses presented on the TRA by re-developing TRA into theory of planned behavior (TPB). Within the concept of TPB, not only that it is considered or argued that both attitude and subjective norm are two factor which could affect consumers or individuals' personal intention (and decision) to conduct certain behavior, but also that there is 1 (one) additional variable which could also affect individuals' intention or willingness to perform a behavior, namely perceived behavioral control (PBC). The concept of perceived behavioral control (PBC) could be understood as consumers or individuals' personal beliefs that they have complete control to perform or conduct certain behavior that they want to do (Baker *et al.*, 2007; Murugesan and Jayavelu, 2015; Heroux *et al.*, 2020; Duong, 2021). In this case, the concept of perceived behavioral control (PBC) is so important in determining or ensuring that certain behavior could actually be performed, considering that in some cases, there are some scenarios in which individual can't actually do or conduct the behavior due to some circumstances. For example, in the case of green product, despite there are many people or individuals who would like to buy green products, however, many of them can't due to the financial strain which hamper their willingness to buy green products (due to the fact that green products were usually sold at a higher price compared to regular products). Therefore, it is important to integrate the concept of perceived behavioral control (PBC) in order to fully understand the extend of which consumers or individuals could actually perform or conduct a behavior.

Within the realm of green marketing, there had been several studies which already tried to understand which factors affect consumers' intention and ultimate decision to buy, use, purchase or consume green products, in which, most of these studies are either adopting the framework of either theory of reasoned action (TRA) or theory of planned behavior (TPB) into the model in order to accurately predict and assess such intention and behavior. However, none of these studies were conducted in Indonesia, in which, considering that Indonesia is one of the largest countries with one

of the largest number of consumers in the world, together with the fact that more and more green products had entered the Indonesian markets, then it is important to also fully understand which factors could really influence or affect Indonesian consumers' intention (and actual decision) to actually buy green products. Moreover, none of these studies were conducted on the green cosmetics sector, in which, considering that green cosmetics (and cosmetics sector in general) had emerged as one of the fastest growing industry or sectors in the world (including in Indonesia) for the past 5-10 years, then it is considered important to thoroughly or meticulously understand which factors determine consumers' increasing interest toward purchasing green cosmetics in Indonesia.

Furthermore, while most studies had acknowledged the importance of perceived behavioral control as one of the factors within the original TPB model in affecting consumers or people's intention (and ultimately behavior) in buying environmentally-friendly products or services, this study attempt to slightly modify the original concept of TPB by integrating perceived price into the TPB model to replace perceived behavioral control. Such decision was taken due to the fact that both perceived behavioral control and perceived price were actually correlated one another. In this case, perceived behavioral control could be perceived as consumers' individual or personal belief that they have all of the resources and control to perform certain behavior, in which, in this case, such behavior could be perceived as consumers' actual behavior to make purchasing activities toward certain kind of products or services which consumers want to buy. In regard with this concept, one factor or resource that consumers will definitely need to adequately possess or have in order to actualize this buying intention was financial resources, in which, financial resources could be understood as the amount of money, capital or funds that consumer should adequately possess in order to buy certain products which were priced at certain level by the company. Therefore, it could be understood that without sufficient number of financial resources, consumers won't be able to transform their buying intention to actual buying behavior due to inadequate amount of funds that consumers possess.

In the other hand, price could be defined as the amount of money that consumers need to pay in order to acquire certain product that consumers want to buy, while, at the same time, perceived price could be understood as consumers' personal judgement, assessment or perception concerning whether or not the price set for certain product was deemed as "reasonable" or "appropriate" from the consumers' point of view. Moreover, perceived price could also be understood as consumers' personal beliefs concerning whether or not the level of price set by the company on a product which consumers want to buy had satisfied the expectations that consumers had. In this case, before buying certain products, consumers will usually have their own expectations or belief concerning the "right" price for certain product that they want to buy, in which, such expectations or beliefs will later be compared with the actual price set on the product. When the actual price of the product turned out to be higher than the prior belief or expectation that consumers had, then there's a high chance that consumers will perceive such price as "too high", thus lowering or weakening consumers' intention to buy the product. In this case, such scenario could force consumers to reconsider or postpone their plan to buy the product due to the fact that the price set by the company had failed to match the level of price that consumers are expecting. In the other hand, when the actual price charged by the company on certain product that consumers want to buy was actually similar or lower than what the consumers are expecting, then there's a high chance that consumers' intention to buy the product will be strengthened, considering that in such scenario, consumers will perceive that the price set by the company for the product had successfully matched or fulfilled consumers' expectations.

Therefore, based on arguments and explanations stated above, it could be understood or presumed that there's a strong correlation or bond between perceived behavioral control and perceived risk, in which, since the concept of perceived behavioral control deals with consumers' or

individual's strong perception or beliefs regarding the control and the amount of resources that they had to perform certain behavior, then it could be assumed that consumer' or individuals won't be able to conduct any kind of actual purchase behavior toward certain product that they want to buy if these individuals didn't possess or have sufficient amount of funds to purchase the product. Furthermore, consumers' personal perception toward whether or not the price set for a product was deemed too high could also significantly affect consumers' intention to purchase the product.

Therefore, adopting the framework of theory of planned behavior (TPB), this study attempted to modify the main concept of TPB by incorporating perceived price into the framework as opposed to perceived behavioral control as an additional important factor which could determine the strength (and the formation) of consumers' intention to purchase or buy green cosmetics. Specifically, this study was conducted in order to thoroughly determine the impact of by attitude, subjective norm and perceived price on consumers' intention to purchase green cosmetics.

### **Theory of Planned Behavior (TPB)**

Theory of Planned Behavior (TPB) had become one of the most adopted (or most used) theory or framework which was mainly used by researchers or academicians all around the world across generations to determine which factors or forces could influence or determine both individuals or consumers' intention and decision to purchase or buy certain product. Developed by Ajzen (1985) in order to address all of the weaknesses or shortcomings presented on the previous similar theory developed by Fishbein and Ajzen (1975) (which was named theory of reasoned action or TRA), the basic notion of TPB argue that there are actually 3 (three) major forces or factors which could influence consumers or individuals' intention (and ultimate decision) to perform certain behavior, in which, these three major forces or factors are consumers' attitude toward the behavior, subjective norm, and perceived behavioral control (PBC) (Tweneboah-Koduah *et al.*, 2022; Masrizal *et al.*, 2022; Mansor *et al.*, 2022; Batool *et al.*, 2022; Arkorful and Hilton, 2022; Wilson & Edelyn, 2022).

The basic concept of attitude refers to who consumers or individuals react and assess the behavior that was about to be conducted, in which, such assessment was revolving around whether or not such behavior was viewed or judged positively or negatively by the consumers or individuals themselves (Zorlu *et al.*, 2022; Xu *et al.*, 2022; Yasami *et al.*, 2022; Abdelwahed and Soomro, 2022). In this case, when certain behaviors were judged or considered as negative (which will bring negative consequences toward either the individuals themselves or the others), then the chance or willingness for these individuals to actually perform the behavior will be lowered (or diminished) (Park, 2022; Muhkerjee and Chandra, 2022; Indrawati *et al.*, 2022; Amin *et al.*, 2022). In the other hand, when certain behaviors were perceived as positive behaviors which will bring good or favorable consequences or impact toward the individuals themselves (or the others), then there's a high chance that these individuals will actually or realistically perform or do such behaviors (Duong, 2022; Nugraha and Widyaningsih, 2022; Widyanto and Sitohang, 2022; Chaudhuri *et al.*, 2022).

Other than attitude, subjective norm was the other variable which included within the framework of TPB as another variable which could have a significant impact toward consumers or individuals' intention and actual decision to perform certain behaviors (Obrenovic *et al.*, 2022; Wang *et al.*, 2022). Subjective norm itself could be understood as all forms of social pressures which were subjectively perceived or felt by the individuals, in which these pressures from their peers, colleagues, or the other people within the society could actually determine whether or not certain behaviors will be performed by these individuals or not (Jose and Sia, 2022; Alimoradi *et*

*al.*, 2022; Wang *et al.*, 2022; Laguia *et al.*, 2022; Sajid *et al.*, 2022). In this case, individuals' subjective perception regarding how their peers, friends, colleagues, family or societies in general perceive or judge their behavior will eventually cause them to thoroughly evaluate the behavior that they want to perform. In this scenario, when individuals think or perceive that the behavior that they'll perform or conduct will be perceived or judged negatively by the others, then individuals' intention to perform or conduct such behavior will eventually diminish or weakened (. However, in the contrary, when consumers or individuals think or argue that the others' perception or evaluation concerning the individuals performing such behaviors will be positive, then such argument of perception will eventually cause the probability of individuals actually doing or conducting such behavior to increase or escalate (Shirahada and Zhang, 2022; Basir and Musa, 2022).

Furthermore, beside attitude and subjective norm, perceived behavioral control also plays an integral and significant role within the framework of theory of planned behavior (TPB) in terms of affecting individuals' (or consumers) intention to conduct certain behavior (Choi and Kim, 2022; Marmat, 2022). In this case, perceived behavioral control (PBC) could be understood as individuals' or consumers' personal judgement and beliefs regarding whether or not consumers had a full power and control in order to perform certain behavior (Arora *et al.*, 2022; Mykolenko *et al.*, 2022). In the other word, the basic concept of perceived behavioral control (PBC) mainly refers or deals with the level of difficulty faced or felt by the individuals in performing such behavior. For example, when consumers would like to buy, use or consume green products which were sold on the market, then these group of consumers will eventually think, judge or assess whether or not they have all of the power, control and resources in order to execute such behavior, which is, in this case, buying, using or consuming green products (Berakon *et al.*, 2022).

The main concept of perceived behavioral control (PBC) was important and integral within the concept or the framework of theory of planned behavior (TPB), considering that each and every single individual can't always have a full control (or enough resources) in order to execute or perform such behavior. For example, if an individual would like to buy a green cosmetic product which was priced at around 1.500.000 Indonesian Rupiahs (Rp), and that the individual doesn't have enough money to cover these costs, then there's a high chance that he/she won't actually buy the product due to the financial strain experienced by this individual, despite for the fact that he or she has a high level of intention to buy green cosmetic product. Therefore, perceived behavioral control (PBC), together with attitude and subjective norm, had been repeatedly studied or assessed by various researchers as three factors within the original TPB framework which could significantly determine consumers' or individuals' purchase intention and decision toward buying either non-green products or green products.

## **Perceived Price**

In the context of marketing, business, or management in general, perceived price had been undoubtedly perceived and considered by many business-related researchers as an important variable which could ultimately determine whether or not consumers will perform actual buying or purchase behavior toward certain products or services that they want to buy (Kalyanaram *et al.*, 2022; Wang *et al.*, 2022; Unal and Tscioglu, 2022; Jeong *et al.*, 2022). In this case, perceived price could be understood as consumers' individual judgement and evaluation concerning whether or not the price of certain product or service that consumers are interested in buying was deemed as "logical", "reasonable" in accordance with the beliefs or expectations that consumers had regarding the right price for such product or service. In the context of price, it could be understood that most studies had formed a general consensus which highlight the importance of perceived price (and

price level in general) in determining the formation of intention on consumers or individuals' minds to buy certain product, considering that the level of price set on certain product was indirectly related with the amount of funds that consumers possess, which could ultimately determine consumers' financial condition, financial power or financial ability to purchase such product. In this case, most of the consumers around the world tend to have a prior belief or expectation concerning what is the "right" or "appropriate" price for the product that consumers were about to buy, in which, such belief or expectation will later be compared with the actual price level set on the product by the company once consumers had checked or seen the actual price of the product. Once consumers had gained such important information regarding the actual price of the product, consumers then will compare such information with the prior expectation that they had within their minds. In this case, when consumers felt that the actual price set for the product (that they want to purchase) was higher than what consumers are expecting, then discrepancy or difference between the actual price of the product and the level of price that consumers were expecting will happen, thus lowering or weakening their intention to purchase the product, and vice versa. Therefore, it is important for companies or corporations to be able to fully and meticulously understand the level of expectations that target consumers had concerning the level of price that consumers are willing to pay, in which companies' understanding regarding this concern could help or assist companies in formulating or setting the right price for all of the products or services which will be marketed or sold to the consumers which could fully satisfy consumers' expectations concerning the price that consumers had to pay for buying the product (Arora *et al.*, 2022; Indounas, 2022; Mursid and Anoraga, 2022).

Meanwhile, concerning the topic or concept of green cosmetics itself, price had been argued, determined and studied by many experts and researchers as an important factor or aspect which would determine company's success and the failure in marketing or selling green products to all of the consumers, since almost all products which were claimed to be environmentally-friendly (which won't bring negative impacts toward the surrounding nature and environment) were usually sold at a higher price compared to the non-green (or the non-environmentally friendly) ones. This is mainly because since green products (including green cosmetics) were usually produced using natural or organic ingredients or materials (which would normally cost the companies more than non-organic or artificially-produced ingredients), then it is just reasonable that companies will definitely increase the price of the green products sold to the consumers in order to gain the amount of profits targeted by the companies. Therefore, compared to the non-green ones, price tend to play a more important and significant role toward influencing consumers' intention to buy green products, since the higher level of price set or determined for green products will motivate or drive consumers to seek some justifications concerning the actual differences between green products and the non-green alternatives, in which, if consumers felt that there aren't much differences between green products and the non-green ones, then there's a higher chance that consumers will perceive buying green products as "unworthy" compared to buying the other regular (non-green) ones, thus negatively affecting their intention to buy these so-called green products.

## **Purchase Intention**

Within the realm or field of marketing, the concept of purchase intention had become one mainstream variable which had been rigorously, thoroughly and continuously examined and studied by various researchers or academicians throughout the years and decades, in which, one of the reason as of why purchase intention had become such integral and crucial factor or variable within the field of marketing is mainly because for the fact that consumers' intention to purchase, buy or use certain products will eventually lead or influence consumers to actually buy the products



(Wilson, 2018; Wilson *et al.*, 2019; Kasber *et al.*, 2022; Polas *et al.*, 2022). In this case, it could be understood that purchase decision which an individual made was actually preceded by the strong intention which individuals felt toward buying certain products (Wilson *et al.*, 2021; Yu and Zheng, 2022). Therefore, it could be concluded that there will be no purchase decision (or purchase activities) if there's no intention to purchase the product at the first place. Purchase intention itself could be theoretically understood as consumers' strong willingness to buy, use, consume, or purchase certain products or services for various reasons, in which, with sufficient or adequate number of resources, such intention could (and will) turn into actual purchase decision or behavior (Yulita and Hidajat, 2021; Wilson, 2021; Gupta *et al.*, 2022; Wilson and Goldie, 2022).

Various research or studies had found out and underlined the importance that purchase intention had toward helping companies to achieve these companies' success, targets and objectives, considering that the increasing number of consumers who buy (and definitely re-buy) the products or services offered by the companies was the main factor which could determine whether or not companies could achieve their success within the market (Wilson, 2018; Herzallah *et al.*, 2022; Wilson and Jessica, 2020; Tufahati *et al.*, 2021; Susanto and Sugiyanto, 2021). Moreover, increasing or strengthening consumers' level of intention in order to buy any kinds of products or services offered by the companies will always be on each and every company's agenda, considering that it would be virtually (or almost) impossible for consumers or individuals to actually buy or purchase the products or services if there's no intention on consumers' mind whatsoever beforehand to buy these products or services (Wilson and Keni, 2018; Indriyarti and Wijihastuti, 2021; Kim *et al.*, 2022; Wilson, 2022; Keni *et al.*, 2022))

### **The Impact of Attitude toward Purchase Intention**

There have been quite numerous studies conducted on various industries which try to understand the relationship between both attitude and purchase intention, in which, all of these previous studies had found out that consumers or individuals' strong attitude or judgement toward certain products, services or companies had a significant and positive effect toward consumers' intention to purchase the products or services offered by companies Martinez and Kim, 2012; (Kudasha and Kumar, 2017; Bashir, 2019; Akroush *et al.*, 2019; Taillon *et al.*, 2020). In this case, when consumers felt that the purchase behavior that consumers want to do was regarded as positive behavior which will be beneficial to the consumers, companies and surrounding society, then it will unwittingly enhance or strengthen the level of intention that consumers had toward buying the products. However, in the contrary, when consumers assess or view certain buying or purchasing behavior as a "bad" or "negative" behavior which could potential bring much damage to the companies, consumers and the society, then consumers' willingness or intention to actually buy the product will diminish or weakened due to the fear that consumers felt that conducting or performing such buying behavior could have a severe or negative consequences toward the others, society, environment, and the consumers themselves.

Furthermore, various studies conducted by Page and Luding (2003), Ha and Janda (2014), Tang *et al.*, (2014), Naseem *et al.*, (2015), Lee *et al.*, (2017), Garg and Joshi (2018), Hazari (2018), Hsu (2020), Kumagai (2021), Yasami *et al.*, (2022), and Hsu (2021) had also found similar results or conclusions, in which, consumers' attitude toward the buying or purchase behavior that consumers will make on certain products will eventually determine the strength of the intention that consumers felt in purchasing the products in a significant way. Therefore, based on these explanations and arguments based on several previous studies, authors would like to propose the following hypothesis:

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## **H1: Attitude toward the Behavior had a significant effect toward Consumers' Purchase Intention**

### **The Impact of Perceived Price toward Purchase Intention**

Previous studies conducted by Akroush *et al.*, (2019), Dedeoğlu *et al.*, (2022) and Yen (2020) had underlined the importance of price toward affecting consumer or individual's intention to purchase certain product, in which, as consumers tend to compare the appropriate level of price that consumers are willing to pay with the actual price set by the companies, consumers' intention to actually buy the product will eventually strengthened or increase when the actual price of the product match or lower than what the consumers are expecting. In the contrary, consumers' intention to purchase certain product tend to be lowered or weakened when consumers believe or find out that the actual price that they had to pay should they want to buy the product was actually higher or more expensive compared to what they're expecting.

Furthermore, similar results concerning the relationship between perceived price and consumers' purchase intention were also generated within the results performed by Weisstein *et al.*, (2014), Lee and Stoel (2014), Rai and Narwal (2021), and Nisar *et al.*, (2020), in which, these studies also found the significant impact given by perceived price toward consumers' purchase intention. Therefore, based on these explanations and arguments based on several previous studies, authors would like to propose the following hypothesis:

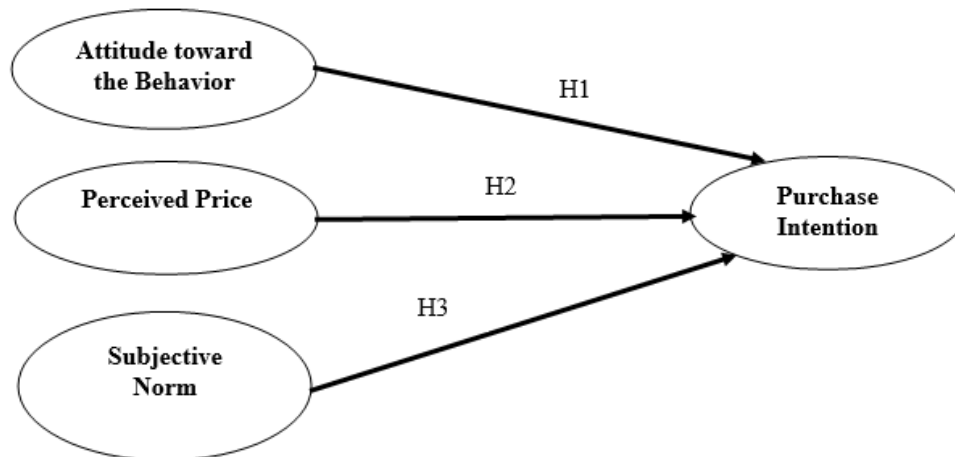
## **H2: Perceived Price had a significant effect toward Consumers' Purchase Intention**

### **The Impact of Subjective Norm toward Purchase Intention**

Previous research commenced by Choo *et al.*, (2004), Aksoy and Abdulfatai (2019), Liu *et al.*, (2020), Jain (2020), Wang *et al.*, (2021), Vu *et al.*, (2021), and Chen and Wang (2021) had underlined the positive and significant impact given by subjective norm on consumers' purchase intention, in which, consumers' intention to purchase certain products were strongly and significantly determined or influenced by how consumers perceive the others' judgements or comments toward the buying behavior which was going to be conducted by consumers themselves. In this case, the chance that consumers will have a strong intention to buy the product or service will be higher if consumers felt that such buying behavior will be viewed positively or favorable by the others. In the contrary, consumers' intention to buy certain products will absolutely diminish or lowered if consumers felt that the others judge, perceive or felt that such behavior was contextually regarded as negative behavior.

Moreover, the other similar studies also found out the significant impact given by subjective norms on purchase intention (Tang *et al.*, 2011; Swidi *et al.*, 2014; Byon *et al.*, 2014; Yang *et al.*, 2016; Mainardes *et al.*, 2020; Conoly *et al.*, 2021; Ngo *et al.*, 2021; Shirahada & Zhang, 2022; Chang & Geng, 2022). Based on the results of these previous studies, author wants to propose the following hypothesis:

## **H3: Subjective Norm had a significant effect toward Consumers' Purchase Intention**



**Figure 1.** Conceptual Framework  
Source: Data Processed by Researchers, 2022

### Method

This study implemented survey method, in which, questionnaires were specifically used and implemented as the main tools which author will use to collect or gather all of the data from all respondents in this study. Furthermore, due to the current COVID-19 pandemic which still swept all over the world, it is not ideal or realistically not possible to gather all of the data from the respondents directly, in which, all of these questionnaires were distributed to the respondents virtually using google forms. Meanwhile, a non-probability sampling method in the form of purposive sampling method was implemented in this study in order to ensure that all respondents joining this study had fulfilled or satisfied all respondents criteria set in this study, in which, all respondents should be those who've purchased or bought any kinds of green cosmetics from any brands which were sold in Indonesia at least twice (2x) for the last 1 year. Moreover, a total of 786 respondents filled in the questionnaires distributed in this research, in which, after deep and thorough examinations concerning all of the collected data from the respondents, a total of 54 data needs to be omitted due to improper and insufficient responses, thus generating a total of 732 usable data to be further processed in this study.

Furthermore, in order to assess and analyze all of these data, PLS-SEM method using SmartPLS 3.3.8 software was chosen to be implemented in order to determine both the reliability and the validity of the data, together with determining the impact given by one variable to the others. Moreover, mediation analysis was also conducted in this study using the same method in order to assess the impact between attitude, subjective norm and Perceived Price toward purchase decision through the existence of purchase intention which serves as the mediating or intervening variable.

Concerning the indicators used to assess and measure all of the variables discussed in this study, a total of 28 indicators measuring all 4 variables were included in the questionnaire, in which, 7 indicators measuring attitude were adapted from Mishal *et al.*, (2017), Akter and Hasan (2022), and Jaiswal *et al.*, (2022); 8 indicators measuring subjective norm were adapted from Bananuka *et al.*, (2019), Akter and Hasan (2022), and Jaiswal *et al.*, (2022); 6 indicators measuring Perceived Price were adapted from Nisam *et al.*, (2020); and 7 indicators measuring purchase intention were adapted from Mishal *et al.*, (2017), Akter and Hasan (2022), De Toni *et al.*, (2022), and Jaiswal *et al.*, (2022).

Before analyzing all of the data collected from the respondents, a general assessment concerning the profile of the respondents were conducted beforehand, in which, based on the results of the respondents' profile, most of the respondents were female (57.8%), and that most of them hold bachelor's degree as their highest education background (79.2%). Moreover, most of them are living in Jakarta (66.8%), and that most of the respondents had bought green products between twice to 5 times for the past 1 year (51.2%).

**Table 1.** Indicators/Measurements for each Variable

Variable	Indicators	Measurement
<b>Attitude toward Green Product</b>	ATT1	Buying green cosmetic is a good thing to do
	ATT2	Buying green cosmetic is a positive thing to do
	ATT3	Buying green cosmetic is a responsible thing to do
	ATT4	Buying green cosmetic is beneficial
	ATT5	Buying green cosmetic is pleasant
	ATT6	Buying green cosmetic is a good idea
	ATT7	I like the idea of buying green cosmetics
<b>Subjective Norm</b>	SN1	When it comes to a matter of green cosmetic, I would like to be like my friends
	SN2	It is expected of me by my friends that I should buy green cosmetic, and I can't disappoint them
	SN3	The opinion of my friends about green cosmetics is important to me
	SN4	My family is important to me, and they support me to buy green cosmetic product
	SN5	My family are expecting me to buy green cosmetics
	SN6	My friends who are important to me tend to choose green cosmetics compared to the regular ones
	SN7	My family tend to choose green cosmetics compared to the regular ones
	SN8	My interaction with people on general influences me to buy green cosmetics
<b>Perceived Price</b>	PP1	The price set for this product is reasonable
	PP2	The price set for green cosmetics match my expectations
	PP3	The price set for green cosmetics is affordable
	PP4	The price set for green cosmetics is "worth the price" in relation with the positive impact which this product could bring toward the environment
	PP5	The price set for green cosmetics is inexpensive
	PP6	I have no problem in spending extra money to buy green cosmetics
<b>Purchase Intention</b>	PI1	Over the next month, I will consider buying cosmetics because they are less harmful to the environment
	PI2	When I have a choice between two equal cosmetic products, I'm willing to choose the one which is less harmful to other people and the environment
	PI3	Over the next one month, I plan to buy more green cosmetic
	PI4	I'm willing to buy green cosmetics
	PI5	I plan to increase the quantity of green cosmetics that I buy in the coming months
	PI6	I will encourage my friends to choose green cosmetics
	PI7	I will encourage my family to choose green cosmetics

Source: Data Processed by Researchers, 2022

## Results and Discussions

A total of 732 usable data which were collected and gathered from the respondents were further used to be analyzed in this study, in which, using PLS-SEM method with the help of SmartPLS software, all of these data were assessed in order to determine the relationships between variables assessed and discussed in this study. Using PLS-SEM method, a two-step sequential analysis (which are the outer model and the inner model assessment) should be conducted in order to determine both the validity and the reliability of the data, and also in order to determine the impact between one variable to the others. In the outer model assessment, several of these criteria should be satisfied in order to ensure that all data gathered in this study were both reliable and valid, in which, these criteria were: both the AVE and the loading value of every indicator should exceeded 0,5; both the composite reliability and the cronbach's alpha of every variable should exceeded 0.7 and 0.6 respectively; the HTMT value of every variable should be lower than 0.90; and that using the fornell-larcker criterion, the correlation value between variables should be higher than the correlation value between one variable with the others. Only if all of these criteria had been satisfied that the inner model assessment could further be performed. The results of the outer model assessment of this study were presented on table 2,3, and 4 respectively.

**Table 2.** Outer Model Assessment – Validity and Reliability

Variable	Indicators	Factor Loading	AVE	Composite Reliability	Cronbach's Alpha
Attitude toward Green Product	ATT1	0.768	0.631	0.818	0.772
	ATT2	0.834			
	ATT3	0.766			
	ATT4	0.758			
	ATT5	0.719			
	ATT6	0.763			
	ATT7	0.809			
Subjective Norm	SN1	0.600	0.629	0.788	0.743
	SN2	0.601			
	SN3	0.732			
	SN4	0.738			
	SN5	0.842			
	SN6	0.791			
	SN7	0.784			
	SN8	0.737			
Perceived Price	PP1	0.835	0.638	0.835	0.787
	PP2	0.665			
	PP3	0.818			
	PP4	0.768			
	PP5	0.882			
	PP6	0.789			
Purchase Intention	PI1	0.728	0.681	0.863	0.816
	PI2	0.749			
	PI3	0.789			
	PI4	0.755			

	PI5	0.749			
	PI6	0.851			
	PI7	0.788			

Source: Data Processed by Researchers, 2022

**Table 3.** Outer Model Assessment – Fornell-Larcker Criterion (Discriminant Validity)

	ATT	PP	PI	SN
ATT	<b>0.769</b>			
PP	0.537	<b>0.786</b>		
PI	0.562	0.519	<b>0.761</b>	
SN	0.537	0.423	0.555	<b>0.791</b>

Source: Data Processed by Researchers, 2022

**Table 4.** Outer Model Assessment – HTMT Criterion (Discriminant Validity)

	ATT	PP	PI	SN
ATT				
PP	<b>0.718</b>			
PI	<b>0.718</b>	<b>0.736</b>		
SN	<b>0.642</b>	<b>0.559</b>	<b>0.751</b>	

Source: Data Processed by Researchers, 2022

Based on the results of the outer model assessment presented on table 2, 3 and 4 respectively, it could be concluded that all of the outer model criteria had successfully been fulfilled, in which, the value of both AVE and loading factor of each variable and indicator had been greater than 0.5, then the value of both composite reliability and the coefficient (cronbach's) alpha of each variable had also been greater than 0.7 and 0.6 respectively, while the correlation value between variables had been higher than the correlation value between one variable with the others. Furthermore, the HTMT value of each and every variable had also been well below the minimum acceptable value of 0.9, thus concluding that all of the validity and the reliability criteria of all data assessed in this study had been achieved.

Furthermore, after concluding the outer model assessment, the inner model assessment was next performed in order to determine the relationships between variables discussed in this study. In this case, the results of the inner model analysis were presented on table 5,6, and 7 respectively.

**Table 5. Inner Model Assessment – R-Squared**

Variable	R-Squared (R <sup>2</sup> )
Purchase Intention	0.643

Source: Data Processed by Researchers, 2022

**Table 6. Inner Model Assessment –Predictive Relevance**

Variable	Predictive Relevance (Q <sup>2</sup> )
Purchase Intention	0.185

Source: Data Processed by Researchers, 2022

**Table 7. Path Coefficient Assessment**

Relationships	Sample Mean	p-Value
Attitude → Purchase Intention	0.408	0.000
Perceived Price → Purchase Intention	0.321	0.004
Subjective Norm → Purchase Intention	0.294	0.023

Source: Data Processed by Researchers, 2022

Based on the results of the inner model assessment presented on table 5,6 and 7 respectively, it could be concluded that the relationships between variables discussed in this study were significant. Based on the r-squared data presented on table 5, it could be seen that purchase intention have a r-squared value of 0.643. Such results indicate that the weight or power of the influences given by attitude, subjective norms and perceived price on purchase intention were 64.3%, in which, the other 35.7% of the effects were given or explained by the other variables not included in this study, Furthermore, based from table 6, it could be seen that the predictive relevance value of purchase intention had been well greater than 0, in which, such results indicate that all of the variables discussed in this study could well explain and well predict the model or the framework proposed in this study.

Meanwhile, based on the results of the path coefficient analysis presented on table 7, it could also be concluded that the relationships between variables which were established in this study were all significant, since the p-value of each and every relationship had been lower than 0.05. Therefore, since the results obtained from this table (table 7) will also be used as the basis to determine whether or not to reject or support each and every hypothesis proposed in this study, it could also be concluded that all of these hypotheses were supported, since the impact of each and every independent variable toward purchase intention had been significant. Therefore, it could be concluded that all three main factors within the modified TPB framework, namely attitude, subjective norm and perceived price, had a positive and significant impact toward determining or influencing consumers' purchase intention.

### **Conclusion and Suggestion**

Based on the results obtained on this study, it can be concluded that all of the hypotheses proposed in this study had been accepted or supported, in which, attitude, subjective norm and perceived price had a positive and significant impact toward determining or influencing consumers' purchase intention. In this case, it was found that consumers' personal evaluation or judgement concerning whether or not certain behavior was seen either as positive or negative behavior, together with all of the subjective perceptions or feelings that consumers had concerning how their

peers, family, friends, colleagues or public in general will react regarding the behavior which consumers will do, combining with consumers' personal belief or perception concerning whether or not the price set for these so-called green cosmetics were reasonable, affordable or acceptable, were three main factors which could strongly or significantly influence consumers' intention in buying green cosmetics in Indonesia. In this case, regarding these findings, authors would like to suggest to business practitioners (or companies) conducting businesses within the cosmetics sector in Indonesia to be able to fully immersed and engaged within the concept of green business, not only in order to ensure that all of the products sold by these cosmetics companies were environmentally-friendly (which won't pose significant harm toward the nearby environment and ecosystems), but also in order to fully convince consumers and people in general that these green cosmetic products were better than the ordinary ones, not only due to the fact that these green cosmetics products won't pose significant harms to the environment, but also due to the fact that these products also won't pose significant risk to the health of the consumers, thus ensuring the safety of the consumers or users who are using these green cosmetics products. Therefore, in this case, companies' abilities to fully convince consumers and people regarding all of their responsible and green business activities won't only create positive evaluation on both the consumers and people's mind, but also will enhance consumers' intention to buy and actually purchase these green cosmetics from the companies.

### **Theoretical Implications**

The main theory or concept of the Theory of Planned Behavior (TPB) had been extensively covered and adopted by many researchers over the past decades, mainly to explain why people or individuals want to adopt, buy or use environmentally-friendly product despite the fact that such product was sold at a higher price compared to its non-green counterparts. In this case, the three main antecedents of TPB, which are attitude, perceived behavioral control and subjective norm, had been repeatedly studied in most of this previous research from all across the globe to understand whether or not these three factors affect consumers' willingness to buy green products. However, considering that price could play an important role as well in determining consumers' intention to buy certain product, together with the fact that many consumers from the developing countries put price as one of the aspect which they consider the most before determining whether or not they'll buy the products, and also the fact that most green products were sold at a premium price due to the fact that these so-called "sustainable goods" were produced using natural materials which tend to pose minimum risk to the environment, then it would be interesting to integrate perceived price as one of the factor which could also motivate people to buy green products, in addition to the other original antecedents of intention in the original TPB framework. Therefore, this study attempt to modify and expand the original theory of TPB by assessing how consumers' perception toward the price of the green products, together with their attitude toward the products, and the others' perception concerning whether or not buying green products was viewed as an acceptable behavior, could ultimately affect Indonesians' willingness to buy green products.

### **Limitations and Suggestions for Future Research**

Despite the rigorous and thorough nature of this study, several limitations still exist within this study. First of all, this study was conducted specifically in Indonesia, in which, due to the fact that there might be some differences concerning the tastes and preferences of Indonesian consumers compared to the others, it is suggested for further researcher to be able to conduct another follow up study in the other countries. Furthermore, this study was conducted toward green cosmetics, in



which, the behavior of consumers might be different when consumers are facing with the other kinds of green products. Therefore, further follow-up studies toward the other green products category could be beneficial in order to enhance the generalizability and the variability of this study.

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