

# **Understanding Factors That Affect The Willingness To Pay More For Green Cosmetics By The Young Generation In Indonesia**

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## **Abstract:**

This study aims to explore the factors of Environmental Concern, Green Awareness of Price, Green Perceived Benefits, Green Perceived Quality, Customer Participation towards Willingness To Pay More towards the purchase of green cosmetic products for the younger generation in Indonesia and investigate the perception of Millennial Generation and Generation Z consumers in Indonesia towards environmentally friendly green cosmetic products. The research method used is quantitative with a cross-sectional research design. Primary data was obtained through the distribution of questionnaires to respondents, while secondary data was obtained from literature and online media. The sampling technique uses purposive sampling on Millennial Generation and Generation Z consumers who have bought and or want to buy green cosmetic products even though the product price is higher. Data analysis was carried out with descriptive statistics and Structural Equation Modeling (SEM) using the Lisrel 8.80 program. The results of this study show that the Green Perceived Benefits factor has the greatest influence on the Willingness To Pay More on the purchase of green cosmetic products for the Millennial Generation and Generation Z in Indonesia. The majority of the young generation in Indonesia feel happy to buy cosmetic products if the product has green certification (eco-label) because it is healthier than cosmetics and beauty care products in general. Young consumers in Indonesia believe that green cosmetics have good quality standards so that they can be relied on so they are willing to pay more for green cosmetic products.

**Keywords:** Young generation, Green cosmetics, Willingness to pay more, Environmental Concern, Green Perception Benefits

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## **I. INTRODUCTION**

Declining amounts of natural resources, waste dumps, serious climate change, and air pollution are some of the major environmental problems we face today (Tukker et al., 2010). Due to environmental pollution, the idea of sustainability is now at the forefront (Chua et al., 2019; Quoquab et al., 2019). Indeed, there needs to be a paradigm shift in consumer preferences and purchasing behavior towards green products to reduce negative impacts on the environment (Quoquab and Mohamad, 2017). Green purchasing behavior in terms of environmental issues is also considered very important to minimize the negative impact of high consumption of chemical products (Yadav and Pathak, 2017). This awareness can drive changes in consumer behavior, such as choosing more environmentally friendly products, reducing the use of single-use plastics, sorting and recycling waste, and supporting sustainable business practices. Eco-friendly products or green products are intended to reduce the environmental impact after consumption. In addition, green products are attractive to organizations because of green issues and social responsibility, as they become a consumer interest (Oliver & Lee, 2010). The purchase of environmentally friendly products is to avoid purchasing products that harm the environment and animals (Schaefer and Crane, 2005). This increased awareness of healthy green products has resulted in exponential growth in consumer awareness of the risks of using synthetic chemicals and has helped increase the need for a healthier lifestyle. The increasing awareness of health, environment and appearance has created a push towards eco-friendly cosmetics and beauty care products among consumers (Newsom et al., 2005).

The phenomenon in the world after COVID 19 is that people are becoming more concerned about their health and self-care. Customers' deeper understanding of environmental issues is playing a role in the significant increase in growth of sustainable beauty companies. This increased awareness of healthy green products has resulted in exponential growth in consumer awareness of the risks of using synthetic chemicals and has contributed to the increasing need for healthier lifestyles. Sustainable beauty phenomenon (sustainable beauty) which are carried by several large cosmetic brands in the world are apparently liked by consumers and this trend is predicted to continue (One Green Step Report, 2021). Sustainable beauty is an environmentally friendly beauty trend to reduce negative impacts on the environment and humans. Be it from the product materials used, packaging, to the waste produced after the product is used (Bakrie University, 2020). Seeing this

good opportunity, various large cosmetic companies in Indonesia produce green cosmetic products that are inventive and sustainable. Consumers tend to pay more attention to safe cosmetics and such products that can be relevant to environmental and social responsibility (Yang, 2017). Consumer expectations have fundamentally changed as a result of this trend, which has increased pressure on cosmetics companies to disclose their components and emphasize safer and more effective formulas.

With a population of around 250 million people, Indonesia is a promising market for cosmetics companies. Even though the majority of the cosmetics industry targets women as its main consumer target, it has recently begun to innovate with products for men. The use of chemical materials that are dangerous and difficult to decompose and all types of materials derived from plants and animals are considered to have a negative impact on survival. This encourages cosmetic manufacturers to be more creative in creating healthy and safe cosmetic products. Interestingly, most of the large cosmetic manufacturers in Indonesia has expanded its portfolio by launching green cosmetic products and applying green concepts to company productivity as an answer to accommodate the spectrum of consumer interest in green cosmetic products that are healthy and safe and as a promising cosmetic market opportunity. Chen (2009) states that "The natural cosmetics have grown to be a great trend in recent years, the future developing tendency of cosmetic industry should be more environmentally-friendly". This means that environmentally friendly cosmetics will be increasingly in demand in the future, therefore in the future an environmentally friendly cosmetics industry will be developed. More concern for health has increased consumer demand for green cosmetics, which will be gentle on the skin and reduce harm to the environment (Lin et al., 2018). Additionally there has been a recent increase in concerns regarding beauty products and cosmetics; causes allergies, skin damage, skin aging and many other health problems (Pudaruth et al., 2015). The increase in the number of green consumers has increased the demand for green products which allows these businesses to grow (Huang & Kung, 2011). Even some businesses have adopted environmental protection as their social responsibility (Chuang & Huang, 2018). Allergy problems and skin damage resulting from the use of synthetic beauty products are reasons for increasing ecological concern among consumers regarding green cosmetic products (Pudaruth et al., 2015).

The target respondents in the research are young consumers. Educated young consumers were selected because they were shown to be more concerned and responsible for the environment, and favored environmental protection issues (Connell et al., 1999; Martinsons et al., 1997). This makes them better understand the concept and importance of sustainable consumption, as well as its impact on the environment and society (Sliwka et al., 2006). Quoted from the 2020 Indonesian Population Census results, the number of Generation Z has reached 75.49 million people or the equivalent of 27.94 percent of the total population in Indonesia. Meanwhile, the second most dominant population comes from the millennial generation, amounting to 69.38 million people or 25.87 percent. Even though generations Y and Z are the most representative generations in Indonesia, there is still little research that discusses environmental problems exclusively among the younger generation in Indonesia. Many studies have investigated potential factors that explain the attitude/intention-behavior gap in the field of environmentally friendly behavior (Grunert, 2011; Moser, 2016). Apart from the above, barriers to purchasing sustainable products that are commonly mentioned in the literature for various types of sustainable products are higher prices, lack of availability, and perceptions of lower quality (Magnier and Crie, 2015). The production costs of green products are generally 20% higher than general products. This limits the population of consumers who can afford green products (Salmela & Varho, 2006). However, according to public opinion polls, 30% of consumers are willing to pay higher prices for green products and green energy (Joshi & Rahman, 2015).

Even though the sustainable initiatives implemented by companies have incurred a lot of costs, the existing evidence to evaluate consumers' willingness to pay more for environmentally friendly products is still mixed. A study found that the most concerned Spanish consumers were willing to pay a price premium of 22–37% for environmentally friendly food products (Sanjuán et al., 2003). Japanese consumers are reportedly willing to pay a premium of 8–22% for environmentally friendly food products (Sakagami et al., 2006). Vladicka and Cunningham (2002) found that most Canadian respondents were willing to pay 10% more for environmentally friendly products, but the willingness to pay more by consumers in developing countries such as Argentina was actually in a very wide range, namely 6–300% (Rodríguez et al., 2009). To make matters more complicated, Van Ravenswaay and Jennifer (1995) assert that highly educated consumers do not show willingness to pay more for environmentally friendly food products because consumers are good at obtaining information about the risks and benefits of food. Canavari et al. (2002) also argue that some consumers are unwilling to pay higher prices for pesticide-free products because consumers believe that people do not need to pay more to ensure the safety of a product. Seeing this phenomenon and the lack of literature that examines the reasons underlying the willingness of young consumers to pay more for green products in developing countries, especially green cosmetic products, Based on the above phenomenon, a study was conducted that aimed to determine the influence of environmental awareness on the willingness of the young generation to pay more in the purchase of green cosmetics in Indonesia, to find out the influence of green price awareness on the

willingness of the young generation to pay more, to find out the influence of the benefits of green perception on the willingness of the young generation knowing the influence of green perception quality on the willingness of the young generation to pay more, knowing the influence of environmental concern on the willingness of the young generation to pay more which is mediated by Consumer Participation in the purchase of green cosmetics in Indonesia.

## **II. LITERATURE REVIEW**

### **Green Cosmetics**

Cosmetics are materials or preparations intended for use on the external parts of the human body (epidermis, hair, nails, lips and external genital organs) or teeth and oral mucosa, especially to clean, perfume, change the appearance and/or improve body odor or protect or maintain the body in good condition (Paramita & Yasa, 2015). The demand for green cosmetics has increased due to its long-term benefits on environmental health and well-being, becoming a symbol of health and environmental responsibility in the cosmetics industry (Women With Mind, 2019). Motivated by profitable demand, hundreds and thousands of companies and suppliers now produce and sell green cosmetic products (Green Choices, 2012). Nowadays, using green cosmetics has become a lifestyle of self-care and treating the environment appropriately (Lin et al., 2018). In recent years, cosmetic product manufacturers have discovered green cosmetics, which are free from side effects. In the context of the cosmetics industry, "green cosmetics" (or so-called sustainable cosmetics) are cosmetic products made from natural ingredients produced from renewable raw materials (Acme-Hardesty, 2019). Green cosmetics marketers consider sustainable packaging that indicates it has a Green label (Eco-Label) in every product design (Lin et al., 2018). Reporting from the Marina Beauty website, generally cosmetic and beauty care products on the market can be defined as green and environmentally friendly cosmetic products if there is an environmentally friendly label on the product packaging. These environmentally friendly labels include the following: Cruelty-free/ Not Tested on Animal, Organic, Vegan, Recyclable & Reusable Packaging, Low Carbon Footprint. Marketers of green cosmetic products are advised to focus on increasing consumer value by conducting more awareness campaigns regarding the dangers of using chemical cosmetic products on humanity and the environment. Additionally, joint efforts from governments and nongovernmental organizations are needed to instill positive values among developing country consumers to emphasize environmentally friendly practices in their daily lives (Jaini, 2019).

### **Young Generation**

The description of young generation consumers in question is consumers who come from the Millennial generation and generation Z. This young generation includes the population of Generation Y or commonly called Millennials who were born in 1981-1995 and generation Z who were born in 1996-2010 (Codrington, 2001). The results of research from Bencsik & Machova (2016) show differences in the characteristics of generation Z with previous generations, these results can be seen in Table 2.1 Table of Generation Characteristics According to Bencsik & Machova seen in the following table: Source: Bencsik, A., & Machova, R., 2023. There are significant differences in characteristics between Generation Y (Millennials) and Generation Z and other generations, one of the main factors that differentiates them is their mastery of information and technology. For the Millennial and Z generations, information and technology are things that have become part of their lives, because they were born where access to information, especially the internet, has become a global culture, so this influences their values, views and life goals. According to Raines (2002) in research by Maulina & Hendriyani, (2018) millennial customers are those born between 1980 and 2000, and the post-90s and post-00s are the most influential generations today. They are the first generation to grow up in a digital media environment. Moreno et al., (2017) explains that the millennial generation tends to move away from conventional media and switch to much newer and interactive media, most of the reasons they switch are based on perceptions of functional value and enjoyment. According to Ayaydn & Baltaci (2013) in Moreno et al., (2017) millennials spend more, but have lower brand loyalty than previous generations. They also look for products and brands that fit their personality, lifestyle, social values and community. As well as using brands to create an image, represent their personality and communicate their values.

### **Signaling Theory**

A signal must be reliable because otherwise the recipient of the information will ignore and refuse to exchange with the individual who issued the signal. For signals to be reliable, individuals who have the desired quality are willing to spend more money (Berger, 2019). Recently, several studies have linked consumption behavior of environmentally friendly products with willingness to pay more through Signaling Theory (Ki and Kim, 2022). This theory was first applied to the consumption of luxury goods, which signify wealth and high social status, distinguishing luxury consumers from others (Chung and Kalnins, 2001). However, some authors argue that expensive signals are not limited to this type of consumption. Therefore, someone who consumes

environmentally friendly products may signal that he or she is willing to pay more to obtain an environmentally friendly premium (Berger, 2019; Costa et al., 2014; Elliott, 2013). Thus, according to Signal Theory, what is important is not the total cost of the product, but rather the additional premium that individuals are willing to pay (Przepiorka and Berger, 2017). In green consumption, the premium for paying more for green products may not simply be a signal of social status but may signal prosocial and cooperative values, indicating that individuals who consume green products care about the environment based on their environmental concerns and a vision of a green future and, thus, the global environment (Berger, 2019). However, there are other reasons to consume environmentally friendly products besides social signals to benefit the environment or to demonstrate quality. The fact that eco-friendly products are considered healthier, of better quality, and associated with higher perceived benefits (especially in the case of edible products), makes the purchase of ecofriendly products motivated by self-interest (Lockie et al., 2002). This selfinterest is characterized by a willingness to pay more (additional premium) for environmentally friendly products.

### **Definition of Research Variables**

#### **Environmental Concern**

Pro-environmental attitudes can be manifested in various ways, ranging from certain beliefs to certain behaviors, such as recycling and consuming environmentally friendly products (Choi and Johnson, 2019). Estimates of future environmentally friendly products depend on current consumer demand for environmentally friendly products or services (Nekmahmud and Fekete-Farkas, 2020). If demand for environmentally friendly products is positive, this demand will increase. Demand for environmentally friendly products becomes positive depending on whether the product is environmentally friendly and whether there are benefits for consumers, namely in terms of health and satisfaction. Also, Maichum et al. (2016) showed a positive relationship between environmental concern and the purchase of environmentally friendly products by young consumers in Thailand. Lee et al. (2014) also found a positive relationship between concern for the environment and intention to purchase environmentally friendly products which was stabilized through pro-environmental behavior, as proposed by Irawan and Darmayanti (2012), who focused on students in Indonesia. When individuals show low environmental concern or negative attitudes towards environmental conservation, they are less likely to engage in the behavior pro-environment (Paulet al.,2016). As a result, lack of concern for the environment is negatively related to willingness to pay more for environmentally friendly products. (Weiet.al.,2018). Young consumers' environmental awareness (18–30 years) has a positive influence on environmental attitudes towards environmentally friendly products (Maichum et.al., 2016). Environmental awareness by young consumers has a positive effect on young consumers' purchasing intentions for environmentally friendly products (Albayrakat. al.,2013). The increasing environmental awareness of eco-friendly consumers has encouraged eco-friendly strategies (Ginsberg and Bloom, 2004) where companies empathize with environmental claims in their advertising campaigns with the aim of gaining a competitive advantage by generating favorable perceptions of the brand (Connolly and Prothero, 2003) .Thus, pro-environmental attitudes and higher environmental awareness have a positive effect on the willingness to pay more for environmentally friendly products among young consumers (Hao et al., 2019). Based on the literacy review and analysis, it is formulated :

H1 : Environmental Concern (EC) has a positive effect on Willingness to Pay More (WTPM) towards environmentally friendly green cosmetic products by the young generation in Indonesia.

#### **Green Awareness of Price**

Green Awareness of Price is the internalization of costs to prevent and repair environmental damage into product prices, environmental taxes, environmental insurance and corporate social responsibility (Zulkifli, 2020). Price is an important element of the green marketing mix. Singal et al. (2013) stated that companies have a responsibility to make consumers understand the needs and benefits of using environmentally friendly products so that consumers are willing to pay more when they have additional views about the value and benefits of the product. According to Hashem and Al-Rifai in Mahmoud's (2018) research, green price determination refers to certain prices related to company policies regarding environmental considerations, which are determined by the company's rules and instructions or its actions regarding these issues. Demand for environmentally friendly products becomes positive depending on the benefits for consumers, namely in terms of health and satisfaction. Price plays an important role in the decision to purchase environmentally friendly products in the future (Lin et al., 2020). Various previous studies have confirmed that brand name, price and quality are still important determining factors that influence cosmetic product purchasing decisions (Gan et al., 2008). Consumers, in general, with positive experiences in consuming environmentally friendly products are willing to pay more for environmentally friendly products in the future (Boronat-Navarro and P'erez Aranda, 2020). Green Product Prices higher than the non-green's product price (Davari and Strutton, 2014). The production costs of green products are generally 20% higher than general products. This limits the population of consumers who can afford green products (Salmela & Varho, 2006). However, according to public opinion

polls, 30% of consumers are willing to pay higher prices for green products and green energy (Joshi & Rahman, 2015). Based on the literacy review and analysis, it is formulated :

H2 : Green Awareness of Price (GAP) has a positive effect on Willingness to Pay More (WTPM) towards environmentally friendly green cosmetic products by the young generation in Indonesia.

#### Green Perceived Benefits

Young consumers are aware of the perceived benefits of consuming environmentally friendly products and are willing to pay more the higher the perceived benefits (Kovacs and Keresztes, 2022). From an ecological perspective, environmentally friendly consumers consider organic beauty products to be of higher quality, healthier and safer because they avoid the risk of pesticide residues in cosmetics and beauty care products (Cornelissen et al., 2008). Several studies show that previous experience in consuming environmentally friendly products influences future purchase intentions, and if positive, then influences the willingness to pay more for environmentally friendly products (Chaudhary, 2018; Cronin et al., 2011; Yadav and Pathak, 2016). Young female consumers prioritize lifestyle, self-image, health and economic considerations when purchasing environmentally friendly cosmetics and beauty care products (Pudaruth, 2015). According to Parkinson et al. (2018), the results of previous experience can be considered as a source of personal information on which to base future decision making. Thus, consumer purchasing decisions is influenced by the perceived quality of environmentally friendly products (Suki, 2013, 2016) and may be an antecedent of environmentally friendly consumer satisfaction and loyalty (Gelderman et al., 2021). Previous research shows that consumers are willing to pay more for environmentally friendly products the higher the perceived quality during use (Shen et al., 2020). Perceived benefits are positive beliefs related to behavior in facing risk. Young consumers recognize the perceived benefits of consuming green products and are willing to pay more the higher the perceived benefits (Kovacs and Keresztes, 2022). Based on the literacy review and analysis, it is formulated :

H3 : Green Perceived Benefits (GPB) has a positive effect on Willingness to Pay More (WTPM) towards environmentally friendly green cosmetic products by the young generation in Indonesia.

#### Green Perceived Quality

Perceived quality is defined as a consumer's reputation for superiority or excellence, superiority or superiority (Zeithaml, 1988). Pre-existing consumer impressions can influence quality perceptions, differences in quality perceptions between consumers and suppliers, as well as consumer information asymmetry because they cannot obtain global information about product quality based on selected information (Zeithaml, 1988). The measure of perceived quality of a product can be determined through five dimensions: 1) functionality; 2) ease of use; 3) performance; 4) reputation; and 5) ease of service (Brucks et al., 2000). The quality of environmentally friendly products is reflected in their composition, characteristics and benefits for the environment (Ali et al., 2011). In this way, perceived quality is understood as a consumer's decision regarding the environment as a whole (Chen and Chang, 2013). Most consumers have confidence in the quality of environmentally friendly products because they have higher quality standards and benefit-cost balance (Ferguson et al., 2009; Mahesh, 2013). Thus, consumer purchasing decisions are influenced by the perceived quality of environmentally friendly products (Suki, 2013, 2016) and may be an antecedent of environmentally friendly consumer satisfaction and loyalty (Gelderman et al., 2021). Previous research shows that consumers are willing to pay more for environmentally friendly products, the higher the perceived quality (D'Souza et al., 2007; Shen et al., 2020). Perceived quality has a positive effect on behavioral intentions (Wang, 2020). Consumer's green perceived quality (GPQ) has a positive influence on environmentally friendly purchasing decisions in Bangladesh (Nekmahmud, 2020). Perception of green quality also influences Willingness to Pay More (WTPM) towards green products by Generation Z in Portugal (Gomes, 2023). Consumers are willing to pay more for the higher perceived quality of environmental friendly products, (Gomes, 2023). Based on the literacy review and analysis, it is formulated :

H4 : Green Perceived Quality (GPQ) has a positive effect on Willingness to Pay More (WTPM) towards environmentally friendly green cosmetic products by the young generation in Indonesia.

#### Customer Participation

The Consumer Participation (Customer Participation) refers to the extent to which consumers are involved in the production and delivery of goods and services by contributing efforts, knowledge, information, and other resources (Dong and Sivakumar, 2017). Customer participation is the active role of customers in consuming and creating value for a product. Many companies have commercialized consumer user designs by having websites that allow consumers to design eco-friendly green t-shirt products, which can then be produced by companies to order (Wei, 2018). The end result of such co-production is the co-creation of value. Consumers are no longer passive recipients of products; They are active participants to create a customized consumption experience for themselves. Consumer Participation can reduce the negative impact of the lack of environmental

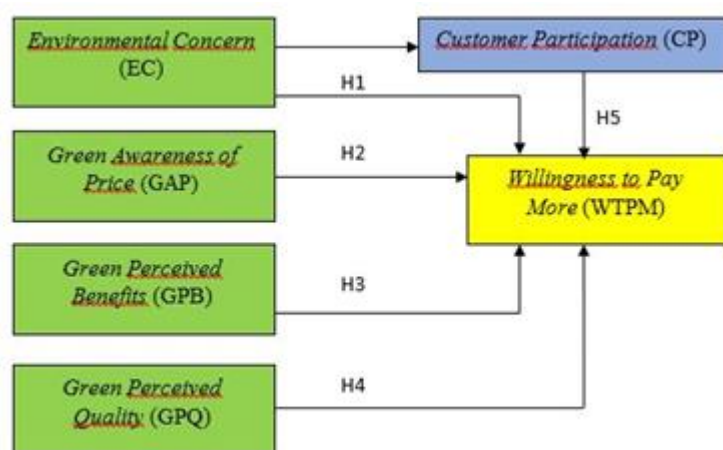
concern for WTPM for green products (Wei, 2018). The end result of co-production is the creation of shared value. Consumers are no longer passive recipients of products; They are active participants to create a customized consumption experience for themselves. Customer Participation can reduce the negative influence of lack of environmental awareness on WTPM for green products (Wei, 2018). The literature shows that Customer Participation can change a person's attitude towards stimulus products and purchase intent. Based on the literacy review and analysis, it is formulated :

H5 : The indirect influence of Environmental Concern (EC) on Willingness to Pay More (WTPM) on environmentally friendly green cosmetic products by the younger generation in Indonesia moderated by Customer Participation (CP).

**Willingness to Pay More**

Willingness to pay more (WTPM) or the availability to pay more or is the maximum price that a consumer is willing to bear to obtain a good or service even though it is more expensive than other similar products. Each person's willingness to pay is different, this is due to differences in conditions and circumstances experienced by each consumer. Willingness to Pay More (WTPM) is defined as the highest price that a consumer or customer is willing to spend in purchasing a product. Consumers ethical attitudes rarely change into ethical purchasing patterns (Auger and Devinney, 2007). This gap between attitudes and purchasing patterns is caused by a lack of ethical products, distrust of ethical claims, and a lack of information and trust (Cervellon et al., 2010). Self-esteem, perception and recognition have a significant influence on consumers' willingness to pay premiums (Boateng et al., 2015). From simulation research in China, several factors in consumers' willingness to pay for low-carbon products have been determined (Liu et al., 2017). These results have provided rationale and evidence for this research regarding the identification of factors that influence consumers' willingness to pay more. Eco-friendly packaging, new environmentally friendly products, have contributed to various aspects of environmental protection (Grönman et al., 2013). To a certain extent, consumers tend to use environmentally friendly packaging and are willing to pay more for it (Nordin and Selke, 2010). In addition, purchase intention towards environmentally friendly packaging is significantly influenced by personal norms, attitudes, concern for the environment, and willingness to pay (Prakash and Pathak, 2017).

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**Figure 1. Research Conceptual Model**

**III. MATERIAL AND METHODS**

The purpose of quantitative research is to look for relationships between variables such as in survey research or to compare samples related to the results of the research being conducted. Based on the time of implementation, this type of research uses a cross-sectional implementation time, where this research carries out data collection which is carried out in one research time period.

**Study Design :** Quantitative research uses the survey method of a questionnaire

**Study Location :** This study is based in Indonesia

**Study Duration :** a period of 4 months from 1 December 2023 - 31 March 2024

**Sample Size :** 240 respondents with a birth year range of 1981 - 2010 or aged 14 years - 43 years.

**Sample Size Calculation :**

The sample is part of the number and characteristics of the population (Malholtra, 2010). The sample size was taken using the formula Hair et al. (2019). The Hair formula is used because the population size is not yet known for certain and suggests that the minimum sample size be 5-10 times the indicator variable. So the number of indicators is 23 indicators multiplied by 10 ( $23 \times 10 = 230$ ), so that the number of respondents targeted is 230 people in Indonesia. Then our sample was considered 240 Samples. The confidence level of 90%.

**Subjects and Selection Method :**

The young generation in Indonesia who intend to buy green cosmetic products and or have already purchased green cosmetic products, The respondents in this research are young generation consumers, both men and women who were born in 1981-1995 and generation Z who were born in 1996-2010 (Codrington, 2001). The discussion of respondent characteristics in this research includes aspects of gender, age, highest level of education, occupation, income, and domicile of the respondent.

**Procedure Methods :**

In collecting data to be tested, researchers use data collection techniques using questionnaires online. The questionnaire was created using a Google form which will be distributed to respondents via email and social media (Facebook, Instagram, and LinkedIn). The sampling technique uses a non-probability sampling method in the form of purposive sampling. The distribution of this questionnaire is divided into 3 regions, namely Western Indonesia, Central Indonesia, and Eastern Indonesia. Secondary data usually takes the form of research data from survey report books, magazines/newspapers, documentation or other official archives. According to Parkinson et al. (2018), the results of previous experience can be considered as a source of personal information on which to base future decision making. Even if consumers are aware of sustainability issues, engagement with sustainability only occurs through actual sustainable consumption to internalize elements of eco-friendly purchasing (McColl-Kennedy et al., 2015). The research that will be discussed includes the characteristics of respondents in research using descriptive statistical analysis, measurement model analysis using GOF (Goodness of Fit Statistics) value criteria, then structural model analysis (inner model) and hypothesis testing results. Data processing in this research used LISREL SEM with the help of LISREL 8.80 software.

**Table 1. Demographics of Respondents (n=240)**

Characteristics	Items	Frequency	Percentage (%)
Gender	Man	73	30.4%
	Woman	167	69.6%
Year of Birth	Millennials (1981-1995)	100	41.8%
	Gen Z (1996-2010)	140	58.2%
Last Education	Senior High school or below	40	16.5%
	Bachelors (S1)	173	72.2%
	Master (S2)	24	10.1%
	PhD (S3)	3	1.2%
Occupation	Student	12	5.0%
	Civil Servant	3	1.3%
	Professional	6	2.5%
	Private Sector Employee	170	70.9%
	Entrepreneur	43	17.7%
	State-owned Employee	3	1.3%
Net Income /month	Housewife	3	1.3%
	<Rp.10,000,000	158	65.8%
	Rp.10,000,000 – Rp.25,000,000	67	27.8%
	>Rp. 25,000,000	15	6.4%
Domicile	Western Indonesia (Sumatra and Java Islands)	167	69.6%
	Central Indonesia (Sulawesi, Kalimantan, and Bali Islands, NTB, NTT)	52	21.5%
	Eastern Indonesia (Maluku and Papua Islands)	21	8.9%



**Measurement items :**

The questionnaire used was adapted from several previous studies. Before the pre-test, the questionnaire was translated from English to Indonesian. The questionnaire consisted of six groups of questions in addition to questions regarding the socio demographic characteristics of the participants. Researcher used 23 items derived in this research.

**Table 2. Measurement Items**

Green Perceived Benefits				
GPB1	The results from the use of green cosmetics and beauty care products are worth the price spent on the product	4.00	3.84	Pudaruth (2015), Wei (2018), Nekmahmud (2020), Gomes (2023)
GPB2	I choose green cosmetics and beauty care products because they are healthier than cosmetics and beauty care products in general	4.08		
GPB3	Green cosmetics and beauty care products can meet all my needs	3.57		
GPB4	I buy green cosmetics and beauty care products because of the attractive appearance of color, fragrance, and texture	3.70		
Green Perceived Quality				
GPQ1	Green cosmetics and beauty care products are definitely of better quality than cosmetics and beauty care products in general	3.71	3.78	Chen (2010), Pudaruth (2015), Wei (2018), Nekmahmud (2020), Gomes (2023)
GPQ2	I choose a green cosmetics and beauty care product based on the opinion of a credible expert	3.85		
GPQ3	The experience of using eco-friendly cosmetics and beauty care products motivates me to continue buying these products	3.81		
GPQ4	I buy green cosmetics and beauty care products because of the nice interior and shelf look in the cosmetics outlet	3.53		
GPQ5	I believe green cosmetics have good quality standards so they are reliable	3.93		
Customer Participation				
CP1	I love to provide reviews and ratings about green cosmetic products on online platforms such as e-commerce websites, social media, or discussion forums	3.73	3.53	Heidenreich et al., (2015), Wei (2018)
CP2	I don't spend a lot of time and energy in choosing and looking for green cosmetic products that suit my needs because of reviews on e-commerce	3.53		
CP3	Online and retail cosmetics sellers actively interact in providing information to make it easier for me to choose products that suit my needs and tastes	3.33		
Willingness to pay more				
WTP1	I am willing to buy eco-friendly green cosmetic products even though they are more expensive than cosmetic products in general	4.10	3.75	Wei (2018), Gomes (2023), Pudaruth (2015)
WTP2	I believe it is natural to pay 10% more for cosmetic products made using eco-friendly organic ingredients.	3.69		
WTP3	I believe it is natural to pay 20% more for cosmetic products made using environmentally friendly organic ingredients.	3.47		

However, there are several respondents who disagree or even strongly disagree with the variable (WTPM3), so it can be interpreted that some young consumers in Indonesia are not sure that paying 20% more for cosmetic products made using environmentally friendly organic ingredients is a normal thing.

**IV. RESULT**

**Validity And Reliability**

The latent variables used in this study are Environmental Concern, Green Price Awareness, Green Perceived Benefits, Green Perceived Quality, Customer Participation. The results can be seen in Table 3. The indicators used after processing using LISREL V8.8 show that the indicators are valid if the standard loading factor (SLF) is  $\geq 0.50$ , and the indicators are said to be reliable when the construct reliability (CR) value is  $\geq 0.70$  and the average variance extracted (AVE) value is  $\geq 0.50$ . as the results shown in table 3, the results obtained are all valid and reliable indicators.



VARIABLES	INDICATORS	SLF	RESULT	AVE	CR	RESULT
Environmental Concern (EC)	EC1	0.57	VALID	0.56	0.77	RELIABLE
	EC2	0.60	VALID			
	EC3	0.53	VALID			
	EC4	0.79	VALID			
Green Awareness of Price (GAP)	GAP1	0.97	VALID	0.69	0.80	RELIABLE
	GAP2	1.15	VALID			
	GAP3	-0.56	VALID			
Green Perceived Benefit (GPB)	GPB1	0.53	VALID	0.58	0.82	RELIABLE
	GPB2	0.72	VALID			
	GPB3	0.77	VALID			
	GPB4	0.65	VALID			
Green Perceived Quality (GPQ)	GPQ1	0.59	VALID	0.63	0.70	RELIABLE
	GPQ4	0.54	VALID			
Customer Participation (CP)	CP1	0.82	VALID	0.56	0.72	RELIABLE
	CP2	0.73	VALID			
	CP3	0.62	VALID			
Willingness to Pay More (WTPM)	WTPM1	1.03	VALID	0.70	0.87	RELIABLE
	WTPM2	1.13	VALID			
	WTPM3	1.12	VALID			

**Table 3. Validity and Reliability Result**

**Overall Mode Fit**

Based on the goodness-fit research results obtained, the RMR (0.03) which means good fit, the GFI results (0.93) which means good fit, RMSEA (0.014) which means good fit, NFI (0.96) which means good fit, TLI / NNFI (0.94) which means good fit, , RFI (1.00) which means good fit, IFI (1.00) which means good fit, CFI (1.00) which means good fit, and AGFI (0.92) which means good fit, CN (452.78) which means good fit. The results obtained have met the criteria that should be therefore the results of the goodness- fit of this research can represent the relationship between latent variables.

**Table 4. Overall Mode Fit Test Result**

GOF Measures	Result	Information
<i>Absolut Fit Measures</i>		
Root Mean Square (RMR)	0.03	Good Fit
Goodness of Fit Index (GFI)	0.93	Good Fit
Root Mean Square Error of Approximation (RMSEA)	0.014	Good Fit
<i>Incremental Fit Measures</i>		
Normed Fit Index (NFI)	0.96	Good Fit
Non-normed Fit Index (NNFI)	0.94	Good Fit
Comparative Fit Index (CFI)	1.00	Good Fit
Incremental Fit Index (IFI)	1.00	Good Fit
Relative Fit Index (RFI)	1.00	Good Fit
Adjusted Goodness of Fit Index (AGFI)	0.92	Good Fit

**Structural Model**

This study uses a structural equations model (SEM) with data processing using LISREL 8.8 software rocks to test hypotheses. SEM is a multivariant approach that uses measurement variables and structural models. Each indicator for a construct in the measurement model has a collective function to define the construct.

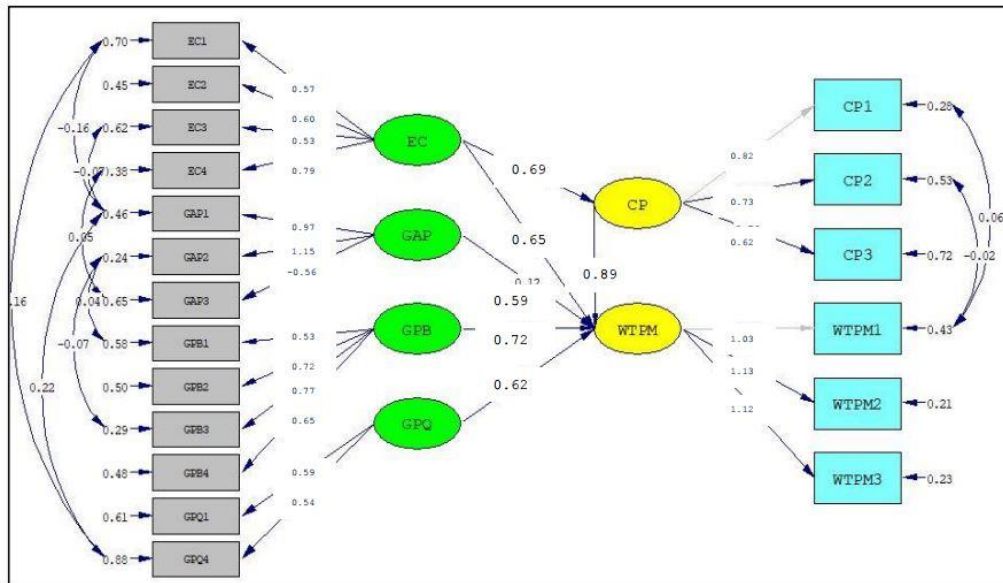


Figure 2. Structural Model

Based on the results obtained from the model structure in figure 2, it shows the results of the modification of the structure model in the study so that the model can be used for hypothesis testing. The T-value test is used to prove the positive or negative influence between the variables EC, GAP, GPB, GPQ, CP on Willingness to pay more (WTPM).

### V. DISCUSSION

This research uses SEM analysis with the help of LISREL V8.8 software. After conducting descriptive analysis, and goodness-fit analysis, then proceed to the analysis to determine the relationship between variables. This study consists of nine hypotheses. The results showed that two hypotheses were rejected and seven hypotheses were accepted. The hypothesis results can be seen in Table 5 below :

Table 5. Hypothesis Testing

	Hypothesis	Coefficient	T-value	Result
H1	Environmental Concern (EC) => Willingness to pay more (WTPM)	0.65	2.16	Accepted
H2	Green Awareness of Price (GAP) => Willingness to pay more (WTPM)	0.59	3.53	Accepted
H3	Green Perceived Benefit (GPB) => Willingness to pay more (WTPM)	0.72	4.88	Accepted
H4	Green Perceived Quality (GPQ) => Willingness to pay more (WTPM)	0.62	2.27	Accepted
H5	Environmental Concern (EC) => Customer Participation (CP)	0.69	2.01	Accepted
	Customer Participation (CP) => Willingness to pay more (WTPM)	0.89	3.45	Accepted

The results of the analysis of the influence of Environmental Concern (EC) on Willingness To Pay More (WTPM) have a t-value of (2.16) > 1.96 so that the first hypothesis regarding the influence of Environmental Concern (EC) on Willingness To Pay More (WTPM) is accepted. This shows that concern for the environment has a positive effect on the desire to pay more for environmentally friendly green cosmetic products by the younger generation of consumers in Indonesia. The majority of the young generation in Indonesia, which is a developing country, knows that the use of environmentally unfriendly products can pollute the environment, making it very dangerous for the ecosystem and health, so it is also the motivation behind the use of green cosmetics even though the price of products is more expensive than non-green products. Eco-friendly products are positioned as investments that have more value.

The results of the analysis of the influence of Green Awareness of Price (GAP) on Willingness To Pay More (WTPM) have a t-value of (3.53) > 1.96 so that the second hypothesis regarding the influence of Green Awareness of Price (GAP) on Willingness To Pay More (WTPM) is accepted. This shows that the determination of green product price awareness has a positive effect on the willingness to pay more for environmentally friendly green cosmetic products by the younger generation of consumers in Indonesia. Most young consumers consider cosmetics and green beauty care products to be one of the luxurious premium products in Indonesia. So if the manufacturer offers high-value or premium green cosmetic products, then it must be ensured that consumers have a commensurate reason to buy them at a higher price, while when

manufacturers offer green cosmetic products at low prices, make sure that consumers will always need the product. The need for a product can be distinguished from the quality value and other added value provided by the product so that consumers have a reason why they choose a certain product that is more expensive. Well-known and well-known branded green cosmetic products usually have a better product image compared to less well-known ones so consumers feel that it is natural to pay more.

The results of the analysis of the influence of Green Perceived Benefits (GPB) on Willingness To Pay More (WTPM) have a t-value of (4.88) > 1.96 so that the third hypothesis regarding the influence of Green Perceived Benefits (GPB) on Willingness To Pay More (WTPM) is accepted. This shows that the benefits of green products are expected to have a positive and significant effect on the desire to pay more for environmentally friendly green cosmetic products for the younger generation of consumers in Indonesia. Young consumers choose green cosmetics and beauty care products because they are considered healthier than cosmetics and beauty care products in general. The results from the use of green cosmetics and beauty care products are worth the price spent on such products. This fosters a good experience in the use of green cosmetics because it has guaranteed safety and has green benefits that consumers expect after scientific foundations. Young consumers in Indonesia also tend to buy green cosmetics and beauty care products because of their attractive color, fragrance, and texture. The results of the analysis of the influence of Green Perceived Quality (GPQ) on Willingness To Pay More (WTPM) have a t-value of (2.27) > 1.96 so that the fourth hypothesis regarding the influence of Green Perceived Quality (GPQ) on Willingness To Pay More (WTPM) is accepted. This shows that the quality of green products is expected to have a positive effect on the desire to pay more for environmentally friendly green cosmetic products for the younger generation of consumers in Indonesia.

Young consumers in Indonesia believe that green cosmetics have good quality standards so that they are reliable. The younger generation also tends to choose a green cosmetics and beauty care product based on the opinion of credible experts where the information can be easily obtained globally. If the younger generation of consumers has a positive experience with eco-friendly products, they will be willing to pay more for those products in the future. The experience of the younger generation in Indonesia in using eco-friendly cosmetics and beauty care products also motivates consumers to continue buying these products because they are considered to be of proven quality. Eco-friendly products generally tend to have higher quality than non-green products (Shen et al., 2019). According to Ferguson et al. (2009) and Mahesh (2013), consumers have confidence in the quality of environmentally friendly products, more associating the balance of quality and benefits with the product. The results of the analysis of the influence of Environmental Concern (EC) on Customer Participation (CP) have a t-value of (2.01) > 1.96 and the results of the analysis of the influence of Customer Participation (CP) on Willingness To Pay More (WTPM) have a t-value of (3.45) > 1.96 so that the fifth hypothesis regarding the influence of Environmental Concern (EC) on Willingness To Pay More (WTPM) mediated by Customer Participation (CP) is accepted.

Research shows that the younger generation in Indonesia has a desire to pay more for the purchase of eco-friendly green cosmetic products because it is influenced by large consumer participation in providing consumer reviews so that other consumers can simplify their decisions, gain confidence related to quality assurance and reduce risks, help self-expression, and offer friendship and fun. Young consumers tend to be happy to provide reviews and ratings about green cosmetic products and advertisements on online platforms such as e-commerce websites, social media, or discussion forums. Consumers want to participate because they are influenced by an attitude of concern for the environment. The results of this study are supported by research that consumers expressing the feasibility of green advertising causes a willingness to pay a premium price, trust in product quality, loyalty and confidence because it is considered less to cause losses (Haytko and Matulich, 2010). Consumers have a positive attitude driven by Green Word of mouth (GWOM) promotions have a higher level of intention to buy green products compared to consumers driven by Word of mouth (WOM) promotions tend to have less positive attitudes towards green products (Liao, 2020). Other customer recommendations are likely to encourage consumers to change their decision-making (Chin & Harizan, 2017).

Based on the analysis and discussion using SEM (Structural Equation Model) analysis, the following conclusions can be drawn: Environmental concern has a positive effect on the desire to pay more for environmentally friendly green cosmetic products in the younger generation of consumers in Indonesia. Where the majority of the young generation in Indonesia, which is a developing country, has known that the use of products that are not environmentally friendly can pollute the environment so that it is very dangerous for the ecosystem and health, so it is also a motivation behind the use of green cosmetics even though the price of the product is more expensive than non-green products. Eco-friendly products are positioned as investments that have better value for the environment and for yourself. The determination of Green Awareness of Price has a positive effect on the desire to pay more for environmentally friendly green cosmetic products in the younger generation of consumers in Indonesia. Cosmetics and green beauty care products are one of the luxury premium products in Indonesia for most young consumers so consumers tend to buy green cosmetics and beauty care

products only when there are sales promotions and discounts. Manufacturers are to set and offer green cosmetic products at premium prices because they are comparable to the quality or other advantages of the product, so the manufacturer must always communicate these points of excellence.

The Green Perceived Benefits (GPB) factor has the most positive influence on Willingness To Pay More on the purchase of green cosmetic products for the Millennial Generation and Generation Z in Indonesia where the majority of the young generation in Indonesia feel happy to buy cosmetic products if the product has green certification (eco-label) because consumers choose green cosmetics and beauty care products because they believe that the product is healthier than cosmetics and products beauty care in general. Green Perceived Quality (GPQ) has a positive influence on the Willingness To Pay More (WTPM) on the purchase of green cosmetic products for the Millennial Generation and Generation Z in Indonesia where the younger generation believes that green cosmetics have good quality standards so that they are reliable. Most young consumers choose a green cosmetics and beauty care product based on the opinion of credible experts and the experience of using eco-friendly cosmetics and beauty care products motivates them to continue buying and using the product. Customer Participation (CP) has a positive influence on Willingness To Pay More (WTPM). Research shows that young people in Indonesia are happy to provide reviews and ratings about green cosmetic products on online platforms such as e-commerce websites, social media, or discussion forums. The participation of the consumer involvement also attracts other young consumers in Indonesia to buy at a premium price because they don't need to spend a lot of time and energy in choosing and looking for green cosmetic products that suit my needs because of reviews on e-commerce. Sellers who actively provide product information produce two-way active interaction between sellers and buyers, thus providing space for consumers to participate. This form of contribution also makes it easier for consumers to choose products that suit their needs and tastes. That pleasure and satisfaction makes consumers have the willingness to pay more for the purchase of green cosmetic products in Indonesia.

## **VI. CONCLUSIONS**

The findings of this study contribute to a theoretical understanding that validates the influence of signal theory in the context of the desire to pay more for green cosmetic products by the younger generation in developing countries such as Indonesia, so that it can meet the gap that exists in the domain of the eco-gender gap where in previous research generally focused on female gender and generally the location of the research was carried out in developed countries. There is still a lack of consumer knowledge about environmentally friendly cosmetics in Indonesia. Most consumers have low knowledge about eco-friendly cosmetics. Therefore, the findings of this study are expected to contribute to developing insights for policymakers and practitioners to monitor and control the availability of green cosmetic products in the Indonesia market. Cosmetic manufacturers must avoid very high prices for environmentally friendly products so that they can compete with non-green products As for the strategic steps that can be implemented by cosmetic manufacturers in Indonesia, including normalizing the price of environmentally friendly cosmetic products compared to non-green cosmetic products, investing in finding new processes that lower production prices, making them lower than non-green companies, Develop new marketing strategies that contain clear signals about eco-friendly green cosmetic products so that consumers can clearly identify the products.

## **VII. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS**

This research is expected to be a reference for academics for further research. The study shows that there are other variables that also contribute to williness to pay more, so the researcher suggests the use of additional other variables according to the existing problem. This is done so that academics can see other significances and expand the reach of research and get more accurate research results. The use of a larger sample of respondents to produce better output. In collecting data using questionnaires, in addition to social media and online, it would be better if it was also done offline to consumers who came directly to green cosmetics outlets.

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