

## The Effect of Environmental Concern, Attitude, Green Brand Knowledge, Green Perceived Value on Green Purchase Behavior with Green Purchase Intention As A Mediating Variable on Green Beauty Products

Clarissa Vania<sup>1</sup>, Tommy Setiawan Ruslim<sup>1</sup>

<sup>1</sup>Universitas Tarumanagara, Indonesia

Email: [clarissa.115190240@stu.untar.ac.id](mailto:clarissa.115190240@stu.untar.ac.id) , [tommyr@fe.untar.ac.id](mailto:tommyr@fe.untar.ac.id).

### Abstract

As time goes by, the beauty industry continues to develop, such as the idea of sustainable beauty. Therefore, it is important for brands to increase consumer purchases in order to compete. The purpose of this study is to examine the effect of environmental concern, attitude, green brand knowledge, green perceived value on green purchase behavior with green purchase intention as a mediating variable on green beauty products. The sample in this study amounted to 236 respondents who were collected with purposive sampling technique to consumers of “TBS” products in Jakarta. Testing the research hypothesis was carried out using the PLS-SEM method. The results of this study indicate that environmental concern, attitude, green brand knowledge, green perceived value have a positive and significant influence on green purchase intention. Green purchase intention was found to have a positive and significant influence on green purchase behavior. In addition, green purchase intention can also positively and significantly mediate the influence between environmental concern and attitude towards green purchase behavior on green beauty products.

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## INTRODUCTION

Environmental pollution is one of the biggest problem in Indonesia. One of the main causes of this environmental pollution is due to the accumulation of plastic waste. According to data from the Central Statistics Agency 2021, Indonesia's plastic waste reaches 66 million tons per year, even Indonesia is declared as the second largest plastic waste producer in the world.

One of the largest contributors to plastic waste and environmental pollution materials in Indonesia and even in the world comes from the beauty industry. The beauty industry continues to experience development from year to year, even experiencing fairly stable growth even during the pandemic (Lawi, 2020). The beauty industry has an impact on producing environmental pollution, especially because there are microplastics in beauty products.

Minderoo Foundation mentioned that globally the beauty industry produces around more than 120 billion packaging annually, the majority of which cannot be recycled and causing environmental damage (Putri, 2022). Departing from these problems, many beauty brands decided to switch to the concept of sustainable beauty. This concept can be a solution to meet consumers' needs for beauty products without harming the surrounding environment. This has led to an increase in consumers who choose to use green beauty products instead of conventional (non-eco friendly) beauty products. This is also supported by Media Indonesia data, which is >73% of consumers choose to switch to products made from natural and environmentally friendly ingredients. In addition to the increasing consumers, environmentally friendly beauty products and brands have also increased. This has led to the competition between beauty brands in luring their consumers.

The demand and purchase intention for green beauty products has also been in the spotlight lately, as consumers have begun to realize and care about buying products that are safe for the environment (Chin et al., 2018). Therefore, beauty brands especially “TBS” must pay attention and increase purchase intention of their products so that they can survive in the competition. This research discusses several factors that can affect a person's purchase intention which can eventually lead to an actual purchase.

A person's purchase intention can be triggered from consumer assessment such as consumer concern for the environment (environmental concern) and also consumer attitudes towards environmentally friendly products (Al Mamun et al., 2020). Apart from the internal factors, namely the personal side of consumers, purchase intentions can also be caused by external factors such as green brand knowledge and the value or benefits provided by the product itself (green perceived value) (Yusiana et al., 2021).

### **Environmental Concern**

Environmental concern have become a widely discussed issue in recent years (Arisal & Atalar, 2016). According to Lee (2008), environmental concern refers to the degree of emotional involvement in environmental issues. Other than that, according to Franzen & Meyer (2010), environmental concern can be defined as the awareness or insight of the environment is threatened through resource overuse and pollution by humans. Environmental concern is said to be the main motivation to encourage consumption of environmentally friendly products (Yadav & Pathak, 2017).

Zameer & Yasmeen (2022) said that environmental concern paves the way to increase purchase intentions for environmentally friendly products. Paul et al. (2016) and Khaola & Mokhethi (2014) also stated that environmental concern has a positive and significant influence on purchase intention. Consumers who are aware and care about the importance of protecting the environment will trigger them to use products that do not damage the environment. So the higher the environmental concern, the higher the green purchase intention.

### **Attitude**

According to Chen & Chai (2010), attitude is perceived as a reflection of a person's likes or dislikes in responding to various environmental problems and how much he or she is willing to contribute to environmental sustainability. In addition, according to Klockner (2013), attitude is the entirety of beliefs about behavior that arise in certain situations. So it can be said that attitude reflects a good or bad judgment towards a particular object or situation.

Attitude is an important predictor of purchase intention for environmentally friendly products (Singhal & Malik, 2018). Kashi (2020) states that individuals who think that green products are good will have a positive attitude towards green products, so attitude has a positive and significant influence on green purchase intention (Maichum et al., 2016; Chin et al., 2018). In this case, it can be said that attitude plays as a key factor. The purchase of environmentally friendly products shows a person's positive attitude to preserve the environment. The more positive a person's attitude towards environmentally friendly products, the more purchase intention will increase.

### ***Green Brand Knowledge***

Green brand knowledge is how a company provides knowledge or the information about its product's uniqueness through the attributes of its brand and its benefits to the overall environment (Suki, 2016). When consumers have detailed information about products such as ingredients, packaging or promotion of a product, it will affect the decision-making process so as to create the intention to buy. According to Huang et al. (2014), green brand knowledge is defined as a green brand node in memory to which a variety of associations are linked to environmental commitments and environmental concerns.

A person's level of knowledge of environmentally friendly brands will affect consumer purchase intentions on green beauty products. Thoo et al. (2019) and Yusiana et al. (2021) also stated that information about environmentally friendly brands very important that can encourage green purchase intention, then green brand knowledge has a positive and significant influence on green purchase intention.

### ***Green Perceived Value***

Shaharudin et al. (2010) said that the values that exist in environmentally friendly products are important considerations for consumers in choosing products. Green perceived value is a consumer's overall appraisal of the net benefit of a product or service between what is received and what is given based on the consumer's environmental desires, sustainable expectations, and green needs (Chen & Chang, 2012). Besides that, according to Han (2021) green perceived value described as consumers' cognitive appraisal of the efficacy of an eco-friendly product/service based on his/her perception of what is obtained and what is sacrificed.

The value or benefits that consumers get from an environmentally friendly product act as a signal for them so that there is a purchase intention. Previous research has shown that green perceived value has a positive and significant influence on green purchase intention (Doszhanov & Ahmad, 2015; Chen &

Chang, 2012; Zhuang, Luo, & Riaz, 2021). The perceived value of using green products plays an important role. If the perceived value is low, then consumers are reluctant to buy a product.

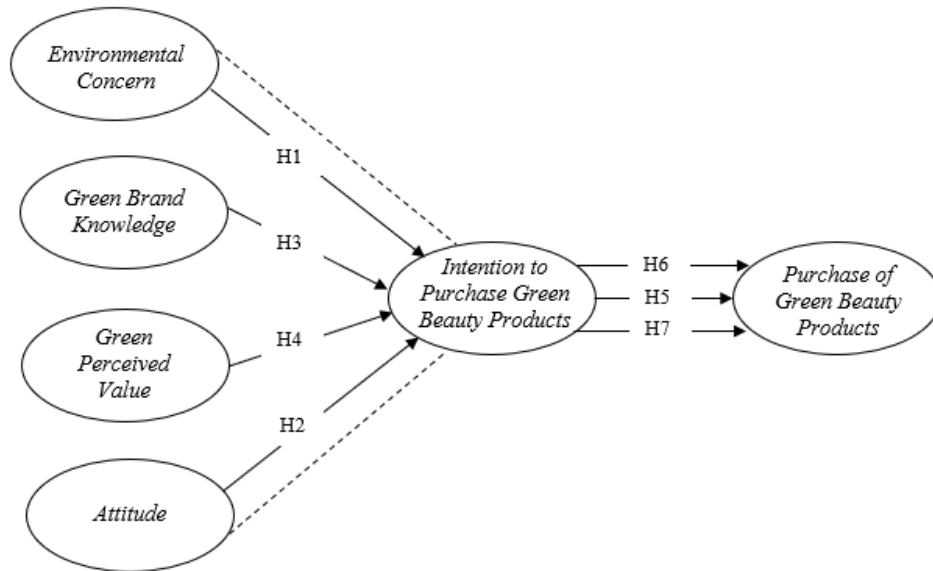
### ***Green Purchase Intention***

According to Ali & Ahmad (2012), green purchase intention is conceptualized as the probability and willingness of a person to give preference to products with eco-friendly features over other traditional products in their purchase considerations. Another definition according to Pan et al. (2021), green purchase intention defined as the likelihood that a consumer will buy a particular product to fulfill his or her environmental concerns. Purchase intention is said to be a key factor influencing purchase behavior (Monaño & Kasprzyk, 2015).

To create purchase behavior, it is necessary to first have a strong purchase intention. Furthermore, these purchase intentions can become actual purchases if the environmentally friendly products do have a positive effect, so the customers feel confident to buy the product. Green purchase behavior is strongly influenced by the green purchase intention that exists in consumers. Previous research has shown that green purchase intention has a positive and significant influence on green purchase behavior (Chaudhary & Bisai, 2018; Yadav & Pathak, 2017; Fontes et al., 2021). Green purchase intention can also mediate the influence of environmental concern and attitude on green purchase behavior (Saleki et al, 2019; Al Mamun et al., 2020; Ruslim et al., 2022).

### ***Green Purchase Behavior***

Green purchase behavior means the purchase of products that have minimum harm to the environment (Siddique, Saha, & Kasem, 2021). Meanwhile, according to Leonidou et al. (2010), green purchase behavior described as preference and use of products that are friendly to the environment and have been produced using ecological processes and material. Moreover, green purchase behavior refers to the purchase and consumption of a product that is advantageous for the environment, conservable and recyclable, or sensitive to environmental concerns (Mostafa, 2007). It can be concluded that green purchase behavior is buying and using products that are beneficial to the environment, can be recycled, and use environmentally friendly materials.



**Figure 1. Research Model**

## METHOD

This study uses a descriptive research design which aims to describe the characteristics of an object or event, with a time horizon in the form of cross sectional to collect data. The research strategy used in this study is survey research. The population in this study were all consumers of “TBS” products in Jakarta. Furthermore, the sample in this study was taken using a non-probability sampling method with purposive sampling technique, due to certain criteria or considerations in taking samples. In this study, the data collection process was carried out online, by distributing questionnaires using google form through several platforms or social media such as WhatsApp, LINE, Instagram, etc.

This study obtained data from 236 respondents who met the criteria of consumers who have bought and used “TBS” products, live in Jakarta, and are over 18 years old. Based on the data obtained, the majority of respondents in this study were women totaling 157 people (66.5%), aged 18-27 years totaling 187 people (79.2%), had the latest high school education totaling 145 people (61.4%), and were students totaling 156 people (66.1%). Data testing in this study was carried out using SmartPLS 3 software with the Partial Least Square - Structural Equation Modeling (PLS- SEM) method. The questionnaire in this study used 30 indicators consisting of 5 indicators for each variable studied.

## RESULTS AND DISCUSSION

### *Outer Model*

Outer model testing consists of validity and reliability analysis. Validity analysis aims to prove whether the measuring instrument used is suitable or valid in measuring a concept, while reliability is carried out to test how consistent the measuring instrument used in a study is.

### **Convergent Validity**

Convergent validity testing is considered valid if the AVE (average variance extracted) value has a value greater than 0.50 and the loading factor value is more than 0.50 (Hair et al., 2019) but ideally it is 0.70 or greater than 0.70. Table 1. shows that the analysis results of the Average Variance Extracted (AVE) value of each variable have a value of more than 0.5, which means that the AVE value has met the criteria and can be declared valid. Table 2. shows that the results of the loading factor analysis that measures each variable indicator have a value of more than 0.5, which means that each indicator has met the requirements or criteria for the standard loading factor value, and can be declared valid.

**Table 1. Average Variance Extracted (AVE)**

<b>Variable</b>	<b>Average Variance Extracted (AVE)</b>
Environmental Concern	0,698
Attitude	0,621
Green Brand Knowledge	0,633
Green Perceived Value	0,698
Green Purchase Intention	0,632
Green Purchase Behavior	0,652

**Table 2. Loading Factor**

	<b>EC</b>	<b>AT</b>	<b>GBK</b>	<b>GPV</b>	<b>GPI</b>	<b>GPB</b>
EC1	0,806					
EC2	0,810					
EC3	0,872					
EC4	0,851					
EC5	0,836					
AT1		0,728				
AT2		0,715				
AT3		0,831				
AT4		0,829				
AT5		0,829				
GBK1			0,787			
GBK2			0,797			
GBK3			0,782			
GBK4			0,803			
GBK5			0,810			
GPV1				0,830		
GPV2				0,855		
GPV3				0,821		
GPV4				0,812		
GPV5				0,857		
GPI1					0,770	
GPI2					0,786	
GPI3					0,834	
GPI4					0,775	
GPI5					0,807	
GPB1						0,740
GPB2						0,837
GPB3						0,811
GPB4						0,837
GPB5						0,810

**Discriminant Validity**

Discriminant validity testing is done by looking at the cross loadings value, namely the cross loadings value on each indicator must be greater than the cross loadings value of other indicators (Hair et al., 2014). Table 3 shows that the results of the cross loadings analysis have met the criteria and can be declared valid, because the cross loadings value on the indicators used in each variable has a value greater than the cross loadings value on other variables.

**Table 3. Cross Loadings**

	<b>EC</b>	<b>AT</b>	<b>SN</b>	<b>PBC</b>	<b>AV</b>	<b>GPI</b>	<b>GPB</b>
EC1	<b>0,769</b>	0,508	0,452	0,524	0,422	0,605	0,439
EC2	<b>0,806</b>	0,642	0,417	0,576	0,497	0,601	0,517
EC3	<b>0,650</b>	0,576	0,299	0,480	0,434	0,490	0,456
EC4	<b>0,778</b>	0,624	0,460	0,628	0,521	0,537	0,616
EC5	<b>0,715</b>	0,493	0,470	0,577	0,466	0,493	0,631
AT1	0,614	<b>0,805</b>	0,394	0,593	0,429	0,624	0,468
AT2	0,638	<b>0,665</b>	0,486	0,603	0,447	0,548	0,648
AT3	0,544	<b>0,676</b>	0,546	0,553	0,443	0,579	0,630
AT4	0,447	<b>0,694</b>	0,294	0,566	0,387	0,551	0,441
AT5	0,488	<b>0,736</b>	0,407	0,524	0,430	0,594	0,456
SN1	0,373	0,367	<b>0,690</b>	0,363	0,410	0,319	0,497
SN2	0,316	0,423	<b>0,734</b>	0,388	0,522	0,380	0,451
SN3	0,457	0,427	<b>0,769</b>	0,406	0,448	0,433	0,577
SN4	0,412	0,472	<b>0,824</b>	0,404	0,498	0,518	0,551
SN5	0,486	0,463	<b>0,642</b>	0,539	0,424	0,485	0,406
PBC1	0,546	0,509	0,481	<b>0,741</b>	0,557	0,522	0,583
PBC2	0,580	0,652	0,419	<b>0,768</b>	0,525	0,618	0,533
PBC3	0,532	0,617	0,370	<b>0,754</b>	0,466	0,574	0,512
PBC4	0,601	0,598	0,494	<b>0,773</b>	0,591	0,598	0,568
PBC5	0,584	0,630	0,449	<b>0,777</b>	0,571	0,631	0,620
AV1	0,534	0,536	0,546	0,589	<b>0,796</b>	0,522	0,649
AV2	0,608	0,486	0,589	0,606	<b>0,770</b>	0,560	0,628
AV3	0,255	0,373	0,329	0,437	<b>0,631</b>	0,323	0,398
AV4	0,418	0,420	0,320	0,508	<b>0,703</b>	0,420	0,362
AV5	0,427	0,374	0,480	0,472	<b>0,800</b>	0,465	0,458
GPI1	0,632	0,648	0,464	0,626	0,486	<b>0,797</b>	0,527
GPI2	0,455	0,557	0,369	0,534	0,432	<b>0,705</b>	0,533
GPI3	0,485	0,520	0,532	0,485	0,560	<b>0,645</b>	0,626
GPI4	0,606	0,573	0,424	0,598	0,349	<b>0,731</b>	0,541
GPI5	0,513	0,666	0,393	0,596	0,481	<b>0,786</b>	0,525
GPB1	0,537	0,529	0,582	0,581	0,641	0,559	<b>0,825</b>
GPB2	0,458	0,523	0,581	0,567	0,583	0,509	<b>0,755</b>
GPB3	0,652	0,626	0,481	0,604	0,461	0,677	<b>0,710</b>
GPB4	0,528	0,533	0,506	0,540	0,490	0,599	<b>0,773</b>
GPB5	0,498	0,588	0,444	0,523	0,479	0,490	<b>0,777</b>

**Reliability**

According to Sekaran and Bougie (2016), reliability aims to test how consistent the measuring instrument used in a study is. Reliability testing is done using cronbach's alpha and composite reliability. A variable is declared reliable if it has a cronbach's alpha and composite reliability value greater than 0.70 (Hair et al., 2019). Table 4 shows that the analysis results on cronbach's alpha and composite reliability have a value greater than 0.70 for each variable. This shows that all variables



used in this study can be declared reliable because they have met the existing criteria.

**Table 4. Cronbach’s Alpha and Composite Reliability**

Variabel	Cronbach’s Alpha	Composite Reliability
Environmental Concern	0,891	0,920
Attitude	0,846	0,891
Green Brand Knowledge	0,855	0,896
Green Perceived Value	0,891	0,920
Green Purchase Intention	0,855	0,896
Green Purchase Behavior	0,867	0,903

**Inner Model**

**R-square Test (R<sup>2</sup>)**

R-square test is carried out with the aim of knowing how much influence the independent variable has on the dependent variable. The higher the resulting R<sup>2</sup> value, the better a research model will be. The coefficient of determination (R<sup>2</sup>) value is divided into three, namely 0.75 (strong), 0.50 (medium) and 0.25 (weak).

**Table 5. R-square (R<sup>2</sup>)**

Variable	R-square	Description
Green Purchase Intention	0,715	Medium
Green Purchase Behavior	0,587	Medium

Table 5 shows that the R-square value is 0.715 or it can be interpreted that 71.5% of green purchase intention can be explained by environmental concern, attitude, green brand knowledge, and green perceived value. While the remaining 28.5% is explained by other variables that not examined in this study. and it can be concluded that in this study, green purchase intention has a medium level of influence. Then the R-square value is 0.587 or it means that 58.7% of green purchase behavior can be explained by green purchase intention. While the remaining 41.3% is explained by other variables not examined in this study. And it can be concluded that green purchase behavior also has a medium level of influence.

**Effect Size (f<sup>2</sup>)**

The f-square (f<sup>2</sup>) test is to determine the effect of independent variables on the dependent variable. Effect size (f<sup>2</sup>) is divided into three categories, f<sup>2</sup> is said to have a weak influence if the f<sup>2</sup> value is 0.02, has a medium influence if the f<sup>2</sup> value is 0.15, and has a strong influence if the f<sup>2</sup> value is 0.35 (Hair et al., 2014).

**Table 6. F-square ( $f^2$ )**

Variable	Green Purchase Intention	Green Purchase Behavior
Environmental Concern	0,033	
Attitude	0,035	
Green Brand Knowledge	0,043	
Green Perceived Value	0,127	
Green Purchase Intention		1,423

Table 6 shows that environmental concern, attitude, and green brand knowledge have a weak effect on green purchase intention because they have an  $f^2$  value of 0.033, 0.035, and 0.043. Meanwhile, green perceived value is stated to have a medium effect on green purchase intention because it has an  $f^2$  value of 0.127. Then, green purchase intention has a strong effect on green purchase behavior because it has an  $f^2$  value of 1.423.

### **Predictive Relevance ( $Q^2$ )**

The predictive relevance test ( $Q^2$ ) aims to analyze and measure how well the observation value and variable parameter estimates. The  $Q^2$  value can be said to be good if it has a value greater than 0, it indicates that the independent variable has predictive relevance to the dependent variable. Meanwhile, if the  $Q^2$  value is less than 0, then there is no predictive relevance (Hair et al., 2019).

**Table 7. Q-square ( $Q^2$ )**

Variable	Predictive Relevance ( $Q^2$ )
Green Purchase Intention	0,436
Green Purchase Behavior	0,376

Table 7 shows that green purchase intention and green purchase behavior both have a  $Q^2$  value greater than 0 ( $>0$ ), which is 0.436 and 0.376. Therefore, it can be concluded that in this study the relationship of each variable studied has good relevance and can predict the model that has been formed.

### **Hypothesis Testing**

Hypothesis testing consists of path coefficients and significance (p-value). Path coefficients are carried out to show the direction between variables. Path coefficients value ranges from -1 to +1, -1 indicates that the variables have a negative relationship and +1 indicates a positive relationship (Hair et al., 2014). P-value can be said to be significant if the value is smaller than 0.05 ( $<0.05$ ) (Hair et al., 2019).

**Table 8. Hypothesis Testing**

Hipotesis	Variable	Path Coef- ficients	p-value	Result
H1	Environmental Concern → Green Purchase Intention	0,159	0,030	Supported
H2	Attitude → Green Purchase Intention	0,187	0,022	Supported
H3	Green Brand Knowledge → Green Purchase Intention	0,187	0,004	Supported
H4	Green Perceived Value → Green Purchase Intention	0,393	0,000	Supported
H5	Green Purchase Intention → Green Purchase Behavior	0,766	0,000	Supported
H6	Environmental Concern → Green Purchase Intention → Green Purchase Behavior	0,122	0,033	Supported
H7	Attitude → Green Purchase Intention → Green Purchase Behavior	0,144	0,025	Supported

### Discussion

Based on the explanation that has been presented in table 8 regarding hypothesis testing, it was found that environmental concern has a positive and significant effect on green purchase intention with a path coefficient value of 0.159 and a p-value of 0.030 so that H1 is supported. This is also in line with the results of previous research conducted by Paul et al., 2016; Zameer & Yasmeen, 2022; Khaola et al., 2014. Environmental concern was found to increase green purchase intention triggered by awareness and knowledge of environmental conditions which encourage a person to want to contribute positively to the environment, by using green beauty products.

Furthermore, it was found that H2 was supported. Attitude has a positive and significant influence on green purchase intention with a path coefficient value of 0.187 and a p-value of 0.022. This is in line with previous research by Kashi, 2020; Maichum et al., 2016; Chin et al., 2018. A positive view of environmentally friendly products will encourage a person's purchase intention. Someone will feel that using green beauty products is good and trigger purchase intentions as a real contribution that shows a positive attitude to protect the environment.

Then, the results also state that green brand knowledge has a positive and significant effect on green purchase intention with a path coefficient value of 0.187 and a p-value of 0.004 so that H3 is supported. This is in line with previous research by Suki, 2016; Chin et al., 2019 and Yusiana et al., 2021. When consumers have sufficient knowledge about the uniqueness of the brand and the impact of using the product both on life and the environment, this will increase green purchase intention.

The results of testing the fourth hypothesis state that H4 is supported. Green perceived value has a positive and significant effect on green purchase intention with a path coefficient value of 0.393 and a

p-value of 0.000. These results are in line with previous research by Zhuang et al., 2021; Doszhanov & Ahmad, 2015; Chen & Chang, 2012. The benefits that consumers get from using green products are a very important factor that can influence purchase intentions. When consumers feel more benefits in environmentally friendly beauty products than conventional beauty products (non-eco friendly), green purchase intention will increase.

Then H5 is also supported, that green purchase intention has a positive and significant effect on green purchase behavior with a path coefficient value of 0.766 and a p-value of 0.000, in line with previous research according to Chaudhary & Bisai, 2018; Yadav & Pathak, 2017; Fontes et al., 2021. Actual purchases will occur if there is a strong desire and intention to make a purchase. Green purchase intention can turn into green purchase behavior when they believe that green beauty products can indeed have an impact or have a positive effect.

Furthermore, a mediation analysis is conducted which shows that environmental concern has a positive and significant effect on green purchase behavior mediated by green purchase intention and H6 is supported. And it is known that green purchase intention can fully mediate the influence between environmental concern on green purchase behavior. Finally, H7 which is known that attitude has a positive and significant effect on green purchase behavior which is mediated by green purchase intention and H7 is supported. Green purchase intention can fully mediate the influence between attitude on green purchase behavior. From the results, we know that environmental concern and attitude can have an influence on green purchasing behavior if there is a green purchase intention. This is in line with the results of previous research conducted by Al Mamun et al., 2020; Ruslim et al., 2022; Saleki et al., 2019.

## CONCLUSION

Based on the results of the research conducted and the discussion that has been explained, the conclusions of this study are as follows: **a)** Environmental concern has a positive and significant influence on purchase intention of “TBS” products in Jakarta. People with high environmental awareness and concern, will tend to buy and use green beauty products as proof of their real contribution in order to protecting the environment. Attitude has a positive and significant influence on purchase intention of “TBS” products in Jakarta. **b)** Consumers who have a good attitude towards the environment will also contribute well by buying green beauty products. This positive attitude will increase someone's purchase intention towards green beauty products. **c)** Green brand knowledge has a positive and significant influence on purchase intention of “TBS” products in Jakarta. The knowledge gained by consumers is able to change consumer behavior to be more insightful about green brand and the impact of the products, also develop consumer's awareness of environmental conservation, so that consumer intention to purchase green beauty products will also increase. **d)** Green perceived value has a positive and significant influence on purchase intention of “TBS” products in Jakarta. When consumers perceive the value or benefits

obtained in green beauty products to be higher than using non-eco friendly beauty products, consumer purchase intentions will increase. **e)** Green purchase intention has a positive and significant influence on purchase behavior of “TBS” products in Jakarta. This means, actual purchase of a green beauty product can occur due to a strong desire and intention to make a purchase. **f)** Environmental concern has a positive and significant influence on purchase behavior of “TBS” products which is mediated by green purchase intention. Environmental concern can increase green purchase intention, then encourage them to buy green beauty products. **g)** Attitude has a positive and significant influence on purchase behavior of “TBS” products which is mediated by green purchase intention. Someone’s positive attitude towards green beauty products can increase green purchase intention, and encourage them to make an actual purchase.

The researcher suggests that beauty companies especially “TBS” should develop more product types and also improve the quality, offer appropriate prices, spread information about the importance of protecting the environment in order to increase public awareness and promote “TBS” products as a solution in preserving the environment. Beauty companies can promote in the form of campaigns and consumer testimonials that green beauty products can provide more benefits than conventional beauty products (non-eco friendly). So that more consumers are interested in using green beauty products.

For future research, it is recommended to use other variables that are not used in this study. Such as green brand image, green awareness, and green advertising so that more complete information can be obtained. It is also recommended to be able to examine the influence of related variables on other green beauty brands, not only “TBS”. And it is recommended to expand the coverage area of respondents not only in the Jakarta, but also in other cities in Indonesia, or respondents who live in other countries. Also it is recommended to increase the number of samples even more, so that further research can get maximum and more accurate results with a wider range of respondents.

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