



Analysis of Environmentally Friendly and Local Cosmetic Product Purchase Behavior in Developing Countries: An Examination of Internal, Social, and External Factors

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Abstract. This study aims to analyze the factors that support the formation of green purchasing behavior, especially in local cosmetic products, through the mapping of three categories of motivating elements: internal factors, which are exemplified by the environmental attitude and personal value variables. External factors are represented by price supply and green product knowledge, while social factors are represented by the variables social support and green responsibility. In generating purchasing behavior for locally produced and ecologically friendly cosmetic items, the green purchase intention variable is also employed to mediate exogenous variables. The research target group consists of Indonesian customers who purchase locally made and eco-friendly cosmetics. A purposive sampling technique was used to produce a sample of 215 respondents. A descriptive and verification method utilizing path analysis is employed as the research methodology. The study's findings demonstrate that not all internal variables favor the development of local, environmentally friendly product purchase behavior. It is well known that green purchase intention is unaffected by environmental attitude. Social support is recognized to enhance the establishment of green purchase intention and behavior, however the social aspect of green responsibility has little effect on green purchase behavior. External variables such as price supply and product knowledge regarding local environmentally friendly products influence green purchase intention and behavior.

Keywords: External Factors, Green Purchase Behavior, Internal Factors, Local Green Cosmetics, Social Factors.

1 Introduction

The emergence of environmentally conscious consumer behavior, often known as green consumer behavior, has given researchers and marketers a new perspective on marketing [1] [2]. Media attention to natural phenomena is one factor contributing to the growing concern for the environment [3], raising consciousness of environmental problems

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R. Hurriyati et al. (eds.), *Proceedings of the 9th Global Conference on Business, Management and Entrepreneurship (GCBME 2024)*, Advances in Economics, Business and Management Research 342, https://doi.org/10.2991/978-94-6463-817-2_41

[4], the rise of initiatives spearheaded by influential organizations like non-governmental organizations [5], the presence of both international and national laws [6], and the impact of ecological disasters [4] can additionally boost the proportion of customers who are concerned about the environment. Customers are starting to consider the effects of their daily purchases on the environment and themselves [7].

The public's knowledge and excitement for buying locally produced goods have grown due to education on the Sustainable Development Goals (SDGs) and increased green shopping practices [8]. When customers are thoroughly aware of the effects of buying local goods, they recognize that their purchases affect society, the local economy, and the environment in addition to meeting their needs [9] [10]. Customers are becoming aware of the benefits of buying locally produced goods, which include lower carbon footprints [11] [12], less waste [13], support for the local economy [14] [15], encouragement of local product innovation and diversification [16]; and favorable social effects [17].

This study maps the factors into three categories of driving factors (internal, social, and external) according to Aprianti [18] to analyze the factors that influence the purchase of locally produced green products in the skincare and personal care categories. The three driving elements are examined to address the issue of attitude gaps and intentions that don't always translate into actual purchases—also known as green gaps. Internal factors are represented by exogenous variables of personal values and environmental attitudes [3] [5] [7], social factors are defined by social support and green responsibility variables [10], and external factors are represented by green product knowledge variables [1] and price supply [18]. Additionally, the green purchase intention variable mediates the independent variable in the consumer decision-making process to buy green products.

2 Methods

Descriptive and verification methods are used in this study. Although the precise number is unknown, the research's target group consists of customers in Indonesia who have used or are presently utilizing locally made, eco-friendly skincare and personal care products. Only 215 of the 327 respondents who provided accidental sampling feedback met the requirements. The research instrument was built in the form of a questionnaire with Personal value represented by 10 statement items: environmental attitude three statements [5] [3] [4]; social support seven statements; green responsibility three statements; green product knowledge three statements, price supply three statements [18] [16], green purchase intention three statements [8] [9] [12], green purchase behavior four statements [12] [9] [7]. The research model is shown in Figure 1.

All of the instrument's items have good validity according to validity and reliability tests conducted using item correlation. The reliability test uses the Cronbach Alpha test, and all variable findings are considered trustworthy. Two steps are involved in creating the equation model using the path analysis.

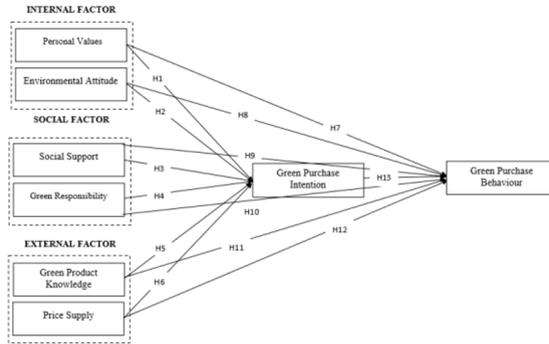


Fig. 1. Research model.

3 Results and Discussion

The majority of local and environmentally friendly skincare and personal care consumers in Indonesia have been using these products for more than a year, according to a study conducted on 215 consumers. These consumers make regular purchases of these products once or twice a month, allocating 10% of their income toward their purchases. Customers pick this product because it works well for their skin type, is reasonably priced, supports local and MSMEs, has natural components that don't create negative effects, and protects the environment. The demographic profile indicates that most respondents are women between the ages of 26 and 35, hold a bachelor's degree, and are employed by private companies earning between 0 and 5 million rupiah.

The descriptive study findings demonstrated that social support, price supply, environmental attitude, personal values, green purchase intention, and green purchasing behavior fell into the good category. Conversely, green product knowledge and reactivity fell into the outstanding category. Figure 2 displays the findings of the verification investigation that used path analysis.

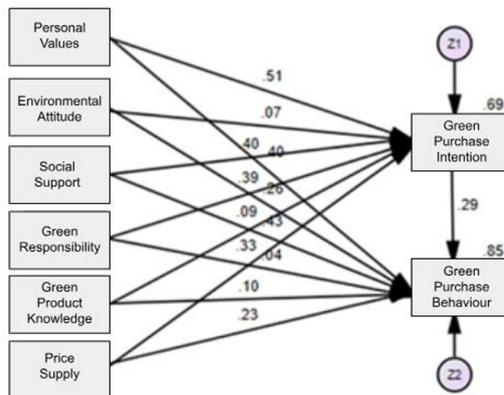


Fig. 2. Path analysis result.

The following are the test findings for the two steps of equation model formulation utilizing the path analysis approach:

$$\text{Green Purchase Intention} = 0,507 \text{ Personal Values} + 0,075 \text{ Environmental Attitude} + 0,399 \text{ Social Support} + 0,385 \text{ Green Responsibility} + 0,093 \text{ Green Product Knowledge} + 0,331 \text{ Price Supply} + e_1 \quad (1)$$

with a 68.8% overall influence.

$$\text{Green Purchase Behavior} = 0,395 \text{ Personal Values} + 0,259 \text{ Environmental Attitude} + 0,433 \text{ Social Support} + 0,038 \text{ Green Responsibility} + 0,101 \text{ Green Product Knowledge} + 0,229 \text{ Price Supply} + 0,291 \text{ Green Purchase Intention} + e_2 \quad (2)$$

with an 84.6% overall influence.

The most studied factors are internal, like environmental attitude (concern, values, perceived gravity of ecological problems). Values are ideas and beliefs that govern desired situations and subsequently shape conduct. Values influence behaviors and attitudes and aid in the differentiation of particular events, things, and circumstances for consumers. Values are crucial when forming opinions, attitudes, and actions about environmental challenges [8]. The personal value variable's hedonism dimension has a low score, indicating that using locally made and ecologically friendly skincare and personal care items is still not worth chasing pleasure and social recognition. This is believed to be due to the relatively low status of utilizing these products. Customers will choose to use environmentally friendly cosmetics manufactured overseas if they wish to feel satisfied with acknowledging their social surroundings. On the other hand, consumers who use locally made green cosmetics feel incredibly proud, safe, and at ease—aside from hedonistic incentives. The intention to purchase locally produced, eco-friendly skincare and personal care items is recognized to be unaffected by internal environmental attitude elements. Although consumers assert that they care more about environmental issues and will not support businesses that harm the environment, they do not actively participate in environmental sustainability initiatives, such as buying eco-friendly cosmetics; instead, they place a higher value on product performance to look better. Table 1 shows the summary of research results.

Green buying intention and behavior are known to be influenced by social factors, including social support, which is the focus of this study. Feelings of being taken care of, listened to, and assisted by others are created while using local green skincare products, and these sentiments are measured by all the characteristics that pertain to information, suggestions, opinions, advice, understanding, solicitude, and concern in good condition. This is because using locally produced green skincare and personal care products worries several communities. The study's findings demonstrated that while green responsibility impacts green buying intention, it could not influence green purchase behavior. If this variable is more substantial, it can directly affect how local consumers choose green skincare and personal care goods.

The study's findings demonstrate how external factors, such as price supply and product knowledge, can directly and indirectly impact consumers' intentions to make green purchases. Consumers' high information search intentions and their high need for

information about locally available green skincare and personal care products are indicated by the very good score for green product knowledge.

Table 1. Summary of result research.

Hypothesis	Path	Direct Effect	Indirect	Total Effect	P Value	Conclusion	Mediation Effect
1	Personal Values → Green Purchase Intention	0.507		0.507	0.001	Supported	
2	Environmental Attitude → Green Purchase Intention	0.075		0.075	0.051	Not-Supported	
3	Social Support → Green Purchase Intention	0.399		0.399	0.001	Supported	
4	Green Responsibility → Green Purchase Intention	0.385		0.385	0.001	Supported	
5	Green Product Knowledge → Green Purchase Intention	0.093		0.093	0.015	Supported	
6	Price Supply → Green Purchase Intention	0.331		0.331	0.001	Supported	
7	Personal Values → Green Purchase Behavior	0.395	0.158	0.553	0.001	Supported	Partial mediation
8	Environmental Attitude → Green Purchase Behavior	0.259	0.02	0.279	0.001	Supported	Partial mediation
9	Social Support → Green Purchase Behavior	0.433	0.116	0.549	0.001	Supported	Partial mediation
10	Green Responsibility → Green Purchase Behavior	0.038	0.075	0,113	0.242	Not-Supported	Full mediation
11	Green Product Knowledge → Green Purchase Behavior	0.101	0.125	0.226	0.001	Supported	Partial mediation
12	Price Supply → Green Purchase Behavior	0.229	0.012	0.241	0.001	Supported	Partial mediation
13	Green Purchase Intention → Green Purchase Behavior	0.291		0.291	0.001	Supported	

The study's findings also demonstrate the critical necessity for local green cosmetics goods to have labels and requirements. Customers must independently select the goods before purchasing because they lack official labeling and explicit specs. The study's

findings demonstrate that price supply can directly or indirectly affect consumers' intentions to make green purchases. The study's findings support those customers are prepared to spend more on locally produced, eco-friendly skincare and personal care products. Additionally, buyers are ready to pay for and support locally made and eco-friendly goods. Customers feel proud when they utilize eco-friendly and locally produced goods.

4 Conclusions

Environmental attitudes influence green purchase behavior, but green purchase intention cannot mitigate these effects. It is believed that consumers who tend to worry about environmental balance but do not take significant action are not interested in buying locally made and ecologically friendly cosmetics. Customers will make purchases immediately if they have advanced to the point where they act seriously. Social variables might influence the development of local green cosmetics product purchase behavior. In particular, green responsibility can only impact green purchase behavior when mediated by green purchase intention. In contrast, social support can, directly and indirectly, influence the creation of shopping behavior for locally produced green cosmetics. This study has several limitations. First, the use of purposive sampling limits the generalizability of the findings. The sample only includes Indonesian consumers who use locally produced eco-friendly cosmetics, which may not represent the broader population. Second, the study relies on self-reported data, possibly subject to social desirability bias. Third, the cross-sectional design does not capture changes in consumer behavior over.

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