Framework for Green Purchase Intention Based on Brand and Trust

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Abstract. The global cosmetics industry is shifting towards environmentally friendly products, driven by growing public awareness of the environmental and health impacts of conventional cosmetics. This trend is also evident in Indonesia's local eco-friendly cosmetics sector. This study aims to explore consumers' purchase intentions toward these products and identify the factors influencing such intentions. The research proposes a conceptual framework examining the roles of Green Brand Positioning (GBP), Green Customer Value (GCV), Attitudes Towards Green Brands (ATGB), and Green Trust (GT). It suggests that GBP and GCV directly influence purchase intentions, both directly and indirectly through their effects on ATGB. Additionally, GT is proposed to mediate the correlations between GBP, GCV, and purchase intentions. Data collection is ongoing, with a sample of approximately 350 respondents from diverse regions in Indonesia. Descriptive analysis, validity and reliability tests, exploratory factor analysis, and multiple regression will be conducted upon data completion. The anticipated results are expected to confirm the proposed relationships within the framework, offering valuable insights into the role of green brand positioning and consumer trust in shaping purchase intentions. This study's findings could assist Indonesian eco-friendly cosmetics companies in refining marketing strategies, focusing on consumer value propositions, trust-building, and effective brand positioning. Future research could explore factors such as price sensitivity and brand im-age, validate the framework through empirical testing, and examine the influence of social media in shaping consumer viewpoints of green brands.
Keywords: Green Brand Positioning, Green Customer Value, Attitude Toward Green Brand, Green Trust, Green Purchase Intention, Eco-Friendly Cosmetics.

1 Introduction

The global cosmetics industry is experiencing a period of intense change as public awareness of the environmental and health impacts of conventional cosmetic products increases. This has encouraged the emergence of an environmentally friendly cosmetics trend that prioritizes the use of natural ingredients, sustainable production processes, and environmentally friendly packaging. This trend is not only observed in developed countries, but also in Indonesia, where the local cosmetics industry has experienced rapid growth in recent years [1]. However, there is limited research on the factors that specifically influence consumers' purchase intentions for

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environmentally friendly cosmetics in Indonesia, particularly in terms of attitudes toward the brand, perceived trust, and environmental consciousness. Green Brand Positioning (GBP) emphasizes the benefits derived from a product or service designed to protect the environment, which directly influences purchase intention. The effective positioning of green brands is the key to achieving a competitive market advantage and shaping consumer behavior [2], [3], [4], [5]. Consumers' perceptions of a brand's environmental responsibility impact their purchasing decisions [2], [3].

Natural cosmetics are free of artificial additives and chemicals and are composed of materials obtained from natural sources. Products sold online in this category include makeup, skincare, haircare, and personal care items. With e-commerce platforms, customers can easily browse and buy natural cosmetics from a variety of brands and shops, making it a practical and affordable choice for anyone looking for natural and organic beauty goods [6]. The role of eCommerce platforms in shaping consumers' purchase intentions for environmentally friendly cosmetics remains underexplored, and how these platforms influence consumer behavior in the Indonesian context has not been sufficiently studied. Attitude Toward Green Brand (ATGB) is essential in shaping consumer behavior. Customers who perceive a brand as environmentally responsible are more inclined to form favorable opinions of the brand, leading to higher purchase intentions. Positive attitudes increase consumers' willingness to embrace eco-friendly items and influence their decision-making process [7], [8], [9].

The development of environmentally friendly cosmetics in Indonesia is driven by several main factors. First, raising public consciousness regarding the detrimental effects of traditional cosmetics on both the environment and human well-being. Many conventional cosmetic products contain dangerous chemicals that can pollute the environment and harm human health. This encourages consumers to look for more environmentally friendly and safer alternatives. Second, an increasing trend of healthy lifestyles and awareness of self-care among Indonesian people. This trend is driving demand for sustainable cosmetics with added benefits for the skin and body. Eco-friendly cosmetics often contain natural ingredients known for their healthy and healing properties [10], [11]. There is a lack of comprehensive research on how these factors, such as lifestyle trends and environmental concerns, directly influence consumer decision-making in the Indonesian market. Green Customer Value (GCV) is another important factor influencing consumer purchase decisions. The perceived value of a product that is eco-friendly, coupled with its utility for personal health and well-being, can motivate consumers to prioritize green cosmetics over conditional alternatives [12], [13], [14], [15]. Third, increasing support from governments and non-profit organizations to promote sustainable business practices in the cosmetics industry. This support includes various education, training, and funding programs to help local cosmetics companies adopt environmentally friendly practices [16]. However, the impact of governmental policies and non-profit organizations' support on consumer purchase intentions for green cosmetics has not been sufficiently explored in existing literature. Green Trust (GT), defined as the confidence consumers have in a brand's environmental claims and its ability to deliver on those promises, plays a significant role in shaping purchasing decisions. Trust reduces the perceived risk and increases the likelihood of consumers choosing a green product over conventional alternatives [17], [18], [19], [20], [21].

The Coordinating Ministry for Economic Affairs of the Republic of Indonesia highlights a flourishing trend of local cosmetics companies embracing eco-friendly practices. These companies are utilizing innovative approaches to create products that benefit both the environment and

consumers. This might involve using locally sourced, sustainably grown ingredients or implementing recycled and biodegradable packaging. The development of this eco-friendly cosmetics industry in Indonesia presents significant opportunities for economic growth, improved public health, and environmental conservation. Despite the growth of the green cosmetics sector in Indonesia, research on how these eco-friendly practices adopted by local producers influence consumer trust and purchasing decisions remains limited. As the industry matures, environmentally friendly cosmetics are expected to become the preferred choice for Indonesian consumers, paving the way for a more sustainable and responsible future for the cosmetics industry [22]. Environmentally friendly cosmetic products play a crucial role in economic growth and environmental sustainability. However, marketers face challenges in convincing the target market to consume these green cosmetic products. A limited understanding of the specific factors shaping consumers' purchase intentions hinders the development of effective marketing strategies for green cosmetic products in Indonesia. Purchase intentions cannot be fully understood unless the formulation of these intentions is thoroughly explored. Therefore, there is a need for research to investigate how factors such as brand trust, consumer attitudes toward sustainability, and environmental concerns contribute to shaping purchase intentions for environmentally friendly cosmetics in the local context. Despite existing trends and market growth, the specific role of e-commerce and the impact of governmental policies on consumer purchase decisions remain underexplored [13], [23], [24], [25], [26].

These environmentally friendly cosmetic products are necessary for economic growth and environmental sustainability, but there are challenges faced by marketers in convincing the target market to use these green cosmetic products. This research will provide a framework regarding determinants of intention to purchase from the local environmentally friendly cosmetics industry in Indonesia for the policies of environmentally friendly cosmetics makers and producers. By addressing this gap, the study aims to provide actionable insights for marketers and policymakers to enhance the adoption of sustainable practices in the cosmetics industry [27], [28], [29].

This study applies the Theory of Planned Behavior (TPB) to examine consumer decision-making regarding eco-friendly cosmetics. TPB posits that behavior is shaped by attitudes, subjective norms, and perceived behavioral control, which influence purchase intentions [30]. In this context, factors such as attitudes toward green brands, consumer trust, and environmental awareness impact green purchase intentions (GPI) and interact with brand positioning and value [31]. Theoretically, the research extends TPB by applying it to Indonesia's green consumer behavior in cosmetics and contributes to Green Consumer Behavior Theory by offering insights into how sustainability perceptions affect consumer decisions [32]. Practically, the study provides direction for marketers to develop strategies in green brand positioning, trust-building, and eco-friendly communication [33]. It also offers recommendations for cosmetic companies to align products with consumers' environmental values, increasing market share. Policymakers can use these findings to support sustainable consumption and eco-friendly business practices [34]. This research integrates theoretical insights with practical applications, offering valuable guidance for promoting sustainable consumption and enhancing marketing strategies in the cosmetics industry. The TPB and Green Consumer Behavior Theory are crucial for understanding the role of environmental factors, attitudes, and trust in green purchase intentions.

2 Methods

This study aims to investigate how green customer value, green purchase intention, green trust as a moderator, and attitude towards green brands as a mediator all relate to each other. The conceptual framework is shown in Figure 1 below.

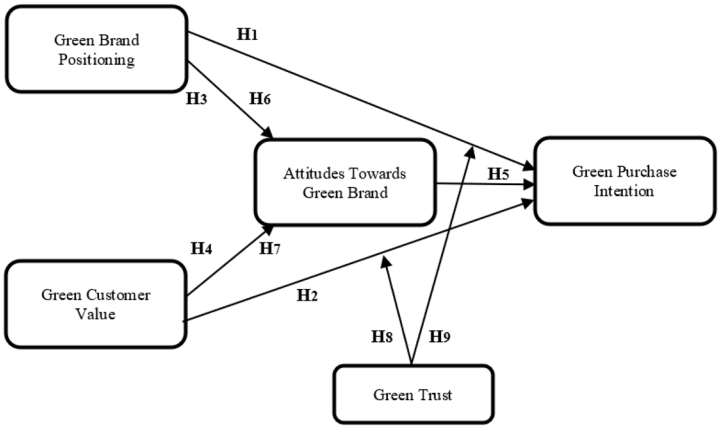

Figure 1. Conceptual Framework

Environmentally friendly products are more likely to be purchased by conscientious consumers. Strong brand positioning leads to higher purchase intentions for green brands because consumers already have some awareness about the environment and have favorable experiences with eco-friendly shopping behavior [35], [36]. Prior research has established a robust correlation between the intention to acquire green products and green brand positioning [29], [37]. To expand and meet their goals, businesses need to focus on developing their green brands. According to several studies [29], [36], GBP mostly drives consumers to raise their GPI. Based on these results, the proposition is suggested below:

Proposition 1 (P1): Green Brand Positioning will positively influence Green Purchase Intention

A green consumer, characterized by their preference for environmentally friendly and recyclable products, actively seeks out sustainable options [14]. The foundation of a consumer's decision is their perception of the items' values, which serves as a signal for their purchase intention [15]. Consumer perception of a product's value is linked to its perceived value. A crucial element of customers' actual green shopping behavior is their intention to make green purchases. It shows that people only purchase a thing when they feel it is necessary, enticing, and beneficial [42]. Several studies have found that customers' perceptions of green value are the only significant factor influencing their purchasing decisions. Considering this, the following proposition is recommended:

Proposition 2 (P2): Green Customer Value will positively influence Green Purchase Intention

This immediate benefit of green brand positioning was found to be favorable, the study of the relationship between green brand positioning and brand sentiments. The attitude that customers have toward a brand is favorably correlated with their care for the environment [29], primarily when they perceive that organizational activities are in line with the positioning of green brands [46]. Consumer environmentalism and their perceptions of green brands are positively correlated. Through marketing communications, it is possible to establish positive customer attitudes that will support the green brand strategy and ultimately influence consumer behavior. It demonstrates that GBP had a favorable effect on ATGB consumers. This leads to the following proposition being proposed:

Proposition 3 (P3): Green Brand Positioning will positively influence Attitudes Towards Green Brand

Numerous academics have examined and demonstrated the correlations between customer perceived value and green purchase intention [13]. The perceived value of the client may influence attitude. When referring to the green market, "green perceived value" refers to the advantages that customers receive to meet their expectations for sustainability and environmental issues. Previous studies indicate that human values serve as our compass when performing and rendering decisions. These choices frequently require weighing competing interests, such as one's gain against the welfare of others. Notably, pro-environmental behavior and decision-making require environmental awareness. This suggests that forecasting someone's pro-environmental decisions requires knowing their value system and degree of environmental knowledge. This leads to the following proposal being made:

Proposition 4 (P4): Green Customer Value will positively influence Attitudes Towards Green Brand

Attitude toward a behavior, a core factor influencing one's intention as defined by the Theory of Planned Behavior, is the degree to which an individual regards the activity in issue as favorable or undesirable and other studies on green marketing have demonstrated that customers' attitudes toward eco-friendly behavior have a major impact on their environmental knowledge and intention to purchase green products. Customers' attitudes and intentions to purchase green products are shaped by feelings and a favorable perception, which are the primary consequences. Citing its green brands and depending largely on green brand positioning, consumers who have positive feelings about environmentally friendly products are more likely to buy them [37]. Furthermore, customers are more likely to acquire a brand if they have a positive attitude towards it. In line with previous research, this study also suggests that:

Proposition 5 (P5): Attitudes Towards Green Brand will positively influence Green Purchase Intention

Customers' perceptions of environmentally friendly behavior will impact their environmental awareness and propensity to buy eco-friendly goods. It demonstrates that consumers' decisions to buy environmentally friendly goods will be significantly influenced by their perceptions of green companies and products. Furthermore, a few researchers study ATGB, GPI, and GBP and there was a direct relationship between these variables—that is, GBP influenced ATGB, and ATGB influenced GPI. In the discussion above, there was a direct association between GCV and GPI, and GCV and ATGB. Existing literature suggests the good effects of GCV on GPI, and the proposition is suggested below:

Proposition 6 (P6): GBP and GPI are mediated by Attitudes Toward Green Brands.

Proposition 7 (P7): GCV and GPI are mediated by Attitudes Toward Green Brands.

GBP and GPI as well as GCV and GPI are moderated by green trust. In the context of green consumption, the concept of "green trust," is defined as an expectation and belief in eco-friendly products as well as the development of a tendency to depend on them because of their energy and environmentally saving qualities [21]. Numerous studies have demonstrated that trust may manage the correlations between buyers and sellers and draw in more brand-loyal clients [17]. When it comes to green trust, consumers' desire to trust green products is determined by their expectations or ideas about how well they would perform in terms of the environment and health [13], which influences their intentions to make green purchases. Green trust has been found to act as a moderator in prior studies on the link between GCV and GPI, and consequently GBP and GPI. The following proposition is recommended:

Proposition 8 (P8): GCV and GPI are moderated by Green Trust.

Proposition 9 (P9): GBP and GPI are moderated by Green Trust.

This study used a quantitative approach with a research framework to examine the influence of certain factors (such as green brand positioning, trust in green brands, and consumer attitudes towards sustainability) on green purchase intentions among local cosmetic consumers in Indonesia. This study focuses on collecting data from consumers to gain insight into the factors that influence their decisions in purchasing environmentally friendly cosmetic products.

The population in this study consists of consumers of local, environmentally friendly cosmetics in Indonesia. A simple random sampling method was used to select approximately 350 respondents from various regions, ensuring diversity in demographics such as gender, age, and location.

Data collection was carried out using an online questionnaire designed to gather quantitative data on consumers' attitudes toward green brands, brand trust, and green purchase intentions. The questionnaire was distributed via a digital survey platform, enabling efficient and wide-reaching distribution to consumers across Indonesia.

Since data processing has not yet conducted, this chapter outlines the planned analysis. Upon completion of data collection, descriptive analysis will be conducted to describe respondent demographics, such as age, gender, and geographic location, along with the distribution of responses for each variable. Additionally, validity and reliability tests will be performed, with Cronbach's Alpha used to assess the internal consistency of the instrument, ensuring accurate measurement of the intended variables. Exploratory factor analysis will be employed to identify the key dimensions influencing green purchase intention, determining whether the measured variables are correlated with a broader set of factors. To examine the influence of Green Brand Positioning (GBP), Green Customer Value (GCV), Green Brand Trust (GT), and Attitude towards Green Brand (ATGB) on Green Purchase Intention (GPI), multiple linear regression will be used. Finally, classical assumption tests for multicollinearity, heteroscedasticity, and normality will be performed to validate the regression model. Data will be collected in two stages: first, with an online questionnaire distributed through social media and email to reach local cosmetic consumers in Indonesia, and second, after the data is collected, the data will be processed using statistical software such as SPSS or SmartPLS.

3 Result and Discussion

Currently, data collection for this study is still ongoing. An online questionnaire is being distributed to local cosmetic consumers in Indonesia to gather insights on their attitudes towards green brands, green trusts, and green purchase intentions. The target sample consists of approximately 350 respondents, selected from various regions in Indonesia, ensuring diversity in terms of age, gender, and geographic location.

Upon completion of the data collection process, descriptive statistical methods will be employed to analyze the data to characterize the demographic profile of the respondents and the distribution of responses for each variable in the questionnaire. Additionally, validity and reliability tests will be performed to confirm that the measurement instruments effectively capture the intended variables. To identify the underlying dimensions influencing green purchase intentions, exploratory factor analysis will be employed. Furthermore, multiple linear regression analysis will be used to examine the impact of green brand positioning, green customer value, trust in green brands, and attitudes towards green brands on green purchase intentions.

In addition, classical assumption tests for multicollinearity, heteroscedasticity, and normality will be carried out to validate the proposed regression model and ensure the robustness of the findings.

Since data and analysis have not been conducted, the discussion at this stage is more projective and expectant. Based on the research framework and hypotheses proposed, it is expected that the results of this study can provide clear insights into the influence of Green Brand Position

(GBP) on Green Purchase Intention (GPI). Several previous studies have shown a significant relationship between green brand position and consumers' green purchase intention [35], [36], which indicated that consumers who are aware of sustainability and have had positive experiences with eco-friendly products are more inclined to buy them.

In addition, it is expected that Green Customer Value (GCV) and Attitude towards Green Brand (ATGB) will also show a positive influence on green purchase intention, in line with previous findings showing that green value perception is a major factor in consumer purchasing decisions. Although the influence of GBP on ATGB is also expected to be significant, the final results will confirm this relationship and contribute to the development of more effective green brand marketing strategies.

Meanwhile, Green Trust (GT) is expected to function as a moderator that strengthens the relationship between other variables, as has been proven by previous studies [17]. In this case, the results of the regression analysis conducted after data collection will provide further insight into the role of GT in moderating the relationship between GBP, GCV, and GPI. By using a framework research approach, the results of this study are expected to not only provide empirical evidence on the influence of various factors on green purchase intention but also provide insight into how local cosmetic brands can leverage green brand positioning and trust to increase green purchase intention in the Indonesian market.

4 Conclusion

The Indonesian eco-friendly cosmetics market has grown because of people's increased awareness of environmental issues. The purpose of this study is to find out what factors affect consumers' willingness to buy these environmentally friendly cosmetics. The linkages between green customer value (GCV), attitudes toward green brands (ATGB), green trust (GT), and green purchasing intention (GPI) are all examined under the suggested framework. The propositions suggest that:

- GBP and GCV directly influence GPI.
- GBP and GCV also indirectly influence GPI through ATGB as a mediating variable.
- Green trust moderates the relationships between GCV and GPI, as well as between GBP and GPI.

This framework provides valuable insights for marketers in the eco-friendly cosmetics industry. Companies may create efficient plans to market their green products and promote sustainable consumption by knowing the elements that influence consumer buying intentions.

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