



Investigation of Green Beauty Product, Sustainable Cosmetics and Customer Behavioral Model: Customer Loyalty as an Outcome– A Conceptual Analysis

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Abstract The development of consumer awareness of environmental and sustainability issues has encouraged the increasing demand for environmentally friendly beauty products (Green Beauty Products). However, the formation of consumer loyalty to sustainable products is not always consistent due to skepticism of green claims, the phenomenon of greenwashing, as well as psychological factors such as trust, brand authenticity, and emotional attachment. On the other hand, the growth of the sustainable cosmetics market has also shaped consumer behavior patterns that increasingly consider ethical, social, and ecological values in the decision-making process. This research aims to conduct a conceptual analysis of the relationship between green beauty products, sustainable cosmetics market, customer behavioral model, and customer loyalty by referring to the Theory of Planned Behavior (TPB) as the main theoretical framework. This study uses a conceptual approach through the integration of the literature to map the relationships between constructs and identify research gaps. The results of the analysis show that green beauty products and the sustainable cosmetics market have the potential to influence consumer loyalty directly or indirectly through the formation of consumer behavioral models that include attitudes, subjective norms, and perceptions of behavioral control. In addition, consumer psychological aspects such as trust, brand authenticity, and green brand love reinforce the effect of sustainability on loyalty. This study offers a theoretical contribution by linking the four variables simultaneously in the context of the sustainable cosmetics market in Indonesia, especially Yogyakarta, and provides a basis for further empirical research in testing the proposed conceptual model.

Keywords Green Beauty Product, Sustainable Cosmetics Market, Customer Behavioral Model, Customer Loyalty, Theory of Planned Behavior, Sustainable Marketing.

1 Introduction

The phenomenon that is developing today shows that consumer awareness of environmental and sustainability issues is increasing, especially in the beauty industry. Eco-friendly beauty products (Green Beauty Product) is starting to be in demand because it is considered not only to provide aesthetic benefits, but also to support natural sustainability through the use of natural materials, eco-friendly packaging, and ethical production processes. This change is in line with a global trend where consumers are becoming more selective about the products they consume, with an emphasis on the social and environmental responsibility aspects of the companies that produce the goods [1].

On the other hand, the dynamics of the cosmetics market are sustainable (Sustainable cosmetics market) has also experienced significant growth in line with the increasing preference of consumers who care about social and ecological impacts. This condition forms a model of consumer behavior (Customer behavioral model) new, where purchasing decisions are based not only on quality and price, but also on the value of sustainability, ethics and corporate social responsibility. Ultimately, these behavioural changes contribute to the creation of consumer loyalty (Customer loyalty), because consumers tend to be more loyal to brands that are able to present sustainability values and are in line with the principles of the green lifestyle they embrace.

Although this trend is growing rapidly, the problem that arises is that not all products Green Beauty able to generate strong consumer loyalty. This is due to consumer skepticism

of the sustainability claims made by brands, a phenomenon known as Greenwashing [2]. Consumers are becoming more critical in assessing whether a product is truly environmentally friendly or just a marketing strategy. In addition, consumer loyalty in the sustainable cosmetics market is not solely determined by the characteristics of the product, but also by psychological factors such as Trust, Brand Authenticity and Green Brand Love, which plays a role in creating an emotional attachment to the brand [3]. This problem is even more complex when the local context, such as in Indonesia, shows differences in consumption culture compared to the global market. Consumers in Indonesia, especially in Yogyakarta, have unique behavioral dynamics that are influenced by cultural values, religiosity, and simple lifestyle tendencies, so it is necessary to study more deeply to understand the factors that affect loyalty to green beauty products [2].

As a solution, previous research emphasized the importance of a sustainable marketing strategy that not only prioritizes product excellence, but also emphasizes the psychological dimension of consumers. [1] mentioned that a consumer behavior-based approach is crucial in building Brand Loyalty in the green cosmetics sector. Next [2] emphasized that strategies that touch the emotional aspects of consumers such as Green Brand Love, and strengthen Brand Authenticity Through transparent and consistent communication, it has been proven to be able to increase consumer loyalty to sustainable products. This is in line with the findings [3] which states that Brand Loyalty Not only arises from the quality of green products, but also because of consumer trust in brands that are considered authentic and consistent with their sustainability claims. Thus, research that explores the relationship between Green Beauty Product, Customer behavioral model and Customer loyalty is very important, especially in the context of the sustainable cosmetics market in Indonesia.

However, there are still Research gap that needs to be bridged. Gap lies in the relationship between Green Beauty Product and Customer loyalty, which shows insignificant results [4]. Several studies have found that green beauty products have a positive influence on customer loyalty as well as repurchase decisions, with Brand Loyalty as an important mediator [3]. However, other studies have highlighted that emotional factors such as Green Brand Love as well as cognitive factors such as Brand Authenticity and Trust rather, it plays a stronger role in mediating the relationship [2]. The emerging indications are that simply relying on the characteristics of an eco-friendly product is not enough to form sustainable loyalty. Most studies recommend that green product marketing strategies touch more on the emotional and psychological dimensions of consumers, so that the bonds formed become deeper and more durable. In the literature, most of the research on Sustainable Marketing and Brand Loyalty in the cosmetics sector still focuses on the global and national contexts, without comprehensively exploring the dynamics of the local market in Indonesia, especially Yogyakarta. In fact, the literature that examines the relationship between consumer behavior models and green beauty products in the context of Indonesian consumer culture is still very limited [1], [2]. Therefore, this study seeks to fill the literature gap while making an empirical contribution in understanding consumer loyalty in the sustainable cosmetics market of Yogyakarta.

In a theoretical framework, this research is based on Theory of Planned Behavior [5] which explains that consumer behavior is determined by intentions formed from attitudes, subjective norms, and perceptions of behavior control. This theory is relevant to be used to explain how consumers decide to buy green beauty products, as their choices are influenced not only by personal preferences, but also by sustainability values and evolving social norms. By integrating consumer behavior models in this theory, research can more

comprehensively explain how Green Beauty Product and Sustainable cosmetics market affect consumer loyalty.

In terms of novelty, this research provides novelty through three main aspects. First, this study connects green beauty products, sustainable cosmetics market, and customer behavioral models simultaneously in explaining consumer loyalty in the sustainable cosmetics sector. Second, the research was conducted in the context of the local market of Yogyakarta, which has unique consumption cultural characteristics and has not been widely explored in the literature. Third, this study emphasizes the importance of consumer psychological aspects such as trust, authenticity, and emotional attachment in strengthening the relationship between green products and consumer loyalty, which was previously more often studied in the context of the global market.

2 Literature Review

2.1. Green Beauty Product

Green beauty products are beauty products designed to minimize negative impacts on the environment and human health risks throughout their life cycle, from raw materials, production processes, packaging, distribution, to the stages of use and final disposal [11]. Increasing consumer awareness of health and environmental issues has proven to be an important factor in shaping attitudes and purchase intentions towards environmentally friendly cosmetics, including in Indonesia [12].

In the perspective of the Theory of Planned Behavior, the characteristics of green products play a role in shaping attitudes and perceived behavioral control. Studies in Vietnam show that perceived quality, environmental concern, and social norms significantly influence the purchase intention of green cosmetics [13]. Safe (non-toxic) formulation aspects, ingredient transparency, and certification are the main indicators that increase consumer confidence.

In addition, the dimensions of the sustainable supply chain and eco-friendly packaging design are increasingly becoming a major concern. The use of recyclable or biodegradable packaging materials and the reduction of excess packaging are important operational indicators in assessing green beauty products [14]. In terms of marketing, elements of green marketing mix, green trust, and green knowledge have been proven to strengthen consumer attitudes and encourage repurchase intentions through attitude mediation mechanisms [15]. Recent research based on extended TPB also confirms the role of green brand image, green satisfaction, and social factors in shaping sustainable cosmetic purchasing intentions [16].

2.2. Sustainable Cosmetics Market

The sustainable cosmetics market refers to the beauty industry segment that integrates environmental and social aspects in products, production processes, and brand communication, including the use of eco-friendly materials, sustainable packaging, and ethical business practices [17]. Increased environmental awareness, health concerns, and pro-environmental social norms are driving the continued growth of cosmetics demand, especially in developing countries [13].

Global trends show that cosmetics companies are increasingly adopting sustainability strategies, such as reducing single-use plastics and using plant-based active ingredients. However, this market also faces structural challenges, including greenwashing practices, differences in regulations between countries, and limited life cycle assessment and certification data [14]. In the Indonesian context, the brand's social and environmental commitment is the main consideration of consumers in choosing skincare products, which

shows that sustainable market dynamics also shape subjective norms and consumer expectations [18].

2.3. Customer Behavioral Model

Consumer behavior models describe the decision-making process from the identification of needs to post-purchase behavior. In the context of sustainable consumption, this model needs to be expanded to include environmental, social, and ethical dimensions [19]. Many studies integrate Theory of Planned Behavior, Value–Belief–Norm Theory, and Social Cognitive Theory to explain green consumption behavior more comprehensively.

Research shows that positive attitudes towards sustainable products, supportive subjective norms, and a high perception of behavioral control consistently increase purchase intent for green products [20]. In addition, variables such as green trust, environmental knowledge, and perception of green benefits play an important role as mediators in the relationship between attitudes and purchase intent [21].

The consumption cycle approach asserts that sustainable behavior does not stop at purchases, but also includes the use and disposal of products [22]. Therefore, modern consumer behavior models in the context of sustainable cosmetics must integrate cognitive, normative, and contextual factors to explain consumption behavior in its entirety.

2.4. Customer Loyalty

Customer loyalty is a consumer's commitment to consistently choose one brand, which is reflected in repurchase and positive attitudes towards brands [23]. In the context of sustainable cosmetics, loyalty is not only driven by product quality, but also by trust in green claims, consistency of sustainability practices, and the conformity of the brand's ethical values with the consumer's personal values.

The literature shows that green trust, green satisfaction, and green brand image play a role as the main mediator between brand sustainability practices and consumer loyalty [17]. Studies in various Asian contexts confirm that sustainability and product quality communication have a significant influence on loyalty, although the effects of corporate ethics are often indirect [25][26].

However, consumer loyalty to green cosmetics can be hampered by greenwashing practices, high price perceptions, and a lack of transparency and credibility of certifications. Therefore, loyalty in the sustainable cosmetics market is more sensitive to brand trust and consistency than in the conventional market.

3 Methodology

This study adopts a conceptual review approach to clarify theoretical constructs and generate integrative interpretations based on prior studies in the domain of sustainable cosmetics and consumer behavior [27]. A conceptual review is particularly appropriate when a research field is fragmented, as it allows scholars to synthesize existing theories, identify conceptual gaps, and propose new frameworks that guide future empirical investigations [28].

In line with this approach, the present study critically integrates relevant literature from green marketing, sustainable consumption, and consumer behavior research to align with the study objectives. Rather than merely summarizing prior findings, the review emphasizes how green beauty products and the sustainable cosmetics market are theoretically linked to customer behavioral models and customer loyalty, primarily through

the lens of the Theory of Planned Behavior and its extensions. This critical integration addresses the limitation of prior studies that often examine these constructs in isolation.

The outcome of this conceptual review is the development of an integrative framework that explains the mechanisms through which product-level sustainability attributes and market-level sustainability dynamics influence customer behavior and loyalty. The proposed framework provides a coherent structure that can be empirically tested in future research. Specifically, this study addresses the following conceptual research questions: (1) Does green beauty products have a significant effect on customer loyalty to sustainable cosmetic products? (2) Does the sustainable cosmetics market significantly influence customer loyalty? (3) Does green beauty products shape customer behavioral models? (4) Does the sustainable cosmetics market significantly affect customer behavioral models? (5) Do customer behavioral models significantly influence customer loyalty?

To strengthen methodological rigor, this conceptual review also allows for the development of a literature synthesis that highlights key constructs, theoretical foundations, and relational patterns across prior studies. Such synthesis provides clearer justification for the proposed framework and enhances its potential contribution to future empirical research. Table 1 presents a systematic summary of selected studies on green consumer behavior in cosmetics and sustainable products, revealing dominant theories like the Theory of Planned Behavior (TPB) while pinpointing critical gaps in loyalty, market integration, and comprehensive behavioral models that this study seeks to address.

Table 1: Synthesis of Prior Studies on Green Consumer Behavior

Author (s) & Year	Theory/ Framework	Context & Sample	Key Variables	Main Findings	Identified Gap
Ajzen (1991); Ajzen (2020)	Theory of Planned Behavior (TPB)	General consumer behavior	Attitude, Subjective Norms, Perceived Behavioral Control	Attitudes, norms, and perceived control significantly shape intention and behavior	Limited application integrating product-level and market-level sustainability
Lin & Huang (2021)	TPB	Green cosmetics consumers	Environmental concern, attitude, purchase intention	Environmental attitudes significantly influence green cosmetic purchase intention	Focus on intention, not loyalty

Author (s) & Year	Theory/ Framework	Context & Sample	Key Variables	Main Findings	Identified Gap
Nguyen et al. (2022)	Extended TPB	Vietnam green cosmetics market	Perceived quality, social norms, environmental concern	Social norms and perceived quality strongly affect green purchase intention	Market dynamics not linked to behavioral models
Sheoran & Kumar (2023)	TPB + Consumption Cycle	Sustainable consumption	Purchase–use–disposal behavior	Sustainable behavior must be assessed across the full consumption cycle	Loyalty dimension not included

4. Results & Discussion

4.1 Green beauty products to consumer loyalty

Green beauty products that highlight natural ingredients, sustainable production processes, and ethical claims have a strong potential to shape positive consumer perceptions including trust and satisfaction which are the direct antecedent of loyalty. Consumers who judge a product to be safe, effective, and consistent with environmental values are more likely to form repurchase intent and word-of-mouth recommendations, increasing loyalty levels [29]. Empirical research and systematic reviews show a positive relationship between green product image/attributes and loyalty indicators (repurchase intention, brand commitment).

In addition, aspects such as green claim transparency, certification, and product performance (perceived quality) moderate the power of green products' influence on loyalty: clear claims and evidence (e.g. third-party labels) reinforce positive effects; On the contrary, greenwashing weakens the relationship. Thus, theoretically and empirically, it can be hypothesized that positive perceptions of green beauty products have a significant positive effect on consumer loyalty to sustainable cosmetic products [30].

4.2 Sustainable cosmetics market to Customer loyalty

The sustainable cosmetics market characterized by the availability of green products, ethical supply chain practices, eco-friendly packaging, and transparent communication creates a structure of consumer choice that allows the formation of long-term preferences. When markets provide a variety of credible and accessible options, consumers are more likely to develop purchasing habits that support repurchase and loyalty, especially if they also lower barriers (price, access) and reinforce value perceptions. Literature reviews and empirical studies state that the market ecosystem (market structure & supply) affects trust, perceived value, and ultimately loyalty [31]. Furthermore, market dynamics including the role of influencers/digital channels, labels/certifications, and packaging innovations contribute to the formation of social norms and consumer preferences that support brand loyalty in the green category. Therefore, the development and credibility of the sustainable cosmetics market is expected to have a positive effect on customer loyalty, because a strong market facilitates consumer trust, satisfaction, and commitment [32].

4.3 Green beauty product to Customer behavioral model

Green beauty products act as the main stimulus that can change the cognitive, affective, and conative components in consumer behavior models (e.g., attitudes, subjective norms, perceived behavioral control in TPB). Products with clear green attributes (ingredients, certifications, ethical claims) increase awareness and positive attitudes towards green purchasing behavior, thus influencing actual intentions and behaviors. Bibliometric and empirical research shows that product attributes (including packaging and labels) are important determinants in shaping models of consumer behavior towards sustainable products [30].

In addition, the interaction of green products with social-digital factors (influencers, online reviews) strengthens subjective norms and social information that influence the formation of purchase intent. Thus, it can be hypothesized that attributes and perceptions of green beauty products have a significant influence on constructs in the customer behavioral model that channel the desire for sustainable purchases [33].

4.4 Sustainable cosmetics market to Customer behavioral model

The structure of the sustainable cosmetics market (products available, trusted labels, distribution channels, competitive prices, and educational campaigns) forms a context that changes social norms, expectations, and perceived behavioral control. When the market provides accessible and credible options, consumers are more likely to adopt green consumption patterns of knowledge → attitudes → intentions → actions. The literature on consumer and market attitudes suggests that market interventions (e.g., certification, packaging innovation, pricing policies) influence the formation of behavioral models [34].

In addition, a strong market encourages the dissemination of norms through digital channels and communities, thereby reinforcing the social influence reflected in the subjective norm component of the behavioral model. Therefore, hypothesize that the development and characteristics of the sustainable cosmetics market are significantly [35].

4.5 Customer behavioral model on customer loyalty

Consumer behavioral models that indicate a high intention to buy sustainable products (as the outcome of favorable attitudes, subjective norms, perceived control, perceived value, and trust) shape up repurchase behavior and advocacy are at the heart of loyalty. In empirical studies about green cosmetic products it is concluded that satisfaction, trust and perceived value (part of the behavioural model) have mediating or direct effects on loyalty. Accordingly, it is anticipated that the development of a behavioral model to gauge consumer intentions and actions will have a beneficial effect on loyalty [36]. Furthermore, variables in the behavioral model (e.g., user experience, perceived efficacy, and social endorsement) reinforce the relationship between behavior → satisfaction → loyalty. With consistent empirical evidence, the hypothesis that customer behavioral models affect customer loyalty can be proposed and tested quantitatively [37].

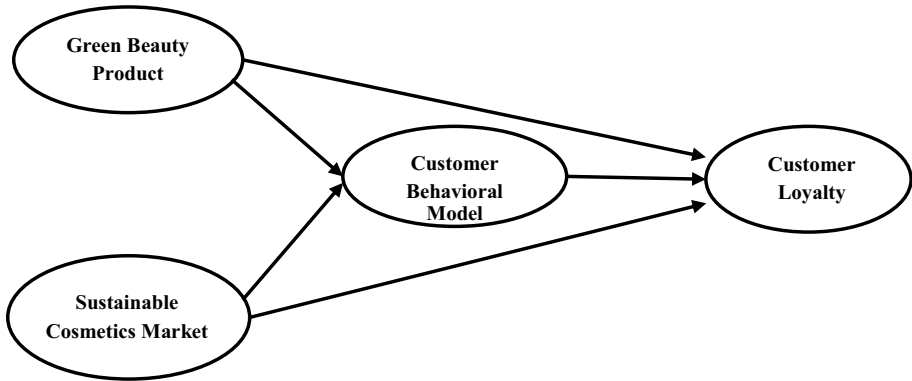


Fig. 1. Conceptual framework

The image shows a model of the conceptual relationship between the three main variables. Green Beauty Products and Sustainable Cosmetics Market play a role as factors that affect the Customer Behavioral Model, which then has an impact on Customer Loyalty. This model also shows that both Green Beauty Products and Sustainable Cosmetics Market can affect customer loyalty directly or indirectly through customer behavior.

5 Conclusion

This study confirms that the development of consumer interest in eco-friendly beauty products is not only influenced by the characteristics of sustainable products, but also by the market context and psychological dynamics of consumers. Green Beauty Products have the potential to form consumer loyalty through a positive perception of safety, production ethics, claim transparency, and product quality. However, this influence is not always strong if consumers doubt the authenticity of sustainability claims or find indications of greenwashing. Meanwhile, the Sustainable Cosmetics Market plays an important role in strengthening the formation of consumer behavior and loyalty through the provision of credible products, easy access, competitive prices, and market education that supports environmentally friendly social norms. A consistently evolving market is able to increase trust, satisfaction, and perception of value which ultimately drives repurchase and brand commitment. This research also confirms that the Customer Behavioral Model functions as a bridge that connects green beauty products and the sustainable cosmetics market with consumer loyalty. Attitudes, subjective norms, and perceptions of behavioral control—as described by the Theory of Planned Behavior—color the way consumers respond to sustainable products. When consumer behavior is strengthened by trust, brand authenticity, and positive experiences, loyalty is formed more strongly and sustainably. Overall, this study makes a theoretical contribution by integrating four main constructs in one comprehensive conceptual framework, as well as highlighting the importance of psychological factors in shaping consumer loyalty to sustainable cosmetic products. These conceptual findings open up opportunities for further empirical research, especially in local contexts such as Yogyakarta which has different consumption cultural characteristics from the global market.

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