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<u>Research Article</u>

Green Cosmetic Purchase Intention: The Impact of Green Brands Positioning, Attitude, and Knowledge

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ABSTRACT

Energy crisis and the increasing environment problem have led people to be aware of green sustainable product nowadays. It has given a birth to the idea of green cosmetic which shifted from synthetic cosmetic of providing skincare needs. With these conditions, green cosmetic has seen as an important element, and yet should be investigated. This research included four variables such as Green Brand Positioning, Green Brand Attitude, Green Brand Knowledge, and Green Cosmetic Purchase Intention. Furthermore, the total of 180 valid data from respondents in the range of 18- >40 years old was gathered in this research. The result indicated 3 variables (Green Brand Positioning, Green Brand Attitude, and Green Brand Knowledge) had positive influence on Green Cosmetic Purchase Intention. Moreover, Green Brand Knowledge has positive influence on Green Brand Attitude which it is significantly mediated the relationship between Green Brand Knowledge and Green Cosmetic Purchase Intention. The population of this study is Indonesian with experience in buying green cosmetic product. More specifically, are those who have shopped green cosmetic. The sampling technique used is online questionnaires using Google Form. There were 200 respondents valid questionnaires returned and further analyzed using Structural Equation Modeling method with AMOS. The results show significant influence of Green Brand Positioning, Attitude and Knowledge to Green Cosmetic Purchase Intention. Green Brand Attitude is also a significant mediating variables between green brand knowledge and green cosmetic purchase intention.

Keywords : Green cosmetics, green brand positioning, green brand attitude, green brand knowledge, green purchase intention.

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INTRODUCTION

Indonesia, with GDP reaching out to US$888.5 billion has predicted to be one of the top five markets for cosmetics in the next 10-15 years due to the rapid economic development in Indonesia (Global Business Guide Indonesia, 2014; International Trade Administration, 2016). As the world largest muslim population, Indonesia is also a rich natural resources country, where Indonesians can depend on them. Traditional herbal drink made from various spices; Jamu is considered as the national pride where it is an effective drink to heal from physical illness, and it is also to promote beauty. Indonesian traditional scrubs or *Lulur* and *Jamu*, were told as the secret to the beauty of Javanese princesses and palace ladies (Wibowo, 2020). The growing needs of green or eco-friendly products cannot be skipped by cosmetic's producers, including overseas consumer good giant Unilever that see good potentiality in Indonesia which the consumers are becoming more aware on the use of chemical products in their daily uses (Global Business Guide Indonesia, 2018). Different from Indonesia's cosmetic product boosted from traditional herb, South Korea is becoming the world's most exciting beauty markets because it is boosted by Cosmetics label (South Korea label or K-Beauty for all Skin-care) produced by cosmetic companies K- beauty is popular worldwide, especially within Asia, and the country's cultural presence, called "Hallyu" (International). Japan which is known as a country that has a long tradition of using cosmetics, is also becoming one of the world's largest cosmetics and personal care products that they buy and use (International Trade Administration, 2016).

Energy crisis and the increasing environmental problems, have led companies and consumers for paying attention to the sustainability. Many companies, beside focusing on the profit which they actually need it, are currently aggressive doing research about innovation of new ways, ideas and strategy for becoming green and on the other hand transfer it to their consumer's mind about their good company image and social responsibility (Suki, 2016; Zhang *et al*, 2018). The problem of sustainability catches the eyes of the consumer, and they are becoming more willing to purchase product that are environmentally friendly due to their environmental attention (Chen et al, 2015 cited in Zhang et al, 2018). Cosmetic now is becoming one of products which can be labeled as green, which has the same term with natural (Queensland Government, 2014 cited in Amberg& Fogarassy, 2019). Green cosmetics itself can be defined as cosmetic products using natural ingredients produced from renewable raw materials without using chemicals, coloring additives, and the other non- natural sources. The trends of environmental and health awareness by the consumer leads the green cosmetics production growing globally (Amberg et al, 2019; Shekhawat, 2016). Cosmetics

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products are called as green cosmetics because of the ingredients within the products. In Indonesia, according to WWF- Indonesia and Nielsen survey (2017) in Wiesa& Suprapti (2019) up to 63 percent of consumers in Indonesia have willingness to consume green products with higher price and it shows the significant awareness progress of Indonesian consumers.

Given the importance of what is mentioned, this research tries to discover the relationship between green brand positioning, attitude, and knowledge towards green cosmetic purchase intention.

LITERATURE REVIEW

Purchase Intention

In the era of rapid changing business environment, price is not the only important variable, but more to the next level variables such as product and service quality that are important in the process of customer's purchase intention (Giovanis *et al*, 2013 cited in Mirabi *et al*, 2015). Morinez et al (2007) in Mirabi et al (2015) defined purchase intention as a situation where the consumer has tendencies to buy a certain product in a certain condition. The significant notice of people regarding the green awareness throughout the world has created a new trend called green cosmetics on the cosmetics industry (Fuazi and Hashim, 2015). The cosmetics marketers seem to be aware of the trends, and do the green marketing in order to give advantage to businesses to encure the profitability, long-term sustainability, and ensure that a company has good reputation to work in terms of an environmentally responsible (Kottler, 2012; Yakup, 2011 cited in Fauzi& Hashim, 2015).

Green Brand Positioning

In gaining company's competitiveness a company needs to do brand positioning in order to be recognized by the buyers and users in the marketplace (Edema & Erute, 2014). Keller (1998) in Aulina & Yulianti (2017) stated that brand positioning is seen as the activities that a company needs to use in locating 'a thing' in consumer minds by reviewing some information to design the image of 'a thing' then finally gives consumers a strong reason why they need to buy the "thing". According to Edema & Erute (2014) it makes the consumer remember, loyal, and addicted into it.

Sustainable development becomes an important goal for companies since has become an exclusive topic in Brundland Commission in 1987 and Eart Summit in 1992 (Lubin and Esty, 2010 cited in Aulina and Yulianti, 2017). With the growing number of customers who has attention toward environment, many companies try to develop and move their conventional brand positioning into green brand

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positioning (Raska and Shaw, 2012 in Aulina and Yulianti, 2017). It focuses on how the company communicate that their brand is different from the competitors due to the use of environmentally- related attributes. Furthermore, Aulina and Yulianti (2017) stated that the environmental issue is also affecting consumer's trend in beauty and personal care product like cosmetics. The growing number of green consumers having environmental knowledge and positive past experience regarding the product purchases, tends to have strong intentions to purchase a green product due to its green attributes and successful green brand positioning (Chen and Chang, 2012; Norazah, 2013 in Suki, 2016).

H1: *Green Brand Positioning has a positive effect on Green Cosmetic Purchase Intention*

Green Brand Attitude

There are a lot of terms used in the context of attitude (Solomon, 2009 in Ghorban, 2012). It is able to be defined as long- term evaluations of people, objects, advertisement, or an issue which is at the same time purposeful, gradual, more of less intensive, and motivated consumer's intention to respond in a particular object (Solomon, 2009; Banyte et al, 2007). There are two ways of expressing attitude; verbal and non-verbal expression. Attitudes includes not just only affection or feeling of liking and disliking, but also cognitive or belief, which describe the object of the attitude, its characteristics, and its relations to other objects.

The increasing number of green people who seek for green and healthy aspect of products becoming the main attention of consumers in purchasing products, especially when it comes for cosmetics (Yang et al, 2014). The reason why the popularity of green cosmetics is increasing is because of the negative effects of synthetic materials on healthy and environment (Amberg and Fogarassy, 2019). Chen highlighted that the awareness regarding environment made out the level of green purchase attitudes (Chen and Deng, 2016). Consumers who have attention to the environmental issues will include them-selves to become the problem-solver by changing their consumptions pattern (Rerman and Hyzer, 2013 in Aulina and Yulianti, 2017).

H2: *Green brand attitude has a significant effect on green cosmetic purchase intention*

Green Brand Knowledge

Brand helps to make the consumer differentiate between one product to other products (Kotler and Keller, 2009, 2019 in Alimen, 2010). Further explained by

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Keller and Lehman (2005) it is marker of offerings for companies, the sign of quality and a risk or trust indicator for consumers. It is can be defined as a descriptive and evaluative brand related information that the consumer experience it both directly or indirectly using a brand. According to Hsu (2009) brand awareness and brand image are included in the brand knowledge which underlines the sources of brand euity. Brand awareness is reflected as the strength of a brand's existence in the consumer's mind (Aaker, 1996 in Mohasoa, 2016). It consists of brand recall and brand recognition. Different from brand awareness, brand image is reflected as the memory of consumer;'s strong, favourable and unique perceptions (Keller, 2013 in Mohasoa, 2016). Thus, the consumer can record the brand identification in the consumer's memory (Keller, 1993,2003; Alba and Hutchinson, 1987 in Laroche et al, 2001).

By the growing trends of environmentally friendly product, green brand knowledge can be the process of providing the consumer regarding information of the product which changes consumer behavior to be more environmentally friendly (Frank, 1988 in Bhaskaran et al, 2006) and conduct green marketing to increase the awareness to the brand by providing information regarding brand's environmental concerns (Chen and Chang, 2012; Martin and Simintiras, 1995). A study concluded that knowledge and awareness in protecting the environment has become the major trigger on consumers' attitude to green brand. It is supported by a study in Egypt that the consumer's knowledge on environmental issues is a prior factor in influencing the environmental friendly attitudes (Mostafa, 2007 in Huang et al, 2014) and according to Ganapathy et al (2014) by receiving reliable yet clear information about environmental issues, will boost the consumer;s green brand knowledge and bridge their green brand product purchases (Geyer-Allely and Zacarias-Farah, 2003 in Suki, 2016). Additionally, Wolsink (2007) could not find any links between environmental knowledge and green purchase intention. Then, based on Lim _et al_ (2016), good environmentally-friendly knowledge insignificantly contributed to improve the environmentally-friendly attitude. It means, consumers with higher level of environmental knowledge have much better on pro-environmental attitude and have a stronger intent to purchase green products for consumption (Huang et al, 2014; Rokicka, 2002).

H3: _Green brand knowledge has a significant effect on green cosmetic purchase intention_

H4: _Green brand knowledge has a significant effect on green brand attitude_

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RESEARCH METHODOLOGY

Population and Sample

The primary data was gathered by conducting a survey through online questionnaire using Google-Form. This research also used Five-Point Likert Scale as the itemized rating scale in order to assess data from the respondents who have previously experienced on buying green cosmetic product who are the age of 17 until above 40 years old. Non-probability sampling with an online sampling is used as sampling technique.

Data Collection Method

This research used primary data because the data were collected directly from the first-hand experience by online. Aaccording to Zikmund et al (2009), primary data is data that are directly collected from the research object. In this study, the data were obtained by spreading online questionnaires via Google Form. The questionnaires was developed from previous studies.

Validity and Reliability Test of Research Instrument

In this research, the validity test is used for measuring the variable accuracy. The data used can be categorized as valid if the value of corrected item of total correlation is higher than 0.1 (≥0.1). on the other hand, the reliability test in this research is used for finding out the consistency of the measurement in this research. Then, the value of Cronbach's Alpha is taken into account to measure its acceptance. Data can be categorized as reliable if the Cronbach Alpha is higher than 0.6 (≥0.6). however, both of the pilot test were done using SPSS 22 by including 180 respondents.

DATA ANALYSIS AND DISCUSSIONS

This research was conducted through online questionnaires. The respondent's identity is summarized as follows: the data showed that 92,2% respondents were females, and 7,8% respondents were males. Based on age, the majority of respondents in this study were around 18-30 years old with percentage 97,2% of the total sample. Meanwhile, the respondents with age between 31-40 years were the second highest, yet onle around 1,7%. Thus, the minority was the respondents aged above 40 years old which were only 2 respondents with 1,1%. To sum up, the majority of respondent's educational background were High- school with the percentage of 42,8%. Meanwhile, the most respondent's frequency on buying green cosmetic 1-5 times per year is the highest percentage up to 80% of

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respondents. According to monthly expenses data, the majority of respondents spent less than Rp. 1,000,000.

Reliability and Validity Analysis

Reliability and validity analysis were conducted to find out whether the research instruments have met the criteria of valid and reliable or not. Moreover, Confirmatory Factor Analysis (CFA) or known as factor analysis is also done to assess the evaluation of measurement model. CFA is used in order to show how good the variable can be used to measure the construct. Furthermore, the data be stated as valid if the value of loading factor is more than 0.5 (≥0.5). Moreover, for the reliability test, the results showed that the construct reliability value for each variable is greater tham 0.7. based on these results, it can be concluded that the overall instrument of the study is reliable so that is can be used in this study.

Normality Test

Normality assumptions of data must be fulfilled in order to process it further for SEM modelling. Testing normality by *multivariate* system is by observing the *Critical Ratio (CR* in AMOS 23*)* value from the data used in this research. If the CR value data is in range ±2,58, the data research can be called as normal. The value of CR in this research in the multivariate analysis was 0,163, with the range ± 2,58 meaning that the data was normally distributed in a variety way. Hence, the data in this research can be analysed by using Structural Equation Modelling (SEM). This normality test was modified to be 180 respondents only from the first proposed respondents, 200.

Goodness of Fit Measurements

Structural Equation Modelling (SEM) is one of the most chosen techniques by the researchers in the social science research. In order to measure the goodness of the proposed models, researchers can test the hypotheses by using Goodness of Fit indices. The result of the Goodness of Fit of this research could be seen in the Table 1 as follows:

Table 1. Goodness of Fit Analysis

Fit Indeks	Goodness of Fit	Kriteria	Cut-off value	Keterangan
Absolute Fit	RMSEA	≤ 0.08	0.050	Fit
	CMIN/DF	≤ 2,00	1,452	Fit
	Chisquare	≤ 500	238,100	Fit
Incremental Fit	TLI	≥ 0.90	0.960	Fit
	CFI	≥ 0.90	0.965	Fit

Fit Indeks	Goodness of Fit	Kriteria	Cut-off value	Keterangan
Parsimony	PGFI	≥ 0.60	0.688	Fit
Fit	PNFI	≥ 0.60	0.775	Fit

Source: Primary Data (Computed), 2020

From the result above, it can be seen that all the goodness of fit criteria already fulfilled, so that the model models in this research have been fit.

Hypothesis Testing

As discussed in the previous chapter, this study proposed 4 hypotheses. Then, in order to see the influence of each hypothesis, it can be done by looking the Critical Ratio (CR) value and Probability (P) value from the data analysis. If the test results show the CR value more than 1,96 and Probability (P) under 0,05/ 5%, it means that the hypothesis research proposed can be accepted. The result of this research could be seen in the following figure:
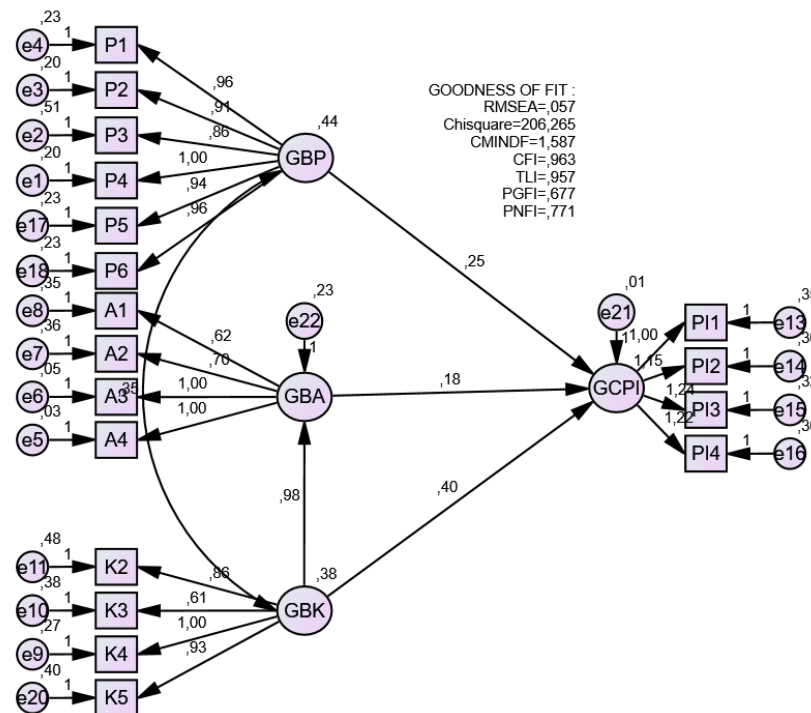
Source: Primary Data (Computed), 2020

Based on the analysis of AMOS 23, the mediation analysis of green brand attitude strongly mediated between green brand knowledge and green cosmetic purchase intention (see Table 1). Green Brand Positioning has a significant effect on Green Cosmetic Purchase Intention. The results were proven from CR value which is 2,202 and P value 0,028. The result showed that the CR value is above 2,96 and P value is under 0,05. Thus, this can be concluded that Green Brand

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Positioning has a positive impact and has significant effects on Green Cosmetic Products. Thus, the hypothesis 1 in this research is accepted.

Table 2. Goodness of Fit Analysis

	GBK	GBP	GBA	GCPI
GBA	...	...	...	...
GCPI	,009	...	...	...

Source: Primary Data (Computed), 2020

Green Brand Attitude has a significant effect on Green Cosmetic Purchase Intention. Based on the above analysis data, CR value is 2,942 and P value is 0,003. The result showed that CR value above 1,96 and P value 3hich is under 0,05. Thus, it can be concluded that the hypothesis 2 in this research is **accepted**.

Green Brand Knowledge has a significant effect on Green Cosmetic Purchase Intention. According to the data analysis, it was known that CR value is 2,415 and P value is 0,016. The result showed that CR value above 1,96 and P value under 0,05. Thus, it can be concluded that the hypothesis 3 is **accepted** in this research.

Green Brand Knowledge has a significant effect on Green Brand Attitude. The analysis which was already conducted above resulted, CR value 10,052 and P value 0,000. The result proved that CR value is above 1,96 and P value is under 0,05. It can be concluded that the hypothesis 4 in this research is **accepted**.

It can be seen from the relationship value between Green Brand Knowledge and Green Cosmetic Purchase Intention which are mediated by Green Brand Attitude has significant value 0.009 which is still under 0,05. Therefore, it can be concluded that Green Brand Attitude **significantly mediated** the relationship between Green Brand Knowledge and Green Cosmetics Purchase Intention.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

This study investigated to find out the effect of the green brand positioning, attitude, and knowledge toward green cosmetic purchase intention. There is also a mediating variable in this research such as green brand attitude, mediated between green brand knowledge and green cosmetic purchase intention. The relationship of these variables in this research was gathered from an online questionnaire spreading out by the google form platform. As for more, the research sample was the Indonesian people in the range of 18- more than 40 years old who had experience on buying green cosmetics.

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This research revealed that customers would have purchase intention regarding green cosmetic by receiving information/ knowledge of green good cosmetic to increase the awareness of the customer. Having awareness regarding green cosmetic will bring up the customer to belief that green cosmetics will not harm their health and after that will purchase afterwards. Thus, green brand positioning, green brand attitude, and green brand knowledge were very important to be considered on green cosmetic purchase intention.

Recommendations

For further empirical studies, it is suggested that the research framework can be modified in order to find other possible models that explain green brand image. Also, the researcher suggests to the future study to examine the other indicators that might be the drivers of green cosmetic purchase intention.

In terms of managerial implications, the results of this study can help managers to attain a more deeply understanding of green brand positioning can be powerful to create a brand positioning for companies. Although it is powerful, yet it needs to be managed well because it is important to position the company's brand in the customer's mind. Hence, it is important for the managers to conduct their business process carefully if they determine to produce green products so that the best values of the green products can be delivered successfully. Secondly, as the green cosmetics become more popular in last several years to prevent environmental problems. The managers of green cosmetic products must be able to ensure the completeness and reliability of the information regarding green cosmetics that they offer to the customers. Thus, in the future, a well-executed green positioning of green cosmetics can create a better future purchasing decision.

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