Factors Influencing Women's Purchase Intention for Green Cosmetic Products in DKI Jakarta Province

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Abstract

In recent decades, society has faced complex challenges related to environmental issues and environmental protection. Major environmental issues include ozone layer depletion, global warming, and water and air pollution. This is due to the fact that Indonesia is one of the countries that will first feel the impact of global warming because it is located on the equator. The growing environmental consciousness among consumers has led to an increased demand for sustainable products, including green cosmetics. Understanding the factors influencing women's purchase intention for green cosmetics is crucial for developing effective marketing strategies. A total of population and sample 400 respondents were recruited using purposive sampling. The survey was disseminated via social media platforms using Google Forms. Inclusion criteria for respondents were: being a woman residing in DKI Jakarta, aged 18 years or older, and having an interest in or having purchased green cosmetic products. The study adopted a quantitative purposive sampling design. The collected data was analyzed using SPSS 29 software. To ensure the quality of the data, the validity and reliability of the survey instrument were assessed prior to further analysis. Exploratory factor analysis (EFA) was employed to identify the underlying factors that emerged from the questionnaire items. The result of this study, ATB dimension shows a very good average score, which means consumers have a positive attitude towards environmentally friendly cosmetics and are interested in buying them. The SN dimension shows a very good average score in social and environmental norms towards environmentally friendly cosmetics. The PBC dimension shows a very good average score, which means consumers are very confident in having full control over the decision to buy environmentally friendly cosmetics.

1. Introduction

In recent decades, society has faced complex challenges related to environmental issues and environmental protection (Rusyani et al., 2021). Rapid economic growth has led to an imbalance in the environmental ecology and excessive exploitation of natural resources. Major environmental issues include ozone layer depletion, global warming, and water and air pollution (Afrifa et al., 2020). This is due to the fact that Indonesia is one of the countries that will first feel the impact of global warming because it is located on the equator (Deccasari et al., 2022). Indonesia's performance in environmental conservation is poor both globally and regionally in the Asia Pacific, according to the 2022 Environmental Performance Index (EPI) report. EPI data is collected from international organizations, research institutions, academics, and governments, with most of the data audited by third parties. "We generally do not accept raw data from governments," the report states.

Apart from increasing consumer awareness of the environment, especially for health, it can increase consumer awareness to use products made from organic and environmentally friendly ingredients, especially cosmetics (Arlanti & Suyanto, 2019). The results of the 2023 ZAP Beauty Index survey revealed that Indonesian women's concerns about the safety of skincare products this year were 79.6%. According to the 2021 Drug Control Agency report, there are still many sellers who do not pay attention to the basic ingredients of the product on their product labels, and some local brands still do not consider the long-term impact on health risks (Yuliasari et al., 2022). Cosmetics that prioritize environmentally friendly and organic concepts are increasingly popular. Brands such as The Body Shop, Skin Dewi, L'Occitane, Khiel's, Juice Beauty, RMS Beauty, and Sensatia Botanicals are examples (Popmama, 2020).

Based on these reasons, there is still limited research regarding the purchasing interest of Indonesian women, especially in the DKI Jakarta area, towards cosmetic products using the TPB theory. Therefore, this research was conducted to measure the extent to which these factors influence women's buying interest in green cosmetics products in Jakarta. Basically, cosmetics are often associated with women because women are often considered closely related to the concept of beauty. Women often consider health factors in addition to environmental concerns or personal beliefs when choosing cosmetics and beauty care products (Bilal et al., 2020).

2. Literature Review
2.1 Theory

The Theory of Planned Behavior (TPB) is a prominent theoretical framework that explains and predicts individual behavior (Ajzen, 1991). It has been widely applied in various domains, including consumer behavior research. The TPB posits that an individual's intention to engage in a specific behavior is the most direct determinant of their actual behavior (Bashir et al., 2019). This intention, in turn, is influenced by three key factors:

1. **Attitude toward the behavior:** This reflects an individual's positive or negative evaluation of the behavior itself.
2. **Subjective norm:** This represents an individual's perception of the social norms surrounding the behavior, including the beliefs about whether others approve or disapprove of the behavior.

3. **Perceived behavioral control:** This captures an individual's belief in their ability to perform the behavior successfully.

In the context of green cosmetic consumption, the TPB suggests that women's purchasing intentions for these products are influenced by their attitudes towards the environmental benefits of green cosmetics, their perceptions of social norms surrounding green consumption, and their perceived ability to purchase and use green cosmetics.

3. Material and Method

Data was collected through an online survey distributed to women residing in DKI Jakarta, Indonesia between February and June 2024. The survey was disseminated via social media platforms such as WhatsApp, Instagram, and Twitter using Google Forms. A total of 400 respondents were recruited using purposive sampling. Inclusion criteria for respondents were: being a woman residing in DKI Jakarta, minimum aged 18 years, and having an interest in or having purchased green cosmetic products.

3.1 Design Study

The study adopted a quantitative purposive sampling design to investigate the factors influencing women's purchase intention for green cosmetic products in DKI Jakarta, Indonesia. The target population consisted of women between minimum the ages 18, representing Millennials and Generation Z. This age group is considered environmentally conscious and a promising market for organic products. The study was conducted within the Jakarta metropolitan area, chosen due to the high concentration of women within the target age range.

3.2 Data Analysis

The collected data was analyzed using SPSS 26 software. To ensure the quality of the data, the validity and reliability of the survey instrument were assessed prior to further analysis. Exploratory factor analysis (EFA) was employed to identify the underlying factors that emerged from the questionnaire items. The factors extracted from the EFA were then utilized as independent variables in a multiple linear regression analysis to predict the dependent variable, which was purchase intention for green cosmetic products among women in DKI Jakarta.

4. Research Instrument

4.1 Validity Test

The results of the validity test of this research instrument were declared valid because they met the assessment criteria, namely R-calculated value > R-table value. All R-calculated values exceed the 5% significance level

Table 4. 1 Validity Test Results

Dimension	Item	N	R-Count	R-Table	Additional
Attitude toward Behaviour	ATB1	110	0.654	0.187	Valid
	ATB2	110	0.542	0.187	Valid

	ATB3	110	0.764	0.187	Valid
	ATB4	110	0.608	0.187	Valid
	ATB5	110	0.588	0.187	Valid
	ATB6	110	0.623	0.187	Valid
	ATB7	110	0.757	0.187	Valid
Subjective Norm	SN1	110	0.747	0.187	Valid
	SN2	110	0.769	0.187	Valid
	SN3	110	0.807	0.187	Valid
	SN4	110	0.508	0.187	Valid
	SN5	110	0.798	0.187	Valid
Perceived Behavioural Control	PBC1	110	0.570	0.187	Valid
	PBC2	110	0.628	0.187	Valid
	PBC3	110	0.824	0.187	Valid
	PBC4	110	0.789	0.187	Valid
	PBC5	110	0.730	0.187	Valid

4.2 Reliability Test

The reliability test results show that all Cronbach's Alpha values in the four dimensions exceed 0.60. Thus, it can be concluded that the four dimensions used are reliable or have consistent results.

Table 4. 2 Reliability Test Results

Dimension	N	Nilai Alpha	Cronbach Alpha	Additional
Attitude toward Behaviour	110	0.773	>0.6	Reliabel
Subjective Norm	110	0.779	>0.6	Reliabel
Perceived Behaviour Control	110	0.751	>0.6	Reliabel

5. Discussion
5.1 KMO & Bartlett Results

This research used Kaiser–Meyer–Olkin (KMO) which was obtained at 0.784 so it can be said to be suitable for factor analysis. Bartlett's Test of Sphericity with a p-value lower than 0.05. The Bartlett test results obtained were <.001.

Table 5. 1 KMO & Bartlett Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.784
Bartlett's Test of Sphericity	*Approx. Chi-Square*	951.611
	df	136
	Sig.	<.001

5.2 MSA Results

The MSA value is considered appropriate if it has a value >0.5. Anti-Image Correlation results have a strong correlation. Anti-Image Correlation results show that each statement item has a strong correlation.

Table 5. 2 MSA Test Results

	Item	MSA
Anti-image Correlation	ATB1	0.765
	ATB2	0.794
	ATB3	0.825
	ATB4	0.817
	ATB5	0.688
	ATB6	0.798
	ATB7	0.84
	SN1	0.867
	SN2	0.869
	SN3	0.817
	SN4	0.502
	SN5	0.727
	PBC1	0.756
	PBC2	0.638
	PBC3	0.817
	PBC4	0.786

	PBC5	0.777

5.3 Factor Extraction

The results of factor extraction show that from the 17 TPB indicator items analyzed, four factors were formed with Eigenvalues >1. These results indicate that these four factors significantly represent interrelationships among the set of variables analyzed.

Table 5. 3 Total Variances Explained

Factor	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	5.990	35.232	35.232
2	2.520	14.824	50.056
3	1.603	9.428	59.484
4	1.009	5.935	65.42

5.4 Factor Rotation

As a result of factor rotation, it can be seen that the indicators are grouped into one factor, from the original 3 factor groups to 4 factors.

Table 5. 1 Rotated Component Matrix

Item	Factor			
	1	2	3	4
SN3	0.791			
SN1	0.779			
SN5	0.735			
ATB4	0.687			
ATB6	0.673			
SN2	0.552			
PBC3		0.841		
PBC4		0.765		
ATB3		0.656		
PBC1		0.624		
ATB7		0.568		
ATB2			0.779	
PBC2			0.766	
PBC5			0.607	

Item	Factor			
	1	**2**	**3**	**4**
SN4				0.697
ATB5				0.682
ATB1				0.592

6. Conclusion, Implication, and Recommendation

6.1 Conclusion

The Attitude toward Behavior dimension shows a very good average score, which means consumers have a positive attitude towards environmentally friendly cosmetics and are interested in buying them. The Subjective Norms dimension shows a very good average score in social and environmental norms towards environmentally friendly cosmetics. The Perceived Behavioral Control dimension shows a very good average score, which means consumers are very confident in having full control over the decision to buy environmentally friendly cosmetics

6.2 Implication

Further research can be carried out using the Environmental Knowledge and Health Conscious theories, as has been done by (Shimul et al., 2022).

Cosmetics industry players can provide clear information and educate consumers about natural ingredients and the long-term benefits of using green cosmetic products to increase consumers' positive attitudes.

6.3 Recommendation

Further research can be carried out using the Environmental Knowledge and Health Conscious theories, as has been done by (Shimul et al., 2022).

Cosmetics industry players can provide clear information and educate consumers about natural ingredients and the long-term benefits of using green cosmetic products to increase consumers' positive attitudes.

7. References

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