

**GREEN COSMETIC PURCHASE INTENTION: IMPACT OF GREEN BRAND  
POSITIONING, ATTITUDE, AND KNOWLEDGE**

A BACHELOR DEGREE THESIS

Presented as a Partial Fulfillment of the Requirements  
to Obtain the Bachelor Degree in Management Department



*By,*

**DIYAH DWI LESTARI**

Student Number: 15311447

DEPARTMENT OF MANAGEMENT

INTERNATIONAL PROGRAM

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ISLAM INDONESIA

YOGYAKARTA

2020

**GREEN COSMETIC PURCHASE INTENTION: IMPACT OF GREEN BRAND  
POSITIONING, ATTITUDE, AND KNOWLEDGE**

**A BACHELOR DEGREE THESIS**

By:

Diyah Dwi Lestari  
Student Number: 15311447

Defended before the Board of Examiners  
on April 30<sup>th</sup>, 2020 and Declare Acceptable

Board of Examiners

Examiner I



Anas Hidayat, Drs. MBA., Ph.D

April 30<sup>th</sup>, 2020

Examiner II



RR. Ratna Roostika, S.E., MAC., Ph.D.

April 30<sup>th</sup>, 2020

Yogyakarta, April 30<sup>th</sup>, 2020

International Program  
Faculty of Business and Economics

Universitas Islam Indonesia

Dean



Jaka Sriyana, SE., M.Si., Ph.D)

**GREEN COSMETIC PURCHASE INTENTION: IMPACT OF GREEN BRANDS,  
ATTITUDE, AND KNOWLEDGE**

Written By:

DIYAH DWI LESTARI

Student Number: 15311447

Approved By:

Content Advisor



RR Ratna Roostika, S.E.,MAC.,Ph.D.

April 10<sup>th</sup>, 2020

Language Advisor



Nihlah Ilhami, S.Pd.

April 10<sup>th</sup>, 2020

## DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis report; I have not presented anyone else's work to obtain my university degree, not have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the references of the thesis report.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequences.

Malang, April 9<sup>th</sup>, 2020

  
Diyah Dwi-Lestari

## ACKNOWLEDGEMENTS

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

*Assalamu'alaikum Warahmatullahi Wabarakatuh*

All praise is to Allah, the Lord of the universe. I witness that none is worthy to be worship but Allah, alone with no partners, and I witness that Muhammad SAW is His Messenger.

*Alhamdulillahirabbil'alamin*, the thesis as a final project and a partial requirement to obtain the bachelor degree in Management Department, International Program, Faculty of Business and Economics, Universitas Islam Indonesia is finally finished.

I am sure that this research is still far away from perfect. However, I had been devoted to all the efforts, and I have done my very best to achieve the maximum result. The researcher also realizes that this research will not work if not supported and guided by several parties, which they had helped me both morally and spiritually. For this reason, I would like to address my appreciation and regards to the following:

1. Allah SWT, the lord of the entire universe. An ultimate thanks to You for blessing me in this life. May You always be with me.
2. Our prophet, Muhammad SAW, the one who becomes the example for all mankind. You are what every human wants to be.
3. My family, the place where I come back in every condition: happy and sorrow, better or worse. Sugiman, Yuni Saryanti, Dandi Wahyu Saputra. I fond of you all.

4. Universitas Islam Indonesia and Faculty of Economics, my campus where I gain a lot of things in my five years study.
5. Mrs. RR. Ratna Roostika S.E., MAC., Ph.D., who taught me a lot about the Marketing Management and gave me tons of lessons outside my thesis project. Thank you for your help. The most friendly lecturer in my campus. Ms. Nihlah Ilhami, thank you for becoming my Language Adviser. Without you, my thesis will not be proper since I still lack on English.
6. The lecturers in IP FE UII, tons of thanks for teaching me since the very first day until the end of my class. Your lessons will guide me to the next step of life.
7. The International Program FE UII family, the greatest thanks for you who believe, and take care of me and my friends. Mrs. Alfi, Mr. Ahmad, Mr. Kusnoto, Mr. Kandri, Mr. Erwanto, Mrs. Ayu, and the rest of you guys that I cannot mention one by one.
8. The friends of Management IP 2015 class of my university life, Maudiata, Amira Putri, and the rest. Thank you for supporting each other. See you on top.
9. My best friend from High School, and College, those who always entertained me in my worst condition. Nabilla Amalia, Irma Ayu, Astelia Nur, Wiji Andriani, Ndaru Diarma. My work field mate, Wida Dien, who helped me a lot back when I was in Yogyakarta.
10. My apple, who always believe in me. Ibrahim Aditama. Thank you for always be there for me, through bad and good.

May Allah will always be our side. You all are great in your own way, Do not lost hope for everything. My prayers and thoughts are with you all.

Malang, April 9<sup>th</sup>, 2020

Diyah Dwi Lestari

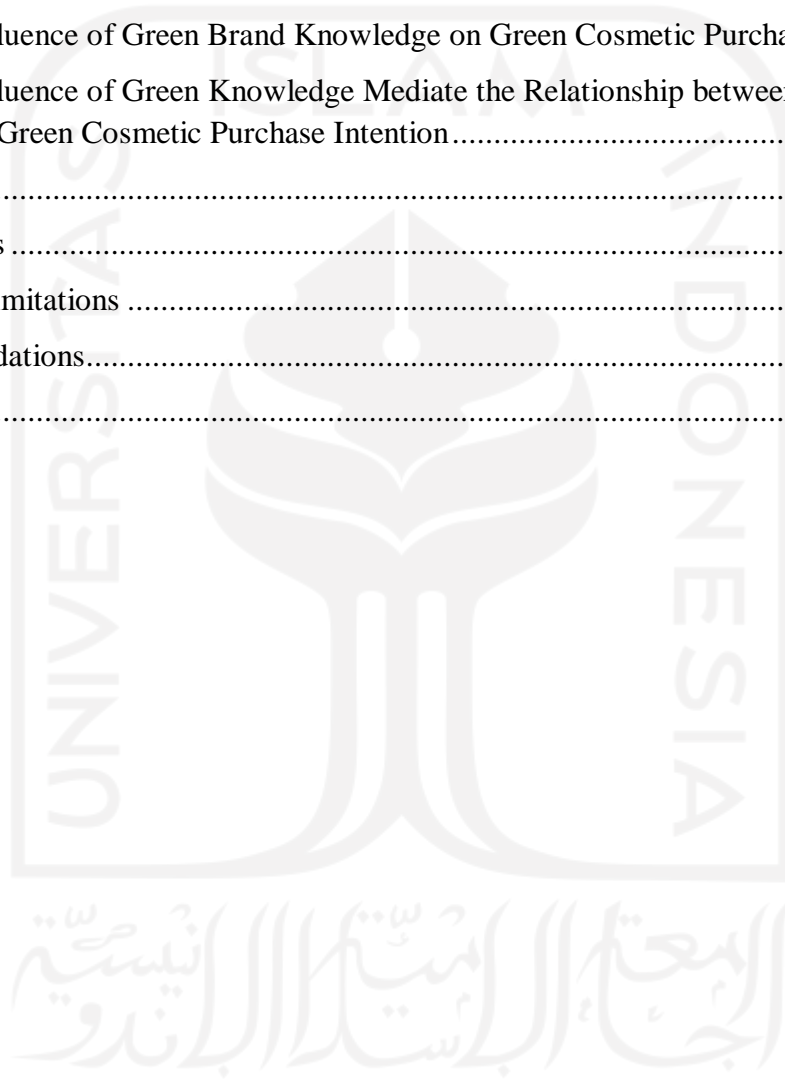
## TABLE OF CONTENTS

TITLE.....	i
ACKNOWLEDGEMENTS.....	ii
TABLE OF CONTENTS .....	v
LIST OF TABLES .....	viii
LIST OF FIGURES .....	ix
LIST OF APPENDICES .....	x
ABSTRACT .....	xi
ABSTRAK.....	xii
CHAPTER I.....	1
1.1 Background of Study .....	1
1.2 Problem Formulation .....	5
1.3 Research Objectives.....	6
1.4 Benefits of Research .....	7
1.4.1 Theoretical Benefits .....	7
1.4.2 Practical Benefits.....	7
1.5 Writing Systematics .....	7
Chapter I: INTRODUCTION .....	7
Chapter II: LITERATURE REVIEW .....	8
Chapter III: RESEARCH METHOD .....	8
Chapter IV: DATA ANALYSIS AND DISCUSSION.....	8
Chapter V: CONLUSIONS AND RECOMMENDATIONS.....	8
CHAPTER II .....	9
2.1 Theoretical Review .....	9
2.1.1 Purchase Intention .....	9
2.1.2 Green Brand Positioning .....	10
2.1.3 Green Brand Attitude .....	11
2.1.4 Green brand knowledge.....	14

2.2 Theoretical framework.....	16
CHAPTER III .....	17
3.1 Type of Study .....	17
3.2 Population and Sample.....	17
3.3 Data Collection Method .....	18
3.4 Measurement of Variable.....	18
3.4.1 Independent Variables .....	18
3.4.2 Intervening Variables .....	19
3.4.3 Dependent Variable.....	19
3.5 Validity and Reliability Test of Instrument.....	20
<u>3.6 Analysis Technique .....</u>	<u>21</u>
3.6.1 Respondent’s Characteristics .....	21
3.6.2 Structural Equation Model Analysis .....	22
CHAPTER IV.....	24
4.1 Descriptive Statistics.....	24
4.1.1 Classification of Respondent’s Gender .....	24
<u>    4.1.2 Classification of Respondent’s Age.....</u>	<u>25</u>
<u>    4.1.3 Classification of Respondent’s Educational Background.....</u>	<u>25</u>
4.1.4 Classification of Respondent’s Monthly Outcome .....	26
4.1.5 Classification of Respondent’s Job .....	27
4.1.6 Classification of Respondent’s Frequency on Buying Green Cosmetic .....	28
4.1.7 Classification of Respondent’s Preference on Buying Green Cosmetics .....	28
4.1.8 Classification of Respondent’s Motivation on Buying Green Cosmetics.....	29
4.1.9 Classification of Respondent’s Spending Amount on Green Cosmetics .....	30
4.2 Structural Equation Model (SEM) Analysis.....	31
4.2.1. Development Model Based on Theory .....	31
4.2.2 Diagram Flow and Structural Equation .....	31
4.2.3 Normality Test .....	32
4.2.4 Outliers Test.....	34
4.2.5 Confirmatory Factor Analysis.....	35
4.2.6 Reliability Test .....	38



4.3 Identification of Structural Model .....	39
4.4 Goodness-of-Fit-Criteria and Model Modification .....	40
4.5 Hypothesis Testing .....	41
4.6 Result Discussions .....	43
4.6.1 The Influence of Green Brand Positioning on Green Cosmetic Purchase Intention.....	43
4.6.2 The Influence of Green Brand Attitude on Green Cosmetic Purchase Intention .....	44
4.6.3 The Influence of Green Brand Knowledge on Green Cosmetic Purchase Intention ....	44
4.6.4 The Influence of Green Knowledge Mediate the Relationship between Green Brand Attitude and Green Cosmetic Purchase Intention.....	45
CHAPTER V .....	46
5.1 Conclusions .....	46
5.2 Research Limitations .....	47
5.3 Recommendations.....	47
BIBLIOGRAPY.....	49



## LIST OF TABLES

Table 1.1 TOP Women’s Favorite Cosmetics in Indonesia .....	2
Table 3.1 Validity Test Result .....	20
Table 3.2 Reliability Test Result .....	21
Table 3.3 Parameter of Goodness of Fit Index .....	22
Table 4.1 Classification of Respondent’s Gender .....	24
Table 4.2 Classification of Respondent’s Age .....	25
Table 4.3 Classification of Respondent’s Educational Background .....	25
Table 4.4 Classification of Respondent’s Monthly Outcome .....	26
Table 4.5 Classification of Respondent’s Job .....	27
Table 4.6 Classification of Respondent’s Frequency on Buying Green Cosmetic .....	28
Table 4.7 Classification of Respondent’s Preference on Buying Green Cosmetic .....	29
Table 4.8 Classification of Respondent’s Motivation on Buying Green Cosmetic .....	29
Table 4.9 Classification of Respondent’s Spending Amount on Green Cosmetic .....	30
Table 4.10 Normality Test Result .....	33
Table 4.11 Outliers Test Result .....	34
Table 4.12 Goodness of Fit Test Result .....	37
Table 4.13 Reliability Test Result .....	38
Table 4.14 Computation of Degree of Freedom .....	39
Table 4.15 Goodness of Fit Test Result .....	40
Table 4.16 Hypothesis Testing Result .....	41

## LIST OF FIGURES

Figure 2.1 Research Framework .....	16
Figure 4.1 Proposed Research Framework.....	31
Figure 4.2 Structural Model .....	32
Figure 4.3 Confirmatory Analysis Test .....	36
Figure 4.4 Final Research Method .....	40



## LIST OF APPENDICES

APPENDIX A Research Questionnaires .....	52
APPENDIX B Validity and Reliability of Research Instrument Result .....	57
APPENDIX C Tables of the Respondent Characteristics .....	61
APPENDIX D Result of the Full Model .....	65



Green Cosmetic Purchase Intention:

Impact of Green Brands, Attitude, and Knowledge

Diyah Dwi Lestari

Faculty of Business and Economics, Universitas Islam Indonesia

[diyahdiyah234@gmail.com](mailto:diyahdiyah234@gmail.com)

**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. Not only give a healthy effect but also environmentally- friendly product. 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

*Keywords : green cosmetics, green brand positioning, green brand attitude, green brand knowledge, green purchase intention*

Minat Beli Produk Kosmetik Ramah Lingkungan: Pengaruh dari Merek, Perilaku, dan  
Pengetahuan tentang Ramah Lingkungan

Diyah Dwi Lestari

Fakultas Bisnis dan Ekonomi Universitas Islam Indonesia

diyahdiyah234@gmail.com

**ABSTRAK**

Krisis energy dan meningkatnya masalah lingkungan telah mendorong orang-orang untuk lebih sadar akan produk ramah lingkungan yang berkelanjutan belakangan ini. Itu telah memunculkan ide akan kosmetik ramah lingkungan yang bergeser dari kosmetik sintetis dalam menyediakan kebutuhan perawatan kulit. Tidak hanya memberikan pengaruh sehat tetapi juga produk yang ramah akan lingkungan. Dengan kondisi seperti ini, kosmetik ramah lingkungan telah dilihat sebagai elemen yang penting, dan seharusnya diselidiki. Penelitian ini terdapat 4 jenis variabel termasuk; positioning merek ramah lingkungan, perilaku merek ramah lingkungan, pengetahuan merek ramah lingkungan, dan niat beli merek kosmetik ramah lingkungan. Selanjutnya, data resmi dari 180 responden dalam usia 18->40 tahun dikumpulkan dalam penelitian ini. Hasil mengindikasikan bahwa 3 variabel (positioning merek ramah lingkungan, perilaku merek ramah lingkungan, dan pengetahuan merek ramah lingkungan) mempunyai pengaruh positif dalam niat beli merek kosmetik ramah lingkungan. Selain itu, pengetahuan merek ramah lingkungan mempunyai hubungan positif terhadap perilaku merek ramah lingkungan, dimana perilaku merek ramah lingkungan memediasi dengan signifikan hubungan antara pengetahuan merek dan niat beli merek kosmetik ramah lingkungan.

*Kata kunci: kosmetik ramah lingkungan, positioning merek ramah lingkungan, perilaku merek ramah lingkungan, pengetahuan merek ramah lingkungan, dan niat beli merek ramah lingkungan*

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

The Southeast Asia's largest economy, Indonesia, with a GDP reaching out to US\$888.5 billion has predicted that Indonesia will 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). It can be seen by the remarkable growth of Indonesia's cosmetics and toiletries reached out 11.99% in 2017 with the total sales up to 19 trillion IDR. Followed with world's largest Muslim population, Indonesia is 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). On the other hand, besides the history of Indonesia traditional herb which saves a lot of benefits, Indonesians are also becoming more aware on the use of chemical products in their daily uses

The growing needs of green or eco-friendly products cannot be skipped by cosmetic's producers, including overseas consumer goods giant Unilever that sees good potentiality in Indonesia. To maintain the leading position, Unilever Indonesia has established a local brand name Citra in addition its Pond's branded skincare. Local cosmetics players such as Wardah do not want to lose after Unilever perceived "green" cosmetics.. This local company sees the need and obligation to wear Islamic clothings and cosmetics of Indonesian muslim women citizens. Wardah has been growing dominantly in the local cosmetics market that consistently

reached out the increasing annual sales 20%-50% compared the other local companies which only reached around 10% (Global Business Guide Indonesia, 2018). Indonesian consumers are also stepping out a new perspective for “Natural” products which consist of herbal and organic formulations by knowing the current trends from another country. Table below informs women’s favourite cosmetics brands :

**Table 1.1 Women’s Favourite Cosmetics in Indonesia**

BRAND	COUNTRY	%
Wardah	Indonesia	37,8%
Pixy	Japan	10,1%
Sari Ayu	Indonesia	8,7%
Viva	Indonesia	6,6%
Ponds	The United States of America	6,6%
Latulip	Indonesia	3,9%
Oriflame	Sweden	3,6%
Maybelline	Chicago	3,3%
Revlon	The United States of America	2,9%
Mustika Ratu	Indonesia	1,9%
Garnier	France	1,4%

*Source : MarkPlus.Inc, 2017*



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 cosmetics companies in South Korea. K-beauty is popular worldwide, especially within Asia, and the country's cultural presence, called "Hallyu". There are a lot of South Korea products entering Indonesia's cosmetics market such as, Nature Republic, Innisfree, Laneige, etc. Korea becomes the 10<sup>th</sup> biggest cosmetics market in the world and it has been growing by an average rate of 6.7% for the past five years and is expected to grow better approximately 4-5% annually over the next three years (International Trade Administration, 2016). Different from South Korea which existed because of "Hallyu", 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 product market. Japanese consumers are also very sophisticated about the quality and safety of the product that they buy and use. It can be seen from the use of natural, organic products in their cosmetic products in particular for sensitive and troubled skin that makes Japanese cosmetics become more popular with various channels and price ranges in Japan (International Trade Administration, 2016).

Energy crisis and the increasing environmental problems, have led companies and consumers for paying attention to the sustainability. According to the publication of Earth Summits in Rio de Janeiro (1992) and Johannesburg (2002) in Huang & Yang (2013) the sustainability has become the trend issues faced in the world. 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 green products that are environmentally friendly due to their environmental attention (Chen *et al.*, 2015 cited in Zhang *et al.*, 2018).

Cosmetic is becoming one of products which can be labelled as green. In this era, the word of “green” already became the same as the term of “natural” (Queensland Government, 2014 cited in Amberg & Fogarassy, 2019). It means that, when a consumer knows the phrase of “green cosmetics”, they will automatically have an assumption that the product or company is eco-friendly. Green or natural cosmetics itself can be defined as cosmetic products using natural ingredients produced from the renewable raw materials without using chemicals, coloring additives, and the other non- natural sources. There are twofold benefits of green cosmetic products, in terms of users. There will be a long- term health effect which they can invest in, and the other term is from the producer because the word “green” is recently booming, by producing green cosmetics products. This will enhance the brand reputation of its company by committing to quality, safety, sustainability and is worth for the consumer’s trust. The statements are supported by several international studies showing cosmetic products formulated by natural or environmental-friendly ingredients have higher annual market growth than the synthetic products (Tolnay *et al*, 2018). The reason behind is because green consumers already know the negative effects to human body and the environment from using the synthetic materials (Amberg & Fogarassy, 2019).

The trend of environmental and health awareness by the consumer leads the green cosmetics production growing globally (Amberg *et al* ,2019; Shekhawat, 2016). Cosmetics products are called as green cosmetics because of the ingredients within the products. A green cosmetic uses natural, or oleochemical source like natural oils, agricultural plants, and bacteria

in which these raw material ingredients are split into hydrolysis which uses water, or alcoholysis, which uses alcohol (Ambery & Fogarassy, 2019). 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.

The shifting from customer's actual buying intention to buy environmentally friendly cosmetics is affected by some factors. The first is, green brand positioning. According to Vukasovic (2011) & Hamam (2005) in Uthamaputharan & Amin (2013) it can be defined as a subset of benefit, attribute, and environmental values used for convincing green customers to be loyal over green products. The great brand positioning would affect marketers for differentiating their product from available competitors and perceiving the purchase of green products as an important thing (Suki, 2016). Secondly, green brand attitude can also be one of factors in affecting purchase intention toward green cosmetic because green consumers begin to consider about future generation and protect the environment (Amberg, 2018 cited in Amber& Fogarassy, 2019).

Based on the explanation above, the researcher attempts to create a study which is able to assess the green cosmetic purchase intention in Indonesia since there is minimum research which evaluates brand positioning, brand knowledge, and brand attitude toward green cosmetics. Further information, this research is based on the research conducted by Suki (2016). As for this research, it was conducted in Indonesia in the year of 2020.

## **1.2 Problem Formulation**

In this research, the researcher decided the research problems based on the research background. The research problems are as follow:

1. Does green brand positioning have a significant effect on purchase intention toward green cosmetic products?
2. Does the consumers' attitude toward the green brands have a significant effect on purchase intention toward green cosmetic products?
3. Does green brand knowledge have a significant effect on purchase intention toward green cosmetic products?
4. Does green brand knowledge have a significant effect on consumers' attitude toward green brands?

#### **1.4 Research Objectives**

The objectives of this research are on the basis of the problem formulations above. The objectives of the research are as follows:

1. To clarify the relationship between green brand positioning and green cosmetic product purchase intention.
2. To clarify the relationship between consumers' attitude toward green brands and green cosmetic product purchase intention.
3. To clarify the relationship between green brand knowledge and green cosmetic product purchase intention.
4. To clarify the relationship between green brand knowledge and consumers' attitude toward green brands.

## **1.4 Benefits of Research**

### **1.4.1 Theoretical Benefits**

As for the benefits, this review is a process to fully understand the relationships between green cosmetic product purchase intention, green brands, attitude, and knowledge. The findings revealed in this thesis offer new perspectives in the field of green cosmetic. Thus, this research can increase the awareness of gaining green customer through green brand positioning for the long- term investment.

### **1.4.2 Practical Benefits**

This research helps firms and businesses to get better market of their cosmetic product. A great brand positioning will give the marketers value added than their recent competitors. In addition, this research hopefully can increase the awareness of customers and marketers to the importance of being green and making green cosmetic products.

## **1.5 Writing Systematics**

In this research, there are five chapters as explained below:

### **Chapter I: INTRODUCTION**

Chapter one explains about the background of the research and the other parts such as problem formulations of the research, the limitations of the research, the objectives of the research, the benefits of the research both theoretical and practical, and thesis writing systematic. Every part of this research is important to be seen as the core of this research.

## **Chapter II: LITERATURE REVIEW**

Chapter two presents about theoretical reviews used as a basis of the research alongside with the hypothesis. The framework of the research is also set in this chapter.

## **Chapter III: RESEARCH METHOD**

This chapter defines about two models used in this research which are sampling and population techniques. The definitions of each variable and the indicator are also explained in this chapter.

## **Chapter IV: DATA ANALYSIS AND DISCUSSION**

The chapter four provides data analysis and discussion of the thesis results obtained by using theoretical concepts for statistical calculations.

## **Chapter V: CONCLUSIONS AND RECOMMENDATIONS**

In the chapter five, the researcher concludes the results of the analysis and data calculation derived from the research. Thus, the limitation of this research can be used as recommendations for future research.

## **CHAPTER II LITERATURE REVIEW**

### **2.1 Theoretical Review**

#### **2.1.1 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. Further explained, it refers to the decision that the consumer has decided to buy after evaluating a specific product in the future. Intention itself indicates how much the consumer is willing to perform certain behaviour (Ramayah & Mohamad, 2010 in Bhatti, 2018). When consumers have intention to purchase certain products, they will gather some information, make assumptions, comparisons, evaluations and the last is taking decision whether to buy or not. It is constructed by behaviour, perceptions, and the consumer's attitude that it is a critical factor in forecasting the consumer behaviour (Mirabi *et al*, 2015).

The significant notice of people regarding the green awareness throughout the world has created a new trend called green cosmetics on the cosmetics industry (Fauzi and Hashim, 2015). Green cosmetics itself defined by Pavan (2010) in Fauzi and Hashim (2015) as cosmetics products which are typically non-toxic, protect and enhance the natural environment by conserving energy or resources and reducing or avoiding the use of waste. The cosmetic marketers seem to be

aware of the trends, and do the green marketing in order to give advantage to businesses to ensure 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). Supported by the explanation of Vesselina (2009) in Fauzi & Hashim (2015) the effort of cosmetics industry by changing from non-green to green cosmetics is due to the growth of consumer in responding on the trends of healthier lifestyle on eco-friendly and demand more on natural product.

### **2.1.2 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 goals for companies since it has become an exclusive topic in Brundtland Commission in 1987 and Earth Summit in 1992 (Lubin and Esty, 2010 cited in Aulina and Yulianti, 2017). With the growing number of customer who has attention toward environment, many companies try to develop and move their conventional brand positioning into green brand 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. According to Hartmann *et al* (2005) there are three important parts in green brand positioning. The first is functional positioning which means its function of the brand attributes as the mediator to inform environmentally-related messages to the consumers. The second is green positioning, which is included as part of green brand positioning since it has an important supports for green branding strategies (Coddington, 1993 cited in Patrick *et al*, 2005). Then, the last is emotional positioning which has valuable supports in transferring the affection contents of brand attributes in gaining consumer's emotional responses (Edell and Burke, 1987 in Matthes *et al*, 2013). 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 significant effect on green cosmetic purchase intention.*

### **2.1.3 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 or

less intensive, and motivated consumer's intention to respond in a particular object (Solomon,2009; Banyte *et al*, 2007). Attitude also can be called as a predisposition of human to evaluate some symbols, objects, or aspects of his/her needs in a pleasing or unpleasing manner. There are two ways of expressing attitude; verbal and non-verbal expression. Attitudes include not just only affective or feeling of liking or disliking, but also cognitive or belief, which describe the object of the attitude, its characteristics, and its relations to other objects. It has been divided into four functions which attitudes perform for the individual (Katz, 2015):

1) The utilitarian function

The utilitarian can be called as the instrumental or adjustive function which a researcher, Jeremy Bentham and the utilitarian constructed their model of man. It directs people to concern more on pleasure or rewarding objects and stay far away from un-pleasant and undesirable ones. There is a modern expression of this approach that can be found in the behaviouristic learning theory.

2) The value-expressive function

The value expressive function is where individual gets his/her satisfaction by expressing appropriate attitudes to his/her personal values and to his/her concept of him/herself. It is establishing identity, and gain social approvals by showing who we are, and what we stand for.

3) The ego defensive function

It is as an action to hold on attitudes that protect self-esteem or permit actions that make someone feels guilty. The actions are the mechanism to protect someone from psychological harms.

#### 4) The knowledge function

The knowledge function is based on the individual's need to give certain structures to the universe (Katz, 2015). Attitudes are useful to make the world more predictable, knowable, and understandable.

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 health and environment (Amberg and Fogarassy, 2019). In 2019, the Cosmetic Toiletry and Perfumery Associations (CTPA) told that consumer attitudes in using product attributes, including functions, ingredients, packaging, fragrance materials, and even price influence the behaviour (Lin *et al*, 2018). Chen highlighted that the awareness regarding environment made out the level of green purchase attitudes (Chen and Deng, 2016). The significant changes of consumer attitude due to the environmental and health awareness become the momentum of cosmetics producers to produce green cosmetics in order to keep up with the trend and demand of consumers who are more and more interested in an environmentally friendly lifestyle and at the same time they also expect personal benefits from using the green products. (Amberg, 2018; Amberg and Fogarassy, 2019). Consumers who have attention to the environmental issues will include them-selves to become the problem-solver by changing their consumptions pattern (Rerman and Khyzer, 2013 in Aulina and Yuliati, 2017).

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

#### **2.1.4 Green brand knowledge**

Brand helps to make the consumer differentiate between one product to the other products (Kotler and Keller, 2009 in Alimen, 2010). Further explained by Keller and Lehman (2005) it is marker of offerings for companies, the sign of quality, and a risk or trust indicator for consumers. Brand knowledge itself can be defined as a descriptive and evaluative brand-related information that the consumer experience it both directly or indirectly using a brand. 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). According to Hsu (2009) brand awareness and brand image are included in the brand knowledge which underlies the sources of brand equity. 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).

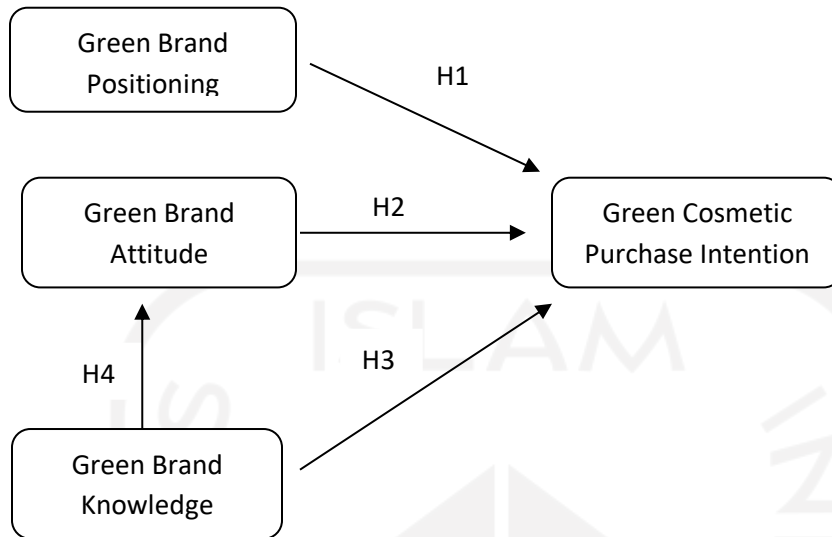
By the growing trends of environmentally friendly product, green brand knowledge can be the process of providing the consumer regarding information of the product which changes consumer behaviour to be more environmentally friendly (Frank, 1988 in Bhaskaran *et al*, 2006) and conduct green marketing to increase the awareness to the brand by providing information regarding brand's environmental concerns (Chen and Chang, 2012; Martin and Simintiras, 1995). The

next way a company can do is shaping the perceptions of certain brands in the minds of consumers that the brands have commitment in protecting the environment (Chen, 2008 in Aulina and Yulianti, 2017). 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 consumers' 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, it 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*

## 2.2 Theoretical framework



**Figure 2.1 Research Framework**

The conceptual framework of this research was adopted and modified from Suki (2016). However, in order to provide the foundation of this research, this conceptual exists. Independent variable, Green Brand Positioning, Green Brand Attitude, and Green Brand Knowledge are expected to affect the dependant variable. The dependant variable in this research is Green Cosmetic Purchase Intention.

## **CHAPTER III RESEARCH METHOD**

### **3.1 Type of Study**

This research used quantitative methods in order to get larger number of sample population which focused on the examining the correlation among the variables that had been explained in the chapter II. The previous research from Suki (2016) used this quantitative method because it was perfect to quantify positioning, attitude, knowledge, and other defined variables. The main purpose is to collect the perspective of green cosmetic purchase intention. As the medium to get the information, the researcher used online questionnaires—Google Form, and utilising the Five- Point Likert Scale. The researcher decided to use the online questionnaires because it is easier, simpler, and faster to get the data. Besides, the respondents were widespread in Indonesia, so that the online questionnaire was the best way to reach the larger scope of respondents

### **3.2 Population and Sample**

There are population and sample of the data in this research. Population based on Sekaran & Bougie (2016) is defined as the group of individuals having similarities with the predetermined characteristics. While for the sample, it can be defined as the collection of respondents chosen from the populations.

This research was using the non-probability convenience sampling method. As for more, the population itself is the Indonesian people who are the age of 17 until above 40 years old who have experiences in the purchasing and using Green Cosmetics.

### **3.3 Data Collection Method**

This research was using primary data as it will be gathered directly from the respondents having experience using green cosmetics in Indonesia. Primary data according to Zikmund *et al* (2010) is the data obtained directly from the object of research by using a measurement or data retrieved tool directly on the subject as the source of information seeking. The researcher distributed the questionnaires to 180 respondents. Moreover, the types of the questions are closed questions.

The variables in this research are also categorized into two, namely, independent, intervening, and dependent. Green brand positioning, green brand attitude, and green brand knowledge are counted as independent variables. While green cosmetic purchase intention is the dependent variable. In measuring those variables, the Five- Point Likert Scales ranging from (1) strongly disagree to (4) strongly agree have been used in this research is as follows:

- 1 = Strongly disagree
- 2 = Disagree
- 3 = Agree
- 4 = Strongly Agree

### **3.4 Measurement of Variable**

#### **3.4.1 Independent Variables**

1. Green Brand Positioning
  - a. Quality and price are important when consumers purchase green products.



- b. Green products have matched my personal needs and wants.
- c. I prefer to purchase environmentally friendly cosmetics.

2. Green Brand Knowledge

- a. Go green products could be a beneficial long-term investment.
- b. I purchase green product because it is environmentally friendly
- c. I purchase green product because it has more environmental benefits than other products.

**3.4.2 Intervening Variables**

3. Green Brand Attitude

- a. I feel that green product's environmental performance is generally dependable.
- b. Green product that concerns about the environment meets my expectations.
- c. Green product assures me that it will definitely responsible for protecting the environment. .

**3.4.3 Dependent Variable**

4. Green Cosmetic Purchase Intention

- a. I intend to buy green cosmetics because my environmental concern.
- b. I expect to purchase green cosmetics in the future because its environmental benefits.
- c. I agree to pay more on green cosmetics because of my environmental concern.

**a. Validity and Reliability Test of 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 ( $\geq 0.1$ ). 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 ( $\geq 0.6$ ). However, both of the pilot test were done using the SPSS 22 by including 180 respondents.

**Table 3.1 Validity Test Result**

Variable	Measurement	r counted	r table	Description
Green Brand Positioning	GBP1	0.831	0.1223	Valid
	GBP2	0.834	0.1223	Valid
	GBP3	0.738	0.1223	Valid
	GBP4	0.846	0.1223	Valid
	GBP5	0.814	0.1223	Valid
	GBP6	0.830	0.1223	Valid
Green Brand Attitude	GBA1	0.763	0.1223	Valid
	GBA2	0.810	0.1223	Valid
	GBA3	0.876	0.1223	Valid
	GBA4	0.890	0.1223	Valid
	GBA5	0.649	0.1223	Valid
	GBK1	0.537	0.1223	Valid

Green Brand Knowledge	GBK2	0.706	0.1223	Valid
	GBK3	0.628	0.1223	Valid
	GBK4	0.756	0.1223	Valid
	GBK5	0.715	0.1223	Valid
Green Brand Cosmetic Purchase Intention	GBCPI1	0.749	0.1223	Valid
	GBCPI2	0.809	0.1223	Valid
	GBCPI3	0.840	0.1223	Valid
	GBCPI4	0.815	0.1223	Valid

*Source: Primary Data (Computed), 2020*

**Table 3.2 Reliability Test Result**

Variable	Cronbach's Alpha	Status
Positioning	0.801	Reliable
Attitude	0.805	Reliable
Knowledge	0.764	Reliable
Cosmetic Purchase Intention	0.817	Reliable

## **b. Analysis Technique**

### **3.6.1 Respondent's Characteristics**

This part explains the demographic characteristics of the respondents that include gender, age, education, monthly income, the choice of green cosmetic products, the frequent of usage, and where the

respondents get the information regarding their current preferences of green cosmetic product.

### 3.6.2 Structural Equation Model Analysis

#### 3.6.2.1. Normality Test

The distributed data must be analyzed to see the normality assumption whether it is fulfilled or not to further process in SEM. Normality and the other assumptions should be paid attention because, if the normality assumptions cannot be hold, it is impossible to see the accurate and reliable conclusions regarding the reality.

#### 3.6.2.2. Outlier Test

Outlier defined as an observation that diverges from other observations to alert from any suspicious built by any different mechanism. Outlier tests usually use the Z value. The outliers can be evaluated using analysis of multivariate outliers seen from the Mahalanobis Distance value.

#### 3.6.2.3. Goodness of Fit Criteria

Goodness of fit test is an important test to examine the suitability of a model used in this research. The proper fit model test is tested using the loading factor of each indicator and *Goodness of Fit Index* which includes Chi-Square, Probability, RMSEA, GFI, CFI, TLI, and

CMIN/DF. Below is the table showing the minimum value of each index to be accepted.

**Table 3.3 Parameter of Goodness of Fit Index**

Goodness of Fit Index	Cut-off-value
X <sup>2</sup> (Chi-Square)	Small Value
Significance Probability	$\geq 0.05$
RMSEA	$\leq 0.08$
GFI	$\geq 0.90$
AGFI	$\geq 0.90$
CMIN/DF	$\leq 2.00$
TLI	$\geq 0.90$
CFI	$\geq 0.90$

*Source: Ferdinand, 2002*

## CHAPTER IV DATA ANALYSIS AND DISCUSSION

In this chapter, the researcher explained the analysis of the data which has been distributed and gathered. The research analysis consisted of several parts presented in this chapter, which are the respondent's characteristics analysis, validity, and reliability test, normality test, outlier, goodness of fit measurement, and hypothesis test for the research model. The tool used to conduct the analysis was Structural Equation Model (SEM), and AMOS software version 23.

### 4.1 Descriptive Statistics

#### 4.1.1 Classification of Respondent's Gender

In this part, the respondents are categorized based on their gender. Below is the table that shows the amount and percentage of the data.

**Table 4.1 Classification of Respondent's Gender**

No.	Gender	Number	Percentage
1	Male	14	7,8%
2	Female	166	92,2%
Total		180	100%

*Source: Primary Data (Computed), 2020*

According to the data that showed above, the majority of respondents were females which are 166 respondents, with percentage of 92,2%. On the other hand, the total male respondents were 14, with the percentage of 7,8%.

#### 4.1.2 Classification of Respondent's Age

This section will categorize the respondents based on their age, The researcher provides three categories that can be seen in the table below:

**Table 4.2 Classification of Respondent's Age**

No.	Age	Number	Percentage
1	18-30	175	97,2%
2	31-40	3	1,7%
3	>40	2	1,1%
Total		180	100%

*Source: Primary Data (Computed), 2020*

From the data above, it can be seen that people with the age around 18-30 years old were the majority of respondents, with percentage 97,2% of the total sample. Meanwhile, the respondents with age between 31-40 years old were the second highest, yet only around 1,7%. Thus, the minority was the respondents aged above 40 years old which are only 2 respondents are 1,1%.

#### 4.1.3 Classification of Respondent's Educational Background

The educational background of the respondents is also categorized in this research. Below is the table showing the education background of the respondents which is divided into five levels.

**Table 4.3 Classification of Respondent's Educational Background**

No.	Education	Number	Percentage
-----	-----------	--------	------------

1	Highschool	77	42,8%
2	Diploma Degree	13	7,2%
3	Bachelor Degree	75	41,7%
4	Master Degree	15	8,3%
5	Doctoral Degree	0	0
Total		180	100%

*Source: Primary Data (Computed), 2020*

According to the Table 4.3 above most of respondents were selecting Highschool with the percentage of 42,8% and Bachelor Degree with the percentage of 41,7%. In the third rank, the respondents with Master Degree showed the percentage of 8,3%, and followed by Diploma Degree with 7,2% from the total respondents. Unfortunately, based on the data, the respondents with Doctoral Degree as their last educational background were not found in this research.

#### **4.1.4 Classification of Respondent's Monthly Outcome**

In this part, the researcher also categorized the respondent's monthly outcome level into three parts. Below is the table showing the gathered data.

**Table 4.4 Classification of Respondent's Monthly Outcome**

No.	Monthly Outcome	Number	Percentage
1	<Rp. 1.000.000	66	36,7%
2	Rp. 1.000.000 – Rp. 3.000.000	96	53,3%
3	>Rp. 3.000.000	18	10%



Total	180	100%
-------	-----	------

*Source: Primary Data (Computed), 2020*

Based in table above, it can be seen that the respondents with monthly outcome Rp. 1.000.000 – Rp. 3.000.000 is ranked as the majority with the percentage of 53,3%, followed by other categories of monthly outcome <Rp. 1.000.000 with 36,7%. Then, the last category is with outcome >Rp. 3.000.000 showing the percentage of 10%.

#### **4.1.5 Classification of Respondent's Job**

Respondent's job was also included by the researcher in this research and it was categorized into five job classifications. Below is the table showing the respondent's job.

**Table 4.5 Classification of Respondent's Job**

No.	Job	Number	Percentage
1	College Student	122	67,8%
2	Civil Servant	11	6,1%
3	Private Servant	34	18,9%
4	Businessman	10	5,6%
5	Household	3	1,7%
Total		180	100%

*Source: Primary Data (Computed), 2020*

Based on the Table, it can be seen that the majority of the respondents' job is College Student with the percentage of 67,8%, followed

by private servants with 18,9%. The third rank in this job classification showed the same percentage which is 6,1% for civil servant and 5,6% for businessman. Then, the lowest percentage was 1,7% for the household profession.

#### 4.1.6 Classification of Respondent's Frequency on Buying Green Cosmetic

In the online questionnaire, the researcher asked the respondents about their frequency on buying green cosmetic products per year. Below is the data which were already gathered:

**Table 4.6 Classification on Respondent's Frequency on Buying Green Cosmetic**

No.	Frequency	Number	Percentage
1	1-5 Times/ year	164	80%
2	6-10 Times/ year	27	15%
3	11-15 Timer/ year	9	5%
Total		180	100%

*Source: Primary Data (Computed), 2020*

Based on the table above, respondents tended to buy green cosmetics 1-5 times per year, with the percentage 80% followed by 6-10 times, with the percentage of 15%. The minority percentage goes to respondents who buy green cosmetic products 11-15 times per year, with the percentage of 5%.

#### 4.1.7 Classification of Respondent's Preference on Buying Green Cosmetics

Preference on buying green cosmetics was also asked by the researcher in this part. The table below shows data which were already gathered.

**Table 4.7 Classification of Respondent's Preference on Buying Green Cosmetics**

No.	Preference	Number	Percentage
1	Eye shadow	0	0 %
2	Mascara	2	1,1%
3	Blush On	3	1,7%
4	Skincare	175	97,2%
Total		180	100%

*Source: Primary Data (Computed), 2020*

Based on the table, the majority of respondents tended to buy skincare products as their preference, with the percentage of 97,25%. Then, it is followed by the preference to buy Blush On, with the percentage of 1,7%. The third rank is the purchase of Mascara products, with the percentage of 1,1%. Unfortunately, none of the respondents preferred to buy green eye-shadow products.

#### **4.1.8 Classification of Respondent's Motivation on Buying Green Cosmetics**

Motivation is something that encourages someone to do something. That is why, in this part, the researcher asked the respondents regarding their motivation on buying green cosmetic products. Below is the table:

**Table 4.8 Classification of Respondent's Motivation on Buying Green Cosmetic**

No.	Motivation	Number	Percentage
1	Friends	86	47,8%

2	Family	35	19,4%
3	Self- Motivation	11	6,1%
4	Influencer	6	3,3%
Total		180	100%

*Source: Primary Data (Computed), 2020*

Regarding the table above, the respondent's motivation comes from friends; with the percentage of 47,8%. It is followed by the respondent's motivation from family, with the percentage of 19,4%. Then, self-motivation was the third rank with percentage of 6,1% and followed by the last motivation which is from influencer, with the percentage 3,3%

#### **4.1.9 Classification of Respondent's Spending Amount on Green Cosmetics**

In this part, the researcher asked the respondents regarding their spending amount on green cosmetics. Below is the table :

**Table 4.9 Classification on Respondent's Spending Amount on Green Cosmetics**

No.	Spending Amount	Number	Percentage
1	<Rp, 1.000.000	168	93,3%
2	Rp. 1.000.000-Rp. 3.000.000	8	4,4%
3	>Rp, 3.000.000	4	2,2%
Total		180	100%

*Source: Primary Data (Computed), 2020*

According to the table above, the respondents who spent their money which were less than Rp. 1.000.000 reaching up to 93,3% which became the

majority. The second was followed by respondents who spent the money between Rp. 1.000.000- Rp. 3.000.000, with the percentage of 4,4%. Then, the last was, respondents who spent the money more than Rp. 3.000.000; with the percentage of 2,2%.

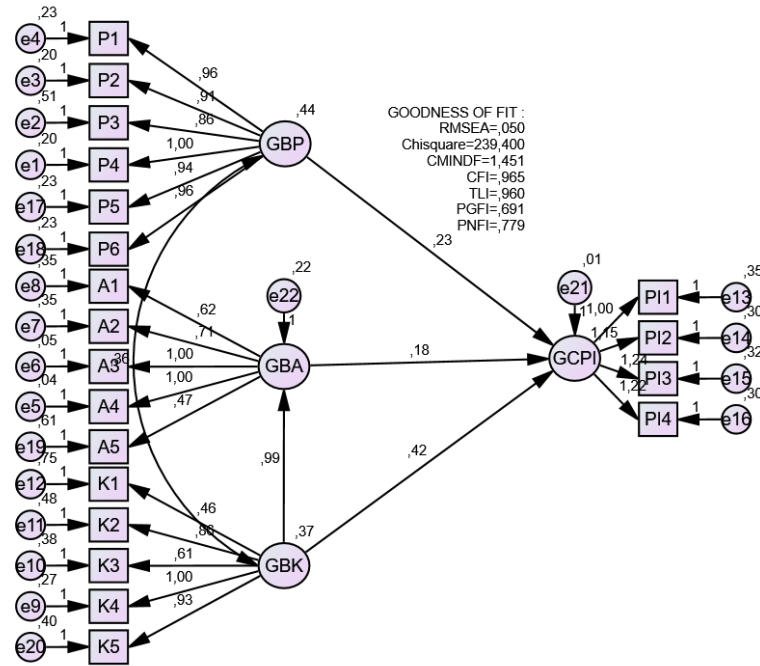
## **4.2 Structural Equation Model (SEM) Analysis**

### **4.2.1. Development Model Based on Theory**

The development of model in this research was based on the concept of data analysis that had been explained in Chapter II. In general, the model consisted of exogenous variables namely Green Brand Positioning (GBP), and Green Brand Knowledge (GBK). While the endogenous variables in this research were called Green Brand Attitude (GBA) and Green Cosmetic Purchase Intention (GCPI).

### **4.2.2 Diagram Flow and Structural Equation**

The next step is to arrange the causality relationship with a path diagram and arrange structural equations. There are two things which need to be done, namely structuring the structural model, by connecting between latent construct, both endogenous and exogenous, and constructing& determining the model, namely connecting endogenous or exogenous latent construct with indicator or manifest variables.



Source: Primary Data (Computed), 2020

**Figure 4.1 First Model**

In this research, the first proposed questionnaires are 200. In order to make it fit there was modification to shorten the respondents, became 180 questionnaires only. So, in this figure, shows the first model without modification of respondents.

#### 4.2.3 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)* value from the data used in this research. If the CR value data is in range  $\pm 2,58$ , the data research can be called as normal. The normality of the data used in this analysis is presented in the following table:

**Table 4.10 Normality Test Results**

Variable	min	Max	skew	c.r.	kurtosis	c.r.
K5	2,00 0	5,00 0	- 1,060	- 5,808	,595	1,62 8
A5	2,00 0	5,00 0	- 1,002	- 5,489	,552	1,51 2
P6	2,00 0	5,00 0	-,841	- 4,608	,262	,718
P5	2,00 0	5,00 0	-,861	- 4,718	,318	,870
PI4	2,00 0	5,00 0	-,795	- 4,353	,045	,123
PI3	2,00 0	5,00 0	-,722	- 3,957	-,129	-,352
PI2	2,00 0	5,00 0	-,845	- 4,628	,432	1,18 2
PI1	2,00 0	5,00 0	-,774	- 4,242	,232	,634
K1	2,00 0	5,00 0	- 1,053	- 5,766	,427	1,16 9
K2	2,00 0	5,00 0	- 1,048	- 5,739	,451	1,23 4
K3	2,00 0	5,00 0	-,794	- 4,349	,547	1,49 7
K4	2,00 0	5,00 0	-,795	- 4,356	,027	,073
A1	2,00 0	5,00 0	-,581	- 3,181	-,324	-,886
A2	2,00 0	5,00 0	-,795	- 4,356	,027	,073
A3	2,00 0	5,00 0	-,798	- 4,372	,207	,566
A4	2,00 0	5,00 0	-,767	- 4,200	,242	,662
P1	2,00 0	5,00 0	-,815	- 4,467	,280	,766
P2	2,00 0	5,00 0	-,677	- 3,710	,368	1,00 8
P3	2,00 0	5,00 0	- 1,064	- 5,830	,367	1,00 6

Variable	min	Max	skew	c.r.	kurtosis	c.r.
P4	2,00	5,00	-,906	-	,491	1,34
Multivariate	0	0		4,963	,720	,163

Source: Primary Data (Computed), 2020

Based on the normality test above, the value of CR in the multivariate analysis was 0,163, with the range  $\pm 2,58$  meaning that the data was normally distributed in a variety ways. Hence, the data in this research can be analyzed by using Structural Equation Modelling (SEM). This normality test was modified to be 180 respondents only from the first proposed respondents, 200.

#### 4.2.4 Outliers Test

Outliers are data having unique characteristics that look different from other observations and appear in the form of extreme values, both for a variable and for variable combinations. The outliers can be analyzed using analysis of multivariate outliers as seen from the Mahalanobis Distance value.

The Mahalanobis Distance test itself was calculated using the chi-square value of the degree of freedom of 20 indicators at the level of  $p < 0.001$  by using the formula  $X^2(20; 0,001) = 37,566$ . The result whether there are multivariate outliers or not can be seen in the table below.

From the outliers test below, it was not found out data exceeded 37,566, it can be concluded that there are no outliers.



**Table 4.11 Outliers Test Result**

Observation number	Mahalanobis d-squared	p1	p2
60	35,438	,018	,961
69	35,184	,019	,861
78	34,454	,023	,790
50	33,876	,027	,718
169	33,855	,027	,541
149	33,186	,032	,523
91	32,718	,036	,478
145	31,307	,051	,709
112	31,004	,055	,665
68	30,797	,058	,599
15	30,466	,063	,577
147	29,719	,075	,697
172	29,543	,078	,646
140	29,538	,078	,538

*Source: Primary Data (Computed), 2020*

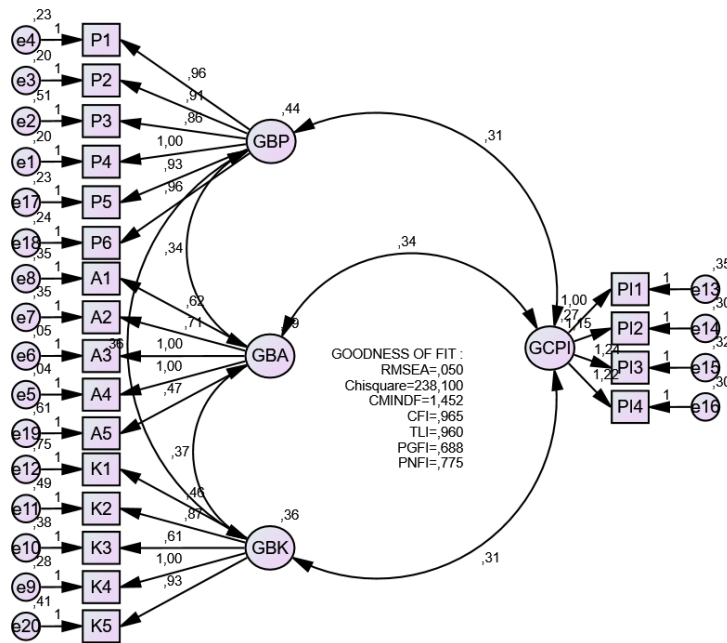
#### **4.2.5 Confirmatory Factor Analysis**

Confirmatory analysis in this research was used to measure the proposed concept by using several measured indicators. In the confirmatory analysis the first factor that need to be paid attention is the loading factor of each indicator. *Loading factor* can be used for measuring construct validity where a questionnaire can be called valid if the statement in a questionnaire can show something which can be measured by a questionnaire. According to Hair *et al* (2010) the minimum number of loading factor is  $\geq 0,5$  or ideally  $\geq 0,7$ . Thus, if there is value which under 0,5, it will be issued from the analysis.

The next, a confirmatory analysis can be measured using Goodness of Fit Index. Hair *et al* (2010) divided the GOFI criteria (Goodness of Fit

Index) in 3 criterions, they are; *absolute fit indices*, *incremental fit indices*, and *parsimony fit indices*. From the three kinds of GOFI itself, there are 25 criteria in total. However, in SEM-Amos analysis, they stated that it is not required for all criteria to be fulfilled 4-5 criteria are enough as long as there are criteria which represent from the three criteria of GOFI (Hair *et al*, 2010)

In this research, there were 2 criteria from each GOFI, they are: CMINDF, Chisquare and RMSEA represented *absolute fit indices*. Below is the result confirmatory analysis:



Source: Primary Data (Computed), 2020

Figure 4.3 Confirmatory Analysis Test

The loading value factors can be seen in the results below:

	Estimate
P4 <--- GBP	,829
P3 <--- GBP	,622
P2 <--- GBP	,802
P1 <--- GBP	,802
A4 <--- GBA	,971
A3 <--- GBA	,960
A2 <--- GBA	,675
A1 <--- GBA	,628
K4 <--- GBK	,749
K3 <--- GBK	,509
K2 <--- GBK	,599
K1 <--- GBK	,306
PI1 <--- GCPI	,659
PI2 <--- GCPI	,740
PI3 <--- GCPI	,754
PI4 <--- GCPI	,762
P5 <--- GBP	,791
P6 <--- GBP	,795
A5 <--- GBA	,420
K5 <--- GBK	,660

Source: Primary Data (Computed), 2020

From the loading factor above, it was found out that all the indicators, the loading value factor of each variable already reached 0,5 excluding K1 and A5 so that K1 and A5 indicators must be issued. After issuing K1 and A5, all the indicators in this research were valid. The next is a confirmatory analysis goodness of fit test carried out with the results shown in the table below :

**Table 4.12 Goodness of Fit Test Result**

Fit Indeks	Goodness of Fit	Kriteria	Cut-off value	Keterangan
Absolute Fit	RMSEA	$\leq 0.08$	0.050	Fit
	CMIN/DF	$\leq 2,00$	1,452	Fit

	Chisquare	$\leq 500$	238,100	Fit
Incremental Fit	TLI	$\geq 0.90$	0.960	Fit
	CFI	$\geq 0.90$	0.965	Fit
Parsimony Fit	PGFI	$\geq 0.60$	0.688	Fit
	PNFI	$\geq 0.60$	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.

#### 4.2.6 Reliability Test

The reliability coefficient ranges from 0-1. This means, the higher the coefficient, the more reliable the measuring instrument. Constructive reliability is good if the construct reliability value is  $>0,7$  and the extracted variance value  $>0,5$  (Yamin & Kurniawan, 2009). Below is the results:

**Table 4.13 Reliability Test Results**

Indicator	Loading Standard	Loading Standard	Error Measurement	CR	VE
P5	0,791	0,626	0,374	0,9	0,6
P6	0,795	0,632	0,368		
P4	0,829	0,687	0,313		
P3	0,622	0,387	0,613		
P2	0,802	0,643	0,357		
P1	0,802	0,643	0,357		
A4	0,973	0,947	0,053	0,9	0,7
A3	0,960	0,922	0,078		
A2	0,671	0,450	0,550		
A1	0,626	0,392	0,608		
K5	0,664	0,441	0,559	0,7	0,5
K4	0,752	0,566	0,434		
K3	0,511	0,261	0,739		
K2	0,600	0,360	0,640		
PI1	0,659	0,434	0,566	0,8	0,5
PI2	0,740	0,548	0,452		
PI3	0,755	0,570	0,430		
PI4	0,761	0,579	0,421		

Source: Primary Data (Computed), 2020

From the table above, construct variables' reliability already showed  $\geq 0,7$ . Hence, based on the extracted variance in this research, each variable already had values more than 0,5. Then, it can be concluded that the questionnaire used in this research was reliable.

### 4.3 Identification of Structural Model

To find out an identification problem is by looking at the estimation results. The structural Equation Model (SEM) analysis can be done if the model of identification results, shows that the model is included in the over-identified category. This identification is done by looking at the *df* value of the model created.

**Table 4.14 Computation of Degrees of Freedom (Default Model)**

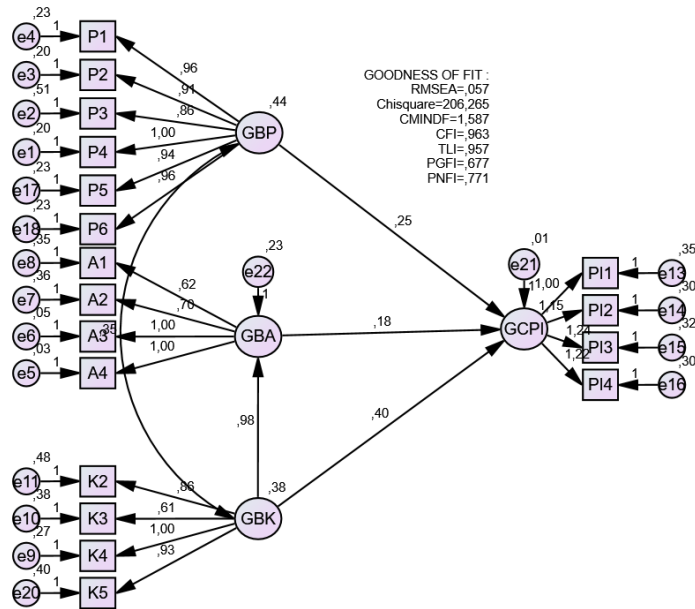
Number of distinct sample moments	171
Number of distinct parameters to be estimated	41
Degree of freedom / <i>df</i> (171-41)	130

Source: Primary Data (Computed), 2020

The AMOS output results indicate that the *df* value of the model was 130. This indicated that the model was categorized as over identified because it had positive *df* value. Therefore, data analysis can proceed to the next stage.

#### 4.4 Goodness-of-Fit-Criteria and Model Modification

The fit test of the research model was used to measure how good the level of goodness of fit of the research model. The goodness of fit test results had been explained in the confirmatory analysis and known from all the goodness of fit criteria. Thus, all the criteria had been met by this research model. The final analysis path in this research is shown below:



Source: Primary Data (Computed), 2020

Figure 4.4 Final Research Model

Next, the Goodness of Fit test had shown that all the criteria already fulfilled. The model in this research can be called Fit seen in the Table 4.15:

**Table 4.15 Goodness of Fit Results**

Fit Index	Goodness of Fit	Criteria	Cut-off value	Note
Absolute Fit	RMSEA	$\leq 0.08$	0.057	Fit
	CMIN/DF	$\leq 2,00$	1,587	Fit
	Chisquare	$\leq 500$	206,265	Fit
Incremental Fit	TLI	$\geq 0.90$	0.967	Fit
	CFI	$\geq 0.90$	0.953	Fit
Parsimony Fit	PGFI	$\geq 0.60$	0.677	Fit
	PNFI	$\geq 0.60$	0.771	Fit

Source: *Primariy Data (Computed), 2020*

#### 4.5 Hypothesis Testing

The next analysis is the Structural Equation Model (SEM) analysis in a full model to test the hypotheses developed in this research. *The regression weight* test in this research was shown in the table below:

**Table 4.16 Hypothesis Testing Result**

	Estimate	S.E.	C.R.	P	Label
GCPI <--- GBP	,249	,113	2,202	,028	
GCPI <--- GBA	,182	,062	2,942	,003	
GCPI <--- GBK	,397	,165	2,415	,016	
GBA <--- GBK	,981	,098	10,052	***	

Source: *Primarily Data (Computed), 2020*

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. In detail, the analysis of the research hypothesis will be described accordingly with the hypothesis proposed. In this research, the researcher had proposed 4 hypotheses with the explanation as follows:

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

- 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 which 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**.
- Mediation analysis  
Mediation analysis can be seen from significant indirect influence between tangible variable from the indirect effect-two tailed significant table. The result of the indirect influence test is below:



**Table 4.1.5 Mediation Result Analysis**

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

*Source: Primarily Data (Computed), 2020*

According to mediation analysis above, 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.

#### **4.6 Result Discussions**

##### **4.6.1 The Influence of Green Brand Positioning on Green Cosmetic Purchase Intention**

The result of the research analysis indicated that the GBP had a positive and significant effect on GCPI. That result was proven by the consumer's good image toward green cosmetic because, it is formulated by environmentally friendly and cruel-free ingredients. Those reasons had been the factors for consumers to create a purchase intention.

Out of all the indicators explained in this research, it can be said that green brand positioning was important to be taken into account as the one of factor on deciding purchase intention on green cosmetic. The finding is also supported by the previous research conducted by Suki (2016) stated that a consumer who has environmental knowledge and a positive past experience

has a high tendency to purchase product due to its green attributes and successful green brand positioning.

#### **4.6.2 The Influence of Green Brand Attitude on Green Cosmetic Purchase Intention**

First of all, for measuring attitude, it can be done by *theory of planned behaviour* (TPB) because this theory makes it possible to explain the preference behaviour and consumption of consumer (Tarkiainen and Sundqvist, 2005; Aertsens et al, 2009). According to TPB theory, purchase intention is influenced by three factors. One of the factors is the attitude that the person holds as the purchasing attitude (Ajzen, 1991, Chen, 2007). It means, a positive attitude towards buying green cosmetics is related to a belief that the green cosmetics are healthier and better for the environment. As what the result shown, green brand attitude had a positive effect on green cosmetic purchase intention.

#### **4.6.3 The Influence of Green Brand Knowledge on Green Cosmetic Purchase Intention**

The result of the research analysis indicated that green brand knowledge had a positive and significant effect on green cosmetic purchase intention. This indicated that the higher green knowledge regarding environmental issues makes green customers more aware of green product quality. Thus, they are willing to pay more to the green product due to its quality and benefit of the product (Uthamaputharan et al, 2013).

This idea also supported by previous research by Ganapathy et al (2014) and Geyer-Allely& Zacarias-Farah (2003) stated that by receiving a reliable yet clear information about environmental issues, it will boost the consumer's green brand knowledge and bridge their green brand product purchases.

#### **4.6.4 The Influence of Green Brand Knowledge on Green Brand Attitude which is successfully mediated between Green Brand Knowledge and Green Cosmetic Purchase Intention**

The result of the research analysis indicated that green brand knowledge had a positive effect on green brand attitude and successfully mediated the relationship between green brand knowledge and green cosmetic purchase intention. The result is also supported by Yin *et al* (2010) that consumer's green attitude also can be influenced by the green information or knowledge they have, such as consumer's previous experiences. Thus, by concerning their green behaviour, it will determine their intention to purchase green cosmetic also (Fishbein and Ajzen, 1975).

Aligning with Yin, having well information regarding green or environmentally friendly cosmetic, consumers will have concerns about the environmental issues, and once the consumer realized the presence of green attribute, they will purchase the product afterwards.

## **CHAPTER V**

### **CONSLUSIONS AND RECOMMENDATIONS**

#### **5.1 Conclusions**

The research was conducted in order to find out the effects of the green brand positioning, green brand attitude, and green brand knowledge toward green cosmetic purchase intention. There is also a mediating variable in this research such as green brand attitude, as the mediator of 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.

The findings of this research indicated that all relationships of all variables; green brand positioning, green brand attitude, and green brand knowledge toward green cosmetic purchase intention were significant. Moreover, other relationships between green brand attitude and green cosmetic purchase intention mediated by green brand knowledge were also significant. From all of the results, all of the hypotheses were approved.

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.

## **5.2 Research Limitations**

The researcher believed that this research was far from perfect. There were several things need to be taken into account when the researcher conducted this research, as follows:

1. The sample of this research might not represent all of the consumers using Green Cosmetics that regularly make purchases in Indonesia.
2. The 180 respondents participated as the sample of this research did not represent the whole population of Indonesia, because the respondents did not come from all places across islands in Indonesia.
3. The research does not guarantee the same result and findings when the framework or models are tested in other different green products because cosmetics might be different from other kinds of products.

## **5.3 Recommendations**

For future researchers that are going to conduct the same field of study, the current researcher suggests them to modify the framework to find any other better possibilities of the model. For example, as this model only tested the framework only until the information adoption. Thus, the future research can add other variables such as green brand image.

Meanwhile, this research can also be implemented for the managerial implications. Firstly, it can be said that 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. Therefore, people who use green cosmetics will feel satisfied because the green cosmetic aligns with their desire and they might create a word of mouth to other potential consumers. 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.



## BIBLIOGRAPY

- Aertsens, J., Verbeke, W., & Van Huylenbroeck, G. (2009). Personal determinants of organic food consumption: a review . *British Food Journal* , 111(10),1140-1167.
- Ajzen, I. (1991). The theory of planned behavior . *Organizational Behavior and Human Decision Processes* , 50(2),179-211.
- Alimen, N., & Cerit, A. G. (2010). Dimensions of brand knowledge. *Journal of Enterprise Information Management* , 538-558.
- Amberg, N., & Magda, R. (2018). Environmental Pollution and Sustainability or the impact of the Environmentally Concious Measures of International Cosmetic Companies on Purchasing Organic Cosmetics. *Visegrad Journal on Bioeconomy and Sustainable Development* , 7(1),23-30.
- Amin, M., Uthamaputhran, S., & Ali, F. (2015). The effectiveness of green product positioning and marketing strategies towards purchase intention in Malaysia . *International Journal Innovation and Learning* , 17(4),516-528.
- Aulina, L., & Yulianti, E. (2017). The Effects of Green Brand Positioning, Green Brand Knowledge, and Attitude towards Green Brand on Green Products Purchase Intention. *Business and Management Research* , 548-557.
- Bhaskaran, C. P., & Cary, F. J. (2006). Environmentally sustainable food production and marketing. *British Food Journal* , 108(8),677-690.
- Bhatti, A. (2018). Consumer Purchase Intention Effect on Online Shopping Behavior with the Moderating Role of Attitude. *International Journal of Academic Management Science Research* , 2(7), 44-50.
- Chen, K., & Deng, T. (2016). Research on the Green Purchase Intentions from the Perspective of Product Knowledge . *Sustainability* , 8(9), 1-16.
- Chen, M. (2007). Consumer attitudes and purchase intention in relation to organic foods in Taiwan: moderating effects of food-related personality traits . *Food Quality and Preference* , 18(7),1008-1021.
- Chen, Y., & Chang, C. (2012). The roles of green perceived value, green perceived risk, and green trust. *Management Decision* , 50(3),502-520.

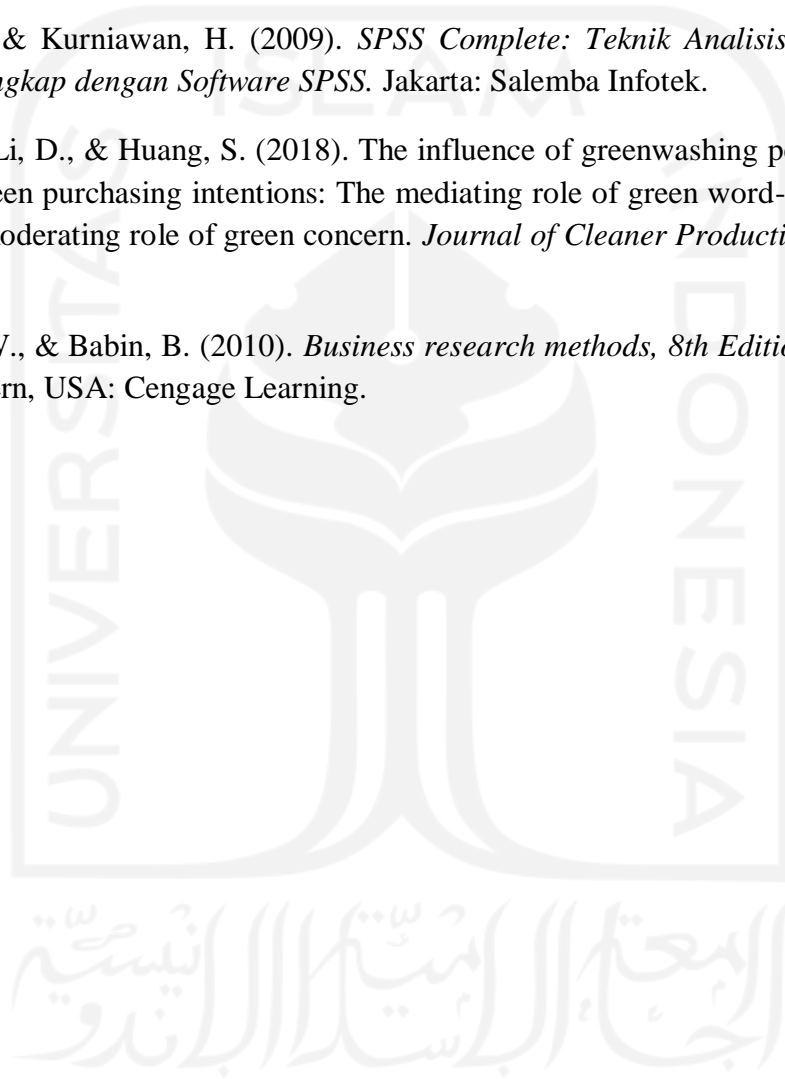
- Edema, A. J., & Erute, I. F. (2014). Branding and Brand Positioning: A Conceptual Conflict Perspective in Product and Corporate Strategies. *Scientific Research Journal* , 2(1),49-54.
- Fauzi, N. F., & Hashim, R. A. (2015). Generation X and Purchase Intention Toward Green Cosmetic and Skin Care Product. *International Journal of Business and Management* , 1(2),81-91.
- Fauzi, N. F., & Hashim, R. A. (2015). Generation X and Purchase Intention Toward Green Cosmetic and Skin Care Products. *International Journal of Business and Management* .
- Ferdinand, A. (2002). *Structural Equation Modelling dalam Penelitian Manajemen, 3th Edition*. Semarang: Fakultas Ekonomi UNDIP .
- Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention and behavior: An introduction to theory and research .
- Geyer-Allely, E., & Zacarias-Farah, A. (2003). Policies and instruments for promoting sustainable household consumption. *Journal of Cleaner Production* , 11(8),923-926.
- Ghorban, Z. S. (2012). Brand Attitude, Its Antecedents and Consequences. Investigation into Smartphone Brands in Malaysia . *Journal of Business and Management* , 2(3),31-35.
- Global Business Guide Indonesia . (2018). *Indonesia's Cosmetics Industry: The Rise of Halal Cosmetics*. Retrieved from Global Business Guide Indonesia : [http://www.gbgingonesia.com/en/manufacturing/article/2018/indonesia\\_s\\_cosmetics\\_industry\\_the\\_rise\\_of\\_halal\\_cosmetics\\_11842.php](http://www.gbgingonesia.com/en/manufacturing/article/2018/indonesia_s_cosmetics_industry_the_rise_of_halal_cosmetics_11842.php)
- Global Business Guide Indonesia . (2014). *Indonesia's Cosmetics Market*. Retrieved 4 14, 2020, from Global Business Guide Indonesia : [http://www.gbgingonesia.com/en/manufacturing/article/2014/indonesia\\_s\\_cosmetics\\_market.php](http://www.gbgingonesia.com/en/manufacturing/article/2014/indonesia_s_cosmetics_market.php)
- Global Business Guide Indonesia. (2018). *Indonesia's Cosmetics Industry: The Rise of Halal Cosmetics*. Retrieved 4 14, 2020, from Global Business Guide Indonesia: [http://www.gbgingonesia.com/en/manufacturing/article/2018/indonesia\\_s\\_cosmetics\\_industry\\_the\\_rise\\_of\\_halal\\_cosmetics\\_11842.php](http://www.gbgingonesia.com/en/manufacturing/article/2018/indonesia_s_cosmetics_industry_the_rise_of_halal_cosmetics_11842.php)
- Hair, J., Black, W., & Babin, B. (2010). *Multivariate Data Analysis, 7th Edition*. London: Prentice Hall.



- Hsu, C., & Cai, L. A. (2009). Brand Knowledge, Trust and Loyalty - A Conceptual Model of Destination Branding. *International CHRIE* , 1-8.
- Huang, Y. C., & Yang, M. (2013). Effects of green brand on green purchase intention. *Marketing Intelligence & Planning* ,32(8), 250-268.
- Huang, Y., Yang, M., & Wang, Y. (2014). Effect of green brand on green purchase intention . *Marketing Intelligence & Planning* , 32(3), 250-268.
- International Trade Administration. (2016). *Asia Personal Care & Cosmetics Market Guide 2016*. United State: U.S Department of Commerce.
- Keller, K. (1993). Conceptualizing, measuring, and managing constumer-based brand equity. *Journal of Marketing* , 1-22.
- Keller, K. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing* , 57(1),1-22.
- Keller, K. (2003). *Strategic brand management: Building, measuring, and managing brand equity*. New Jersey: Pearson Education.
- Keller, K., & Lehman, D. (2005). Brands and branding: research findings and future priorities. *Marketing Science* , 25(6),740-759.
- Laroche, B. M., & J, F. B. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Cosnumer Marketing* , 18(6),503-520.
- Lin, Y., Yang, S., Hanifah, H., & Iqbal, Q. (2018). An Exploratory Study of Consumer Attitudes toward Green Cosmetics in the UK Market. *Adm.Sci* ,8(4), 71.
- Martin, B., & Simintiras, A. (1995). The impact of green product lines on the environment . *Marketing Intelligence Planning* , 16-23.
- Matthes, W. J., & A, S. D. (2013). Consumers' green involvement and the persuasive effects of emotional versus functional ads. *Journal of Business Research* , 67(9),1885-1893.
- Mirabi, V., Akbariyah, H., & Tahmasebifard, H. (2015). A Study of Factor Affecting on Consumers Purchase Intention . *Journal of Multidisciplinary Engineering Science and Technology* , 2(1),267-273.

- Mohasoa, K., Alison, G., & Makhetha, M. (2016, 3 14). Brand knowledge effects on brand equity and purchase intention . *Working Paper* . Johannesburg: Reseach Gate .
- Patrick, I. H., & V.A, F. S. (2005). Green branding effects on attitude: functional vs emotional positioning strategies. *Marketing Intelligence and Planning* ,23(1), 9-30.
- Putri, L., & Wandebori, H. (2016). Factors Influencing Cosmetics Purchase Intention in Indonesia based on Online Review . *Ethics of Business, Economics, and Social Science* , 225-263.
- Rokicka, E. (2002), "Attitudes toward natural environment: a study of local community dwellers", *International Journal of Sociology*, 32(3), pp. 78-90.
- Sekaran, U., & Bougie, R. (2016). *Research Methods Business*. Chichester: John Willey & Sons.
- Shekhawat, P. (2016, January 12). *MARKPLUS.INC*. Retrieved from Halal and Herbal - the two emerging buzzwords in Indonesia's cosmetics market : <http://www.markplusinc.com/halal-and-herbal-the-two-emerging-buzzwords-in-indonesias-cosmetics-market/>
- Solomon, M. (2009). *Consumer Behavior: Buying, Having and Being*. New Jersey: Pierson education.
- Tarkiainen, A., & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *Brtisih Food Journal* , 107(11), 808-822.
- Tolnay, A., Koris, A., & Magda, R. (2018). Sustainable Development of Cosmetic Porducts in the Frame of the Laboratory Market . *Visegrad Journal on Bioeconomy and Sustainable Development* , 7(2), 62-66.
- Uthamaputharan, S., & Amin, M. (2013). Green Product Positioning and Purchase Intention in Malaysia. *Technology Innovation and Industrial Management* , 355-367.
- Wibowo, A. (2020, January 10). *Paying For the "Glow": Indonesian Skincare Ecommerce Market Trends*. Retrieved from Janio : <https://janio.asia/sea/indonesia/indonesia-skincare-ecommerce-trends/>

- Wiesa, I. P., & Suprapti, N. W. (2019). The International Journal of Business & Management. *The International Journal of Business & Management* , 7(11), 169-177.
- Wolsink, M. (2007), “Wind power implementation: the nature of public attitudes: equity and fairness instead of ‘backyard motives’ ”, *Renewable and Sustainable Energy Reviews*, 11(6), pp. 1188-1207.
- Yamin, S., & Kurniawan, H. (2009). *SPSS Complete: Teknik Analisis Statistik Terlengkap dengan Software SPSS*. Jakarta: Salemba Infotek.
- Zhang, L., Li, D., & Huang, S. (2018). The influence of greenwashing perception on green purchasing intentions: The mediating role of green word-of-mouth and moderating role of green concern. *Journal of Cleaner Production* , 740-750.
- Zikmund, W., & Babin, B. (2010). *Business research methods, 8th Edition*. South Western, USA: Cengage Learning.



**APPENDIX A**  
**RESEARCH QUESTIONNAIRES**

Minat Beli Produk Kosmetik Ramah Lingkungan: Pengaruh dari Merek, Perilaku, dan Pengetahuan tentang Ramah Lingkungan

Halo, perkenalkan nama saya Diyah Dwi Lestari, mahasiswi Fakultas Bisnis dan Ekonomi Jurusan Manajemen Internasional di Universitas Islam Indonesia. Saat ini saya sedang melakukan penelitian tentang “Minat Beli Produk Kosmetik Ramah Lingkungan: Pengaruh dari Merek, Perilaku, dan Pengetahuan tentang Ramah Lingkungan”. Untuk itu, dengan ini saya memohon kesediaan Saudara/I untuk berkenan meluangkan waktu sejenak untuk mengisi kuesioner di bawah ini sesuai dengan pengalaman yang pernah dirasakan dalam menggunakan produk kosmetik ramah lingkungan.

Produk kosmetik ramah lingkungan adalah produk kosmetik yang menggunakan bahan dari alam sehingga merupakan bahan yang bisa diperbaharui dan tidak mengandung bahan yang mampu merusak lingkungan maupun membahayakan kesehatan manusia. Contohnya produk kosmetik yang ramah lingkungan seperti Nature Republic, Innisfree, The Body Shop, Lacoco, Avoskin, dan lainnya.

Perlu diketahui bahwa kerahasiaan data yang Saudara/I isi akan dijamin dan hanya akan digunakan untuk kepentingan penelitian semata. Apabila ada pertanyaan lebih lanjut sila menghubungi saya melalui email [diyahdiyah234@gmail.com](mailto:diyahdiyah234@gmail.com) Atas perhatiannya, saya ucapkan terimakasih.

Yogyakarta, Oktober 2019

Diyah Dwi Lestari

---

BAGIAN A : IDENTITAS

1. Jenis kelamin
  - a. Laki- laki
  - b. Perempuan
2. Umur
  - a. 18-30
  - b. 31-40
  - c. >40
3. Nomor handphone  
.....
4. Pendidikan terakhir
  - a. Sekolah menengah atas/  
sederajat
  - b. Diploma
  - c. S1
  - d. S2
  - e. S3
5. Pekerjaan
  - a. Pelajar/ Mahasiswa
  - b. Pegawai sipil/ BUMN
  - c. Pegawai swasta
  - d. Wiraswasta
  - e. Ibu rumah tangga
6. Pengeluaran perbulan
  - a. < Rp. 1.000.000
  - b. Rp. 1.000.000 – Rp.  
3.000.000
  - c. > Rp. 3.000.000
7. Kosmetik ramah lingkungan yang pernah dibeli  
.....
8. Frekuensi pembelian kosmetik ramah lingkungan per tahun
  - a. 1-5 kali
  - b. 6-10 kali
  - c. 11-15 kali
9. Tipe pembelian produk kosmetik ramah lingkungan
  - a. Eyeshadow
  - b. Mascara
  - c. Blush on
  - d. Skincare
10. Sumber motivasi untuk membeli produk kosmetik ramah lingkungan
  - a. Anggota keluarga
  - b. Teman-teman
  - c. Tetangga
  - d. Dosen
  - e. Lainnya.....
11. Uang yang dikeluarkan untuk pembelian produk kosmetik ramah lingkungan
  - a. < Rp.1.000.000
  - b. Rp. 1.000.000 – Rp.  
3.000.000
  - c. > Rp. 3.000.000

BAGIAN B:

Di bagian ini, anda akan diminta untuk menilai tentang minat beli produk kosmetik ramah lingkungan

Instruksi: Pertanyaan- pertanyaan berikut memiliki 4 opsi pilihan, silahkan tandai salah satu dari empat jawaban tersebut, tidak ada jawaban yang benar atau salah pada setiap pertanyaan

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Setuju

4 = Sangat Setuju

### I. POSITIONING (POSITIONING)

No.	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju
1	Bagi saya kualitas sangat penting saat membeli produk kosmetik ramah lingkungan	1	2	3	4
2	Bagi saya harga sangat penting saat membeli produk kosmetik ramah lingkungan	1	2	3	4
3	Produk kosmetik ramah lingkungan sesuai dengan keinginan dan kebutuhan personal saya	1	2	3	4
4	Saya lebih suka membeli produk kosmetik yang ramah lingkungan	1	2	3	4
5	Saya mengetahui produk kosmetik ramah lingkungan lewat iklan	1	2	3	4
6	Produk kosmetik ramah lingkungan cenderung mahal	1	2	3	4

### II. PERILAKU (ATTITUDE)

No.	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju
1	Kinerja produk kosmetik ramah lingkungan dapat diandalkan	1	2	3	4
2	Saya merasa apa yang dijanjikan produk kosmetik ramah lingkungan dapat dipercaya	1	2	3	4
3	Focus dari produk kosmetik ramah lingkungan sesuai harapan saya	1	2	3	4
4	Reputasi produk kosmetik ramah lingkungan umumnya reliable	1	2	3	4
5	Produk kosmetik ramah lingkungan mampu memenuhi janji dan tanggung jawab dalam menjaga hubungan	1	2	3	4

### III. PENGETAHUAN (KNOWLEDGE)

No.	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju
1	Menggunakan produk kosmetik ramah lingkungan ini bermanfaat sebagai investasi jangka panjang	1	2	3	4
2	Saya membeli produk kosmetik ramah lingkungan ini karena baik untuk lingkungan	1	2	3	4
3	Saya membeli produk kosmetik ramah lingkungan ini karena member kemanfaatan lingkungan lebih baik	1	2	3	4

	disbanding produk kosmetik lain				
4	Kinerja produk kosmetik ramah lingkungan dalam menjaga lingkungan sesuai harapan saya	1	2	3	4
5	Keterbatasan akses terhadap produk kosmetik ramah lingkungan membuatnya kurang populer sehingga permintaanya rendah	1	2	3	4

#### IV. MINAT BELI (PURCHASE INTENTION)

No.	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju
1	Saya berminat membeli produk kosmetik ramah lingkungan karena saya peduli lingkungan	1	2	3	4
2	Saya kedepan akan tetap membeli produk kosmetik ramah lingkungan karena manfaatnya untuk lingkungan	1	2	3	4
3	Saya bersedia membayar lebih mahal untuk membeli produk kosmetik ramah lingkungan karena saya peduli lingkungan	1	2	3	4
4	Secara keseluruhan, saya senang untuk membeli produk ramah lingkungan karena baik untuk lingkungan	1	2	3	4



## APPENDIX B

### VALIDITY AND RELIABILITY TEST OF RESEARCH

#### INSTRUMENTS RESULTS (SPSS)

1. Green Brand Positioning  
Scale GB Positioning

**Case Processing Summary**

		N	%
Cases	Valid	180	100.0
	Excluded <sup>a</sup>	0	.0
	Total	180	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.801	7

**Correlations**

	P1	P2	P3	P4	P5	P6	Total_P
Pearson Correlation	1	.614**	.510**	.681**	.614**	.655**	.831**
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
N	180	180	180	180	180	180	180
Pearson Correlation	.614**	1	.517**	.698**	.658**	.624**	.834**
Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
N	180	180	180	180	180	180	180
Pearson Correlation	.510**	.517**	1	.524**	.480**	.502**	.738**
Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
N	180	180	180	180	180	180	180
Pearson Correlation	.681**	.698**	.524**	1	.603**	.645**	.846**
Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
N	180	180	180	180	180	180	180
Pearson Correlation	.614**	.658**	.480**	.603**	1	.647**	.814**
Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
N	180	180	180	180	180	180	180
Pearson Correlation	.655**	.624**	.502**	.645**	.647**	1	.830**
Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
N	180	180	180	180	180	180	180
Pearson Correlation	.831**	.834**	.738**	.846**	.814**	.830**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N	180	180	180	180	180	180	180

\*\* . Correlation is significant at the 0.01 level (2-tailed).

2. Green Brand Attitude  
Scale GB Attitude

**Case Processing Summary**

		N	%
Cases	Valid	180	100.0
	Excluded <sup>a</sup>	0	.0
	Total	180	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.805	6

**Correlations**

		A1	A2	A3	A4	A5	TOTAL_A
A1	Pearson Correlation	1	.559**	.565**	.597**	.353**	.763**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	180	180	180	180	180	180
A2	Pearson Correlation	.559**	1	.612**	.644**	.416**	.810**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	180	180	180	180	180	180
A3	Pearson Correlation	.565**	.612**	1	.939**	.387**	.876**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	180	180	180	180	180	180
A4	Pearson Correlation	.597**	.644**	.939**	1	.380**	.890**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	180	180	180	180	180	180
A5	Pearson Correlation	.353**	.416**	.387**	.380**	1	.649**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	180	180	180	180	180	180
TOTAL_A	Pearson Correlation	.763**	.810**	.876**	.890**	.649**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	180	180	180	180	180	180

\*\* Correlation is significant at the 0.01 level (2-tailed).

### 3. Green Brand Knowledge Scale GB Knowledge

**Case Processing Summary**

		N	%
Cases	Valid	180	100.0
	Excluded <sup>a</sup>	0	.0
	Total	180	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.764	6

**Correlations**

		K1	K2	K3	K4	K5	TOTAL_K
K1	Pearson Correlation	1	.182*	.144	.229**	.156*	.537**
	Sig. (2-tailed)		.015	.053	.002	.037	.000
	N	180	180	180	180	180	180
K2	Pearson Correlation	.182*	1	.351**	.430**	.379**	.706**
	Sig. (2-tailed)	.015		.000	.000	.000	.000
	N	180	180	180	180	180	180
K3	Pearson Correlation	.144	.351**	1	.373**	.337**	.628**
	Sig. (2-tailed)	.053	.000		.000	.000	.000
	N	180	180	180	180	180	180
K4	Pearson Correlation	.229**	.430**	.373**	1	.519**	.756**
	Sig. (2-tailed)	.002	.000	.000		.000	.000
	N	180	180	180	180	180	180
K5	Pearson Correlation	.156*	.379**	.337**	.519**	1	.715**
	Sig. (2-tailed)	.037	.000	.000	.000		.000
	N	180	180	180	180	180	180
TOTAL_K	Pearson Correlation	.537**	.706**	.628**	.756**	.715**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	180	180	180	180	180	180

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* Correlation is significant at the 0.01 level (2-tailed).

### 4. Green Cosmetic Purchase Intention

Scale GC Purchase Intention

**Case Processing Summary**

		N	%
Cases	Valid	180	100.0
	Excluded <sup>a</sup>	0	.0
	Total	180	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.817	5

**Correlations**

		PI1	PI2	PI3	PI4	TOTAL_PI
PI1	Pearson Correlation	1	.485**	.515**	.430**	.749**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	180	180	180	180	180
PI2	Pearson Correlation	.485**	1	.556**	.566**	.809**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	180	180	180	180	180
PI3	Pearson Correlation	.515**	.556**	1	.612**	.840**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	180	180	180	180	180
PI4	Pearson Correlation	.430**	.566**	.612**	1	.815**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	180	180	180	180	180
TOTAL_PI	Pearson Correlation	.749**	.809**	.840**	.815**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	180	180	180	180	180

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**APPENDIX C**

## TABLES OF THE RESPONDENTS CHARACTERISTICS

### Classification of Respondent's Gender

No.	Gender	Number	Percentage
1	Male	14	7,8%
2	Female	166	92,2%
Total		180	100%

### Classification of Respondent's Age

No.	Age	Number	Percentage
1	18-30	175	97,2%
2	31-40	3	1,7%
3	>40	2	1,1%
Total		180	100%

### Classification of Respondent's Educational Background

No.	Education	Number	Percentage
1	Highschool	77	42,8%
2	Diploma Degree	13	7,2%
3	Bachelor Degree	75	41,7%
4	Master Degree	15	8,3%

5	Doctoral Degree	0	0
Total		180	100%

#### Classification of Respondent's Monthly Outcome

No.	Monthly Outcome	Number	Percentage
1	<Rp. 1.000.000	66	36,7%
2	Rp. 1.000.000 – Rp. 3.000.000	96	53,3%
3	>Rp. 3.000.000	18	10%
Total		180	100%

#### Classification of Respondent's Job

No.	Job	Number	Percentage
1	College Student	122	67,8%
2	Civil Servant	11	6,1%
3	Private Servant	34	18,9%
4	Businessman	10	5,6%
5	Household	3	1,7%
Total		180	100%

#### Classification of Respondent's Frequency on Buying Green Cosmetics

No.	Frequency	Number	Percentage
1	1-5 Times/ year	164	80%
2	6-10 Times/ year	27	15%
3	11-15 Timer/ year	9	5%
Total		180	100%

### **Classification of Respondent's Preference on Buying Green Cosmetics**

No.	Preference	Number	Percentage
1	Eye shadow	0	0 %
2	Mascara	2	1,1%
3	Blush On	3	1,7%
4	Skincare	175	97,2%
Total		180	100%

### **Classification of Respondent's Motivation on Buying Green Cosmetic**

No.	Motivation	Number	Percentage
1	Friends	86	47,8%
2	Family	35	19,4%
3	Self- Motivation	11	6,1%
4	Influencer	6	3,3%
Total		180	100%

### Classification of Respondent's Spending Amount on Green Cosmetic

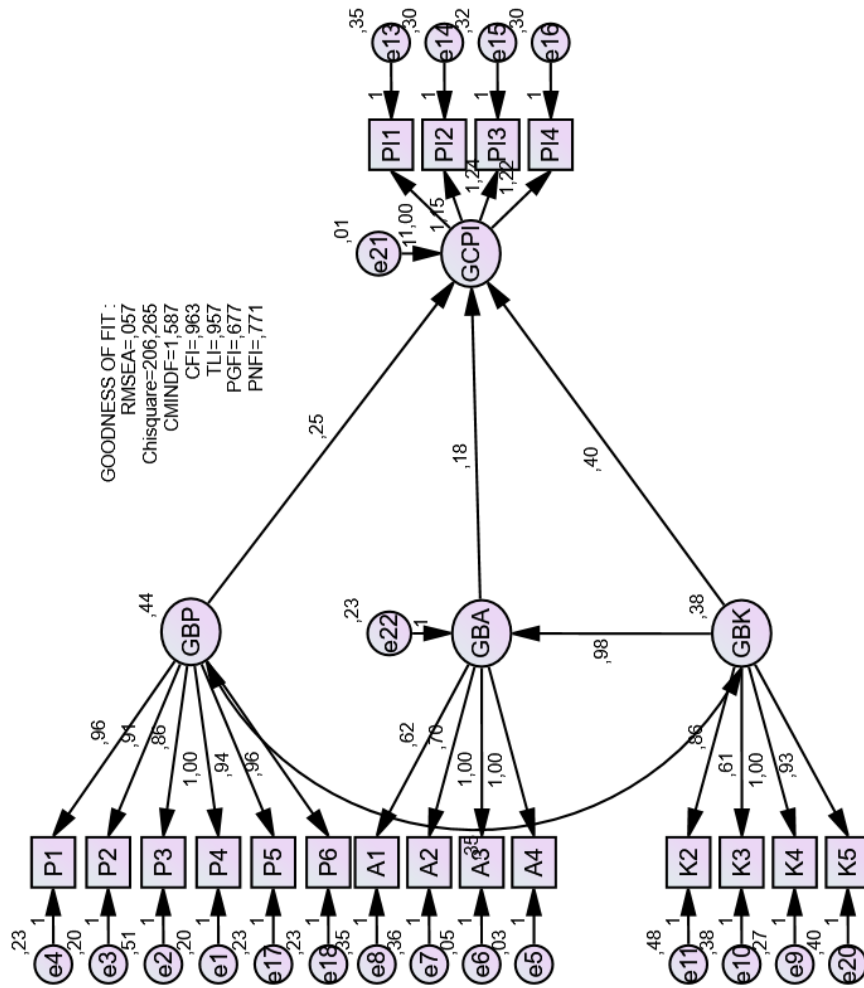
No.	Spending Amount	Number	Percentage
1	<Rp, 1.000.000	168	93,3%
2	Rp. 1.000.000-Rp. 3.000.000	8	4,4%
3	>Rp, 3.000.000	4	2,2%
Total		180	100%

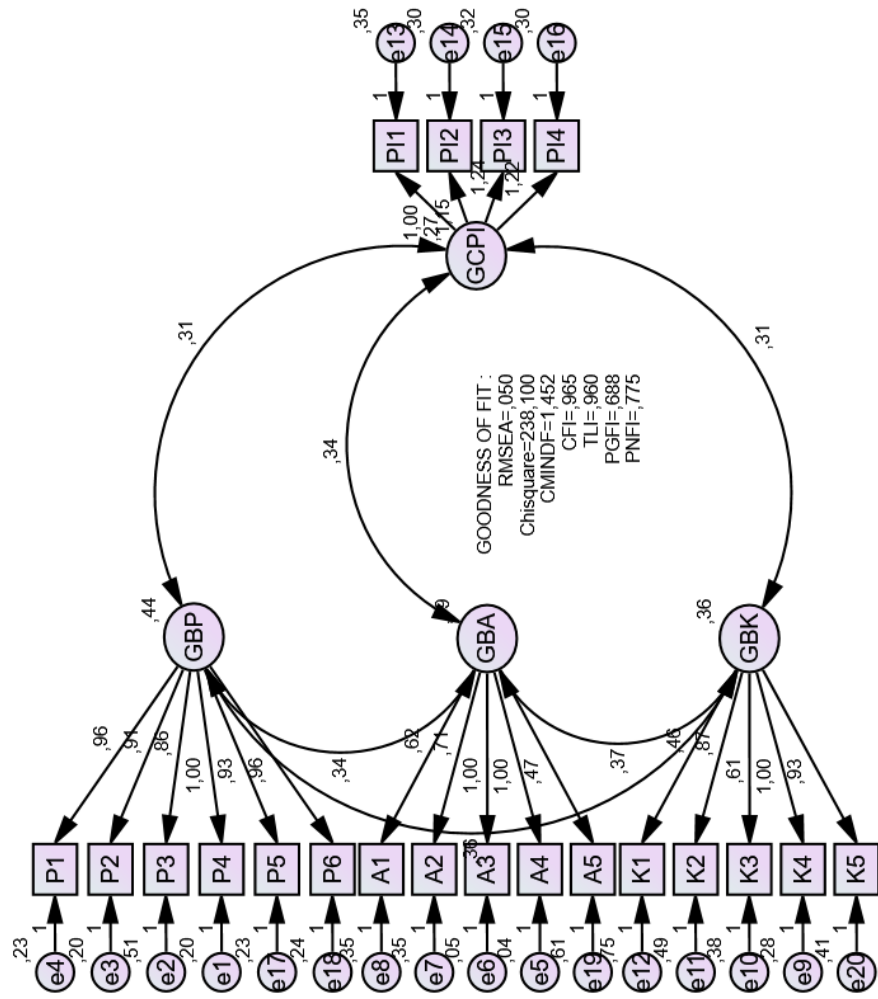


### APPENDIX D

### RESULT OF THE FULL MODEL







## DEGREE OF FREEDOM

Number of distinct sample moments	171
Number of distinct parameters to be estimated	41
Degree of freedom / <i>df</i> (171-41)	130

## VALIDITY AND GOODNESS OF FIT TEST

	Estimate
P4 <--- GBP	,829
P3 <--- GBP	,622
P2 <--- GBP	,802
P1 <--- GBP	,802
A4 <--- GBA	,971
A3 <--- GBA	,960
A2 <--- GBA	,675
A1 <--- GBA	,628
K4 <--- GBK	,749
K3 <--- GBK	,509
K2 <--- GBK	,599
K1 <--- GBK	,306
PI1 <--- GCPI	,659
PI2 <--- GCPI	,740
PI3 <--- GCPI	,754
PI4 <--- GCPI	,762
P5 <--- GBP	,791
P6 <--- GBP	,795
A5 <--- GBA	,420
K5 <--- GBK	,660

Fit Indeks	Goodness of Fit	Cut-off-value/ criteria	Result	Model Valuation
Absolute Fit	RMSEA	$\leq 0.08$	0.050	Fit
	CMIN/DF	$\leq 2,00$	1,452	Fit
	Chisquare	$\leq 500$	238,100	Fit
Incremental Fit	TLI	$\geq 0.90$	0.960	Fit
	CFI	$\geq 0.90$	0.965	Fit
Parsimony Fit	PGFI	$\geq 0.60$	0.688	Fit
	PNFI	$\geq 0.60$	0.775	Fit

#### NORMALITY TEST

Variable	min	max	skew	c.r.	kurtosis	c.r.
K5	2,000	5,000	-1,060	-5,808	,595	1,628
A5	2,000	5,000	-1,002	-5,489	,552	1,512
P6	2,000	5,000	-,841	-4,608	,262	,718
P5	2,000	5,000	-,861	-4,718	,318	,870
PI4	2,000	5,000	-,795	-4,353	,045	,123
PI3	2,000	5,000	-,722	-3,957	-,129	-,352
PI2	2,000	5,000	-,845	-4,628	,432	1,182
PI1	2,000	5,000	-,774	-4,242	,232	,634
K1	2,000	5,000	-1,053	-5,766	,427	1,169
K2	2,000	5,000	-1,048	-5,739	,451	1,234
K3	2,000	5,000	-,794	-4,349	,547	1,497
K4	2,000	5,000	-,795	-4,356	,027	,073
A1	2,000	5,000	-,581	-3,181	-,324	-,886
A2	2,000	5,000	-,795	-4,356	,027	,073
A3	2,000	5,000	-,798	-4,372	,207	,566
A4	2,000	5,000	-,767	-4,200	,242	,662
P1	2,000	5,000	-,815	-4,467	,280	,766
P2	2,000	5,000	-,677	-3,710	,368	1,008
P3	2,000	5,000	-1,064	-5,830	,367	1,006
P4	2,000	5,000	-,906	-4,963	,491	1,345
Multivariate					,720	,163

## OUTLIER TEST

Observation number	Mahalanobis d-squared	p1	p2
60	35,438	,018	,961
69	35,184	,019	,861
78	34,454	,023	,790
50	33,876	,027	,718
169	33,855	,027	,541
149	33,186	,032	,523
91	32,718	,036	,478
145	31,307	,051	,709
112	31,004	,055	,665
68	30,797	,058	,599
15	30,466	,063	,577
147	29,719	,075	,697
172	29,543	,078	,646
140	29,538	,078	,538

## RELIABILITY TEST

Indicator	Loading Standard	Loading Standard	Error Measurement	CR	VE
P5	0,791	0,626	0,374	0,9	0,6
P6	0,795	0,632	0,368		
P4	0,829	0,687	0,313		
P3	0,622	0,387	0,613		
P2	0,802	0,643	0,357		
P1	0,802	0,643	0,357		
A4	0,973	0,947	0,053	0,9	0,7
A3	0,960	0,922	0,078		
A2	0,671	0,450	0,550		
A1	0,626	0,392	0,608		
K5	0,664	0,441	0,559	0,7	0,5
K4	0,752	0,566	0,434		
K3	0,511	0,261	0,739		
K2	0,600	0,360	0,640		
PI1	0,659	0,434	0,566	0,8	0,5
PI2	0,740	0,548	0,452		
PI3	0,755	0,570	0,430		
PI4	0,761	0,579	0,421		

## HYPOTHESES TESTING

	Estimate	S.E.	C.R.	P	Label
GCPI <--- GBP	,249	,113	2,202	,028	
GCPI <--- GBA	,182	,062	2,942	,003	
GCPI <--- GBK	,397	,165	2,415	,016	
GBA <--- GBK	,981	,098	10,052	***	

