

The Influence of Health Consciousness, Ecological Motives, and Environmental Knowledge on Purchase Intention Toward Green Cosmetic Products

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Abstract – This study examines the influence of health consciousness, ecological motives, and environmental knowledge on purchase intention toward green cosmetic products. The study focuses on consumers residing in Jakarta who demonstrate an intention to purchase environmentally friendly cosmetics. A quantitative method was utilized with purposive sampling, leading to 195 valid participants. Data was gathered using a structured survey and subsequently analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM) aided by SmartPLS 4.0. The results show that health consciousness, ecological motives, and environmental knowledge all significantly and positively influence purchase intention. These outcomes suggest that both personal health factors and awareness of environmental issues are crucial in determining consumer preferences for eco-friendly cosmetic products.

Keywords: Health Consciousness, Ecological Motives, Environmental Knowledge, Purchase Intention

INTRODUCTION

The growing environmental crisis, along with increasing health risks caused by prolonged exposure to synthetic chemicals, has led to significant changes in consumer behavior, particularly in developing countries such as Indonesia. The cosmetic industry has become one of the sectors under scrutiny due to its use of chemical substances and excessive plastic packaging, both of which contribute to environmental degradation and potential health hazards (Ratri & Arifianto, 2024). This situation encourages consumers to reconsider their consumption patterns and shift toward safer and more sustainable product alternatives.

One of the emerging responses to this issue is the increasing demand for green cosmetics. These products are generally formulated using natural ingredients, free from harmful chemicals, and produced through environmentally responsible processes (Testa et al., 2024). This trend reflects a broader transformation in consumer preferences, where purchasing decisions are no longer solely based on appearance, but also on considerations related to health, environmental impact, and ethical responsibility.

The expansion of the natural and organic cosmetic market further supports this shift. Consumers are becoming more selective and critical when evaluating products, paying attention to aspects such as ingredient safety, environmental friendliness, and production ethics. This indicates a transition from conventional consumption behavior toward a more conscious and responsible approach (Himawan & Puspitasari, 2023). However, despite the growing awareness, consumer intention to purchase green cosmetics is not always consistent with their level of concern. A gap frequently emerges between awareness and actual behavioral intention. This inconsistency highlights the importance of examining psychological and behavioral factors that influence purchase intention.

This study adopts the Value–Belief–Norm (VBN) Theory as a theoretical framework to explain pro-environmental behavior. The theory posits that individual values influence beliefs, which subsequently shape personal norms and drive behavioral intentions (Stern et al., 1999; van der Werff & Steg, 2016). In this study, health consciousness and environmental knowledge represent cognitive and value-based components, while ecological motives reflect the moral drive to engage in environmentally responsible behavior.

Previous studies investigating these variables have produced mixed findings. While some research reports significant positive effects on purchase intention, other studies reveal insignificant relationships (Shimul et al., 2021; Mawarnie & fahira, 2022; Salim & Ridanasti, 2025). These inconsistencies indicate the need for further empirical investigation, particularly within the Indonesian context. Therefore, this study aims to analyze the influence of health consciousness, ecological motives, and environmental knowledge on purchase intention toward green cosmetic products. The findings are expected to contribute to the literature on sustainable consumer behavior and provide insights for practitioners in developing more effective green marketing strategies.

LITERATURE REVIEW

Triple Bottom Line

The Triple Bottom Line (TBL) framework emphasizes the importance of balancing economic, social, and environmental dimensions in business practices. This concept encourages a transition from conventional profit-oriented strategies toward more responsible and sustainable approaches that consider long-term societal and environmental impacts (Elkington, 1998).

Within the context of green cosmetic products, the environmental (planet) dimension is reflected through the use of natural ingredients, the reduction of harmful chemical substances, and efforts to minimize ecological damage. The social (people) dimension relates to consumer awareness of product safety and potential long-term health effects, particularly since cosmetic products are applied directly to the body. Meanwhile, the economic (profit) dimension is associated with the ability of firms to create sustainable value through green branding strategies that align profitability with environmental responsibility.

Recent studies indicate that increasing consumer awareness of environmental issues has led to a stronger preference for cosmetic products that convey a sustainable and environmentally friendly image (Janah & Odelia, 2025). This suggests that the TBL framework is not only relevant for firms but also influences consumer decision-making behavior.

Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs) offer an international structure for combining economic advancement, social equity, and environmental conservation within development plans. Created to tackle significant worldwide issues like poverty, inequality, and ecological decline, the SDGs highlight the necessity of securing lasting sustainability in various fields.

The framework consists of 17 goals and 169 interconnected targets that guide both policy and practice. In the context of this study, particular attention is given to Goal 12 (Responsible Consumption and Production), Goal 13 (Climate Action), and Goal 3 (Good Health and Well-Being). These goals highlight the importance of promoting sustainable consumption patterns, reducing environmental impact, and ensuring the safety and well-being of individuals.

In relation to green cosmetic products, the SDGs framework reinforces the importance of encouraging consumers to adopt environmentally responsible purchasing behavior while also prioritizing personal health and product safety.

Value Belief Norm (VBN) Theory

The Value–Belief–Norm (VBN) theory explains the psychological mechanisms underlying pro-environmental behavior by linking individual values, beliefs, and personal norms (Stern et al., 1999). According to this framework, individuals who hold strong altruistic or biospheric values are more likely to develop awareness of environmental consequences, which subsequently shapes their sense of responsibility and moral obligation to act in environmentally responsible ways.

This process begins with values influencing beliefs about environmental conditions, followed by the ascription of responsibility, which ultimately leads to the formation of personal norms that guide behavior (Stern et al., 1999; van der Werff & Steg, 2016).

In the context of this study, the VBN framework provides a theoretical basis for understanding how health consciousness, ecological motives, and environmental knowledge influence purchase intention toward green cosmetic products. These variables represent cognitive, emotional, and moral dimensions that collectively shape environmentally responsible consumption behavior.

Green Cosmetics

Green cosmetics refer to personal care products that are developed using natural or plant-based ingredients and are formulated without harmful synthetic chemicals, with the aim of ensuring both user safety and environmental sustainability (Begum & Kalpana, 2024). These products are typically associated with environmentally friendly production processes, cruelty-free testing practices, and sustainable packaging.

The increasing popularity of green cosmetics reflects a broader shift in consumer behavior toward healthier and more environmentally responsible lifestyles. Consumers are becoming more attentive to product composition and are increasingly concerned about the long-term effects of chemical exposure on both their health and the environment. Previous research suggests that this growing awareness has expanded the market for green cosmetics beyond traditional users, attracting both female and male consumers who prioritize safety, sustainability, and ethical considerations in their purchasing decisions (Shimul et al., 2021).

Health Consciousness

Health consciousness reflects the degree to which individuals prioritize and are aware of their health condition in daily life. It is expressed through attitudes, lifestyle choices, and consumption behavior that aim to maintain or improve physical well-being. Lius and Salim (2024) describe health consciousness as the extent to which health considerations influence an individual's decisions and activities. Similarly, Shimul et al. (2021) explain that individuals with high health consciousness are more likely to engage in behaviors that support their health, including selecting safer and more natural products.

Consumers with strong health awareness tend to be more cautious when choosing products, particularly those applied directly to the body such as cosmetics. They are more likely to avoid products containing harmful substances and prefer alternatives that offer both safety and long-term health benefits (Salim & Ridanasti, 2025).

Ecological Motives

Ecological motives refer to an individual's internal drive to act in ways that support environmental sustainability. This motivation is shaped by awareness, concern, and moral responsibility toward environmental issues. According to Shimul et al. (2021), ecological motives arise from an individual's concern about the environmental consequences of consumption behavior.

In a broader sense, ecological motives are closely related to environmental concern and environmental consciousness. Kim and Lee (2023) define environmental consciousness as a psychological readiness to recognize environmental problems and support actions that contribute to environmental improvement. Individuals with strong ecological motives are more likely to adopt environmentally responsible consumption patterns, including choosing green cosmetic products (Salim & Ridanasti, 2025).

Environmental Knowledge

Environmental knowledge refers to an individual's understanding of environmental issues, including ecosystems, sustainability, and the interaction between human activities and the natural environment. Zainol and Hayat (2020), as cited in Adlani and Asih (2025), describe environmental knowledge as general awareness of environmental concepts and relationships within ecosystems.

Higher levels of environmental knowledge enable individuals to better understand the consequences of their consumption behavior. As a result, they are more likely to develop attitudes and behaviors that support environmental sustainability (Shimul et al., 2021). This knowledge plays an important role in shaping consumer preferences toward environmentally friendly products.

Purchase Intention

Purchase intention refers to an individual's intention or tendency to purchase a product or service in the future. According to P. and G. A. Kotler (2012), as cited in Amin et al. (2021), purchase intention arises after consumers receive a stimulus from a product they observe, which generates a desire to buy and possess it. Meanwhile, Schiffman and Kanuk (2009), as cited in Prakarsa (2021), define purchase intention as a psychological force within an individual that influences their choice to take action.

Shimul et al. (2021) state that purchase intention refers to the likelihood or plan of an individual to purchase a product or service in the future. In this context, purchase intention serves as

an important indicator in predicting consumer purchasing behavior, where a higher level of purchase intention increases the likelihood that an actual purchase decision will occur.

Hypothesis

There is also a hypothesis used in this study. Therefore, the hypothesis of this study is formulated as follows:

H1: Health consciousness has a positive and significant effect on purchase intention.

H2: Ecological motives have a positive and significant effect on purchase intention.

H3: Environmental knowledge has a positive and significant effect on purchase intention.

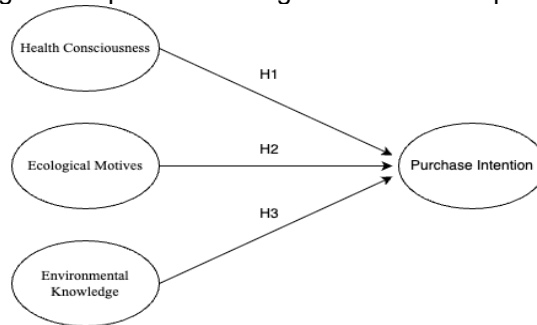


Figure 1. Conceptual Framework
 Source: Author 2026

METHODS

This study adopts a quantitative research design using a survey method to obtain primary data. Quantitative approaches are commonly employed to examine relationships among variables and to test theoretical models through statistical analysis (Creswell & Creswell, 2023). In this research, data were collected using a structured questionnaire designed to measure the independent variables health consciousness (X1), ecological motives (X2), and environmental knowledge (X3) as well as the dependent variable, purchase intention (Y). The questionnaire consisted of closed-ended items to ensure consistent and measurable responses. All variables were assessed using a seven-point Likert scale ranging from 1 (“strongly disagree”) to 7 (“strongly agree”).

The target population includes individuals who are aware of and have an intention to purchase green cosmetic products. A purposive sampling technique was applied as part of a non-probability sampling approach, allowing respondents to be selected based on predefined criteria. Specifically, participants were required to reside in Jakarta and demonstrate an intention or interest in purchasing green cosmetic products. The sample size was calculated using GPower version 3.1.9.4, as the population size was not clearly defined. Given an effect size of 0.15, a significance level of 0.05, a statistical power of 0.95, and three predictor variables, the minimum sample size needed was found to be 119 participants. To secure sufficient data quality, 200 surveys were issued, resulting in 195 valid answers for further analysis. The analysis of data was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess both the measurement model and the structural model, along with testing the proposed hypotheses.

RESULTS and DISCUSSION

Respondent characteristics are presented to provide an overview of the demographic profile of the sample, including gender, age, domicile, education level, occupation, and monthly income.

Table 1. Respondent Description

Demographic Profile		Frequency	Percentage (%)
Gender	Female	108	55%
	Male	87	45%
Total		195	100%
Age	Less than 17 Years	0	0%
	17-25 Years	84	43%
	26-35 Years	44	23%
	36-45 Years	48	25%

	More than 45 Years	19	10%
Total		195	100%
Domicile	Central Jakarta	25	13%
	East Jakarta	39	20%
	West Jakarta	27	14%
	North Jakarta	45	23%
	South Jakarta	35	18%
	Thousand Island	24	12%
Total		195	100%
Education	SHS/VHS or Equivalent	77	39%
	Diploma (D1-D3)	24	12%
	Bachelor's Degree (S-1)	94	48%
	Postgraduate (S2/S3)	0	0%
Total		195	100%
Occupation	Student	73	37%
	Civil Servant	60	31%
	Private Employee	40	21%
	Entrepreneur	20	10%
	Housewife	2	1%
Total		195	100%
Monthly Income	<Rp1.000.000	32	16%
	Rp1.000.000-Rp4.999.999	78	40%
	Rp5000000-Rp7.999.999	84	43%
	Rp8.000.000-Rp9.999.999	1	1%
	≥RpRp10.000.000	0	0%
Total		195	100%

Source: Output SmartPLS 4.0 (2026)

Based on Table 1, the majority of respondents are female (55%), while male respondents account for 45%. In terms of age distribution, most respondents fall within the 17–25 years category (43%), followed by the 36–45 years group (25%). Regarding educational background, the largest proportion of respondents hold a bachelor's degree (48%), indicating that the sample is relatively well-educated. In terms of occupation, students represent the dominant group (37%), followed by civil servants (31%) and private employees (21%). From a geographical perspective, most respondents reside in North Jakarta (23%), followed by East Jakarta (20%) and South Jakarta (18%). In terms of income, the majority of respondents earn between IDR 5,000,000 and IDR 7,999,999 (43%), indicating that most participants belong to the middle-income category. Overall, these characteristics suggest that the sample is dominated by young, educated individuals who are likely to be more aware of environmental and health-related issues.

Measurement Model (Outer Model)

Convergent Validity

Convergent validity assesses the extent to which indicators adequately represent their respective latent constructs. This evaluation is based on outer loading values and Average Variance Extracted (AVE), where acceptable thresholds are outer loading > 0.70 and AVE > 0.50.

Table 2. Convergent Validity

Variabel	Indicator	Outer Loading	AVE	Description
Health Consciousness	HC1	0,899	0,814	Valid
	HC2	0,921		Valid
	HC3	0,886		Valid
Ecological Motives	EM2	0,900	0,810	Valid
	EM3	0,903		Valid
	EM4	0,897		Valid
Environmental Knowledge	EK1	0,867	0,773	Valid
	EK2	0,893		Valid
	EK3	0,884		Valid
	EK4	0,874		Valid
	EK5	0,879		Valid
Purchase Intention	PI1	0,870	0,789	Valid
	PI2	0,895		Valid
	PI3	0,900		Valid
	PI4	0,888		Valid

Source: Output SmartPLS 4.0 (2026)

The results in Table 2 show that all indicators have outer loading values exceeding 0.70, and all AVE values are above 0.50, indicating satisfactory convergent validity. It should be noted that indicator EM1 was excluded from the model due to a low loading value (below 0.40), which did not meet the minimum requirement. After its removal, all remaining indicators fulfilled the criteria, confirming that each construct is well represented by its indicators.

Reliability Test

Reliability testing was conducted to evaluate the internal consistency of the constructs using Cronbach's Alpha and Composite Reliability. A value above 0.70 indicates acceptable reliability.

Table 3. Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability (rho_c)	Description
Health Consciousness	0,886	0,929	Reliable
Ecological Motives	0,883	0,928	Reliable
Environmental Knowledge	0,927	0,945	Reliable
Purchase Intention	0,911	0,937	Reliable

Source: Output SmartPLS 4.0 (2026)

As shown in Table 3, all constructs exhibit Cronbach's Alpha and Composite Reliability values above the recommended threshold of 0.70. This indicates that the measurement items are consistent and reliable in capturing their respective constructs.

Discriminant Validity

Discriminant validity confirms that every construct is quantitatively separate from other constructs present in the model. This study applies the Fornell-Larcker criterion, where the square root of AVE must exceed inter-construct correlations.

Table 4. Discriminant Validity (Fornell-Larcker)

Variabel	Environmental Knowledge	Ecological Motives	Health Consciousness	Purchase Intention
Environmental Knowledge	0,879			
Ecological Motives	0,792	0,900		
Health Consciousness	0,756	0,864	0,902	
Purchase Intention	0,862	0,848	0,833	0,889

Source: Output SmartPLS 4.0 (2026)

The results demonstrate that all square root AVE values are higher than the corresponding correlations with other constructs. This confirms that each variable is distinct and that the model meets the discriminant validity requirement.

Structural Model (Inner Model)

R-Square

The coefficient of determination (R^2) is used to assess the explanatory power of the model.

Table 5. R-Square

Variabel	R-Square
Purchase Intention	0,833

Source: Output SmartPLS 4.0 (2026)

The R^2 value for purchase intention is 0.833, indicating that health consciousness, ecological motives, and environmental knowledge collectively explain 83.3% of the variance in purchase intention. This value is categorized as strong, suggesting that the model has substantial explanatory capability. The remaining 16.7% is influenced by other variables not included in this study.

Effect Size (f^2)

Effect size (f^2) measures the relative impact of each independent variable on the dependent variable.

Table 6. Effect Size

Variabel	Effect Size	Description
Health Consciousnes → Purchase Intention	1,101	Small
Ecological Motives → Purchase Intention	0,082	Small
Environmental Knowledge → Purchase Intention	0,445	Large

Source: Output SmartPLS 4.0 (2026)

The results indicate that health consciousness and ecological motives have small to moderate effects on purchase intention. In contrast, environmental knowledge shows a relatively strong effect, suggesting that knowledge plays a more dominant role in influencing consumer decisions compared to the other variables.

Q-Square

Predictive relevance (Q^2) evaluates the model's ability to predict endogenous constructs.

Table 7. Q-Square

Variabel	Q^2 Predict
Purchase Intention	0,824

Source: Output SmartPLS 4.0 (2026)

The Q^2 value of 0.824 (> 0) indicates that the model has strong predictive relevance. This suggests that the model is capable of accurately predicting purchase intention toward green cosmetic products.

Model Fit

Model fit was evaluated using SRMR and NFI indices.

Table 8. Model Fit

Fit Model Parameters	Saturated Model	Estimated Model
SRMR	0,051	0,051
NFI	0,868	0,868

Source: Output SmartPLS 4.0 (2026)

The SRMR value of 0.051 meets the recommended threshold (< 0.08), indicating a good model fit. Although the NFI value (0.868) is slightly below the ideal cutoff of 0.90, the acceptable SRMR value suggests that the model still demonstrates an adequate level of fit.

Hypotheses Testing

The hypothesis testing for direct relationships shows that all three hypotheses are supported, namely H1 (Health Consciousness → Purchase Intention; $t = 2.946$; $p = 0.002$), H2 (Ecological

Motives → Purchase Intention; $t = 2.594$; $p = 0.005$), and H3 (Environmental Knowledge → Purchase Intention; $t = 6.836$; $p = 0.000$). Table 2 summarizes the results of these hypothesis tests.

Hypotheses	Relationships	Path Coefficients	T Statistics	P Values	Result
H1	Health Consciousness → Purchase Intention	0,265	2,946	0,002	Accepted
H2	Ecological Motives → Purchase Intention	0,256	2,594	0,005	Accepted
H3	Environmental Knowledge → Purchase Intention	0,459	6,836	0,000	Accepted

Source: Output SmartPLS 4.0 (2026)

Discussion

The findings of this study provide important insights into the complex relationship between health consciousness, ecological motives, environmental knowledge, and purchase intention toward green cosmetic products. Overall, the results indicate that not all pro-environmental and health-related factors consistently translate into stronger purchase intention, highlighting the presence of behavioral gaps.

Health consciousness was found to have a positive influence on purchase intention. This finding suggests that individuals who are more concerned about their health tend to be more selective in choosing products, particularly those that are perceived as safer and free from harmful substances. This result is consistent with prior studies indicating that health-oriented consumers are more likely to adopt environmentally friendly products as part of a healthier lifestyle (Shimul et al., 2021; Salim & Ridanasti, 2025).

However, the strength of this relationship also depends on how consumers perceive the actual benefits of green cosmetic products. In some cases, high health awareness does not necessarily lead to purchase decisions if consumers doubt product effectiveness or affordability. This indicates that health consciousness alone is insufficient without trust and perceived value.

Ecological motives also demonstrate a significant influence on purchase intention, confirming that environmental concern plays an important role in shaping consumer behavior. Individuals with strong ecological motives tend to feel morally responsible for minimizing environmental harm, which encourages them to prefer sustainable products (Kim & Lee, 2023; Shimul et al., 2021). This finding supports the Value–Belief–Norm (VBN) theory, which explains that pro-environmental behavior is driven by internalized values and moral obligations (Stern et al., 1999).

Nevertheless, the effect of ecological motives is not always dominant. Some consumers may express environmental concern but still prioritize price, accessibility, or product familiarity when making purchasing decisions. This phenomenon reflects the well-known attitude–behavior gap in sustainable consumption.

Environmental knowledge was also found to influence purchase intention, indicating that consumers with better understanding of environmental issues are more likely to support environmentally friendly products. Knowledge enables individuals to evaluate product attributes more critically and recognize the long-term benefits of sustainable consumption (Zainol & Hayat, 2020; Adlani & Asih, 2025).

However, similar to other variables, knowledge alone does not guarantee behavioral change. Consumers may be aware of environmental issues but still fail to act accordingly due to external constraints such as price sensitivity, limited availability, or lack of trust in green product claims. Overall, these findings highlight that consumer behavior toward green cosmetics is influenced by a combination of cognitive, emotional, and situational factors. The results emphasize that increasing awareness alone is not sufficient; it must be accompanied by supportive market conditions and credible product information.

CONCLUSION

This study concludes that health consciousness, ecological motives, and environmental knowledge play important roles in shaping consumer purchase intention toward green cosmetic products. Among these factors, health consciousness and ecological motives show relatively stronger influence, indicating that both personal well-being and environmental concern are key drivers of sustainable consumption behavior.

However, the findings also reveal that these factors do not always lead to consistent purchasing decisions. This suggests the existence of a behavioral gap, where awareness and intention do not always translate into actual behavior. Therefore, consumer decision-making in the context of green cosmetics is not solely determined by internal factors, but also influenced by external conditions such as product accessibility, price, and perceived credibility.

This research adds to existing literature by offering concrete proof from the context of a developing nation, emphasizing the intricacies of sustainable consumer actions. The results also reinforce the relevance of the Value–Belief–Norm framework in explaining environmentally responsible consumption.

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