

DO FEMALE GENERATION Z HAVE PURCHASE INTENTION ON GREEN COSMETIC BASED ON THEIR ENVIRONMENTAL KNOWLEDGE, ENVIRONMENTAL CONCERN, HEALTH CONSCIOUSNESS, ATTITUDE AND SUBJECTIVE NORM?



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Abstract: This study aims to explore the influence of environmental knowledge, environmental concern, and health awareness on the purchase intention of green cosmetics with the mediation of subjective norms and attitudes towards green cosmetics. The object of this study is green cosmetics and 400 female respondents aged 18-23 years in the area of Jabodetabek with a non-probability method of purposive sampling technique. Empirical data processing using partial least square (PLS) software. Nine hypotheses were proposed and all hypotheses were well accepted. The results prove that environmental knowledge, environmental concern, and health awareness have a positive and significant influence on the purchase intention of green cosmetics. Subjective norms and attitudes towards green cosmetics mediate between the independent variables and green cosmetics purchase intention. Improving environmental knowledge, environmental concern, and health awareness is the key to increasing the purchase intention of green cosmetics among consumers.

Keywords: attitude, environmental concern, environmental knowledge, green cosmetics, health consciousness, purchase intention green cosmetics, subjective norm.

INTRODUCTION

Social and environmental issues are emerging with many new companies operating in similar or different fields. To focus on the environment, a company is required to be able to meet all the wants and needs demanded by consumers. Observing the current phenomenon, where consumers are more concerned about the environment, of course consumers will prefer products that care about the environment. One of the products that are not friendly to the

environment is cosmetic products. Cosmetics as beauty products are items that are often bought and chosen by female consumers (Marliani & Prihartini, 2018).

However, there are still some modern cosmetic industries that use a variety of chemicals such as parabens, petrochemicals, sodium lauryl sulphate, artificial colors, and preservatives. There is no doubt that long-term exposure to such chemicals can cause many health problems, such as cancer, dermatitis, and allergies (Liobikiene et al., 2016).

Consumers who avoid unwanted exposures such as preservatives, synthetic ingredients, hormones, biotechnology products, and pesticide residues are more likely to use green cosmetics (Liobikiene et al., 2016). Green cosmetics are not harmful to the skin. This then motivates consumers to use natural-based cosmetics compared to chemical-based cosmetics that risk harming the user's skin (Martha & Febriyanto, 2019). Cosmetics are declared green cosmetics if they are made from natural ingredients and their production is carried out without harming the environment (Bella & Artanti, 2021). In Indonesia, green cosmetics are not widely known by consumers. However, there are many green cosmetics that are well received by the Indonesian market (Weddy & Febria, 2016).

In this study, the respondents were the Gen Z generation. This is because gen Z includes the next generation who protect the natural environment. Generation Z is also a generation that gives a tendency to have hedonistic, consumptive and wasteful characters (Venia et al., 2021). In addition, due to the times whose development is progressing, it has resulted in a shift when purchasing skincare products, which are currently dominated by generation Z (Riani, 2020). Based on the results of a survey in 2023, 68.5% of Gen Z considered the ingredients in skincare products, the percentage of this consideration factor was much higher than in 2021 at 63% (Zap Beauty Index, 2023).

Purchase intention can be defined as the likelihood that consumers will buy a product or service in the future (Genoveva & Levina, 2019). Purchase intention generally starts with individual knowledge about the product, which in turn affects their attitude towards the intention to buy the product (Pradana et al., 2020). Purchase intention green product is defined as a person's interest, willingness, and readiness to use products that have a very small negative impact on the environment as a form of concern for the environment (Salim & Rismawati, 2020). Purchase intention green cosmetic refers to personal consumers in consuming environmentally friendly products, when consumers know the benefits of environmentally friendly products and have a willingness to protect the environment (Shidiq & Widodo, 2018).

Purchase intention for eco-friendly cosmetics depends on many factors such as environmental knowledge (Maichum et al., 2016); (Bong Ko & Jin, 2017); (Xu et al., 2020a); (Diash & Syarifah, 2021); (Shimul et al., 2022); environmental concern (Maichum et al., 2016); (Paul et al., 2016); (Chaudhary & Bisai, 2018a); (Yang et al., 2018a); (Diash & Syarifah, 2021); (Shimul et al., 2022); health awareness (Maichum et al., 2016); (Paul et al., 2016); (Chaudhary & Bisai, 2018a); (Yang et al., 2018a), 2019); subjective norms and attitudes (Maichum et al., 2016); (Paul et al., 2016); (Ahmad et al., 2018); (Chaudhary & Bisai, 2018a); (Yang et al., 2018a); (Kusumaningsih et al., 2019); (Nguyen et al., 2019).

Environmental knowledge is defined as a set of ecological knowledge that individuals have regarding topics about the environment (Chen, 2013). The higher the level of environmental knowledge, the more positive one's attitude towards the environment which will further influence ecological purchasing (Julina, 2013). People who have an environmentally friendly attitude have a positive attitude towards ecological products and will then take part in activities that seek to provide protection to the environment (Suki, 2013). A high level of environmental knowledge results in a much better pro-environmental attitude (Jaolis, 2011). Research from (Maichum et al., 2016), (Bong Ko & Jin, 2017), (Diash & Syarifah, 2021), and (Shimul et al., 2022) suggests that environmental knowledge affects purchase intention on green products.

Hypothesis 1: Environmental knowledge has a significant effect on the purchase intention of green cosmetics.

Environmental concern is the basis for the strong relationship between individual responsibility and the environmental impact required for sustainable development. Consumer attitudes towards purchasing green cosmetics are now significantly influenced by environmental concern for environmental protection. The results of the study state that environmental concern about environmental issues has a significant impact on their willingness to adopt the behavior of purchasing green products (Maichum et al., 2016; Paul et al., 2016).

Hypothesis 2: Environmental concern affects the purchase intention of green cosmetics.

Health consciousness is the extent to which health issues take part in a person's daily life (Bisht et al., 2021). The most important thing that must be considered to use a product is the impact of the product on our own health. Health consciousness leads a person to engage in healthy activities. Individuals with a high level of health consciousness will consider buying products that are safe for their health (Yeon Kim & Chung, 2011). In addition, consumers are very concerned about the certification and raw components of each product they use, showing a fairly high concern for their own health). Research conducted by Xu et al., 2020b; Kusumaningsih et al., 2019; Nguyen et al., 2019; and Marsall et al., 2021 showed that health consciousness has a significant effect on purchase intention of green products.

Hypothesis 3: Health consciousness affects the purchase intention of green cosmetics.

Attitude and subjective norm are perceptions or views of a person towards the beliefs of others that will fulfill the interest in doing or not doing the behavior being considered, one of which is in purchasing green cosmetics. According to research findings (Maichum et al., 2016); (Paul et al., 2016); (Bong Ko & Jin, 2017); (Yang et al., 2018a); (Kusumaningsih et al., 2019); (Nguyen et al., 2019) and (Shimul et al., 2022) attitude and subjective norm have a significant influence on purchase intention green cosmetic.

There is an assumption that the better the attitude of consumers towards green products, the more they will be motivated to buy green products (Banyte et al., 2010). People who have an environmentally friendly attitude have a positive attitude towards ecological products and will subsequently take part in activities that seek to provide protection to the environment (Suki, 2013). Paul et al., (2016), Chaudhary & Bisai (2018b) and Yang et al., (2018a) stated that subjective norms can mediate the influence between environmental knowledge on purchase intention.

Hypothesis 4: Subjective norms mediate environmental knowledge on purchase intention of green cosmetics.

Attitude is an expression of a person that reflects a sense of like or dislike for an object. A person's attitude is related to his behavior, a positive attitude will cause positive behavior towards an object (Suprapti, 2010). Attitude consists of three main components, namely cognitive (reflecting knowledge and perceptions that form beliefs held by consumers about an object), affective (reflecting consumer emotions or feelings about a particular product or brand), and cognitive (reflecting the tendency or possibility to do something about a particular object). Subjective norm can mediate the influence between environmental concern on green product purchase intention (Maichum et al., 2016; Bong Ko & Jin, 2017; Yang et al., 2018b; Kusumaningsih et al., 2019; Nguyen et al., 2019; Xu et al., 2020a; Shimul et al., 2022)

Hypothesis 5: Subjective norms mediate environmental concern on purchase intention of green cosmetics.

Consumers are more likely to engage in behavior when they have a more accepting health awareness attitude towards purchase intention (Ajzen, 1991). Research by (Maichum et al., 2016), (Paul et al., 2016), (Ahmad & Omar, 2018), (Chaudhary & Bisai, 2018a), (Yang et al., 2018a), (Nguyen et al., 2019) states that subjective norm can mediate the influence between health consciousness on green cosmetic purchase intention. So the authors conclude that:

Hypothesis 6: Subjective norms mediate health consciousness on green cosmetic purchase intention.

Increased consumer awareness of the environment changes attitudes in shopping. Consumers are more sensitive in choosing the products they want to consume, tending to choose environmentally friendly products marketed by various parties (Sawitri & Rahanatha, 2019). Research from (Maichum et al., 2016), (Bong Ko & Jin, 2017), and (Shimul et al., 2022) suggests that attitude plays a positive role on environmental knowledge in purchase intention on green products. So it is concluded that:

Hypothesis 7: Attitude mediates environmental knowledge on purchase intention of green cosmetics.

Attitude can be defined as an assessment of an individual towards environmental protection, because the individual cares about the environment and the values instilled to preserve the environment. Attitude is influenced by the value of environmental protection received cognitively by individuals where a person's view of the environment is influenced by considerations made by individuals based on cognitive aspects, not affective (feelings), which means that the role of education on environmental issues is important because it will affect the way a person thinks about environmental issues (Utami & Aminah, 2023). Research from (Maichum et al., 2016), (Paul et al., 2016) (Chaudhary & Bisai, 2018a), (Yang et al., 2018a) suggests attitude can mediate the influence between environmental concern on purchase intention green product. So the authors conclude that:

Hypothesis 8: Attitude mediates environmental concern on purchase intention of green cosmetics.

Next is Attitude Can Mediate the Effect Between Health Consciousness on Green Cosmetic Purchase Intention. When the level of health consciousness is high, the attitude towards green cosmetic purchase intentions will also increase. This is due to women becoming more concerned about safety and health consciousness, the desire for extensive product knowledge, and the ability to choose with a positive attitude (Ahmad & Omar, 2018). Research conducted by (Kusumaningsih et al., 2019) and (Nguyen et al., 2019) shows that attitude can mediate the influence between health consciousness on green product purchase intention.

Hypothesis 9: Attitude mediates health consciousness on green cosmetic purchase intention. The research model in this study can be seen in Figure 1.

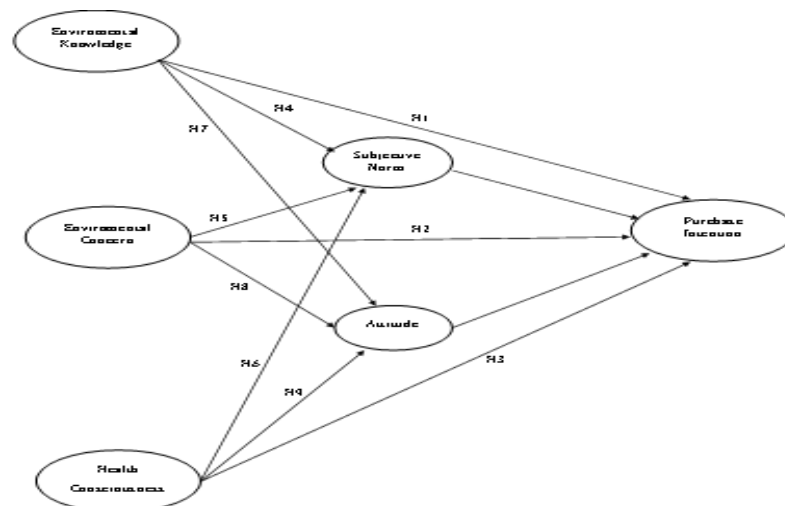


Figure 1 Research Model

METHODS

This research uses quantitative methods. This research was conducted by distributing google forms (g-forms) online to respondents, namely generation Z female consumers in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi). This research took place from May - November 2023 which was conducted online to the beauty and fashion community on Twitter

@ohmybeautybank. The subjects in this study were women aged 18-23 years in the beauty and fashion community who live in Jabodetabek, and had never bought or used green cosmetics.

Before the final questionnaire was distributed, a pre-test was conducted to 30 people. The pretest results showed that out of 50 indicators only 40 indicators met the reliability and validity requirements. Reliability test results based on Cronbach Alpha values are between 0.767 and 0.967. 40 indicators have met the validity requirements with a Pearson value above 0.361 and a significant value below 0.05. It was decided that the number of respondents was 400 people. Determination of the number of samples follows the recommendations by (Hair et al., 2014), namely the number of indicators x 10. A total of 400 empirical data that has been collected is then processed using SmartPLS software version 3. After the pretest results show reliable and valid results, the questionnaire is distributed to 400 respondents.

The sampling technique in this study was non probability with a purposive sampling method. The sampling criteria are women aged between 18-23 years who have never bought or used green cosmetics products.

FINDING AND DISCUSSIONS

Respondent Profile

Based on the final selection results with a total of 400 respondents that can be processed, the characteristics of these respondents are known. The characteristics that can be collected from the final number of respondents are age, domicile, latest education, type of work, and income. Most of the respondents who became the sample of this study were 18-20 as many as 258 respondents or 64.8% of respondents. The age of respondents in 21-23 years got a total of 142 respondents or 35.5%. This shows that the dominating ages are 31-40 years old and 18-20 years old which is the age of the younger generation of Gen Z with the selection of cosmetic products. The majority of respondents live in Jakarta by 35% or 142 respondents and the lowest is domiciled in Bogor by 49% or 12.3% with 69.8% (121 respondents) D3 / S1 121 education followed by SMA / SMK education (121 respondents / 30.3%).

The majority of respondents who became the sample of this study were private / public employees with a total of 140 people (35.0%), followed by students and students with a total of 189 people (47.3%), entrepreneurs with 71 people (17.8%). Judging from the type of work of respondents, it is dominated by public / private employees and students, this is because they have income and still think critically so they are able and have the opportunity to buy green cosmetics products. The number of respondents who have an income of Rp. 1,500,000-3,000,000 is 199 people (49.8%), followed by an income of Rp. 3,000,000 - 5,000,000 with a total of 161 people (40.3%). This shows that the respondent's income level shows the respondent's ability to make purchasing decisions.

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SEM-PLS Analysis

Outer Model

Outer model analysis includes testing the validity and reliability of the variable indicators used. Researchers conducted three types of validity testing, namely convergent validity, construct validity, and discriminant validity. The convergent validity test results are presented in Table 1,

the construct validity test results are presented in Table 2, and the discriminant validity test results are presented in Table 3.

Table 1. Convergent Validity Test Results (n=400)

	Attitude (AT)	Environmental Concern (EC)	Environmental Knowledge (EK)	Health Consciousness (HC)	Purchase Intention (PI)	Subjective Norm (SN)
AT1	0.915					
AT2	0.912					
AT3	0.905					
AT4	0.902					
EC1		0.875				
EC2		0.910				
EC3		0.905				
EC4		0.857				
EK1			0.827			
EK10			0.794			
EK2			0.819			
EK3			0.839			
EK4			0.825			
EK5			0.782			
EK6			0.851			
EK7			0.832			
EK8			0.865			
EK9			0.812			
HC1				0.806		
HC2				0.816		
HC3				0.843		
HC4				0.841		
HC5				0.808		
HC6				0.854		
HC7				0.848		
HC8				0.780		
PI1					0.714	
PI2					0.712	
PI3					0.801	
PI4					0.814	
PI5					0.855	
PI6					0.792	
PI7					0.826	
PI8					0.768	
PI9					0.767	
SN1						0.877
SN2						0.883
SN3						0.850
SN4						0.889
SN5						0.875

Source: Processed Research Data (2023)

The convergent validity test results (see table 1) show that the indicators for all variables studied (environmental knowledge, environmental concern, health consciousness, subjective norm, attitude and purchase intention) have an outer loading value above 0.50. In addition, Table 1 also shows that the indicators for each variable have been grouped into the same factor and no grouped indicators are found for variables in other variable factor groups that are not these variables. Thus, it can be concluded that all variable indicators in this study have been declared valid based on the convergent validity test results.

Based on the results of the construct validity test (see table 2), environmental knowledge, environmental concern, health consciousness, subjective norm, attitude and purchase intention all have an average variance extracted (AVE) above 0.50. Therefore, it can be said that all variable indicators in this study are declared valid based on the results of the construct validity test.

Table 2. Construct Validity

	Average Variance Extracted (AVE)
Attitude	0.826
Environmental Concern	0.787
Environmental Knowledge	0.680
Health Consciousness	0.680
Purchase Intention	0.616
Subjective Norm	0.766

Source: Processed Research Data (2023)

Table 3. Discriminant Validity Test Results (n=400)

	Attitude (AT)	Environmental Concern (EC)	Environmental Knowledge (EK)	Health Consciousness (HC)	Purchase Intention (PI)	Subjective Norm (SN)
AT1	0.915	0.629	0.558	0.575	0.684	0.711
AT2	0.912	0.604	0.514	0.551	0.667	0.705
AT3	0.905	0.621	0.506	0.526	0.673	0.660
AT4	0.902	0.657	0.537	0.581	0.704	0.679
EC1	0.573	0.875	0.576	0.634	0.622	0.587
EC2	0.623	0.910	0.603	0.662	0.657	0.586
EC3	0.641	0.905	0.590	0.672	0.662	0.612
EC4	0.615	0.857	0.582	0.630	0.625	0.524
EK1	0.529	0.542	0.827	0.598	0.613	0.534
EK10	0.466	0.534	0.794	0.558	0.546	0.507
EK2	0.454	0.495	0.819	0.573	0.554	0.489
EK3	0.482	0.569	0.839	0.618	0.578	0.511
EK4	0.455	0.540	0.825	0.631	0.596	0.519
EK5	0.438	0.521	0.782	0.583	0.533	0.476
EK6	0.501	0.562	0.851	0.609	0.586	0.527
EK7	0.513	0.574	0.832	0.616	0.601	0.543
EK8	0.485	0.584	0.865	0.643	0.588	0.523
EK9	0.469	0.539	0.812	0.574	0.566	0.523
HC1	0.459	0.611	0.579	0.806	0.605	0.526
HC2	0.486	0.600	0.580	0.816	0.616	0.519
HC3	0.451	0.640	0.635	0.843	0.629	0.531
HC4	0.499	0.582	0.581	0.841	0.621	0.582
HC5	0.491	0.593	0.572	0.808	0.593	0.536
HC6	0.479	0.635	0.684	0.854	0.671	0.528
HC7	0.603	0.613	0.623	0.848	0.683	0.718
HC8	0.560	0.564	0.551	0.780	0.619	0.669
PI1	0.654	0.566	0.597	0.609	0.714	0.677
PI2	0.647	0.573	0.580	0.618	0.712	0.702
PI3	0.558	0.559	0.559	0.619	0.801	0.602
PI4	0.558	0.593	0.527	0.606	0.814	0.563
PI5	0.629	0.577	0.561	0.616	0.855	0.608
PI6	0.562	0.526	0.524	0.565	0.792	0.492
PI7	0.561	0.624	0.558	0.630	0.826	0.571
PI8	0.567	0.543	0.519	0.597	0.768	0.511
PI9	0.535	0.526	0.485	0.512	0.767	0.508
SN1	0.645	0.599	0.578	0.682	0.672	0.877
SN2	0.650	0.602	0.547	0.650	0.663	0.883
SN3	0.646	0.526	0.500	0.563	0.644	0.850

	Attitude (AT)	Environmental Concern (EC)	Environmental Knowledge (EK)	Health Consciousness (HC)	Purchase Intention (PI)	Subjective Norm (SN)
SN4	0.686	0.574	0.543	0.604	0.664	0.889
SN5	0.693	0.544	0.564	0.578	0.630	0.875

Source: Processed Research Data (2023)

The discriminant validity test results in Table 3 show that the indicators for the environmental knowledge, environmental concern, health consciousness, subjective norm, attitude and purchase intention variables have a cross-loading value above 0.70. Based on these results, it is concluded that all indicator variables in this study have been declared valid based on the results of discriminant validity testing. After testing the validity using convergent validity, construct validity, and discriminant validity, then the reliability test is carried out. Table 4 presents the results of reliability testing with Cronbach alpha values and composite reliability values.

Table 4. Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Attitude	0.930	0.950
Environmental Concern	0.909	0.936
Environmental Knowledge	0.948	0.955
Health Consciousness	0.933	0.945
Purchase Intention	0.921	0.935
Subjective Norm	0.923	0.942

Source: Processed Research Data (2023)

The reliability test results presented in Table 4 show that the environmental knowledge, environmental concern, health consciousness, subjective norm, attitude and purchase intention variables all have Cronbach alpha values and composite reliability values above 0.7. Therefore, it can be concluded that all indicator variables in this study have been declared reliable.

Inner Model

Multicollinearity test needs to be done to ensure that there is no correlation between exogenous variables in the regression model. The multicollinearity test results in this study are presented in Table 5.

Table 5. Multicollinearity Test Results (n=400)

Variabel	Indicator Code	VIF Value
Enviromental Knowledge	EK1	3.099
	EK2	3.041
	EK3	3.401
	EK4	2.679
	EK5	2.276
	EK6	2.986
	EK7	2.751
	EK8	3.388
	EK9	2.629
	EK10	2,322
Environmental Concern	EC1	2.643
	EC2	3.347
	EC3	3.100
	EC4	2.333
Health Consciousness	HC1	2.400
	HC2	2.609
	HC3	2.871
	HC4	2.733

Variabel	Indicator Code	VIF Value
	HC5	2.400
	HC6	3.038
	HC7	3.475
	HC8	2.745
Subjective Norm	SN1	3.072
	SN2	3.242
	SN3	2.613
	SN4	3.120
	SN5	2.982
Attitude	AT1	3.782
	AT2	3.719
	AT3	3.292
	AT4	3.128
Purchase Intention	PI1	2.274
	PI2	2.249
	PI3	2.266
	PI4	2.604
	PI5	3.625
	PI6	2.636
	PI7	2.699
	PI8	2.172
	PI9	2.132

Source: Processed Research Data (2023)

The multicollinearity test results presented in Table 5 show that all indicators of the research variables have a Variance Inflation Factor (VIF) value of less than 10. These results indicate the absence of multicollinearity in testing the research model. After it is known that the data does not have multicollinearity problems in the model, the coefficient of determination analysis, goodness of fit model testing, and t test are carried out. The results of the coefficient of determination analysis are presented in Table 6, the results of the goodness of fit model test are presented in Table 7, and the t test results and the results of hypothesis testing are presented in Table 8.

Table 6. R-Square Test Results

Variabel	R Square	R Square Adjusted
Attitude	0.514	0.510
Purchase Intention	0.741	0.738
Subjective Norm	0.549	0.546

Source: Processed Research Data (2023)

It can be seen that the R-square attitude variable is 0.514 with an adjusted R-square of 0.510, the purchase intention variable has an R-Square value of 0.741 with an adjusted R-square of 0.738, the subjective norm variable has an R-Square value of 0.549 with an adjusted R-square of 0.546 which is included in the strong category (see table 6). It means that the variables Attitude, purchase intention and subjective norm are influenced by the variables environmental knowledge, environmental concern and health green cosmetic by 51%, 73.8% and 54.6% while the rest is influenced by other variables.

The SRMR value is below 0.08, so the model has a good fit (see table 7). In addition, based on the NFI value of 0.854 which is included in the marginal fit because it has a value below 0.90. The results state that the outer model and inner model in this study are relatively strong for prediction.

Table 7. Goodness of Fit (GoF)

	Saturated Model	Estimated Model
SRMR	0.050	0.059
NFI	0.862	0.854

Source: Processed Research Data (2023)

Table 8. Hypothesis Test Results

Hypothesis	<i>t</i> -statistic	<i>p</i> -value	Result
H1 Environmental Knowledge -> Purchase Intention	3.422	0.001	Accepted
H2 Environmental Concern -> Purchase Intention	2.274	0.024	Accepted
H3 Health Consciousness -> Purchase Intention	5.319	0.000	Accepted
H4 Environmental Knowledge -> Subjective Norm -> Purchase Intention	2.028	0.043	Accepted
H5 Environmental Concern -> Subjective Norm -> Purchase Intention	2.442	0.015	Accepted
H6 Health Consciousness -> Subjective Norm -> Purchase Intention	2.482	0.014	Accepted
H7 Environmental Knowledge -> Attitude -> Purchase Intention	2.484	0.014	Accepted
H8 Environmental Concern -> Attitude -> Purchase Intention	4.453	0.000	Accepted
H9 Health Consciousness -> Attitude-> Purchase Intention	2.313	0.021	Accepted

Source: Processed Research Data (2023)

Based on the results of hypothesis testing presented in Table 8, it is found that all hypotheses tested in this study are accepted. The mediation test results also show that the mediation that occurs is partial mediation because the SEM-PLS test results show a significant value for the mediation variable.

DISCUSSION AND CONCLUSION

Based on the results of the structural model analysis, it was found that there were nine hypotheses that were accepted, or all hypotheses were proven, both direct and indirect effects. First, environmental knowledge has a significant and significant influence on the purchase intention of green cosmetics. The higher the level of environmental knowledge, the more positive one's attitude towards the environment which in turn will affect ecological purchases (Julina, 2013). People who have an environmentally friendly attitude, have a positive attitude towards ecological products and will subsequently take part in activities that seek to provide protection to the environment (Suki, 2013). A high level of environmental knowledge results in a much better pro-environmental attitude (Jaolis, 2011). The higher the knowledge of each individual about the environment that is owned, it will change the behavior of each individual in order to deal with environmental problems. Thus, effectively the intensity of buying green products will also increase. This happens because environmental knowledge involves what each individual knows about the environment so that it can direct behavior towards appreciation of the environment itself and build the necessary responsibility (Azhar et al., 2016). The form of appreciation for the environment in question is the intention to buy green cosmetic products. This knowledge is information stored in memory about the environment around the individual. Apart from the importance of environmental knowledge from each individual, companies can provide clear information as an educational effort, not only by labeling eco green, protect our planet, and others. The results of this study are in line with research conducted by Maichum et al., (2016); Bong Ko & Jin (2017), Diash & Syarifah (2021), and Shimul et al., (2022) suggesting that environmental knowledge affects purchase intention on green products.

Environmental concerns have a significant influence on purchase intention for green cosmetics. The attitude of environmental concern has a very significant influence on the millennial generation's intention to buy green products. This is because the higher the attitude of environmental concern, the more it will encourage the millennial generation to change their behavior in overcoming environmental problems, by having the intention to buy green products. Environmental concern is used to express an individual's concern about environmental changes today or in the future (Onurlubaş, 2019). Caring about the environment means taking part in preserving the environment. This is reflected in the way individuals maintain the environment, manage the environment, restore the environment, and protect the environment. One step that can be realized is by having the intention to buy green cosmetic products as an action of environmental concern in protecting the environment. This is because environmental concern is one of the steps to properly preserve the environment. Green cosmetics are known for their environmentally friendly formulas and are often produced using natural or organic ingredients.

For this reason, consumers make purchases because those who have a level of environmental concern tend to look for products that are produced with environmental impact in mind. The results of this research are in line with research conducted by Maichum et al., (2016), Paul et al., (2016), Chaudhary & Bisai (2018a), Yang et al., (2018a), and Diash & Syarifah (2021) suggests that environmental concerns influence purchase intention for green products.

Health consciousness has a significant influence on purchase intention for green cosmetics. Health consciousness is always associated with a person's concern for environmental problems, it can also be emphasized as one of the main units for predicting a person's behavior towards environmentally friendly products (Jaiswal & Kant, 2018). Thus, if someone has high environmental awareness, their intention to purchase environmentally friendly products will also be higher. A consumer who cares about health consciousness has a positive attitude towards shopping for environmentally friendly products and has high motivation to shop for environmentally friendly products to maintain a healthy lifestyle pattern (Nekmahmud & Fekete-Farkas, 2020). A person who is aware of health will try to involve himself in health behavior. This involvement includes choosing green cosmetic products. Consumers who care about health will choose green cosmetics because these cosmetics do not contain ingredients that are harmful to their bodies. The results of this research are in line with research conducted by Putri, (2016), Ahmad & Omar, (2018), Chi et al., (2020), and Xu, et al, (2020,) who stated in their research that health consciousness supports purchase intention in green products.

Subjective norms can mediate the influence of environmental knowledge on green cosmetic purchase intention, and have an indirect effect on green cosmetics purchase intention. There is an assumption that the better consumers' attitudes towards green products, the more motivated they will be to buy these green products (Banyte et al., 2010). People who have an environmentally friendly attitude have a positive attitude towards ecological products and will then take part in activities that seek to provide protection to the environment (Suki, 2013). In the context of environmental knowledge and purchasing green cosmetic products, subjective norms can shape the perception that the environment and sustainability are values that are valued by important people in consumers' lives. How subjective norms influence this environmental knowledge and make consumers buy green cosmetic products is from the influence of social groups, such as if friends, family, or respected social groups appreciate and support the use of green products, consumers tend to be more motivated to understand and buy green cosmetic products. The results of this research are in line with research conducted by (Paul et al., 2016), (Chaudhary & Bisai, 2018a), (Yang et al., 2018a) which states that subjective norms can mediate the influence of environmental knowledge on purchase intention.

Subjective norms can mediate the influence of environmental concern on green cosmetic purchase intention, and have an indirect effect on green cosmetics purchase intention. Attitude is a person's expression that reflects their likes or dislikes towards an object. A person's attitude is related to his behavior, a positive attitude will cause positive behavior towards an object (Suprapti, 2010). Attitude consists of three main components, namely cognitive (reflects the knowledge and perceptions that form the beliefs held by consumers about an object), affective (reflects consumers' emotions or feelings about a particular product or brand), and cognitive (reflects tendencies or possibilities to do something to a particular object). In this case, if family and friends support green products and show concern for the environment, positive subjective norms can be formed. The influence and support of this close social environment can play a key role in shaping consumer views and behavior. Consumers may be more motivated to purchase green products if they feel that this decision is in line with norms recognized and valued by their family and friends. The results of this research are in line with research conducted by Maichum et al., (2016), Bong Ko & Jin (2017), Yang et al., (2018a), Kusumaningsih et al.,(2019), Nguyen et al. al., (2019), Xu et al.,(2020a) and Shimul et al., (2022) stated that subjective norms can mediate the influence of environmental concern on green product purchase intention.

Subjective norms mediate the influence of health consciousness on green cosmetic purchase intention, and have an indirect effect on green cosmetics purchase intention. Consumers prefer to engage in behavior when they have a health conscious attitude that is more accepting of

purchasing intentions (Ajzen, 1991). In this case, subjective norms can make someone aware of their health regarding green cosmetic products. This health awareness can be obtained from support or inspiration from people around them who use green cosmetic products because the ingredients used are natural so they are safe for long-term use. Apart from that, consumers can gain this awareness from information obtained from social media or companies that make green cosmetic products by involving dermatologists and beauty experts. Research by Maichum et al., (2016), Paul et al., (2016), Ahmad & Omar (2018), Chaudhary & Bisai, (2018a), Yang et al. , (2018a), Nguyen et al., (2019) were in line with this study result which that subjective norms mediate the influence of health consciousness on green cosmetic purchase intention.

Attitude can mediate the influence of environmental knowledge on green cosmetic purchase intention, and has an indirect and significant effect on green cosmetics purchase intention. Apart from that, the results of this research also show that the orientation of potential consumers can be said to be more directed towards the benefits offered in relation to purchasing green products. This is because consumers know that the product benefits offered by green cosmetic products are more trustworthy than other brands, whether pro-environmental or not. So a person's tendency to buy is because they believe that by buying green cosmetic products they will get maximum benefit value compared to products that are not environmentally friendly. These results are in line with research from (Maichum et al., 2016), (Bong Ko & Jin, 2017), and (Shimul et al., 2022) which suggests that attitude plays a positive role in environmental knowledge in purchasing intention for green products.

Eighth, Attitude can mediate the influence of environmental concern on green cosmetic purchase intention, and has an indirect and significant effect on green cosmetics purchase intention. The results of this study are in line with the research of Maichum et al.,(2016), Paul et al., (2016), Chaudhary & Bisai, (2018a), Yang et al., (2018a) which suggests that attitude can mediate the influence of environmental concern. on green product purchase intention. Attitude is influenced by the value of environmental protection (Utami & Aminah, 2023). Attitude is cognitively accepted individually where a person's view of the environment is influenced by considerations made by the individual based on cognitive aspects. Cognitive is different from affective (feelings) which means the role of education regarding environmental issues is important. Education will influence a person thinking about environmental issues. A consumer who has a good attitude towards the environment believes that maintaining and protecting the environment is a shared responsibility. So a person will have confidence that using environmentally friendly products is one way to contribute to environmental preservation. These consumers are starting to care about environmental issues, including the impact of cosmetic products on the ecosystem and sustainability of the earth. and are starting to realize the importance of choosing products that are more environmentally friendly so that they buy green cosmetic products.

Attitude mediates the influence of health consciousness on green cosmetic purchase intention, and has an indirect and significant effect on green cosmetics purchase intention. A consumer who has a positive attitude towards health prioritizes a healthy lifestyle, both in food choices, physical activities and the products used. Consumers will believe that the use of green cosmetic products is a positive step to support overall skin and body health. This awareness can include an understanding of natural ingredients, avoidance of harmful chemicals, and knowledge of the impact of cosmetic products on skin health. This research is in line with research conducted by Kusumaningsih et al., (2019) and Nguyen et al., (2019) showing that attitude can mediate the influence of health consciousness on green product purchase intention.

All hypotheses were accepted for both direct and indirect effects. Environmental knowledge has a significant influence on purchase intention for green cosmetics. Environmental concerns have a significant influence on purchase intention for green cosmetics. Health consciousness has a significant influence on purchase intention for green cosmetics. Subjective norms can mediate the influence of environmental knowledge on green cosmetic purchase intention. Subjective norms can mediate the influence of environmental concern on green cosmetic purchase intention.

Subjective norms can mediate the influence of health consciousness on green cosmetic purchase intention. Attitude can mediate the influence of environmental knowledge on green cosmetic purchase intention. Attitude can mediate the influence of environmental concern on green cosmetic purchase intention. Attitude can mediate the influence of health consciousness on green cosmetic purchase intention.

This research has several limitations and therefore it is suggested that further research can improve the results of this research by including men as research samples because basically men also use skin care products in their daily lives. Apart from that, the research location is only in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi) area. It makes this research less generalizable, so it is necessary to consider conducting further research in other cities in Indonesia.

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