Chapter 3
Green Cosmetics:
Determinants of Purchase Intention

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ABSTRACT

This study examined the determinants of purchase intention of green cosmetics, and eight semi-structured interviews were performed to identify them. The determinants identified were environmental awareness, lifestyle, willingness to pay, ethical issues and social and economic justice, cosmetic quality, concern with health, certification labels, trust in the brand, and advertising. Environmental awareness, lifestyle, willingness to pay, quality issues, ethics, and social and economic justice, as well as quality expectations, health concerns, and product knowledge, are the most significant determinants in the intention to purchase green cosmetics. Determinants such as certification labels, brand trust, and advertising are less significant. The research is relevant for the cosmetics industry and its brands to adapt their strategy and product offering to meet consumers' needs and increase the consumption of green cosmetics and can also serve as a basis for the development of new quantitative studies on the purchase intention of green cosmetics.

1. INTRODUCTION

Sustainable human behavior and consumption habits will determine the destiny of the coming generations in a time when environmental challenges are inescapable and their effects are evident, highlighting

among others climate change, air pollution, wildlife extinction, or soil degradation. Consequently, there is an increasing need for people to embrace behaviors that have the fewest negative effects on the environment (Doppelt, 2012). The cosmetics industry comprises a broad range of products that consumers use daily, including shampoo, shower gel, cream, and makeup, among others. In this industry, there are an increasing number of alternatives to traditional cosmetics being offered, with green cosmetics (also known as eco-friendly cosmetics) being the highlight. Yet, as Johnstone and Tan (2015) stated, there is a disparity between those who assert to be concerned about the environment and those who really exhibit pro-environmental consumption. This reveals a gap between customer behavior and their intention to make green purchases. The fact that many people have a level of skepticism and resistance toward green products compromises green purchasing (Goh & Balaji, 2016). The notion of green cosmetics is then explored in this research using qualitative analysis to identify the determinants that influence customers' decision to buy green cosmetics and it is designed to further examine and deepen the meaning of green cosmetics, a phrase that is seen by consumers as complicated and divergent, in addition to identifying the variables perceived as drivers or obstacles to the purchase of green cosmetics.

Therefore, the primary research question of this research is "What determinants impact the purchase intention of green cosmetics?". It will also explore and define "What is a green cosmetic from the consumer's perspective?" and review the idea of green cosmetics considering the literature that has already been published. The authors will particularly address "What features do consumers desire in a green cosmetic?" through the analysis of the determinants that influence customers' purchasing intentions.

2. LITERATURE REVIEW

Both quantitative and qualitative research need extensive use of the literature and therefore it is crucial to conduct a literature review to identify and define key constructs, deepen their understanding, and find data collection and analysis techniques that are useful for this research (vom Brocke & Rosemann, 2013). Therefore, a group of constructs and concepts from the literature review that has relevance to this research are described below.

2.1. Environmental Context

Society is significantly impacted by climate change and the contrary is also true. The severity and effects of natural catastrophes are also influenced by societal development and lifestyle choices. As a result, human behavior and their lack of environmental understanding and sensitivity raise concerns about sustainability and human existence (Borrego et al., 2010). Thus, it is imperative to raise public awareness about the need to protect the environment and ensure sustainability, as stated by Romero et al. (2018), since the environmental impact depends on the choices made by consumers in their daily lives, including their choices of consumer products. As a result, it may be possible for people to choose greener products. Despite being conscious of environmental changes, the controversy is that not everyone is aware of the connection between environmental change and individual behavior. Yet, to influence shifts in customers' purchasing behavior, it is critical to improve consumers' environmental education and also to raise their understanding (Wijekoon & Sabri, 2021). Pro-environmental behavior may thus be thought of as an action that reduces the adverse effects on the environment. Hence, reducing resource use, energy use, harmful compounds, and waste production are some examples of pro-environmental ac-

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