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Intention to Buy Green Cosmetics Products: Application of the Theory of Planned Behavior

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Abstract:

The existence of public environmental concern has made many companies, especially cosmetics, try to promote ecological aspects and raised environmental issues as one of their marketing strategies. This study aims to explain the implementation of the theory of planned behavior in determining green buying intention. This study uses purposive sampling technique. The sample used is 150 respondents who never bought green cosmetic products and domiciled in Denpasar City. Data obtained were analyzed by descriptive analysis and PLS. The results of the study found that environmental knowledge and concern has significant impact on attitude. Furthermore, attitude, subjective norm, and perception of behavioral control has significant impact to green purchase intention. This study implies that green cosmetics company needs to focus on potential consumers who have a good knowledge of the environment. Consumers who has environmental knowledge certainly feel concerned and tend to have a positive attitude towards environmentally friendly products. This typical of consumers are not easy to find, companies need to feed them by spreading environmental issues that are a problem of today's society and offer their green products as solution.

Keywords: Environmental knowledge, environmental concern, theory of planned behavior

1. Introduction

The lifestyle of the people makes development and life exploitative of natural resources, so that the resulting impacts can endanger the preservation of nature. This is exacerbated by global warming increasing temperatures on this earth that occur in land and sea. Amid the alarming environmental conditions which are indirectly caused by the activities of the manufacturing industry in the world, concern emerged in the community towards the actions of environmental preservation. One phenomenon that shows this is the presence of green products. The results of research on environmentally friendly products published by Nielsen (2014), show that as many as 55 percent of global respondents are willing to pay extra for environmentally friendly products. This number increased 50 percent from 2012 and 45 percent from 2011. Regionally, respondents in the Asia-Pacific (64 percent) Latin America (63 percent) and the Middle East/Africa (63 percent) exceeded the average tendency to buy products environmentally friendly. Global consumers also stated that they had bought environmentally friendly products. More than half of global respondents, 52 percent, said they had bought at least one product or service in the last six months from socially responsible companies, and respondents in Latin America (65 percent), Asia-Pacific (59 percent) and East Central/Africa (59 percent) exceeds the global average. WWF-Indonesia and Nielsen Survey in 2017 show that, as many as 63 percent of Indonesian consumers are willing to consume environmentally friendly products at higher prices. This shows a significant increase in consumer concern of the consumption of environmentally friendly products. The consumer perception survey conducted by WWF and Nielsen on 916 respondents in Jakarta, Medan, Surabaya, Denpasar, and Makassar aged 15-45 years, the survey results showed the most reason behind this consumer perception was the immediate effect of global warming, a sense of responsibility for the impact environment that results from daily consumption activities (61 percent) and feeling happy because it has contributed to environmental conservation efforts (52 percent). The emergence of public concern of environmental preservation has caused the company to consider ecological aspects and raise environmental issues as one of its marketing strategies. The cosmetics industry is no exception, which has switched to using natural ingredients and implementing green marketing strategies. The focus of this green marketing strategy is to carry out all marketing activities while still protecting the environment (Kinoti, 2011). Some well-known brands of green cosmetic products in Indonesia are The Body Shop and The Face Shop (Paramita and Kerti, 2015; Wulansari and Suprapti, 2015). Both of these brand products are said to be green cosmetic products because they are made from natural ingredients that are health-friendly. The manufacturing process also prioritizes environmental sustainability, such as packaging of recycled materials, minimal waste, and is committed not to use animals as a product for testing the product.

To sharpen issues or phenomena regarding the influence of environmental knowledge and environmental concern on attitudes; the influence of attitudes, subjective norms, and perceptions of behavioral control on the purchase intention of green cosmetic products, it was carried out pre-research by conducting initial interviews with 20 people who were

knowledgeable about green cosmetic products. The interview results showed that 85 percent of respondents said chemical waste from the remnants of the conventional cosmetics production process could damage the environment and 45 percent of respondents stated that they knew about green cosmetic products from friends and suggested they start using it, because it is safe for skin health. Price problems remain an obstacle for most respondents, but they still show the desire to buy green cosmetic products. Jayanti et al. (2013) suggested that there are personal characteristics identified as factors that influence green consumers in decision making, namely: income, time, knowledge, green value, and green attitude. These factors influence the intention and behavior of consumers in buying a product, especially green products. Before making a decision to buy a product, consumers will have an intention to buy the product. According to Shah et al. (2012), that the intention to buy is a decision that analyzes and studies why consumers buy a product in a particular place. The intention to buy can create motivation that continues to be recorded in the minds of consumers and will be a very strong desire, so that ultimately the consumer will try to actualize what is in his mind.

Theory of Planned Behavior (TPB) states that a person's behavior depends on the desire to behave which consists of three components, namely attitudes, subjective norms, and those that are behavioral control (Ajzen, 1975). Intention is strongly influenced by personal factors, such as attitudes and perceptions of behavioral control. Attitude is a factor that drives the intention and buying behavior of a product, by having a positive attitude, consumers in general will increase their intention to buy (Ajzen, 1991). A person's attitude is the result of a psychological process, so this cannot be observed directly but must be inferred from what he said or did (Suprapti, 2010: 135). The formation of consumer attitudes will shape one's intention to do or not an action and intention will affect the formation of consumer behavior. This shows that if consumers show a positive attitude towards environmental issues, then consumers will increase their intention to buy products that pay attention to environmental preservation (Albayrak et al. 2013).

Many factors influence a person's ecological behavior. Environmental knowledge and environmental concern are things that should be learned and known by everyone because the lack of environmental knowledge and environmental concern is a big barrier to recycling products and a positive attitude towards conservation. Chen (2013) shows that environmental knowledge is a series of ecological knowledge that individuals have about the environment. According to Banyte et al. (2010), if the better the knowledge of the environment owned by consumers, then consumers will increasingly know about the quality of environmentally friendly products, which will increase their motivation to buy environmentally friendly products.

Environmental care is defined as a predictive tool that allows for purchasing behavior of environmentally friendly products (Angelovska et al. 2012). According to Weigel in Joshi (2012), environmental concern can be considered as an attitude towards the facts and behavior of oneself with consequences for the environment. Aman et al. (2012) revealed that there was a positive and significant effect of environmental concern on purchase intentions on green product consumers in Sabahan, Malaysia.

Subjective norms are assumed to be different social references that give social influence or pressure to conduct behavior (Mahajar, 2014). Jaolis (2011) states that from all types of reference groups (family, friends, shopping friends, celebrities, and experts), the family is the group that gives the most influence in deciding consumption of green products. Tamashiro et al. (2013) revealed that subjective norms, ecological concern and ecological knowledge had a positive and statistically significant effect on green cosmetic buying behavior in Brazil. Lee (2008) found that peers and parents had a large influence on every green product purchasing decision in Hong Kong. According to Ham et al. (2015), there is an influence of subjective norms on the intention to buy green food in Southeast Europe.

Perception of behavior control is someone's feelings about easy or difficult to realize a certain behavior. Behavior control is determined by two factors: control beliefs (perceived beliefs about ability to control) and perceived power (perceptions of the power possessed to carry out a behavior). Kumar (2012) shows that the perception of behavior control has a positive and significant relationship with the intention to buy environmentally friendly products in India. Rezai et al. (2012) found that perceptions of behavioral control such as product safety, environmental sustainability, and animal protection, had a positive and significant effect on the intention to consume healthy foods. According to Ham et al. (2015), that there is an influence of perceptions of behavioral control on the intention to buy green food in Southeast Europe. Some studies have found results that are different from previous concepts and research, such as Aman et al. (2012) found that there was no significant effect of environmental knowledge on attitudes in green product consumers in Sabahan, Malaysia. Gupta and Denise (2009) stated that there is a lot of inconclusive consumer research on the environment, where environmental concerns do not affect the environmental attitudes and buying behavior of green products in the United States. Kumar (2012), found that subjective norms have no significant effect on the purchase intention of environmentally friendly products. Based on the background and results of previous studies, this study aims to explain the green purchase intention on cosmetic products through the Theory of Planned Behavior application.

2. Literature Review

2.1. Green Marketing

Green marketing has become a concern as an impact of the existence of issues regarding environmental damage that occur globally (Kumar, 2011). According to the American Marketing Association (AMA) in Morel and Francis (2012), the definition of green marketing can be divided into three aspects, namely the definition of retail (as marketing products that are considered safe for the environment), definition of social marketing (as product development and marketing products designed to minimize negative impacts on the physical environment or to improve product quality), the definition of the environment (as an effort from the organization to produce, promote packages and reclaim products in a way that is sensitive or responsive to environmental or ecological concerns). Green marketing or sustainable marketing is

also referred to as an effort by companies to design, promote prices and distribute products by protecting the environment (Cherian and Jolly, 2012).

2.2. Green Product

In general, green products are known as ecological products or environmentally friendly products (Chen and Chai, 2010). Green products or environmentally friendly products are products that have unapproved components, are safe to use, use packaging that is environmentally friendly and can be recycled. Green products are a business term used to describe products that protect or enhance the environment by saving energy and resources and reducing fuel use, preventing and disposing (Mei et al. 2012). Manongko (2011) states that there are several characteristics of green products, namely products that do not look at toxicity, products are more durable, products use raw materials that can be recycled, products use raw materials from recycled materials, products do not use materials that can damage the environment, no involves testing products involving animals, as long as the use does not damage the environment, uses simple packaging and provides refill products, does no harm to human and animal health, does not consume much energy and other resources during processing, use and sale, does not produce waste useless due to packaging in a short period of time.

2.3. Environmental Knowledge

Lee (2011) defines environmental knowledge as a person's basic knowledge of what they can do to help protect the environment that facilitates their behavioral commitment to green purchases. Environmentally conscious people tend to buy and use environmentally friendly products. Some people assume that better environmental knowledge lead consumers to know more about the quality of environmentally friendly products and increase their willingness to buy (Banyte et al. 2010).

2.4. Environmental Concern

According to Angelovska et al. (2012), that environmental concern is a predictive tool that allows for purchasing behavior of environmentally friendly products. Environmental concern refers to the characteristics of affection which can be a representation of personal, compassionate, loving, and dislike of the environment (Lee and Ju 2013). In the current study, environmental concern is defined as the emotional level and commitment to environmental issues (Aman et al. 2012). Environmental concern can be considered as an attitude towards the facts and behavior of oneself with consequences for the environment (Weigel in Joshi, 2012).

2.5. Theory of Planned Behavior

Based on Theory of Planned Behavior (TPB), the most important determinant of a person's behavior is the intention to behave. Ajzen (1975) states that a person's behavior depends on the desire to behave (behavioral intention) which consists of three components, namely attitudes, subjective norms, and perceived behavioral control. TPB is a tool used to predict individual behavior, when the individual does not have complete desire control. The individual has obstacles or obstacles that cause his behavior cannot be in accordance with his own wishes (Mahyarni, 2014).

2.5.1. Attitude

Attitude is an expression of one's feelings that reflects his likes or dislikes for an object. A person's attitude is the result of a psychological process, so this cannot be observed directly but must be inferred from what he said or did (Suprapti, 2010: 135). Attitudes consist of three main components, namely the cognitive component, the affective component, and the conative component. Suprapti (2010: 146) states that consumer attitudes toward behavior can directly be measured as affection (as a measure that is pleasing to the buyer). According to Sumarsono and Yayat (2012), consumer attitudes toward the environment are predisposing (general tendency) that is learned or formed in responding consistently to the environment in the form of likes (positive) or dislike (negative), which are based on cognitive components (knowledge and perception regarding environmental problems), affective components (emotions or feelings towards the environment), and conative components (behavior towards the environment).

2.5.2. Subjective Norms

Subjective norms can be measured directly by assessing the feelings of consumers or someone about how relevant others who are role models, such as family, classmates, work colleagues, experts, or celebrity endorsers, will approve or disagree with certain actions (Suprapti, 2010: 147). Jaolis (2011) found that from all types of reference groups (family, friends, shopping friends, celebrities, and experts), the family is the group that has the most influence in deciding the consumption of green products. Subjective norms are assumed to be different social references that give social influence or pressure to conduct behavior (Mahajar, 2014).

2.5.3. Perceived Behavioral Control

Perceived behavioral control defined as someone's feelings about easy or difficult to realize a certain behavior. Perceived behavioral control is determined by two factors: control beliefs (perceived beliefs about ability to control) and perceived power (perceptions of the power possessed to carry out a behavior). Perceived behavioral control describes the feelings of the individual's ability (self-efficacy) in carrying out a behavior. Perceived behavioral control can influence behavior directly or indirectly through. Perceived behavioral control refers to a person's perception of the difficulty or not

of carrying out the desired action, related to the belief in whether or not there are sources and opportunities needed to realize certain behaviors (Ajzen, 1991).

2.5.4. Intention to Buy

The intention to buy leads to the goals or intentions and inclinations of consumers to buy the brands they like best (Kotler and Armstrong, 2008: 227). According to Shahet al. (2012) that the intention to buy is a decision that analyzes and studies why consumers want to buy a product in a particular place. Here marketers will learn what causes a consumer to have the intention of buying a product. Rashid (2009) defines green buying intentions as the probability and willingness of someone to give preference to green products for conventional products in consideration of their purchases. Shiffman and Leslie (2008: 470) states that indicators of purchase intention are explained by several components, namely interested in finding information about products, considering buying, interested in trying, wanting to know the product and wanting to own a product.

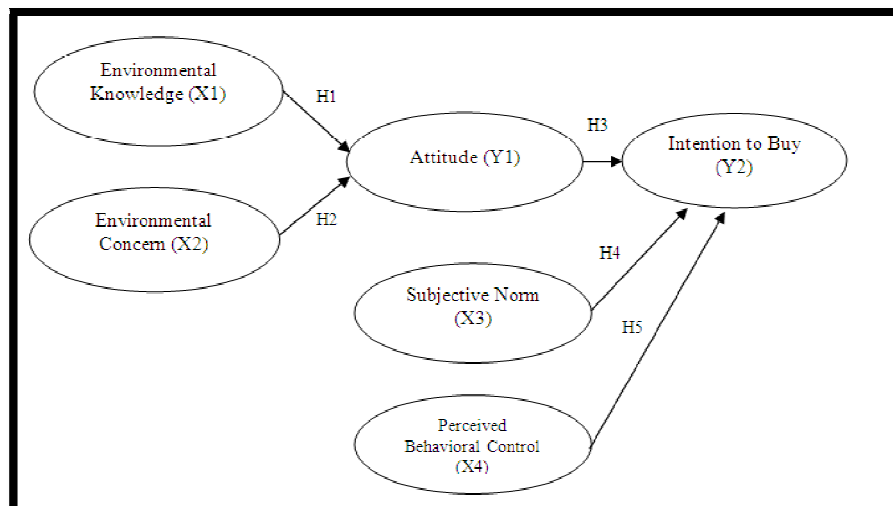


Figure 1: Research Model

Jayanti et al. (2013) explained, current consumer attitudes are the result of prior knowledge and consumer experience. The study indicates that if consumers have environmental knowledge, this knowledge will build their positive attitude so that it will support the intention to buy green products. Findings from Aminrad et al. (2013) prove the existence of a significant positive relationship between environmental knowledge and attitudes towards the environment in Kajang City, Selangor Malaysia. The same is supported by findings from Noor et al. (2012) which shows that consumers who have high environmental knowledge will have a more positive attitude towards the environment. Aman et al. (2012) found different results, that environmental knowledge did not significantly influence attitudes in green product consumers in Sabahan, Malaysia. Based on the description above, the following hypothesis is proposed:

- H₁: Environmental knowledge has a positive effect on attitude to buy green cosmetic products.

Aman et al. (2012) found an influence of environmental concern on attitudes in green product consumers in Sabahan, Malaysia. Gupta and Denise (2009) state that there is a lot of inconclusive consumer research on the environment, where environmental concerns do not affect environmental attitudes and buying behavior of green products in the United States. Khaola et al. (2014) also found the same thing, that environmental concern had a significant effect on attitudes towards consumers in the shopping center in Maseru-Lesotho. Based on the description above, the following hypothesis is proposed:

- H₂: Environmental concern has a positive effect on attitude to buy green cosmetic products.

The attitude towards purchasing behavior of environmentally friendly products has a positive correlation, supported by the research of Cheah and Phau (2011) where consumers who have a favorable attitude in their environment will buy green products that are on the market. Uthamaputharan and Muslim (2013) revealed that attitudes have a significant influence on consumers' intention to buy in Malaysia. Furthermore, it was found that environmental attitudes were a factor that encouraged consumers' purchase intention to purchase green personal care products in Penang, Malaysia. This means that environmental attitudes have a significant influence on consumer purchase intentions (Ling, 2013). Based on the empirical evidence, the following hypotheses can be proposed:

- H₃: Attitude has a positive effect on the intention to buy green cosmetic products.

The attitude has a positive and significant influence on the intention to buy kJaelis (2011) products, finding that from all types of reference groups (family, friends, shopping friends, celebrities, and experts), the family is the group that has the greatest influence in deciding on consumption of green products. Likewise, the results of the research of Kim and Chung (2011) in America show that the subjective norms of influential people in life have a positive and significant effect on the intention to buy skin and hair care products. Lee (2008) found that peer networks and parents had a big influence on every green product purchasing decision in Hong Kong. But on the other hand, there are also studies that show the

opposite results, namely that subjective norms have no significant effect on the purchase intention of environmentally friendly products (Kumar, 2012). Based on the empirical evidence, the following hypotheses can be proposed:

- H₄: Subjective norms has a positive effect on purchase intention to buy green cosmetic products.

According to Ham et al. (2015), that there is an influence of perceptions of behavioral control on the intention to buy green food in southeastern Europe. Kumar (2012) shows that the perception of behavior control has a significant effect on the intention to buy environmentally friendly products in India. Rezai et al. (2012) found that perceptions of behavioral control such as product safety, environmental sustainability, and animal protection, had a positive and significant effect on the intention to consume healthy foods. Perceptions of behavior control in terms of purchasing power have a positive and significant effect on green product purchasing behavior (Lee, 2008). Based on the empirical evidence, the following hypotheses can be proposed:

- H₅: Perceived behavioral control has a positive effect on the intention to buy green cosmetic products.

3. Research Design and Methodology

Sample determined using non-probability sampling method with a purposive sampling technique. The criteria used in determining the sample include: respondents are residents in Denpasar, know about green cosmetic products, have never bought green cosmetic products, and have at least graduated from high school equivalent. This study uses a sample of 150 respondents from all areas of the Denpasar. Data was collected by distributing questionnaires to respondents who were given privately or through the help of people who had relations with researchers. Some questionnaires are distributed online (via messenger application Line, WhatsApp, and email) to be more efficient in time. After the questionnaire was distributed, respondents were given one week to answer and the questionnaire was collected again after wards. This study used Partial Least Square (PLS) analysis.

4. Data Analysis

There are two evaluations models in this test, namely the outer model and inner model. The following outer model test is presented in Table 1.

Variable	Indicator	Outer Loadings	AVE	Composite Reliability	Cronbach's Alpha
Environmental Knowledge (X1)	X1.1	0,817	0,677	0,893	0,840
	X1.2	0,732			
	X1.3	0,874			
	X1.4	0,862			
Environmental Concern (X2)	X2.1	0,846	0,756	0,925	0,892
	X2.2	0,846			
	X2.3	0,895			
	X2.4	0,890			
Subjective Norms (X3)	X3.1	0,937	0,882	0,933	0,891
	X3.2	0,912			
	X3.3	0,870			
Perceived Behavioral Control (X3)	X3.1	0,905	0,749	0,899	0,832
	X3.2	0,806			
	X3.3	0,882			
Attitude (Y1)	Y1.1	0,858	0,778	0,933	0,905
	Y1.2	0,882			
	Y1.3	0,914			
	Y1.4	0,873			
Intention to Buy (Y2)	Y2.1	0,965	0,865	0,962	0,948
	Y2.2	0,867			
	Y2.3	0,954			
	Y2.4	0,932			

Table 1: Outer Model Test

4.1. Convergent Validity

The convergent validity test is done by checking the output of the outer loadings of each variable indicator. Indicators are considered reliable if they have outer loadings above 0.50. The result of convergent validity test in Table 1 shows that the whole value of outer loading indicator variable has value above 0.50. Thus, it can be concluded that the indicators have met the requirements of convergent validity.

4.2. Discriminant Validity

Discriminant validity testing is done by assessing the validity of the variables of the average variance extracted (AVE). The model is said to be good if the AVE of each variable is greater than 0.50. The output results in Table 1 show that

the AVE value of all variables is greater than 0.50 so it can be explained that the indicator meets the discriminant validity requirements.

4.3. Composite Reliability

The variable reliability test is measured by two criteria: composite reliability and Cronbach's alpha from the indicator block measuring the variable. The variable is considered reliable if the value of composite reliability and alpha Cronbach's above 0.70. The output results in Table 1 shows that both composite reliability and alpha Cronbach's for all variables are above 0.70. Thus, it can be explained that all variables have good reliability.

4.4. Inner Model Test

In this structural model, there are two dependent variables, namely: attitude (Y1) and intention to buy (Y). The coefficient of determination (R-square) of each dependent variable:

Variable	R-square
Attitude (Y1)	0,429
Intention to Buy(Y2)	0,754

Table 2: R-Square

Based on Table 2, the model of the influence of environmental knowledge and environmental concern on attitudes gives a R-square value of 0.429 which can be interpreted that the variability of attitude variables can be explained by the variability of environmental knowledge variables and environmental concern by 42.9 percent, while 57.1 percent is explained by other variables outside of examined. Furthermore, the model of attitudinal influences, subjective norms, and behavioral control perceptions of purchase intention gives a R-square value of 0.754 which can be interpreted that the variability of purchase intention variables can be explained by the variability of attitude variables, subjective norms, and perception of behavioral control by 75.4 percent, while 34.6 percent is explained by other variables outside of those studied. To measure how well the observed values are generated by the model and also the parameter estimation, it is necessary to calculate Q-square (Q^2) as follows:

$$\begin{aligned}
 Q^2 &= 1 - (1 - (R_1)^2) (1 - (R_2)^2) \\
 &= 1 - (1 - 0.429) (1 - 0.754) \\
 &= 1 - (0.816) (0.246) \\
 &= 1 - 0.201 \\
 &= 0.799
 \end{aligned}$$

The results obtained value of Q^2 close to 1, amounting to 0.799, so it can be concluded that the model has a good predictive relevance. Thus, it can be explained that 79.9 percent of variation in purchase intention is explained by environmental knowledge, environmental concern, subjective norms, perceptions of behavioral control, and attitudes while 20.1 percent is influenced by other variables.

4.5. Hypothesis test

As shown on Table 3, hypothesis testing on the effect of environmental knowledge on attitudes results in a path coefficient of 0.435. The value of t Statistics is 4.458 (> critical 1.96), then the influence of environmental knowledge on attitudes is significant. Based on these results, the hypothesis 1 (H_1) which states that environmental knowledge has a positive and significant effect on attitudes accepted. Hypothesis testing on the effect of environmental concern on attitudes results in a path coefficient of 0.293. The value of t Statistics is 2.836 (> critical t 1.96), then the influence of environmental concern on attitudes is significant. Based on these results, then hypothesis 2 (H_2) which states that environmental concern has a positive and significant effect on attitudes accepted. Hypothesis testing on the influence of attitudes towards purchase intention produces a path coefficient of 0.454. The value of t Statistics is 6.504 (> critical t 1.96), then the influence of attitudes on purchase intention is significant. Based on these results, then hypothesis 3 (H_3) which states that the attitude has a positive and significant effect on purchase intention is accepted.

Variables Correlation	Path Coefficients	t Statistics	Descriptions
Environmental knowledge (X1)→Attitude (Y1)	0.435	4.458	Significant
Environmental concern (X2)→Attitude (Y1)	0.293	2.836	Significant
Attitude (Y1)→Intention to buy (Y2)	0.454	6.504	Significant
Subjective norm (X3)→ Intention to buy (Y2)	0.190	2.593	Significant
Perceived behavioral control (X4)→ Intention to buy (Y2)	0.333	3.911	Significant

Table 3: Path Coefficients

Furthermore, hypothesis testing on the influence of subjective norms on purchase intention results in a path coefficient of 0.190. The value of t Statistics is 2.593 (> critical t 1.96), then the influence of subjective norms on purchase intention is significant. Based on these results, then hypothesis 4 (H_4) which states that subjective norms have a positive and significant effect on purchase intention is accepted. Hypothesis testing on the influence of perceptions of behavioral control on purchase intention results in a path coefficient of 0.333. The value of t Statistics is 3.911 (> critical t 1.96), so the

influence of perceptions of behavioral control on purchase intention is significant. Based on these results, then hypothesis 5 (H₅) which states that the perception of behavior control has a positive and significant effect on purchase intention is accepted.

5. Discussion and Conclusion

The results of the analysis show that environmental knowledge has a positive and significant effect on attitudes. This means that the higher the knowledge of the consumer environment, the better their attitude towards green products. This finding can be interpreted that if consumers have good environmental knowledge, they will be able to improve their attitudes. This result is in accordance with several previous studies namely Jayanti et al. (2013) who found environmental knowledge had a positive and significant effect on attitudes towards the environment. Findings from Aminrad et al. (2013) prove the existence of a significant positive relationship between environmental knowledge and attitudes towards the environment in Kajang City, Selangor Malaysia. The same is supported by findings from Noor et al. (2012) which shows that consumers who have high environmental knowledge will have a more positive attitude towards the environment. The results of the analysis show that environmental concern has a positive and significant effect on attitudes. This means that the higher the consumer's environmental concern, the better their attitude towards green products. This finding can be interpreted that if consumers have good environmental concerns, they will be able to improve their attitudes. These results are in accordance with several previous studies, namely Aman et al. (2012), that there is an influence of environmental concern on attitudes in green product consumers in Sabahan, Malaysia. Khaola et al. (2014) also found the same thing, that environmental concern had a positive relationship with attitudes towards consumers in the shopping center in Maseru-Lesotho.

The results of the analysis show that attitudes have a positive and significant effect on purchase intention. This means that the better the attitude of consumers, the higher their purchase intention. This finding can be interpreted that if consumers have a good attitude, they will be able to increase their purchase intention. These results are in accordance with several previous studies, namely Cheah and Phau (2011) where consumers who have a favorable attitude in their environment will buy green products on the market. Uthamaputharan and Muslim (2013) revealed that attitudes have a positive influence on buying intentions and have a significant relationship to the intention to buy consumers in Malaysia. Furthermore, it was found that environmental attitudes were a factor driving consumer purchase intentions on purchasing green personal care products in Penang, Malaysia. This means that environmental attitudes have a positive influence on consumer purchase intentions (Ling, 2013). The results of the analysis show that subjective norms have a positive and significant effect on purchase intention. This means that the better the subjective norms of consumers, the higher their purchase intention. This finding can be interpreted that if consumers have good subjective norms, they will be able to increase their purchase intention. These results support the findings of several previous studies namely Jaolis (2011), Kim and Chung (2011), and Lee (2008) which show that subjective norms have a positive and significant effect on the intention to buy green products or environmentally friendly products.

The results of the analysis show that the perception of behavior control has a positive and significant effect on purchase intention. This means that the better the perceived behavioral control, the higher their purchase intention. This finding can be interpreted that if consumers have a perception of good behavior control, it will be able to increase their purchase intention. These results support the findings of several previous studies namely Ham et al. (2015), that there is an influence of perceptions of behavioral control on the intention to buy green food in southeastern Europe. Kumar (2012) shows that the perception of behavior control has a positive and significant relationship with the intention to buy environmentally friendly products in India. Rezai et al. (2012) found that perceptions of behavioral control such as product safety, environmental sustainability, and animal protection, had a positive and significant effect on the intention to consume healthy foods. Perceptions of behavior control in terms of purchasing power have a positive and significant effect on green product purchasing behavior (Lee, 2008).

The findings of this study indicate that in determining how the attitude of prospective consumers to green products, environmental knowledge plays a greater role than environmental concern. Attitudes are also found to have the greatest influence among subjective norms and perceptions of behavioral control over purchase intentions. Attitude is the basis of how a person views in response to something. A person's attitude towards a product, especially environmentally friendly products will certainly determine whether they intend to buy or not. The process of determining attitudes begins with the knowledge that is first entered as input information, which will then be followed as a belief and cause emotion. Knowledge of the environment reflected in the knowledge of excessive use of chemicals can result in environmental damage. This will be able to create action in the form of caring which is reflected in always being involved in maintaining environmental conditions around the residence. This concern will have an impact on the formation of their attitudes towards green cosmetics which is reflected through the view that one way to contribute to protecting the environment is to use green cosmetic products.

It is important for the management of green cosmetics companies to re-emphasize the negative impact of chemical-based cosmetics products on the environment through environmentally friendly campaigns and increasing concern for cosmetics users to the environment by making them aware of the importance of using environmentally friendly products for natural sustainability. In addition, the results of the study also showed that respondents tended to follow family opinions to buy environmentally friendly cosmetic products. Marketers can strengthen the influence of family social groups in approaching cosmetics consumers such as through advertising promotions that show families who support using cosmetics that are environmentally friendly and health.

6. Future Research

Based on the results of the research that has been presented, here are research limitations that could be suggest for future research. This study is only in the city of Denpasar so that it cannot represent in other areas, thus future research needs to be carried out with a wider scope of research such as in Bali or Indonesia. This study only examines the variables of environmental knowledge, environmental concern, attitudes, subjective norms, and perceptions of behavioral control as purchasing factors, so future research directions need to develop this topic by using other predictor variables such as green advertising. This research only uses studies on environmentally friendly cosmetic products, in the future it can use studies on other products, such as food products and health drinks or agricultural products.

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