

Analysis of the Influence of Environmental Concern, Theory of Planned Behavior, and Theory of Reasoned Action on Purchase Intention: A Conceptual Paper

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ABSTRACT

The cosmetics industry is one of the industries that is currently an important necessity in people's daily lives. The cosmetics industry is an important industry for the economy. The green cosmetics industry in Indonesia has great growth potential. This study aims to validate the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) models in predicting public attitudes towards purchasing intentions for environmentally friendly cosmetic products. Environmental concern, attitude, subjective norms, and perceived behavioral control (PBC), are expected to influence consumer decisions to buy green cosmetic products in Indonesia. This study's sample technique was nonprobability sampling. This is a sample approach that is chosen based on subjective assessment. Purposive sampling is the method utilized. The research sample consisted of customers who had used and purchased green cosmetic products in Indonesia who were then analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique in this research

INTRODUCTION

Currently, environmental issues have become the focus of society and the media, as if they cannot be removed from human life, because environmental damage is increasing. Various environmental problems have recently become more frequent discussions as a form of awareness of how important the surrounding nature is for our lives. The cause of problems in the surrounding environment is none other than natural factors, but not entirely. Humans contribute to causing damage to the surrounding environment. According to (Ginting, 2016) environmental concern refers to individual involvement which is an individual's concern for the environment.

Consumer behavior has changed in recent years due to the environmental changes that the world is experiencing (Echchad & Ghaith, 2022). Changes in consumer behavior that support environmentally friendly and sustainable products are also occurring in Indonesia. From the results of a survey conducted by the Katadata Insight Center (KIC) (2021), most consumers in Indonesia are willing to buy sustainable or environmentally friendly products at a higher price compared to products that still use disposable plastics. From the survey results, consumer approval of sustainable product consumption in Indonesia is reported to have obtained a score of 6.54 (out of 10) among this population (Alika, 2021).

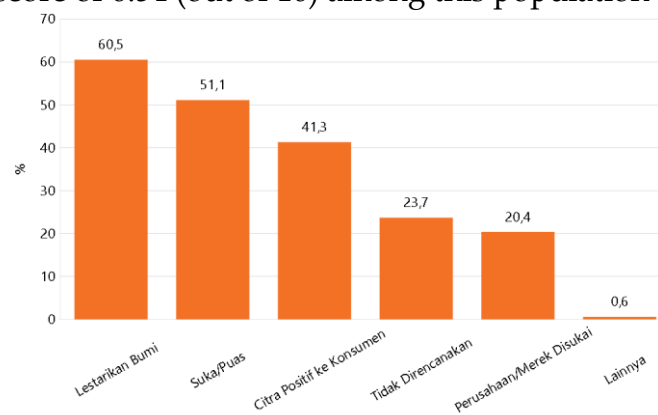


Figure 1. Reasons to Buy Sustainable or Eco-friendly Products
Source: (Jayani, 2021)

Based on Figure 1.1 above, it is known that there are several reasons Indonesian consumers are willing to buy sustainable products, especially to preserve the environment (60.5%). This shows that Indonesian consumers are aware of the importance of protecting and preserving the environment by starting to buy sustainable products. The second important factor that explains why Indonesian consumers prefer sustainable products is the emotional aspect of consumers towards sustainable products, specifically the level of like/satisfaction (51.1%), positive image to consumers (41.3%), unplanned (23.7%), preferred company/brand (20.4%) and others (0.6%). This illustrates that there has been a change in the behavior of Indonesian consumers when making decisions to buy sustainable products. This shift in consumer behavior corresponds with the Sustainable Development Goals (SDGs), especially SDG 12, which aspires to promote sustainable consumption and production methods. This is the key to maintaining environmental balance for current and future generations.

Sustainable production and consumption does not only focus on one industry sector, but all industries must implement sustainable activities (Hasan et al., 2019). (Tiscini et al., 2022). The green cosmetics industry in Indonesia has great growth potential. By continuously improving product quality, educating consumers, and receiving government support, the green cosmetics industry can become one of the important sectors of the Indonesian economy and contribute to environmental conservation. The green cosmetics industry plays an important role in supporting environmental and social sustainability. Changes in consumer behavior towards the green cosmetics industry in Indonesia have increased significantly in recent years. The revenue of the green cosmetics industry is increasing in Indonesia from 2019 to 2028.

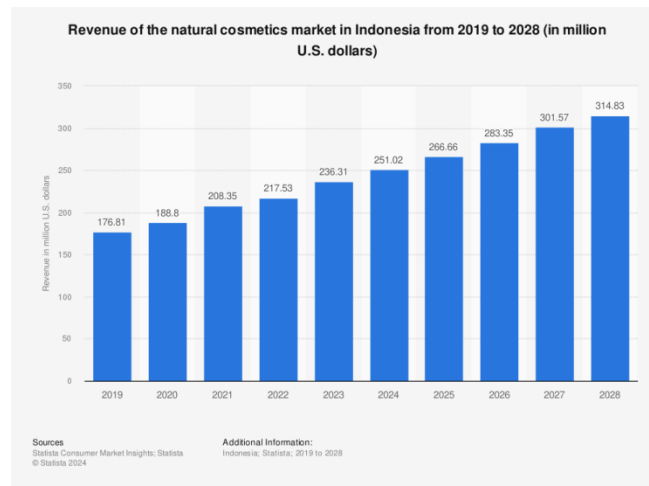


Figure 2 Natural Cosmetics Industry Revenue in Indonesia 2019-2028
Source: (Statista, 2024)

Judging from Figure 1.2 above, that from year to year the revenue of the green cosmetics industry in Indonesia is experiencing rapid growth and is projected to continue to grow in the future. This is driven by increasing consumer awareness of the importance of protecting health and the environment, as well as buying interest in green products. Thus, the increasing demand for green cosmetic products not only creates sustainable business opportunities for the industry, but also contributes to the formation of a more environmentally conscious society and accelerates the change towards sustainability.

The growing public interest in environmentally friendly products, as explained from some of the data presented earlier, shows that there is a great opportunity for the green cosmetics market in Indonesia. However, with the increasing competition between the conventional cosmetics market which still dominates the cosmetics market in Indonesia, it is necessary to conduct further research on people's preferences for environmentally friendly cosmetic products in Indonesia. As a result, the goal of this study is to validate the TRA and TPB models in predicting public attitudes toward purchasing green cosmetic goods. The TRA emphasizes that an individual's decision to participate in a certain conduct is dependent on the intentions he creates (Chen et al., 2020). In TRA, two conceptually independent factors determine behavioral intention and performance (Ajzen, 1991). One of the main factors is "attitude toward behavior" it refers to the level of positive evaluation of a behavior. The "subjective norm" is

another component that represents the perceived societal pressure to conform to expectations. This means that if a person has a favorable attitude towards a behavior or feels that they are expected to perform it, then they will be more likely to have the intention to perform it and more likely to exhibit the appropriate attitude.

TRA can assist the industry in understanding how consumers' attitudes and subjective norms about green cosmetics influence their purchasing intention. This theory states that the degree to which consumers are willing to purchase green products or adopt green alternatives is indicated by their intention to acquire green items (Paul et al., 2016). Ajzen's (1991) TPB was used to study the purchasing behavior of environmentally concerned consumers. This perceived behavioral non-volitional control factor was added to the TPB to broaden the scope of the TRA (Ajzen, 1985, 1991). The TPB allows us to explore how personal and social contextual elements, as well as nonvolitional influences, influence intentions (Han et al. 2010). TPB is primarily utilized to determine consumer behavioral intentions in a variety of settings (Park & Kwon, 2017). TPB, in particular, enhances the predictability of green product purchase intention models. The TPB is an extension of TRA that considers elements that influence behavior while analyzing customer behavior.

The TPB model identifies the three most important predictors of intentions as consumer attitudes, subjective norms, and perceived behavioral control. Attitude is an overall assessment of a specific activity. Although prior research has challenged the distinction between consumer attitudes and intentions, attitude is thought to be the primary predictor of intention development (J. Wang et al., 2021). A person's perception of how other people see their behavior is known as a subjective norm. This illustrates environmental social pressure, which influences customers' opinions by doing what others think to be a good thing (Aisyah & Cahyasita, 2023). Responsible consumption has become a social trend. Studies show that society's influence on individuals' perceived behavioral control refers to a person's perception of their ability to participate in environmentally friendly behavior as well as the challenges they face in doing so (Aisyah & Cahyasita, 2023).

The purpose of this study is to identify the psychological components that influence environmentally friendly actions. Environmental concern, attitude, subjective norms, and perceived behavioral control (PBC), are expected to influence consumers' decisions to purchase green cosmetic products in Indonesia.

LITERATURE REVIEW

Theory of Reasoned Action and Theory of Planned Behavior

(Ajzen, 2012) developed the TRA to explain the behavioral intents of customers, founded on the ideas that humans are rational actors who systematically use the knowledge at their disposal and that purpose is the most significant predictor of human behavior. (Zhikun & Fungfai, 2009) TRA is useful for analyzing non-routine thinking decisions and behaviors that require critical consideration. According to this hypothesis, the intention to acquire green products indicates how prepared people are to purchase green items or embrace green alternatives. In research (Ajzen, 2020) TPB is a previous theory of the TRA, which was created and developed by Icek Ajzen and Martin Fisbein. This theory has undergone many changes to better suit modern society. This theory aims to anticipate the behavior of specific individuals. Theory of Planned Behavior has three factors that describe behavior towards green products, namely (a) attitude, which shows the perception of good or bad green behavior, (b) subjective norm, which describes the perspective of individuals or social groups about what to do, (c) perceived behavioral control, which describes the possibility, ease, or difficulty of doing something.

Attitude

Attitude toward conduct refers to how positively or adversely a person evaluates the action at issue (Ajzen, 1991). Attitudes describe what customers like and dislike based on a positive or negative evaluation process. Attitude is regarded one of the most powerful predictors of behavior toward environmentally friendly items (Echchad & Ghaith, 2022). Green product purchases are more likely to become a habit for customers who have a favorable attitude toward green brands (Salam et al., 2022).

Subjective Norm

According to the TPB model, subjective norms are the second predictor of behavioral intention. The term "subjective norm" refers to the perceived societal pressure to undertake or not perform specified tasks (Paul et al., 2016). Subjective norm is an important component in TPB which is an individual's perception of how others think about him towards a performance (Shanmugavel & Baldwin, 2016). One of the fundamental elements of the theory of planned behavior is the subjective norm, which refers to how people perceive how their peers judge an action (Echchad & Ghaith, 2022).

Perceived Behavioral Control

Perceived behavioral control (PBC) can be defined as thoughts about control that are easily available. PBC modifies the effect of attitude and subjective standards on intention (Ajzen, 2020). PBC is the term used to describe how easy or difficult a given behavior is judged to be (Nekmahmud et al., 2022). According to (Mancini et al., 2019) perceived behavioral control experienced by a person can have a direct impact on his behavior because the performance of a behavior is not only influenced by motivation but also by control over the behavior.

Environmental Concern

Environmental concern is about preserving the environment rather than thinking about how it will benefit oneself (Echchad & Ghaith, 2022). An individual's concern for the environment and environmental issues is known as environmental concern. In response to rising consumer environmental awareness, some businesses have positioned themselves as environmentally friendly by promoting environmentally friendly goods and services. (Sharma & Foropon, 2019) identified environmental concern as a crucial component in consumer decision-making, and they researched it across three dimensions: knowledge of green concerns, attitudes toward environmental quality, and environmentally sensitive behavior.

Purchase Intention

According to (Shimul et al., 2022) buying interest refers to the prospect of consumers planning or asking to purchase a product/service in the future. Consumer buying interest is known as a subjective and broad field in consumer behavior and part of purchasing decision making. The possibility that a consumer will buy a certain product results from the interaction between his need for the product, his attitude towards the product, his perception of the product, and the company that produces the product (Jamal et al., 2021).

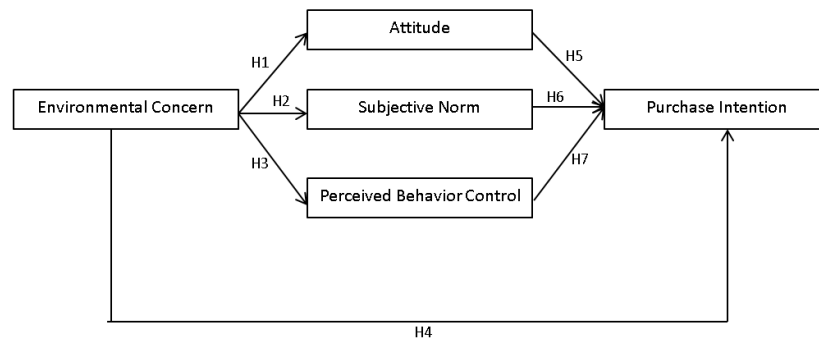


Figure 3. Theoretical Framework

METHODOLOGY

This study uses five variables consisting of environmental concern, attitude, subjective norm, perceived behavior control, purchase intention. With intermediate variables, this quantitative research seeks to ascertain how a variable affects other variables, either directly or indirectly. This study made use of nonprobability sampling. This is a sample approach that is chosen based on subjective evaluation. Purposive sampling was used in the study. The study's sample consisted of Indonesian consumers who had used and purchased green cosmetics. To gather data for this study, a questionnaire in the form of a Google form will be sent via social media. The Likert scale was used to make measurements. Partial Least Squares (PLS) is the analysis approach used in Structural Equation Modeling (SEM). SEM-PLS is a statistical analysis method used to validate structural equation models that include latent variables.

RESULTS AND DISCUSSION

Concern for the environment will affect consumer feelings when making purchases (Bagiartana & Adi, 2023). Concern for the environment was identified as a crucial factor influencing green purchasing attitudes in a study conducted by (S. Wang et al., 2020). Subjective norms are human impressions of subjective pressure to engage in or refrain from engaging in a particular conduct. Concern for the environment reflects a strong awareness of protecting the environment, concern for the environment directly affects consumers' subjective norms (W. Zhang & Luo, 2021). Environmental concern is one of the predictors of perceived behavioral control (Bagiartana & Adi, 2023). This refers to research (Hamzah & Tanwir, 2021), which explains that a person's care for the environment will lead to that person acting on his ideas. Concern for the environment is the motivation behind choosing environmentally friendly products (Bagiartana & Adi, 2023). The primary motivation for purchasing green items is environmental consciousness (Kumar et al., 2019).

CONCLUSIONS AND RECOMMENDATIONS

This conceptual paper aims to explore the relationship between the TRA and TPB models in predicting public attitudes towards the purchase intention of environmentally friendly cosmetic products. TRA and TPB play an important role in understanding how consumer attitudes and subjective norms towards green cosmetic products influence consumer purchase intentions. This conceptual paper discusses the elements that drive green purchasing behavior for green cosmetic items in Indonesia, including environmental concern, attitude, subjective norms, perceived behavioral control, and purchase intention. Concern for the environment emerged as the main factor influencing the purchase behavior of green cosmetic products. This research underscores the importance of addressing environmental awareness and perceived behavioral control in promoting sustainable consumption practices among consumers on green cosmetic products in Indonesia. Due to the limitation of this research is only a conceptual paper, it is recommended for future research to consider other factors and expand the object of research.

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