From Thinking Eco-Labelling and Green Advertising to Buying Green: The Roles of Consumers' Perceptions

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Abstract. Over the past six years, the cosmetics and personal care industry has experienced an average annual growth rate of 9.67%. This growth has resulted in a new challenge, namely the increasing generation of waste each day. Many companies have responded to this issue by adopting green marketing strategies. The rising public awareness and concern for environmental sustainability and skin health have positioned green marketing as an alternative strategy implemented by producers and marketers. This study aims to: (1) analyze the influence of green packaging and green advertising on purchasing decisions for Love Beauty and Planet products in Malang City; and (2) identify the dominant factors affecting those purchasing decisions. The research was conducted at a shopping center in Malang City using an accidental sampling method, involving 80 respondents who are consumers of Love Beauty and Planet products. Data analysis was performed using the Partial Least Squares (PLS) method. The results indicate that green eco-labeling and green advertising variables have a positive effect on purchasing decisions. Based on the factor loading values, product perception, price affordability, and the appeal of going green are identified as the most dominant indicators influencing purchasing decisions.

1 Introduction

The Ministry of Industry explained that the market growth of the cosmetics and personal care industry reached an average of 9.67% per year in the last six years. The market size in 2017 was IDR 46.4 trillion; in 2018, the national cosmetics industry grew by 20%, which was four times the national economic growth rate in 2017. The increase was due to strong domestic and foreign market demand, along with the growing trend of people prioritizing body care products as a primary need. The average total expenditure of Indonesians on cosmetics and personal care needs is still US$20 per capita. The cosmetics industry is expected to continue growing, supported by the Indonesian population, which has an average age of 28 years, economic growth, and the increasing use of social media, which contributes significantly [1].

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The market is experiencing rising demand, despite relatively low per capita spending, driven by changing customer demands and tastes. As a result, businesses must continue to innovate and offer competitive products to meet this demand. The demand and factor circumstances are the primary drivers of competitiveness in Indonesia's medium-to-highly attractive cosmetics market, with product, marketing, and speed being recognized as crucial success factors.

Malang City is one of the regions in East Java with a good population and economic growth. The population was recorded at approximately 870,682 residents, while the economic growth rate showed consistent progress, reaching 5.69% during the 2016–2017 period and slightly increasing to 5.72% in 2018 in Malang City. This increase is in line with the demand for the production and consumption of products, which creates another problem: new waste is generated every day [2]. The top three inorganic waste compositions in Malang City consist of plastic, paper, and fabric. Some cases of natural disasters are caused by environmental damage resulting from the production and consumption processes. In line with this, the number of cosmetics and personal care products made from hazardous chemicals has raised public awareness and concern for obtaining products that are decent, safe, and environmentally friendly, which is referred to as green consumerism.

Green marketing comes as a form of marketers' attention to the issue of environmental damage and consumer concerns about product safety. The green marketing approach is implemented in all company activities, from product production to distribution. Consumers can participate in maintaining the environment in the form of reducing waste, increasing energy efficiency, and reducing carbon footprints, which are expected to influence consumer purchasing decisions. However, there are obstacles in the application of green marketing, namely, the target market is not fully oriented toward the environment. Consumers often struggle to distinguish between environmentally friendly products and conventional ones. Providing logos or recyclable information on products cannot increase consumer confidence [3].

Love Beauty and Planet employs green marketing, which is evident in its use and recycling practices, reflected in the "Five Labors of Love" principle and the Triple P (People, Profit, Planet) concept. Previous research related to green marketing has been carried out [4]. The novelty of this research lies in the use of green product, green packaging, green pricing, and green advertising variables in relation to the research object of Love Beauty and Planet personal care products. By addressing these factors, organizations can effectively leverage green marketing to drive positive environmental and societal change. This research also helps in understanding consumer behaviour, enhancing product appeal, and promoting sustainable practices in the cosmetics industry. In addition, this study employs SmartPLS analysis to examine the impact of green products, green packaging, green pricing, and green advertising variables on purchasing decisions, and to identify the dominant factors influencing these decisions, thereby prioritizing the key factors.

2 Methods

This research uses quantitative descriptive analysis methods. Research calculations utilize the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method, aided by SmartPLS software. The type of data used is secondary data derived from literature studies and primary data obtained by completing a closed questionnaire online via Google Forms. The questionnaire was measured using a Likert Scale with a value weight of one to five. The research was conducted in 2023 in Malang City with a purposive sampling technique. The criteria for respondents in this study are 1) a beauty enthusiast, 2) aged 17 to 24 years, and 3) knowing and using the product at least twice. The number of samples in this study was 80, with five observations for each estimated parameter. This approach aligns with Shamban et al. [5], who emphasize the balance between sample size and parameter estimation accuracy. The primary reason for choosing Love Beauty and Planet as the research target is that the company has implemented green marketing, as evident in its use and recycling practices, which align with the 'Five Labors of Love' principle and embody the Triple P concept (People, Planet, Profit).

The first stage is creating a structural model and an indicator model. The structural model is used in the outer model test to determine the relationship between latent variables and indicators. The inner model test aims to determine the relationship between exogenous variables and endogenous variables. This research examines green product, green packaging, green pricing, and green advertising as exogenous variables, and purchasing decisions as endogenous variables. Variable measurement is used to determine the type of indicator and measurement scale, as shown in the following table :

Table 1. Variable Measurement

Variable	Indicators	Measurement
Green product	Product Perception	1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree
	Product Label	
Green packaging	Recyclable Packaging	
	Safety	
	Efficiency	
Green price	Price suitability	
	Price competitiveness	
Green advertising	Appeal for going green Attitude towards Advertising	
Purchase decision	Problem recognition	
	Information search	
	Evaluation of alternatives	
	Post-purchase evaluation	

2.1 Evaluation of the Measurement Model (Outer Model)

To evaluate the measurement model (outer model), convergent validity, discriminant validity, and reliability tests are conducted. Convergent validity is intended to test the correlation between the refractive indicator scores to measure constructs. Discriminant validity determines the extent to which the measurement results of a concept can distinguish itself from the results of other concepts. The reliability test aims to ensure that the research instrument used can present concept measurements consistently without any bias. The reliability test is carried out by looking at the composite reliability and Cronbach's alpha with a value > 0.60.

2.2 Structural Model Evaluation (Inner Model)

Evaluation of the structural model (inner model) includes R-square (R2), Full Collinearity VIF, Effect size (f2), and path coefficient value. Full Collinearity VIF is used to test whether there is a vertical and lateral collinearity problem with criteria < 3.3. Effect size (f2) measures the proportion of variance of exogenous variables to endogenous variables. Interpreting the Effect size (f2) value, namely, small (0.02), medium (0.15), and large (0.35). The path coefficient value is used as a hypothesis testing tool by looking at the T-statistic and P-value scores. The hypothesis criteria are accepted if the T-Statistic value> 1.96 and the P-Value <0.05.

3 Results and discussion

Description of respondents in the form of a description of the characteristics of consumers who know and make purchases on Love Beauty and Planet products, grouped by gender, age, occupation, and income. The results showed that out of 80 samples, 92.5% of respondents were female and 7.5% were male. Based on age, respondents are dominated by the age range of 21 to 24 years, with a percentage of 60%. Furthermore, based on occupation, most of the respondents were students or college students, namely 78.75%. Most respondents have an income of < 2,000,000, with a percentage of 77.5%.

3.1 Evaluation of the Measurement Model (Outer Model)

At this stage, the program was run by running the PLS Algorithm with the following analysis results. These results were obtained after removing the indicators of product quality, price affordability, and attractiveness, where the three indicators had a factor loading value <0.50. If the loading factor has a value <0.50, it is removed from the model because the indicator is said to be insignificant [6].

3.2 Convergent Validity Test

A convergent validity test is done by looking at the factor loading value for each indicator. The rule of thumb for confirmatory research is that the loading factor value > 0.70. In exploratory research between 0.60 - 0.70 and early-stage research from the development of a measurement scale, the loading factor value of 0.50 - 0.60 is still considered sufficient. The loading factor value for each indicator in this study can be said to be valid. Apart from the factor loading value, the convergent validity test also pays attention to the AVE value, with the following results:

Table 2. Average Variant Extracted (AVE) Value

Variables	AVE	Description
Green Product (X1)	0,647	Valid
Green Packaging (X2)	0,596	Valid
Green Price (X3)	0,683	Valid
Green Advertising (X4)	0,756	Valid
Purchase Decision (Y)	0,583	Valid

Source: Primary Data, processed in 2023

Based on the table above, it is known that all variables have an AVE value> 0.50, so the data is said to be valid and has met the rule of thumb.

3.3 Discriminant Validity Test

A discriminant validity test is done by looking at the cross-loading value. The cross-loading value is said to have a good discriminant validity value if each indicator that measures its construct is correlated more highly than other constructs.

Table 3. Cross Loading Value

	Variables				
Indicator	**Green Product**	**Green Packaging**	**Green Price**	**Green Advertising**	**Purchase Decision**
X1.1	0.909	0.359	0.389	0.418	0.611
X1.2	0.683	0.232	0.225	0.210	0.348
X2.1	0.253	0.768	0.447	0.440	0.355
X2.2	0.314	0.795	0.331	0.432	0.447
X2.3	0.303	0.751	0.596	0.459	0.407
X3.2	0.348	0.633	0.902	0.484	0.469
X3.3	0.313	0.279	0.744	0.373	0.303
X4.1	0.367	0.467	0.400	0.872	0.559
X4.3	0.353	0.532	0.513	0.868	0.551
Y1.1	0.454	0.553	0.568	0.644	0.798
Y1.2	0.515	0.268	0.434	0.526	0.792
Y1.3	0.529	0.276	0.203	0.313	0.774
Y1.4	0.413	0.484	0.182	0.405	0.685

Source: Primary Data, processed in 2023

In the table above, it can be seen that each indicator correlates more strongly with its respective constructs, so it can be said that the model has good discriminant validity.

3.4 Reliability Test

The reliability test in PLS is seen from composite reliability and Cronbach's alpha. Constructs are said to be reliable if the composite reliability value and Cronbach's alpha are> 0.60.

Table 4. Composite Reliability and Cronbach's Alpha Values

Variables	CR	CA	Description
***Green Product* (X1)**	0.782	0.482	Reliable
***Green Packaging* (X2)**	0.815	0.662	Reliable
***Green Price* (X3)**	0.810	0.552	Reliable
***Green Advertising* (X4)**	0.861	0.678	Reliable
Purchase Decision (Y)	0.848	0.763	Reliable

Source: Primary Data, processed in 2023

It is known that the composite reliability value in the table for all variables has a value> 0.60. While the value on the green product (X1) and green price (X3) variables has a Cronbach's alpha value <0.60. However, judging from the composite reliability, both have a value > 0.60, so it can be concluded that all data can be said to be reliable. The composite reliability measures the true reliability value. Reliability testing is not necessary if convergent validity has been met, where valid data is reliable data.

3.5 Structural Model Evaluation (Inner Model)

In this study, the equation model is obtained as follows: Y = 0.399X1 + 0.134X2 + 0.049X3 + 0.370X4. The model of the influence of green products, green packaging, green price, and green advertising on purchasing decisions has an R-square value of 0.579. This means that the purchasing decision variable can be explained by green product, green packaging, green price, and green advertising variables by 57.9%, and the remaining 42.1% is explained by other variables outside the study. All indicators in this study have a VIF value <3.3, so the model does not have vertical and lateral collinearity problems.

Table 5. Effect Size Values

Influence	Value
X1 → Y	0,293
X2 → Y	0,023
X3 → Y	0,003
X4 → Y	0,192

Source : Primary Data, processed in 2023

In Table 5, it is obtained that the green product variable contributes 29.3% to the variance in purchasing decisions. The green packaging variable contributed 2.3% to the variance in purchasing decisions. Green price contributed 0.3% to the variance of purchasing decisions, and green advertising contributed 19.2%. The effect size value on green product and green advertising variables is the top priority, while green packaging and green price variables are the next priority.

3.6 Hypothesis Test

Hypothesis testing is done by looking at the T-statistic value> 1.96 with an alpha of 5% or P-Value <0.05 for a two-tailed hypothesis.

Table 6. Path Coefficient

Influence	Original sample	T-Statistic	P-Value	Description
X1 → Y	0,399	5,326	0,000	Significant
X2 → Y	0,134	1,225	0,221	Not Significant
X3 → Y	0,049	0,482	0,630	Not Significant
X4 → Y	0,370	4,042	0,000	Significant

Source : Primary Data, processed in 2023

3.7 The Influence of Green Products on Purchasing Decisions

In Table 6, it is known that the T-Statistic value is 5.326 > 1.96 and the P-Value is 0.000 <0.05. This means that H0 is rejected and H1 is accepted; in other words, green products have a significant effect on purchasing decisions. The path coefficient of 0.399 shows that green products have a positive effect on purchasing decisions. This shows that environmentally friendly products from Love Beauty and Planet play an important role in purchasing decisions. Product perceptions and product labels can encourage purchasing decisions for environmentally friendly products at Love Beauty and Planet.

The use of vegan and cruelty-free labels can encourage purchasing decisions by consumers. According to Menger and Hamm [7], this is because consumers are worried that products tested on animals can endanger wildlife. This concern is dominant in cosmetic and personal care products, where safety claims are the main product development strategy and marketing differentiation. In line with the results of previous research conducted by Relawati et al. [4] state that green products have a significant positive effect on purchasing decisions. This phenomenon is caused by respondents' preference for products that put the safety and well-being of consumers and the environment above everything else. Consumers today are increasingly aware of their environmental responsibilities and motivated to support products that contribute to environmental protection [8]. The environmental awareness of young consumers and the willingness to pay more for green products highlight the importance of green consciousness in driving purchasing decisions.

Green labels exert a substantial positive influence on consumer purchasing choices, as they align with current consumer values and environmental consciousness, owing to various interconnected variables. The green label functions as an external validation of the product's environmental advantages, persuading consumers of their eco-friendly decisions and bolstering their trust in the brand. The establishment of trust is crucial as it has a direct impact on consumer purchase choices. This is particularly relevant in the context of green marketing, which involves ecolabeling and serves as a mediator between brand affinity and buying decisions. In addition, environmental labeling, as well as green advertising and green branding, positively influence customer buying choices by encouraging environmental sustainability and raising awareness about health [9]. Furthermore, the correlation between the green brand image and customer purchase intentions underscores the significance of green labels in influencing consumer perceptions and preferences. These findings indicate that the image, price associated with the green brand, and the brand's prestige have a substantial impact on customers' purchase decisions. This suggests that people are prepared to pay higher prices for products that align with their environmental values. In general, the green label enhances the perceived value and trustworthiness of the product, while also meeting the increasing consumer demand for sustainable and environmentally friendly products. It has a substantial impact on purchase decisions across different contexts and industries.

Consumer attitudes towards environmental sustainability have a substantial impact on their willingness to pay extra for products with green branding, which can be influenced by many psychological and contextual factors. People who have confidence in the effectiveness of their environmentally beneficial behaviors are more inclined to participate in such behavior and provide financial support for their environmental concerns [10]. Research has demonstrated that the inclusion of environmental score labels on product packaging, which offer concise and organized details about the environmental impact of a product, enhances the sustainability of products perceived as environmentally friendly and boosts the likelihood of purchasing them. This effect is particularly pronounced among individuals with higher levels of education and income. Furthermore, customer faith in the veracity of environmental benefits advertised is a crucial factor in their willingness to pay higher prices for products with green claims.

Companies should prioritize improving the clarity, reliability, and endorsement of their green labels to enhance their visibility and credibility. It is important for these labels to be supported by reputable standards, preferably recognized by governments or public bodies, as consumer trust is a critical factor in their acceptability [11]. In addition, it would be beneficial for them to allocate resources towards green advertising and eco-branding in order to strengthen the favorable perception linked to their products. Research has demonstrated that these marketing tactics have a substantial impact on customer behavior. In addition, it is crucial for companies to offer more specific and easily understandable information on their labels to prevent customer confusion and improve comprehension. This is vital in order to promote changes in consumer behavior. Consumers should acquire knowledge about different green labels and their significance in order to make well-informed choices when buying products. Heightened environmental awareness among customers can result in an increase in ecologically mindful purchasing, therefore fostering environmental sustainability. Consumers should be willing to actively support companies that truly adhere to environmentally friendly procedures, even if it requires paying a higher price for products with ecolabels. This can stimulate market demand and motivate additional businesses to embrace sustainable practices. Moreover, consumers have the ability to support improved and more transparent criteria for green labeling, which will guarantee that the information given is precise and valuable. This will consequently decrease the possibility of deceptive assertions and strengthen the overall confidence in environmentally friendly products. By implementing these measures, both corporations and customers may actively contribute to fostering a more sustainable market and environment.

3.8 The Influence of Green Packaging on Purchasing Decisions

The results of the hypothesis test in Table 6 obtained a T-Statistic value of 1.225 < 1.96 with a P-Value of 0.221 > 0.05, which means that H0 is accepted and H1 is rejected, namely green packaging has no significant effect on purchasing decisions. It happens because the concept of environmentally friendly may be relatively new to consumers, and consumers lack of understanding in distinguishing conventional products from environmentally friendly products. In addition, the availability of drop boxes as a medium for returning and recycling products is not widespread.

In this study, the results of the positive path coefficient are obtained where consumers are aware of the safety of green packaging on the environment, although not significantly. Supported by Igbomor [12] explains that consumers prioritize green packaging in buying product choices, even though green packaging is considered new.

Green packaging preference is not a significant factor in purchasing decisions, but consumers are aware of and have knowledge of green packaging. The results of previous research conducted by Ling and Halab [13], state that there is no significant influence between green packaging on consumer perceptions and purchasing decisions. They were reinforced by study conducted which states that environmentally friendly packaging has no significant and simultaneous effect on repurchase decisions.

3.9 The Influence of Green Price on Purchasing Decisions

Table 6 shows the green price T-Statistic value of 0.482 < 1.96 with a P-Value of 0.630> 0.05. So, it can be interpreted that H0 is accepted and H1 is rejected, namely that green price has no significant effect on purchasing decisions. The above results are in accordance with research conducted that green price has no significant effect partially on purchasing decisions. This is because consumers perceive that products have high prices even though they have better value and features than conventional products. Strengthened by Rajendran et al. [14] which explained that higher product prices tend to reduce consumer preferences.

Consumers prefer to buy products at the best prices such as promos or discounts. In line that consumers are sensitive to price when "buying green products" and are not willing to pay high prices for green products. Consumers have shown a willingness to respond to environmental issues without sacrificing performance, comfort, price, health, and safety. The stability of opinions also influences consumers in determining which product to choose. High-income consumers tend to buy green products for safety reasons.

3.10 The Influence of Green Advertising on Purchasing Decisions

The results in table 6 obtained a T-Statistic value of 4.042 > 1.96 and P-Value of 0.000 <0.05 means that H0 is rejected and H1 is accepted in other words green advertising has a significant positive effect on purchasing decisions. The path coefficient on green advertising of 0.370 is positive where the more positive the value of green advertising, the higher the product purchase decision by consumers. These results indicate that the appeal of going green, and attitudes toward advertising can encourage purchasing decisions. The #smallactoflove campaign carried out by Love Beauty and Planet in its advertisements can be said to have been conveyed well to the public, especially the younger generation. The invitation to participate in protecting and loving the environment in messages and advertising displays is well packaged so that consumers decide to purchase the product. Consumers pay attention to the elements or messages of environmental care that are conveyed before making product purchasing decisions. The environmentally friendly product campaign helps marketers to improve the company's positive image on environmental issues.

Green advertising has a substantial impact on purchasing decisions because of multiple interconnected elements. First and foremost, it improves the brand's image, which is essential because a favorable and impactful brand image directly affects consumer buying choices. Empirical evidence suggests that consumers are more inclined to purchase products from brands they view as environmentally responsible, as indicated by the beneficial influence of green brand image, green price, and brand prestige on purchasing decisions. Furthermore, green advertising plays a crucial role in enhancing consumer awareness and understanding of green products, which in turn influences purchasing decisions through the influence of green purchasing intention. This is of utmost importance because consumers are increasingly aware of their environmental footprint and are more likely to endorse brands that are in accordance with their principles. However, the efficacy of green advertising also depends on the lucidity and openness of the information presented. Research suggests that consumers frequently view environmentally-friendly items as costly and lacking in transparent information, which can impede their buying choices. Hence, it is crucial to employ clear and instructive green marketing tactics in order to overcome these obstacles. Moreover, green advertising promotes ecologically conscious choices and lifestyles, so aiding in the safeguarding and conservation of natural resources, which aligns with the increasing environmental consciousness of consumers.

Companies must strategically utilize it by incorporating robust green marketing efforts into their comprehensive marketing plan. In order to capitalize on this opportunity, organizations should ensure that their advertisements emphasize ecologically sustainable measures, such as the utilization of recyclable packaging and the implementation of sustainable production processes, which resonate positively with environmentally concerned consumers. Additionally, companies should prioritize teaching consumers on the environmental advantages of their products, as awareness of eco-friendly items indirectly influences purchasing decisions through intentions to make green purchases. This can be accomplished by creating educational and captivating material that highlights the ecological consequences of items. Furthermore, it is imperative to develop green promotional tactics that not only enhance sales but also enhance environmental quality. By implementing this strategy, organizations can efficiently utilize the influence of eco-friendly advertising to influence consumer buying choices while also promoting environmental sustainability.

3.11 Variables that have a dominant effect on purchasing decisions

The higher the factor loading value, the more important the role of loading in interpreting the factor matrix. In table 3, it is known that the product perception indicator, price suitability, and going green appeal have the highest factor loading value among other indicators. Product perception has a loading factor of 0.909, indicating that respondents have a good perception of Love Beauty and Planet products. Mentioning the product item helps maintain and improve the environment, respondents answered agreeing with the statement.

The price suitability indicator with a factor loading value of 0.902 means that the price given to Love Beauty and Planet products is in accordance with the benefits and quality offered. Price plays the biggest role in deciding consumer purchasing decisions. Finally, the going green appeal indicator obtained a factor loading value of 0.872. The appeal of going green makes consumers believe and participate to care about preserving the environment. In accordance with the research of Lestari et al. [15], it is suggested that various media promote the green environment and protective actions from companies will increase consumer awareness of the importance of protecting the environment.

4 Conclusion

Based on the results of the analysis of the effect of green products, green packaging, green price, and green advertising on purchasing decisions (study on Love Beauty and Planet consumers in Malang City), conclusions can be drawn, among others. The results showed that the green eco-labelling and green advertising variables had a positive effect on purchasing decisions for Love Beauty and Planet products. In the green packaging and green price variables, the results show that they do not have a significant effect on purchasing decisions for Love Beauty and Planet products. Based on the results of the factor loading value, it shows that the indicators of product perception, price affordability, and going green appeals are the highest or dominant indicators in influencing purchasing decisions.

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