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Purchase Intention of Green Beauty Product: Does Perceived Value Matter?

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Abstract: The increasing environmental impact of the cosmetics industry has led to a growing consumer interest in eco-friendly products. This study examines the purchase intentions of Indonesian millennials for green beauty products, focusing on the role of perceived values, which are functional, social, and emotional. Using a quantitative approach, data were collected from 190 millennials through an online survey and analyzed using SPSS 24. The results reveal that functional value, social value, and emotional value positively and significantly influence purchase intention. These findings underscore the importance of emphasizing product functionality, social contributions, and emotional engagement in marketing strategies. This research provides valuable insights for businesses seeking to align with sustainability goals and cater to environmentally conscious consumers. Future studies are encouraged to explore additional factors influencing green purchase behavior across diverse demographics and regions.

Keywords: Perceived Value, Purchase Intention, Sustainability.

INTRODUCTION

The cosmetics business has significantly polluted the environment recently. The cosmetics sector can produce up to 120 billion pieces of non-recyclable packaging per year (Ringland, 2021). The flow of plastic debris into the ocean might triple by 2040 if further action on this issue is not taken (C. N. Putri, 2021). According to studies, 90 percent of seabirds have ingested some type of PET trash, and in 30 years there will be more PET in the oceans than fish. Complex issues like pollution call for a range of radical, creative solutions. Setting up a recycling system is one option to solve this environmental issue. Many brands of cosmetics currently claim that their goods are environmentally friendly. In order to lessen the influence on the environment, one of Garnier's beauty brands that was committed to green beauty modified his company (Garnier Sustainability Team, 2020). Garnier is dedicated to using components from sustainable sources to manufacture all of its hair and skin care products. Garnier will take everything into account, including morality, the environment, and social

concerns. In addition to being dedicated to environmental protection, Garnier uses green science to create top-notch goods for customers. Every product from Garnier, which uses 98 percent natural ingredients and has earned the Ecocert certification, features a fresh formula (Garnier Sustainability Team, 2022).

Garnier has also joined forces with Plastic for Change to assist the community of plastic scavengers. Currently, Garnier is working to use only plastics that are sourced sustainably and 100% post-consumer recyclable materials through the Garnier Green Beauty initiative.
Market acceptability is the primary motivator behind this recycling effort, notwithstanding the heightened zeal of industry and the media. Without understanding consumer attitudes and wants, it is challenging to market products and draw in customers [9]. Evaluation of consumer demand should also take into account product development, branding, advertising, and marketing of recycled fiber. Because of this, the goal of this study was to pinpoint the values that millennials believed to be important and that motivated them to buy green beauty products. The findings of this study offer valuable information to the beauty industry on environmentally friendly products manufactured from recycled materials.

According to customer perceptions, attitudes, intentions, and behavior towards environmentally friendly products, several researchers have studied the relationship between the environment, society, and green attention, primarily in the US and Europe (Boztepe, 2012; Haws et al., 2014; Tseng and Hung, 2013). Few researchers (Biswas and Roy, 2015a; Biswas and Roy, 2015b) from Asian nations have focused on consumer purchasing intentions for green items, green buying behavior, green buying process, and socially responsible consumption patterns, as outlined by (Lee, 2008). This study attempts to investigate customers' intentions to make green purchases using the consumption value theory, which is explained and supported by numerous in-depth investigations (Sweeney and Soutar, 2001).

Although peer review (Straughan and Roberts, 1999) and internal and personal variables (Kalafatis et al., 1999) might have an impact on a customer's decision to embrace environmentally friendly items, the customer's perception of the consumption value based on price and quality is what really matters (Bei and Simpson, 1995). Understanding the nature of the customer decision-making process about the adoption of environmentally friendly and environmentally friendly products requires an understanding of the theory of customer consumption value. However, after arguing that consumer perceptions, attitudes, intentions, and behaviors towards the use of green products should be the focus of research on eco-friendly and eco-friendly items (Chamorro et al., 2009). As a result, this study will help sort out the importance of consumption value in influencing customers' intentions to make green purchases, which will eventually influence their actual behavior.

Literature Review

Perceived Green Value (PGV) is characterized as the evaluation and appraisal by the user of the product as a whole based on the perceived environmental and sustainable benefits. This idea comes from the consumer perception value theory (CPV), which primarily takes into account two dimensions: functional value and symbolic value. Consumers that respect sustainability are more likely to purchase ecologically friendly products, according to a prior study. PGV is a five-dimensional framework that Sheth et al. (1991) first suggested. It contains (1) functional, (2) social, (3) emotional, (4) conditional, and (5) epistemic values, and it is used to examine consumer purchasing intentions for environmentally responsible goods. However, Sweeney & Soutar (2001) found that consumers only accept 3 of the 5 consumption values, namely the functional value, social value, and emotional value, when evaluating the perceived benefits of long-lasting products. In a prior study, these dimensions were discovered to affect customers' sustainable buying decisions, which shows that the PGV framework is the best choice for examining the values that motivate Indonesian millennials to purchase eco-friendly beauty goods.

Functional Value

Functional value includes the product's entire performance as well as its quality, cost, and degree of usefulness. The ability of a product to carry out its functions, its utilitarian advantages, and the physical purpose of the product are all related to its functional value (Sánchez-Fernández & Iniesta-Bonillo, 2007). According to a previous study, functional values, such as quality and price, have a significant impact on customers' decision to purchase a product.

Kotler et al. (2011) discovered that customer decision-making regarding the purchase of a good or service is directly related to perceived functional and economic value. According to Jiang and Kim (2019), the functional value is viewed as a compromise between price and quality. According to Ganak et al. (2020), functional value has a big impact on US millennial consumers' propensity to recycle their denim goods. The same thing was discovered in research, which claims that functional value significantly influences consumers' intentions to make green purchases (Hoe et al., 2018).

H1: There is positive relationship between functional value and purchase intention

Social Value

Consumers' overall purchase intentions have been found to be influenced by social value when it is applied to purchases of sustainable products. The ability of a product to enhance a consumer's social self-concept is what gives it its perceived social value (Sweeney & Soutar, 2001). Additionally, social value is defined by Sheth et al. (1991) as the advantages of a product that customers experience as a result of either positive or negative preconceptions of a social group, such as demographic, socioeconomic, and cultural-ethnic groupings.

In a study on the purchase intentions of electric vehicles, Moosa and He (2022) discovered that, where green innovation is a prominent attribute, perceptions of social value had a large beneficial impact on customer satisfaction. Additionally, they discovered that products with greater social acceptance or popularity have a better reputation and acceptance among prospective customers.

Customers consciously express their opinions about environmental consciousness and anticipate being positively and more highly regarded by the public. According to Tsun Hoe et al (2018)'s research, social value influences green buying intentions in a favorable way. Based on earlier study by Canils et al. (2021), the findings also demonstrate a favorable association between social value and green buying intention.

H2: There is positive relationship between social value and purchase intention

Emotional Value

When consumers utilize environmentally friendly items, their psychological state, which includes their entire degree of contentment and emotions, is considered to have an emotional worth. Customers will get loyal to a product or brand when they are pleased with it. The degree of satisfaction with a product is typically related to psychological and environmental factors, such as physical or mental stimulation. If a product's value does not align with consumer views, they may develop negative feelings regarding it and decide not to purchase. Additionally, the value-as-truism hypothesis asserts that when a product's values are in line with consumers' beliefs, good feelings are produced. As a result, emotional value influences both positive and negative emotions, including guilt, fear, and rage. Positive emotions include happiness, loyalty, and nostalgia.

Based on earlier studies by Amin & Tarun (2021) and Awuni & Du (2016), the findings indicate that emotional value has a favorable impact on intentions to make green purchases. According to research, people who purchase environmentally friendly goods may feel emotionally attached and positively affected because of their greater environmental impact.

Emotional value, according to Lin & Huang (2012), also influences consumers' intentions to make green purchases favorably. According to research, when consumers feel strongly about an ecologically friendly product, the likelihood that they will opt to purchase it increases.

H3 : There is positive relationship between social value and purchase intention

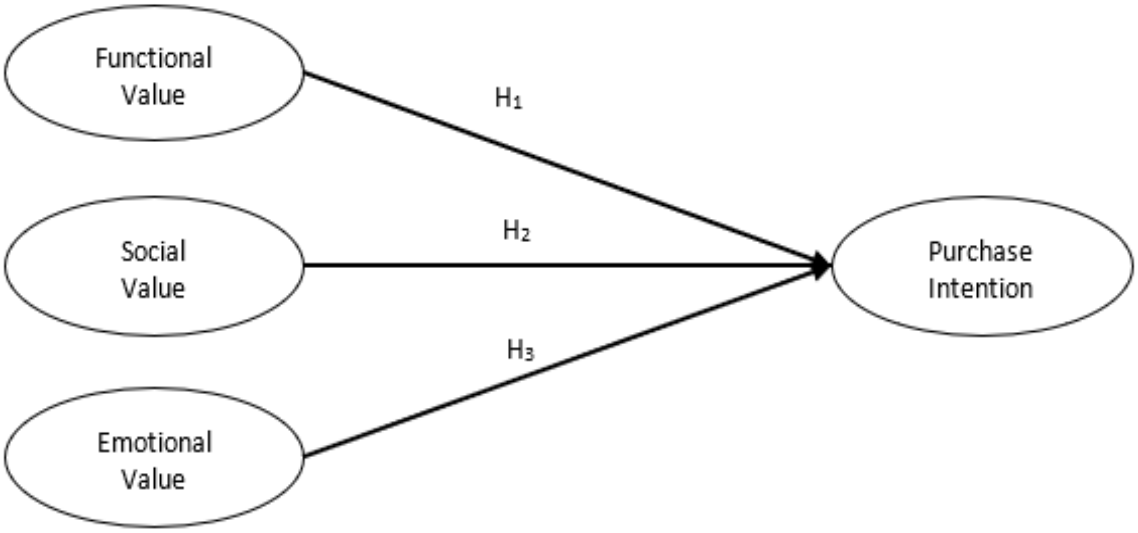


Figure 1. Research Framework

METHOD

The research method contains the type of research, sample and population or research subjects, time and place of research, instruments, procedures, and research techniques, as well as other matters relating to the method of research. This section can be divided into several sub-chapters, but no numbering is necessary.

Because the author aims to examine the phenomena of marketing through the hypothesis of elements that influence buying interest in green skin care products, researchers will employ a form of conclusive research design in this study. Conclusive research design is specifically structured to test hypotheses, examine specific cause-and-effect or associative relationships, and assist decision-makers in reaching definitive empirical conclusions (Malhotra, 2010). The survey approach used in this study, which used an online questionnaire with a five-point Likert scale, employs primary data. Structured survey instruments using multi-item Likert scales are widely applied in quantitative consumer research to effectively measure respondents' attitudes, perceptions, and behavioral intentions (Hair et al., 2019).

This study used a quantitative sampling technique called judgment sampling, in which the researcher selects respondents based on specified criteria. Judgment or purposive sampling allows researchers to target individuals who possess specific background characteristics or relevant experience necessary to answer the research questions (Etikan et al., 2016). Respondents in this poll range in age from 18 to 27, have never purchased a Garnier product, but are aware of the Garnier Green Beauty initiative. As many as 190 respondents who fit the requirements were found in the screening procedure's findings. A sample size of 190 respondents satisfies the minimum statistical requirements for structural equation modeling and multivariate quantitative analysis in consumer behavior studies (Kline, 2016).

Table 1. Demographic profile Respondent

		Amount	Percentage
Age	18-22	176	92.6%
	23-27	14	7.4%
State	Jakarta	28	14.7%
	Bogor	8	4.2%
	Depok	1	0.5%
	Tangerang	106	55.8%
	Bekasi	7	3.7%
	Others	40	21.1%
Gender	Male	101	53.2%
	Female	89	46.8%
Understand environment issues	Yes	174	91.6%
	No	16	8.4%
Respect for the environment	Yes	186	97.9%
	No	4	2.1%

Source: Research data (2025)

The demographic profile of respondents shows that the majority of participants are aged 18–22 years (92.6%), with only 7.4% falling within the 23–27 years age group. Regarding location, most respondents are from Tangerang, accounting for 55.8%, followed by those from Jakarta (14.7%) and Other areas (21.1%). Smaller percentages are from Bogor (4.2%), Bekasi (3.7%), and Depok (0.5%). In terms of gender distribution, the sample comprises 53.2% males and 46.8% females. The data also indicates that a significant proportion of respondents, 91.6%, have an understanding of environmental issues, while 8.4% do not. Additionally, nearly all respondents, 97.9%, exhibit respect for the environment, with only 2.1% showing a lack of such respect. These findings highlight a predominantly young and environmentally conscious demographic, with a significant representation from Tangerang and a balanced gender composition.

RESULTS AND DISCUSSION

Table 2. Model Fit

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.775[a]	.601	.594	.37980	.601	93.308	3	186	.000	2.109

a. Predictors: (Constant), EV, FV, SV

b. Dependent Variable: PI

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.378	3	13.459	93.308	.000[b]
	Residual	26.830	186	.144		
	Total	67.208	189			

a. Dependent Variable: PI

b. Predictors: (Constant), EV, FV, SV

Source: Research data (2025)

As seen in table 2 The Durbin-Watson value of 2.109 indicates that there is no significant autocorrelation in the residuals of the regression model. A value close to 2 suggests that the residuals are independent, meaning the model does not suffer from issues such as positive or negative serial correlation. This independence is a desirable characteristic as it supports the validity of the regression results.

In terms of model performance, the R Square value is 0.601, which means that 60.1% of the variance in the dependent variable (PI) can be explained by the independent variables (EV, FV, and SV). Meanwhile, the Adjusted R Square is slightly lower at 0.594, accounting for the number of predictors in the model and providing a more accurate reflection of its explanatory power. This adjusted value ensures the model is not overfitting and confirms that approximately 59.4% of the variance in PI is reliably explained by the predictors.

The ANOVA table shows the statistical significance of the regression model as a whole. The Sum of Squares is divided into two components: Regression and Residual. The regression sum of squares (40.378) represents the variance in the dependent variable (PI) explained by the predictors (EV, FV, SV), while the residual sum of squares (26.830) indicates the variance that remains unexplained by the model. The Total Sum of Squares (67.208) is the total variance in the dependent variable. The degrees of freedom (df) are provided for both components. For the regression, df = 3, corresponding to the number of predictors. For the residual, df = 186, which equals the total number of observations (n = 189) minus the predictors and the constant (k + 1). The Mean Square values are calculated by dividing the Sum of Squares by the respective degrees of freedom. The regression mean square is 13.459, and the residual mean square is 0.144.

The F-statistic is calculated by dividing the regression mean square by the residual mean square, yielding a value of 93.308. This high F-statistic indicates that the predictors collectively explain a significant amount of variance in the dependent variable. Finally, the Significance (Sig.) value is 0.000, which is less than the common threshold of 0.05. This result confirms that the overall regression model is statistically significant and that the predictors (EV, FV, SV) contribute significantly to explaining the variance in PI.

Table 3. Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.821	.239		3.433	.001		
	FV	.395	.084	.331	4.682	.000	.430	2.326
	SV	.200	.063	.246	3.192	.002	.361	2.770
	EV	.225	.068	.278	3.304	.001	.304	3.293

a. Dependent Variable: PI

Source: Research data (2025)

Functional Value has a positive and significant effect on Green Purchase Intention, where the significant value is 0.000 (<0.05). This proves that people who care about the environment tend to be willing to pay more for products that are environmentally friendly and do not harm society. The better the quality and level of product usability, the higher the public's desire to buy the product. This research is in line with Naffaturrahmah & Astuti (2023) where functional value influences consumer purchasing intentions by clarifying the function, utility, and purpose of a product. Consumers who have a positive perception of the functional value of the product will be more profitable and make future purchasing decisions. This is not in line with the research of Watanabe et al (2020) which found that functional value has no direct impact on purchase intentions for organic food in Brazil. This may be due to consumer perceptions of the functional value of organic products, such as health, environmental, and safety benefits, as well

as high quality, which do not significantly affect purchase intentions. Some potential explanations include a low perception of the quality of organic products and a lack of trust that the products are truly sustainable. In addition, the premium price of organic products may also affect the perception of functional value, which ultimately does not affect purchase intentions. Social Value has a positive and significant effect on GPI, where the significant value is 0.002 (<0.05). This proves that social value is the value touched by consumers in purchasing products, which includes social, ethical, and moral aspects. Social value influences consumer purchasing intentions by clarifying the level of product ability to help them improve social, ethical and moral values. Consumers who have a positive perception of the social value of the product will be more favorable and make future purchasing decisions. Social values are related to social aspects, such as freedom, security, health, and justice. Consumers who have a high perception of the social value of the product will find it easier to make choices and buy the product (Awuni & Du, 2015).

Emotional Value (EV) has a positive and significant influence on Purchase Intention (PI). This is proven by the coefficient value (β) of 0.278, which is significant at the p = 0.001 level. This value means that every one unit increase in emotional value will increase the purchase intention value by 0.278 on a standard scale. The t-count value of 3.304 shows that emotional value has an influence on purchase intention at a significance of 0.001, with a very low probability of error (p < 0.05). Based on these results, the proposed hypothesis is accepted. These results indicate that marketing strategies that highlight emotional aspects, such as highlighting a product's positive impact on the environment or showing consumers' contribution to sustainability, can increase consumers' intention to purchase environmentally friendly products. Thus, it can be concluded that emotional value significantly influences consumers' intentions to buy Green Beauty Products. These findings support previous research (Amin & Tarun, 2021; Awuni & Du, 2016; Lin & Huang, 2012), which shows that emotional factors such as personal satisfaction, a sense of pride, and attachment to environmental issues contribute to the formation of green product purchase intention.

CONCLUSION

The results of this research show that Functional Value, Social Value, and Emotional Value have a role in positively and significantly influencing Green Purchase Intention (GPI).

1. Functional Value in a product if it is of high quality and has functions and benefits that are in accordance with the product's purpose tends to increase consumer purchasing intentions for environmentally friendly products.
2. Social Value proves that the social, ethical and moral aspects of an environmentally friendly product can encourage consumers to prefer that product.
3. Emotional involvement represented by the Emotional Value variable, such as satisfaction and a sense of pride regarding contributions to sustainability, can increase consumers' intention to purchase environmentally friendly products.

Based on the findings, practitioners are encouraged to integrate functional, social, and emotional values into their marketing strategies to increase green product appeal. Highlighting the functional value of green products, such as quality, utility, and cost-effectiveness, can enhance consumer confidence in their practicality. Emphasizing social value by showcasing contributions to ethical, societal, and environmental benefits can further attract consumers who prioritize moral and cultural alignment. Additionally, leveraging emotional value by crafting campaigns that evoke pride, satisfaction, and a sense of contribution to sustainability can strengthen purchase intentions. For future researchers, expanding the study to diverse geographic locations and demographic groups would provide insights into cultural differences in green purchase behavior. Exploring additional dimensions, such as epistemic and conditional values, and studying the long-term behavioral impact of green purchases could

enrich the understanding of sustainable consumer behavior. Furthermore, incorporating digital marketing and technological advancements into future studies could reveal their role in influencing green purchasing decisions.

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