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THE GAME ON 2022:

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Factors Influencing Green Cosmetic Purchase Intention Among Malaysian Consumers

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ABSTRACT

Interest in green, sustainable, and natural products is on the rise in the health and beauty products market. The intention to purchase green cosmetics is crucial for the sustainability of green cosmetics manufacturers. In this regard, the current study examined factors influencing green cosmetic purchase intention among Malaysian consumers. The authors used the theory of planned behavior to identify green cosmetics purchase intention among consumers in Malaysia. A total of 291 responses were analyzed with smart partial least square. The analysis revealed that attitude, environmental concern, subjective norms, perceived behavioral control, product availability, and have a positive influence on the purchase intention of green cosmetics in Malaysia. The findings are essential for the green cosmetics manufacturers to craft a marketing strategy aimed at green cosmetics consumers in Malaysia.

Keywords: *Intention to purchase, Green Cosmetics, Consumers, theory of planned behavior.*

INTRODUCTION

Green cosmetics in the health and beauty industry are growing. According to Tien, Phuc, Phu, Duc & Thuc (2019), green can be defined as products that will not pollute the earth or destroy natural resources. Consumers of green cosmetics define terms like natural ingredients and environmental protection, and they buy these products for personal and environmental reasons (Lin & Niu, 2018).

Consumers' consciousness about the risks of using synthetic chemicals is increasing exponentially, which has led to a demand for healthier choices. Allergies and skin damage caused by synthetic beauty products become one of the reasons for a consumer to be more concerned about the environment when it comes to cosmetics. Challenges and values in the decision-making process for products might give marketers a greater understanding of green consumers, both theoretical and practical (Ghazali et al., 2017).

Interest in green, sustainable, and natural products is on the rise in the health and beauty products market. Green cosmetics are frequently more expensive, which means that fewer people will be able to use them. Lack of understanding among consumers about cosmetics poses a considerable health concern, particularly in underdeveloped nations. Hence, the study intends to examine the factors influencing the intention to purchase green cosmetic products.

There were six objectives of this study as follows:

1. To determine the influence between attitude and consumer purchase intention of green cosmetics products in Malaysia.
2. To determine the influence between environmental concern and consumer purchase intention of green cosmetics products in Malaysia.