# The Impact of Environmental Knowledge, Green Brand Image, and Religiosity on Green Cosmetics Purchase Intention Mediated by Attitude

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## Abstract

The research investigates how environmental knowledge, green brand image, religiosity, and personal attitude can affect green cosmetics purchase intention. The study involved 230 participants who had not previously purchased green cosmetics and were located in Banda Aceh city and Aceh Besar district. The PLS-SEM method with SmartPLS software was used for data analysis. The result concluded that significantly Environmental knowledge and Religiosity affect attitude toward green cosmetics, while insignificantly Green brand image affects attitude towards green cosmetics. Furthermore, significantly Environmental knowledge and attitude affect green cosmetics purchase intention, but insignificantly Green brand image and Religiosity affect green cosmetics purchase intention. For the indirect effect, significantly attitude mediates the environmental knowledge and religiosity impact on green cosmetics purchase intention, however, insignificantly attitude mediates the green brand image impact on green cosmetics purchase intention. The attitude here functions as partial mediation for environmental knowledge impact on green cosmetics purchase intention and as full mediation for religiosity impact on green cosmetics purchase intention. Thus, these findings explain that the model of increasing green cosmetics purchase intention is a function of increasing environmental knowledge, strengthening, strengthening religiosity, and depends on the suitability of people's attitude towards green cosmetics.

**Keywords:** Environmental Knowledge, Green Brand Image, Religiosity, Attitude, Purchase Intention

## 1. Introduction

The global beauty and cosmetics industry has immense potential for rapid development. According to Statista, the industry is expected to reach US$108.40 billion in 2024, with an annual growth rate of 4.43%. The increased consumer demand for environmentally friendly or "green" cosmetics is projected to contribute to a market growth of US$41.48 billion in 2023, with continued annual growth. In Indonesia, the green cosmetics market is also experiencing rapid development and is forecasted to reach US$251 billion by 2024. (Statista, 2023). The cosmetics industry is currently facing complex environmental challenges. Fierce competition among cosmetic manufacturers, along with the increasing demand for green products, particularly in cosmetics, is compelling companies to produce eco-friendly cosmetics and implement green marketing to appeal to consumers (Chin et al., 2018). The government is applying substantial pressure on industries to address the environmental impact of their production activities due to the increasing awareness of the environment and global climate

change. Environmentally conscious consumers with a strong concern for the environment will opt for products that align with their ethical values. Such consumers are inclined to modify their purchasing behavior to contribute to a better environment, which can influence their purchasing intentions.

Purchase intention refers to the extent of a customer's willingness and tendency to purchase goods or services within a specific timeframe (Irfany et al., 2023). Intention is a significant motivational factor for behavior, indicating the strength of one's inclination to demonstrate a particular behavior (Ajzen, 1991). Purchase intention is used as a prediction for consumers to make purchase decisions (Ali et al., 2021). Furthermore, consumer attitudes often act as a mediating variable in the relationship between their behavior and values, where a positive attitude increases the likelihood of behavior adoption. Environmental knowledge can impact an individual's decision to purchase organic and green products. Consumers' perception of a brand's dedication to environmental friendliness can also influence their buying choices. Additionally, religiosity and attitude play a role in shaping decisions related to environmentally friendly products. These factors are pivotal in understanding consumer behavior towards green cosmetics.

The term green brand image pertains to consumers' perceptions of a brand or company that demonstrates a commitment to environmentally friendly business practices. When a brand or company is viewed favorably for its environmental stewardship and sustainability, consumers are more inclined to purchase products from that entity. Religiosity refers to the extent of a person's adherence to religious values, beliefs, and their integration into daily life (Aslan, 2023). As a driving factor in one's lifestyle, religiosity can impact product choices, including a preference for environmentally friendly options. A high level of religiosity may lead individuals to select products that align with the principles of Islam, emphasizing the preservation of the environment (Haidar et al., 2020). The Theory of Planned Behavior, as proposed by Ajzen, 1991 suggests that a person's intention to act is shaped by their attitude, and a favorable attitude towards buying products enhances the desire to make a purchase. This research seeks to investigate the effects of various factors on the intention to buy environmentally friendly cosmetics (also known as green cosmetics). These factors include environmental knowledge, the reputation of green brands, and religiosity as independent variables, while attitude functions as the mediating variable.

## 2. Literature

### Green Cosmetic/ Environmentally Cosmetics

Environmentally conscious or 'green' cosmetics are crafted with natural ingredients like plant extracts, fruit essences, and concentrates. These cosmetics deliberately eschew non-biodegradable materials, prioritize sustainable packaging solutions, abstain from using harmful chemicals and synthetic ingredients, don't conduct any animal testing, and prominently display environmentally friendly labels on their packaging to inform and educate consumers about their eco-friendly approach (Irfany et al., 2023).

### Green cosmetics purchase intention

Purchase intention is used to predict consumer behavior, as it reflects their interest in a product and their readiness to make a buying (Irfany et al., 2023). The intention to purchase environmentally friendly products signifies individuals' inclination to buy such products in the

future. Indicators of green cosmetic purchase intention, based on previous research by Amalia & Darmawan, (2023) dan (Grappe et al., 2021), include intentions to purchase cosmetics in the future, intentions to learn about the product, willingness to buy the product, willingness to choose the product for use, and willingness to recommend the product to others.

**Attitude Toward Green Cosmetic**

(Ajzen, 1991) posits that attitude is a predisposition to respond with a certain level of favorability or unfavorability toward an object or phenomenon. Attitude toward green products is interpreted as an individual's inclination to exhibit a positive or negative reaction to such products (Ismoyo et al., 2020). Consumers are likely to express interest in and opt for environmentally friendly products if they hold a positive attitude toward environmental conservation (Ghazali, 2017). The attitude indicators toward green cosmetics in this study are based on previous research by (Irfany et al., 2023); (Alam et al., 2023) (Grappe et al., 2021). These indicators include willingness to choose environmentally friendly products, paying greater attention to environmentally friendly products due to their perceived importance, considering environmentally friendly labels before making a purchase, perceiving the product to have good quality, and deriving joy from using the product.

**Environmental Knowledge**

Environmental knowledge, as defined by Suki (2016) refers to consumers' understanding of the environment, particularly products that are meant to be consumed. Understanding the environment serves as a significant predictor that influences all stages of the decision-making process for environmentally friendly products (Alalei & Jan, 2023). Indicators used to measure environmental knowledge, adopted on previous research results by Nekmahmud et al. (2022) and Amalia & Darmawan (2023) include knowledge about products, awareness of environmental issues, taking proactive steps for the environment, and the ability to differentiate environmentally friendly products from others.

**Green Brand Image**

Green brand image, which reflects a brand's environmental commitment as perceived by consumers, is closely linked to their environmental concerns (Augtiah et al., 2022);(Rizwan et al., 2014). The indicators that measure green brand image refer to previous research by Nguyen-Viet et al. (2024) including, the brand is seen as a measure or benchmark of commitment to environmental conservation, the brand excels in popularity in environmental conservation, the brand cares about the environment, and the brand shows concern for the environment.

**Religiosity**

Religiosity is defined as the degree of closeness of an individual to their beliefs, values, and religious practices (Ismoyo et al., 2020). The indicators used are based on previous research by Tedjakusuma et al. (2023) and Handriana et al. (2021). These indicators include the significance of religion, the impact of religion on one's life, how religious beliefs influence purchasing decisions, willingness to use products due to their perceived quality, and reluctance to purchase environmentally unfriendly products.

**Study Framework**

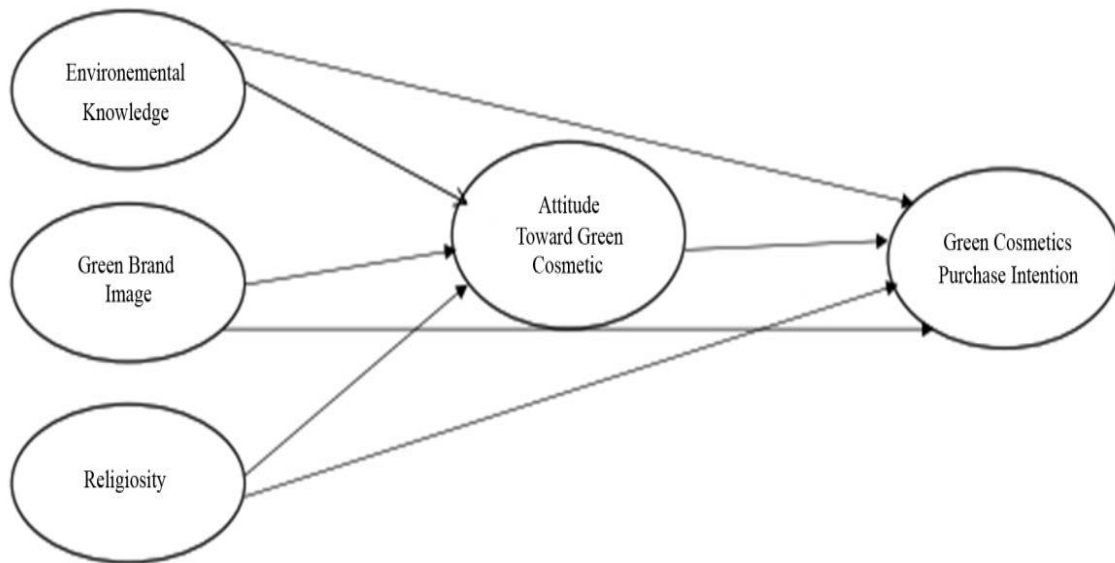The study framework and its hypotheses are formulated below



**Figure 1 Study Framework**

H1: Significantly Environmental knowledge affects attitude toward green cosmetics.
H2: Significantly Green brand image affects attitude toward green cosmetics.
H3: Significantly Religiosity affects attitude toward green cosmetics.
H4: Significantly Attitude affects green cosmetics purchase intention.
H5: Significantly Environmental knowledge affects green cosmetics purchase intention.
H6: Significantly Green brand image affects green cosmetics purchase intention.
H7: Significantly Religiosity affects green cosmetics purchase intention.
H8: Significantly Attitude mediates the environmental knowledge impact on green cosmetics purchase intention.
H9: Significantly Attitude mediates the green brand image impact on green cosmetics purchase intention.
H10: Significantly Attitude mediates the religiosity impact on green cosmetics purchase intention.

## 3. Method

The research population consisted of individuals in Banda Aceh City and Aceh Besar District who had not previously purchased green cosmetic products. Sampling was done using purposive sampling, and data was gathered by distributing online surveys through Google Forms. The data was analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) with the SmartPLS software.

## 4. Result and Discussion

### Direct Effect Hypotheses Test

The direct effects hypotheses testing aims to conclusively address the direct influence between the variables. The outcomes are comprehensively presented in Table 1, followed by its explanations.

**Table 1. Direct Hypotheses Test**

| Hypothesis | Model | T statistics | P values |
|---|---|---|---|
| H1 | Environmental Knowledge -> Attitude | 5.074 | 0.000 |
| H2 | Green Brand Image -> Attitude | 0.297 | 0.766 |
| H3 | Religiosity -> Attitude | 4.778 | 0.000 |
| H4 | Attitude -> Green Cosmetics Purchase Intention | 11.219 | 0.000 |
| H5 | Environmental Knowledge -> Purchase Intention | 2.058 | 0.040 |
| H6 | Green Brand Image -> Purchase Intention | 0.106 | 0.916 |
| H7 | Religiosity -> Purchase Intention | 0.800 | 0.423 |

1. H1 test resulted in a t-statistic of 5.074 > 1.96 (p 0.000 < 0.05), suggesting that environmental knowledge significantly influences attitude toward green cosmetics, supporting H1.
2. H2 test resulted in a t-statistic of 0.297 < 1.96 (p 0.766 > 0.05), indicating that green brand image does not significantly affect attitude toward green cosmetics. Therefore, H2 is rejected.
3. H3 test resulted in a t-statistic of 4.778 > 1.96 (p 0.000 < 0.05), indicating that religiosity significantly influences attitude toward green cosmetics, supporting H3.
4. H4 test resulted in a t-statistic of 11.219 > 1.96 (p 0.000 < 0.05), revealing that the attitude has a substantial impact on green cosmetics purchase intention, supporting H4.
5. H5 test resulted in a t-statistic of 2.058 > 1.96) (p 0.040 < 0.05), suggesting that environmental knowledge significantly influences green cosmetics purchase intention, supporting H5.
6. H6 test resulted in a t-statistic of 0.106 < 1.96 (p 0.916 > 0.05), suggesting that green brand image has no considerable impact on green cosmetics purchase intention, leading to the rejection of H6.
7. H7 test resulted in a t-statistic of 0.800 < 1.96 (p 0.423 > 0.05), implying that religiosity has no considerable impact on green cosmetics purchase intention, leading to the rejection of H7.

**Indirect Effect Hypotheses Test**

The hypothesis testing of indirect effect is conducted to evaluate the mediating variable's impact on the variables under investigation. The summarized results are presented in Table 2, followed by its explanations.

**Table 2. Indirect Hypotheses Test**

| Hypothesis | Model | T statistics | P values |
|---|---|---|---|
| H8 | Environmental Knowledge -> Attitude -> Purchase Intention | 4.524 | 0.000 |
| H9 | Green Brand Image -> Attitude -> Purchase Intention | 0.295 | 0.768 |
| H10 | Religiosity -> Attitude -> Purchase Intention | 4.470 | 0.000 |

1. H8 test resulted in a t-statistic of 4.524 > 1.96 (p 0.000 < 0.05), suggesting that attitude significantly mediates the environmental knowledge impact on green cosmetics purchase intention, thus supporting hypothesis H8.
2. H9 test resulted in a t-statistic of 0.295 < 1.96 (p 0.768 > 0.05), suggesting that attitude does not play a mediating role in the relationship between a green brand's image and green cosmetics purchase intention, rejecting hypothesis H9.
3. H10 test resulted in a t-statistic of 4.470 > 1.96 (p 0.000 < 0.05) implying that attitude significantly mediates the religiosity impact on green cosmetics purchase intention, thereby supporting hypothesis H10.

**Discussion**

**Environmental Knowledge Effect On Attitude Toward Green Cosmetic (H1 Acceptance)**

The result accepts H1, which states that environmental knowledge significantly impacts attitude. So, this study further supports prior research by Irfany et al. (2023); Wuisan & Februadi (2022), and; Utama & Komara (2022), that concluded environmental knowledge significantly impacts attitude toward green cosmetics.

**Green Brand Image Effect On Attitude Toward Green Cosmetic (H2 Rejection)**

The result rejects H2, which states that green brand image does not significantly impact attitude, in contrast to previous research by Handriana et al. (2021); Aisyah & Shihab (2023), and; Augtiah et al. (2022), which reached similar conclusions regarding the impact of green brand image on attitude toward environmental cosmetics.

**Religiosity Effect On Attitude Toward Green Cosmetic (H3 Acceptance)**

The result accepts H3, which states that religiosity significantly influences attitude. These findings further affirm the previous conclusions of Irfany et al. (2023) and Handriana et al. (2021) that religiosity significantly impacts attitude toward green cosmetics. Higher religiosity levels are associated with a more favorable attitude toward environmentally friendly cosmetics.

**Attitude Effect On Green Cosmetics Purchase Intention (H4 Acceptance)**

The result accepts H4, which states that attitude significantly influences the purchase. The findings of this research reinforce previous discoveries by Amalia & Darmawan (2023); Handriana et al. (2021) and Irfany et al. (2023) which concluded attitude significantly impacts green cosmetics purchase intention.

**Environmental Knowledge Effect On Green Cosmetics Purchase Intention (H5 Acceptance)**

The result accepts H5, which states that environmental knowledge significantly influences purchase intention. This research's results align with similar findings by Amalia & Darmawan (2023) and Alalei & Jan (2023) who also established environmental knowledge significantly impacts green cosmetics purchase intention. Essentially, the greater a consumer's knowledge about environmental issues, the more it shapes the intention to buy green products.

**Green Brand Image Effect On Green Cosmetics Purchase Intention (H6 Rejection)**

The result rejects H6, which states that green brand image does not significantly influence purchase intention. The findings of this research differ from those of Aisyah & Shihab (2023) who previously reported that the green brand image has a significant impact on green cosmetics purchase intention.

**Religiosity Effect On Green Cosmetics Purchase Intention (H7 Rejection)**

The result rejects H7, which states that Religiosity does not significantly influence purchase intention. The findings of this study contradict the conclusions reached by Putri et al. (2019) who stated that religiosity has a significant effect on intention to purchase environmentally friendly cosmetics.

**Attitude Mediation On Environmental Knowledge Affecting Green Cosmetics Purchase Intention (H8 Acceptance)**

The result accepts H8, which states that the level of understanding of environmental issues has a strong impact on purchase intention. Attitude plays a role in mediating and is considered complementary partial mediation, because H5 was also accepted, which means the environmental knowledge can affect purchase intention directly or through attitude as a mediator. The findings from this study support previous research by Aisyah & Shihab (2023) and Irfany et al. (2023) which showed that environmental knowledge significantly affects green cosmetic purchase intention through attitude mediation. The more a consumer is knowledgeable about environmental topics and their impact and is aware of the benefits of using green cosmetics, the more positive their attitude toward green cosmetics, ultimately leading to a higher purchase intention for green cosmetics.

**Attitude Mediation On Green Brand Image Affecting Green Cosmetics Purchase Intention (H9 Rejection)**

The result rejects H9, which states that green brand image impact on intention to purchase through attitude is insignificant. The mediating role of attitude is classified as having no effect (no mediation). These research results contradict the findings of Aisyah & Shihab (2023); Handriana et al. (2021) and Huthasuhut et al. (2022) who concluded, green brand image significantly influences the purchase intention toward attitude mediation. This outcome suggests that the green brand image has no direct or indirect impact on purchase intention.

**Attitude Mediation On Religiosity Affecting Green Cosmetics Purchase Intention (H10 Acceptance)**

The result accepts H10, which states that religiosity insignificantly affects purchase intention through attitude mediation. The mediating role of attitude falls into the category of full mediation, because H7 was rejected, which means it is indirect only. These study findings further support the previous conclusions of Irfany et al. (2023) and Garg & Joshi (2018) that religiosity significantly affects the intention to buy through attitude mediation. Attitude fully mediated the relationship between religiosity and green cosmetics purchase intention. This indicates, that religiosity does not directly impact green cosmetics purchase intention but does so indirectly through consumer attitude. Therefore, efforts to enhance purchase intention for green cosmetics should focus on strengthening and promoting religiosity to form a positive attitude toward the use of green cosmetics.

**5. Conclusion**

The result concluded that significantly Environmental knowledge and Religiosity affect attitude toward green cosmetics, while insignificantly Green brand image affects attitude towards green cosmetics. Furthermore, significantly Environmental knowledge and attitude affect green cosmetics purchase intention, but insignificantly Green brand image and Religiosity affect green cosmetics purchase intention. For the indirect effect, significantly attitude mediates the environmental knowledge and religiosity impact on green cosmetics purchase intention, however, insignificantly attitude mediates the green brand image impact on green cosmetics purchase intention. The attitude here functions as partial mediation for environmental knowledge impact on green cosmetics purchase intention and as full mediation for religiosity impact on green cosmetics purchase intention. Thus, these findings explain that the model of increasing intention to purchase green cosmetics is a function of increasing environmental knowledge, strengthening, strengthening religiosity, and depends on the suitability of people's attitude towards green cosmetics. This premise proves that this research model can be used academically and practically, especially on research subjects. This premise can also be the basis for further research in the future by adding or combining it with other variables, and in a broader research scope. Research limitations lie in the variables and research subjects. Some of the results of this research survey gave rise to practical recommendations for research subjects as follows.

1.  To enrich the outcome, researchers recommend that cosmetic producers employ an effective strategy of enhancing consumers' environmental knowledge. Implementing impactful marketing communication regarding environmental issues and the solutions offered by eco-friendly cosmetic brands can augment consumer awareness, ultimately driving positive attitudes and purchase intentions toward green cosmetic products.
2.  While green brand image is an important factor, it does not fully determine consumer attitudes towards environmentally-friendly products. Consequently, cosmetic producers must consider additional elements, beyond the green brand image, that can cultivate positive consumer perceptions of eco-friendly cosmetics. The researchers suggest further investigation into the specific role of green brand image in shaping purchase intentions for sustainable cosmetic offerings.
3.  The researchers advise cosmetic producers to strategically incorporate religiosity as a marketing approach for environmentally friendly cosmetic products. Integrating religious values and messaging into the promotional mix may serve as an effective method to engage consumers.
4.  Cosmetic producers should concentrate their efforts on building and reinforcing consumers' positive attitudes towards green cosmetic products as a core objective.

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