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The Eco-Beauty Movement: A Deep Dive into Millennial Green Cosmetic Purchase

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Abstract. Green cosmetics are already rife in the market, but unfortunately, green cosmetics enthusiast is only about 25%. Many factors influence consumer decisions in buying green cosmetics, such as the quality offered, the influence of various media, and the culture of green living which is currently a trend to support Earth's actions. This study aims to see how product quality, cultural changes, and social influences can influence millennials' purchasing decisions on green cosmetic products. This research is exploratory quantitative research with millennials as a population. The age range for the sample is 15-45 years old. The sampling technique used unaccident sampling with the Lemeshow formula and found 197 respondents because the population number was unknown. Data collection techniques and questionnaires were analysed using the warpPLS tool. The result showed that product quality did not significantly affect the purchase decision of green cosmetics. All product quality indicators have high criteria, and this is because consumers have skepticism about green cosmetic products, especially the price issue. Green products are still synonymous with products with high prices, while Indonesian people's incomes still tend to be low. On the other hand, the highest buying decisions are influenced by social influence, especially by influencers on social media. Today's consumers find it easier to trust what they encounter on social media, as well as easier to trust influencers they trust. This study finds greenwashing as another reason people are still not interested in green cosmetics products.

Keywords: Green Cosmetics, Purchasing Decision, Quality Product, Cultural Change, Social Influences

JEL Codes: D91, M31, Z10

1. Introduction

Public awareness about the importance of environmental conservation today has increased. The increase is due to many fears that disasters threaten the environment, health, and the survival of humans and their offspring. Consumers began to change and be more selective in carrying out the selection and purchase of products. Due to changes in consumer behavior patterns, producers gradually began to switch to using production raw materials that did not damage the environment or, in other terms, were environmentally friendly materials (Jaini et al., 2020). Companies that implement production by prioritizing environmental issues cause a new phenomenon in the world of marketing in the form of environmentally friendly marketing strategies.

Green marketing is becoming a widely discussed topic (Nekmahmud & Fekete-Farkas, 2020). Many companies argue that green marketing is an idea with good potential to increase sales in the future. One of the things that have become a concern for the public that is intensively reported is in the field of health and beauty. Beauty in the minds of consumers is cosmetic. Harmful chemicals in beauty products make consumers anxious and more selective in choosing products to be consumed (Ma et al., 2018). In 2019, sales of beauty products in Indonesia reached 26% and were predicted to continue to grow. This number is a reference that currently, consumers have intensively consumed cosmetics. However, unfortunately, from this lift, only 9% of consumers purchase green cosmetics (katadata.com).

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Research of (Wijekoon & Sabri, 2021) states several reasons consumers do not buy green cosmetic products; this is due to the emergence of various kinds of perceptions both internally and externally. There is a gap in the fact that many consumers are already aware of worsening environmental issues, but with their willingness to consume green cosmetic products. According to (Liobikienė & Bernatonienė, 2017), the cosmetic industry not only damages the existence of nature and air, but even the cosmetic industry indirectly damages the existence of fauna. Cosmetic manufacturers will certainly test products or innovations before the product is finally launched onto the market. It aims to identify the safety of the product for consumption. Unfortunately, product trials were conducted on several animal species that were judged to have the same DNA character as humans. Animal trials harmed the test animal population (Le et al., 2019). According to the research of (Johnstone & Tan, 2015), in Australia, since 2015, animal lovers have begun to take concrete actions, forcing the government to ban the use of animals for the trial of cosmetic products. It is because many rabbit carcasses were found suspected to be test animals that eventually died due to product material failure. Consumers know a lot about this fact but often put aside the facts and still consume conventional cosmetic products. Based on a survey conducted, 5% of consumers in Indonesia are still new to green cosmetic products (Ghazali et al., 2021). Consumers only understand that green cosmetic products are products with a natural basis and do not use chemicals.

This number is a low category for ordinary consumers, and the rest already know about green cosmetics regarding the ingredients they are made, the entire production process, and even marketing. Another factor that makes consumers reluctant to move is the skin's suitability. Cosmetic products differ from other products such as food, clothes, and others. Cosmetics are in direct contact with the skin, where if it does not match a product, it will become skin damaged in the short or long term. Based on research by (Pitaloka & Widiatami, 2022), 74% of consumers in Indonesia only move to green cosmetic products for fear reasons if they match the product. The rest think it is optional to move to green cosmetic products.

Manufacturers of cosmetics have already switched a lot to green products. The Body Shop is a green cosmetic product with a purely environmental campaign from the beginning of its presence. The brand is an early milestone in the popularity of green cosmetic products in Indonesia; until now, it has become easier for us to find them with various campaign commitments. Due to the large number of manufacturers that appear on the market, consumers will be more careful in choosing products. Purchasing decisions are individual activities that are directly involved in making decisions to purchase products offered by sellers (Nekmahmud & Fekete-Farkas, 2020). Consumer decision-making is a problem-solving to meet the wants and needs of consumers (Zhang & Dong, 2020). In influencing purchasing decisions, marketers must stay in the marketing mix. A marketing mix is a marketing strategy to achieve organizational and consumer goals. The marketing mix model emphasizes various factors, which became known as 4P (product, price, place, and promotion).

Generally, consumers will buy a product based on their needs. However, consumers' need for cosmetics has recently become unlimited and makes manufacturers compete to make products as a solution to consumer problems. In the survey conducted, 54% of consumers consider the quality of the cosmetic products to be used (Chin et al., 2018). From this, product quality is essential for the company because consumers will buy products if they feel suitable, according to their needs, and proven to have high quality. Increasingly critical consumer conditions in terms of quality will force companies to be able to maintain and improve product quality to compete with other companies.

Although there is an opinion of survey respondents about consumers' decisions in purchasing green products are product quality, it must be considered that 46% of respondents consider that their purchasing decisions are not due to product quality. Social influence is another factor that makes respondents make purchase decisions (Chin et al., 2018). Social influence can be interpreted broadly as the influence of various sides, such as the family, community, and educational environment (Indra et al., 2020). Even today, social media has developed with many factors, which can be from the influence of trends or the presence of influencers. This study narrowed social influence to peers, trends, and influencers on social media.

Humans are social beings who find it difficult to escape from others. Even in purchasing decisions, a person is likely to ask in advance about the product to be purchased by others, especially friends. It could also be because of his family, friends, or even idols wearing the same product. This statement follows the theory of Kotler and Keller (Askadilla & Krisjanti, 2017), who say that social factors influence others both

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formally and informally. Social influence is defined as a group of people who consider the similarities in their social status both closely, formally, and informally.

Culture is an essential agent in today's lives that can indirectly change consumer behavior. Marketing must always change following the culture that develops in society. Culture carries influences that consumers need to be aware of, so cultural influences are difficult to identify (Kapoor et al., 2019). In 2014, cosmetic consumers in Indonesia began to increase due to the influx of South Korean culture with its dramas and music (katadata.com). The culture that comes in makes consumers study it more profoundly and absorb it, one of which is the culture of beauty. That simple example proves that cultural change is challenging to identify but easy to bring about changes in consumer behavior. This research concentrates on green cosmetic products because beauty products are in demand among millennials. Indonesia has a large millennial population, so the demand for local or imported beauty products is very high. The issue of environmental damage began to arise from beauty producers, especially fauna damage. So, this research is vital to see the effectiveness of green marketing through product quality and social influence on the purchase decision of green cosmetic products.

2. Literature Review

Theory of Planned Behavior

The theory of planned behavior is an advanced theory or theory originally named the Theory of Reasoned Action developed in 1967 by Icek Ajzen and Martin Fishbein, used to study human behavior, but this model has limitations. The theory of planned behavior is an advanced theory or theory originally named the Theory of Reasoned Action developed in 1967 by Icek Ajzen and Martin Fishbein, used to study human behavior. However, this model has limitations regarding behavior where a construct is added in the SDGs to control individual behavior that is limited by its shortcomings and the limitations of the lack of resources used to ignite his behavior.

The main factor in SDG theory is the intention to carry out actions or behaviors. The action here is emphasized on the action on the purchase decision of green cosmetics to support sustainable economics through sustainable beauty. These decisions are based on product quality, cultural change, and social influence. Product quality is essential in business because consumers have better-quality products. The cultural changes in this study include changes in traditional culture to environmental love that are currently being widely publicized to save the Earth. Social influence in this study includes the influence of social media, which is currently part of the lives of millennial people.

The Relation Between Quality Products and Purchasing Decisions of Green Cosmetics

According to (Simbolon et al., 2020), product quality is the ability of a product to demonstrate its functions, including the overall durability, reliability, accuracy, ease of operation, and repair of the product, as well as other product attributes. Product quality is something that producers must pay attention to, considering the increasingly fierce competition between companies because manufacturers will continue to strive to increase market share and get new consumers. The more competitors, the more choices there will be for consumers to choose according to their expectations. The product quality that does not meet the consumer's expectations will influence his buying decision. This statement is in line with the research of (Echchad & Ghaith, 2022), which states that product quality significantly influences consumer buyers' decisions, especially on green products. Consumers return when they have proven that the products they buy provide the quality they expect.

The trend of consumer purchases due to product quality is also supported by(Chang et al., 2021), who state that quality is a significant milestone in business. Consumers will always make repeated purchases when they find a quality that matches their purchasing power. Product quality reflects a company; therefore, product quality affects consumers' purchasing decisions for green cosmetic products (Oukerrou, 2022). If we look at green cosmetic products, there is no doubt about the quality promised by cosmetic manufacturers that developed in Indonesia. Moreover, the technology is already sophisticated in the production process.

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However, a few consumers still decide to purchase green cosmetic products. The gap in the reality of data in Indonesia with the theory and results of previous research is the urgency of this research to be carried out.

H1: Product quality positively and significantly influences the purchasing decision of green cosmetic products.

The Relation Between Cultural Change and Purchasing Decision of Green Cosmetics

According to (Sheng et al., 2019), culture significantly influences consumers' purchasing decisions. The culture embraced is emblematic of consumers and how they respect that culture. One of the things that can spur changes in consumer behavior patterns is also caused by changes in the culture that occurs where consumers live. Even in Indonesia, consumers' purchasing decisions are based on their tribe. The purchasing decision of consumers from Java Island will be different from that of Sumatra Island consumers; this is due to differences in cultural values that are believed. Since 2015, environmental issues have been louder, and even organizations and environmental care movements have emerged more in Indonesia, such as Green Peace, Earth Hour, and Go Green. Several environmental organizations in Indonesia have succeeded in bringing an environmentally friendly culture and making consumers change their lifestyles to be more environmentally friendly, including cosmetics. Living a sustainable lifestyle with the environment has become a culture, and there have even been several policies in charge, which means that living with the environment has become a consumer obligation today. This pattern of sustainable living with the environment eventually became a culture. Cultural changes in lifestyle affect consumers psychically and lead to changes in consumption behavior (Ghazali et al., 2021)(Kapoor et al., 2019)(Cheung & To, 2019).

Research of (Echchad & Ghaith, 2022) realize there has been a change in consumer behavior patterns in China due to the shift in their culture. Once very strongly believed, traditional culture and ancestral heritage have been acculturated with modern cultures coming in from different parts of the world. Based on previous research on the influence of culture on consumers' purchasing decisions and phenomena that occur in society, this study suspects the influence of cultural changes on consumers' purchasing decisions.

H2: There is a positive and significant influence of cultural change on the purchasing decision of green cosmetics.

The Relation Between Social Influence and Purchasing Decision of Green Cosmetics

This study takes peers, trends, and influencers on social media related to the research of (Yang et al., 2021) and (Pop & Zsuzsa, 2020). Yang's research showed that from the social influence factors taken, peers significantly influence consumers' purchasing decisions on green products. This result is because millennials now spend more time with peers, and for the size of cosmetic products, peers have more of the same tendencies, both from skin problems and tastes. Meanwhile, Pop's research showed that out of all the social influences that exist, social media influencers significantly influence the purchasing decisions of green products. Meanwhile, trends in the community are taken based on a survey with respondents interested in buying green cosmetics because of the environmentally friendly trend on social media.

Even so, in research, (Ismail et al., 2021) explained that the influence of social, especially social media, has an insignificant effect on green products. It is because green products are innovations that arise due to environmental issues that are rife in society. Some individuals disagree or need to be aware of environmental damage, so even social media will find it difficult to influence it. In contrast, (Yeo et al., 2022) stated that social influence significantly affects consumers' purchasing decisions on green products because of human psychology, especially on their idols. The individual is inclined to follow whatever his idol does. Based on the differences in the results of the two studies, this variable will be brought to Indonesia, where Indonesia is a very prevalent influencer on social media that consumers like.

Influencers are already a job in Indonesia, and many influencers have followers. Each influencer's creative ideas and unique characters made it easy for them to influence fans to consume whatever they consume. Based on the initial survey, 34% of respondents admitted purchasing green cosmetic products because their favorite influencers once promoted them. The rest were due to growing trends and peer

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influence. Based on the existing reality, this study is urgently carried out to see the extent to which social influences bring the decision to purchase green cosmetic products. This research can provide the right advice so that consumers decide to buy green cosmetic products more and all economic agents in Indonesia can minimize environmental damage that has occurred.

H3: There is a positive and significant influence of social influence on the purchasing decision of green cosmetic products.

3. Methods

This research examines the construction of factors influencing consumers' purchasing decisions towards green cosmetics. The construction of this factor can be derived into marketing theory and technically increase the sales of green cosmetics. This study uses an exploratory method to see the results and construct other factors more clearly. This research was conducted in Indonesia's four major cities: Semarang, Surabaya, Jakarta, and Kalimantan. The four cities were chosen because they are Indonesia's largest penetration centers of green cosmetics. This study selected green cosmetic consumers as the population, but the selected sample was limited to the age of consumers, namely, 15 to 45. The selection of this limit following the data found based on the katadata website that the highest demand for green cosmetics is 30-45 years old (31%) and the second is 15-29 years (28%). Lemeshow's formula calculates the sampling technique because the number of populations is unknown and irregular, considering the limited time and energy of the researcher. The sample calculation was obtained from 197 respondents. The sampling technique uses incidental techniques in the age groups already mentioned. The data collection period was carried out for 5 (five) months during the distribution of the questionnaire. The data retrieval technique uses a closed questionnaire with a Likert scale (scale of 1-5) with 47 questions. The data were analyzed using the Structural Equation Model with the help of the WarpPLS 7 analysis tool.

This study uses independent and dependent variables with a direct influence between independent and dependent variables. Independent variables are product quality, cultural change, and social influence. *Product quality* is an advantage possessed by a product. Product quality indicators are (1) a measure of product quality performance; (2) product privileges; (3) reliability; and (4) aesthetics. Cultural change is cultural fluctuations due to the acculturation of outside cultures and changes in consumer behavior to adapt to their cultural environment. Cultural change is measured by indicators of (1) environmental change; (2) willingness to keep up with changes; and (3) prestige. At the same time, social influence is the individual's social environment that becomes an external factor that can influence consumer psychology. Social influence is measured by indicators of (1) reference groups; (2) family; and (3) role and status. The dependent variable of this study is the purchasing decision which is the choice of several alternative options. Purchasing decisions are measured by indicators of (1) the type of product; (2) brands; and (3) the shape of the product.

4. Results and Discussions

Results

Outer Model

The outer model assesses the validity and reliability of the research variables. The validity of research is measured in two types, namely convergent validity and discriminant validity. Meanwhile, reliability will be measured by the reliability of consistency and reliability of indicators. Convergent validity is measured based on the AVE value of each variable. A variable is said to be valid if the AVE value > 0.5. Here are the results of the AVE values of each variable:

Table 1. Variable AVE Value

Variable	AVE value	Information
X1	0.581	Valid
X2	0.624	Valid
X3	0.672	Valid
Y	0.601	Valid

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Source: data processed in 2023

Based on the table above, all variables are said to be valid because they meet the AVE requirement of > 0.5. Furthermore, discriminant validity is measured using AVE square values and correlations between constructs where the terms of discriminant validity are AVE square roots > correlation between constructs. Here is the variable correlation value:

Table 2. Correlations Among Latent Variables

	X1	X2	X3	Y
X1	0.762	-0.076	-0.014	-0.107
X2	-0.076	0.790	0.114	0.113
X3	-0.014	0.114	0.820	0.410
Y	-0.107	0.113	0.410	0.775

Source: data processed in 2023

Based on the table above, it can be seen that the square root value of AVE > the correlation between constructs on the diagonal part of the variable value of product quality, cultural change, and social influence. This study was declared valid in a convergent and discriminant manner between variables. Then, the reliability of the variable is measured by the value of composite reliability in the range of > 0.70. Here's a table of composite reliability values:

Table 3. Composite Reliability Value

Variable	Composite Reliability
X1	0.846
X2	0.908
X3	0.891
Y	0.856

Source: data processed in 2023

Based on the table above, the research variable is declared reliable because it has met the composite reliability value of > 0.70. Next, the indicators on each variable will be constructed to find the reflective indicators of the variables. Indicators that do not qualify > 0.40 should be abolished because they can make variables biased and cannot be hypothesized tested. Measurement of reflective indicators through loading factor values is shown in the following table:

Table 4. Value Loading Factor

Indicators	Loading Factor	P-value
X1.1	0.851	< 0.001
X1.2	0.634	< 0.001
X1.3	0.796	< 0.001
X1.4	0.750	< 0.001
X2.1	0.776	< 0.001
X2.2	0.719	< 0.001
X2.3	0.711	< 0.001
X2.4	0.810	< 0.001
X2.5	0.833	< 0.001
X2.6	0.877	< 0.001
X3.1	0.833	< 0.001
X3.2	0.872	< 0.001
X3.3	0.821	< 0.001
X3.4	0.748	< 0.001
Y.1	0.819	< 0.001
Y.2	0.635	< 0.001
Y.3	0.842	< 0.001
Y.4	0.790	< 0.001

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The loading factor value of this study is indicated as> 0.40, so no indicator needs to be removed from each variable. The indicator with the highest loading factor value is the most reflective indicator that illustrates that the indicator plays the highest role in influencing the level of variable correlation independent of dependent variables.

All variables have met the requirements of the outer model, and the construct of this research framework can be continued in the analysis of the inner model. In the WarpPLS analysis, several sizes of fit and quality index models must be met. Here are the results of the fit and quality index model:

Table 5. *Fit Model* and *Quality Index*

No	***Fit Model* and *Quality Index***	**Result**	**Note**
1	APC	0. 248 p = 0. 002	Accepted
2	ARS	0. 269 P = 0. 001	Accepted
3	AARS	0. 246 P = 0. 002	Accepted
4	AVIF	1. 019	Ideal
5	AFVIF	1. 118	Ideal
6	GoF	0. 408	Big
7	SPR	1. 000	Ideal
8	RSCR	1. 000	Ideal
9	SSR	1. 000	Accepted
10	NLBCDR	1. 000	Accepted

Source: data processed in 2023

The table above shows that the structure of the research model can be accepted with good results so that in terms of indicator construct and model structure, this research can be continued for inner model analysis and hypothesis testing.

Inner Model

The inner model examines the relations and correlations between predetermined variables in structure and concept. The correlation between the variables of this study can be seen in the following figure:

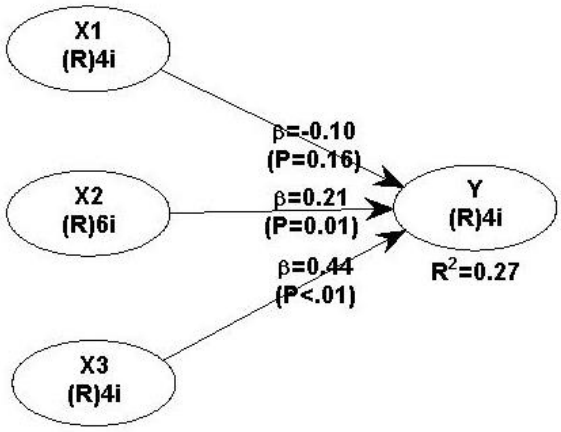


Figure 2. Research Models

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Table 5. Research Model Results

No	Line	Coefficient	P-value
1.	Green quality products influence the purchasing decision of green cosmetic products	-0.10	0.163
2.	Cultural changes affect the purchasing decision of green cosmetic products	0,21	0,013
3.	Social influence influences the purchasing decision of green cosmetic products	0,44	< 0.001

Source: data processed in 2023

Discussion

Green Quality Products on Green Cosmetics Purchasing Decisions

This research shows that green-quality products do not influence consumers' purchasing decisions, with a p-value of 0.163. Thus, the first hypothesis in the study was rejected. Product quality is the mainstay of a product because it is an advantage possessed by a product. It is no wonder that trademarks will fight each other to improve the quality of their products. The quality of green products here emphasizes the advantages and capabilities of the product to carry out its duties, including reliability, provision, ease of use, and repair.

Product quality is often closely associated with the value or price of the goods. The assumption of consumers so far is that the higher the quality of a product, the higher the price offered. Cosmetics are currently a staple item in demand by all economic circles. Not infrequently, consumers with moderate economic criteria also want to use high-quality cosmetic products for the best results. This research found that price and income are other emerging factors why the quality of green products cannot influence Indonesian consumers' purchasing decisions for green cosmetics. The price factor arises due to consumer assumptions about the quality of the product. The more expensive it is, the better the quality is assessed. So, in this study, the purchase decision was not the quality of the green product but the price as a single variable.

The product's price has two sides according to the consumer. Both sides appeared because of income. Consumers with high incomes will have a positive correlation between price and purchase decisions. Despite the high price of the products offered, they will quickly buy them to divert to green cosmetics. In contrast, low-income consumers have a negative correlation between price and purchase decisions. Low-income consumers will cancel purchasing decisions when the price of green products is very high. Research (P. N. D. Nguyen et al., 2019) also produced the same. However, in the research of Nguyen et al., greenwashing is a trigger for why the quality of green products does not affect purchasing decisions.

Greenwashing is an illegal practice carried out by manufacturers. This practice is carried out to reduce costs in production. Manufacturers create campaigns about green products and insist they comply with environmentally friendly standards, but they still need to be implemented. Instead of changing their products, which will cost money, manufacturers create green marketing to save costs (Q. T. H. Nguyen et al., 2019). It makes consumers distrust the product. Consumer distrust of products makes the quality of green products not affect purchasing decisions.

This concept is contrary to (Cheung & To, 2019), which states that the quality of green products influences the purchase decision of the product. The existence of products with environmentally friendly concepts has recently occurred due to the emergence of public awareness of environmental changes and their harmful impacts. That is, green cosmetic products still compete with conventional cosmetic products. For green cosmetic products to excel in the eyes of consumers, manufacturers must improve the quality of their products. With high product quality, consumers will decide to buy green cosmetic products.

Green cosmetic products in Indonesia are also new compared to conventional cosmetics. Therefore, green cosmetics manufacturers are aggressively improving product quality to coexist with conventional cosmetics, especially from old products. Unfortunately, the high quality of green cosmetic products does not affect consumer decisions in Indonesia. This phenomenon is also explained by (Mauliawan & Nurcaya, 2021), who state that other variables play a role because green cosmetic products are slower than other

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environmentally friendly products. Another reason is the degree of compatibility of the product with the consumer's skin. Consumers still prefer products suitable for their skin rather than considering environmental risks.

Cultural Changes on Green Cosmetics Purchasing Decisions

This research resulted in cultural changes influencing consumers' purchasing decisions with a p-value of 0.013 and a coefficient value of 0.21. It means that cultural changes have a positive and significant influence on the purchase of green cosmetic products. Thus, the second hypothesis in the study was accepted. The results of this study are based on the research of Sheng et al. (2019); Cultural values have a role in consumers in determining the products they buy. Culture is one of the external factors for consumers. For consumers in China, cultural doctrines and beliefs are becoming more critical to meet their desired needs. The phenomenon makes them buy more products based on the value instilled by their ancestors.

A similar statement came from (Zhang & Dong, 2020), who reinforced the results of this study. Consumer purchasing decisions will differ between individuals. It is due to the different cultural backgrounds between individuals, so the critical result is that culture influences consumers' purchasing decisions. Culture can also be said to be a culture in small groups followed by individuals. Similarly, (Sheng et al., 2019) state that the cultural values that exist in the consumer environment and what the consumer has can influence the consumer's purchasing decision.

In the past, in Indonesia, the use of cosmetics was less booming than when many cultures entered Indonesia. One of them is the Hallyu wave, which affects music culture in Indonesia, and consumer behavior also follows Korean culture. Since then, the younger generation began to be fanatical about cosmetics and self-care. Due to this cultural change, consumer behavior has also changed in a consumptive direction, causing much environmental damage due to the use of cosmetics. The existing phenomenon makes environmental movers begin to act and cause a reaction for cosmetic manufacturers. Finally, the culture in cosmetics began to change towards sustainable cosmetics due to a sustainable economy and environment.

Several studies have prompted the assertion that culture dramatically influences consumers' purchasing decisions, so the study suspects that cultural change also influences purchasing decisions. This research proves that there is indeed an influence from cultural changes, especially now that the culture carried is environmentally friendly consumption. It is due to the desire of consumers to remain accepted by their environment and to keep up with ongoing trends.

Social Influence on Green Cosmetics Purchasing Decisions

This study resulted in a social influence influencing consumers' purchasing decisions with a p-value of < 0.001 and a coefficient of 0.44. Social influence positively and significantly influences the purchase decision of green cosmetic products. The third hypothesis in the study was later accepted. Research (Indra et al., 2020) became the basis for the similarity of statements in this study, where social influences influence each action or decision. The most significant influence comes from the environment of friends or the consumer community. The family has a second influence after society. Human beings are social beings whose decisions can change following the influence of their environment. It is due to man's desire to remain accepted by his environment, not wanting to be different, and humans need advice for every decision made.

The study not only found that it was the environment of friends, communities, and family that became a social influence for consumers. Social media has become a necessity in this all-digital era for human life. Nowadays, digital influencers are rife and easy to find. Not a few digital influencers are also role models for consumers. So, consumers' purchasing decisions are heavily influenced by digital social influences. It is also conveyed by (Zafar et al., 2021), that social media significantly influences the impulsive behavior of consumers and the decision to buy environmentally friendly products. According to (Yang et al., 2021), in addition to the influence of digital influencers, the status and role consumers want to embed in themselves play an essential role in consumers' purchasing decisions. On social media, individuals want to be recognized by others, even those they do not know. The recognition is psychological and is considered to increase the degree of the individual in his community (Amberg & Fogarassy, 2019).

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The phenomenon on Indonesian social media is the many voices on the importance of consuming environmentally friendly products and changing lifestyles to be more environmentally friendly. As a result, many individuals want to be recognized by the broader community that they have followed changes and movements. Psychologically, consumers will have a higher status on social media than individuals who have not yet turned to the movement. So, this study saw that social influences greatly influence consumers' purchasing decisions on green cosmetic products. Most notably, the most influence comes from social media. The desire to be recognized as better than others and the influence of digital influencers have become a significant factor.

5. Conclusions

This study sheds light on several crucial factors influencing consumers' purchasing decisions regarding green cosmetic products. While the quality of the products examined in this study did not appear to be a significant driver, the findings underscore the importance of considering broader contextual factors in the green cosmetics industry. This study highlights the paramount role of pricing and income levels in Indonesia's consumer landscape. Consumers' relatively lower income levels in this region mean that even when presented with higher-quality green cosmetic products, they may hesitate to switch due to affordability concerns. This insight underscores the need for the industry to explore pricing strategies that can make green products more accessible to a wider demographic.

Moreover, this study calls attention to the prevalent issue of greenwashing in the cosmetics industry. This phenomenon, where products are marketed as environmentally friendly without substantial evidence to support such claims, has eroded consumer trust. Recognizing the prevalence of greenwashing, the industry should strive for greater transparency and stricter standards to regain consumer confidence in green products.

One notable contribution of this study is its emphasis on the role of social influence, particularly through digital influencers and social media. The fact that digital influencers hold substantial sway over consumers; choices underscores the importance of collaboration between cosmetics companies and influencers who align with genuine sustainability values. The insight gained from this study has practical implications for the green cosmetics industry in Indonesia and beyond. By addressing affordability concerns, combatting greenwashing, and harnessing the power of social media influencers, the industry can better align with consumer preferences and drive the adoption of genuinely sustainable products. Additionally, this research underscores the need for ongoing exploration of consumer behavior in the context of green cosmetics, encouraging further research that delves deeper into the role of digital influencers and the impact of greenwashing practices on purchasing decisions.

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