

Customers' Trust on Sustainable Cosmetics Products' Campaigns

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Abstract—The beauty industry in Indonesia is growing rapidly. Along with this growth, some cosmetic industries differentiate by offering the concept of green cosmetics or sustainable beauty. Green campaigns through social media are closely related to the company's strategy to provide knowledge about the environment and inform product values so it will build customer trust and interested to buy sustainable cosmetic products. The objective of this study is to inspect the influence of green campaigns on green trust and green purchase intention of sustainable cosmetics products. This study uses descriptive and associative quantitative methods and analyzed by Smart-PLS Software 3.3. 224 respondents completed the research questionnaire, but only 172 respondents met requirements of this study (had an experience watched green campaigns from sustainable cosmetics). The results showed that the green campaigns affect green trust 65,9% and 54% to the green purchase intention. Green trust affects green purchase intention by 32,2%. Furthermore, green trust also mediates 21,2% the effect of green campaigns on green purchase intention.

Keywords: Green Campaign; Green Trust; Green Purchase Intention; Sustainable Cosmetics; Green Business

1. INTRODUCTION

It was projected that the cosmetics industry Indonesia would generate a cumulative 29% increase revenue income (542.6 million U.S. dollars) (+29.4 percent) between 2023 and 2028. the indicator is anticipated to attain a new apex of 2.4 billion U.S. dollars in 2028, following its eighth consecutive year of growth. Paradoxically, the growth of the beauty industry in Indonesia constitutes one of several industries that contribute to environment degradation, contamination of marine life, and the contamination of human food chains (Statista, 2023).

Lyfe with Less Indonesia (2020) states that 50% of waste in Indonesia is contributed by used beauty products, such as cosmetics, skincare, etc. This means that the more cosmetics are produced, the more plastic waste is generated. 79% plastic waste end up in landfills, 12% are burned, and only 9% are recycled. Ironically, Indonesia's landfills are no longer able to accommodate more waste generated by society (Shalmont, 2020). Seeing this problem, the beauty business began to do sustainability business concept. Measuring company performance is not only seen from an economic perspective, but also from social and environmental aspects. These three elements are considered the fundamental foundation for building a sustainable business.

Cosmetic companies utilize green formulations and resource efficiency in products to develop the concept of sustainable beauty (Lin, 2018). By the sustainability business concept, beauty brand owners strive to attract the attention of consumers by presenting products made from natural ingredients, environmentally friendly packaging, and production activities using environmental ethics as a concentration on potential chemical risk (Lin, 2018).

According to the 2016 Global Demand Survey for Green Features in Skin Care Products, Indonesia has highest demand for skin care products that are organic, natural, ethical and environmentally friendly. Sixty percent of Indonesians stated they take these factors into account when making purchases of such products (Shahbandeh, 2016).

However, these changes are still not optimized by the Indonesian citizen. According to research conducted by Muslim (2014), 49% of Indonesians do not know that the products they buy are green products. 30% do not know what a green product is, 14% do not know where to buy it and another 6% are not willing to buy environmentally friendly products (Muslim & Indriani, n.d.).

Information dissemination needs to be consistently conveyed to the public. Today, social media is a significant platform for raising awareness that affect millions of people around the world. Green campaign in social media is used to convey the sustainability message of a brand (Göçer & Tuğrul, 2014). In green campaign using social media influences customer purchase intention of green products (Adialita & Eka, 2023).

Therefore, the purpose of our study conducted to examine how attributes of green campaign through social media affect purchase intention of sustainable cosmetic. Also we sought to determine the mediation effect of green trust between green campaign and purchase intention of sustainable cosmetics. This research is a media contribution of researchers in an effort to provide information related to green purchase behavior in the cosmetics industry as a manifestation of a society that is pro-environment, in particular that is influenced green campaign on social media.

2. RESEARCH METHODS

2.1 Basic Research Framework

2.2.1 Green Campaign and Green Trust

Environmental campaign advertising or can be referred as green campaign or green advertising. Green campaign provides details of sustainable products and green activities of a brand to attract consumers to buy or use the products

(Hartmann & Apaolaza-Ibañez, 2009), (Prastiyo, 2016). If the campaign is delivered systematically, and there is good communication with consumers or potential consumers, it will create trust in the minds of consumers (Lee et al., 2011), (Choi & Johnson, 2019), (Kao & Du, 2019), (Amallia et al., 2022). Based on the description above, we initiate the following:

H1: Green campaign has a positive and significant influence on Green Trust.

2.2.2 Green Campaign and Green Purchase Intention

Green campaigns are used to expose every environmental issue to the public and at the same time to provide knowledge about awareness of green behavior (environmental attitude) towards the environment and will later lead to green product purchase intentions (Josephine & Are, 2022).

Providing an understanding of the campaign, exposure and engagement about the campaign can be increased through the frequency of posting campaign materials using paid advertising and interesting content (Gough, 2017). Paco, Shiel and Alves (2019) state that green campaigns include a tendency to focus on advertising messages, advertising stimulus creates a good perception of the brand, and provides information through environmentally friendly product campaigns. Implementing green campaigns through social media can provide benefits to companies because more consumers can be reached in a short time and provide positive knowledge to influence potential consumers in purchasing intentions (Baum et al., 2018). Considering all of those findings, we proposed the following hypothesis:

H2: Green Campaign has a positive and significant impact on Green Purchase Intention

2.2.3 Green Trust and Green Purchase Intention

Consumer trust is a fundamental component of long-term purchasing behavior (Schlosser et al., 2006). Consumer trust will drive a person's actual attitude and purchase intention for a product or service (Harris & Goode, 2010). Green trust can influence green purchase intentions and customer behavior (Chen, 2010), (Amin & Tarun, 2020), (R. Arshad et al., 2014). Potential consumers who increasingly believe in the benefits of green products will make consumers want to buy green products, commit to the environment, and pay more attention to green products than conventional products (Doszhanov & Ahmad, 2015), (Amallia et al., 2022). A hypothesis based on the preceding description can be submitted as follows:

H3 : Green Trust has a positive and significant influence on Green Purchase Decision

2.2.4 Green Trust as a Mediator Between Green Campaign and Green Purchase Intention

The knowledge gained by consumers through advertising messages will trigger consumer trust and will positively influence consumer purchase intentions on environmentally friendly products (De Sio, 2022). If messages and information on environmentally friendly products are clearly conveyed, consumers will trust the campaign and will influence their behavior in the intention to purchase sustainable products (Sultana et al., 2022). Based on the narration above, a hypothesis can be submitted as follows:

H4 : Green Trust positive and significantly mediate green campaign and green purchase intention

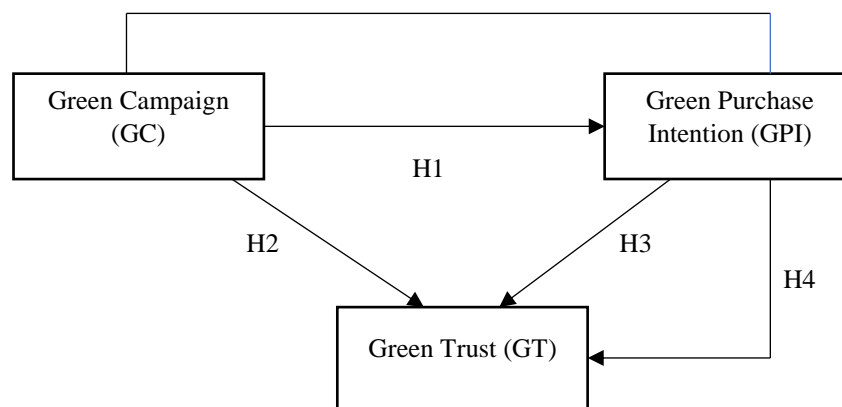


Figure 1. Research Framework

2.2 Research Technique and Data Collection

This study uses descriptive and associative quantitative methods using a questionnaire with a measuring scale of 1-5 (Likert scale). The purposive sampling technique was used to collect the data. 224 respondents completed the research questionnaire, but only 172 respondents met the requirements of this study (had an experience watched green campaigns from sustainable cosmetics). The conceptual of this research refers to Paco, Shiel and Alves (2019), Martinez (2015) and Rizwan et.al (2013). The data collected will be analyzed descriptively and using Smart-PLS software which form of two stages (inner model test and outer model test) . We used Smart-PLS software because of we want to test a theoretical framework from a prediction perspective and when the research objective is to better

understand increasing complexity by exploring theoretical extensions of established theories (Hair, 2018), (Ferreira-Pêgo C et al., 2015), (Muhammad Rizwan et al., 2014).

Table 1. Operational Variables

Variables	Indicator
Green Campaign (GC)	1. Tendency to focus on advertising messages related to the environment.
	2. Favorable perception of brands that provide environment-related messages.
	3. Attention to products that have eco-labels included in their advertising messages.
	4. Green campaigns are perceived as valuable.
Green Trust (GT)	1. Reliability of the company's commitment to environmental issues.
	2. Reliability of company performance related to environmental issues.
	3. The level of consumer confidence in brand messages related to environmental issues.
	4. The appropriateness of the company's level of concern for environmental issues to the level of expectations.
	5. The sincerity of the company regarding environmental protection.
Purchase Intention (PI)	1. Desire to buy green products
	2. Willingness to buy green products
	3. Tendency to buy a variety of green products
	4. High interest in buying green products

3. RESULTS AND DISCUSSION

3.1 Descriptive Analysis

The research questionnaire was distributed for 3 months from July to September 2023 using google form connected to Facebook and Instagram Ads. There were 224 respondents who had filled out the form. However, only 172 respondents met the required profile criteria. The majority of respondents came from Bandung and Jakarta (56%). Other 44.6% respondents came from several big city in West Java, East Java, North Sulawesi, Bali and West Nusa Tenggara. The age of respondents who filled out the questionnaire were in the range age 17-40 years (83.72%) with the last educational background was coming from undergraduate programme 52.33%. Most of respondents are private company employees and undergraduate students (61.63%) and earned an income from under 1 million to 3 million rupiah (71.52%).

The average value related to the perception of respondents who were exposed to the green campaign was 83,3%. This means that respondents' perceptions are good about green campaigns that have been exposed through social media. The average value related to brand trust is 80,3%. This means that respondents already have trust in brands that retrived by green campaigns. The average value related to purchase intention of sustainable cosmetics is 84%. This means that green campaigns, green trust can well influence the purchase intention of sustainable cosmetics.

3.2 Smart-PLS Analysis

3.2.1 Convergent Validity (Outer Loading)

Convergent validity is an evaluation that quantifies the extent to which indicators represent latent constructs. A high category is assigned to a reflexive measure if its correlation with the construct being measured exceeds 0.70. The loading factor value assigned to each construct indicator is indicative of the test for convergent validity. Validity is attributed to an indicator whose loading factor is greater than 0.7. It indicates that the indicator measures the construct significantly. In order to ascertain the validity of indicators that comprise a latent construct, confirmatory analysis is performed initially in order to generate convergent validity.

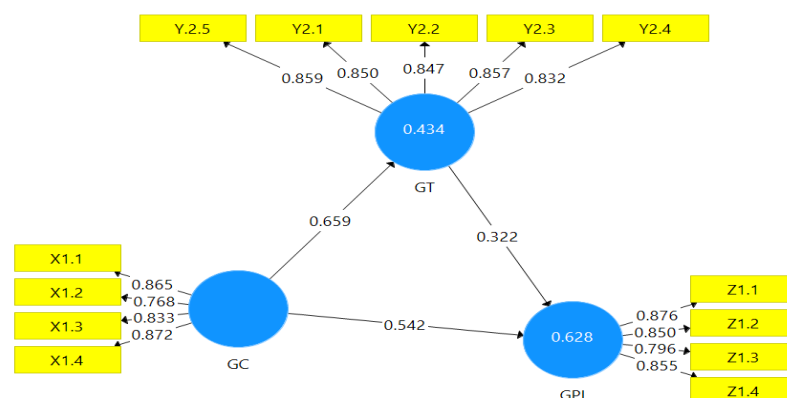


Figure 2. Convergent Validity

The outcome of the convergent validity evaluation in figure 2 stated that all variables of the research have loading factor bigger than 0.70. This means that these indicators are valid and fulfill the requirement.

3.2.2 Discriminant Validity

The cross loading suitable to measure discriminant validity. Cross loading value effective to determine if the construct has adequate discriminant or not. Variabel intended must have highest cross loading values compared to constructs.

Table 2. Discriminant Validity

	GC	GT	GPI
X1.1	0.865	0.560	0.623
X1.2	0.768	0.460	0.572
X1.3	0.833	0.596	0.657
X1.4	0.872	0.575	0.664
Y2.1	0.584	0.850	0.598
Y2.2	0.538	0.847	0.579
Y2.3	0.571	0.857	0.541
Y2.4	0.475	0.832	0.510
Y2.5	0.613	0.859	0.642
Z1.1	0.655	0.569	0.876
Z1.2	0.592	0.580	0.850
Z1.3	0.608	0.545	0.796
Z1.4	0.689	0.601	0.855

The results shown if cross loading value on the variable formed has the highest value to the loading factors of other constructs, It is expressed that the indicators used in this study are valid.

- Green Campaign (X1.1-X1.4) indicators has a higher loading factor in its latent variable than the cross loading value of the other construct.
- Green Trust (Y2.1-Y2.5) indicators has a higher loading factor in its latent variable than the cross loading value of the other construct.
- Green Purchase Intention indicators has a higher loading factor in its latent variable than the cross loading value of the other construct.

3.2.3 Reliability Test

A reliability is used to discover relatively result after multiple measurements. Composite reliability and average variance extracted (AVE) must be > 0.7 . As for the average variance extracted (AVE) value must be > 0.5 .

Tabel 3. Reliability Test

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
GC	0.855	0.902	0.698
GPI	0.866	0.909	0.714
GT	0.903	0.928	0.721

Table 3 show Cronbach alpha and composite reliability value are greater than > 0.7 . Likewise, the AVE results > 0.5 . It can be said that the variable constructs are reliable.

3.2.4 Structural Inner Model

The structural inner model objective is to find out latent variables causal rassosiation. Structural inner model through the bootstrapping process using 6 types of evaluation. These include 1) R-Square, 2) F-Square, 3) Goodness of Fit, 4) Hypothesis Testing.

3.2.4.1 R-Square

R-square is used to discover the effect of endogenous variables to other variables. An satisfactory R-Square value must be greater than 0.7. R-Square moderate value is between 0.25 to 0.74, and weak category if the R-Square < 0.25 .

Tabel 4. R- Square

	R Square
GPI	0.628
GT	0.434

Based on the table above, can conclude that green purchase intention variable shows R-square value of 0.628 (moderate category) which means that 62.8% of the green purchase intention is described by the variables green

campaign. By of perception of ease of use, perception of usefulness and suitability of the technology. By 37.2% is explained by other variables. Meanwhile, green trust variable has an R- square value of 0.434 which means that 43,4% of the green trust is described by green campaign and on the other variable explain the digital marketing adoption construct variable and other variables explain 56,6%.

3.2.4.2 F-Square

The f-square is used to discover the effect of predictor variables on the dependent variable. If the f-square values of 0.02, 0.15 and 0.35 can be explained that latent variable predictors have a weak, medium, or strong influence. Based on the results of data processing, the f-square results are show

Tabel 5. F- Square

	GC	GPI	GT
GC		0.448	0.766
GPI			
GT		0.158	

The f-Square value of the green campaign to green purchase intention is 0.488 (strong). It can be said that the green campaign relatively caused high impact on green purchase intention. In addition, the green campaign f-square on green trust is 0.766 (strong). Meanwhile, the green trust variable has a moderate impact on green purchase intention shown by f-square value of 0.158.

3.2.4.3 Goodness of Fit

1. Q-Square

The higher the Q-Square means the data is fit the model. The calculation outcome shown Q-Square value:

$$\begin{aligned}
 \text{Q-Square} &= 1 - (1 - R^2_1) \times (1 - R^2_2) \\
 &= 1 - (1 - 0.628) \times (1 - 0.434) \\
 &= 1 - (0.372) \times (0.566) \\
 &= 1 - 0,210 = 0.79 \\
 &= 79 \%
 \end{aligned}$$

The outcome means that the data can be describe by the research model is 79%. While the other 21% can be explained by factors that are outside this research model.

2. Model Fit Index

One of the requirements is the SRMR value and the d_ULS Values.. If the SRMR value is less than 0.10 and the d_ULS > 0.2 it is said to be good and fit data.

Tabel 6. Model Fit Index

	Saturated Model	Estimated Model
SRMR	0.061	0.061
d_ULS	0.337	0.337

The SRMR value shown a result of $0.061 < 0.1$ and the d_ULS value $0.337 > 0.2$ so that it can be stated that this research data is declared fit and suitable for testing the research hypothesis.

3.2.4.4 Hypothesis Testing Result

1. Direct Effect Test

In order to examine the hypothesis, t-statistics and path coefficients are utilized. The path-coefficient indicates the nature of the relationship between constructs, whereas the t-statistical value signifies the significance of the construct. When conducting hypothesis testing using t-statistical values, the t-statistical value corresponding to an alpha of 5% is 1.98. So, the acceptance or rejection criteria for hypotheses are as follows: Ha is accepted and H0 is rejected when t statistical > 1.98. for the purpose of applying probability to accept or reject a hypothesis, Ha is accepted and H0 is rejected if the p-value is 0.05.

Table 7. Direct Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
GC -> GT	0.659	0.660	0.049	13.412	0.000
GC -> GPI	0.542	0.542	0.065	8.383	0.000
GT -> GPI	0.322	0.325	0.070	4.624	0.000

Based on the aforementioned table of direct effects, these are the test results for each hypothesis: According to the findings, green trust is considerably and positively impacted by the green campaign. This is supported by the

parameter coefficient, which has a value of 0.659. The t-table value ($13.412 > 1.98$) and the p-value of $0.000 < 0.05$ was found to be greater than the t-table value as a consequence of data processing. Thus, the study's first (H1) hypothesis is accepted.

The findings indicated that the green campaign has a significant and positive impact on the intention to make green purchase. This is supported by the parameter coefficient, which has a value of 0.542. The results of the data processing yielded a t-statistical value exceeding the t-table value ($8.383 > 1.98$) with a p-value of $0.000 < 0.05$. As a result, the second hypothesis (H2) of the research is accepted.

According to the findings, green trust has a positive and substantial effect on green purchase intention. This is supported by the parameter coefficient, which has a value of 0.322. The t-statistical value derived from the data processing indicating that it exceeded the t-table value ($4.624 > 1.98$) and the p-value $0.000 < 0.05$. Therefore, the study's third hypothesis (H3) is accepted.

2. Indirect Effect Test

Table 8. Indirect Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
GC -> GT -> GPI	0.212	0.214	0.047	4.488	0.000

The results in Table 8 showed that fourth hypothesis the effect of green campaigns on green purchase intention mediated by green brand trust in the study is accepted. This is evidenced by the value of the parameter coefficient worth 0.212. The findings can be obtained from the t-statistical value greater than the t-table value ($4.488 > 1.98$) with a p-value of $0.000 < 0.05$.

3.3 Discussion

3.3.1 The Effect of Green Campaign to Green Trust

According to research findings, green campaign has a positive and significant impact to green trust. Previous research has found that green campaign has a positive impact to green trust (D'Souza and Taghian, 2005). If the campaign delivered with systematically with strong communication with potential consumer, people will gain trust in environmental friendly products (Choi and Johnson, 2019; Kao and Du, 2020).

3.3.2 The Effect of Green Campaign to Purchase Intention

The second hypothesis revealed that green campaign also has a positive and significant impact to purchase intention. Previous result shown the same result that if the company gave information about the environmental impact of the product to potential customer which can ultimately affect their purchasing behaviour. The use of social media in interpersonal communication in consumers can create an environmentally friendly consumer community and it can affect the intention to buy green products (Herman, Udayana and Farida, 2021; Sun et al., 2021).

3.3.3 The Effect of Green Trust to Green Purchase Intention.

Based on the analysis finding's green trust shown positive and significant impact to green purchase intention. This result confirmed by the previous research result that Customer purchase intention can be influenced by levels of green trust, especially in an era of environmentally and socially responsible consumption (Chen, 2010; Amin and Tarun, 2021).

3.3.4 The Mediation Effect by Green Trust

The fourth hypothesis shows positive and significant impact of green campaigns on green purchase intention mediated by green brand trust. Previous research (Moser, 2015; Byrum, 2019) confirmed that Green advertising boost potential customers trust and encourage them to purchase ecologically friendly items.

4. CONCLUSION

The outcome revealed 54% of green purchase intentions are influenced by the green campaign. The green campaign influences green trust by 65.9%. The green trust influences green purchase intent by 32.2%. By way of mediation, green brand trust influences green purchase intention by 21.2% in response to green campaigns. By implementing digital marketing strategies, specifically by utilizing social media platforms like Instagram. By implementing sustainable cosmetics product campaigns using social media, brands that convey environmental messages will earn the favor of consumers. Audiences are more likely to direct their attention towards products bearing sustainable labels and to concentrate on advertising messages that pertain to the environment. Consumer confidence in brand communications concerning environmental issues will be enhanced and thereby influencing the intention to purchase sustainable cosmetic products that are environmentally friendly. As the shortcomings in this study are the limited amount of respondents due to the limitation of time. In addition, future researchers are advised to add green image or

green price and accept more respondents so that the results of further research might encompass more elements that may affect green purchase intention.

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