

Assessing the Impact of Psychological, Environment and Health Consciousness factors on Purchase Intentions of customers in Green Cosmetics

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ABSTRACT

This research investigates the correlation between the psychological, environmental, and health awareness of consumers and their intents to buy green cosmetics. As environmental and health concerns over conventional cosmetics grow, there is a shift towards products with organic ingredients and sustainable production. The aim is to measure consumer awareness and its impact on green cosmetic preferences. A literature review and empirical analysis investigate purchase intention drivers, including psychological factors, perceived quality, and attitudes towards green products. Data from a 324 participant survey, analysed with SMART PLS, reveal that environmental and health consciousness significantly influences purchase intentions, mediated by product attitudes. This study enhances the existing body of knowledge by emphasising the influence of psychological variables and perceived quality on customer preferences for eco-friendly cosmetic products. Practical implications for green brands emphasize the importance of transparent communication and consumer education about product benefits. This paper advances the understanding of consumer behaviour in the green cosmetics sector, offering insights for brands meeting the demand for sustainable, health-oriented products. Future research can be done on cross-cultural studies and the effects of green cosmetics on health

1. Introduction

The cosmetics industry is undergoing a transformation as Customers become more conscious of how cosmetic products affect their health and the environment. Green beauty brands, which prioritize eco-friendly and health-conscious formulations, have gained popularity (Suphasomboon, et al., 2022). This research aims to examine the manner in which consumers awareness of issues and health impacts influences their willingness to buy cosmetics.

Lately there has been a surge, in awareness regarding the health effects of cosmetics. As a result the manufacturing of eco cosmetics involves utilizing organic components that are devoid of any harmful substances (Bhati, et al., 2023). These products are designed to meet the requirements of safety conscious and sustainable consumers. (Pícha, et al., 2019).

The worldwide beauty industry, one of the sectors is valued at more, than \$500 billion. (Suphasomboon, et al., 2022). Concerns have been expressed about the detrimental effects of the sector on the environment and public health. Harmful chemicals and microplastics present in products can contaminate rivers. Pose a threat, to marine ecosystems (Matharu, et al., 2020). Moreover certain cosmetic chemicals have been linked to allergies and hormone disruption (Suphasomboon, et al., 2022).

As a safer and more environmentally friendly option, more people are switching to green cosmetics (echchad, et al., 2022). The rising consumer consciousness about the environmental and health impacts of their purchases has increased desire for eco-friendly cosmetics has

resulted in a significant rise in demand (Liobikienė, et al., 2017). As a result, there are now more businesses making eco-friendly cosmetics, and the market for these goods is growing. Consumer trends nowadays indicate that consumers are looking for natural materials and additives, particularly for beauty items (Dini, et al., 2021). But how important are "clean," "natural," or "healthy" attributes to the typical makeup and personal care consumer? Based on a recent global survey on health and wellbeing, individuals show a preference for beauty and personal care items that are created using natural components and are obtained and manufactured in compliance with ethical and environmental guidelines (Suphasomboon, et al., 2022). There are many reasons for this focus on clean and healthy goods. The inclusion of various substances in cosmetics and personal hygiene products, particularly the alleged detrimental impact of chemicals and synthetic materials on human health and the environment, is generating public consciousness and causing uncertainty (Dini, et al., 2021). This has led to a growing sense of unease and distrust among cosmetics manufacturers regarding the production and labelling of their products. (Skov, et al., 2021). Consequently, purchasing habits of consumers have shifted from conventional to environmentally friendly.

Previous studies have investigated the buying patterns of customers in developed and developing nations, such as the USA, Greece, and Malaysia, in relation to natural cosmetic items. Nevertheless, there is a dearth of lucidity about consumers' perspectives on natural "green" cosmetics and their broader green purchasing behaviour. The attitude-behaviour gap is primarily associated with the impact of social processes, such as subjective norms and perceived behavioural control, which may fluctuate and influence consumer purchasing behaviour. In addition, the study nationwide developing may indicate that there would be some variation and changes in consumer behaviour, particularly when interacting with customers who are concerned about the environment. (Suphasomboon, et al., 2022). Hence, it is essential to do more research, particularly considering the limited number of research on customer attitudes and intentions to purchase environmentally friendly products particularly in emerging countries such as India (Skov, et al., 2021).

Despite the progress in understanding the connections between sustainability issues and eco-friendly consumerism, many problems remain unsolved. For instance, why does environmental awareness not always translate into wise purchasing decisions; why do intentions not always result in green behaviours or actions? (Tawde, et al., 2023). Hence, the existing vacuum in the literature provides a favourable chance for doing more study on the underlying factors that influence consumer attitudes and buying behaviours towards environmentally-friendly cosmetics. Most of the work in this topic also ignored certain green product categories and individual types within eco-friendly products (e.g. face wash, natural 'green' face creams). There appears to be, as a result of this, a considerable void within the literature with regards to the growth in popularity of natural cosmetics (Ali, et al., 2023).

The factors and actions of consumers behind the adoption of green cosmetics are not well understood (Dini, et al., 2021). Even though it has been well established that consumers are becoming more eco aware, more study is required to pinpoint the determinants of these behaviour attitude significance, subjective norm importance, personality traits and information sources (Purwanto et al., 2033). Furthermore, further investigation is necessary to establish the correlation between green cosmetics and the impact on consumer health. Green cosmetic is preferred people concern about their health due to the fact that, traditional cosmetics can pose as a risk for their health (Liobikienė et al., 2017).

This study is situated in the context of eco-friendly cosmetic purchases and consumer behaviour addressing issues about the level health- and environmental-consciousness among consumers. The study focuses on what determines consumers to opt for eco-cosmetics or not.

It will additionally investigate how eco-awareness and health awareness drives customers towards the green beauty businesses. The results of the research will give guidance to green beauty companies on how to better develop their strategies as per the values and expectations from their target segment. This complete perspective, in effectively responding to customer complaints and preferences, is designed to illustrate the current consumer perceptions of environmentally friendly cosmetics and suggest positive directions for environmentally friendly cosmetics manufacturers.

2. Literature Review

2.1 Green Beauty and Sustainability

In this part, study examine the relevant literature regarding green beauty brands and analyses the emerging demand for sustainable in cosmetic industry.

In the past few years, there has been a clear shift in perspective of the beauty industry towards eco-friendly and sustainable operations. A major trend, green cosmetics focus on natural ingredients, no animal testing and environmentally friendly packaging (Lavuri, et al., 2022). The increased demand for eco-friendly beauty products likely stems from a growing number of environment-, and health-centric consumers. Conscientious individuals who care about the health of the environment are very favouring to make responsible choices that promote their good intentions (Kim, Jung-Oak et al., 2009). Consequently, they have emerged as the most influential force in creating green cosmetics and ecological beauty behaviours are known to be fostered by them (Dini et al. 2021). Light et al., 2019, Martin-Grau and Rezaei, 2018 Understanding how environmental factors impact on consumer health-consciousness and subsequently purchasing intentions within the green cosmetics segment is paramount for firms and marketers in catering to this emerging market niche. This literature review is intended to examine the previous research on attitude, motivation and behaviour of environment and health oriented consumers towards green cosmetics which may help readers in understanding reason behind making purchasing decisions by this community besides facing the provides insight into what sustainability efforts should be critical for beauty industry.

2.2 Environmental and Health Consciousness

The study will analyse the literature available on the concept of environment-consciousness and health-consciousness, in terms of eco-awareness, eco-friendly behaviour, and how all these have been associated with consumer behaviour and decision-making, item ingredients and consequences on personal well-being (Lavuri et al., 2022). The consumer behaviour has been shifting toward incorporating environmentally friendly practices into the cosmetic domain, leading to the rise of green cosmetics. Environment and health-conscious consumers represent a unique segment of the market, distinguished by the realization of an environmental footprint and body optics, respectively, through the unified consumption of products consistent with both aspects (Calantone et al., 2017). Studies show that these consumers feel quite warmly to products that promise to help them look better and that do good on the eco- and health fronts. Their proclivity for brands that stand for transparency, here sourced, and humane production practices is based on their fundamental commitment to sustainability (Kim, et al., 2009). Interestingly, studies have indicated this consumer segment is more likely to conduct comprehensive research on products and review their labels for all-natural ingredients and environmentally sustainable certifications. These conscious consumer efforts of theirs are not limited to their only purchase intentions but when these segments are directly related to those species which are ecocentric ethos supported and never hampered in long-term manner, the long-term loyalty judgments are more possible based on those eco-centred benefits of those objectives may appear (Krishna Kishore et al., 2022). In addition, environmentally motivated health-conscious consumers are intrinsically separating from their end (e.g., contribution to environmental protection, health improvement) to the means (purchasing), which corresponds

more to Talwar, et al. With this sector growing, the nuances of their behaviour are key for businesses to attract this generation of socially and environmentally inclined customer, and move towards a sustainable and reputable market society (Anagha A. Raut et al. 2024).

H1: Drive for environment and health consciousness consumers have positive impact on purchase intention towards green cosmetics.

2.3 Perceived Quality

The concept of quality has a fundamental importance in the evaluation and choice of products by consumers and this idea is of great importance when it comes to green cosmetics (ECHCHAD, et al., 2022). Products categorized as green cosmetics are those that are primarily based on plant-based ingredients, environmentally responsible, and environmentally sensitive packaging, and are generally perceived as high-quality products in the eyes of consumers (Chai et al., 2022). Based on numerous studies, consumers who have environmental and health concerns generally judge on green cosmetics a higher quality since they can satisfy their ethical and environmental values (Kim, et al., 2009). Indeed, studies suggest that these unique factors, such as transparent ingredients, cruelty-free, or environmentally production initiatives reinforce the perception of holistic quality (Suphasomboon, et al., 2022). Thus, many environment and health-concerned consumers associate efficacy, and also integrity, to green cosmetics.

Moreover, extending moral values to product quality goes beyond single-purchase decisions, reverberating the echoing consumerism that would encourage mindful consumption as a whole (Lavuri, et al., 2022). With better consumer awareness and conscientiousness, French consumers perceive a higher level of quality of green cosmetics because they consider that these cosmetics offer tangible value (Pangestuti, et al., 2020). Brands can use the ethical and sustainable nature of green cosmetics to reinforce their values in consumers and encourage stronger and longer-lasting relations built on trust, genuine values, and commitment to staying positive for individual and environmental health.

H2: Perceived quality have positive impact on purchase intention of consumers towards green cosmetics.

2.4 Psychological Factors and Attitudes:

Environment and health-conscious consumer behaviour are generally mediated by a combination of psychological factors, and these in turn drive their attitudes and preferences for green cosmetics (Lin, et al., 2018). Studies have found that personal values, environmental concern and health consciousness are important psychological drivers (Sreen, et al., 2021). Eco-friendly and health conscious shoppers often look for products that resonate with their ideology, and also help to save the planet. It reflects a wider social movement towards sustainability which encapsulates purchasing to reduce the ecological footprint (Line, et al., 2018). Their increased health awareness encourages them to buy products thought to be less harmful for individual use (Kim, et al., 2011). This confluence of psychological variables in the context of a moralistic and health-related perspective results in a suite of attitudes with deep roots.

Through exploring psychological aspects, brands can access the core determiner behind environment and health-conscious consumers adopting green cosmetics (Goetzke et al., 2014). Brands that communicate these benefits within an aligned marketing strategy have the opportunity of reaching the green generation and positively change purchase intentions through values alignment.

H3: Psychological Factors have positive impact on purchase intention of consumers towards green cosmetics.

2.5 Mediating role of attitude factor

So, this means that for mindsets to be able to bridge the gap between the ideals and motivations of the environmentally- and health-conscious customer and their ultimate buy intentions for green cosmetics must become attitudes (Miguel, et al., 2020). Attitudes refers to “cognitive and affective evaluations of products” and is determined by a multifaceted interplay of psychological variables, social norms, and environmental conscientious (Chen, et al., 2020). but the positive sentiments green cosmetics appeal to environment and health conscious consumers through their ethical and health related considerations

This research propose these attitudes act as mediators between awareness and concern of environmental and health issues, and green cosmetics purchasing intention (Batat, et al., 2021). To achieve this objective, green cosmetics must hold the consumer attitudes by convincing consumers to believe that green cosmetics represent the values of those consumers and fulfill the personal ethical and sustainable consumption objectives (Martin, et al, 2019). This in turn affects the green cosmetics purchase intention of Turkish consumers as a demonstration of their responsible and ethical consumption behaviour.

Therefore, it is important for a brand focusing on the EC consumers and consumer with health-consciousness, to understand the mediating role of attitudes (Sreen, et al., 2021). To successfully close the loop between consumers' principles and their purchasing intentions, enterprises need to establish good impressions of their eco-friendly cosmetics and highlight the positive aspects of their product line (Miguel, et al., 2020).

H4: Attitude will have significant impact on purchase intention of consumers towards green cosmetics.

2.6 Purchase Intention

Increasingly sophisticated positioning of green cosmetics is aligned with a marked change in consumer purchase intention. Environment and health conscious consumers always have a unique capability of demonstrating attitudes into actual purchase decisions (Majeed, et al., 2022). According to research, these customers are reported to have a high preference for green cosmetics which is a result of their intention to reflect their consumption behavior in line with their ethics and value-updating commitment (Suphasomboon, et al. 2022). Sharma, Garg and Vadera (2021) investigating the green product purchase, suggested that the purchase intentions for green cosmetics depend on product efficacy, environmental benefits, and a sense of self-pleasure on making ethical choices. Research presents information availability, and especially information uncertainty, as critical in influencing purchase intentions. This shows the importance of clear and credible information of the environmental attributes of products. Environment and health-conscious consumers are driven more by environment and health concerns, and price sensitivity is not the primary factor for choosing eco-friendly cosmetics, not only money-related value features (Suphasomboon, et al., 2022). An in-depth comprehension of the complex nature of consumers' intents to buy green beauty products may assist firms in developing marketing strategies that are in line with the values and motivations of this target audience. This, in turn, can promote increased consumption of environmentally-friendly cosmetics, contributing to the overall transition towards sustainable beauty practices (Dini, et al., 2021).

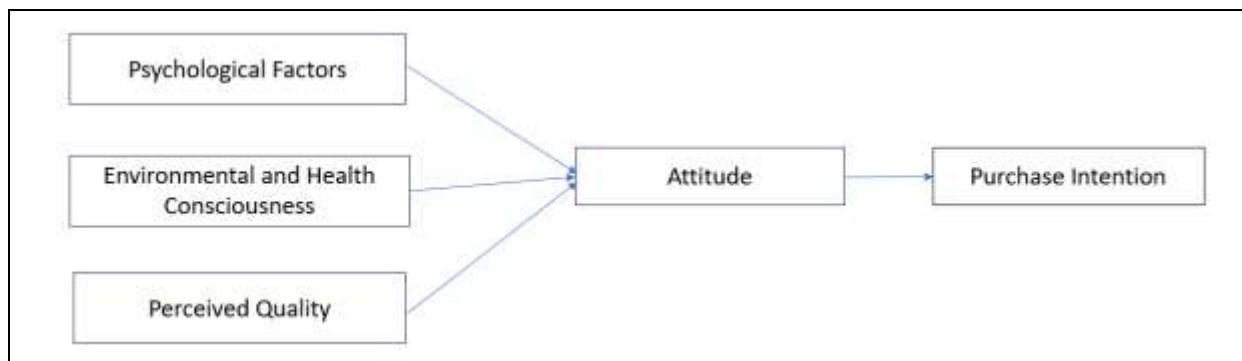


Figure 1. Conceptual model

Methodology

3.1 Research Design

This research used a methodological approach by using a self-administered online survey questionnaire to gather empirical data. These questionnaires had a complementary pre-testing phase before data collection to ensure that understanding of the questions was not obscured or changed. Survey distribution, conducted via Facebook, Instagram, and WhatsApp using the networks of the friends and peers of the authors. These people were then asked to share the survey links more and more between their friends and acquaintances to engage the whole wider circle. The construct measures used are derived from validated and replicated scales, providing content, convergent, and construct validity of the collected data.

The questionnaire is categorized into five different sections. The introduction covered the study aims and participants were told that any information that they provided would only be known to the researchers. The second section evaluated the participants' awareness of health and environmental problems with a series of assessed items. The third part then measured the participants' quality of content and psychological variables. The last segment examined the disposition and intention to buy green cosmetics, which is increasingly becoming a significant focal point in consumer behaviour research.

Each item in the questionnaire was presented on a five-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (5) to allow for a more granular evaluation of the opinions of the respondents. 324 plausible, meaningful responses to the survey form were downloaded, providing a richness of data for empirical analysis and insights on the consumer attitudes and behaviour when green cosmetics are concerned.

3.2 Data Collection and data analysis

This study adopts a mixed method by survey and in-depth interviews to examine the customer perceptions on green cosmetics. Surveys will assess environmental and health consciousness and purchase intentions and interviews will explore drivers and attitudes. For the analysis of data in quantitative, Smart PLS will be employed to test relationships between variables regression analysis. Qualitative data from interviews will be thematically analysed to uncover deeper insights into consumer behaviour. The objective of this comprehensive inquiry is to provide a full comprehension of customer preferences within the green cosmetics industry.

4. Findings

This section will provide a concise summary of the research findings, with a particular emphasis on the scope and magnitude of the results to which consumers are environmentally and health concerned, as well as the variables that impact their intentions to buy green beauty goods.

4.1 Demographic Characteristics

This research gathers data from customers in Delhi NCR who have knowledge about eco-friendly cosmetics. As presented in table 2, higher number of the respondents were males (50.9%) and majority of the respondents were between the age of 18 and 30 years old (49.38%). Meanwhile, 20.67% of the respondents were 31-40 years old, 19.13% belongs to the age group of 41-50 old, and the remaining respondents were between 51- 60. A vast majority of respondents were post graduate (40.74%), 26.85% of the respondents were graduate, while only (16.35%) of the respondent were professional and remaining were others who did not mention their education qualifications. In total, 25.3% were the respondent who have income between the range of 15,000-50,000, while 19.13% were the respondent who have income more than 1,50,000. Meanwhile, 18.82% were the respondent who have income between (1,00,000-1,50,000). Among the respondents only 18.29% were the respondent who have income below than the 15,000. Remaining respondents were having their income between (50,000-1,00,000).

Table 1. Demographic characteristics

Demographic	Frequency	Percentage (%)
Gender		
Male	165	50.925%
Female	159	49.074%
Age		
18-30	160	49.38%
31-40	67	20.67%
41-50	62	19.13%
51-60	35	10.80%
Education		
Graduate	87	26.85%
Post graduate	132	40.74%
Professional	53	16.35%
Others	52	16.049%
Income		
Below 15,000	59	18.209%
15,000-50,000	82	25.308%
50,000-1,00,000	60	18.51%
1,00,000-1,50,000	61	18.82%
1,50,000 and above	62	19.13%

4.2. Measurement Model Assessment

The incorporation and outcome reports of SMART PLS are suggested by (Hair, et al., 2019). Cronbach's Alpha (α), composite reliability (CR), and DG rho-A were used to evaluate the reliability of the study components. Finding out how much internal consistency an instrument exhibits is the goal of reliability testing. Cronbach's Alpha is a commonly used reliability test (F. Hair Jr, et al., 2014). A composite reliability rating greater than 0.6 is considered dependable (Kent, et al., 2012). Based on Table 3, every item met the research's value requirements and was dependable. Hair, et al., (2019) suggested that acceptable range for factor loadings is from 0.5 to 0.7. All the loadings are above 0.5. Moreover, the mean of the squared loadings of the elements pertinent to the construct is used to compute the average variance extracted, or AVE. It is a frequently employed metric in the evaluation of convergent validity. When a construct has an AVE of 0.5 or above, it means that more than half of the variation in its constituent parts is explained by it (Hair, et al., 2019). Table 3 indicates that the AVE values are over 0.5 and the Cronbach's Alpha and composite reliability values are above 0.6. Consequently, the convergent validity of the conceptions is established.

Table 2. Measurement model

Variables	Outer loadings	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
ATTITUDE		0.85	0.85	0.63
AT1	0.733			
AT2	0.763			
AT3	0.831			
AT4	0.804			
AT5	0.835			
ENVIRONMENT AND HEALTH CONSCIOUSNESS		0.86	0.86	0.58
EH1	0.765			
EH2	0.796			
EH3	0.758			
EH4	0.772			
EH5	0.745			
EH6	0.768			
PSYCHOLOGICAL FACTORS		0.86	0.86	0.55
PF1	0.776			
PF2	0.745			
PF3	0.705			
PF4	0.824			
PF5	0.781			
PF6	0.657			
PF7	0.692			
PERCEIVED INTENTION		0.81	0.81	0.64
PI1	0.739			
PI2	0.811			
PI3	0.817			
PI4	0.835			
PERCEIVED QUALITY		0.77	0.77	0.51
PQ1	0.736			
PQ2	0.713			
PQ3	0.728			
PQ4	0.709			
PQ5	0.703			

4.3 Discriminant validity

A discriminant validity analysis was conducted to evaluate the extent to which the constructs being examined were distinct from one another. This study can determine the degree of correlation between two constructs and the number of items required to represent a single construct (Hair, et al., 2019).

Table 3. Discriminant validity

	AT	EH	PF	PI	PQ
AT					
EH	0.630				
PF	0.681	0.730			
PI	0.913	0.701	0.845		
PQ	0.790	0.750	0.885	0.867	

Note: AT: Attitude; EH: Health And Environment Consciousness; PF: Psychological Factor; PI: Purchase Intention; PQ: Perceived Quality

4.4 Structural model

Figure 1, summarises the measuring model's results for the proposed conceptual framework of the whole study. The entire model is depicted in this figure, and it has 24 pieces. The model's overall fit is assessed using the chi-square value. This assesses the discrepancy between the sample and the model's adjusted covariance matrices. It is often regarded as a measure of the lack of fit. The result would indicate a statistically insignificant value at a significance level of 0.05. 9 (Hayes, et al., 2017). The chi-square statistic provides a precise representation of the degree of freedom. A CMIN/df score of 3 or less, and in some situations up to 5, is regarded indicative of a strong model fit.

NFI This index evaluated the model by contrasting its chi-square value with that of the independence or null model (Hair, et al.,2020). When all of the measured variables or indicators are uncorrelated, it is referred to as the null model and is sometimes regarded as the least desirable circumstance. Therefore, the enhancement may be evaluated by taking into account the NFI (Normalised Fit Index). A threshold value equal to or greater than 0.90 indicates a strong fit for the model. Several research have shown a value greater than 0.95 (Hayes, et al., 2017).

SRMR The range is between 0 and 1. It is calculated by dividing the fitted residuals by the standard error of the residual. A lower number indicates a better fit of the model. The majority of individuals accept 0.05 or less as the criterion (Shi, et al., 2020). Additionally, a number of up to 0.08 is seen as appropriate (Maydeu-Olivares, et al., 2018).

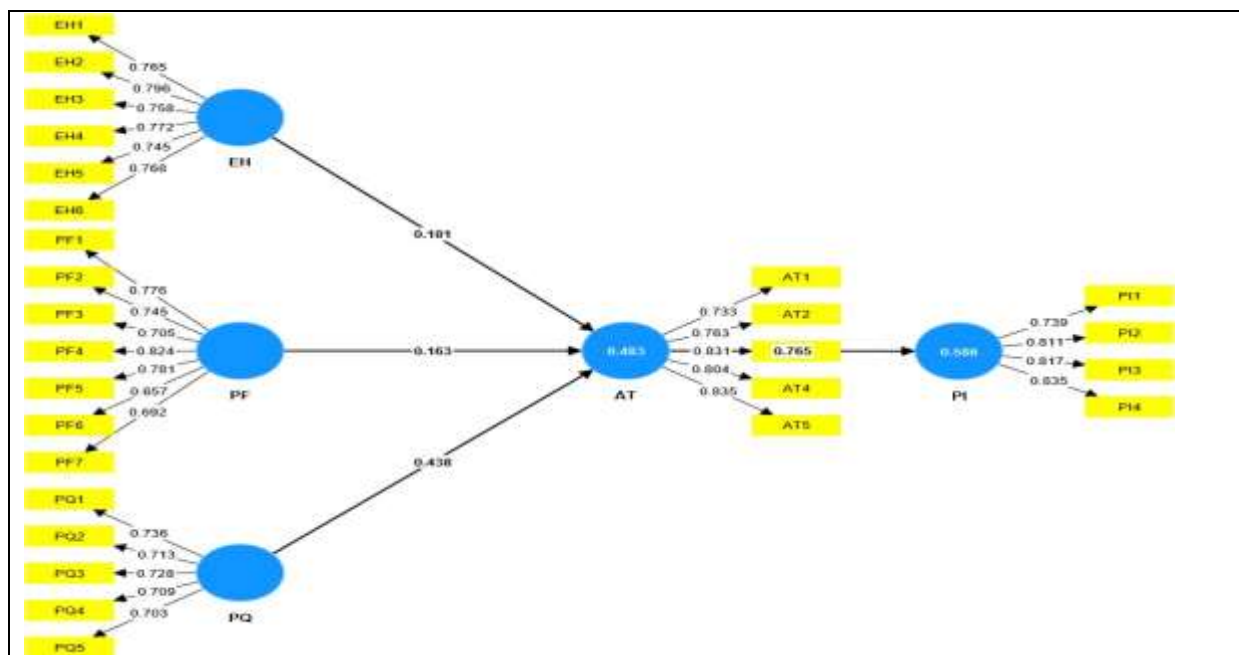


Figure 2. Structural model

4.5 Hypothesis testing

We hypothesised that AT → PI, EH → AT, PF → AT, and PQ → AT, and we investigated the importance of these correlations in our statistical study. According to the results, there was statistical significance in each of the proposed associations. The strongest evidence was found for AT → PI and PQ → AT, with P-values of 0.000, suggesting extremely strong relationships. The T statistics for these hypotheses were well above the critical values, 30.865 and 7.152, respectively, further supporting their significance. The other hypotheses, EH → AT and PF → AT, also showed significance with P-values of 0.003 and 0.013, respectively, indicating that the sample means of 0.180 and 0.167 were unlikely to be due to random chance. These results collectively affirm the predicted directional influences among the variables studied, validating our theoretical propositions and providing a robust basis for further discussion on the dynamic interplay between these constructs within our research framework.

Table 4. Hypothesis testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
AT -> PI	0.765	0.766	0.025	30.865	0.000
EH -> AT	0.181	0.180	0.066	2.717	0.003
PF -> AT	0.163	0.167	0.074	2.212	0.013
PQ -> AT	0.438	0.437	0.061	7.152	0.000

5. Discussion

The influence of environmental and health awareness on the buying intentions of eco-friendly cosmetics emphasises many significant discoveries and their consequences. This study confirms the idea that consumer behaviour towards environmentally friendly cosmetics is strongly driven by concerns about the environment and health, which is consistent with previous studies. It underscores the importance of perceived quality, psychological factors, and attitudes in shaping consumer preferences for green cosmetics. The section defines pragmatic ramifications for eco-friendly beauty firms, proposing approaches for advertising, customer education, and product innovation. Future study should look at cross-cultural viewpoints, perform longitudinal studies, and determine whether green cosmetics have a direct effect on consumer health outcomes.

This debate not only offers valuable insights for industry stakeholders, but also consolidates the theoretical contributions of the study and proposes future research topics that will enhance our comprehension of consumer behaviour in the green cosmetics business.

6. Conclusion

The research closes by emphasising the impact of health awareness on consumers' inclination to buy environmentally friendly cosmetic goods. Companies in the beauty sector can improve their market positioning and cater to the growing interest in health focused products by understanding the drivers of consumer behaviour. Further investigation is needed to explore trends, customer choices and broader implications, for sustainability and public health as the cosmetics industry evolves.

7. Theoretical Contributions

This research investigates the several aspects that impact customers' behaviour in relation to green cosmetics, reaffirming the critical role of environmental and health consciousness in shaping consumer choices. Consistent with the findings of Suphasomboon and Vassanadumrongdee (2022) and Lavuri et al. (2022), we validate that these factors represent life-consumer trade-offs that will likely influence future consumer behaviour. Such convictions drive purchases with significant consequences for both the environment and personal health. Our results further indicate that customer purchase intentions are positively influenced by the perceived quality of green cosmetics, which encompasses benefits related to efficacy, environmental impact, and ethical manufacturing practices. This is in alignment with the work of Kim and Seock (2009), who found that perceived quality plays a crucial role in driving purchase intentions.

Moreover, this study adds context to the importance of psychological factors and attitudes, in line with the discoveries of Lin et al. (2018). Our results show that customer choices and purchasing intentions are significantly influenced by a synergy of ethical beliefs, environmental knowledge, and personal health concerns. Importantly, we find that attitudes have a significant mediating impact on the correlation between health and environmental awareness and purchase intents is examined, emphasising the intricate interplay of values, attitudes, and decision-making processes within the realm of eco-friendly cosmetics. This discovery is consistent with the conclusions drawn by Miguel et al. (2020).

This collection of theoretical studies adds depth to our knowledge of consumer dynamics in the green cosmetics industry by illuminating the variables that influence people to make more environmentally and health-conscious purchases.

8. Practical Implications

The data and findings in our study draw from recent literature, providing actionable insights for green beauty companies. Sharma (2021) emphasizes the importance of firms disclosing the health and environmental benefits of their products, a strategy that our study corroborates. This aligns with the work of Tawde et al. (2021), who argue that the direct effects on green purchase behaviour from the amended Theory of Planned Behaviour (TPB) variables and the environmental protection orientation of the Theory of Reasoned Action (TORA) variables should be moderated by the the study examines the impact of implementation goals and self-efficacy on mediation. Moreover, Ali et al. (2023) highlights that future research on consumer behaviour towards green cosmetics should explore these issues further and support new product development that aligns with consumers health and environmental consciousness. This perspective is consistent with the findings of Lin et al. (2023), who also stress the importance of addressing these concerns in product innovation.

Furthermore, Purwanto et al. (2023) suggest that the use of organic products and sustainable packaging can significantly enhance customer appeal, a view echoed by Carneiro et al. (2023). Drawing on a review of contemporary academic endeavours, we propose that green beauty firms should maintain transparency, empower customers, and focus on sustainable product development. This approach, as advocated by Ali et al. (2023), provides an integrated framework for engaging health- and socially-conscious consumers.

9. Recommendations for Future Research

Future studies in the green cosmetics sector need to focus on three important areas. First and foremost, cross-cultural research is essential because it will show how cultural differences in environmental and health consciousness may help businesses create strategies that are relevant throughout the world. Second, as environmental and health problems throughout the world are becoming more pressing, it is imperative that longitudinal research be used to better understand how consumer attitudes and behaviours towards green cosmetics have changed over time. These kinds of studies will follow the shifting terrain of consumer preferences and offer insights into the long-term viability of the attractiveness of green cosmetics. Third, it is critical to look at how green cosmetics directly affect consumer health outcomes. This study may provide hard data supporting the advantages of eco-friendly cosmetics, which might persuade more people to pick them over traditional brands. When combined, these research avenues have the potential to greatly progress the area by providing green cosmetics firms with practical insights as well as theoretical depth.

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