

How Consumption Values Influence Green Cosmetic Purchase Intention: The Mediating Role of Theory of Planned Behavior Constructs

Anisa Feronika^{1*}, Daman Sudarman²

^{1*,2} Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Jakarta, Central Jakarta City, Special Capital Region of Jakarta Province, Indonesia

Email: annisaferonika01@gmail.com^{1*}, daman.sudarman@umj.ac.id²

Article history:

Received July 27, 2026

Revised August 14, 2026

Accepted October 8, 2026

Abstract

This study examines the effect of Consumption Value on Green Cosmetic Purchase Intention through the mediating roles of Attitude, Subjective Norm, and Perceived Behavioral Control among Generation Z consumers. A quantitative survey was conducted involving Generation Z consumers in South Tangerang who had previously used green cosmetics. Data were collected through structured questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The findings indicate that Consumption Value positively influences Attitude, Subjective Norm, and Perceived Behavioral Control. These three constructs subsequently enhance Green Cosmetic Purchase Intention, with Perceived Behavioral Control emerging as the strongest mediating mechanism linking Consumption Value to purchase intention. The results demonstrate that integrating Consumption Value Theory and the Theory of Planned Behavior provides a more comprehensive explanation of green cosmetic purchasing behavior among Generation Z. The study also offers practical implications for marketers in designing sustainable marketing strategies that strengthen consumers' perceived value and encourage environmentally responsible purchasing decisions.

Keywords:

Consumption Value; Green Cosmetic; Purchase Intention; Planned Behavior; Generation Z.

1. INTRODUCTION

Climate change, environmental pollution, and the continuous degradation of ecosystems have accelerated the global transition toward sustainable consumption. Growing public awareness of environmental preservation has gradually shifted consumer preferences from conventional products to environmentally friendly alternatives (green products). In this context, purchasing decisions are no longer driven solely by product functionality; consumers increasingly evaluate the social and environmental consequences associated with production and consumption processes. This shift has fostered the emergence of green consumerism, reflecting consumers' preference for products that support environmental sustainability (Limbu & Ahamed, 2023).

One industry that has experienced substantial growth because of this changing consumer behavior is the green cosmetics sector. Increasing concerns regarding personal health, product safety, and environmental sustainability have stimulated demand for cosmetics formulated with natural ingredients, free from harmful chemicals, cruelty-free, and packaged using environmentally responsible materials. These trends suggest that consumers evaluate cosmetic products not only based on their functional performance but also on the social, emotional, and environmental values embedded in the products they purchase (Pacevičiūtė & Razbadauskaitė-Venskė, 2023; Tanaya et al., 2025).

The global green cosmetics market continues to demonstrate strong growth potential. According to Grand View Research, the global natural cosmetics market was valued at USD 31.84 billion in 2023 and is projected to reach USD 45.60 billion by 2030, expanding at a compound annual growth rate (CAGR) of 5.3%. Similarly, Global Market Insights estimated that the natural and organic cosmetics market reached USD 40.8 billion in

2024 and is expected to grow to USD 68.8 billion by 2034, representing a CAGR of 5.4%. The demand for organic personal care products also increased by approximately 12% in 2023, indicating consumers' growing preference for environmentally responsible cosmetic products (Global Market Insights, 2025).

Digital transformation has further accelerated the expansion of the green cosmetics industry. Online distribution channels have become the fastest-growing market segment because they provide consumers with convenient access to product information, including ingredient transparency, environmental certifications, sustainability claims, and user-generated reviews through social media, e-commerce platforms, and beauty communities. Consequently, consumers have become more informed and selective in evaluating products that align with their personal values and lifestyle preferences (GVR Beauty & Personal Care Research Team, 2024).

Within Southeast Asia, Indonesia represents one of the most promising markets for green cosmetics. According to Future Market Insights (2025), the ASEAN organic cosmetics market is expected to increase from USD 3.5 billion in 2026 to USD 8.5 billion by 2036, corresponding to a CAGR of 9.2%. Indonesia is projected to record the highest growth rate in the region, approximately 8.0%, outperforming Vietnam, Thailand, Malaysia, and Singapore (Future Market Insights, 2025; Future Market Insights, 2026). This trend is supported by the rapid expansion of the domestic cosmetics industry, where the number of registered cosmetic manufacturers increased from 819 companies in 2021 to 1,039 companies in 2024, reflecting greater industry commitment to developing products based on natural ingredients, vegan beauty, clean beauty, and sustainable beauty.

Despite this promising market growth, increased demand does not necessarily translate into higher levels of actual purchasing behavior. Previous studies have consistently identified the attitude-behavior gap, often referred to as the green gap, in which consumers express positive attitudes toward environmental protection and sustainable products but fail to translate these attitudes into actual purchasing decisions. Practical purchasing behavior remains influenced by factors such as product price, perceived quality, product accessibility, social influence, and established consumption habits (Ermecke et al., 2026).

This phenomenon is particularly relevant among Generation Z. This cohort has grown up in the digital era and possesses extensive access to information regarding sustainability, environmental protection, and healthy lifestyles. At the same time, Generation Z is highly influenced by social media, online communities, influencers, brand image, emotional experiences, and social recognition when making purchasing decisions. Consequently, environmental awareness alone may not be sufficient to stimulate intentions to purchase green cosmetic products (C. A. Lin et al., 2023; Sharma, 2021).

To explain environmentally responsible purchasing behavior, many previous studies have adopted the Theory of Planned Behavior (TPB) (Ajzen, 1991), which proposes that behavioral intention is determined by attitude, subjective norm, and perceived behavioral control. Although numerous studies have confirmed the explanatory power of TPB in predicting green purchase intention (Delany & Sitio, 2022; Paul et al., 2016; Upadhyaya & Sijoria, 2024; Zulfikar et al., 2023), empirical findings remain inconsistent, particularly regarding the effects of subjective norm and perceived behavioral control (Riyanto & Pangaribuan, 2025).

Another limitation in the existing literature is the predominant emphasis on psychological determinants within TPB while paying relatively limited attention to the role of Consumption Value Theory (CVT). Purchasing decisions regarding green cosmetics are not solely determined by attitudes or social influence but are also shaped by consumers' perceptions of product value, including functional value, social value, and emotional value (Sheth et al., 1991). Integrating Consumption Value Theory with the Theory of Planned Behavior may therefore provide a more comprehensive explanation of the psychological mechanisms underlying green cosmetic purchase intention, particularly among Generation Z consumers in Indonesia.

Existing literature indicates that the Theory of Planned Behavior remains the dominant framework for explaining consumers' purchase intentions toward green cosmetic products (Ajzen, 1991; Paul et al., 2016; Yadav et al., 2026). However, TPB primarily focuses on psychological determinants of behavioral intention and provides limited explanation regarding how consumers' perceived product values shape attitude, subjective norm, and perceived behavioral control before purchase intention is formed.

Conversely, Consumption Value Theory emphasizes that purchasing decisions are driven by consumers' perceived functional, social, and emotional values associated with a product (Sheth et al., 1991). Despite the growing body of research on green consumer behavior, studies integrating Consumption Value Theory with the Theory of Planned Behavior in the green cosmetics context remain limited. To address this theoretical gap, the present study proposes an integrated conceptual framework in which Consumption Value serves as an exogenous construct influencing Attitude, Subjective Norm, and Perceived Behavioral Control, which subsequently determine Green Cosmetic Purchase Intention.

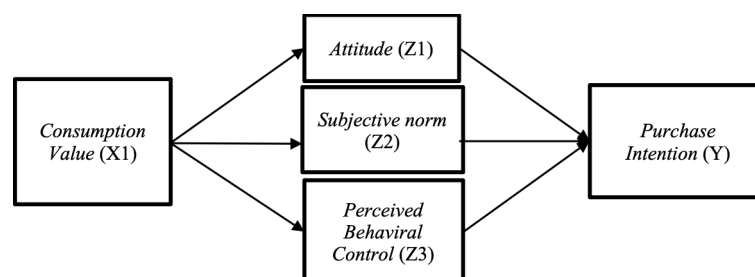


Figure 1. Conceptual Framework

The proposed model assumes that consumers' perceived product value does not directly generate purchase intention. Instead, perceived value first shapes consumers' evaluations of the product, perceptions of social expectations, and confidence in their ability to purchase green cosmetics. These psychological mechanisms subsequently influence consumers' intentions to purchase environmentally friendly cosmetic products. Accordingly, integrating Consumption Value Theory with the Theory of Planned Behavior provides a more comprehensive explanation of the underlying mechanisms that shape green cosmetic purchase intention, particularly among Generation Z consumers.

2. RESEARCH METHOD

2.1. Research Design

This study employed a quantitative explanatory research design to examine the causal relationships among the constructs proposed in the conceptual model. An explanatory approach was considered appropriate because the study aimed to investigate the influence of Consumption Value on Green Cosmetic Purchase Intention, as well as the mediating roles of Attitude, Subjective Norm, and Perceived Behavioral Control. Data were collected using a cross-sectional survey design, in which respondents completed a structured questionnaire at a single point in time. This design is appropriate for examining structural relationships among latent variables based on consumers' perceptions of green cosmetic products.

The conceptual framework integrates Consumption Value Theory (CVT) (Sheth et al., 1991) and the Theory of Planned Behavior (TPB) (Ajzen, 1991). In the proposed model, Consumption Value is specified as the exogenous construct influencing Attitude, Subjective Norm, and Perceived Behavioral Control. These three TPB constructs subsequently serve as mediating variables that explain consumers' Green Cosmetic Purchase Intention. Integrating CVT with TPB is expected to provide a more comprehensive explanation of green cosmetic purchase intention than applying TPB as a standalone theoretical framework.

2.2. Population and Sample

The target population consisted of Generation Z consumers residing in South Tangerang City, Indonesia. Generation Z was selected because this cohort is characterized by intensive digital media usage, extensive exposure to sustainability-related information, and represents one of the fastest-growing market segments for environmentally friendly cosmetic products.

Respondents were selected using a purposive sampling technique to ensure that participants met the research objectives. To be eligible, respondents had to (1) be between 17 and 27 years old, (2) reside in South Tangerang City, (3) be familiar with or have searched for information regarding green cosmetics, and (4) have experience using or demonstrate an interest in green cosmetic products. The minimum sample size was determined according to the recommendation of Hair et al. (2021) for Partial Least Squares Structural Equation Modeling (PLS-SEM), which suggests a sample size of at least ten times the maximum number of structural paths directed toward an endogenous construct. A total of 206 valid responses were collected and included in the final analysis.

2.3. Data Collection Procedure

This study relied primarily on primary data, which were collected through a structured questionnaire administered online using Google Forms. The questionnaire items were adapted from previously validated measurement scales to ensure conceptual consistency and content validity. Secondary data, including scholarly articles, industry reports, government publications, and other academic sources, were also reviewed to support the study's theoretical framework and contextual background. All measurement items were assessed using a five-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The Likert scale was selected because it is widely recognized as an effective approach for measuring consumer perceptions, attitudes, and behavioral intentions in marketing and consumer behavior research.

2.4. Measurement of Variables

The measurement instruments were adapted from established studies to ensure construct validity and reliability. Consumption Value was operationalized based on the framework proposed by Sheth et al. (1991) and further refined using indicators developed by P. C. Lin & Huang (2012) and Biswas & Roy (2015). The constructs of Attitude, Subjective Norm, and Perceived Behavioral Control were adapted from the Theory of Planned Behavior developed by Ajzen (1991) and subsequent empirical studies in green consumer behavior (V. Kumar & Kaushik, 2022; Paul et al., 2016; Yadav et al., 2026). Green Cosmetic Purchase Intention was measured using indicators adapted from Ajzen (1991), Kotler & Keller Lane (2016), Schiffman et al. (2019), and Paul et al. (2016).

Table 1. Operational Definition

Variable	Dimensions	Indicator	Source
Consumption Value	Functional Value	The products are of good quality; the products are safe to use; the products provide benefits for skin health.	Sheth, Newman, & Gross (1991); Lin & Huang (2012)
	Social Value	The use of the product improves self-image; gaining social recognition; Accepted by the social environment.	Sheth et al. (1991); Lin & Huang (2012)
	Emotional Value	Feel proud to use the product; feel satisfied; feel comfortable using the product.	Sheth et al. (1991); Biswas & Roy (2015)
Attitude	Rational Evaluation	Useful products; the purchase decision is the right choice; Products provide benefits to the environment	Ajzen (1991); Paul et al. (2016)
	Affective Evaluation	Like the product; feel good about using the product; have a positive feeling towards the product.	Ajzen (1991); Paul et al. (2016)
Subjective Norm	Social Support	Family support; peer support; support of people who are considered important	Ajzen (1991); Yadav & Pathak (2017)
	Influence of the Social Environment	Surrounding environment using <i>green cosmetics</i> ; friends using <i>green cosmetics</i> ; <i>influencer recommendations</i> .	Ajzen (1991); Kumar et al. (2021)
Perceived Behavioral Control	Confidence in Self-Ability	Confident in choosing products; understanding <i>green cosmetics</i> ; confidently buying products.	Ajzen (1991); Paul et al. (2016)
	Resource Availability	Products are easy to obtain; have financial ability; Have control over purchasing decisions.	Ajzen (1991); Paul et al. (2016)
Green Cosmetic Purchase Intention	Transactional Intent	Intend to buy; planning to buy; Ready to buy	Ajzen (1991); Kotler & Keller (2016); Paul et al. (2016)
	Preferential Intention	Making the product the top choice; preferable to conventional products	Ajzen (1991); Schiffman & Wisenblit (2019)

2.5. Data Analysis Techniques

Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. PLS-SEM was selected because it is well suited for analyzing complex structural models involving multiple latent constructs, provides strong predictive capability, and imposes relatively fewer distributional assumptions than covariance-based SEM (Hair et al., 2021).

The analysis was conducted in two sequential stages. The first stage involved evaluating the measurement model (outer model) by assessing convergent validity, discriminant validity, and construct reliability. Convergent validity was evaluated using outer loadings (≥ 0.70) and Average Variance Extracted (AVE) (≥ 0.50). Construct reliability was assessed through Cronbach's Alpha and Composite Reliability, both of which were required to exceed the threshold of 0.70. Discriminant validity was examined using the Heterotrait–Monotrait Ratio (HTMT), with values below 0.90 indicating adequate discriminant validity (Hair et al., 2021).

The second stage focused on evaluating the structural model (inner model) by examining Variance Inflation Factor (VIF) values to detect multicollinearity, Coefficient of Determination (R^2) to assess explanatory power, Effect Size (f^2) to determine the contribution of each predictor, Predictive Relevance (Q^2) to evaluate predictive capability the Standardized Root Mean Square Residual (SRMR) to assess overall model fit.

Hypothesis testing was subsequently performed using the bootstrapping procedure with 5,000 resamples, following the recommendation of Hair et al. (2021). A structural relationship was considered statistically

significant when the t-value exceeded 1.96, and the p-value was below 0.05. In addition to testing direct effects, this study also examined specific indirect effects to evaluate the mediating roles of Attitude, Subjective Norm, and Perceived Behavioral Control in the relationship between Consumption Value and Green Cosmetic Purchase Intention.

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Respondent Characteristics

This study involved 206 respondents who met the criteria as Generation Z aged 17–29 years, lived in South Tangerang City, and had used green cosmetics. All questionnaires distributed were successfully collected, so the response rate reached 100%. The characteristics of the respondents are presented in Table 2.

Table 2. Characteristics of Respondents.

Characteristics	Categories	n	%
Age	17–20 years	42	20,39
	21–24 years old	85	41,26
	25–29 years old	79	38,35
Gender	Male	20	9,71
	Women	186	90,29
Education	High School/Vocational School	54	26,21
	Diploma	41	19,90
	Bachelor	108	52,43
	Postgraduate	3	1,46
Jobs	Student/Student	40	19,42
	Private Employees	56	27,18
	ASN/SOEs	24	11,65
	Entrepreneurship	56	27,18
	Freelancer/More	30	14,57
Revenue	< IDR 1 million	24	11,65
	IDR 1–2.9 million	55	26,70
	IDR 3–4.9 million	84	40,78
	IDR 5–6.9 million	39	18,93
	> IDR7 million	4	1,94
Products used	Skincare	87	42,23
	Makeup	50	24,27
	Body Care	38	18,45
	Hair Care	31	15,05
Resources	Social Media	53	25,73
	Cosmetic Stores	45	21,84
	Influencer	36	17,48
	Marketplace	32	15,53
	Friends/Family	24	11,65
	Advertisement	16	7,77

Source: Primary data processed (2026)

Many respondents were 21-24 years old (41.26%), female (90.29%), with a bachelor's degree (52.43%), and had a monthly income of IDR 3,000,000–IDR 4,999,999 (40.78%). The most widely used green cosmetics product is skincare (42.23%), while social media (25.73%) is the main source of information about these products. This characteristic shows that the research sample is dominated by young consumers who actively use digital media to obtain information about green cosmetics.

3.1.2. Descriptive Analysis of Variables

Descriptive analysis was carried out to describe the respondents' perception of each research construct based on the mean value and standard deviation.

Table 3. Descriptive Statistics of Variables

Variable	Red	SD	Categories
Consumption Value	4,580	0,551	Very High
Attitude	4,442	0,642	Very High
Subjective Norm	4,452	0,608	Very High

Perceived Behavioral Control	4,553	0,596	Very High
Purchase Intention	4,483	0,654	Very High

Source: Primary data processed (2026)

All constructs obtained an average score above 4.21, so they were in the very high category. The Consumption Value variable had the highest average value, followed by Perceived Behavioral Control, Purchase Intention, Subjective Norm, and Attitude. The relatively low standard deviation indicates that respondents' perceptions of the entire construct tend to be homogeneous.

3.1.3. Evaluation of Measurement Models (Outer Model)

The evaluation of the measurement model was carried out through testing of convergent validity, discriminant validity, and construct reliability.

Table 4. Outer Model Evaluation Results

Construct	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability	Remarks
Consumption Value	0,753–0,858	0,621	0,953	0,959	Valid & Reliable
Attitude	0,767–0,813	0,662	0,878	0,907	Valid & Reliable
Subjective Norm	0,774–0,940	0,757	0,937	0,951	Valid & Reliable
Perceived Behavioral Control	0,837–0,909	0,778	0,936	0,949	Valid & Reliable
Purchase Intention	0,846–0,906	0,765	0,943	0,955	Valid & Reliable

Source: SmartPLS Output, 2026

All indicators have outer loading values above 0.70, while the Average Variance Extracted (AVE) value of the entire construct is above 0.50, thus meeting the criteria for convergent validity. In addition, Cronbach's Alpha and Composite Reliability values of the entire construct exceeded 0.70, indicating that the research instrument had excellent reliability. The results of the cross-loading test and the Fornell–Larcker Criterion also show that each construct has adequate discriminant validity.

3.1.4. Evaluation of Structural Models (Inner Model)

The evaluation of the structural model was carried out by testing the determination coefficient (R^2), predictive relevance (Q^2), effect size (f^2), and model fit.

Table 5. Inner Model Evaluation

Construct	R^2	Q^2	Categories
Attitude	0,545	0,330	Moderate
Subjective Norm	0,466	0,346	Moderate
Perceived Behavioral Control	0,637	0,477	Moderate–Substantial
Purchase Intention	0,750	0,571	Substantial

Source: SmartPLS Output, 2026

The model also shows an SRMR value of 0.068 in saturated models, which indicates a good level of model conformity. An R^2 value of 0.750 indicates that 75% of the variation in Purchase Intention can be explained by Attitude, Subjective Norm, and Perceived Behavioral Control. At the same time, other factors outside the model influence the rest. All Q^2 values are positive, so the model has good predictive capabilities.

3.1.5. Hypothesis Testing

Table 6. Hypothesis Testing Results

Relationships	β	t	p	Verdict
Consumption Value → Attitude	0,738	23,057	<0.001	Accepted
Consumption Value → Subjective Norm	0,682	17,578	<0.001	Accepted
Consumption Value → Perceived Behavioral Control	0,798	24,291	<0.001	Accepted
Attitude → Purchase Intention	0,168	2,976	0,003	Accepted
Subjective Norm → Purchase Intention	0,243	3,097	0,002	Accepted
Perceived Behavioral Control → Purchase Intention	0,526	6,779	<0.001	Accepted

Consumption Value → Attitude → Purchase Intention	0,124	2,950	0,003	Significant mediation
Consumption Value → Subjective Norm → Purchase Intention	0,166	3,025	0,003	Significant mediation
Consumption Value → Perceived Behavioral Control → Purchase Intention	0,420	6,127	<0.001	Significant mediation

Source: SmartPLS Output (2026)

The test results show that empirical data support the entire research hypothesis. Consumption Value has a positive and significant effect on Attitude, Subjective Norm, and Perceived Behavioral Control. Furthermore, the three constructs also have a positive effect on Purchase Intention. Among the three pathways, Perceived Behavioral Control had the largest direct influence on Purchase Intention ($\beta = 0.526$), indicating that consumers' perceptions of the ability and ease of obtaining and using green cosmetics were the most dominant factor in increasing purchase intent. Indirect effects analysis also showed that Attitude, Subjective Norm, and Perceived Behavioral Control significantly mediated the relationship between Consumption Value and Purchase Intention, with Perceived Behavioral Control being the most potent mediator ($\beta = 0.420$).

3.2. Discussion

3.2.1. Consumption Value as an Antecedent of the Theory of Planned Behavior Constructs

The findings demonstrate that Consumption Value significantly and positively influences Attitude ($\beta = 0.738$, $p < 0.001$), Subjective Norm ($\beta = 0.682$, $p < 0.001$), and Perceived Behavioral Control ($\beta = 0.798$, $p < 0.001$). These results indicate that consumers who perceive greater functional, social, and emotional value from green cosmetics are more likely to develop favorable attitudes toward the products, perceive stronger social encouragement to purchase them, and feel more confident about their ability to acquire and use them.

These findings reinforce Consumption Value Theory (CVT), which argues that consumer decisions are shaped by multiple perceived values rather than solely by utilitarian benefits (Sheth et al., 1991). In the context of green cosmetics, consumers evaluate not only product quality and safety but also the symbolic and emotional benefits associated with environmentally responsible consumption. The perceived contribution to environmental sustainability and the positive social image gained from using green cosmetics appear to strengthen consumers' psychological readiness to purchase such products. Similar findings have been reported by P. C. Lin & Huang (2012), Biswas & Roy (2015), and Kautish et al. (2019), who concluded that consumption values play a central role in encouraging environmentally responsible purchasing behavior.

Among the three TPB antecedents, Perceived Behavioral Control (PBC) exhibited the strongest relationship with Consumption Value. This finding suggests that perceived product value extends beyond shaping favorable evaluations; it also increases consumers' confidence in their ability to purchase environmentally friendly products. Consumers who perceive green cosmetics as beneficial are more likely to believe that these products are accessible, affordable, and compatible with their lifestyle. Consequently, perceived value enhances not only motivation but also consumers' sense of behavioral capability.

The dominance of PBC may also reflect the characteristics of Generation Z, who rely heavily on digital platforms to search for product information, compare alternatives, and purchase products online. Easy access to information through social media, e-commerce platforms, and beauty influencers reduces perceived purchasing barriers while strengthening consumers' confidence in making environmentally responsible purchase decisions. This finding extends previous applications of Consumption Value Theory by demonstrating that perceived value contributes not only to attitude formation but also to the development of subjective norms and perceived behavioral control within the context of sustainable cosmetic consumption.

3.2.2. Explaining Green Cosmetic Purchase Intention through the Theory of Planned Behavior

Consistent with the Theory of Planned Behavior (Ajzen, 1991), the results indicate that Attitude, Subjective Norm, and Perceived Behavioral Control all exert significant positive effects on Green Cosmetic Purchase Intention. However, the magnitude of these relationships differs substantially. Perceived Behavioral Control emerged as the strongest predictor ($\beta = 0.526$, $p < 0.001$), followed by Subjective Norm ($\beta = 0.243$, $p = 0.002$) and Attitude ($\beta = 0.168$, $p = 0.003$).

The dominant influence of perceived behavioral control suggests that consumers' purchase intentions depend not only on favorable evaluations of green cosmetics but also on whether they perceive sufficient resources and opportunities to purchase them. Product accessibility, financial affordability, product knowledge, and purchasing convenience appear to be more influential than positive attitudes alone. This finding aligns with Ajzen (1991) proposition that behavioral intentions become stronger when individuals perceive greater control over performing the intended behavior.

The relatively stronger role of PBC is particularly relevant in the green cosmetics market, where consumers often face practical considerations such as product availability, price, and accessibility. The increasing availability of green cosmetics through online marketplaces, digital commerce, and social media channels may enhance consumers' perceived control and consequently strengthen their purchase intentions.

Although Attitude exhibited the smallest direct effect, it remained statistically significant, indicating that positive product evaluations continue to contribute to purchase intention. Likewise, Subjective Norm significantly influenced purchase intention, suggesting that recommendations from family members, peers, online communities, and beauty influencers continue to shape Generation Z consumers' purchasing decisions. These findings corroborate previous studies demonstrating the applicability of TPB in explaining green purchasing behavior (V. Kumar & Kaushik, 2022; Paul et al., 2016; Yadav et al., 2026). Nevertheless, the present study suggests that, in the context of green cosmetics, practical considerations associated with behavioral control may outweigh purely attitudinal evaluations.

3.2.3. Mediating Role of the Theory of Planned Behavior and Theoretical Implications

The mediation analysis revealed that Attitude, Subjective Norm, and Perceived Behavioral Control significantly transmit the influence of Consumption Value to Green Cosmetic Purchase Intention. Among these mediators, Perceived Behavioral Control demonstrated the strongest indirect effect ($\beta = 0.420$), followed by Subjective Norm ($\beta = 0.166$) and Attitude ($\beta = 0.124$). These findings indicate that consumers' perceived value does not translate directly into purchase intention; instead, it operates through the psychological mechanisms proposed by the Theory of Planned Behavior (Ajzen, 1991).

The predominance of perceived behavioral control suggests that consumption value becomes most influential when it enhances consumers' confidence in their ability to purchase green cosmetics. Consumers who perceive greater functional effectiveness, social recognition, and emotional satisfaction from green cosmetics are more likely to believe that purchasing such products is feasible and within their control. Consequently, perceived behavioral control functions as the primary psychological pathway linking consumption value with purchase intention.

From a theoretical perspective, this study contributes to the literature by integrating Consumption Value Theory (Sheth et al., 1991) and the Theory of Planned Behavior (Ajzen, 1991) into a unified explanatory framework. Previous studies have generally examined these theories independently, focusing either on perceived product value or on psychological determinants of behavioral intention. The present findings demonstrate that Consumption Value functions as an antecedent that shapes Attitude, Subjective Norm, and Perceived Behavioral Control, which subsequently determine consumers' purchase intentions. This integrated framework therefore provides a more comprehensive explanation of how consumption values are translated into behavioral intentions in the context of sustainable cosmetic consumption.

The findings also offer important managerial implications for practitioners in the green cosmetics industry. Marketing strategies should extend beyond emphasizing functional product attributes by enhancing consumers' perceptions that green cosmetics are accessible, affordable, and compatible with their daily lifestyles. Strengthening omnichannel distribution, improving product availability, and providing transparent sustainability information may increase consumers' perceived behavioral control. Furthermore, social media campaigns, influencer marketing, and community-based promotional activities can reinforce favorable social norms and enhance the emotional and symbolic value associated with green cosmetics. Together, these strategies may strengthen consumers' perceived value while simultaneously increasing their intention to purchase environmentally friendly cosmetic products.

Overall, the study demonstrates that integrating Consumption Value Theory with the Theory of Planned Behavior offers a richer understanding of green cosmetic purchase intention among Generation Z consumers and provides a robust theoretical foundation for future research on sustainable consumer behavior.

4. CONCLUSION

This study shows that Consumption Value is an important factor that forms Green Cosmetic Purchase Intention through psychological mechanisms described in the Theory of Planned Behavior (TPB). The consumption value felt by consumers is proven to increase Attitude, Subjective Norm, and especially Perceived Behavioral Control, which further encourages the formation of the intention to buy green cosmetics. Among the three TPB constructs, Perceived Behavioral Control has the most dominant role, showing that perceptions of ease of acquisition, affordability, and control over product use are the main factors in purchasing green cosmetics in Generation Z.

Theoretically, this study expands the application of Consumption Value Theory by showing that consumption value not only directly influences purchase intentions but also forms the main constructs in the Theory of Planned Behavior. Integrating the two theories provides a more comprehensive understanding of the mechanism behind the intention to purchase environmentally friendly cosmetic products.

In practical terms, these findings indicate that green cosmetics companies need not only to increase the functional, social, and emotional value of products, but also to strengthen consumer perceptions of ease of access, product availability, and credible information. Further research is suggested to expand the scope of respondents, compare characteristics between generations or regions, and develop models by including other relevant variables, such as green trust, environmental concern, or green brand image.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Biswas, A., & Roy, M. (2015). Green products: an exploratory study on the consumer behaviour in emerging economies of the East. *Journal of Cleaner Production*, 87, 463–468. <https://doi.org/10.1016/j.jclepro.2014.09.075>
- Delany, A. E., & Sitio, R. P. (2022). Pengaruh Attitude Toward Behavior, Subjective Norm dan Perceive Behavioral Control terhadap Minat Beli Green Product Industri Fashion. *Media Ekonomi*, 22(1). <https://doi.org/10.30595/medek.v22i1.11280>
- Ermecke, K., Mergner, N., Brüggemann, P., & Olbrich, R. (2026). Mind the Gap—An Empirical Analysis of the Attitude-Behaviour Gap in Grocery Retailing. *Journal of Consumer Behaviour*, 25(2), 785–799. <https://doi.org/10.1002/cb.70095>
- Global Market Insights Inc. (2025). Natural and organic cosmetics market opportunity, growth drivers, industry trend analysis, and forecast, 2025–2034 (Report ID: GMI14924). Global Market Insights Inc.
- Grand View Research. (2024). Beauty and personal care products market size, share & trend analysis report by type (conventional, organic), by product (skin care, hair care, color cosmetics, fragrance), by distribution channel, by region, and segment forecasts, 2024–2030. <https://www.grandviewresearch.com>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Kautish, P., Paul, J., & Sharma, R. (2019). The moderating influence of environmental consciousness and recycling intentions on green purchase behavior. *Journal of Cleaner Production*, 228, 1425–1436. <https://doi.org/10.1016/j.jclepro.2019.04.389>
- Kotler, P., & Keller Lane, K. (2016). Marketing Management. In Marketing Management.
- Kumar, J., Biswas, B., & Verghese, S. (2021). Assessment of Groundwater Quality for Drinking and Irrigation Purpose using Geospatial and Statistical techniques in a Semi-arid Region of Rajasthan, India. *Journal of the Geological Society of India*, 97(4), 405–415. <https://doi.org/10.1007/s12594-021-1699-x>
- Kumar, V., & Kaushik, A. K. (2022). Engaging customers through brand authenticity perceptions: The moderating role of self-congruence. *Journal of Business Research*, 138, 26–37. <https://doi.org/https://doi.org/10.1016/j.jbusres.2021.08.065>
- Limbu, Y. B., & Ahamed, A. F. M. J. (2023). What Influences Green Cosmetics Purchase Intention and Behavior? A Systematic Review and Future Research Agenda. *Sustainability*, 15(15), 11881. <https://doi.org/10.3390/su151511881>
- Lin, C. A., Wang, X., & Yang, Y. (2023). Sustainable Apparel Consumption: Personal Norms, CSR Expectations, and Hedonic vs. Utilitarian Shopping Value. *Sustainability*, 15(11), 9116. <https://doi.org/10.3390/su15119116>
- Lin, P. C., & Huang, Y. H. (2012). The influence factors on choice behavior regarding green products based on the theory of consumption values. *Journal of Cleaner Production*, 22(1), 11–18. <https://doi.org/10.1016/j.jclepro.2011.10.002>
- Pacevičiūtė, A., & Razbadauskaitė-Venskė, I. (2023). The Role of Green Marketing in Creating a Sustainable Competitive Advantage. *Regional Formation and Development Studies*. <https://doi.org/10.15181/rfds.v40i2.2533>
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134. <https://doi.org/10.1016/j.jretconser.2015.11.006>

- Riyanto, R. R., & Pangaribuan, C. H. (2025). The Effect of Environmental Concern on Green Purchase Intention Mediated by Attitude Towards Green Product, and Subjective Norm in Sensatia Botanicals Gen Z Cosmetic Users in Indonesia. *Journal of Management Economic and Financial*, 3(3). <https://doi.org/10.46799/jmef.v3i3.141>
- Schiffman, L. G., Wisenblit, J., & Kumar, R. (2019). *Consumer Behavior (12th Edition)* | By Pearson. In https://books.google.com.pe/books/about/Consumer_Behavior_12th_Edition_By_Pearso.html?id=CxPHDwAAQBAJ&redir_esc=y.
- Sharma, A. P. (2021). Consumers' purchase behaviour and green marketing: A synthesis, review and agenda. In *International Journal of Consumer Studies* (Vol. 45, Number 6). <https://doi.org/10.1111/ijcs.12722>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Tanaya, I. G. A. A., Nyoman Dwika Ayu Amrita, Ni Putu Eka Saraswati, & Ni Luh Gede Vivin Apriliani. (2025). Green Consumerism di Era Modern: Analisis Tren Dan Dinamika Perilaku Pembelian Berbasis Kesadaran Lingkungan. *Jurnal Ekonomi Manajemen Akuntansi*, 31(2), 165–180. <https://doi.org/10.59725/ema.v31i2.379>
- Upadhyaya, A. S., & Sijoria, C. (2024). Customers' Purchase Intention of Green Cosmetics in India: Empirical Validations Using an Extended Theory of Planned Behavior (TPB). *Indian Journal of Marketing*, 54(8), 60. <https://doi.org/10.17010/ijom/2024/v54/i8/174187>
- Yadav, P., Dwivedi, A., & Tripathi, V. (2026). Unraveling Green Consumption: A Mixed-Method Study of TPB Antecedents and Moderating Role of Social Media Marketing. *Journal of Global Marketing*, 1–23. <https://doi.org/10.1080/08911762.2026.2645519>
- Zulfikar, R., Suryadi, N., Valen Prasarry, Y., Barqiah, S., & Dedy. (2023). Penggunaan Theory of Planned Behavior dalam Kajian Perilaku Konsumen Hijau. *JKBM (JURNAL KONSEP BISNIS DAN MANAJEMEN)*, 10(1). <https://doi.org/10.31289/jkbm.v10i1.10496>