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The Effect of Altruistic Value and Egoistic Value on Attitude and Purchase Intention Green Cosmetics in Indonesia

Alvita Raissa Marza
Postgraduate Student, Department of Economics and Business,
Lampung University, Indonesia
Satria Bangsawan
Professor, Department of Economics and Business,
Lampung University, Indonesia
Mahrinasari MS
Professor, Department of Economics and Business,
Lampung University, Indonesia

Abstract:
Indonesia is a developing country that has various environmental problems. Environmental problems in Indonesia include solid waste and pollution of water sources from consumption activities. In addition, in 2020, the Food and Drug Supervisory Agency (BPOM) reported that it had uncovered the circulation of illegal cosmetics of more than Rp. 10 billion in Indonesia. Environmental and illegal cosmetic problems can change the consumption pattern of green cosmetics. In addition, values in consumers can affect consumption patterns, such as attitudes and intentions to buy green cosmetics. Two values that have a very high impact on consumer behavior toward green products and are negatively correlated are altruistic and egoistic values. Therefore, the main objective of this study is to analyze the effect of altruistic and egoistic values on attitudes and purchase intentions of green cosmetics. Sampling was done by purposive sampling with 400 data that can be used. Data analysis was performed using structural equation model analysis (SEM). The results showed that altruistic and egoistic values positively affected attitudes and purchase intentions of green cosmetics. Selfish values have a more significant influence on attitudes and purchase intentions of green cosmetics than altruistic values. However, egoistic values were found to have more impact on attitudes and purchase intentions of green cosmetics. This research is one of the initial attempts to understand the importance of altruistic and egoistic values related to green cosmetic products in the Indonesian context.

Keywords: Green cosmetics, altruistic value, egoistic value, attitude, purchase intention

1. Introduction

Indonesia is a developing country that has various environmental problems. Indonesia is one of the most waste-producing countries, ranked 11th in the world (Ritchie & Roser, 2018). Indonesia also has other environmental problems, namely water quality that is not too good (Badan Pusat Statistik, 2020). The Indonesian government has made efforts to improve environmental problems by issuing Sustainable Development Goals (TPB/SDGs). However, this is difficult to achieve if the consumption of goods is not controlled (Chan, 2001). One of the products consumed every day by both women and men is cosmetic products. Therefore, Indonesia is one of the potential markets for the cosmetic industry. In 2020, the growth of the cosmetic industry increased by 5.59% from the previous year (Rizanty, 2021). However, the Food and Drug Supervisory Agency (BPOM) reported that it had revealed the circulation of more than 10 billion rupiahs of illegal cosmetics in Indonesia (Badan POM, 2020). This issue makes people more selective in choosing cosmetic products because synthetic materials and cosmetic chemicals affect health and the environment (Hsu et al., 2017; Patnaik et al., 2021). Therefore, it is very important to understand green consumption behavior because consumers are members of society and significant stakeholders in the market (Paswan et al., 2017).

Previous research on consumer buying behavior toward green cosmetic products is still limited (ElHaffar et al., 2020; Jaini et al., 2020; Paul et al., 2016). In addition, research on green products, especially the cosmetic category in the context of developing countries, is still very rare (Shimul et al., 2022), such as in Indonesia. Therefore, this study tries to explain the buying behavior of Indonesian consumers toward green cosmetic products. Several factors influence the buying behavior of green cosmetics. In the existing literature, most studies focused mainly on attitudes, subjective norms, and perceived behavioral control over purchasing behavior, but little attention was paid to estimating value ideas (H. Kim et al., 2015). However, consumer values play an essential role in buying behavior (Jayawardhena et al., 2016). Because of the scarcity of research and the important role consumer values play in consumer behavior, this study tries to explain the buying behavior of Indonesian consumers by knowing the influence of altruistic and egoistic values on attitudes and purchase intentions of green cosmetic products. This study classifies values into two values, namely values that emphasize

self-determination or can be said to be an egoistic value system and values that emphasize the welfare of others without personal gain or are called altruistic values (Yadav, 2016)). Previous studies claim that altruistic and egoistic values significantly impact consumer attitudes toward green products (Prakash et al., 2019; Yadav, 2016). Research conducted by Prakash et al. (2019) shows that altruistic values have a greater influence than egoistic values on attitudes and product purchase intentions.

On the other hand, research conducted (Yadav, 2016) in India showed that egoistic values were found to have more impact on consumers' purchase intention of organic food. Therefore, this study aimed to determine the effect of altruistic and egoistic values on attitudes and green cosmetics purchase intention in Indonesia and the effect of attitudes on green cosmetic purchase intentions. This study also offers a new perspective on the findings of previous studies.

2. Literature Review

2.1. Consumer Behavior
Consumer behavior studies how consumers, individuals, groups, and organizations choose, use, and dispense products (goods, services, ideas, or experiences) to satisfy consumer needs and want (Kotler & Keller, 2016). Many previous studies predict the buying behavior of green products using the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) and the Theory of Planned Behavior (TPB) (Ajzen, 1991). Both models support the view that intention significantly influences behavior (Ajzen, 1991). The intention indicates how hard someone wants to try and how much effort they plan to put in or perform a behavior (Ajzen, 1991). Purchase intention can be used as an essential measure to anticipate buying behavior by evaluating consumer attitudes toward a product (Fishbein & Ajzen, 1975). Attitudes can be shown in the evaluation, behavior, and tendencies of individuals in a conflict, whether favorable or unfavorable (Ajzen, 1991). Consumer attitudes are shaped by a comprehensive evaluation of the product or service (Eagly & Chaiken, 1993). Therefore, attitude is an essential antecedent of behavioral intentions toward green products of each individual in various settings, such as purchasing environmentally friendly products (Yadav & Pathak, 2016).

2.2 Altruistic Values
Altruistic value is shown in caring for others about the environment (Swami et al., 2010)). Altruistic values encourage a person to be more concerned about the environment (Birch et al., 2018; Dunlap & Jones, 2002; Zou & Chan, 2019). Many previous studies have stated that altruistic values are reflected by one's concern for the environment (Birch et al., 2018; Prakash et al., 2019; Yadav, 2016; Zou & Chan, 2019). Altruistic values are very important to shaping one's behavior toward the environment (Heberlein, 1972). Individuals with a higher orientation toward altruistic values are usually more concerned about environmental issues and more motivated in pro-environmental behavior (Rahman & Reynolds, 2016). In green marketing, altruistic values are part of the assessment for pro-environmental behavior (Kaufmann et al., 2012).

2.3 Egoistic Values
Egoistic values focus on maximizing the results one gets from self-interest-based behavior (Rahman & Reynolds, 2016). The concept of egoistic values is defined as a self-concept showing health concern for individuals and their families (Prakash et al., 2019). Someone with a higher level of egoistic value orientation specifically considers the costs they have to personally incur in carrying out pro-environmental behavior as well as the benefits derived from pro-environmental behavior. When their perceived benefits exceed their perceived costs, they adopt environmentally friendly behavior and vice-versa (S. Y. Kim et al., 2012). Egoistic values can motivate someone to show environmentally friendly behavior (Verma et al., 2019).

2.4 Altruistic Values, Attitude toward Green Cosmetics, and Green Cosmetics Purchase Intention
Altruistic value is a personal value structure that significantly influences behavior (Teng et al., 2015). Altruistic values have shown promising effects on pro-environmental consumer attitudes, intentions, and behaviors (Kaufmann et al., 2012; Mas'od & Chin, 2014; Straughan & Roberts, 1999). The altruistic value in a person is reflected in their efforts to overcome environmental problems through environmentally friendly purchases (Birch et al., 2018; Dunlap & Jones, 2002; Zou & Chan, 2019). Environmental concern shows how someone cares about the environment and can be a determining factor in consumer behavior (Dunlap & Jones, 2002). Previous studies have shown that consumers who care about the environment will have a good attitude toward environmentally friendly products or services (Y. Kim & Han, 2010) and purchase green products (Maichum et al., 2016). Based on the preceding literature, the following can be hypothesized:
- H1. Altruistic values have a positive and significant impact on attitudes toward green cosmetics.
- H2. Altruistic values have a positive and significant impact on green cosmetics purchase intention.

2.5 Egoistic Values, Attitude toward Green Cosmetics, and Green Cosmetics Purchase Intention
Egoistic values can motivate individuals to behave environmentally friendly (Verma et al., 2019). The concept of egoistic value in this study is defined as a self-concept that shows concern for the health of individuals and their families (Prakash et al., 2019). Many consumers switch to the cosmetic product category to adverse health effects, from chemical cosmetics to green cosmetic purchases (Jaini et al., 2020). Previous studies have shown that health problems affect consumer attitudes toward environmentally friendly products (Kumar, 2019; Prakash & Pathak, 2017). Most previous studies considered health and safety concerns as the main factors that attract attention when buying eco-friendly products (Prakash et al., 2019; Yadav, 2016). Previous research has shown that egoistic values can influence attitudes and purchase

intentions of environmentally friendly products (Prakash et al., 2019). Based on the preceding literature, the following can be hypothesized:

- H3. Egoistic values have a positive and significant impact on attitudes toward green cosmetics.
- H4. Egoistic values have a positive and significant impact on green cosmetics purchase intention.

2.6 Attitude toward Green Cosmetics and Green Cosmetics Purchase Intention

Attitude is an essential predictor of behavioral intention (Paul et al., 2016). Attitude is a personal evaluation that each individual manifests toward a particular object (Fishbein & Ajzen, 1975). Previous studies on environmentally friendly products and environmental-related behavior also support the claim that green attitudes and purchase intentions have a positive relationship (Prakash et al., 2019; Yadav & Pathak, 2016). Based on the preceding literature, the following can be hypothesized:

- H5. Attitude toward green cosmetics positively and significantly impacts green cosmetics purchase intention.
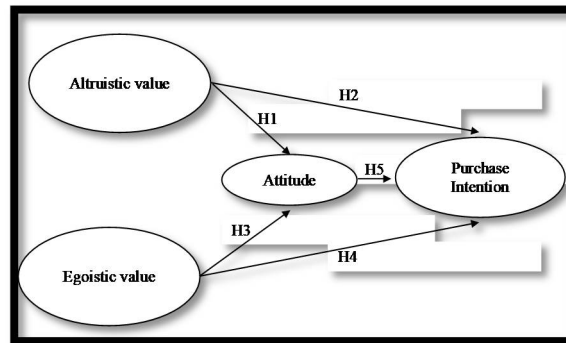
Those all hypotheses are drawn in figure 1 below.

Figure 1. Conceptual Model

Demographic Variables	Category	Frequency Number	Percentage (%)
Gender	Male	70	17.50
	Female	330	82.50
Age	18-29	317	79.25
	30-39	56	14.00
	40-49	15	3.75
	> 50	12	3.00
Last Education	SMA/SMK	102	25.50
	D1/D2/D3	28	7.00
	S1/D4	249	62.25
	S2/S3	21	5.25
Green Cosmetic Usage Experience	Ever	377	94.25
	Never	23	5.75
Green Cosmetics Group Ever Used	Personal care products (cream, lotion, oil, shampoo, soap, cleanser, toothpaste)	352	47.83
	Make-up (lipstick, blush, compact powder, eyebrow pencil)	173	23.51
	Fragrance (cologne, perfume, essence)	199	27.04
	Styling gels and mousses	12	1.63
Green Cosmetics Brands That Have Been and Are in Use	The Body Shop	145	25.00
	Garnier	96	16.55
	Innisfree	47	8.10
	SASC	46	7.93
	Wardah	41	7.07
	Love Beauty and Planet	41	7.07
	SeconDate Beauty	39	6.72
	L'occitane	38	6.55
	Klend and Kind	33	5.69
	Mineral Botanicals	17	2.93
	The Soap Story	12	2.07
	Rose All Day	10	1.72
	Sensatia Botanicals	6	1.03
	Trope Cosmetic	5	0.86
	Skin Dewi	4	0.69

Table 1: Characteristics of Respondents

3. Research Methodology

The type of research conducted in this research is causal research with quantitative techniques. The questionnaires were distributed in a structured and independent manner to the Indonesian people using a cross-sectional survey conducted in one research period. This study questionnaire includes respondent's profile questions such as gender, age, education level, knowledge, and experience regarding green cosmetics. The concluding part of the questionnaire had queries about respondents' perceptions of green product purchase intentions with 13 measurement instruments. The altruistic value was measured using four-question items, and the egoistic value, attitude, and purchase intention of green cosmetics were measured using three question items. This item is designed on a five-point Likert scale, from one indicating 'strongly disagree' to five indicating 'strongly agree.' The population in this study is Indonesian society consisting of educated adults (aged 18 years and over) who are likely to use or even have used green products. The sampling method used in this research is non-probability sampling using the purposive sampling technique, consisting of 400 usable data from 442 respondents. The data collected from 400 respondents were analyzed using a two-step structural equation modeling (SEM) analysis, namely the measurement and structural models (Anderson et al., 1988). AMOS (Analysis of Moment Structure) version 24 analyzes the relationship between constructs.

4. Research Findings and Discussions

4.1. Descriptive Statistics

The characteristics of the respondents were explained by using descriptive analysis techniques. The characteristics of the respondents in this study include gender, age, education level, experience of using green cosmetics, groups of green cosmetics that have been used, and brands of green cosmetics that have been and are currently being used. The results of the descriptive analysis of the respondent's profile obtained can be seen in Table 1.

Table 1 shows the characteristics of the respondents by gender in this study. As many as 330 respondents (82.5%) were female, while male respondents were 17.5%. This result shows that more women have the potential to use or even have used green cosmetic products. In addition, these results may indicate that women are generally more interested in using green cosmetics than men.

The respondents' age characteristics showed that respondents between 18 and 29 years (79.25%) were more dominant in having the potential to use or even have used green cosmetic products than respondents with an age range of 30-39 years (14%). And then, there were respondents between 40 and 49 years (3.75%). In the fourth place, there were respondents with an age of more than 50 years (3%). People aged between 18 and 29 years dominate in having the potential to use or even have used green cosmetic products.

Most respondents have the latest education level S1/D4, as many as 249 respondents (62.25%), while respondents with the newest education are SMA/SMK, as many as 25.50%. Then there are only 5.25% of respondents with the latest education S2/S3. Therefore, based on education, the majority of respondents in this study had the latest education level S1/D4.

Most of the respondents had used green cosmetics, as many as 377 respondents (94.25%). On the other hand, only 5.75% of respondents have never used green cosmetic products. Therefore, it can be concluded that currently, many Indonesian people use environmentally-friendly cosmetic products. The group of green cosmetic products used by respondents was the Personal care products group (cream, lotion, oil, shampoo, soap, cleanser, toothpaste) with 352 respondents (47.83%). Therefore, most respondents have used the Personal care products group (cream, lotion, oil, shampoo, soap, cleanser, toothpaste). In second place is the green cosmetic Fragrance group (cologne, perfume, essence) with 27.04% and the Make-up group (lipstick, blush, compact powder, eyebrow pencil) with 23.51%. Meanwhile, the green cosmetic group that the respondents used the least was the Styling gels and mousses group, as much as 1.63%. Respondents have used various types of local brands, such as SASC, Wardah, SeconDate Beauty, Klend and Kind, Mineral Botanicals, The Soap Story, Rose All Day, Sensatia Botanical, Trope Cosmetic, and Skin Dewi. Even so, the brands of green cosmetic products that the most respondents have used are the body shop brands from global companies, with a total of 145 respondents (25%). Meanwhile, the Skin Dewi brand is a green cosmetic brand with the fewest users, namely four respondents (0.69%).

Construct Name	Items	Factor Loadings	Cronbach's Alpha	CR	AVE
AV	AV1	1.000	0.754	0.914	0.729
	AV2	0.934			
	AV3	0.903			
	AV4	0.820			
EV	EV1	1.000	0.807	0.938	0.836
	EV2	1.056			
	EV3	1.166			
A	A1	1.000	0.776	0.923	0.799
	A2	0.980			
	A3	1.029			
I	I1	1.000	0.727	0.919	0.791
	I2	1.111			
	I3	0.950			

Table 2: Measurement Model

Note: AV-altruistic values, EV-egoistic values, A-attitude toward green cosmetics, I-green cosmetics purchase intention.

4.2 Measurement Model

This study implemented covariance-based Structural Equation Modeling (CB-SEM) to test the proposed research model using AMOS 24 software. Before testing the hypothesis, reliability and validity were calculated of the measurement variables. The validity test consists of convergent validity and discriminant validity. The parameter used in the convergent validity test and Average Variance Extracted (AVE) value show that all measurement variables are valid and fulfill the AVE value standard > 0.6 (Hair et al., 2014). The discriminant validity test looks at the Fornell-Larcker criterion and cross-loading. Discriminant validity also shows that the measurement of the variables used is valid. The criteria used in testing the reliability in this study were Cronbach's Alpha (CA) and Composite Reliability (CR), meeting the predetermined standard of more than 0.7. The results of the measurement model analysis show that all values meet the recommended values, which can be seen in Table 2.

The next phase, SEM analysis, requires measurement of the goodness of fit. The results show that the fit model measurement fulfills the criteria. The statistical fit of the conceptual framework was assessed using a structural model. The measurement results of the fit model can be done by comparing the recommended fit index as presented in Table 3. Table 3 shows that the conceptual framework considered in the present study represents a good data fit well above the recommended value. Thus, the goodness of fit test shows that the observed data is by the theory or model.

The R-Square test shows that the R-Square value of the attitude variable is 0.558, and the R-Square value of the purchase intention variable is 0.716. These results mean that all the independent/independent variables in this study simultaneously have an effect of 55.8% on the attitude variable. In contrast, 44.2% compared to the study by other variables not tested in the study. Therefore, the R-Square value of the attitude variable is in the moderate category. In addition, the results of the R-Square test mean that all independent variables in this study simultaneously have an effect of 71.6% on the purchase intention variable.

In contrast, 28.4% were influenced by other variables not tested in the study. Therefore, the R-Square value of the purchase intention variable is categorized as strong. In addition, the R-Square value is categorized as strong if it is more than 0.67, moderate if it is more than 0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33 (Chin, 1998).

4.3. Structure Model

After analyzing the measurement model, the next step is to test the results of the hypothesis by using Structural Model Results. The t-statistic value of the five hypotheses is greater than the current t-table value of 1.96, with a significance of 5%. The results of hypothesis testing show that altruistic and egoistic values have a positive and significant effect on attitudes and purchase intentions of green cosmetics that support the hypothesis (H1, H2, H3, H4, and H5), respectively. The results can be seen in Table 4.

GOF	Acceptable Match Level	Model Index	Explanation
CMIN	CMIN ≤2df (good fit), 2df < CMIN ≤3df (marginal fit), CMIN > 3df (bad fit)	1.001	Good Fit
p-value	P ≥ 0.05(good fit), p<0,05 (bad fit)	0.472	Good Fit
GFI	GFI ≥ 0.9 (good fit), 0.8 ≤ GFI ≤ 0.9 (marginal fit)	0.982	Good Fit
RMR	RMR ≤ 0.5 (good fit)	0.011	Good Fit
RMSEA	0.05 < RMSEA ≤ 0.08 (good fit), 0.08 < RMSEA ≤1 (marginal fit)	0.001	Good Fit
TLI	TLI ≥ 0.9 (good fit), 0.8 ≤ TLI≤0.9 (marginal fit)	1.000	Good Fit
NFI	NFI ≥ 0.9 (good fit), 0.8 ≤ NFI ≤ 0.9 (marginal fit)	0.980	Good Fit
AGFI	AGF I≥ 0.9 (good fit), 0.8 ≤ AGFI ≤ 0.9 (marginal fit)	0.966	Good Fit
RFI	RFI ≥ 0.9 (good fit), 0.8 ≥ RFI ≤ 0.9 (marginal fit)	0.969	Good Fit
CFI	CFI ≥ 0.9 (good fit), 0.8 ≤ CFI ≤0.9 (marginal fit)	1.000	Good Fit

Table 3: Measurement of the Goodness of Fit

Constructs	Hypothesis	Path coefficient	t-value	Results
Altruistic values have a positive and significant impact on attitudes toward green cosmetics	H1	0.271	2.954	Supported
Altruistic values have a positive and significant impact on green cosmetics purchase intention	H2	0.187	2.350	Supported
Egoistic values have a positive and significant impact on attitudes toward green cosmetics	H3	0.666	5.760	Supported
Egoistic values have a positive and significant impact on green cosmetics purchase intention	H4	0.347	2.667	Supported
Attitude toward green cosmetics has a positive and significant impact on green cosmetics purchase intention	H5	0.518	3.899	Supported

Table 4. Hypothesis Testing on

4.4. Discussions

This study tries to analyze the influence of altruistic and egoistic values in determining attitudes and purchase intentions toward green cosmetic products in Indonesia, a developing country. The results of the structural model test show that altruistic and egoistic values significantly affect consumers' attitudes and purchase intentions toward green cosmetic products. The results of this study indicate that egoistic values have a greater influence on attitudes and purchase intentions of green cosmetics than altruistic values. This study's findings align with the results of research (Magnusson et al., 2003), which states that egoistic values are more important than altruistic values in influencing consumer purchasing decisions for organic food. The results of this study contradict the results of research (Prakash et al., 2019) which observed the influence of altruistic and egoistic values on attitudes and purchase intentions of environmentally friendly packaged products. The results of the study (Prakash et al., 2019) state that altruistic values have a greater influence than egoistic values on attitudes and purchase intentions of environmentally friendly packaged products. Differences in research results can be caused because cosmetic products used daily directly in the consumer's body will directly impact health more than products with environmentally friendly packaging. Many consumers are more concerned with the health of cosmetic products than the environmental impact of cosmetic products. The results of this study indicate that consumers buy green cosmetics with environmental concerns in mind, but their benefits regarding health benefits are the most important to them. According to the statement (Jaini et al., 2020), many consumers turn to green cosmetics instead of cosmetics due to health problems.

This study's findings indicate a positive and significant influence between altruistic values and public attitudes toward green cosmetics. A person's high altruistic value can lead to a positive attitude toward green cosmetic products. Altruistic values refer to feelings or concern for others toward the environment (Swami et al., 2010). Individuals with a higher orientation toward altruistic values are usually more concerned with environmental issues and more motivated to participate in pro-environmental behavior (Rahman & Reynolds, 2016). In addition, the study results indicate a positive and significant influence between altruistic values and the purchase intention of green cosmetic consumers. Altruistic value is understood as a concern for the environment because individuals behave in protecting the natural environment with little thought of profit for themselves (Ebreo et al., 2002). Environmental problems that arise today cause people to care more about the environment. Previous research has shown that consumers with solid altruistic values also have strong ecological beliefs, leading them to exhibit pro-environmental behavior (Groot et al., 2016; Y. Kim & Han, 2010). Previous research on environmental concern and purchase intention of green products, such as research (Maichum et al., 2016), reported a positive relationship between environmental concern and purchase intention for green products among Thai consumers.

In addition, the study results indicate a positive and significant influence between the egoistic value and consumer attitudes toward green cosmetics and the purchase intention of green cosmetics. The concept of egoistic values, such as concern for good health and a better quality of life, can motivate individuals to exhibit environmentally friendly behavior (Verma et al., 2019). A person's health problems can affect his attitude toward environmentally friendly products (Kumar, 2019; Prakash & Pathak, 2017), thus making someone with high health care has a positive attitude toward green cosmetic products. According to a recent global survey on health and wellness (Masory, 2019), these shoppers want beauty and personal care products with natural ingredients sourced and manufactured following ethical and environmental standards. Previous studies have considered health and safety issues as the main factors that attract attention when purchasing environmentally friendly products (Prakash et al., 2019; Yadav, 2016). In accordance with the previous statement, the results of the study state that the egoistic value can significantly and positively influence consumers' attitudes and purchase intentions toward green cosmetic products.

Furthermore, the results showed a positive and significant effect on attitudes toward green cosmetics and consumer buying intentions toward green cosmetics. Individuals with a positive attitude toward a product tend to have a stronger intention to buy the product, and vice versa. The results of this study follow the research conducted by (Jaiswal et al., 2020), which states that the observed positive attitudes of consumers can lead consumers to stronger purchase intentions for green products. If individuals feel that green cosmetics benefit them and their environment, they intend to buy. On the other hand, individuals with negative attitudes toward green cosmetics are unlikely to have the intention to buy green cosmetics.

It can be concluded that egoistic values have a stronger influence than altruistic values on attitudes and purchase intentions of green cosmetics. Therefore, green cosmetic companies must be able to guarantee that their products are safe to use and that there is no influence from the effects of using cosmetics on consumer health. The product must not endanger consumers' health both now and in the future. In addition, green cosmetic companies must be able to provide an overview of the benefits that can be obtained from the use of cosmetic products. In marketing their products, companies should provide education about the composition of the ingredients used in manufacturing green cosmetic products. Education about composition can involve the benefits and effects of using green cosmetics so that consumers can gain better knowledge about green cosmetics. Green cosmetic companies can provide consumer education by directly positioning, promoting, and advertising their green cosmetic products with campaigns and advertisements through electronic media such as social media such as Facebook, Twitter, Instagram, WhatsApp, etc.

In general, these two values have a significant and positive effect on attitudes and purchase intentions toward green cosmetics. Therefore, companies must pay attention not only to the health impact but also to the environmental impact of green cosmetics. For example, companies can disseminate green marketing message content such as product quality and ingredients and demonstrate product life cycles that have minimal impact on the environment. In addition, companies can use packaging that can reflect green cosmetic products and can use convincing, environmentally friendly labeling.

This study also found that many consumers have tried various green cosmetics from local companies, such as

- SASC, Wardah,
- SeconDate Beauty,
- Klend and Kind,
- Mineral Botanicals,
- The Soap Story,
- Rose All Day,
- Sensatia Botanical,
- Trope Cosmetics, and
- Goddess Skins.

These results indicate that many Indonesians are interested in green cosmetics from local companies. Even so, the most widely used green cosmetic brand is The Body Shop, a green cosmetic brand from a global company. The Body Shop is a company that has been operating for a long time and consistently produces in the field of green cosmetics and campaigns for world environmental issues to gain more trust from Indonesian consumers.

5. Summary and Conclusions

This study confirms that egoistic value is the most critical factor influencing consumer attitudes and intentions to buy green cosmetic products. Therefore, companies must build trust regarding the effects and benefits consumers can get from using green cosmetics. Furthermore, egoistic and altruistic values significantly and positively affect attitudes and purchase intentions toward green cosmetics. Therefore, companies must guarantee products that do not have a negative impact on consumer health and the consumer environment from the use of green cosmetics.

5.1. Recommendations of the Study

This study uses two values, namely altruistic values and egoistic values. In the future, more detailed research can be carried out on the relationship between consumer values and behavior toward green cosmetics, such as adding the value of the biosphere as a comparison. In addition, this study also suggests that further research can consider various categories of green cosmetic products in detail and compare the results between categories of green cosmetic products. In addition, this study also suggests that

- Green cosmetic companies should educate consumers about the ingredients used and
- Green cosmetics hugely benefit both health and the consumer's environment by using green marketing, social media influencers, and digital media advertising to attract consumers' interest in purchasing green cosmetics.

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