



Eco-Friendly Beauty: What an Eco-Branding and Consumer Values Drive Purchase Intentions

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Abstract

This study investigates the relationship between eco-branding and eco-consumerism toward purchase intention for local beauty products in Indonesia. The total sample size was determined as 120 samples. The study employed purposive sampling, a non-probability sampling method where respondents were selected based on predefined criteria. The study utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) as the primary analytical technique. The data analysis was conducted using SmartPLS, a powerful tool for PLS-SEM. The research findings indicate that eco-branding significantly impacts purchase intention for beauty products in Indonesia. Consumers are strongly inclined toward products that demonstrate their commitment to sustainability through various environmental practices. Eco-consumerism significantly influences purchase intention for beauty products. Respondents expressed that choosing eco-friendly products is not only a moral obligation but also a reflection of their sustainability and environmental stewardship values.

Introduction

Preserving the environment and promoting sustainability have emerged as significant concerns, particularly among younger generations. This group increasingly adopts lifestyles focused on ensuring a sustainable future, emphasizing eco-friendly practices in their daily lives. Responding to this dynamic, businesses develop environmentally responsible products to align with consumers' values and contribute to global sustainability. Beyond creating sustainable products, many businesses are also implementing comprehensive eco-branding strategies. Eco branding not only highlights the environmental benefits of their offerings but also reflects the company's dedication to sustainability. Eco-branding is marketing strategy that facilitates the achievement of environmental objectives for both enterprises and consumers by emphasizing a company's commitment to environmental preservation (Almestarihi, 2024; Blasi et al., 2020; Kwok et al., 2016). Businesses are poised to experience numerous benefits, inter alia, security against regulations, satisfying green consumer needs and expectations, gaining a green competitive edge against their counterparts, or transforming their entire business philosophy and image (Masocha, 2021).

The rise of eco-branding concept, individuals today are increasingly exposed to information that underscores the importance of environmental preservation and sustainable living. This exposure does more than inform; it actively influences consumer behaviour, transforming attitudes that once overlooked ecological concerns into a growing awareness and appreciation of sustainability. Eco-branding plays a significant role by continually presenting messages encouraging environmental responsibility and urging consumers habits and lifestyle choices. Products marketed with eco-friendly labels and brands committed to sustainable practices are daily reminders of how individual actions can impact the earth. This constant exposure not only

raises environmental consciousness but also inspires consumers to take actionable steps toward a lifestyle that supports ecological balance. People often change their behaviour to adapt to normative standards set by one's social group, including eco-consumerism (Sachdeva et al., 2015).

Over time, these changes in behaviour evolve into a set of core values society embraces. Sustainable practices, such as reducing waste, choosing eco-friendly products, and pro-environmental, or sustainable product, become ingrained in consumers' choices (Ali et al., 2020). These values are then reflected in social interactions, where eco-conscious decisions are seen as positive societal contributions. Adopting environmentally mindful practices becomes more than an individual preference; it represents a collective identity, reflecting a community that prioritizes to protect the earth and values sustainable growth. Eco-branding, therefore, not only shifts consumer behaviour but also fosters social norms that align with environmental stewardship, ultimately influencing society's overall approach to sustainability. In the context of eco-consumption, the role of consumption values in determining functional value, social value, and emotional value of the customers (Amin & Tarun, 2021).

Despite the growing adoption of eco-branding, marketing practices often raise concerns due to overclaims or dishonesty. A notable issue is greenwashing, where companies mislead consumers by falsely portraying their products as environmentally friendly. Greenwashing involves reducing faith in environmental promises by making them confusing and dishonest. Customers are baffled by environmental claims that lack adequate substantiation or contain unclear details, lowering their faith in the goods in question (Nisa et al., 2023). Greenwashing not only harms the credibility of the brand but also erodes the broader movement toward sustainable living. Consumers, once deceived, may develop scepticism toward all eco-friendly claims, making it challenging for genuinely sustainable brands to gain their trust. The presence of greenwash perception would demoralize the consumer about buying a green product and lessen his willingness to know more about the product (Zaidi et al., 2019).

Many businesses are adopting sustainable practices, with the beauty industry being one of the most responsive sectors. Beauty products inherently align with sustainability issues, often incorporating natural ingredients into their formulations. Beauty industries are increasingly embracing a circular economy by prioritizing organic ingredients, sustainable sourcing, energy and water efficiency, refillable products, and package recycling, contributing to a 15% annual growth in sustainable beauty (Reis, 2021). Beyond the use of natural ingredients, the commitment of beauty brands to sustainability can be seen in their business concepts. For instance, many beauty brands are launching environmental preservation programs and adopting eco-friendly packaging, such as recyclable or biodegradable materials. These efforts demonstrate the industry's alignment with broader sustainability goals while addressing the growing demand for responsible consumerism.

In Indonesia, local beauty brands have embraced the sustainability trend, capitalizing on the growing consumer demand for environmentally friendly products. According to Reni Yanita, the Director-General of Small, Medium, and Miscellaneous Industries, the cosmetics market in Indonesia is currently experiencing expansion. Data from Statista reveals that the total revenue of the cosmetics industry is projected to increase by 48% from USD 1.31 billion (approximately Rp 21.45 trillion) in 2021 to USD 1.94 billion (approximately Rp 31.77 trillion) by 2024. Furthermore, it is estimated that the growth of the cosmetic sector will continue until 2028, with an average annual growth rate of 5.35% between 2024 and 2028. The Coordinating Ministry for Economic Affairs of the Republic of Indonesia states that the national beauty industry has vast potential for development, given the abundance of natural resources available

as raw materials for cosmetics. Additionally, Indonesia possesses a rich cultural heritage of using medicinal plants for health and beauty treatments. This shift toward sustainable practices highlights the beauty industry's potential to drive positive consumer behaviour changes. As local beauty products in Indonesia align more closely with sustainability values, they establish themselves as key players in promoting eco-friendly lifestyles. Through their efforts, these brands not only strengthen their market presence but also inspire other sectors to prioritize sustainability in their operations.

There has been a lot of research on sustainable practices, but this research introduces a fresh perspective by examining the impact of eco-branding and eco-consumerism in purchase intention, specifically within Indonesia's local beauty products. While sustainability efforts are common in global markets, research focusing on the nuances of Indonesia's local beauty brands influence purchasing intentions through sustainable practices. Additionally, the study highlights the roles of local beauty brands in setting new standards for sustainable practices in Indonesia. The findings from this research could guide local beauty brands in enhancing eco-friendly practices, designing more authentic eco-branding strategies, and building stronger, trust-based relationships with consumers, ultimately contributing to the broader sustainability movement within Indonesia's consumer market.

Eco-Branding and Purchase Intention

Eco-branding is a market instrument that helps both companies and consumers achieve sustainable goals and contributing to environmental protection and amelioration (Rahman & Haq, 2016). Effective eco-branding highlights a company's commitment to environmentally friendly practices, such as using natural resources responsibly, adopting sustainable production methods, and offering eco-conscious packaging. This branding approach appeals to eco-conscious consumers who value sustainability and are more likely to support brands that align with their values (Kan et al., 2017).

Purchase intention, defined as a consumer's likelihood of buying a product, is significantly influenced by eco-branding's perceived authenticity and effectiveness. When a brand communicates its commitment to sustainability, it resonates with consumers who prioritize environmental preservation, increasing their willingness to purchase. Research suggests that transparent eco-branding efforts foster trust and enhance the brand's credibility, which is crucial for influencing purchase behaviour (Punyatoya, 2014).

Local Indonesian beauty products have a unique advantage in leveraging eco-branding due to Indonesia's abundant natural resources. By incorporating locally sourced natural ingredients into their products, these brands create a strong connection between sustainability and the nation's rich biodiversity. This not only positions the brands as authentic and eco-friendly but also aligns with consumer expectations for sustainable practices. Moreover, integrating sustainable business practices, such as supporting local communities, reducing waste, and using recyclable materials, further reinforces the brand's eco-friendly identity. Such efforts enhance the brand's appeal to environmentally conscious consumers, ultimately increasing purchase intention. The alignment between eco-branding and sustainability practices not only addresses immediate consumer preferences but also contributes to the long-term growth and reputation of the business (Leelavathi & Satyanarayana, 2024; Okunuga, 2019).

H1 : Eco-Branding has positive and significant impact on Purchase Intention

Eco-Consumerism and Purchase Intention

Eco-consumerism refers to the growing trend of consumers purchasing products based on their environmental impact and sustainability. This movement is driven by increased consumer awareness of environmental issues and a shift toward more responsible consumption patterns. Consumers increasingly adopt a positive attitude toward eco-friendly products and businesses, valuing sustainability as they become more aware of environmental issues. This positive attitude significantly enhances their purchase intention for eco-friendly products, as they seek to align their values with their buying decisions (Ghimire, 2020). Eco-consumerism focuses on using the purchasing power of individuals to drive a shift toward sustainable consumption and a greener economy. The core concept is that consumers can influence market dynamics by choosing environmentally friendly products through their purchasing (Dauvergne & Lister, 2010).

The connection between eco-consumerism and purchase intention lies in the idea that as individuals become more conscious of environmental challenges, they align their purchasing behavior with their values and beliefs. In this context, consumers are motivated by product functionality and the social and ethical values associated with eco-friendly goods (Zaidi et al., 2019). Research has shown that eco-conscious consumers are more likely to choose products that promote environmental sustainability, thereby increasing their intention to purchase those products (Akter, 2019).

Social factors, including personal identity, image, and trends, often influence eco-consumerism. Consumers often choose eco-friendly products as a means of expressing their identity and values. They may perceive these choices as reflective of their commitment to environmental preservation, contributing to their self-image and social identity (Choi et al., 2014). Additionally, social, and cultural trends play a significant role in shaping consumer behaviour. As sustainability becomes a prominent societal value, consumers are increasingly influenced by social norms, peer pressure, and the desire to conform to the behaviour of others in their social circles (Yoon & Joung, 2021).

The beauty product market has witnessed an increasing emphasis on eco-consumerism, with many local brands integrating sustainability into their products, packaging, and overall business strategies. Consumers are not only evaluating the functionality of beauty products but also considering their alignment with environmental values. In Indonesia, people's knowledge reveals a strong connection between environmental knowledge and positive attitudes toward conservation. A better understanding of environmental issues, shaped by informal education or societal norms, fosters supportive attitudes that drive eco-friendly purchasing decisions (Lee & Hung, 2024).

As consumers become more aware of the importance of sustainable consumption, their purchasing decisions are increasingly influenced by factors such as product transparency, ethical sourcing, and environmentally friendly packaging. In the beauty industry, this shift in consumer preferences has led to the rise of local brands that cater to eco-conscious consumers, offering products made from natural ingredients and packaged in recyclable or biodegradable materials. (Mahasuweerachai & Suttikun, 2022) reveals that individuals who identify as environmentally conscious tend to view eco-friendly brands more favourably, which boosts the brand image and evokes a positive emotional response. Consequently, the alignment of a brand's image with the consumer's environmental values significantly influences purchase intention.

H2 : Eco-Consumerism has positive and significant impact on Purchase Intention

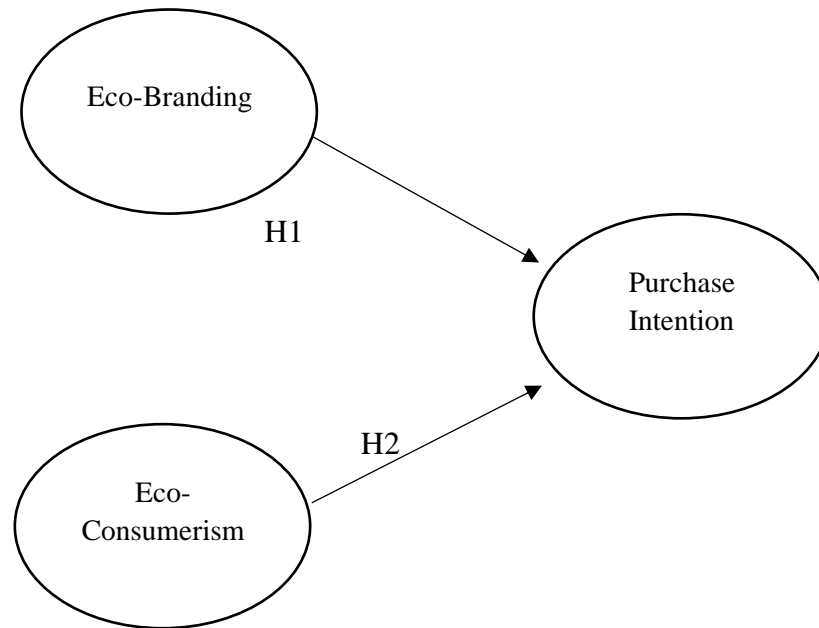


Figure 1. Research Model

Methods

This study aims to investigate the relationship between eco-branding, and eco-consumerism, toward purchase intention for local beauty products in Indonesia. The research specifically examines seven prominent brands (Somethinc, N'pure, Scarlett Whitening, Avoskin, Sensatia Botanicals, Skin Game, and From This Island) that actively promote themselves as eco-friendly and supportive of sustainable programs (www.beautynesia.id). The independent variables include eco-branding and eco-consumerism, and the dependent variable is purchasing intention.

The sample size for this study was calculated using the rule of thumb for Partial Least Squares Structural Equation Modeling (PLS-SEM). Hair et al., (2012) suggests that the minimum sample size should be at least ten times the maximum number of structural paths aimed at any construct in the model. The total required sample size was determined as 120 samples. The study employed purposive sampling, a non-probability sampling method where respondents were selected based on predefined criteria, includes interest in and understanding of eco-friendly concepts, age between 17–40 years, residing in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi), a highly urbanized area with diverse consumer preferences. The research was conducted by distributing questionnaires to respondents, employing a Likert scale ranging from 1 to 5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree."

The study utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) as the primary analytical technique. PLS-SEM is ideal for studies focusing on theory development and testing relationships among constructs, especially when dealing with latent variables like eco-branding and eco-consumerism. PLS-SEM emphasizes prediction and exploration of the model, aligning with the study's objective to understand the predictive influence of eco-branding and eco-consumerism on purchase intention. The data analysis was conducted using SmartPLS, a powerful tool for PLS-SEM, which enables straightforward modeling and visualization of complex relationships among variables. Provides reliable results for path coefficients, model fit indices, and mediation effects, essential for validating the hypothesized relationships (Hair et al., 2021). By integrating purposive sampling, a robust analytical

framework with PLS-SEM, and the use of SmartPLS, this study ensures a rigorous investigation into the influence of eco-branding, and eco-consumerism, on the purchase intention of eco-conscious consumers.

Table 1. Research Construct

Construct	Item	Operationalization
Eco-Branding	Q1	I believe this beauty product uses sustainable materials in its production process.
	Q2	I believe the production process of this beauty product adheres to eco-friendly practices.
	Q3	The packaging design of this beauty product allows for recycling.
	Q4	I will support products or services that provide consumers with eco-friendly options.
	Q5	The company has programs that involve consumers in making positive contributions to the environment (bringing shopping bags, returning packaging for recycling, etc.).
	Q6	The company has programs that encourage consumers to participate in reducing environmental impact.
	Q7	The advertisements or promotions of this beauty product support the concept of green promotion and sustainability.
	Q8	I am aware that this beauty product has a label indicating it is eco-friendly.
	Q9	I am aware that this beauty product has sustainability certification from a trusted party.
Eco-Consumerism	Q10	I feel that using eco-friendly products is part of my responsibility to protect environmental sustainability.
	Q11	I am motivated to choose eco-friendly products because I care about environmental preservation.
	Q12	Using eco-friendly products reflects my moral values as an environmentally conscious individual.
	Q13	I want the products I use to reflect my personal values about sustainability and environmental responsibility.
	Q14	Contributing to environmental preservation makes me feel better about myself.
	Q15	I feel that using eco-friendly products will enhance my social image as someone who cares about the environment.
	Q16	Choosing eco-friendly products helps me create a positive image in the eyes of others.
	Q17	I feel encouraged to use eco-friendly products because my friends and family also support these products.
	Q18	I choose eco-friendly products because I want to meet the social expectations around me.
	Q19	I feel there is social pressure to choose products that support environmental sustainability.
	Q20	Choosing eco-friendly products feels relevant because it is a current trend in society.
	Q21	Using eco-friendly products makes me feel aligned with modern lifestyle trends.

Purchase Intention	Q27	I intend to buy this beauty product because of its environmental commitment.
	Q28	I hope to purchase this beauty product in the future due to its eco-friendly performance.
	Q29	Overall, I feel good about buying this beauty product because of its eco-friendly nature.

Result and Discussion

The study employed purposive sampling to target respondents aged 17–40 years, residing in Jabodetabek, and demonstrating an interest in and understanding of eco-friendly concepts. Below is the table detailing the description of the respondents:

Table 2. Respondent Description

Description	Result
Gender	67.3% Female 32.7% Male
Age	45.5% 22-28 years old 22.8% 29-34 years old 20.8% 17-22 years old 10.9% 35-40%
Domisili	24.8% Depok 21.8% Bekasi 20.8% DKI Jakarta 16.8% Bogor 15.8% Tangerang
Money spent	45.5% Rp 400.000 - Rp 1.000.000 26.7% < Rp 300.000 21.8% Rp 1.000.000 - Rp 2.500.000 5.9% > Rp 2.500.000

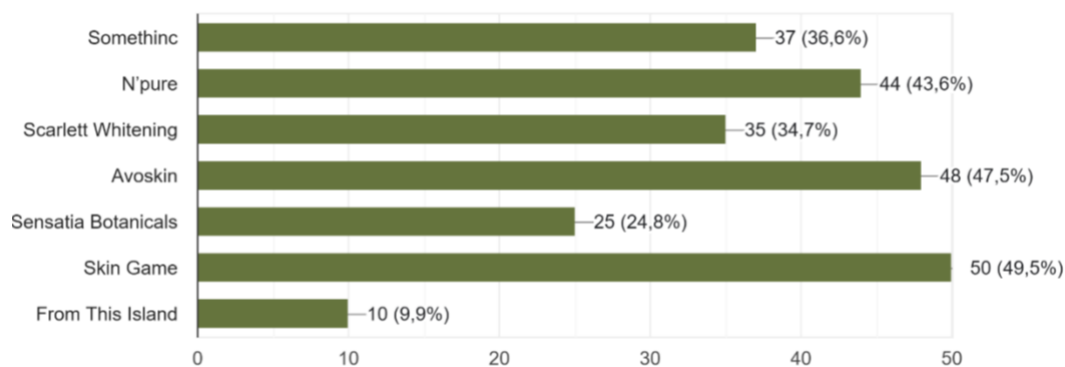


Figure 2. The beauty brand interest to purchase

Validity and Reliability Measurement

Indicators are deemed valid if their loading factor values exceed 0.5, indicating practical significance. The statistical analysis confirms that all indicators effectively represent the associated variables. For reliability, Cronbach's alpha scores above 0.7 are considered acceptable, and composite reliability values surpassing 0.70 meet the required threshold. Additionally, an Average Variance Extracted (AVE) value greater than 0.5 signifies adequate

convergent validity (Kamranfar et al., 2023). The reliability test results confirm that all indicators consistently support the formation of the construct variables.

Table 3. Validity and Reliability Measurement

Construct	Item	Mean	Standard Deviation	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE
Eco-Branding	Q1	0.834	0.034	0.838	0.953	0.953	0.725
	Q2	0.888	0.024	0.891			
	Q3	0.888	0.020	0.890			
	Q4	0.833	0.029	0.836			
	Q5	0.837	0.031	0.840			
	Q6	0.824	0.037	0.828			
	Q7	0.832	0.029	0.834			
	Q8	0.855	0.027	0.858			
	Q9	0.844	0.032	0.848			
Eco-Consumerism	Q10	0.865	0.027	0.866	0.965	0.965	0.720
	Q11	0.840	0.028	0.843			
	Q12	0.839	0.028	0.841			
	Q13	0.866	0.027	0.869			
	Q14	0.844	0.027	0.846			
	Q15	0.827	0.038	0.831			
	Q16	0.845	0.029	0.847			
	Q17	0.845	0.028	0.847			
	Q18	0.829	0.036	0.834			
	Q19	0.869	0.022	0.870			
	Q20	0.841	0.030	0.844			
Q21	0.843	0.028	0.846				
Purchase Intention	Q27	0.879	0.020	0.880	0.848	0.849	0.767
	Q28	0.867	0.028	0.870			
	Q29	0.876	0.027	0.878			

R-square and Hypothesis Measurement

The Smart PLS analysis revealed R-squared value of 0.920, indicating that 92% of the variation in the purchase intention, is accounted for by eco-branding, and eco-consumerism. This high R-squared value demonstrates a robust relationship, suggesting the model effectively explains the factors influencing purchase intention. Eco-branding and eco-consumerism play a substantial role in shaping purchase intention.

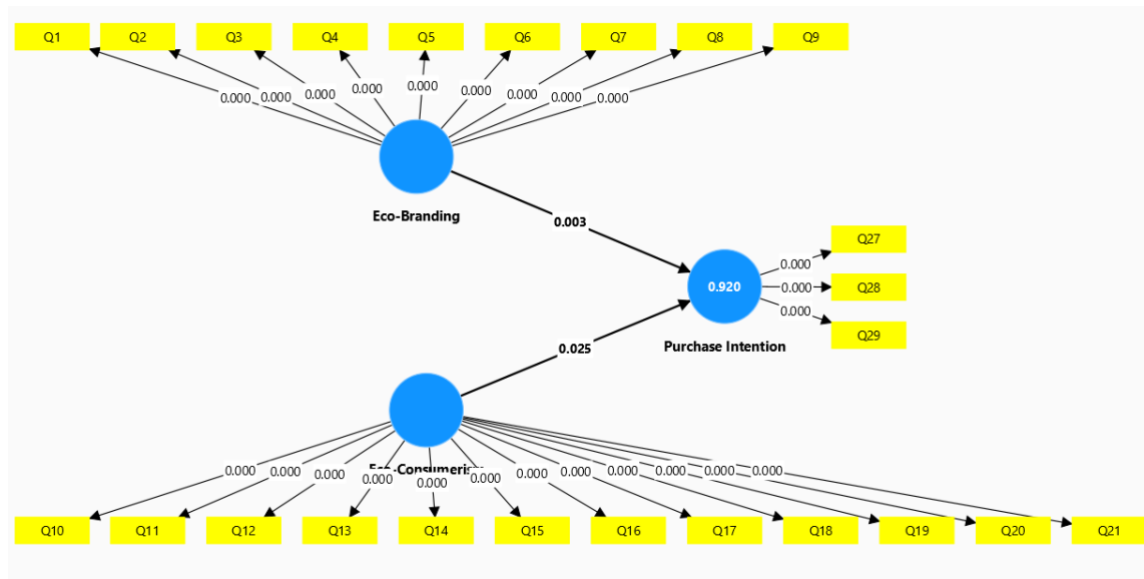


Figure 3. SmartPLS Bootstrapping Result

Hypothesis testing was performed by evaluating the inner model to assess the connections between latent variables. A relationship is considered statistically significant when the T-statistic exceeds 1.96 and the P-value is below 0.05 (5% significance level). Table 4 shows that eco-consumerism positively and significantly influences purchase intention, with a T-statistic of 2.946, well above 1.96, and a P-value under 0.05. Similarly, eco-consumerism positively and significantly affects purchase intention, supported by a T-statistic of 2.243 and a P-value below 0.05.

Table 4. Test of Hypothesis

Path Coefficient	T-Statistic	P-Value	Result
Eco-Branding → Purchase Intention	2.946	0.003	Accepted
Eco-Consumerism → Purchase Intention	2.243	0.025	Accepted

Eco-Branding and Purchase Intention

The research findings indicate that eco-branding has a significant impact on purchase intention for beauty products in Indonesia. Consumers are strongly inclined toward products that demonstrate their commitment to sustainability through various environmental practices. Respondents expressed confidence that these beauty products are manufactured using sustainable materials, which aligns with their growing concern for environmental preservation. Additionally, the belief that the production processes adopt environmentally friendly practices resonates well with consumers who prioritize sustainability in purchasing intention.

The recyclable packaging designs of these products further solidify consumer trust by demonstrating a tangible effort to reduce environmental impact. Consumers value the opportunity to participate in sustainable practices, such as returning empty containers for recycling or bringing reusable shopping bags, facilitated by the company's initiatives. These programs foster a partnership between consumers and the brand, enhancing emotional engagement and loyalty.

Promotional strategies also play a critical role in influencing purchase intentions. Advertisements and campaigns that support green concepts and sustainability resonate strongly

with eco-conscious consumers, reinforcing the brand's credibility. Labels and certifications that verify the environmental friendliness of the products add further assurance, distinguishing these brands from competitors and mitigating scepticism about greenwashing.

These findings underscore that consumers are drawn to brands that not only communicate their sustainability goals effectively but also integrate these principles into their operations and interactions with customers. By aligning their eco-branding efforts with genuine sustainability practices, beauty brands in Indonesia can strengthen their market position and cater to the growing demand for environmentally responsible products. This study aligns with and reinforces the findings of previous research conducted by Kan et al. (2017) Punyatoya, (2014) Rahman & Haq, (2016).

Eco-Consumerism and Purchase Intention

The findings of this study demonstrate that eco-consumerism significantly influences purchase intention for beauty products. Respondents expressed that choosing eco-friendly products is not only a moral obligation but also a reflection of their sustainability and environmental stewardship values. This alignment of personal values with product choices reinforces their commitment to supporting sustainable brands.

Moreover, the emotional gratification derived from contributing to environmental preservation strengthens the intention to purchase eco-friendly products. Respondents expressed feeling better about themselves when they actively participate in protecting the environment by using sustainable products. This moral satisfaction creates positive feedback, motivating further engagement with environmentally responsible brands.

Social dynamics also play a crucial role in shaping purchase intentions. Using eco-friendly products enhances consumers' social image, portraying them as individuals who care about sustainability practices. Respondents noted that these choices help them create a positive impression of their social circles. Friends and family influence further reinforces the decision to adopt sustainable practices, as shared values and mutual support for eco-conscious living create a sense of community.

Additionally, societal trends and popularity contribute to eco-consumerism's impact on purchase intention. Respondents highlighted the relevance of eco-friendly products as they align with current trends and reflect the growing awareness of environmental issues in society. The popularity of sustainable products among like-minded individuals also encourages consumers to follow the movement, making them feel part of a modern and progressive lifestyle. This study aligns with and reinforces the findings of previous research conducted by (Akter, (2019) Yoon & Joung, (2021) Zaidi et al. (2019).

Conclusion

This study investigates the significant influence of eco-branding, and eco-consumerism on the purchase intention of local beauty products in Indonesia. The findings confirm that eco-branding, which emphasizes sustainability and environmentally friendly practices, positively impacts consumers' purchase intentions. Consumers are more likely to choose beauty products that align with their values and environmental concerns. Similarly, eco-consumerism, driven by personal values, social image, and environmental responsibility, also plays a critical role in influencing consumer purchasing decisions.

This research highlights the importance of integrating eco-branding and eco-consumerism into marketing strategy. Further studies could examine the role of price sensitivity and lifestyle preferences in eco-friendly product purchasing decisions. Brands can increase their appeal by

improving the sustainability of their packaging, offering recyclable or biodegradable options, and implementing loyalty programs that reward consumers for environmentally conscious behaviour, such as returning packaging for recycling. Moreover, beauty companies should prioritize educating consumers on the environmental impact of their products, ensuring that sustainability is seen not just as a trend but as a core value.

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