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# WHEN GREEN PERSPECTIVE PLAY A ROLE IN BEAUTY PRODUCTS THROUGH ONLINE SHOPPING DURING COVID-19 ERA

**Salsabiila Thifaal Zayyaan[1], Ihsan Hadiansah[2], Karina Beiby Yulian[3]**
[1]*President University, salsabiila.zayyaan@student.president.ac.id*
[2]*President University, hadiansah@president.ac.id*[2]
[3]*President University, karina@president.ac.id*

***ABSTRACT***

*Indonesia has experienced a COVID-19 outbreak since the beginning of 2020. Covid-19 has had so many impacts, especially on consumer behavior. Therefore, the aim of this research focuses on the influence of green perspectives (environmental knowledge, peer influence, green packaging, green purchase behavior) to buy beauty products from environmentally friendly products in mediating on Green Purchase Intention through online shopping in this COVID-19 era. This study uses KMO to test validity in the pilot study and Smart-PLS to test the validity, reliability, and hypothesis of the variables in this study. To process the research, the researcher uses an internet questionnaire to collect all of the data surveys. There are 223 respondents, only 222 respondents who pass the screening question. Also, this study found that environmental knowledge, peer influence, and green packaging significantly influence green purchase intention. Also, environmental knowledge, peer influence, and green purchase intention significantly influence green purchase behavior. However, green packaging does not have a significant influence on green purchase behavior.*

***Keywords:*** *Green Perspective, Beauty Product, Online Shopping, COVID-19, Indonesia*

## 1. Introduction

Since the end of 2019, Since the end of 2019, Indonesia has faced outbreaks of the COVID-19 pandemic. COVID-19, or Coronavirus, is a virus that attacks all countries in the world. According to CNN Indonesia (2020), the first case of this disease occurred in late December 2019 in Wuhan, China. COVID-19 then spread fast among people, infecting dozens of countries in a few months, including Indonesia. This situation has several impacts on our society. Dzulfaroh (2021) stated that the coronavirus had infected Indonesia for one year, since March 2, 2020. The Coronavirus pandemic impacts many aspects; Putri (2020) noted that the Ministry of Industry said that almost all industrial sectors were affected by COVID-19. According to Rizal (2020), the impact is on health and the global economy. The financial industry experienced a significant impact due to restrictions that affect business activities that affect the economy.

Rabbi (2021) reported that during the outbreak of COVID-19, consumers practice physical distancing and switch to doing various kinds of activities virtually or online. This change also makes online shopping an alternative to meet needs. According to Subyandono (2020), online shopping has become a phenomenon in the community. Consumers can buy the desired item without needing to come to the store by simply touching the cell-phone screen. E-commerce purchases increased throughout the pandemic by 18.1 percent to 98.3 million, with a total of

USD 1.4 million, or around 12 million additional e-commerce customers. (Sirclo, 2020). General Manager Genie Indonesia, Evelyn Wu, said many people were forced to buy necessities, health products, books, home appliances, and pet food online because of social limitations on a vast scale (PSBB) (Saputra, 2021).

Implementation of social limitations on a vast scale (PSBB), in this case an appeal made by the government as a form of anticipation of the spread of COVID-19, has had a significant impact all areas of life (Fatoni et al., 2020). With time, consumer behavior has turned go-virtual during this pandemic (Rabbi, 2021). Also, in recent years, instead of purchasing toxic beauty, customers are choosing for green beauty. It has been banned all over the world because of the use of dangerous substances in numerous beauty products. As a result, in order to reduce negative environmental and health implications, traditional shopping behavior must be replaced by green purchasing behavior (GPB). (Jaini et al., 2019). Ben et al. (2020) reported the COVID-19 pandemic could move consumer behavior toward a more sustainable and healthier direction. Moreover, according to Mostafa (2007), green purchasing behavior is purchasing ecologically friendly items that are often recycled and benefit the environment.

Consumers are a powerful force in promoting environmentally friendly products and practicing environmentally responsible consumption (Noor et al., 2012). According to Hogan (2002), peer influence refers to the social impact seen from ideas, verbal expressions, clothing, and behavior towards individuals. A person's comprehension of the things and objects in their surroundings refers to environmental knowledge (Lee, 2011). A willingness of a consumer who is involved in environment conscious issues and is aware of buying items that are more environmentally friendly compared to current conventional ones, most of which in the manufacturing process tend to override the impact on the environment, is defined as green purchase intention (Ali & Ahmad, 2010). Speaking of products, one of the products in demand by people who intend to buy green products is an eco-friendly package. Consumers prefer and chose products that have environmentally friendly packaging, can still be used repeatedly, and are made from environmentally friendly materials (Klaiman et al., 2016).

.The beauty sector is trendy among women. Consumers' usage of beauty items has always been a significant element of their life (Indriani et al., 2019). Ayu (2021) stated that online beauty has grown from 14% to 21% since last year. According to the Association of Indonesian Beauty Companies and Associations, sales would increase by 7% this year to US$7.45 million, up from US$6.95 million in 2020.

Furthermore, it can conclude that beauty products are on the rise. As people focus on what they eat and what they put on their skin to live a healthy lifestyle, the market is increasingly influencing the beauty industry. Different standards are filled with green concepts that confuse enthusiastic consumers. They find it challenging to choose green beauty products (Lin et al., 2018). In the twenty-first century, green consumerism has become a global trend, driving beauty companies to become more ecologically friendly and offer more eco-friendly products in order to suit the demands of this new customer (Pop et al., 2020).

Beauty products are made up of a variety of chemical components (e.g., synthetic ingredients). Long-term usage of such beauty products can disrupt customers' health and produce long-term adverse effects like headaches, acne, hair issues, cancer, skin allergies, and other major disorders that can negatively impact their lives (Oishi, 2002). Therefore, as a result, a paradigm shift is needed from conventional beauty purchases to green beauty purchases to reduce risks to consumer health and environmental impacts (Quoquab et al., 2019).

The phenomena discussed above are based on research conducted before the pandemic and carried out based on direct or conventional shopping. Furthermore, Hashem (2020) shows that the COVID-19 pandemic has changed consumer behavior to become more dependent on online shopping methods during the COVID-19 pandemic and the lockdown. Therefore, to shed light on the phenomenon above, this study focuses on examining whether green purchase behavior in beauty products influenced online shopping during the COVID-19 pandemic. In addition, there are variables behind it, including environmental knowledge, the influence of peers, and green packaging on the intention to buy environmentally friendly beauty products, so it needs to be investigated further.

## 2. Literature Review

### Environmental Knowledge

Environmental knowledge is a broad understanding of the natural environment's facts, concepts, and interrelationships. Many people are not sufficiently aware of environmental issues to act in an environmentally

responsible manner. Thus, environmental knowledge necessitates individuals' understanding of the environment and fundamental relationships in environmental features. (Khan et al., 2020). It is concerned with what people understand about the environment regarding how the products are manufactured, how this affects the environment and why social responsibility is necessary for environmental sustainability (Kaufmann et al., 2012). However, as Harahap et al. (2018) stated, green product knowledge is a measure of product knowledge, usage knowledge, and purchasing knowledge. In addition, Choi & Johnson (2019) environmental knowledge refers to overall ecological knowledge rather than a particular understanding of green goods and their ecological consequences.

**Peer Influence**

Peer influence varies by culture and is more apparent in collectivist cultures (Khare, 2019). The impact that parents, siblings, lecturers, and colleagues put on an individual's behavior is peer influence. In addition, it was crucial in eliminating skepticism about green products (Khare and Padley, 2017). According to Bertrandias and Elgaaied-Gambier (2014), when the term "environmental concern" is used as a reference group, its influence on personal decisions is stronger once related to relevant people. Those who believe that individuals in their appropriate social networks are aware of environmental issues are more likely to avoid not ecologically friendly things.

Moreover, Andrews, Faulkes, and Blackmore (2020) stated that because of the vast reach and fast-paced nature of social networks, the speed and degree of peer influence are susceptible to being influenced online. Faulkes et al. (2018) teenagers have higher levels of social motivation than adults to participate in hypothetical socialization activities and are more willing to participate in social if their friends volunteer. Furthermore, when Van Hoorn (2016) sees their peers being kind, young people contribute more freely in the experimental public good game.

**Green Packaging**

According to Nguyen Hoai (2017), in marketing terms, the packaging is a component of a product's form and brand. Yang and Zhao (2019), green packaging is founded on protecting the environment claims, but it also considers economics and consumer happiness in its design and use. In addition, as claimed by Carlson (2009), environmentally friendly packaging must benefit consumers, be secure and healthy for both individuals and society throughout its entire life cycle, and be recyclable. Make the market more efficient and effective. It is also collected, produced, transported, and recycled utilizing renewable energy sources and materials that are renewable or recyclable. It must also incorporate clean production technologies and best practices that it can develop to maximize material and energy use and be appropriately recovered and reused throughout several production cycles. Moreover, according to Rahadian et al. (2020) examine that since the invention of biodegradable plastic, which has been created and is being utilized by convenience stores in Indonesia to decrease trash and the regulations for using paid plastic even if it is biodegradable, the green packaging sector has grown significantly.

**Green Purchase Intention**

The willingness of consumers to buy environmentally friendly products is referred to as green purchase intention. Intentions represent the motivating aspects that drive consumers' green purchasing behavior (Ramayah, Lee, and Mohammad, 2010). However, according to Ali and Ahmad (2016) that the green purchase intention is premised on the belief and desire of a consumer who is concerned about environmental issues and is aware of the potential of buying items that are more environmentally friendly than conventional products now, most of which tend to override the environmental impact in the manufacturing process. Afterward, as Ratnawati and Mansoni (2018) stated, green purchase intention is conceptualized as the possibility and desire of a person to choose environmentally friendly products in their purchasing decisions over other traditional products.

**Green Purchase Behavior**

Green purchasing behavior is a complicated ethical decision-making behavior and is seen as socially responsible conduct (Joshi & Rahman, 2015). Green consumers are environmentally aware of their purchasing habits, marketplace activities, and consumption patterns and consider the environmental impact of their actions surrounding them. However, these issues are not limited to the goods; they may also impact how green customers travel or where they choose to work or holiday (Shabani et al., 2013). Purchasing and consuming green products, or any products manufactured by companies that have adopted the green marketing concept, can be viewed

socially as "right or incorrect conduct" and can help individual consumers develop a positive image and standing in society (Průša and Sadílek, 2019). Consumer behavior for green purchases is examined in terms of their desire or intention to buy green items and how this conscious behavior or intent is translated into their shopping decisions for environmental sustainability (Joshi & Rahman, 2015). In addition, Joshi & Rahman (2016) stated that green purchase behavior is one of the primary contributions to environmental sustainability.

**Hypotheses Development**

**Environmental Knowledge and Green Purchase Intention**

Several studies have been conducted to determine the influence of Environmental Knowledge on Green Purchase Intention. According to certain studies, there is a relationship between environmental knowledge and the intention to make green purchases (Joshi & Rahman 2015). Choi & Johnson (2019) stated environmental knowledge was linked to a desire to buy green products. However, the research findings conducted by Paco et al. (2009) and Tadajewski & Tsukamoto (2006) showed that there was a difference that environmental knowledge was the predictor with the minor influence on green purchase intention. In addition, Ali and Ahmad (2016) stated a strong link between environmental knowledge and green purchasing intention of Pakistani consumers. Therefore, the following hypothesis is developed in this study:

$H_1$: Environmental Knowledge significantly influences Green Purchase Intention through Online Shopping in COVID-19 Pandemic Era.

**Environmental Knowledge and Green Purchase Behavior**

Consumer knowledge and perception are critical components in Indonesia's efforts to go green. Consumer awareness will grow if they are given thorough and accurate information and expertise about environmental issues. Consumer education will inspire healthy behavior in the direction of ecological sustainability (Utami, 2020). According to Banytne et al. (2010), the more informed green consumers are and the more they know about the quality of environmentally friendly items, the more likely they are to purchase those products. Khan et al. (2020) discovered that knowledge has a significant and positive influence on consumers' green purchasing behavior toward plastic bags. It is also revealed from the study of Noor et al. (2012) that ecological knowledge has positively contributed to green purchase behavior among buyers in supermarkets. Moreover, Uddin & Khan (2018) examined that young consumer groups have been discovered to have environmental knowledge and a caring altruistic understanding of green purchasing behavior. Therefore, the following hypothesis is developed in this study:

$H_2$: Environmental Knowledge significantly influences Green Purchase Behavior through Online Shopping in COVID-19 Pandemic Era.

**Peer Influence and Green Purchase Intention**

Individuals tend to behave by the social group they identify with (Childers and Rao, 1992). When an individual watches the conduct of others and attempts to get important information from individuals that they consider relevant, that makes the individual intend to buy the desired item (John and Christopher, 2013). Surrounding individuals such as family and friends, colleagues, salespeople, and celebrities frequently influence other consumers' green purchasing intentions (Maram and Kongsompong, 2000; Childers and Rao, 1992). In addition, Rahman et al. (2020) claim that the influence of peers has a positive and significant influence on the green purchasing intentions of Bangladeshi consumers in the scope of ESLs (Energy Saving Lights). Therefore, the following hypothesis is developed in this study:

$H_3$: Peer influence significantly influences Green Purchase Intention through Online Shopping in COVID-19 Pandemic Era.

**Peer Influence and Green Purchase Behavior**

Khare (2019) examined that social influence can influence green clothing manufacturers to create awareness about environmental issues and the importance of buying green clothes. Daud and Hee (2021) state that the impact of peers on green purchasing behavior has a positive effect on organic cosmetics by mediating brand love. Suki (2019) stated that the more support from peers, the more likely customers in developing nations are to acquire

green purchasing behavior. Moreover, according to Lee (2008), peer influence is the most important predictor of adolescent green purchasing behavior. Therefore, the following hypothesis is developed in this study:

$H_4$: Peer influence significantly influences Green Purchase Behavior through Online Shopping in COVID-19 Pandemic Era.

**Green Packaging and Green Purchase Intention**

Waheed et al. (2018) stated that The properties of package materials have a significant impact on green purchasing intention. Rajendran et al. (2019) described green purchase intention as impacted by package design; therefore, understanding environmentally friendly packaging is decisive in enticing people to acquire products. Rahmi et al. (2017) stated that environmental signs and green packaging have a significant influence on customer purchase intentions for environmentally friendly products. Therefore, the following hypothesis is developed in this study:

$H_5$: Green Packaging significantly influences Green Purchase Intention through Online Shopping in COVID-19 Pandemic Era.

**Green Packaging and Green Purchase Behavior**

Consumer awareness of green packaging has resulted in a more environmentally responsible mindset (Swenson and Wells, 2018). Waqas et al. (2020) found a a positive and statistically significant relationship between product packaging and green consumer behavior while purchasing cosmetics products in Pakistan. Furthermore, Hossain & Rahman (2018) conclude that green packaging positively influenced the green purchasing behavior of Bangladeshi consumers. Therefore, the following hypothesis is developed in this study:

$H_6$: Green Packaging significantly influences Green Purchase Behavior through Online Shopping in COVID-19 Pandemic Era.

**Green Purchase Intention and Green Purchase Behavior**

Zahan et al. (2020) determined that green purchase intention was the most significant influence on their greenhouse consumer behavior in Bangladeshi consumers. Furthermore, Jaiswal and Kant (2018) discovered that a measure of green purchasing intention is a critical predictor of green consumer behavior and has a direct and very significant effect on consumer behavior for green items. Furthermore, it proved that Chaudary (2018) green consumers' purchase intentions significantly influence purchase behavior. The purchasing intentions of consumers toward products have been extensively researched, and researchers discovered an underlying link between green purchase intention and green purchase behavior (Ozsacmaci, 2018). Therefore, the following hypothesis is developed in this study:

$H_7$: Green Purchase Intention significantly influences Green Purchase Behavior through Online Shopping in COVID-19 Pandemic Era.

**Theoretical Framework**

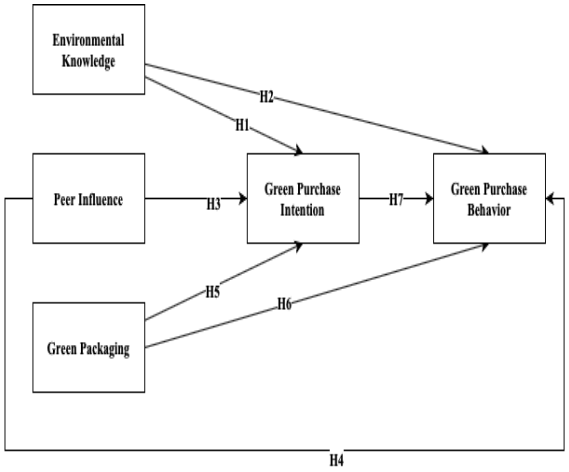


Figure 1. Theoretical Framework framework

(Source: Constructed by Researcher, 2021)

## 3. Research Method

This research uses quantitative methods. Watson R (2015) stated that quantitative analysis refers to various methodologies dealing with the systematic study of statistical or numerical data on social phenomena. As a result, quantitative research entails measurement and assumes that the phenomenon under investigation can be measured. It intends to analyze data for trends and correlations, as well as to validate the measurements made.

The population of this research is the buyers of eco-friendly beauty products during the pandemic. In PLS-SEM, the sample size was calculated by the ten times rule (Hair et al., 2013). Thus, a minimum of 200 respondents are required to obtain valid data. This research uses non-probability sampling, which is purposive sampling and snowballing technique. Purposive sampling is a deliberate selection of participants because of the characteristics and qualities possessed by the individual (Etikan et al., 2016). In addition, snowball sampling is helpful for reaching hard-to-reach or difficult-to-ask populations since it allows members of the hidden population to perform recruiting on the researcher's behalf (Casteel & Bridier, 2021). It carried out the selection based on several criteria in the questionnaire, including selecting the respondents using eco-friendly beauty products.

### Pilot Test

According to Bryman and Bell (2007), trials should be done before the fundamental research; it can help to decrease the final questionnaire's inaccuracy. For the experiment, 55 respondents were tested. According to the trial findings, the structure of the surveys was simple to understand, and it took them around six minutes to answer all of the questions. Since some of the instruments of the variables do not meet the requirement of the validity test, some instruments of the variables are deleted after doing the pilot test, namely Environmental Knowledge (PK2), Peer influence (PI2) & (PI5), and Green Packaging (GP1). Also, there were 24 questions in the questionnaire; when doing the pilot test, it became 20 questions. This study using KMO Testing to test the validity**,** there is a valid construct to measure in this pilot testing, namely the Kaiser Meyer Olkin-Measure, with a guideline value of 0.80 is considered meritorious, 0.70 is considered middling, 0.60 is considered mediocre, 0.50 is considered miserable, and 0.5 is considered unacceptable. The Bartlett's test is a statistical test used to determine the relationship between two variables. The significance level is ≤ 0.05 (Hair et al., 2013). The communality of standard loading estimates based on sample size is explained, and each item is set to be above 0.5. Factors that satisfy a certain percentage of the explained variance are > 60%, and the component matrix is rotated in the range of 0.30 to 0.40 and above.

### Operational Definitions of Variables

There were five kinds of variables analyzed in this research: independent, mediating, and dependent variables. The independent variables are environmental knowledge, peer influence, and green packaging. The mediating variable is green purchase intention. And for the dependent variable is green purchase behavior. Herewith are the operational variables before and after the pilot test; the highlight one is the question that is deleted or after the do the pilot test. The items are Environmental Knowledge (EK2), Peer Influence (PI 2) & (PI5), and Green Packaging (GP1).

Table 1. Operational Definition of Variables

| Construct | Code | Adjustment Statement | Original Statement | Author |
|---|---|---|---|---|
| **Independent Variables (X)** | | | | |
| **Environmental Knowledge (X1)** | **EK 1** | I am sure that the products I purchase are environmentally friendly | I know that the products I buy are environmentally friendly | (Lakshika et al., 2021) |
| | **EK 2** | I am more educated about recycling than the average person | I know more about recycling than an average person | |
| | **EK 3** | I know how to select products that reduce waste | I know how to select product that reduces waste | |

| | | | | |
|---|---|---|---|---|
| | **EK 4** | I understand the environmental statement on product packaging | I understand environmental phrases on product package | |
| | **EK 5** | I am well-informed about environmental issues | I am very knowledgeable about environmental issues | |
| **Peer Influence (X2)** | **PI 1** | When I go online shopping, I normally buy items that I believe my friends may like | When buying products, I usually buy the ones that I think my friends will approve of | (Bristol & Mangleburg, 2005) |
| | **PI 2** | I am curious about which products and brands make a good impression on my friends | I like to know what products and brands make a good impression on my friends | |
| | **PI 3** | It is essential that my friends like the brands that I purchase | It is important that my friends like products and brands that I buy | |
| | **PI 4** | My friends share their experiences and information on using beauty products with me | My friends share their experiences and info about electric car with me | (Lakshika et al., 2021) |
| | **PI 5** | My friends teach me about environmental issues | I learn environmental issues from my friends | |
| **Green Packaging (X3)** | **GP 1** | Green packaging is necessary for environmental protection | Green packaging is important in protecting environment | (Mishra et al., 2017) |
| | **GP 2** | Green packaging is as dependable and safe as other types of packaging | Green packaging is equally reliable and safe compared to other packaging material | |
| | **GP 3** | It is essential to check for green packaging before making a purchase | It is important to look for green packaging before making a purchase | |
| | **GP 4** | It is essential to reuse or recycle the packaging after usage | It is important to reuse or recycle packaging after use | (Shabbir et al., 2020) |
| | **GP 5** | Biodegradable packaging is an essential factor for environmental consumers | Biodegradable packaging is an important consideration for green customers | |
| **Mediating Variable (Y)** | | | | |
| **Green Purchase Behavior** | **GPB 1** | I buy green items consistently | I have been purchasing green products on regular basis | (Chaudhary & Bias, 2018) |
| | **GPB 2** | I have an eco-friendly buying behavior for my daily need products | I have green purchasing behavior for my daily need products | |
| | **GPB 3** | I frequently purchase environmentally friendly beauty products | I often buy products that are considered as environment-friendly | (Kautish et al., 2019) |
| | **GPB 4** | I often buy beauty products with eco-friendly packaging | I often buy products that use environmentally friendly packaging | |
| **Dependent Variables (Z)** | | | | |
| **Green Purchase Intention** | **GPI 1** | I plan to purchase eco-friendly beauty products for myself | I will buy eco-friendly clothing for personal use | (Khan et al., 2021) |
| | **GPI 2** | I will make an effort to buy eco-friendly beauty products | I will make an effort to buy eco-friendly buy clothing | |
| | **GPI 3** | I will soon buy eco-friendly packaging products online | I would buy eco-friendly packaged products in the near future | (Prakash et al., 2016) |

| | | | | |
|---|---|---|---|---|
| | **GPI 4** | I will buy eco-friendly packaging consistently | I plan to buy eco-friendly packaged products in regular basics | |
| | **GPI 5** | I decided to purchase eco-friendly packaged goods because it is better for the environment | I intend to buy eco-friendly packaged products because they are more environmentally friendly | |

Source: (Constructed by Researcher, 2021)

The researcher collects all of the data surveys through an online questionnaire in order to prove the hypothesis and process the research. To evaluate respondents' answers to specific questions in a survey, the researcher used a Seven-point Likert scale. On the scale of one appointed as strongly disagree and seven appointed as strongly agree. The questionnaire consists of five parts. The first part consists of screening questions. The second part is the respondent's gender, age, occupation, monthly income, and frequency of purchasing beauty products online. In the last part, 20 statements are related to Environment Knowledge (4 statements), Peer Influence (3 statements), Green Packaging (4 statements), Green Purchase Behavior (4 statements), and Green Purchase Intention (5 statements). Also, the researcher adds the annual frequency to buy beauty products after doing the pilot test.

The questionnaire was distributed in the form of a link on WhatsApp, Line, and Instagram. Data collected via a questionnaire were processed using IBM SPSS Statistics, a statistical data calculation, and a processing tool. The researcher then utilized the SEM method to carry out the analysis process based on the data processing results. The researcher also used Smart-PLS software to assess the model appropriateness test results.

## 4. Results and Discussion

### Descriptive Analysis

### Environmental Knowledge

The environmental knowledge shows that respondents agree with the item statements (M > 5.286). The respondents said that they are sure their purchases are environmentally friendly (M = 5.76; SD = 1.216), they understand the environmental statement on product packaging (M = 5.94; SD = 1.122). They are also more educated about recycling (M = 5.60; SD = 1.296), and well-informed about environmental issues (M = 5.84; SD = 1.150).

Table 3. Descriptive Analysis Environmental Knowledge

| | N | Mean | Std. Deviation |
|---|---|---|---|
| EK1 | 222 | 5.76 | 1.216 |
| EK2 | 222 | 5.94 | 1.122 |
| EK3 | 222 | 5.60 | 1.296 |
| EK4 | 222 | 5.84 | 1.150 |
| Valid N (listwise) | 222 | | |

Source: Constructed by Researcher

### Peer Influence

The peer influence shows that respondents agree with the item statements (M > 5.286). They buy items that their friends may like when shopping online (M = 5.94; SD = 1.392), it is essential that their friends like the brands that they purchase (M = 5.55; SD = 1.616), and their friends share experiences and information on using beauty products with them (M = 6.34; SD; 0.970).

Table 4. Descriptive Analysis Peer Influence

| | N | Mean | Std. Deviation |
|---|---|---|---|
| PI1 | 222 | 5.94 | 1.392 |
| PI3 | 222 | 5.55 | 1.616 |
| PI4 | 222 | 6.34 | .970 |
| Valid N (listwise) | 222 | | |

Source: Constructed by Researcher

**Green Packaging**

The result of green packaging shows that the respondents agree to item statements (M > 5.286). The respondents said the green packaging is as dependable and safe as other types of packaging (M = 6.23; SD = 0.897). They said that it is essential to check for green packaging before making a purchase (M= 6.10; SD = 1.029), and reuse or recycle the packaging after usage (M= 6.34; SD = 0.946). Then, biodegradable packaging is an essential factor for environmental consumers (M = 6.36; 0.859).

Table 5. Descriptive Analysis Green Packaging

| | N | Mean | Std. Deviation |
|---|---|---|---|
| GP2 | 222 | 6.23 | .897 |
| GP3 | 222 | 6.10 | 1.029 |
| GP4 | 222 | 6.34 | .946 |
| GP5 | 222 | 6.36 | .859 |
| Valid (listwise) | 222 | | |

Source: Constructed by Researcher

**Green Purchase Intention**

For the green purchase intention, the result shows that the respondents agree to the item statements (M > 5.286). They said that they plan to purchase eco-friendly beauty products for themselves (M = 6.32; SD = 0.962), they will make an effort to buy eco-friendly beauty products (M = 6.10; SD = 0.863). Also, they will soon buy eco-friendly packaging products online (M = 6.04; SD = 0.960), and they will buy eco-friendly packaging consistently (M = 6.17; SD = 1.082). Then, they decided to purchase eco-friendly package goods because it is better for the environment (M = 6.36; SD 0.954).

Table 6. Descriptive Analysis Green Purchase Intention

| | N | Mean | Std. Deviation |
|---|---|---|---|
| GPI1 | 222 | 6.32 | .962 |
| GPI2 | 222 | 6.10 | .863 |
| GPI3 | 222 | 6.04 | .960 |
| GPI4 | 222 | 6.17 | 1.082 |
| GPI5 | 222 | 6.36 | .954 |

| | | | |
|---|---|---|---|
| Valid N (listwise) | 222 | | |

Source: Constructed by Researcher

**Green Purchase Behavior**

The result of Green Purchase Behavior shows that respondents agree to the item statements (M > 5.286). They buy green items consistently (M = 5.62; SD = 1.517), they have an eco-friendly buying behavior for my daily need products (M = 5.76; SD = 1.259). They frequently purchase environmentally friendly beauty products (M = 5.84; SD = 1.207) and they often buy beauty products with eco-friendly packaging (M = 5.92; SD = 1.291).

Table 7. Descriptive Analysis Green Purchase Behavior

| | N | Mean | Std. Deviation |
|---|---|---|---|
| GPB1 | 222 | 5.62 | 1.517 |
| GPB2 | 222 | 5.76 | 1.259 |
| GPB3 | 222 | 5.84 | 1.207 |
| GPB4 | 222 | 5.92 | 1.91 |
| Valid N (listwise) | 222 | | |

Source: Constructed by Researcher

**Inferential Analysis**

**Outer Model Evaluation (Validity Test and Reliability)**

The results for outer models such as composite reliability, cronbach's alpha and convergent validity (AVE). Composite reliability and Cronbach's alpha must be greater than 0.70 and the AVE value greater than 0.50. Then, it got the result for Environmental Knowledge (CR = .894; Cronbach's Alpha = .843; AVE = .679), Peer Influence (CR = .869; Cronbach's Alpha = .769; AVE = .690), Green Packaging (CR = .869; Cronbach's Alpha = .800; AVE = .625), Green Purchase Intention (CR = .923; Cronbach's Alpha = .895; AVE = .706), and Green Purchase Behavior (CR = .936; Cronbach's Alpha = .909; AVE = .785).

Table 8. Outer Model Evaluation

| | **Cronbach's Alpha** | **Composite Reliability** | **AVE** |
|---|---|---|---|
| Environmental Knowledge | 0.843 | 0.894 | 0.679 |
| Peer Influence | 0.769 | 0.869 | 0.690 |
| Green Packaging | 0.800 | 0.869 | 0.625 |
| Green Purchase Intention | 0.895 | 0.923 | 0.706 |
| Green Purchase Behavior | 0.909 | 0.936 | 0.785 |

Source: Constructed by Researcher

**Inner Model Evaluation (R-Square)**

The R-Square of Green Purchase Intention is .564, which is the value is substantial, which means that 56.4% are

influenced by Environmental Knowledge, Peer Influence, and Green Packaging. However, for the Green Purchase Behavior is .719, which is the value is moderate, it means that Green Purchase Intention influences 71.9%.

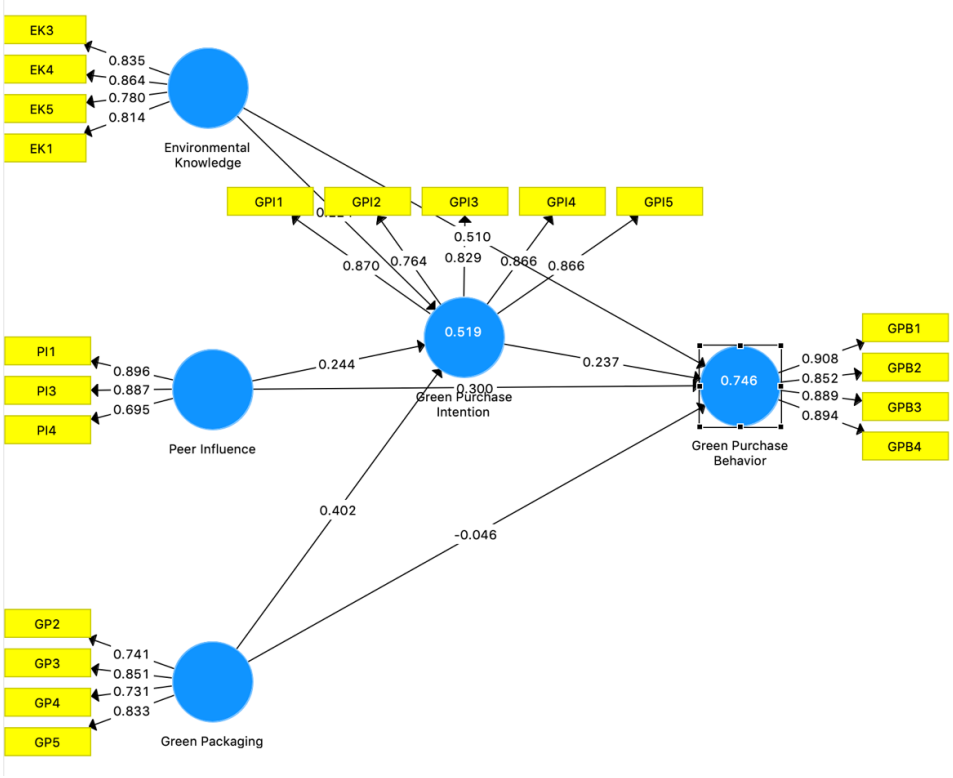


Figure 2. R-Square

Source: (Constructed by Researcher, 2021)

**Hypothesis Testing**

There were seven (7) hypotheses tested in this research. As a result, six (6) hypotheses are accepted, while one (1) hypothesis is rejected. The hypothesis is accepted because it fulfils the requirements; namely, the P-value is less than 0.05, and the t value is above 1.96; otherwise, it is rejected. The accepted hypotheses were environmental knowledge on green purchase intention (p= 0.020; t= 2.333), environmental knowledge on green buying behavior (p= 0.000; t= 5.332), peer influence on green purchase intention (p= 0.006; t= 2.735), peer influence on green buying behavior (p= 0.000; t= 4.468), green packaging on green purchase intention (p= 0.000; t= 4.829), and green purchasing intention on green purchase behavior (p= 0.005; t= 2.853). While another hypothesis was green packaging on green purchase behavior (p = 0.439; t = 0.774).

Table 9. Hypothesis Testing

| Hypothesis | Relationship | P-Value | T-Value | Result |
|---|---|---|---|---|
| **H1** | Environmental Knowledge -> Green Purchase Intention | 0.020 | 2.333 | Accepted |
| **H2** | Environmental Knowledge -> Green Purchase Behavior | 0.000 | 5.352 | Accepted |
| **H3** | Peer Influence -> Green Purchase Intention | 0.006 | 2.375 | Accepted |

| | | | | |
|---|---|---|---|---|
| **H4** | Peer Influence -> Green Purchase Behavior | 0.000 | 4.468 | Accepted |
| **H5** | Green Packaging -> Green Purchase Intention | 0.000 | 4.819 | Accepted |
| **H6** | Green Packaging -> Green Purchase Behavior | 0.439 | 0.774 | Rejected |
| **H7** | Green Purchase Intention -> Green Purchase Behavior | 0.005 | 2.853 | Accepted |

Source: Constructed by Researcher

**Discussion**

The purpose of this research was to examine whether environmental knowledge, peer influence, and green packaging have a significant influence on green purchase intention and green purchase behavior. Also, green purchase intention has a significant influence on green purchase behavior. There are seven hypotheses in this study.

The first hypothesis ($H_1$), second hypothesis ($H_2$), third hypothesis ($H_3$), fourth hypothesis ($H_4$), fifth hypothesis ($H_5$), and seventh hypothesis ($H_7$) are accepted because all variables are tested before COVID-19 era. However, the sixth hypothesis ($H_6$) is rejected. It might happen because of the COVID-19 pandemic. During a pandemic, almost all shopping is done online, which causes packaging that is not environmentally friendly. For example, when a seller sends goods, they must double bubble wrap so that nothing is damaged on the way. However, Swenson and Wells (2018) stated that green packaging significantly influences green purchase behavior because it researched the pandemic and offline.

**5. Conclusion and Implications**

It can conclude that beauty products are on the rise. Hashem (2020) demonstrates that the COVID-19 pandemic has altered consumer behavior to become more dependent on online shopping methods during the COVID-19 pandemic and the lockdown. Therefore, the aim of this research is to find out the influence of green perspectives (environmental knowledge, peer influence, green packaging, green purchase behavior) to buy beauty products from environmentally friendly products by mediating on Green Purchase Intention through online shopping in this COVID-19 era. Based on the research questions above, such as whether environmental knowledge has an influence on green purchase intention and green purchase behavior, whether peer influence has an influence on green purchase intention and green purchase behavior, and whether green packaging has an influence on green purchase intention and green purchase behavior, and last is whether green purchase intention has an influence on green purchase behavior. Based on the hypothesis test results through smart-pls, the criteria are p-value $\leq 0.05$ and t-value $\geq 1.96$. There are six accepted hypotheses and one rejected hypothesis in this COVID-19 era.

**Managerial Implications**

This study aims to understand how important the variables Environmental Knowledge, Peer Influence, and Green Packaging influence Green Purchase Intention and Green Purchase Behavior to beauty products through online shopping during this pandemic era. The results of the hypothesis found in this study are Environmental Knowledge has a significant influence on Green Purchase Intention and Green Purchase Behavior, Peer Influence has a significant influence on Green Purchase Intention and Green Purchase Behavior, Green Packaging has a significant influence on Green Purchase Intention, and Green Purchase Intention has a significant influence on Green Purchase Behavior.

Furthermore, what was found in this study is that Environmental Knowledge and Green Packaging are the most significant influence on Green Purchasing Behavior and Green Purchasing Intention. It can be proven through hypothesis testing with the criteria p-value $\leq 0.05$ and t-value $\geq 1.96$; Environmental Knowledge to Green Purchase Behavior (p= 0.000; t= 5.332), and Green Packaging to Green Purchase Intention (p= 0.000; t= 4.829).

Therefore, it is essential to increase knowledge about the environment to buy beauty products from environmentally friendly and green packaging to intention to purchase ecologically friendly beauty products. The researcher suggests spreading awareness about environmental knowledge. Spread it through the internet because

digital marketing makes marketing more effective because it can reach many people. Because during a pandemic like this, it is recommended for social distancing, people are turning to social media. Then, it suggests that making environmentally friendly packaging because of the result of the hypothesis that green packaging has a significant effect on the interest of green buyers. Also, the researcher's suggestion is to make a "return packaging" campaign, which means that when packages have been used up, instead of being thrown in the trash, they should be sent back to the seller so that they can be reused or recycled again and give rewards to customers who return packaging to the company.

**Future Recommendation**

There are few limitations in this research. This research is limited to Indonesian beauty product buyers who bought through online shopping during the COVID-19 era. Also, not everyone understands and knows about environmentally friendly products, so in this research, researchers selected one person who was seen as having a concern for the environment.

For future research recommendations, it is expected to compare ages. Compare those under 40 years old with those over 40 years old because this research does not screen for periods in the questionnaire distribution, so the researcher doesn't know in detail whether age influences buyers to buy beauty products or not. Also, if you want to learn more about the research, the researcher recommends that this study be studied further with qualitative methods. Because with the qualitative approach, you can see from a deeper and more detailed perspective about someone's behavior and purchase intention to buy environmentally friendly products, especially beauty products.

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