



Analysis of Consumer Value Perceptions on Purchasing Decisions for Environmentally Friendly Skincare Products

Djihadul Mubarak¹, Nashihatud Diniyah Jahro²

¹ Institut Bisnis Muhammadiyah Bekasi, Indonesia

² Muhammadiyah Palangkaraya, Indonesia

ARTICLE INFO

Article history:

Received Dec 23, 2025

Revised Jan 12, 2026

Accepted Jan 26, 2026

Keywords:

Environmentally Friendly Skincare, Multiple Linear Regression, Perceived Value, Purchasing Decision.

ABSTRACT

The background of this research focuses on the influence of consumer value perception on purchasing decisions for environmentally friendly skincare products in Indonesia. Amid the growing environmental awareness, consumers are increasingly considering the ecological impact of the products they purchase. Therefore, it is crucial to understand how consumer perceptions of product value influence purchasing decisions. The purpose of this study is to analyze the impact of consumer value perception, which includes functional value, emotional value, price value, and social value, on purchasing decisions for environmentally friendly skincare products in Indonesia. The research employs a quantitative approach, with data collected through a questionnaire distributed to 150 respondents. The data were analyzed using multiple linear regression with SPSS software, along with validity, reliability, and classical assumption tests. The results indicate that functional value, emotional value, and price value significantly influence purchasing decisions, while social value does not have a significant effect. The coefficient of determination (R^2) is 0.539, meaning that 53.9% of the variation in purchasing decisions can be explained by these four variables. In conclusion, marketing strategies for environmentally friendly skincare products in Indonesia should emphasize tangible benefits, emotional experiences, and competitive pricing, while social value does not play a significant role in purchasing decisions.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Djihadul Mubarak,

Ekonomi Pembangunan/Ekonomi dan Bisnis,

Institut Bisnis Muhammadiyah Bekasi, Indonesia,

Jl. Sersan Aswan, RT.002 RW.009, Margahayu, Bekasi Timur, Bekasi, West Java 17113.

djihadulmubarak@ibm.ac.id

1. INTRODUCTION

Lifestyle transformations and increasing public awareness of environmental issues have driven changes in consumer preferences, particularly in the beauty and personal care industry. Today's consumers consider not only aesthetics and functionality but also the environmental impact of the products they use. Sustainable skincare products have seen a surge in interest, as evidenced by the emergence of numerous local brands that prioritize desirable values, such as natural ingredients, eco-friendly packaging, and ethical production practices. This phenomenon indicates a shift in consumer values in the purchasing decision-making process (Ribeiro et al., 2022). One impact of this environmental awareness is the growing interest in sustainable skincare products,

including the use of natural ingredients, eco-friendly packaging, and ethical production practices. As explained by (Irfany et al., 2023), Eco-friendly cosmetics encompass not only products made from natural ingredients but also packaging that supports sustainability, such as recyclable or environmentally friendly materials. This research underscores the importance of cosmetics companies considering the ecological impact of their products to meet the expectations of modern consumers.

Relatedly, (Baharuddin et al., 2024) noted that public awareness of plant-based natural resources is increasing, which aligns with global attention to sustainability issues. Mass media and environmental education campaigns also help strengthen this awareness and shape more responsible consumer behavior. Thus, we can see a shift in consumer behavior, with consumers increasingly choosing sustainable, environmentally friendly products (Zameer & Yasmeen, 2022). Today, consumers are increasingly concerned about the products they use, not only for safety and effectiveness, but also for their environmental impact (Shimul & Cheah, 2022). (Wang et al., 2022) show that the environment has become a primary concern for consumers, especially for personal care and beauty products. Their research indicates that green consumer behavior is evolving as awareness of the environmental impact of the products they consume increases. This reflects a profound shift in consumer mindsets, where the products they choose now also reflect sustainable values (Yasik et al., 2025).

Sustainability awareness in cosmetic products extends beyond ingredients and packaging to how they are produced. For example, (Pratiwi et al., 2023) identified various groups of eco-friendly products, including those produced under conditions with minimal environmental impact. This helps consumers better understand the products they choose and encourages them to seek labels that reflect more ethical and sustainable practices. Green initiatives worldwide have encouraged manufacturers to produce and market eco-friendly cosmetic products (Limbu et al., 2022). One effective way to raise awareness is through social media as a communication channel. Green cosmetic marketers can leverage these platforms to increase consumer motivation and purchase intention, particularly among young women (Limbu et al., 2022). Social media serves not only as a promotional platform but also as a source of information regarding the product's eco-friendly attributes, enabling consumers to make more informed decisions (Limbu & Ahamed, 2023).

As consumer awareness of sustainability increases, the cosmetics sector is experiencing a surge in demand for products made with natural ingredients and produced using environmentally friendly processes (Gwanya et al., 2024). For example, research shows a significant increase in cosmetic product sales worldwide, indicating that consumers are now more concerned about the environmental impact of the products they purchase (Gonçalves et al., 2022). Furthermore, cosmetics companies that uphold sustainability in their practices can gain a competitive advantage through differentiation strategies, such as obtaining sustainability certifications and undertaking corporate social responsibility (CSR) initiatives (Limbu & Ahamed, 2023). Non-financial factors, such as customer experience and product context, influence consumer value perceptions (Das et al., 2021; Li et al., 2020). For example, a study by (Shang et al., 2023), found that consumer value perceptions were significantly influenced by background suitability in e-commerce live streaming. Consumers are more likely to judge a product's value based on product-related factors, such as price and quality, rather than on information provided by the seller (Setyorini et al., n.d.; Shang et al., 2023). This study demonstrates the importance of the relationship between product components and perceived value, which can influence consumer purchase intentions.

Consumers' perceptions of product value, particularly environmentally friendly products, involve several dimensions that influence purchase intentions. This concept indicates that value is not only functional, but also emotional, social, and epistemic, which influence consumer purchasing decisions (Goel & Singh, 2023; Tuska et al., 2023). Functional value refers to the tangible benefits a product provides, such as efficiency and

performance, which serve as key drivers of consumer behavior (Maharani & Purnamarini, 2022; Mubarok et al., 2025). On the other hand, emotional and social values build a bond between consumers and products. Consumers not only purchase products based on their function but also because they feel connected to the values embodied in the product. Maharani and Purnamarini detailed that consumer behavior in choosing environmentally friendly products is strongly influenced by emotional and social values (Hasanah et al., 2023; Maharani & Purnamarini, 2022).

Market trends indicate an increasing demand for environmentally friendly products, in line with Indonesian consumers' growing awareness of tourism issues (Gonçalves et al., 2022; Zameer & Yasmeen, 2022). Consumer behavior in Indonesia tends to prioritize functional, emotional, and price values, with consumers still considering product affordability despite perceived value (Limbu et al., 2022; Limbu & Ahamed, 2023). Furthermore, regulatory and labeling issues that promote transparency of environmentally friendly products increasingly influence purchasing decisions, especially with government policies supporting this desire (Mutoffar et al., 2024; Wang et al., 2022).

The purchase decision is the final step in the consumer decision-making process and is heavily influenced by numerous sociocultural and psychological factors. For eco-friendly products, factors such as environmental awareness, attitude toward sustainability, and subjective norms are highly influential (Elrayah et al., 2023; Zameer & Yasmeen, 2022). Chan explains that environmental awareness increases understanding of the consequences of consumer decisions, which in turn leads to a desire to purchase more sustainable products. However, this reference does not directly support the statement about environmental awareness and purchase intention (K & Sia, 2022). Previous studies have shown that perceived value is crucial for purchasing decisions. Various aspects, such as quality, emotional, and social value, shape consumers' perceptions of value. According to Sweeney and Soutar, the four main dimensions of perceived value are functional, emotional, social, and price value. They argue that each dimension influences consumer preference for a particular product (Mudzakkir & Nurfarida, 2020; Ruslim et al., 2022). Further research shows that perceived product sustainability value is crucial for green or sustainable products. This is supported by a study (Ningrum et al., 2022) which found that consumers become more loyal and more likely to purchase eco-friendly products if they have a positive perception of the product's environmental impact (Ningrum et al., 2022; Prilutskaya et al., 2021).

In Indonesia, demand for eco-friendly skincare products continues to increase, particularly among younger consumers. However, empirical studies examining how Indonesian consumers perceive the value of eco-friendly skincare products and how these perceptions influence purchasing decisions remain limited. This study addresses this gap by analyzing the effect of functional, emotional, social, and price value on purchasing decisions. The novelty of this research lies in its focus on the Indonesian context and its use of a multidimensional perceived value framework, providing empirical evidence to support sustainable skincare marketing strategies.

2. RESEARCH METHOD

This research is a quantitative, explanatory study that analyzes the influence of consumer value perceptions on purchasing decisions for eco-friendly skincare products in Indonesia. The independent variable in this study is consumer value perceptions, measured using four main dimensions based on the PERVAL model by Sweeney and Soutar: functional value, emotional value, social value, and price value (Wasiuzzaman & Chelvam, 2020). The dependent variable is the purchase decision, measured using indicators of purchase intention, purchase realization, and repeat-purchase tendency. Data were collected through an online questionnaire distributed to consumers aged 18-40 who have used or are aware of eco-friendly skincare products, using a purposive

sampling technique and a minimum of 150 respondents. The analysis technique used was multiple linear regression, with instrument validity and reliability testing and classical assumption testing to ensure model feasibility. All data processing was carried out using SPSS software.

3. RESULTS AND DISCUSSIONS

3.1 Result

This study involved 150 Indonesian consumers of eco-friendly skincare products and examined the effect of functional, emotional, social, and price value on purchasing decisions using multiple linear regression analysis. The findings of this study, with the literature, show similarities and differences influenced by cultural context, age segment, and product category. Functional value, emotional value, and price value were found to significantly influence purchasing decisions, consistent with previous studies, as Indonesian consumers, especially the younger generation, prioritize quality, emotional comfort, and price when choosing eco-friendly skincare products. However, social value did not show a significant influence, unlike findings in other literature, which can be explained by Indonesian culture, which views eco-friendly products more as a personal choice than as a symbol of social status.

a. Skla Likert

Consumer perceptions were measured using a 5-point Likert scale, with mean scores calculated for each indicator to identify the strength of perceived value dimensions and purchasing decisions.

Table 1. Summary of Average Likert Scale Scores

Dimension of Perceived Value	Jumlah Pernyataan	Skor Rata-Rata	Interpretasi
Functional Value	4	4,32	Strongly Agree
Emotional Value	4	4,10	Agree
Social Value	3	3,52	Neutral-Tend to Agree
Price Value	3	3,98	Agree
Purchase Decision	4	4,15	Agree

Respondents showed positive perceptions across all perceived value dimensions, with functional value scoring the highest (4.32) and social value the lowest (3.52), indicating that product quality is more influential than social factors in purchasing decisions.

3.2 Validity and Reliability Testing

a. Validity Testing

Validity testing was conducted using Pearson correlation by comparing each item's score with the total variable score, where items with r-values greater than 0.134 and significance values below 0.05 were considered valid.

Table 2. Functional Value Validity Test Results

Item	r-count	r-table	Sig. (2-tailed)	Description
NF1	0,652	0,134	0,000	Valid
NF2	0,678	0,134	0,000	Valid
NF3	0,723	0,134	0,000	Valid
NF4	0,695	0,134	0,000	Valid

Source: SPSS Processing Results

Table 3. Emotional Value Validity Test Results

Item	r-count	r-table	Sig. (2-tailed)	Description
NE1	0,634	0,134	0,000	Valid

NE2	0,681	0,134	0,000	Valid
NE3	0,702	0,134	0,000	Valid
NE4	0,668	0,134	0,000	Valid

Source: SPSS Processing Results

Table 4. Price Value Validity Test Results

Item	r-count	r-table	Sig. (2-tailed)	Description
NH1	0,589	0,134	0,000	Valid
NH2	0,617	0,134	0,000	Valid
NH3	0,603	0,134	0,000	Valid
NH4	0,649	0,134	0,000	Valid

Source: SPSS Processing Results

Table 5. Social Value Validity Test Results

Item	r-count	r-table	Sig. (2-tailed)	Description
NS1	0,538	0,134	0,000	Valid
NS2	0,596	0,134	0,000	Valid
NS3	0,578	0,134	0,000	Valid
NS4	0,602	0,134	0,000	Valid

Source: SPSS Processing Results

Table 6. Purchase Decisions

Item	r-count	r-table	Sig. (2-tailed)	Description
KP1	0,712	0,134	0,000	Valid
KP2	0,748	0,134	0,000	Valid
KP3	0,732	0,134	0,000	Valid
KP4	0,759	0,134	0,000	Valid

Source: SPSS Processing Results

The validity test results show that all items from each variable, namely functional value, emotional value, price value, social value, and purchasing decision, have a calculated r-value greater than the r-table of 0.134 and a significance value of 0.000 which is smaller than 0.05. This finding indicates that each question item in the research instrument has a significant correlation with the total score of its variable. Thus, all questionnaire items are declared valid and able to measure the intended construct, so it is suitable for use in collecting data in this study accurately and reliably.

b. Reliability Test

Reliability was assessed using Cronbach's Alpha to measure internal consistency, with values ≥ 0.60 indicating that the instrument was reliable.

Table 7. Reliability Test Results

Variable	Cronbach's Alpha	Description
Functional Value	0,812	Reliable
Emotional Value	0,791	Reliable
Price Value	0,765	Reliable
Social Value	0,745	Reliable
Purchase Decision	0,804	Reliable

Source: SPSS Processing Results

All variables exhibited Cronbach's Alpha values above 0.70, indicating high internal consistency and confirming that the research instrument was reliable for further analysis.

3.3 Classical Assumption Test

a. Normality test

A normality test using the Kolmogorov-Smirnov method showed that the significance value exceeded 0.05, indicating that the residuals were normally distributed and the regression model met the normality assumption.

Table 8. Normality Test Results

Variable	Kolmogorov-Smirnov Z	Sig. (Asymp. Sig. 2-tailed)
Consumer Value Perception	0,723	0,200
Purchase Decision	0,648	0,200

Source: SPSS Processing Results

The normality test showed significance values of 0.200 (> 0.05) for all variables, indicating normally distributed data and fulfillment of the normality assumption for multiple linear regression analysis.

b. Multicollinearity Test

The multicollinearity test showed that all independent variables had tolerance values > 0.10 and VIF values < 10 , indicating that the regression model was free from multicollinearity.

Tabel 9. Hasil Uji Multikolinearitas

Independent Variable	Tolerance	VIF
Consumer Value Perception	0,742	1,348

Source: SPSS Processing Results

The multicollinearity test showed a tolerance value of 0.742 and a VIF of 1.348, indicating no multicollinearity and confirming the suitability of the regression model.

c. Heteroscedasticity Test

The Glejser test showed significance values above 0.05 for all variables, indicating that the regression model was free from heteroscedasticity.

Table 10. Heteroscedasticity Test Results

Independent Variable	Sig. (Glejser Test)
Consumer Value Perception	0,472

Source: SPSS Processing Results

The Glejser test yielded a significance value of 0.472 (> 0.05), indicating no heteroscedasticity and confirming that the regression model meets the homoscedasticity assumption.

d. Autocorrelation test

The test results show a Durbin-Watson value of 1.892, indicating no autocorrelation, thus making the regression model suitable for use.

Table 11. Autocorrelation Test Results

Regression Model	Durbin-Watson Value
Consumer Value Perception - Purchase Decision	1,892

Source: SPSS Processing Results

The autocorrelation test using the Durbin-Watson statistic yielded a value of 1.892. This value is within the range of 1.5 to 2.5, which is a safe limit and indicates no autocorrelation in the regression model. Therefore, the residual data do not exhibit a systematic pattern, thereby fulfilling one of the essential requirements of multiple linear regression. This supports the model's suitability for further analysis.

3.4 Multiple Regression Analysis

a. Coefficient of Determination (R^2)

The coefficient of determination (R^2) measures the proportion of variance in the dependent variable explained by the independent variables in the regression model.

Table 12. Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,734	0,539	0,528	0,412

Source: SPSS Processing Results

The R Square value of 0.539 indicates that 53.9% of the variation in purchasing decisions is explained by functional, emotional, price, and social value, while the remaining 46.1% is influenced by other factors not included in the model.

b. ANOVA (Uji F)

An ANOVA (F-test) was conducted to examine the simultaneous effect of the independent variables on the dependent variable and to assess the overall feasibility of the regression model.

Table 13. ANOVA Test Results (F-Test)

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	41,753	4	10,438	61,343	0,000
Residual	35,641	209	0,171		
Total	77,394	213			

Source: SPSS Processing Results

The ANOVA results (Sig. = 0.000 < 0.05) indicate that the regression model is statistically significant, confirming that all perceived value dimensions jointly influence purchase decisions for eco-friendly skincare products.

c. Regression Coefficient (t-Test)

The t-test was conducted to examine the partial effect of each independent variable on the purchase decision.

Table 14. Regression Coefficient Results (t-Test)

Independent Variable	B	Std. Error	t	Sig.
(Konstanta)	1,021	0,284	3,595	0,000
Functional Value	0,284	0,068	4,176	0,000
Emotional Value	0,213	0,074	2,878	0,005
Price Value	0,142	0,062	2,290	0,023
Social Value	0,087	0,053	1,641	0,103

Source: SPSS Processing Results

The results of the multiple linear regression analysis show that the variables Functional Value (X1), Emotional Value (X2), and Price Value (X3) significantly influence the Purchase Decision (Y), with significance values below 0.05 for each. Meanwhile, Social Value (X4) does not have a significant effect because its significance value is 0.103 > 0.05. The regression model formed is: $Y = 1.021 + 0.284X1 + 0.213X2 + 0.142X3 + 0.087X4$. This shows that purchasing decisions are more influenced by functional, emotional, and price aspects than by social aspects.

3.5 Discussions

From the outset, as stated in the Introduction, this research aimed to examine the extent to which consumer value perceptions could explain purchasing decisions for eco-friendly skincare products in Indonesia. The primary objective of the study was to obtain an empirical understanding of the role of functional value, emotional value, price value, and social value in shaping consumer purchasing decisions, while also identifying the most relevant value dimensions in the Indonesian market context. Based on the results and analysis conducted, it can be concluded that the research objectives have generally been achieved and demonstrate a congruence between the conceptual framework developed in the initial stages of the research and the empirical findings obtained.

This congruence is reflected in the finding that functional value, emotional value, and price value significantly explain purchasing decisions for eco-friendly skincare products. This confirms the initial assumption in the Introduction that Indonesian consumers not only consider sustainability aspects normatively but also rationally evaluate product benefits and perceived emotional experiences. Thus, the results of this study demonstrate that purchasing decisions are the result of an integration of utilitarian and affective considerations, not solely driven by environmental idealism.

The significant influence of functional value indicates that consumers continue to prioritize product quality, safety, and effectiveness as the primary basis for decision-making. This finding aligns with research expectations, stating that skincare products, even if labeled eco-friendly, must still meet consumer performance standards. Sustainability, in this case, serves as an added value that strengthens the product's appeal, not as a substitute for its primary function.

The emergence of emotional value as a dominant factor reinforces the argument in the introduction that the consumption of eco-friendly products is increasingly linked to the formation of personal meaning and consumer identity. Feelings of satisfaction, pride, and confidence in contributing to environmental preservation become powerful internal drivers in purchasing decisions. This finding confirms that marketing strategies for eco-friendly skincare products need to prioritize emotional narratives and experiences, not just product technical specifications.

Meanwhile, the significant value of price indicates that Indonesian consumers are realistic in balancing sustainability values with economic capacity. This aligns with the initial research expectation that price sensitivity remains a crucial factor in the context of developing countries. Consumers are willing to pay relatively higher prices for eco-friendly skincare products, as long as the perceived benefits are perceived as commensurate with the sacrifices made.

Conversely, the insignificance of social value provides an interesting finding and enriches academic discussion. The introduction anticipated that the influence of social value is contextual and not always consistent across studies. The results of this study indicate that purchasing decisions for eco-friendly skincare products are more influenced by consumers' internal considerations than by the drive for social recognition. This finding indicates that consumption of eco-friendly products in Indonesia is not entirely a symbol of social status, but rather is viewed more as a personal choice that is both functional and emotional.

Overall, this discussion demonstrates that the consumer value perception framework used in this study is relevant and able to explain purchasing behavior for eco-friendly skincare products in Indonesia. However, the differences in the strength of influence between value dimensions underscore the importance of understanding the social and cultural context in the application of marketing theory. These results open the prospect of developing further studies by incorporating additional variables, such as brand trust, environmental awareness, or sustainable lifestyle orientation, to enrich the understanding of consumer behavior.

From an application perspective, the findings of this study can serve as a basis for skincare industry players in designing more effective marketing strategies. Emphasizing product quality, creating a positive emotional experience, and setting a price that aligns with consumers' perceived value are key to enhancing purchasing decisions. Furthermore, these results also provide opportunities for further research to test the value perception model in other eco-friendly product categories or within different regional contexts and consumer segmentations.

4. CONCLUSION

This study concludes that consumer value perception plays a crucial role in shaping purchasing decisions for eco-friendly skincare products in Indonesia. Of the four

dimensions of perceived value studied functional, emotional, price, and social only three were shown to significantly influence purchasing decisions: functional value, emotional value, and price value. These three dimensions reflect that consumers prioritize tangible benefits, emotional comfort, and product affordability when making purchasing decisions. Conversely, social value did not show a significant influence, indicating that social pressures or social image are not yet primary considerations for consumers in purchasing eco-friendly products. Overall, these findings underscore the importance of personal, functional, and emotional approaches in sustainable product marketing strategies and suggest that consumers' understanding of sustainability must be built through the values directly experienced in their consumption experiences. Suggestions for further research include exploring other variables that may influence purchasing decisions for eco-friendly products, such as brand image, consumer trust, and environmental awareness. Future research could also integrate sustainable lifestyle orientation as an additional factor influencing purchasing decisions, as well as consider the influence of digital marketing and social media in shaping consumer perceptions.

REFERENCES

- Baharuddin, M. A., Priyanto, A., Aji, W. S., & Saputra, R. A. (2024). Optimalisasi Potensi Sumber Daya Alam Nabati Di Desa Lumeneng Sebagai Upaya Meningkatkan Perekonomian Masyarakat. *Abdi Moestopo Jurnal Pengabdian Pada Masyarakat*, 7(1), 57–66. <https://doi.org/10.32509/abdimoestopo.v7i1.3596>
- Cadar, R.-L., Amuza, A., Dumitraş, D. E., Mihai, M., & Pocol, C. B. (2021). Analysing Clusters of Consumers Who Use Medicinal and Aromatic Plant Products. *Sustainability*, 13(15), 8648. <https://doi.org/10.3390/su13158648>
- Das, M., Saha, V., & Roy, A. (2021). Inspired and Engaged: Decoding MASSTIGE Value in Engagement. *International Journal of Consumer Studies*, 46(3), 781–802. <https://doi.org/10.1111/ijcs.12726>
- Elrayah, M., Abdelwahed, N. A. A., & Moustafa, M. A. (2023). Understanding the Intention to Purchase and Not to Purchase Organic Food Among Students: Structural Equation Modeling. *Journal of Law and Sustainable Development*, 11(11), e1709. <https://doi.org/10.55908/sdgs.v11i11.1709>
- Goel, K., & Singh, S. (2023). *Consumer Choice Behavior Among Non-Governmental Organizations: Structural Effects of Consumption Values*. <https://doi.org/10.52783/jier.v3i2.348>
- Gonçalves, J., Santos, A. R., Kieling, A. P., & Tezza, R. (2022). The Influence of Environmental Engagement in the Decision to Purchase Sustainable Cosmetics: An Analysis Using the Theory of Planned Behavior. *Revista De Administração Da Ufsm*, 15(3), 541–562. <https://doi.org/10.5902/1983465969295>
- Gwanya, H., Mbuyiswa, A. N., Phokwe, O. J., Gxaba, N., & Manganyi, M. C. (2024). Harnessing the Potential of Helinus Integrifolius in Cosmeceutical Research: Toward Sustainable Natural Cosmetics. *Cosmetics*, 11(4), 126. <https://doi.org/10.3390/cosmetics11040126>
- Hasanah, A. U., Riana, F., & Toiba, H. (2023). Impact of Green Marketing to Food and Beverages on Purchasing Decisions and Brand Image as a Mediation Variable (Case Study: Millennial Consumers). *Habitat*, 34(2), 167–177. <https://doi.org/10.21776/ub.habitat.2023.034.2.15>
- Irfany, M. I., Khairunnisa, Y., & Tieman, M. (2023). Factors Influencing Muslim Generation Z Consumers' Purchase Intention of Environmentally Friendly Halal Cosmetic Products. *Journal of Islamic Marketing*, 15(1), 221–243. <https://doi.org/10.1108/jima-07-2022-0202>
- K, A. J., & Sia, S. K. (2022). Theory of Planned Behavior in Predicting the Construction of Eco-Friendly Houses. *Management of Environmental Quality an International Journal*, 33(4), 938–954. <https://doi.org/10.1108/meq-10-2021-0249>
- Li, C., Wang, S., & Tao, J. S. (2020). Diffusion Simulation of Innovative Products Based on Lotka-Volterra. *Journal of Contemporary Marketing Science*, 3(2), 169–193. <https://doi.org/10.1108/jcmars-01-2020-0003>
- Limbu, Y. B., & Ahamed, A. F. M. J. (2023). What Influences Green Cosmetics Purchase Intention and Behavior? A Systematic Review and Future Research Agenda. *Sustainability*, 15(15), 11881. <https://doi.org/10.3390/su151511881>
- Limbu, Y. B., Pham, L., & Nguyen, T. T. T. (2022). Predictors of Green Cosmetics Purchase Intentions Among Young Female Consumers in Vietnam. *Sustainability*, 14(19), 12599.

- <https://doi.org/10.3390/su141912599>
- Maharani, B. D., & Purnamarini, T. R. (2022). Aplikasi Theory of Consumption Value Terhadap Intensi Pembelian Produk Ramah Lingkungan. *Ecobisma (Jurnal Ekonomi Bisnis Dan Manajemen)*, 9(2), 103–113. <https://doi.org/10.36987/ecobi.v9i2.2448>
- Mubarok, D., Adjani, K., Hutama, B. D. R., Mutoffar, M. M., & Indrayani, R. (2025). Big Data Analytics dan Machine Learning untuk Memprediksi Perilaku Konsumen di E-commerce. *Jurnal Informatika Dan Rekayasa Elektronik*, 8(1), 159–167.
- Mudzakkir, M. F., & Nurfarida, I. N. (2020). Peran Mediasi Perceived Value Dalam Memediasi Pengaruh Experiential Marketing Terhadap Behavioral Intention (Studi Pada Wisata Wahana Di Kota Batu). *Jurnal Studi Manajemen Dan Bisnis*, 5(2), 113–121. <https://doi.org/10.21107/jsmb.v5i2.6665>
- Mutoffar, M. M., Kuswayati, S., Sumarni, T., Dewi, R. K. S., & Nurjanah, E. (2024). Role of ChatGPT as an innovative tool for data analysis and market trend prediction in business information systems. *Jurnal Minfo Polgan*, 13(1), 579–587.
- Ningrum, N. K., Lukitaningsih, A., & Larasati, I. H. (2022). Pengaruh Persepsi Nilai, Persepsi Pengetahuan Lingkungan Dan Sikap Terhadap Produk Hijau Pada Niat Beli Hijau Konsumen Air Mineral Ades Di Daerah Istimewa Yogyakarta. *Jurnal Ilmiah Universitas Batanghari Jambi*, 22(1), 16. <https://doi.org/10.33087/jiubj.v22i1.1880>
- Pratiwi, R. T., Nuryatin, A., Prawirasuyasa, W., Suryani, Y., & Agustira, D. (2023). Impact of Economic Literacy and Environmental Literacy on Student Green Consumer Behavior. *International Journal of Educational Management and Innovation*, 4(3), 194–208. <https://doi.org/10.12928/ijemi.v4i3.8679>
- Prilutskaya, M. A., Murukina, A. D., & Dashkova, T. (2021). Mechanical Engineering Product Value Design Applying the Value Engineering Method. *Matec Web of Conferences*, 346, 3038. <https://doi.org/10.1051/mateconf/202134603038>
- Ribeiro, N. G., Añaña, E. da S., & Barbosa, B. (2022). The Influence of Human Values, Environmental Awareness, and Attitudes on the Intention to Purchase Cannabis-Based Skincare Cosmetics. *Sustainability*, 14(16), 10399. <https://doi.org/10.3390/su141610399>
- Ruslim, T. S., Kartika, Y., & Sari, W. R. (2022). Effect of Environmental Concern, Attitude, Subjective Norms, Perceived Behavioral Control and Availability on Purchase of Green Skincare Products With Intention to Purchase as a Mediation Variable. *Jurnal Ilmiah Manajemen Dan Bisnis*, 8(1), 120. <https://doi.org/10.22441/jimb.v8i1.14499>
- Setyorini, U., Laratmase, P., Rumefi, U., Ardyansyah, F., & Muttofar, M. M. (n.d.). *Analisis Faktor Determinan Customer Satisfaction Produk Keripik Pisang Ngemil Banana Chips*.
- Shang, Q., Ma, H., Wang, C., & Gao, L. (2023). Effects of Background Fitting of E-Commerce Live Streaming on Consumers' Purchase Intentions: A Cognitive-Affective Perspective. *Psychology Research and Behavior Management*, Volume 16, 149–168. <https://doi.org/10.2147/prbm.s393492>
- Shimul, A. S., & Cheah, I. (2022). Consumers' Preference for Eco-Friendly Packaged Products: Pride vs Guilt Appeal. *Marketing Intelligence & Planning*, 41(2), 186–198. <https://doi.org/10.1108/mip-05-2022-0197>
- Tuska, R., Udayana, I. B. N., & Maharani, B. D. (2023). Pengaruh Functional Value, Social Value Dan Emotional Value Terhadap Green Purchase Intention, Dengan Green Trust Sebagai Variabel Intervening (Studi Pada Konsumen Produk Ramah Lingkungan Di Yogyakarta). *J-Mas (Jurnal Manajemen Dan Sains)*, 8(2), 1379. <https://doi.org/10.33087/jmas.v8i2.1507>
- Wang, Y. M., Zaman, H. M. F., & Alvi, A. K. (2022). Linkage of Green Brand Positioning and Green Customer Value With Green Purchase Intention: The Mediating and Moderating Role of Attitude Toward Green Brand and Green Trust. *Sage Open*, 12(2). <https://doi.org/10.1177/21582440221102441>
- Yasik, Y. L., Mutoffar, M. M., & Ginting, J. (2025). The influence of digital marketing interaction on generation z consumer loyalty on local beauty products. *Jurnal Mantik*, 9(2).
- Zameer, H., & Yasmeen, H. (2022). Green Innovation and Environmental Awareness Driven Green Purchase Intentions. *Marketing Intelligence & Planning*, 40(5), 624–638. <https://doi.org/10.1108/mip-12-2021-0457>