

THE INFLUENCE OF INTRINSIC AND EXTRINSIC FACTORS ON THE PURCHASE INTENTION OF GREEN SKINCARE PRODUCTS MEDIATED BY CONSUMER BELIEF

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Abstract:

This research aims to analyze the direct influence of intrinsic and extrinsic cues on purchase intention among consumers who use both conventional and green skin care products. Additionally, the research will examine the indirect influence of these cues on purchase intention through consumer beliefs as a mediating variable. This study involved distributing questionnaires to 125 respondents from Generation Y and Generation Z who have lived on the island of Java for the past year and have used skin care and green skin care products. The sampling method used was non-probability sampling with a purposive sampling technique. Data analysis was conducted using the Structural Equation Model (SEM) analysis tool with SmartPLS 4. The results of this research indicate that intrinsic and extrinsic cues significantly influence consumer beliefs. Furthermore, intrinsic cues, extrinsic cues, and consumer beliefs all have a significant effect on purchase intention. The study also confirms that consumer beliefs effectively mediate the influence of intrinsic and extrinsic cues on purchase intention.

Keywords: Intrinsic Cues, Extrinsic Cues, Customer Belief, Green Product

INTRODUCTION

Global warming and environmental degradation have garnered worldwide attention. One of the frequently occurring issues is the excessive accumulation of waste, pollution effects, and the overuse of chemicals, which adversely affect the quality of life on Earth. According to Statista (2022), human life has become heavily reliant on various needs-fulfillment materials, primarily plastics and chemicals, that are challenging for the planet to absorb.

The growing public awareness of environmental issues and increasing knowledge and pro-environmental attitudes have influenced consumer behavior towards more sustainable practices. This shift has given rise to green consumerism, changing consumer attitudes. Consequently, companies have begun to adjust their products to be more environmentally conscious, aligning with the evolving mindset of consumers by adopting sustainability practices. A consumer insights survey report by Kompas (2021) indicated that the majority (73%) of global consumers stated that they would or likely change their consumption habits to reduce their environmental impact.

The trend of using skincare products shows a significant growth category in the market. The skincare category has become one of the six major growth products in the beauty industry, with annual sales recorded at \$1.37 billion in 2017 and projected to increase to \$1.88 billion by 2022.

Today, skincare products have begun to adopt sustainability, commonly called sustainable beauty, which has become a trend in the beauty world. To achieve sustainable beauty, which balances beauty and environmental concerns, green beauty practices are being applied in the beauty product business, now one of the fastest-growing industries (Statista, 2022). According to Sahota (2014), the trend of green beauty or sustainable beauty educates consumers to be more critical in choosing beauty products that are good for the environment and themselves. Consumers can



consider skincare beneficial from intrinsic cues of cosmetics, such as ingredients and formulas. Green products generally have a low environmental impact (Sdrolia & Zarotiadis, 2019). They can be defined as products considered environmentally friendly by consumers, whether due to the product type, the materials used, the production process, packaging, promotion, etc. (Alalwan, 2018). Green products also focus on the ingredients used in skincare and their processes from upstream to downstream. Green beauty starts with using natural ingredients in skincare or cosmetics packaged in environmentally friendly or recyclable materials (zero waste) to minimize waste without harming the environment.

Intrinsic cues in a product are a significant factor for consumers. Sahota (2014) stated that ingredients are an intrinsic factor in promoting eco-friendly cosmetics. The ingredients used can enhance the characteristics of a product (Khandelwal et al., 2019). This refers to specific eco-friendly terminologies used for ingredients such as 'natural oils,' 'agricultural plants,' and 'bacteria' to inform consumers about what is contained in the product, helping to determine quality and value (Sahota, 2014). The formula in beauty products pertains to the process and standardization during skincare production, such as avoiding animal testing (cruelty-free).

Extrinsic cues are also a key consideration for consumers when selecting products, as extrinsic cues aim to communicate product characteristics that can be altered without changing the product itself but can influence how consumers perceive its quality (Khandelwal et al., 2019). Extrinsic cues include elements not physically present in the product, such as packaging and branding (Lam et al., 2016). Packaging should be quickly processed by the environment to avoid adverse effects and reduce waste, known as zero waste (Bone et al., 2001). Besides packaging, a brand is crucial in representing a product (Srivastava et al., 2022). A strong brand image is associated with higher perceived quality and value, aligning with consumer purchase frequency (Khandelwal et al., 2019).

According to data from Kompas.com (2021), local skincare brands in Indonesia are proliferating. Among the top-selling eco-friendly local skincare brands on e-commerce platforms are Avoskin, which ranks 4th with sales reaching 5.9 billion, and Bio Beauty Lab, another green beauty brand, which has sales of 2.6 billion. The enthusiasm for green skincare brands, prioritizing maintaining natural beauty while supporting environmental sustainability, dramatically helps create brand equity through green trust and satisfaction mediation. Green skincare brands must adopt long-term environmental strategies to build green brand equity (Chen, 2010). The popularity of local green skincare brands in Indonesia among consumers is an intriguing area for research.

Local brands in Indonesia are implementing green beauty systems using high-quality natural ingredients, such as natural essential oils, to minimize harmful chemicals and avoid animal testing (cruelty-free). These brands also prioritize eco-friendly packaging made from recycled materials or natural sources, like sugarcane and glass, to be more easily processed by nature and reduce waste accumulation.

Green skincare products can demonstrate the superiority of intrinsic cues, which have become a primary focus for consumers when searching for products (Smith et al., 2022). Intrinsic cues are vital for consumers to evaluate value and quality, helping them choose the right products (Lam et al., 2016). Intrinsic cues include the ingredients used, minimizing chemicals with natural extracts from plants and avoiding animal testing (cruelty-free). Extrinsic cues can be assessed from packaging and branding, influencing consumers' purchase decisions. This supports green skincare products in gaining consumer trust, making consumers recognize and remember that green skincare products are environmentally friendly (Alalwan, 2018).

Consumer trust significantly impacts their decision to purchase green skincare. Consumer trust relates to Ajzen's theory of planned behavior (1985), which aims to predict consumer behavior

by studying variables such as attitudes, subjective norms, behavioral control, and environmental concerns. The theory of planned behavior is dynamic in predicting individual behavior, particularly consumer behavior. Attitudes can yield positive or negative outcomes based on reactions (Ajzen, 1985). Subjective norms involve perceptions of how one's actions are viewed by others, influencing intentions to perform or avoid certain behaviors (Ajzen, 1985). Behavioral control refers to the perceived control over behavior.

Consumer belief in choosing green beauty products creates a research gap regarding factors influencing consumers to switch to green skincare, impacted by intrinsic cues (ingredients and formulas) and extrinsic cues (brand and packaging). This raises questions for marketers about whether the green skincare trend influences purchase intentions from the consumer perspective, mediated by consumer trust, including attitudes towards behavior, subjective and social norms, behavioral control, and environmental concerns.

The green skincare trend significantly affects the green skincare business in Indonesia. Previous research by Genovese and Green (2021) found that intrinsic cues (ingredients and formulas) and extrinsic cues (brand and packaging) positively influence purchase intention, mediated by consumer belief. This study, conducted in Switzerland, did not specifically address how consumer belief impacts purchase intention. The current study builds on Genovese and Green's (2020) research to understand consumer beliefs in Indonesia.

Similarly, studies by Maichum et al. (2016) and Photcharoen et al. (2020) using the theory of planned behavior (attitudes, subjective norms, and behavioral control) on eco-friendly beauty products in Thailand encountered issues as consumer attitudes in Thailand showed no significant impact and did not specifically address how intrinsic and extrinsic cues affect skincare. This study examines explicitly green skincare, detailing how intrinsic and extrinsic cues influence purchase intention. This research elaborates on consumer behavior indicators more comprehensively, complementing studies by Maichum et al. (2016) regarding green skincare.

Intrinsic cues can be considered fundamental, concrete attributes of a product, where the functions of a product can act as indicators of its quality and value (Kalra et al., 2019). According to Sahota (2014), ingredients are an intrinsic cue for promoting eco-friendly cosmetics. Ingredients help signify the characteristics of a product. Extrinsic cues refer to external promotions related to the core product (Bone, 2001). Packaging and branding are indicators of extrinsic cues (Genovese & Green, 2021). Both can provide eco-friendly characteristic information to green consumers, influencing their intentions and convincing them. Packaging is the most prominent attribute of a product and has the potential to leave a strong impression on consumer evaluation (Wahid et al., 2011). Eco-friendly packaging is defined as "compostable," "biodegradable," and "recyclable," and sometimes includes whether the final product can also biodegrade (Acebron & Dopico, 2000). Previous research by Genovese and Green (2021) indicated that extrinsic cues influence consumer beliefs. Consumer belief instills confidence in a product, influencing their intention toward it (Ajzen, 1985).

In green skincare products, extrinsic cues such as eco-labels, organic certifications, and sustainable packaging attract consumers' attention. These labels and certifications provide visual cues and information to consumers that the product meets sustainability and eco-friendly standards, which can enhance positive perceptions of the product (Genovese & Green, 2021). Intrinsic cues such as the natural ingredients used in skincare products, texture, fragrance, and color also influence consumers' perceptions of the product's quality and safety (Lim, 2017). Consumers tend to have higher trust in products that contain natural and organic ingredients. Both cues influence consumer belief in the benefits and safety of green skincare products. When consumers believe a product is safe, effective, and environmentally friendly, their trust increases (Li et al., 2021), subsequently



affecting their purchase intention. Consumers who believe that green skincare products are not only good for their skin but also beneficial for the environment are more likely to have a higher intention to purchase these green skincare products.

This study examines the influence of intrinsic and extrinsic cues on consumer belief and how these factors affect the purchase intention of Green Skin Care products (eco-friendly skincare). Specifically, this research will investigate how elements of intrinsic cues such as natural ingredients, texture, fragrance, and product color impact consumers' perceptions of the quality and safety of Green Skin Care products. Additionally, the study will explore the role of extrinsic cues such as eco-labels, organic certifications, and eco-friendly packaging in shaping consumers' beliefs regarding these products' sustainability and environmental benefits. The research also aims to understand how consumer belief, influenced by these intrinsic and extrinsic cues, can enhance consumers' purchase intention toward Green Skin Care products. By understanding the relationship between intrinsic cues, extrinsic cues, consumer belief, and purchase intention, this study hopes to provide deeper insights for manufacturers and marketers in developing effective marketing strategies for eco-friendly skincare products.

The study targets Generation X and Generation Y skincare users aged 11-42 interested in green skincare. According to Pusparisa (2020), Generation Y, born between 1981 and 1996, are digital natives characterized by curiosity and confidence. Generation Z, born between 1997 and 2012, have ambitious personalities, are digital natives, and are confident (Pusparisa, 2020). Gen Z increasingly cares about the planet's sustainability; in using beauty products, Gen Z also pays attention to the sustainable impact on the environment."

METHODS

This research employs a survey method to investigate intrinsic and extrinsic cues' influence on consumer belief and purchase intention for Green Skin Care products. Data was collected using Google Forms and distributed through social media platforms using purposive sampling. The sample criteria included Generation Y and Z individuals on Java Island who use skincare products. Data collection took place from August to October 2023. The study adopts a quantitative research approach, and the data obtained were analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM). This analytical tool is suitable for testing complex relationships between observed and latent variables, providing robust insights into the relationships between intrinsic cues, extrinsic cues, consumer belief, and purchase intention. The respondents totaled 125 individuals (Table 1), consisting of 95 women and 30 men, mostly aged 18-35. Most respondents were private sector employees (53%) and students (26%). The object of this research is eco-friendly skincare products.

The exogenous variables in this study include intrinsic cues (Figure 1), which are indicators of the quality attributes of a product, consisting of ingredients and formula indicators. Ingredients help signify the inherent characteristics of the product, while the formula encompasses the overall results of the ingredients in the product. The following exogenous variable is extrinsic cues (Figure 1), which include two dimensions: packaging and brand. Packaging is one of the most prominent attributes that can leave a strong impression on consumer evaluation. Eco-friendly packaging can be defined as 'biodegradable,' making it very beneficial for the environment. The next dimension of extrinsic cues is brand, a marketing concept that facilitates consumer recognition of a company or product. Though intangible, a brand can influence consumer perceptions of a product.



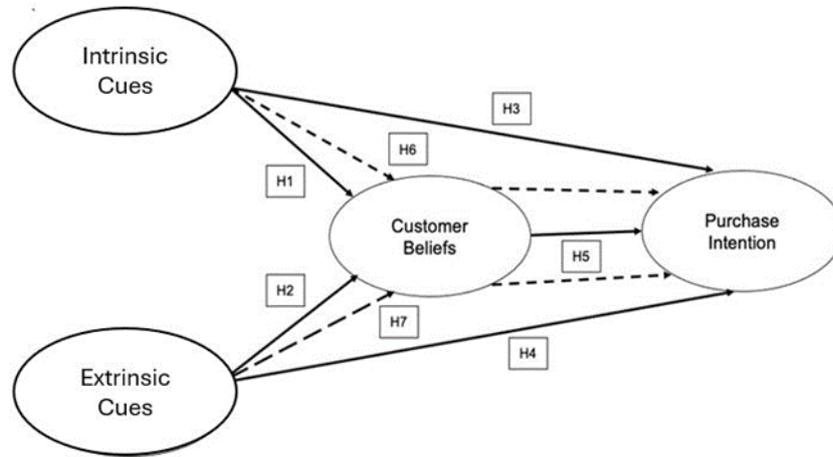


Figure 1. Research Model. Source: Genovese and Green (2021)

The mediating variable in this study is consumer belief (Figure 1). The endogenous variable is purchase intention, which represents the determination made by consumers when purchasing. Indicators of intrinsic cues, extrinsic cues, and consumer beliefs were adapted from Genovese and Green (2021). Indicators of purchase intention were adapted from Genovese & Green (2021) and Maichum et al. (2016). All questions used a Likert scale from 1-6.

Table 1. Respondent Characteristics

Characteristic	Response	Number	Percentage
Gender	Male	30	24,0%
	Female	95	76,0%
Age (years)	11-17	2	1,6%
	18-23	50	40,0%
	24-29	50	40,0%
	30-35	12	9,6%
	36-42	11	8,8%
Occupation	BUMN	1	0,8%
	Housewife	3	2,4%
	Private Employee	67	53,6%
	Student	33	26,4%
	Civil Servant	10	8,0%
	Entrepreneur	11	8,8%
Residence	Bandung	27	21,6%
	Bogor	3	2,4%
	Ciamis	1	0,8%
	Cirebon	2	1,6%
	Depok	1	0,8%
	Garut	1	0,8%
	Jakarta	33	26,4%
	Jember	2	1,6%
	Kebumen	2	1,6%
	Majalengka	1	0,8%
	Malang	2	1,6%



	Pandeglang	2	1,6%
	Pekalongan	2	1,6%
	Semarang	2	1,6%
	Solo	4	3,2%
	Surabaya	3	2,4%
	Tangerang	8	6,4%
	Tangerang Selatan	25	20,0%
	Tasikmalaya	2	1,6%
	Yogyakarta	2	1,6%
Buying Green Skin Care Products	Yes	125	100,0%
	No	0	0,0%
Advantages of green skin care products	Natural ingredients	83	66,4%
	good for the skin	42	33,6%
Preferred skincare products	Local green skin care products	106	84,8%
	Imported green skin care products	19	15,2%

RESULT AND DISCUSSION

All indicators for each variable – Intrinsic Cues, Extrinsic Cues, Consumer Belief, and Purchase Intention – in this study have a loading factor greater than 0.7. Each variable has an AVE value greater than 0.5, indicating that all indicators are valid. Both composite reliability and Cronbach’s alpha values are above 0.70, making all variables reliable (Table 2).

Table 2. Validity and Reliability Test

Variable	Indikator	Outer Loadings	Average Variance Extracted (AVE)	Composite Reliability
Intrinsic Cues	IC1	0,775	0,606	0,783
	IC2	0,746		
	IC3	0,787		
	IC4	0,806		
Extrinsic Cues	EC1	0,793	0,637	0,810
	EC2	0,810		
	EC3	0,799		
	EC4	0,789		
Customer Belief	CB1	0,724	0,562	0,916
	CB2	0,717		
	CB3	0,779		
	CB4	0,745		
	CB5	0,713		
	CB6	0,737		
	CB7	0,790		
	CB8	0,738		
	CB9	0,785		
	CB10	0,766		
Purchase intention	PI1	0,849	0,725	0,812
	PI2	0,838		
	PI3	0,867		



The R² value for Consumer Belief is 0,541, indicating that Intrinsic and Extrinsic Cues can explain 54% of the variance in Consumer Belief. Meanwhile, Consumer Belief can explain 67% of Purchase Intention (R²) variance. The f-square (f²) results show that the Effect Size of the Intrinsic Cues variable on Consumer Belief is 0,260, which falls into the moderate influence category. The effect of the Extrinsic Cues variable on Consumer Belief has an F-Square value of 0,129, indicating a weak influence. Similarly, the effects of Intrinsic Cues on Purchase Intention (F-Square = 0,073) and Extrinsic Cues on Purchase Intention (F-Square = 0,080) are weak. In contrast, the effect of Consumer Belief on Purchase Intention (F-Square = 0,284) is moderate. The SRMR value of 0.058 indicates that the model is a good fit.

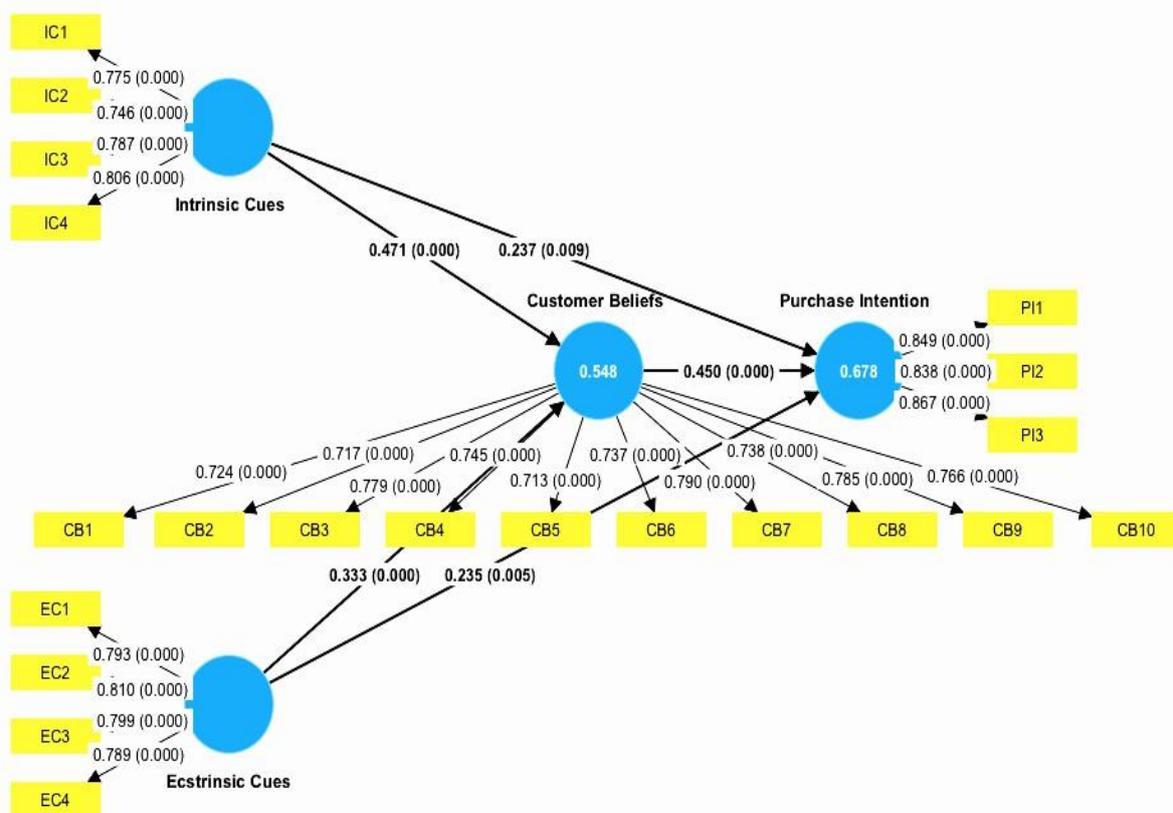


Figure 2. Path Diagram

Table 3 shows the results of hypothesis testing. The Intrinsic Cues variable significantly affects Consumer Belief (p=0.000); thus, the first hypothesis is accepted. Extrinsic Cues significantly affect Consumer Belief (p=0.000), so the second hypothesis is accepted. The Intrinsic Cues variable significantly affects Purchase Intention (p=0.009), with a significance value < 0.05, proving that the third hypothesis is accepted. The Extrinsic Cues variable significantly affects Purchase Intention (p=0.005), so the fourth hypothesis is accepted. Consumer Belief significantly affects Purchase Intention (p=0.000); thus, the fifth hypothesis is accepted. This proves that the intrinsic cues variable significantly influences purchase intention through consumer belief, with a significance value of 0.000, which accepts the sixth hypothesis. The Extrinsic Cues variable significantly affects Purchase Intention through Consumer Belief (p=0.003); thus, the seventh hypothesis is accepted.

Table 3. Direct and Indirect Effects

	Original sample (O)	T statistics (O/STDEV)	P values
Intrinsic Cues → Customer belief	0,471	5,985	0,000
Extrinsic Cues → Customer belief	0,333	4,039	0,000
Intrinsic Cues → Purchase Intention	0,237	2,630	0,009
Extrinsic Cues →Purchase Intention	0,235	2,829	0,005
Customer belief →Purchase Intention	0,450	5,479	0,000
Intrinsic Cues → Customer belief →Purchase Intention	0,212	4,268	0,000
Extrinsic Cues → Customer belief →Purchase Intention	0,150	2,951	0,003

This study aims to provide insights for green skincare entrepreneurs on how intrinsic and extrinsic cues influence consumer trust and their purchase intention for green skincare products. Intrinsic cues, which include ingredients and formula factors, and extrinsic cues, which include brand and packaging, can serve as guidelines for green skincare companies in Indonesia and existing green skincare brands operating in the country.

The respondents' profiles are those of Generation X and Generation Y. For Millennials and Generation Z, beauty is not just about appearance but is also seen as a source of self-confidence, helping them feel comfortable in their skin (Lee et al., 2019). Generation X and Generation Y are enthusiastic about self-care to maintain attractiveness while being highly concerned about environmental issues (Laksmidewi & Gunawan, 2020). These generations are also tech-savvy, quickly accessing information via gadgets and smartphones, including environmental issues (Tyson et al., 2021). This allows Millennials and Gen Z interested in beauty trends to quickly obtain information through social media.

Indonesian skincare companies might consider rebranding or upgrading their green skincare products, especially local brands, to attract Generation X and Y consumers to choose green skincare for their daily routine. Consumers are highly attentive to the ingredients and formulas of the skincare products and whether they are cruelty-free and environmentally friendly.

This study found that intrinsic cues positively directly affect purchase intention, and intrinsic cues mediated by consumer belief also directly affect purchase intention. This implies that consumers pay great attention to the brand and formula of the skincare products, seeking the best results while also considering the environmental impact. To attract consumer interest, skincare companies should focus on maintaining natural ingredients and ensuring that their formulas are cruelty-free.

Similarly, extrinsic cues positively affect purchase intention, and extrinsic cues mediated by consumer belief also directly affect purchase intention. The brand is a significant consumer factor (Lee et al., 2019); consumers trust a strong brand. Eco-friendly packaging is also a concern, as consumers prefer packaging that does not harm the environment. Green skincare entrepreneurs and marketers should emphasize the strength of their brand to influence consumer perception and trust, which is crucial for consumer purchase decisions.

The results of this study show that intrinsic cues have a positive direct effect on purchase intention, and intrinsic cues mediated by consumer belief also directly affect purchase intention. These findings are consistent with previous research identifying the crucial role of intrinsic cues in



purchase decisions. For instance, Li et al. (2021) found that natural ingredients in skincare products increase consumers' purchase intention, indicating that perceptions of product quality and safety can be enhanced using intrinsic cues. Another study by Genovese and Green (2021) supports these findings, showing that the texture and fragrance of natural skincare products significantly influence consumers' perceptions of effectiveness and enjoyment of use, ultimately increasing purchase intention. Additionally, research by Smith et al. (2022) highlights that consumer trust in the environmental benefits of sustainable products, influenced by intrinsic cues such as organic ingredients, enhances their purchase intention. This study reinforces the view that intrinsic cues directly influence purchase intention and do so through mediators like consumer belief. Therefore, marketers and producers of eco-friendly skincare products should prioritize using natural ingredients and ensure high product quality to boost consumer trust and purchase intention. This study provides additional evidence that an approach focusing on intrinsic quality and consumer belief is crucial for marketing strategies for eco-friendly products.

In addition to intrinsic cues, extrinsic cues such as eco-labels, organic certifications, and eco-friendly packaging also play a vital role in shaping purchase intention. Prior studies have demonstrated that these extrinsic cues are essential product quality and environmental benefits indicators, influencing consumer purchase behavior. For example, a study by Huang and Liu (2020) found that eco-labels significantly boost consumers' perceptions of product sustainability, leading to higher purchase intentions. Similarly, research by Wang, Liu, and Qi (2021) showed that organic certifications positively impact consumer trust and perceived product value, thereby increasing purchase intentions.

This study reinforces the view that intrinsic and extrinsic cues directly influence purchase intention and do so through mediators like consumer belief. Therefore, marketers and producers of eco-friendly skincare products should prioritize using natural ingredients and eco-friendly certifications to boost consumer trust and purchase intention. This study provides evidence that an approach focusing on intrinsic quality and extrinsic validation is crucial for the marketing strategies of eco-friendly products.

CONCLUSION

The results show that Intrinsic and Extrinsic Cues each significantly affect Consumer Belief. Additionally, each of these variables—Intrinsic Cues, Extrinsic Cues, and Consumer Belief—significantly impacts Purchase Intention. Consumer Belief effectively mediates the influence of Intrinsic and Extrinsic Cues on Purchase Intention.

Future research should include other exogenous variables such as Customer Attitude, Perceived Quality, or Product Attributes to provide a more comprehensive understanding of their influence on Purchase Intention. Future researchers could also include control variables such as gender, age, occupation, or user experience to examine their roles in consumer purchasing decisions. Expanding the research scope to include respondents from outside Java Island would provide more extensive research results.

The advantage of green skincare products, from the consumers' point of view, lies in their use of natural ingredients that benefit the skin. Factors influencing consumers to switch to green skincare products are primarily driven by the influence of close relatives (family, colleagues, and friends). Additionally, most respondents in this study believe that local green skincare products are superior to imported ones. Therefore, marketers should emphasize local and personal values to increase product appeal. Focusing on local ingredients, traditional wisdom, and sustainability can strengthen the product's identity. Building relationships with local communities and utilizing testimonials and



recommendations from close relatives can also be effective strategies for gaining consumer trust. Marketers might explore family partnership programs or bulk discounts to encourage using green skincare products among families and associates. By understanding the importance of social relationships and local values, marketers can develop more targeted strategies to win consumers' loyalty to green skincare products.

Regarding the respondents studied, the author suggests that future researchers expand the scope of their research beyond the island of Java to include respondents from other regions. This broader approach can yield more comprehensive results. Research in different areas may reveal varied findings, enriching the knowledge on similar research topics.

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