ABSTRACT

Consumer’s Behavior Analysis In Bogor Toward Green Cosmetics Product

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The exploding societal movement based upon environmental concerns and consumer awareness is spreading all over the globe. As a result, consumers concern about environmental issues is growing significantly and marketers have realized the importance of introducing green cosmetic products. However, there is doubt whether this awareness and concern is translated into the right behavior.

In this study, consumers' attitudes, behaviors, perception and demographic factor were manipulated using ordinal logistic regression to determine their relative influence on willingness to pay for green cosmetic products. The results showed consumer's age, education, income and ecoliteracy to be the consistent explanatory factor in predicting their willingness to pay. The result also suggested that attitude toward firm’s responsibilities and buying behavior which considers environmental factor to be the consistent explanatory factor in predicting their willingness to pay. This study also examined the relationships between consumer’s attitude, subjective norms, perceived behavior control and green cosmetic buying intentions using the Theory of Planned Behavior (TPB). This study revealed that at significance level five percent, attitude and subjective norm correlate positively with intention.

Keyword: Green Cosmetic Product, Behavior Intention, Willingness To Pay, Contingent Valuation Method, Theory of Planned Behaviour, Structural Equation Modelling, Ordinal Logistic Regression, Bogor City