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THE INFLUENCE OF PERCEIVED VALUE, HEALTH CONSCIOUSNESS AND ENVIRONMENTAL AWARENESS TOWARD REPURCHASE INTENTION IN GREEN COSMETICS

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Abstract. *The cosmetics industry in Indonesia is experiencing good growth in line with lifestyle developments. Common problems in cosmetics focus on the potential risks of chemicals that are dangerous to human health. In addition, the content of strong chemicals can pollute the environment. The existence of climate change, global warming, health concerns, and environmental issues causes consumers to behave green in their purchasing decisions. It is difficult to link green consumers with other things. This is because each consumer has different preferences for the attributes of green products. In this study, researchers want to know and further analyze what factors influence consumer repurchase intentions for green cosmetics products. The results of the findings of this study can provide valuable insights for cosmetic marketers, especially green cosmetics. Smart PLS 3.0 is the software that used in this research. The results of functional value, emotional value, and environmental awareness have a direct positive influence on repurchase intention. Ethical concern has a positive influence on repurchase intention. Ethical concern as a mediating variable has a positive influence on functional value and repurchase intention, it also has a positive influence on emotional value and repurchase intention. However, social value has no a positive influence on repurchase intention, followed by the result of ethical concern as a mediating variable has no positive influence on social value and repurchase intention. Health consciousness has no positive influence on repurchase intention.*

Keywords: *green cosmetic, health, environmental issues, ethical concern, repurchase intention*

1. INTRODUCTION

The cosmetics industry in Indonesia is experiencing good growth in line with lifestyle developments. In 2021, the number of cosmetic industries has increased by 20.6% from the previous year, which makes a total of 819 industries. This number continues to increase, until July 2022 there were 913 industries. The total increase in the number of cosmetic industries played by MSMEs (Micro, Small, Medium Enterprises) was 83% (BPOM, 2022).

Common problems in cosmetics focus on the potential risks of chemicals that are dangerous to human health. In addition, the content of strong chemicals can pollute the environment (Lin et al., 2018). The use of cosmetics means that a person applies a lot of chemical compounds to the surface of the skin with the benefit of increasing self-confidence. For this reason, it must be ensured that these cosmetics are safe and useful according to their function, and do not contain prohibited ingredients or chemicals (Nugroho, 2022). Cosmetic products may contain ingredients that are unclear in terms of safety or are even known to have negative influences on health (Amasa et al., 2012). The reaction can be in the form of skin irritation (Lin et al., 2018), such as contact dermatitis (Amasa et al., 2012).

Cosmetics are synonymous with their role as human beauticians or human beauticians, for the beauty of the human body. However, cosmetics can also be detrimental to the environment and pose a potential threat to organisms. To increase the usefulness or benefits of cosmetic products, there are several dangerous ingredients

contained. If these substances or materials are polluted to nature and exceed the carrying capacity of the environment and organisms, it will have an impact on humans and the entire ecosystem, can be damaged and hard to recover (Chen & Li, 2021). Ecological problems caused by cosmetics are more pressing problems compared to drugs. This is because cosmetics are used in large quantities and are used continuously throughout life (Juliano & Magrini, 2017).

The existence of climate change, global warming, health concerns, and environmental issues causes consumers to behave green in their purchasing decisions (Kong et al., 2014). In addition, the existence of an increasing green movement among the community has greatly helped change the mindset, behavior and environmental awareness of other communities. An increase in environmental awareness among the public creates growth opportunities in the environmentally friendly product sector. However, companies must also remain competitive. The existence of competitiveness, legitimacy, and responsibility for the environment encourages companies to act to be environmentally friendly. Marketers respond to this by designing and developing eco-friendly products, so many companies are trying to make marketing strategies as attractive as possible (Khan et al., 2017).

In green cosmetics, a common claim is to ensure that the product is developed according to the concept of green chemistry or green chemistry. Green chemistry is interpreted as the use of a set of concept that reduce or eliminate the use or formation of dangerous substances in the application of chemicals, they can make a lower risk to health and the environment (Warner et al., 2004). With the encouragement of green chemistry claims in cosmetic products, ethical considerations that emphasize the negative aspects of the cosmetic industry must also be considered. Ethical considerations focus on experiments using animals to test the safety of ingredients, over-exploitation of natural resources, and pollution in the production process, use, and disposal of cosmetics (Franca & Ueno, 2020).

According to Peattie K & Charter M (2003), it is difficult to connect green consumers or green consumers with other things. This is because each consumer has different taste preferences for green product attributes. Even to align it with age, gender, income, or race is difficult. From the point of view of marketers, designers of product and marketers have to know what consumers are looking for from eco-friendly products and adjust their product position accordingly. Ecological performance may be what some consumers are looking for. But other consumers may seek the benefits of the product, or something else.

In this study, researchers wanted to know and further analyze what factors influence consumer repurchase intentions on green cosmetics products. The variables used in this study are perceived value (functional value, emotional value, social value), health consciousness, environmental awareness and repurchase intention. In addition, it also explores the mediating influence of ethical concern on perceived value and repurchase intention. The green cosmetics product industry has increased in the market. However, consumers are still relatively small. This is the basis for examining what factors consumers of green cosmetics products choose to return to the green cosmetics products they have purchased. For this reason, it is necessary to have an understanding of consumer choices. The results of the findings of this study can provide valuable insights for cosmetic marketers, especially green cosmetics.

2. LITERATURE REVIEW

2.1 *Green Marketing*

According to Sharma (2017), the American Marketing Association (AMA) explains green marketing with three different definitions: retailing, green marketing is the marketing of products that are considered safe for the environment. Social marketing, namely green marketing, is the development and marketing of products that aim to minimize negative environmental impacts or improve quality. Environmental, green marketing is an organizational effort to produce, promote, package, and solicit products in a way that is highly responsive to environmental concerns. Consumers who have feelings of environmental concern have a significant and positive influence on attitudes towards green consumption and the influence is greater than the influence of environmental information on green consumption behavior. Therefore, green marketing

needs to connect consumer emotions with environmental concerns to achieve optimal marketing results (Tsai et al., 2020)

2.2 *Green Consumerism*

Green consumption is often referred to as a one type of prosocial consumption behavior. Green consumption can be explained as a specific form of social awareness or socially responsible consumption behavior that includes an environmental perspective and can therefore be called green consumption (Moisander, 2007). Green consumers are usually involved in purchasing and consuming products that are considered environmentally friendly, ecological, ecological or sustainable (Rahman & Reynolds, 2019).

2.3 Green Cosmetics

Green cosmetics can also be called natural and organic cosmetics, containing ingredients derived from natural resources, such as fruit- and plant-based ingredients (Dini & Laneri, 2021), without chemicals, additives, and not through testing on animals (Limbu et al. al., 2022). It is recommended that these active ingredients be cultivated near production sites to reduce the carbon footprint (Dini & Laneri, 2021).

Currently, the trend of using natural ingredients and additives is increasing for cosmetic products. This is due to the obvious negative influences of synthetic substances on health and the environment (Amberg & Fogarassy, 2019). Fewer consumers can buy green cosmetics because green cosmetic products are often more expensive. However, interest in products that are sustainable, ecofriendly and natural is increasing in the cosmetics market (McIntosh et al., 2018). Green cosmetics is a multi-faceted construction aimed at environmental conservation, responsible use of non-renewable resources, minimizing pollution, and preserving fauna and species (Amberg & Fogarassy, 2019).

2.4 Perceived Value

Perceived value is the net value of the product achieved by differentiation between the perceived sacrifice and the perceived benefits. Equity theory is rooted in the concept of value in that consumers review what is fair and appropriate for the perceived cost and the sacrifice. Perceived costs include time, energy and opportunity costs (Sinha & Verma, 2020). If the perceived benefits are comparable or even exceed, then the consumer feels the value is accepted (Lee et al., 2019)

The consumption value theory explains that consumers have various choices; to buy a product or not, to choose one product or another, and to choose one brand or another, through various forms of value (Sheth et al., 1991). These values consist of functional values, emotional values, and social values (Sweeney & Soutar, 2001). Functional value relates to the desired characteristics, uses, functions or benefits desired from a product (Smith & Colgate, 2007). Emotional value is a utility that is felt to originate from an alternative capacity which is to evoke feelings or influenceive states (comfort, joy, etc.) (Lin, 2012). Social value is the value measuring perceived utility is derived from association with one or more social groups. Social pressure can be said to be the driving force for consumer choice (Biswas & Roy, 2015)

2.5 Ethical Concern

Ethical consumption, namely consumer activism in which consumers buy goods or services from companies that have social responsibility, and avoid companies that are not ethical (Zollo et al., 2018). There are considerations for ethical consumption decisions when consumers want to buy goods or services, such as paying attention to fair trade goods, eco-friendly products, animal welfare, and even labor conditions (Sebastiani et al., 2013).

2.6 Health Consciousness

Health consciousness is part of individual awareness, the extent to which the individual takes health actions or actions (Pu et al., 2020). There are several aspects related to health awareness, namely health self-awareness, health involvement, health

awareness, and health self-monitoring. Health-conscious consumers believe that the actions they take will affect health, so they adjust their consumption patterns (Kim & Seock, 2009).

2.7 Environmental Awareness

According to (Li et al., 2020) Environmental awareness is an understanding of environmental problems. This has an impact on individual behavior. Individuals who have green awareness understand the advantage of consuming green products, therefore they are more willing to sue and buy or pay for green products. There are three basic structures for an individual buying green products; economic balance, health awareness, and health protection (Chu, 2018)

2.8 Repurchase Intention

Repurchase is actual consumer behavior that results in purchasing the same product or service on more than one purchase. Most of the products purchased by potential consumers are repeat purchases. Two forms of repurchase were identified: intention to repurchase, and intention to engage in positive recommendations (referrals) (Ibzan et al., 2016)

3. RESEARCH METHODS

This research used a quantitative approach method. The researcher applied a descriptive and cross sectional research design, where the research was conducted only once on the same individual. The following is the research model used in this research:

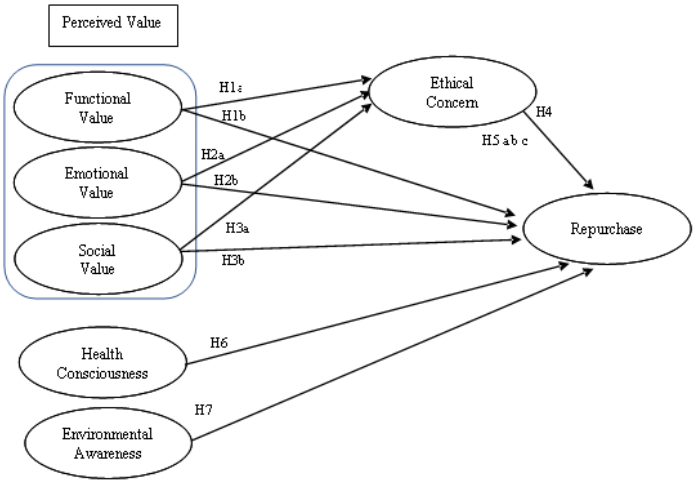

Figure 1. Research Model

There are two types of data collection, primary and secondary. Primary data obtained directly from respondents using online questionnaire. Secondary data obtained from various literatures, including books, articles, and research journals. The sampling method used is nonprobability sampling with purposive sampling technique, it's the technique of determining the sample with certain considerations. The technique is used because there are several criteria for respondents in the research. Respondent criteria used in this study were aged 17 years or more and had used green cosmetics.

In this research, there are 32 indicators consisting of 6 indicators of functional value, 3 indicators of emotional value, 4 indicators of social value, 5 indicators of health consciousness, 6 indicators of environmental awareness, 4 indicators of ethical concern, and 4 indicators of repurchase intention. The scale used to measure indicators uses a 6 point likert scale, where 1 is show for strongly disagree and 6 is show for strongly agree.

There are 3 stages before the main test is carried out, namely the wording test, pre-test and main-test. The wording test was carried out to test the understanding of the contents of the questionnaire by prospective respondents. The pre-test was carried out to test the feasibility of each question item or indicators in the questionnaire through validity and reliability tests and considered whether the questionnaire could be processed further or not before data processing was carried out. The data analysis method used is PLS SEM with smartPLS 3 software. This method is used because the data obtained does not have to meet the requirements of a normally distributed. PLS analysis is carried out through 4 stages:

- Stage 1: Measurement Model (Outer Model);
- Stage 2: Structural Model (Inner Model);
- Stage 3: Hypothesis Testing.
- Stage 4: Mediation Testing

4. RESULTS AND DISCUSSION

There are 206 respondents that researcher collected from 23rd to 31st March 2023. The respondents have passed the screening questions, such as being 17 years old or more and ever bought green cosmetics. The data can be further analyzed.

4.1 Respondents Profile

The respondents profile (table 1) for age dominated by 17 – 28 age group, it means generations Z with percentage 51%. For gender, female respondents are dominated than male with percentage 86%. A lot of respondents are domicile in west java province with percentage 49%. The respondents also have a high education background (51% bachelor degree) and monthly expenses from Rp 2.000.000 to Rp 4.000.000 with percentage 26%.

Table 1. Demographic Profile of Respondents

Profile	Category	N	%
Age	17 - 28	105	51%
	29 - 43	48	23%
	> 44	53	26%
Gender	Male	28	14%
	Female	178	86%
Domicile/Province	Jakarta	39	19%
	West Java	101	49%
	East Java	29	14%
	Central Java	10	5%
	Banten	11	5%
	Others	16	8%
Education	Senior High	34	17%
	Diploma	23	11%
	Bachelor	106	51%
	Master	41	20%
	Others	2	1%
Occupation	Student	43	21%
	Housewife	45	22%
	Private Sector Employee	51	25%
	Civil Servant	31	15%
	Self-employed	16	8%
	Others	20	10%
Monthly Expenses (Rp)	< 2.000.000	47	23%
	2.000.000 - 4.000.000	54	26%
	4.000.000 - 6.000.000	30	15%
	6.000.000 - 8.000.000	26	13%
	> 8.000.000	49	24%

4.2 Outer Model Analysis or Measurement Model

Analysis of the measurement model using SEM PLS with SmartPLS 3 software. This model aims to determine the connection between indicators and constructs or latent variables. The analysis consists of validity and reliability (Hair, 2017)

4.2.1 Validity Test

4.2.1.1 Convergent Validity

Convergent validity is tested to find out how far or how well the indicator items measure the construct. Convergent validity testing or evaluation uses outer loading and average variance extracted (AVE) (Hair, 2017). The table in the below shows the results

of the convergent validity test:

Table 2. Convergent Validity Output

Variabel	Indikator	Loading Factor (Outer Loading)	Average Variance Extracted (AVE)	Note
Environmental Awareness	EA1	0.712	0.618	Valid
	EA2	0.792		Valid
	EA3	0.706		Valid
	EA4	0.795		Valid
	EA5	0.854		Valid
	EA6	0.846		Valid
Ethical Concern	EC1	0.864	0.736	Valid
	EC2	0.755		Valid
	EC3	0.887		Valid
	EC4	0.916		Valid
Emotional Value	EV1	0.885	0.827	Valid
	EV2	0.941		Valid
	EV3	0.902		Valid
Functional Value	FV1	0.826	0.566	Valid
	FV2	0.783		Valid
	FV3	0.755		Valid
	FV4	0.812		Valid
	FV5	0.634		Valid
	FV6	0.687		Valid
Health Conciousness	HC1	0.805	0.556	Valid
	HC2	0.734		Valid
	HC3	0.730		Valid
	HC4	0.596		Valid
	HC5	0.840		Valid
Repurchase Intention	RI1	0.915	0.770	Valid
	RI2	0.917		Valid
	RI3	0.844		Valid
	RI4	0.830		Valid
Social Value	SV1	0.904	0.856	Valid
	SV2	0.942		Valid
	SV3	0.936		Valid
	SV4	0.920		Valid

The outer loading value limit can be said to be valid if it is > 0.707. However, a loading that produces a value of 0.5 or 0.6 is still acceptable to be said to be valid (Chin, 1998). Whereas AVE has a value limit of ≥0.5 to be said to be valid. Based on the results in table 4.9, the outer loading and AVE parameters have met the value limit criteria to be said to be valid.

4.2.1.2 Discriminant Validity

Discriminant validity is the extent to which one construct differs from another construct, so that a construct has its own value (has its own meaning) which does not exist in other constructs in an empirically tested model (Hair, 2017). In testing discriminant validity in this study using the Heterotrait-Monotrait Ratio (HTMT). The HTMT value limit can be said to be valid is <0.9.

Table 3. HTMT Output

	EA	EC	EV	FV	HC	RI	SV
EA							
EC	0.850						
EV	0.504	0.677					
FV	0.645	0.692	0.618				
HC	0.708	0.636	0.470	0.701			
RI	0.785	0.813	0.614	0.709	0.615		
SV	0.498	0.498	0.696	0.519	0.311	0.451	

Based on table above, the output value of the HTMT already meets the value limit criteria. So, it can be said that a construct with another construct has a different value. The statistic of the discriminant validity test are said to be valid.

4.2.2 Reliability Test

Reliability was tested with cronbach's alpha parameters and composite reliability. Based on table 4, the output reliability results on Cronbach's alpha and composite reliability parameters have met the criteria for the value limit, which is > 0.6. So, it can be interpreted that all constructs or variables are reliable.

Table 4. Reliability Output

	Cronbach's Alpha	Composite Reliability	Note
EA	0.875	0.906	Reliabel
EC	0.879	0.917	Reliabel
EV	0.895	0.935	Reliabel
FV	0.844	0.886	Reliabel
HC	0.802	0.861	Reliabel
RI	0.900	0.930	Reliabel
SV	0.944	0.960	Reliabel

4.2 Inner Model Analysis or Structural Model

4.2.1 VIF Value

Based on the statistic in table 4.12, the resulting VIF value meets the criteria for the value limit, namely < 3 which means non problematic. So it can be said that the analysis can be continued to the next stage.

Criteria: ≥ 5 = critical, 3-5 = uncritical, < 3 = not problematic

Table 5. VIF Value Output

Path	VIF Value
EA -> RI	2.801
EC -> RI	3.034
EV -> EC	1.920
EV -> RI	2.253
FV -> EC	1.441
FV -> RI	1.985
HC -> RI	1.895
SV -> EC	1.748
SV -> RI	1.857

4.2.1 R square and Q Square

Based on the results R square in table 6, ethical concern is influenced by functional values, emotional values, and social values of 47.3%, which results are moderate. While the remaining 52.7% is influenced by other variables not discussed in this study. Then repurchase intention is influenced by functional value, emotional value, social value, ethical concern, health consciousness, and environmental awareness of 63.1%, which results are classified as substantial or strong. While the remaining 36.9% is influenced by other variables not presented in this study.

Table 6. R Square and Q Square Output

	R Square	Q Square
EC	0.473	0.331
RI	0.631	0.473

The Q square results obtained from the ethical concern and repurchase intention variables provide clear support for the relevance of the model's predictions regarding endogenous latent variables. The criterion of the Q square value is that if > 0 then the model has predictive relevance for endogenous constructs. If the Q square value is 0 or < 0 then there is little or no predictive relevance.

4.2.1 Model Fit

According to Sproesser et al (2017), the limit value of SRMR or standardized root mean square residual to be said to be fit is ≤0.1. Based on table 4.17, the output value of this study's SRMR is 0.097. It can be said that it meets the criteria to be declared fit.

Table 7. Model Fit

	Estimated Model
SRMR	0.097

4.3 Hypothesis Testing

4.3.1 Direct Effect

H1a: functional value has a positive influence on ethical concern

The results of the parameter path coefficient, t statistic, and p value show that the H1a hypothesis is accepted. The t statistic value has a value > 1.65 and the p value < 0.05. It can be said that the functional value has a significant influence on ethical concern. Then the path coefficient value shows that the connection between functional value and ethical concern has a positive influence. The interaction of these two variables provides simultaneous consideration of the types of intrinsic (ethical concern) and extrinsic (functional value). These results add to knowledge about how functional values perceived by consumers and consumer ethics can be aligned and not mutually exclusive (Suphasomboon et al., 2022). So, it can be said that the more functional benefits offered or provided by green cosmetics products, the higher the ethical concern (Oe & Yamaoka, 2022).

Table 8. Direct Influence

Hipotesis	Path	Path Coefficient	T Statistics	P Values	Note
H1a	FV -> EC	0.377	5.222	0.000	Significant
H1b	FV -> RI	0.199	2.608	0.005	Significant
H2a	EV -> EC	0.372	4.513	0.000	Significant
H2b	EV -> RI	0.155	2.168	0.015	Significant
H3a	SV -> EC	0.051	0.780	0.218	Not Significant
H3b	SV -> RI	-0.059	0.994	0.160	Not Significant
H4	EC -> RI	0.286	3.894	0.000	Significant
H6	HC -> RI	0.057	0.761	0.223	Not Significant
H7	EA -> RI	0.295	4.179	0.000	Significant

H1b: functional value has a positive influence on repurchase intention

The sttaistics of these calculations show that the H1b hypothesis is accepted. This is evidenced by the results of the t statistic is > 1.65 and the p value is < 0.05. So, it can be said that functional value has a significant influence on repurchase intention. In addition, there is a path coefficient value which means that functional value has a positive influence on repurchase intention. In research (Nor et al., 2019) which has the object of research on halal herbal products, said that consumers intend to make repeat purchases if consumers can feel functional benefits after using these halal herbal products. Vice versa, if consumers feel that the product cannot function consistently to meet their needs, then consumers will not make repurchases.

H2a: emotional value has a positive influence on ethical concern

Table 8 shows that the H2a hypothesis is accepted. This is evidenced by the results of the t statistic is > 1.65 and a p value is < 0.05. So, it can be said that emotional value has a significant influence on ethical concern. These results are same with previous researchers, namely Suphasomboon & Vassanadumrongdee (2022). The results of this study found that emotional value affects ethical concern. The increasing emotional value will also increase ethical concern as well. Emotional value is another instrumental belief to support consumer attitudes to buy ecofriendly products. Individuals take part in caring for the environment because of positive emotions, positive feelings that give rise to ethical concerns (Joshi et al., 2021).

H2b: emotional value has a positive influence on repurchase intention

Table 8 shows that the H2b hypothesis is accepted. This is evidenced by the results of the t statistic value is > 1.65 and the p value is < 0.05. It can be said that emotional value has a significant influence on repurchase intention. In addition, seen from the value of the path coefficient which means that emotional value has a positive influence on repurchase intention. These results are same with previous studies. Previous studies have also examined the connection between emotional value and repurchase intention, namely Krishnan et al (2022) and (Santosa Utomo & Listyorini, 2021). The emotional value of consumers when using or using green cosmetics products can encourage consumers to make repeat purchases. This resulted in the emergence of consumer

preferences which prioritized buying green cosmetics products compared to conventional cosmetic products. Emotional affection for a brand or product plays an important role, regardless of perceived value and quality (Santosa Utomo & Listyorini, 2021).

H3a: social values have a positive influence on ethical concern

The hypothesis H3a is rejected. This is evidenced by the results of the t statistic value < 1.65 and the p value is > 0.05. It can be said that social value has no significant influence on ethical concern. These results are same with previous studies that made by Suphasomboon & Vassanadumrongdee (2022) which also produced a connection that had no influence between social value and ethical concern. According to research from de Morais et al (2021) found that the need for social status and kind of altruism (pure and competitive) are considered as two different dimensions for CE (circular economy) behavior and purchasing environmentally friendly products. It can be said that when consumers tend to be more altruistic, the influence of the need for social status is low in terms of CE involvement.

H3b: social value has a positive influence on repurchase intention

The H3b hypothesis is rejected. This is evidenced by the results of the t statistic, which is < 1.65 and the p value is > 0.05. It can be said that social value has no significant influence on repurchase intention. In addition, the path coefficient value shows a negative number, namely -0.059 which means that social value has a negative influence on repurchase intention. These results are same with previous studies that made by Suphasomboon & Vassanadumrongdee (2022) and Zang et al (2022). The direct influence of social value on repurchase intention has no significant influence. This means that social value is not a factor that influences consumers to repurchase green cosmetics products.

H4: ethical concern has a positive influence on repurchase intention

The H4 hypothesis is accepted. This is evidenced by the t statistical value which > 1.65 and the p value is < 0.05. It can be said that ethical concern has a significant influence on repurchase intention. In addition, the path coefficient value shows a positive number which means ethical concern has a positive influence on repurchase intention. According to de Morais et al (2021), altruistic values are pro-environmental action motives that can encourage green buying. Several ethical issues such as fair trade, safety for workers, environmental supervision or protection, and animal welfare are positively related to consumer repurchase intentions (Suphasomboon & Vassanadumrongdee, 2022).

H6: health consciousness has a positive influence on repurchase intention

The H6 hypothesis is rejected. This is shown in the t statistical value which has < 1.65 and the p value > 0.05. It can be said that health consciousness has no significant influence on repurchase intention. There are other studies that are same with the results of this study, namely research from Ulfa et al (2022). In this study, it was discovered that health conscious had no influence on willingness to pay for health food products. These results can be influenced by several factors such as the number of family members, personal consumer concerns, family expenses, and consumer confidence in a product.

H7: environmental awareness has a positive influence on repurchase intention

The H7 hypothesis is accepted. This is evidenced in the resulting t statistical value which is > 1.65 and p value is < 0.05. It can be said that environmental awareness has a significant influence on repurchase intention. These results are same with previous studies that made by Parashar et al (2023) and Shava & Shava (2022). The increasing environmental awareness of consumers, the higher the consumer's intention to repurchase green cosmetic products. According to Shava & Shava (2022) consumer awareness of environmental consequences encourages them to be able to buy back eco-friendly products where consumers believe that their efforts can help reduce

environmental issues that are currently happening globally. In this case, marketers can implement signaling theory to design intervention mechanisms and increase environmental awareness. This can be done by emphasizing the use of products that are not environmentally friendly continuously will have an impact in the present and the future.

4.3.2 Indirect Effect

H5a: ethical concern has a positive influence on functional value and repurchase intention

The hypothesis of H5a is accepted. This is evidenced by the t statistical value which is > 1.65 and the p value < 0.05. It can be said that ethical concern as mediation has a significant influence on functional value and repurchase intention. In the research from Suphasomboon & Vassanadumrongdee (2022) stated that consumers consider ethical issues when evaluating the usefulness and quality of products before making decisions. Positively, ethical values associate functional benefits and consumer attitudes. Functional value can be a significant predictor of consumption of ecofriendly products and ethical concern. Therefore, it can be said that the more functional value or functional value of green cosmetics products offered to consumers, the increase the ethical concern and consumer repurchase intention.

Tabel 9. Indirect Influence

Hipotesis	Path	Path Coefficient	T Statistics	P Values	Keterangan
H5a	FV -> EC -> RI	0.108	3.271	0.001	Significant
H5b	EV -> EC -> RI	0.106	2.885	0.002	Significant
H5c	SV -> EC -> RI	0.014	0.739	0.230	Not Significant

H5b: ethical concern has a positive influence on emotional value and repurchase intention

The H5b hypothesis is accepted. This is evidenced by the t statistical value is > 1.65 and the p value is < 0.05. It can be said that ethical concern has a significant influence on emotional value and repurchase intention. In addition, the path coefficient value shows a positive which means ethical concern has a positive influence on emotional value and repurchase intention. In the research from Suphasomboon & Vassanadumrongdee (2022) stated that ethical concern mediation is very important to explain the connection between emotional value and repurchase intention. In research (Grappe et al., 2021) says that when consumers express their opinions about animal welfare or animal welfare, it will lead to a positive attitude towards cosmetic products that are free from acts of violence against animals, such as the writing not tested on animal, and then the intention purchases directly or mediated by attitudes.

H5c: ethical concern has a positive influence on social value and repurchase intention

The hypothesis of H5c is rejected. This is evidenced by the t statistical value < 1.65 and the p value is > 0.05. It can be said that ethical concern has no significant influence on social value and repurchase intention. These results are same with previous studies that made by Suphasomboon & Vassanadumrongdee (2022). This is also supported by research from (D'Souza et al., 2022) which states that there is no significant connection between ethical concern and social norms and purchases. The connection between social values, ethical concerns and purchase intentions can depend on personal attitudes, perceptions and consumer experiences (Yu & Lee, 2019). From another angle, consumers who have high individuality prioritize personal gain over collective group norms (Lu et al., 2015). Another influence that can be an obstacle in adopting green products is the negative perception among consumers of green cosmetics products (Sadiq et al., 2021).

4.3 Mediation Testing

The following is the result of the total influence output from mediation:

Table 10. Total Influences Output

Path	Direct	Indirect	Total Effect
FV -> RI	0.199	0.106	0.307
EV -> RI	0.155	0.108	0.261
SV -> RI	-0.059	0.014	-0.045

Based on the total influence output results in table 10, the path coefficient value for the total influence for FV on RI is 0.307 which has a positive total influence. This means that the higher the FV value, the RI value through EC (mediation) or not through EC will also increase. The FV variable will increase the RI value by 30.7%. Furthermore, on the connection between EV and RI, the path coefficient value for the total influence yields 0.261. It can be interpreted that the higher the EV value, the RI value through EC or not through EC will also increase. These results indicate a positive total influence. The amount of RI increase resulting from the influence of EV is 26.1%. Then, based on the results of the output value, the connection between SV and RI has a path coefficient value of -0.045 for the total influence. The results show a negative influence. This can be interpreted that the value of SV through EC or not through EC has no influence or can even reduce the value of RI. The amount of reduction in RI resulting from the influence of SV is -4.5%.

The role of ethical concern as a mediating variable between functional value and repurchase intention, also emotional value and repurchase intention, acts as a partial mediation. This is because by involving mediating variables (ethical concern), the independent variables (functional value and emotional value) can affect the dependent variable (repurchase intention) directly or indirectly.

CONCLUSION

Based on the explanation from the research results regarding the influence of perceived value (functional value, emotional value, social value), health consciousness, and environmental awareness on repurchase intention above, it can be concluded that functional values, emotional values, and environmental awareness are evident to have a positive and significant influence on ethical concerns and repurchase intentions. However, social value and health consciousness are not proven to have a positive and significant influence on ethical concern and repurchase intention. Ethical concern as a mediating variable plays a role as a partial mediation which is able to influence the independent variable on the dependent variable directly or indirectly. However, the role of ethical concern does not work on social values towards repurchase intention.

Researchers can say that the factors that can influence repurchase intention are functional value, emotional value, and environmental awareness. The interesting thing from the research results is that health consciousness has no influence on repurchase intention in green cosmetics. In fact, health is one of the driving factors that increase the green cosmetics industry (as explained at the beginning of this paper). To retain consumers to be able to make repurchases, marketers must pay attention to these three aspects (functional value, emotional value, and environmental awareness) in their products, as well as ethical concerns that can affect these aspects.

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