

ABSTRACT

The increasing environmental degradation, climate change, and crises that have resulted in changing consumption behaviours in society have driven an increased interest in sustainable products. This shift aims to ensure a safe and healthy living condition for both current and future generations. Changes in consumer behaviour, with a preference for sustainable "green" products, have also been observed in Indonesia. It is noted that the level of approval for sustainable product consumption among the Indonesian population reaches a score of 6.54 on a scale of 10.

The aims of this study is to analyse the factors that effect purchase intention of green cosmetics in Indonesia. This is done by integrating the Theory of Planned Behaviour and the Theory of Consumption Value while also introducing variables such as Environmental Knowledge and Health Consciousness. The research methodology employed is quantitative and causal in nature. The research utilizes a non-probability sample technique with a total sample size of 300 respondents. Structural Equation Model (SEM) employing Partial Least Squares (PLS) are used in this study for the data analysis technique.

The results of this research indicate that perceived behavioural control, epistemic value, and emotional value do not have a significant impact on the purchase intention of green cosmetic products in Indonesia. However, health consciousness and environmental knowledge have a significant impact on environmental attitude. Meanwhile, subjective norm, environmental attitude, functional value price, social value, and conditional value have a significant positive influence on the purchase intention of green cosmetic products in Indonesia. Practical and theoretical recommendations are also discussed in this research

Keywords: *Consumer Behaviour, Theory of Planned Behaviour, Theory of Consumption Value, Environmental Knowledge, Health Consciousness, Green Purchase Intention*