

ABSTRACT

Electronic Word of Mouth (eWOM) is a form of digital marketing communication that has a strong influence on consumer perception and behaviour. As an easily accessible source of information, eWOM plays a role in shaping attitudes and raising consumer awareness of health and environmental issues, particularly in the context of environmentally friendly products such as green cosmetics. This study aims to analyse the influence of eWOM on purchase intention, by considering attitude, health concern, and environmental concern as mediating variables that may strengthen this relationship.

This research employs a descriptive quantitative approach, with a population consisting of respondents who have seen or read eWOM content related to green cosmetics. The sampling technique used is non-probability sampling with a purposive sampling method, selected based on specific criteria. Data were collected through the distribution of online questionnaires, and the results were analysed using the Partial Least Squares Structural Equation Modelling (PLS-SEM) method with the help of SmartPLS version 4.0. This analysis was conducted to assess the relationships among variables in the model and to evaluate the mediating effects of attitude, health concern, and environmental concern.

The results showed that electronic word of mouth (eWOM) has a significant influence on consumers' attitude and purchase intention towards green cosmetics products. eWOM not only functions as a communication channel but is also effective in creating awareness and positive attitude towards environmentally friendly products. With good management, eWOM can increase consumers' purchase intention, change their attitude to be more positive, and ultimately influence the purchase decision of green cosmetics products. Practical and theoretical recommendations are also discussed in this study.

Keywords: Electronic Word of Mouth (eWOM), Purchase intention, Green cosmetics, Structural Equation Modelling (SEM).