

NEGATIVE MARKETING IN THE COSMETICS INDUSTRY: THE EFFECT OF GREENWASHING PERCEPTIONS ON PURCHASE INTENTION THROUGH BRAND IMAGE

JAM

20, 3

Received, May '22

Revised, June '22

July '22

August '22

Accepted, August '22

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Journal of Applied Management (JAM)
Volume 20 Number 3,
September 2022
Indexed in DOAJ -
Directory of Open Access
Journals, ACI - ASEAN
Citation Index, SINTA -
Science and Technology
Index, and Google
Scholar.

Abstract: With the rise of the sustainable lifestyle movement, the Javanese people are becoming more aware of the need to buy environmentally friendly products, especially cosmetics. The facts in the field show that the company's marketing practices do not support the growing trend of buying eco-friendly cosmetics or the number of people who buy them. This study aimed to determine how consumers' views about greenwashing affect the purchase intention for environmentally friendly cosmetics in the Java Island region, with the brand image as a moderator. The methodology of this research is a combination of a descriptive method and a quantitative method. A descriptive technique and a quantitative approach are used to study the relationship and effect of one variable on another. The sampling technique in this study is non-probability sampling with a purposive sampling type. The sample in this study amounted to 110 respondents, and the data analysis used the SPSS program. The results showed that Greenwashing significantly affected the brand image but did not affect the purchase intention, and the brand image did not affect the purchase intention. Moreover, the total effect showed that greenwashing did not affect the purchase intention through the brand image. So this research concludes that a greenwashing phenomenon can easily produce brand image.

Keywords: Greenwashing, Greenwashing Perception, Brand Image, Purchase Intention

Cite this article as: Utami, C. W., Teofilus, Somawiharja, Y., Tanan, A., Salsabila, A., Emantyo, Y. E., and Tsai, C. H. 2022. Negative Marketing in The Cosmetics Industry: The Effect of Greenwashing Perceptions on Purchase Intention through Brand Image. *Jurnal Aplikasi Manajemen*, Volume 20, Number 3, Pages 721–737. Malang: Universitas Brawijaya. DOI: <http://dx.doi.org/10.21776/ub.jam.2022.020.03.19>.

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According to previous studies and research, the increasing green consumption in Indonesia requires busi-

nesses to provide environmentally friendly products and develop green marketing strategies, also known as green marketing, to demonstrate to consumers that they fulfill and implement social responsibility

(Zhang et al., 2018). Green marketing is one of the marketing mix methods that prioritize environmental safety in which the firm commits to generating products whose production process (production), consumption (use), and disposal (disposal) do not affect the environment. (Mukaromah et al., 2019; Nekmahmud and Fekete-Farkas, 2020) The use of green marketing is a method for businesses to gain a competitive edge and enhance consumer perceptions of environmentally responsible products (Alamsyah et al., 2018). If several competitors imitate the method, the competitive advantage will gradually lose value and significance (Teece et al., 1997). In response to the intensifying competition in the comestibles industry, businesses have begun to employ an extensive array of excessively green marketing methods. (Szabo and Webster, 2021) Exaggerating green marketing activities attempts to improve reputation, product value, and profit swiftly (Cislak et al., 2021) without regard for the negative perceptions in consumers' thoughts. (Parguel et al., 2011) Greenwashing refers to exaggerating green marketing efforts and creating a false impression that a company is sustainable and ecologically beneficial.

Greenwashing began when a hotel requested that visitors reuse towels to raise customer awareness of environmental issues. The hotel argues that the move is a water-saving plan, but the facts indicate otherwise (Netto et al., 2020; Pimonenko et al., 2020), as the corporation has inadequate environmental practices in other areas of the business (Seele and Gatti, 2017). Later, the concept and involvement of parties carrying out greenwashing operations began to grow and were discussed in depth when Shell, one of the oil and gas multinational corporations, began to be criticized by the media for misleading marketing practices. In 2007, Shell displayed an environmental slogan, "Do not discard anything." There cannot be a "The public was informed that the advertisement represents Shell's contribution in the management of carbon dioxide waste created by the corporation as a medium for plant growth. (Krafft et al., 2014) When the Guardian magazine published a story critiquing Shell's commercials and actions, the company's

marketing campaign had already sparked controversy. The Guardian deems the advertisement irrelevant to the condition of Shell, which was formerly one of the major contributors to greenhouse gas emissions and was not accompanied by consistent company action. Friends of the Earth, a non-governmental organization, alleged inconsistencies between the company's statement in the campaign and its performance, causing the advertisement to be removed unilaterally.

In the cosmetics industry, Innisfree has been accused of greenwashing. According to multiple customers, Innisfree is one of the South Korean cosmetic businesses that has been condemned for its incorrect use of the "Hello, I'm Paper Bottle" slogan on green tea seed serum goods. People remarked, however, that they felt misled and that this was one of the greenwashing label's strategies. The incident tarnished the company's brand image by causing consumers to doubt the company's green claims. Zhang et al. (2018) stated that in "7 Sins of Greenwashing," 98 percent of products claiming to be environmentally friendly deceive consumers by committing at least one of the seven sins.

The presence of greenwashing methods by employing one of the seven measures not only erodes consumer confidence in the brand image but also has the potential to reduce purchase intent. The results indicated the opposite Fernandes et al. (2020), namely that not all consumers possess a comprehensive understanding of analyzing the content of green advertising messages. Consumers who can examine the content of low-green advertising messages may be hurt and become easy targets for corporations' "greenwashing" marketing campaigns. Several studies demonstrate that knowledge is crucial in assisting customers in identifying and selecting alternatives to green products, hence establishing a significant association between knowledge and purchase intention (Fernandes et al., 2020; Wang et al., 2019; Kim et al., 2016).

Akturan (2018) found a connection between greenwashing, purchase intent, and a company's brand image. When there is evidence that a firm exaggerates the role of green in its process and marketing (greenwashing), consumer confidence in

the brand declines, and consumers will take measures to switch brands and disseminate the information (word of mouth). Therefore, the occurrence can result in a negative brand image and a domino effect. This study examines the impact of greenwashing on brand image and purchase intent in Indonesian environmentally friendly cosmetic enterprises. Since greenwashing is a vast and comprehensive notion, firms continue to deceive stakeholders with this technique (De Jong et al., 2020). To yet, research on the topic of greenwashing has been minimal. Therefore consumer awareness and understanding of greenwashing methods remain relatively low.

LITERATURE REVIEW

Value Destruction and Co Destruction

Echeverri and Skålén (2011) introduced the concept of value destruction to criticize the theory that not all value creation leads to positive results. This theory is reinforced again by a study conducted by Prahalad and Ramaswamy (2004), where not all consumers get a positive experience in the value creation process. This idea arises when the interaction between the company and the consumer is no longer in harmony. (Echeverri and Skålén, 2011; Prior and Marcos-Cuevas, 2016). When associated with research, greenwashing is a form of company failure to provide information frankly or untruly intentionally to customers, which can lead to the onset of value co-destruction. Based on a study conducted by Järvi (2018), one of the value co-destruction factors relevant to this study is the company's inability to serve consumers (inability to serve). The company's inability to serve consumers may occur when consumers do not obtain the product or service as promised, the company offers false expectations regarding the information and service life of the product, and the company does not keep its promises to consumers under the original agreement (Järvi, 2018; Vidyana et al., 2020).

Greenwashing Perception

Greenwashing is deceiving consumers by making false claims about environmental initiatives to promote a positive public image (Chen et al., 2020a;

Torelli et al., 2020; Zhang et al., 2018; Lyon and Montgomery, 2015; Delmas and Burbano, 2011). Netto et al. (2020) have developed the idea of the research and have determined that there are two main classifications of greenwashing practice: claim greenwashing and executional greenwashing. Claim greenwashing refers to the verbal justification organizations use to produce ecologically favorable claims. In contrast, executional greenwashing refers to the employment of imagery or components connected to nature, such as (green or blue) hues and landscape (Parguel et al., 2015). Perception greenwashing is recognizing and interpreting information that a corporation has misled consumers about its environmental practices or advantages (Zhang et al., 2018; Parguel et al., 2011). When consumers are unaware of greenwashing methods, the repercussions for businesses are significantly less severe than when consumers are aware of these efforts.

Brand Image

Lee et al. (2014) stated that brand image is the foundation for better strategic marketing decisions, such as market segmentation and product placement. The existence of the green brand image concept is one of the marketing techniques developed to increase corporate value through brand image (Alamsyah et al., 2020), which emphasizes the context of sustainable environments and competitive advantage. Like the brand image, the green brand image comprises a series of impressions held by consumers who are committed to protecting the environment (Leonidou and Skarmeeas, 2015). In another sense, consumers understand a brand's green image not solely based on corporate social initiatives but also through product offerings and benefits.

Purchase Intention

Purchase intention is one of the consumer decision-making stages. Purchase intention can be described as the tendency of consumers to act or gain knowledge before making a purchase (Yoo et al., 2000). Sitorus (2019) has revised this concept and has shown that the intent to purchase is the

consumer's cognitive plan for a particular good or brand. Before making a purchase, the primary function of the consumer's cognitive plan is to interpret, examine, and comprehend the items and services offered by the organization (Fumagalli, 2020). Nguyen et al. (2015) indicated that consumer behavior, perceptions, and attitudes influence purchase intentions. Purchase intentions can shift based on whether a buyer perceives the effect as favorable or negative.

HYPOTHESIS DEVELOPMENT

Chen et al. (2018b) demonstrated that greenwashing negatively impacts the brand's image in a major way. It is because the brand image is a consumer's mental image of a brand (Foroudi et al., 2019) and plays a vital function in a more sophisticated marketing scenario (Halkias et al., 2017). Therefore, the practice of greenwashing harms the company's brand image and causes doubts in the minds of consumers regarding the green marketing that has been conducted (Zhang et al., 2018). More (2019) examined the effect of greenwashing on brand image. More (2019) concluded that consumer awareness and perception are significant benchmarks that might improve or degrade the brand image. Greenwashing harms the company's brand image, even though public awareness of greenwashing methods is currently minimal. Therefore, the following hypothesis is formed:

H1: The Greenwashing Perception variable affects the Brand Image variable.

Greenwashing methods not only alter customer perceptions and create negative perceptions of companies' ulterior goals but also reduce consumers' inclination to purchase green products. Nguyen et al. (2019) also found that greenwashing significantly negatively influenced consumers' purchasing. Nguyen et al. (2019) highlighted that the statement connects its condition with consumers with a high level of knowledge, information, and engagement with green products compared to consumers with a low level of involvement (Zhang et al., 2018). Akturan (2018) have also studied the negative relationship between the perceptions of greenwashing

and buy intention, where greenwashing negatively influences the purchase intention of green products and reduces the recognition of consumer remarks regarding this topic. Based on the preceding research, it can be stated that greenwashing has a detrimental impact on consumers' intentions to purchase green products, leading to the formulation of the following hypothesis:

H2: The Greenwashing variable affects the Purchase Intention variable.

Brand image is the consumer's view and confidence in a brand, as measured by Lee et al. (2014) memory of the various sorts of brand associations. Green brand image is one of the marketing tactics developed to boost company value via brand image. Amores-Salvadó et al. (2014) stated that the image of a green brand is based on a few perceptions that exist in the minds of consumers who are committed to preventing environmental damage. Alamsyah et al. (2020) conducted research demonstrating the relationship between the images of green businesses and purchasing intent. This study concludes that consumers' evaluation and perception of a brand's image can influence their purchasing intentions. It is consistent with the findings of Sanny et al. (2020), which indicate that brand image influences an individual's purchasing intent. Jeong et al. (2014) stated that the better a product's brand image, the greater the consumer's intent to purchase similar products. Based on past research, the following theories were developed:

H3: The Brand Image variable affects the Purchase Intention variable.

As a mediation variable, brand image is viewed as a differentiator for diverse product and service categories (Lee et al., 2014). Thus, many businesses are fighting to continue innovating their products and services to establish a favorable brand image in the eyes of consumers (Ryu et al., 2016). However, Yu et al. (2018) created the notion that not all organizations can manage a positive brand image. Other driving elements include unfavorable information about brand supporters (Jeong et al., 2014) and deceptive business practices against consumers (Chen

et al., 2020b). The erosion of the company’s brand image will influence consumers’ intent to purchase (Yu et al., 2018; Wu, 2011). Chen et al. (2020b) and More (2019) investigated brand image’s empirical role in mediating greenwashing behaviors. Both researchers concluded that brand image mediates the

association between greenwashing and purchase intent, negatively affecting both variables. Based on such studies can be put forward the following hypothesis:

H4: Brand Image mediates the relationship between Greenwashing and Purchase Intention.

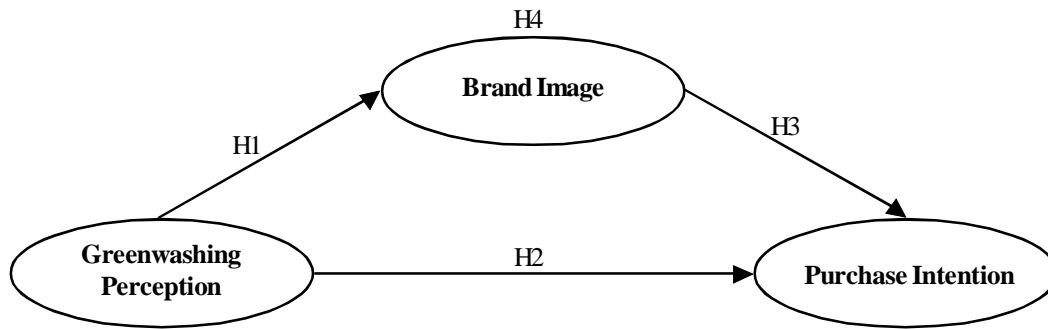


Figure 1. Conceptual Framework

METHOD

This study employs a descriptive methodology with a quantitative approach. This study’s demographic focuses on customers who have experience purchasing and wearing ecologically friendly cosmetics in the Java Island region, but the exact population size is unknown. In determining the sample, a non-probability sampling technique with a type of random sampling is employed, with the researcher using respondent selection criteria according to the research objectives. Users of eco-friendly cosmetics include men and women between the ages of 16 and 35. As an example of environmentally responsible cosmetics, users have purchased and used items from The Body Shop, Drunk Elephant, LUSH Cosmetics, Dear Klairs, Avoskin, Mineral Botanica, and Sensatia Botanica. In each period, consumers purchase environmentally friendly cosmetics at least twice. This study uses the minimum sample count formula to determine the number of samples from a population whose size is unknown but large (Hair et al., 2017). Hair et al. (2017) stated that the optimal sample size for the study is ten times the number of indicators. This study, 10 variables were examined, resulting in a sample size of at least 100 responders for ecologically friendly cosmetics.

RESULTS

Hair et al. (2017) stated that the best ratio of samples to indicators is 10:1. This study examined 10 indicators across three variables. Hair et al. (2017) stated that this study needs at least 100 participants. Figure 1 shows 110 research-eligible respondents. Overall, respondents knew the concept of ecologically friendly cosmetics and had used make-up and eco-friendly skincare at least twice in 6 months. Respondents included 106 women (96%) and 4 men (4%) of varying ages. Most responses were 21-25 years old (52%), followed by 32 16-20-year-olds (29%), 15 26-30-year-olds (14%) and 6 31-35-year-olds. All questionnaire respondents are generation Z and millennials. In the following classification of respondents’ characteristics, Java Island was chosen as a viable sampling area because it has the biggest contribution to FMCG shopping in Indonesia. FMCG includes cosmetics. East Java, Central Java, West Java, Banten, DI Yogyakarta, and DKI Jakarta were investigated on Java Island. East Java has the highest percentage of respondents who use ecologically friendly cosmetics, at 34%, followed by West Java at 25%, DKI Jakarta at 19%, Central Java at 12%, DI Yogyakarta at 6%, and Banten at 5%. (4 percent).

Table 1. Operational Variables

Variable	Indicator	Operational Definition	Source
Green-washing Perception	1. Hidden Trade-Off	1. The product focuses on one or two eco-friendly attributes regardless of other issues.	Zhang et al. (2018), Martínez et al., (2020)
	2. No Proof	2. Environmental claims are not supported by information that is accurate, easily accessible, or accompanied by reliable third-party certification.	
	3. Vagueness	3. Claims that are defined so clearly or badly that their true meaning is often misunderstood by consumers.	
	4. Worshipping False Labels	4. Product claims that provide words, images, or endorsements from third parties where such endorsements are not true.	
	5. Irrelevance	5. Environmental claims that are real but not important or do not help consumers in finding environmentally friendly products.	
	6. Fibbing	6. False environmental claims by claiming certified or trademarked.	
Brand Image	1. Corporate Image	1. The associations inherent in the minds of consumers towards companies producing goods or services include popularity, credibility, and network of companies.	Aaker dan Biel (2009)
	2. Product Image	2. The inherent associations in the minds of consumers to the goods and services provided by the company include product attributes, product benefits, and product guarantees.	
	3. User Image	3. The associations inherent in the minds of consumers when using a product or service include the social status of product users.	
Purchase Intention	1. Search Information	1. Consumers have the urge to search and dig deeper into information regarding the products purchased.	Alamsyah et al., (2020), Schiffman and Kanuk (2007).
	2. Consideration to Buy	2. Consumers consider certain aspects of making a purchase, such as checking the quality, benefits, brand, and service.	
	3. Interest to Buy	3. Consumers begin to show an attitude of interest in a good and service.	
	4. Desire to Buy	4. The level of consumers' tendency to buy a product or service within a certain period.	

Table 2. Contribution of Ecologically Friendly Cosmetics

Regional Divisions	Sum	Percentage (%)
East Java	37	34
Central Java	13	12
West Java	27	25
Banten	5	4
DI Yogyakarta	7	6
DKI Jakarta	21	19
Total	110	100

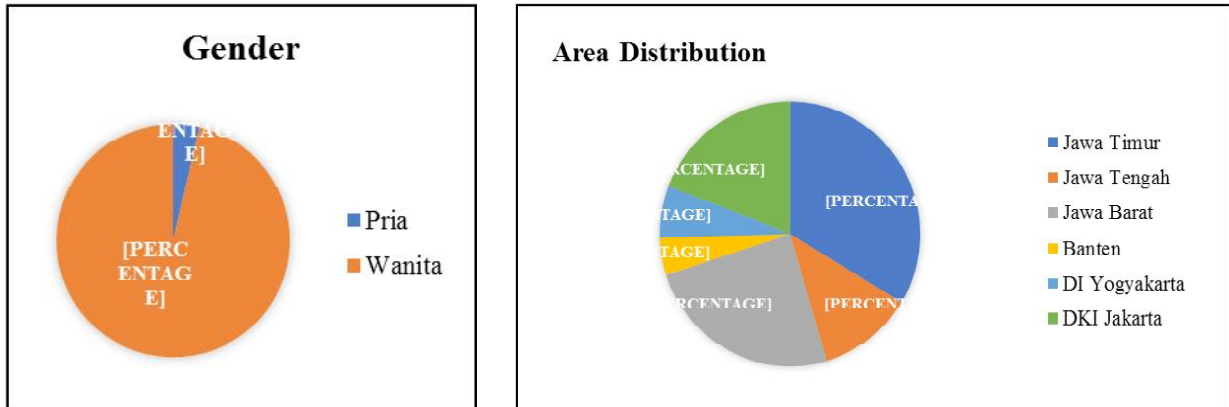


Figure 1. Consumer Characteristics

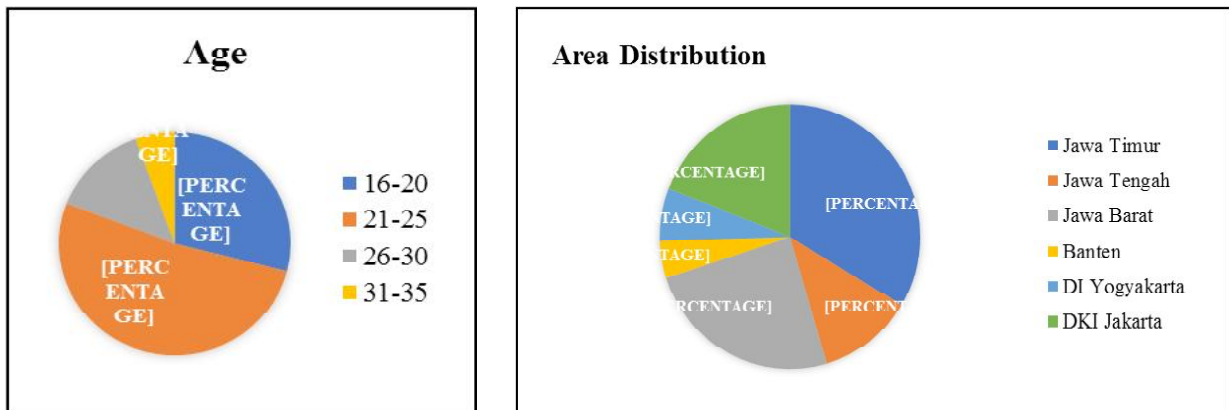


Figure 2. Consumer Characteristics by Age

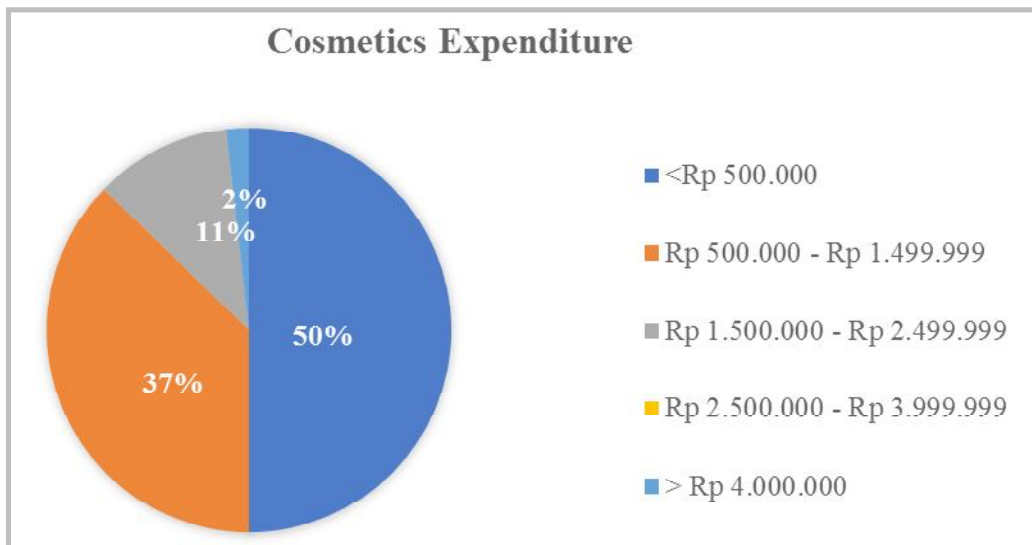


Figure 3. Cosmetics Expenditure

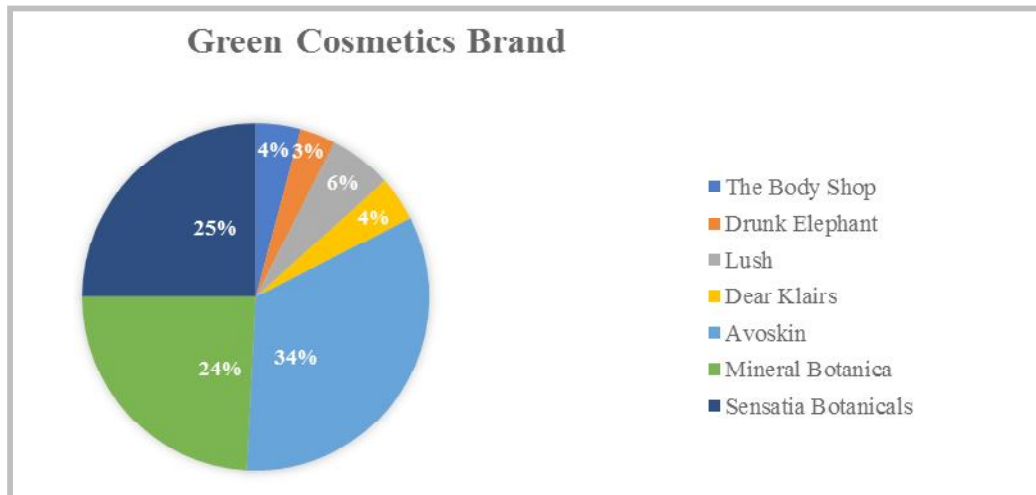


Figure 4. Green Cosmetics Brand

This study considers the average amount spent on cosmetics and serves as a benchmark for determining whether respondents use ecologically friendly cosmetics regularly. According to certain beauty literature, ecologically friendly cosmetic products, often known as eco-friendly cosmetics, are relatively pricey. It is due to several factors, including the following the company has been certified by a reputable third party, it has been proven that it does not export products to countries that test cosmetics on animals, it prioritizes organic and natural ingredients, and it implements ethical sourcing and equal remuneration for workers involved in the production. It has collaborated with waste management companies. The rationale contrasts with the answer given, in which individuals only purchase goods that are suitable and advantageous for their skin, resulting in an average cosmetic purchase spend of approximately Rp1,000,000. Figure 3 showed the average cosmetic expenditures of Java Island respondents.

The Body Shop, Drunk Elephant, LUSH Cosmetics, Dear Klairs, Avoskin, Mineral Botanica, and Sensatia Botanicals were used in this investigation. During the sampling procedure, all respondents said they'd used at least two ecologically friendly cosmetics, but 54 out of 110 said they weren't inclined to pay more in the future. 5 respondents chose The Body Shop, 4 chose Drunk Elephant, 7 chose Lush

Cosmetics, 5 chose Dear Klairs, 40 chose Avoskin, 29 chose Mineral Botanica, and 30 chose Sensatia Botanicals. The Body Shop's products cost IDR 300,000, Drunk Elephant's IDR 500,000, Lush Cosmetics' IDR 275,000, Dear Klairs' 350,000, Avoskin's 200,000, Mineral Botanicals' 150,000, and Sensatia Botanicals' 200,000. The cheaper ecologically friendly cosmetics are, the more likely respondents will choose them.

Validity and Reliability

Validity Test

In the validity test phase, operational items are considered valid if a) their loading factor values are more than 0.5 and b) they cluster on the same factor. Table 1 showed of the Validity Test, it can be deduced that all examined operational elements are valid for use.

Reliability test

A variable is certified reliable if the indicators in it have met two criteria, including a) the value of Cronbach's Alpha ≥ 0.6 and b) the value of corrected item-total correlation ≥ 0.3 (Hair et al., 2017). (Hair et al., 2017). In this work, the reference Hair et al. (2017) used as references to demonstrate the dependability of Cronbach's Alpha value.

Table 3. Exploratory Factor Analysis

	Rotated Component Matrix ^a		
	Component		
	1	2	3
GWP3	.791		
GWP4	.793		
GWP5	.786		
GWP6	.828		
GWP7	.835		
GWP9	.829		
GWP10	.735		
GWP11	.797		
GWP13	.655		
GWP14	.785		
BI1			.553
BI5			.763
BI6			.780
PI14		.785	
PI15		.797	
PI16		.862	
PI17		.887	
PI18		.828	
PI19		.830	

Source: Data processed by researchers, 2022

Both sources state that the value of Cronbach’s Alpha ≥ 0.6 is regarded as moderate and still acceptable. Hair et al. (2017) add that the value of Cronbach’s Alpha is very likely to diminish in research exploring one variable’s influence on another variable. Referring to Table 2 of the Reliability Test, it can be stated that all operational components of the indicators were dependable and deserving of use as a measuring instrument for this study.

Common Method Bias

The bias can be examined by examining the percent of variance value in the extraction sums of squared loadings column based on the value. A decent Common Method Bias test has a number less than fifty percent.

Classical Assumption

The classical assumption test is used to test that the data used can meet the blue (Best Linear Unbi-

ased Estimator) assumptions. The normality test attempted to assess whether the data distribution in the set of variables was normal. Normally distributed data according to the Kolmogorov-Smirnov hypothesis has a Significance value (Sig.) larger than 0.05. The Normality Test associated with the Appendix Chapter indicates that the data in this study have a normal distribution. In addition, the Tolerance and VIF results demonstrate the importance of the multicollinearity test. This study’s lowest acceptable Tolerance value is >0.01 , and the minimum acceptable VIF value for multicollinearity testing is 10. Inside Table 5. The Multicholinearity Test found no indication of multicollinearity in the studied data. It is demonstrated by the Tolerance GWP and BI values of 0.947 and the VIF values of 1,056. If the Sig value in the table is less than or equal to 0.05, the heteroskedasticity test can be conducted. The appropriate regression model lacks heteroskedasticity characteristics. Heteroskedasticity test appended to the Appendix Chapter reveals that the GWP variable’s Sig. value is 0.296, and the BI variable’s Sig. value is 0.27. It demonstrates that neither variable is heteroscedastic.

Regression Analysis

Test F showed that the independent variables have a stimulating effect on the dependent variables. It is because the significance level of the ANOVA test was 0.021. The ANOVA test is significant if the Sig value is more than 0.05. R-Squared value or contribution of Greenwashing Perception and Brand Image in influencing Purchase Intention is relatively low at 2.8%. It is due to the Javanese population’s lack of knowledge and understanding of Greenwashing in the ecologically friendly cosmetics industry. Additionally, it may be deduced that consumers continue to prioritize compatibility and benefits while purchasing cosmetics. Lastly, the projected t-value for the GWP variable is -0.921, whereas the actual t-value from the table is 1.96. When the t-value is smaller than the t table, H1 is rejected, and H0 is accepted. Thus, the Greenwashing Perception variable has no significant influence or relationship with Purchase Intention.

Table 4. Reliability Testing

Variables	Operational Items	Corrected Item- Total Correlation	Cronbach Alpha	Result
Greenwashing Perception	GWP 3	.734	0.931	Reliable
	GWP 4	.750		
	GWP 5	.701		
	GWP 6	.772		
	GWP 7	.790		
	GWP 9	.799		
	GWP 10	.675		
	GWP 11	.755		
	GWP 13	.617		
	GWP 14	.732		
Brand Image	BI 5	.444	0.614	Reliable
	BI 6	.444		
Purchase Intention	PI 14	.696	0.909	Reliable
	PI 15	.719		
	PI 16	.792		
	PI 17	.826		
	PI 18	.752		
	PI 19	.739		

Source: Data processed, 2022

Table 5. Common Method Bias

Factor	Total Variance Explained					
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative%
1	6.416	33.769	33.769	5.987	31.509	31.509
19	.114	.600	100.000			

Source: Data processed, 2022

Table 6. Classical Assumption

Model	Coefficients ^a				
	Collinearity Statistics		Heteroscedasticity		
	Tolerance	VIF	t	Sig.	
(Constant)		0.325	0.746		
1	GWP	0.947	1.056	1.051	0.296
	BI	0.947	1.056	1.1	0.274
	Asymp. Sig. (2-tailed)				.063 ^c

Source: Data processed, 2022

Table 7. Regression Analysis

Model	Coefficients ^a						
		t	Sig.	R	R Square	F	Sig.
1	(Constant)	5	0	.168 ^a	0.028	1.56	.021 ^b
	GWP	-0.92	0.36				
	BI	1.677	0.1				

a. Dependent Variable: PI

Source: Data processed, 2022

Table 8. Mediation Analysis

Direct Effect of X on Y					
Effect	se	t	p	LLCI	ULCI
-0.0877	0.0962	-0.9215	0.3589	-0.2795	0.1021
Indirect Effect(s) of X on Y					
	Effect	Boot SE	Boot LLCI	Boot ULCI	
BI	0.0373	0.027	-0.0054	0.0993	

Source: Data processed, 2022

Moreover, the computed t value for the BI variable is 1,677, whereas the table t value used in this study is 1.64. If t-counts surpass the standards of the table, it is possible to argue that H1 is accepted while H0 is rejected. This assertion is consistent with the results of the descriptive statistical average value of 5.91, which falls into the category of agreement. Therefore, the authors conclude that the study’s first hypothesis was supported. The research sample showed that 73.63 percent of respondents decided not to purchase environmentally friendly cosmetics from companies with poor reputations for managing environmental issues. Among the 73.63 percent of respondents who refused to purchase products from reputed companies in environmental management, 71.82 percent began to question the legitimacy of the company’s “environmentally friendly” promises. These results indicate that the inhabitants of Java Island have started to recognize greenwashing and prefer to purchase sustainable products. That is evidenced by the results of partial

tests in regression analysis found Sig values. The brand image variable against the purchase intention variable t value is 1.677. Thus, the third hypothesis in the study was rejected. The underlying reason why this relationship did not have a significant effect is that 88.5% of respondents in the study sample revealed that the quality and benefits of products are the top priority in shopping for cosmetics.

Mediation Regression Analysis

The mediation test is considered significant if: a) the t-statistical value at the overall effect is greater than or equal to 1.64; b) the probability value is less than or equal to 0.05; c) the bootstrap interval at the BootLLCI and BootULCI values do not exceed 0. If the value 0 is contained in the interval range of bootLLCI and bootULCI values, it is possible to conclude that no mediation exists in the study model. The indirect coefficient is 0.0373, with a BootLLCI bootstrap interval of -0.0054 and a BootULCI of 0.0993. Therefore, it can be argued that Brand Im-

age does not influence the link between Greenwashing Perception and Purchase Intention.

The study's results indicated that the notion of greenwashing had no meaningful effect on purchasing intent. The evidence for this includes a partial test result of -0.9215 and a probability value of 0.3589. Based on descriptive statistics, it can be concluded that although a minority of respondents agree that greenwashing practices can alter consumer perceptions and lead to negative outcomes, many respondents have not been willing to spend more money to purchase environmentally friendly cosmetic products from companies that engage in ethical business practices. The preceding statement was confirmed by the operational item's mean value of 4.74 and standard deviation of 1.554. In other words, the distribution of the obtained responses is extremely varied. In other words, the third hypothesis was refuted in this study.

DISCUSSIONS

The Relationship between Greenwashing Perception and Brand Image

The research findings indicate that the relationship between greenwashing impression and brand image is influenced. The level of influence caused by the perception of greenwashing can directly diminish the brand image variable by 5.34 percent. The results reveal the actual situation on the ground, even though the created influence can be classified as modest. Respondents in the survey acknowledged that greenwashing activities conducted by businesses could cause customers to question the veracity of the promises made. These uncertainties signal the beginning of a downturn in the company's reputation or brand image. The distinctive finding of this study is that the people of Java Island are not accustomed to distinguishing whether enterprises engage in greenwashing acts or practices before the issue is brought to the public's attention by the media. Such contradicting conditions are the reason why people frequently make poor purchasing selections. The poor relationship between greenwashing perception and brand image is confirmed by Forsell and Åkerblom (2020). They state that public suspicion and mistrust will increase if a cor-

poration has engaged in greenwashing. In this instance, information as an external factor significantly impacts the enhancement of environmental knowledge. Information plays a function in enhancing or decreasing buyers' belief in the advertisement's reputation and solutions.

The Relationship between Greenwashing Perception and Purchase Intention

The study's results indicated that the notion of greenwashing had no meaningful effect on purchasing intent. A minority of respondents agree that greenwashing practices can alter consumer perceptions and lead to negative outcomes. Most respondents have not been willing to spend more money to purchase environmentally friendly cosmetic products from companies that engage in ethical business practices. This study defines greenwashing perception as the ability of consumers to notice and comprehend information regarding deceptive acts taken by companies selling ecologically friendly cosmetics. Therefore, each consumer's view and expectations surrounding ecologically friendly cosmetics vary. Bruhn et al. (2014) stated that consumers with a high degree of knowledge and interest in environmental sustainability concerns could analyze and evaluate all forms of corporate marketing communication. Therefore there is a propensity to consider the items to be consumed. However, a study undertaken by Brouwer (2016) demonstrated contradictory outcomes. Some participants in the focus group discussion claimed that firms commonly engage in greenwashing by inflating green claims to affect consumer perceptions about the brand. Although some other participants understood and began to question the veracity of the promises made, they still found it difficult to differentiate greenwashing companies from ethical companies due to limited information access. The research conducted by Brouwer (2016) is consistent with the obtained sample data. The absence of a relationship between the GWP variable and the PI variable can be attributed to several factors referring to the study's results. That factor is the level of knowledge of most Javanese people regarding the concept and practice of greenwashing in product marketing activi-

ties is still very low, so the perception formed of greenwashing practices is also low; b) not all consumers associate the claim of “green” with the environment, so it is verifiable; c) not all consumers associate.

The Relationship between Brand Image and Purchase Intention

This study defines greenwashing perception as the ability of consumers to notice and comprehend information regarding deceptive acts taken by companies selling ecologically friendly cosmetics. Therefore, each consumer’s view and expectations surrounding ecologically friendly cosmetics vary. Bruhn et al. (2014) stated that consumers with a high degree of knowledge and interest in environmental sustainability concerns could analyze and evaluate all forms of corporate marketing communication. Therefore there is a propensity to consider the items to be consumed.

However, a study undertaken by Brouwer (2016) demonstrated contradictory outcomes. Some participants in the focus group discussion claimed that firms commonly engage in greenwashing by inflating green claims to affect consumer perceptions about the brand. Although some other participants understood and began to question the veracity of the promises made, they still found it challenging to differentiate greenwashing companies from ethical companies due to limited information access. The research conducted by Brouwer (2016) is consistent with the obtained sample data. The absence of a relationship between the GWP variable and the PI variable can be attributed to several factors referring to the study’s results. That Factors are the knowledge of most Javanese people regarding the concept and practice of greenwashing in product marketing activities is still very low, so the perception of greenwashing practices is also low. Not all consumers associate the claim of “green” with the environment, so it is verifiable, and not all consumers associate it. The results of the study data showed that there was no significant influence on the relationship between brand image and purchase intention. Differences in skin types are a factor that

makes respondents not necessarily buy cosmetics that are on the rise but instead selectively look at the composition of the ingredients contained in the product so that, in the future, it does not irritate the skin. This result is in line with research by Maharani (2021) that brand image in cosmetics does not significantly affect purchase intention. Thus, it can be concluded that other factors outside the study make this relationship insignificant, one of which is the tendency to switch cosmetic brands. In addition, another reason why the relationship between the brand image variable and the purchase intention variable is insignificant is the variety of environmentally friendly cosmetic brands used as a reference in this study.

The Relationship between Greenwashing Perception and Purchase Intention through Brand Image

The findings of this study indicated that the mediation effect of the brand image variable did not significantly affect the connection between the greenwashing perception variable and the purchase intention variable. The rejection of this hypothesis is supported by Maharani (2021), which demonstrated that brand image has no effect on the greenwashing perception variable and the purchase intention variable for several reasons, including the variety of environmentally friendly cosmetic brands used as a reference, which makes it difficult to measure the brand image of each cosmetic brand. Second, while purchasing cosmetics, respondents to this study valued the quality and benefits of goods.

CONCLUSIONS

Based on the research findings and prior discussion of the hypothesis, it can be inferred that the perception of greenwashing among the inhabitants of Java Island has a negative impact on the brand image of environmentally friendly cosmetics. In this instance, information influences the strength or weakness of people’s perception of greenwashing. This finding is consistent with the idea of value destruction, which asserts that value creation can fail if there is no positive contact between the organiza-

tion and consumers. Although the notion of greenwashing among the people of Java Island was beginning to shape, it was deemed impossible to substantially impact customers' buying intentions or intents to acquire ecologically friendly cosmetic items. The insignificant relationship between greenwashing perception and purchase intention is caused by people who are not accustomed to distinguishing ethical practices from greenwashing practices, which makes them often make wrong purchasing decisions for environmentally friendly cosmetics, and not all consumers associate "green" claims with the environment. It is possible to repurchase cosmetic products with a false "environmentally friendly" claim. In this study, the association between brand image and the intention to purchase ecologically friendly cosmetics had no effect. Aside from the fact that the inhabitants of Java Island place a higher value on the quality and advantages of cosmetic goods than on the brand, the number of environmentally friendly cosmetic brands employed in this study renders the results only generalizable. In contrast to the results of the fourth hypothesis, in which the role of the brand image could not mediate the association between greenwashing perception and purchase intention, this data demonstrates that brand image can indeed mediate this relationship.

IMPLICATIONS

The growth of negative impressions of greenwashing methods substantially impacts the brand image of eco-friendly cosmetics. Consequently, a corporation needs to sell its products following the correct marketing standards and ethics, such as not misrepresenting the product's functionality and offering accurate product information. Targeting individuals with a strong interest in environmental concerns or a preference for a healthy, natural lifestyle is a further measure that can be taken to strengthen a brand's reputation and increase consumer purchasing intent. Consumers can be grouped by building groups, hosting events, or providing novel experiences when it comes to the purchase of environmentally friendly cosmetics.

LIMITATIONS

In the writing of scientific articles, numerous flaws and restrictions cannot be avoided. This constraint contributes to the subpar research results obtained. This study provides an overview of greenwashing tactics in the cosmetics business. Greenwashing is a topic that previous researchers have not frequently addressed. In addition, the lack of standardization or categorization of environmentally friendly cosmetic brands in Indonesia forces the author to rely solely on brands with a strong environmental posture as research objects.

RECOMMENDATIONS

The subject of study can be homed to produce quantifiable and lucid outcomes. This study must be repeated in the future to determine the evolution of complex greenwashing tactics. This proposal attempts to facilitate the discovery of unresolved linkages or hypotheses in the future study. Providing education and product learning elements to increase consumer engagement due to new experiences that have never been obtained before strengthens the company's brand image. The company needs to conduct marketing according to the prevailing business ethics. Upholding honesty, being informative, and being responsible are key to advancing a sustainable long-term business.

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