

# Decision to Purchase Eco-Label Products: Case Study in Indonesia

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## ABSTRACT

Indonesia is a potential market for cosmetic products. The demand for cosmetics in Indonesia accounts for US \$ 516.99 million. The potential of this cosmetic market is due to the increasing population of young people and the appearance of people's upward trend to use natural products (back to nature) or eco-labelled products. The decision to purchase Eco-label cosmetic products is influenced by lifestyle factors, consumer attitudes and marketing mix. The location of the study conducted was in Jakarta. The total sample taken in this study was 195 respondents. Data are collected by distributing questionnaires either directly or online, using a *Likert scale 1 - 4*. The analysis technique used is *Structural Equation Modelling (SEM)* with the help of *Smart PLS*. The results of research in Indonesia show that there are five dimensions of lifestyle, namely: Achievers, Believers, Experiencers, Makers and Strivers. Other results show that: (1) consumer characteristics significantly influence lifestyle (2) lifestyle variables significantly influence purchasing decisions; (3) variable consumer attitudes are not significant to purchasing decisions; and (4) the marketing mix variable is not significant to purchasing decisions.

**Keywords:** *Lifestyle, Consumer Attitudes, Marketing Mix, Eco-label, Purchasing Decision, Structural Equation Modeling (SEM)*

## INTRODUCTION

The cosmetics industry is currently growing rapidly in both developed and developing countries. One of them is in the Asian market, Asia Pacific market value has increased to more than US \$ 70 billion, which is the second highest market after the Western European market (Hassali et al 2015). One of the potential markets for cosmetic products is Indonesia, which amounts to US \$ 516.99 million (Ministry of Industry, 2018). With this amount, it has a positive impact on GDP but has a negative impact on the environment.

Amid critical environmental conditions, consumer awareness of

environmental problems arises (Chen and Chang 2013). According to Eisingerich et al (2011) consumers now begin to think about the impact of their consumption on purchasing decisions related to environmental problems. This environmentally conscious consumer behaviour is influenced by lifestyle (Fraj and Martinez 2006). This change in lifestyle causes the emergence of green consumers (environmentally conscious consumers), consumers who are aware of the ecological attributes of a product. Consumers are increasingly using sustainable products and services that do not endanger the environment and the future. One of those is

the usage of a green product (Eco-label). (Goncalves et al 2015).

The Ministry of Environment (2018) stated that green products are products that are environmentally oriented or products that are environmentally friendly, from the time of the manufacturing to disposal. In general, green products that are well received by the market are products that are consumed or used directly by consumers such as cosmetic products.

The potential of this cosmetic market is due to the increasing population of young people and the upward trend of the use of natural products (back to nature) or eco-labeled products among people. In 2013 the global cosmetic market grew by around 3.8% compared to the previous year and it is expected that global sales of natural and organic cosmetics will reach US\$ 14 billion in 2015 (Beauty Industry Analysis 2015 - Cost & Trends). The decision to purchase Eco-label cosmetic products is influenced by lifestyle factors, consumer attitudes and marketing mix.

Consumer attitudes have a major role in the formation of consumer behaviour, such as deciding which brand to buy and which shop to visit. In the purchasing decision, a good marketing system is needed so that the products made can be known by consumers. One form of marketing is using the marketing mix. According to Kotler (2016) the marketing mix is a set of marketing tools used by companies to achieve their marketing objectives in the target market, which can be classified into 4P (product, price, place and promotion).

### **Formulation of the problem**

In connection with the explanation described earlier, the formulation of the problems in this study is:

1. What are the characteristics of consumers using eco-label cosmetic products in Indonesia?
2. What is the relationship between the characteristics of users of eco-label

cosmetic products in Indonesia and lifestyle?

3. What is the influence of lifestyle, consumer attitudes and marketing mix on purchasing decisions for eco-label cosmetic products in Indonesia?

### **Research objectives**

1. Identifying the characteristics of consumers using eco-label cosmetic products in Indonesia.
2. Analysing the relationship between characteristics of users of eco-label cosmetic products in Indonesia.
3. Analysing the influence of lifestyle, consumer attitudes, and marketing mix on purchasing decisions for eco-label cosmetic products in Indonesia.

## **LITERATURE REVIEW**

### **Lifestyle**

According to Hawkins and Mothersbaugh (2010) lifestyle is basically how a person lives, or makes a concept that is determined by past experience, innate characteristics, and the current situation. While according to Solomon (2011) lifestyle is defined as a consumption pattern that reflects a person's choice of how to spend time and money. While Sumarwan (2013) expresses a lifestyle defined as a way of life that is identified by how people spend time (activities), what they consider important in their environment (interest), and what they think about themselves and the world around them (opinion) The AIO concept approach can be combined with one of the concepts to measure lifestyle that is VALS (Value and Lifestyle).

VALS (Value and Lifestyle) is the most famous method to see psychographic segmentation in the world (Rasyid 2017). The concept of VALS is an instrument to identify consumers' values and lifestyle based on how consumers agree or disagree with various social issues, known as VALS I. VALS was discovered by international research firm SRI (Stanford Research Institute) in 1978 (Sumarwan 2015). The VALS 2 framework can be seen in Figure 1.

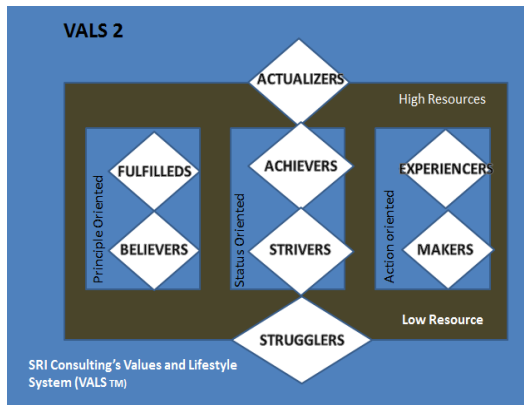


Figure1: framework of VALS 2 (Peter dan Olson,2010)

### Consumer Attitude

Consumer attitudes are important factors that will influence consumer decisions (Sumarwan 2015). The concept of attitude is closely related to the concepts of belief and behaviour. Hawkins and Mothersbaugh (2010) state that attitude is motivational, emotional, perceptual, and cognitive process that relates to several aspects of the environment. Attitudes are also an important factor in individual lifestyles. According to Severin and Tankard (2009) attitudes are a positive or negative evaluation system, emotional feelings, and a tendency to act pro or contra against a social object.

### Marketing Mix

Marketing mix is a combination of variables or activities that are the core of the marketing system, namely variables that can be controlled by the company to influence the reactions of buyers or consumers (Rasyid 2017). According to Lupiyoadi (2013) the marketing mix is a marketers' tool which consists of various elements of a marketing program that need to be considered so that the implementation of the marketing and positioning strategies that are set can run successfully. Kotler (2016) suggests that a company's marketing strategy is formed by four combinations called the marketing mix.

### Purchasing decision

According to Cheung and Thadani (2012) purchasing decisions are cognitive processes

(actions) that result in the selection of products, services, or purchasing actions from several alternatives. Based on Engel et al (2012) purchasing decisions are the stages when consumers really want to buy or decide to buy.

### Eco-Label

Eco-labels have been widely used in recent years as a green marketing tool that is needed to influence consumer perceptions of the existence of green products so as to direct consumers to buy environmentally friendly products (Juwaher et al 2012). Eco-label is a tool that can help consumers in making decisions to choose green products and provide information to consumers about the process of making these products (Muslim and Indriani 2014).

### References of Study

Various studies were conducted to assess the influence of lifestyle, consumer attitudes and marketing mix on consumer purchasing decisions. Among them is a study conducted by Pagalea and Uta (2012) which states that consumers' lifestyles have a connection to purchasing decisions. Consumers believe that consuming environmentally friendly products is very important for sustainable life and they have participated to protect the environment.

Hussain et al (2014) in his research stated that the attitude of consumers who have concern for the environment significantly influences the decision to purchase green products by 59%. Indrasari (2016) in his research on the marketing mix of purchasing decisions states that the marketing mix has a positive and significant influence on purchasing decisions.

### MATERIALS & METHODS

#### Location and Time of Research

This research was conducted in the city of Jakarta in July-August 2018. The selection of the place of this research was intentional (purposive), with consideration of Jakarta as a satellite city that has diverse consumer characteristics.

**Research design**

This study was designed using survey methods by filling out questionnaires to respondents either directly or using Electronic Interview techniques. Sampling is based on purposive sampling technique by which the collection of information and knowledge from respondents is adjusted to the criteria of the research objectives.

Respondents in the study amounted to 195 respondents who had made purchases and used Eco-label cosmetic products.

The measurement scale used in this study is a *Likert (1-4) scale*. This scale gives respondents the opportunity to express their feelings in the form of approval on a question (Safitri 2014).

In this study the variables used can be seen in the following Table 1 below:

**Table1 : the Definitions of Operational Variable**

Variable	Sub-variable	Definition	Indicator
Lifestyle (LS)	Achievers (AC)	Consumers who have high earnings and success.	Pay attention to image (AC1), like practical things (AC2), have high resources (AC3) like to show off their success (AC4).
	Believers (BL)	Consumers who adhere to family values and religion.	Have concrete trust in religion (BL1), Hold firm family values (BL2), Conservative (BL3), Conventional (BL4), Tend to reject change (BL5).
	Experiencers (EX)	Young consumers and have high income.	Like new things (EX1), Trendy (EX2), Like diversity (EX3), Likes exciting things (EX4).
	Makers (MK)	Independent and action-oriented consumers.	Practical (MK1), Independent (MK2), Loves constructive activities by own hands (MK3), Action-oriented (MK4), Loves natural recreation (MK5)
	Strivers (ST)	Consumers with small income and status oriented.	Impulsive (ST1), Pay attention to self-image (MK2), Easy to get bored (MK3), Status-oriented (MK4), Happy to be stylish (ST5)
Attitude of Consumers (AOC)	Environmental Awareness (KL)	A level of commitment and emotion of consumers regarding various issues in the surrounding environment.	Knowledge (EC1), intention (EC2), Actual / behavioural commitment (EC3), Go Green (EC4), Making a real contribution to environmental problems (EC5).
	Eco-literacy (EL)	Components to identify or define a number of concepts related to the environment.	The concept of recycling (EL1), Greenhouse Effect (EL2), Global warming (EL3), Pollution (EL4), Having knowledge about environment (EL5).
	Product Attribute (PA)	The main stimuli that affect consumer feelings, thoughts and behaviour.	Price (PA1), Aroma (PA2) Brand (PA3), Label (PA4) Packaging design (PA5), Variation or size (PA6) Ease of obtaining (PA7) Texture (PA8)
Marketing Mix (MM)	Product (P)	Something that is offered and felt by consumers.	Aroma (P1), Shape (P2), Colour (P3), Packaging (P4).
	Price (PR)	Elements that generate income.	Selling price (PR1), payment system (PR2), discounted price (PR3), ability to buy (PR4).
	Place (PL)	Sales location.	Distribution Channel (PL1), Location (PL2)
	Promotion (PR)	Introducing products to consumers.	Media promotion (PRO1), Sales promotion (PRO2).
Purchase Decision (PD)		Consumer decisions about what to buy, whether to buy or not, when to buy, where to buy, and how to pay.	Purchase Time (PD1), fully planned purchase (PD2), half-planned purchase (PD3), unplanned purchase (PD4).

**Data Analysis and Processing Techniques**

Data analysis was carried out using descriptive analysis, and Structural Equation Modelling with Partial Least Square (PLS) as an alternative method. Descriptive analysis is used to explain the characteristics

of consumers in choosing and using Eco-label products, and SEM-PLS is used to determine the relationship between lifestyle, consumer attitudes and marketing mix to purchasing decisions. The initial research model can be seen in Figure 2.

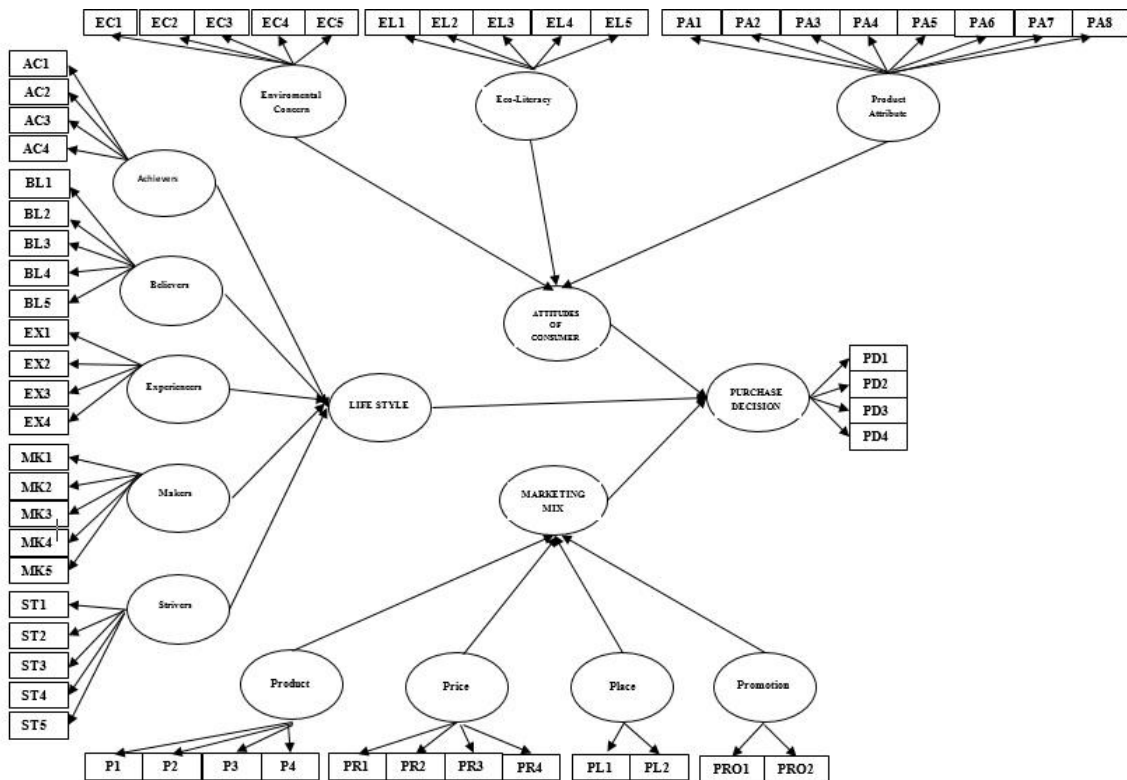


Figure 2: SEM-PLS

Based on Figure 2 the hypotheses in this study are:

- H1 : Lifestyle affects Decision Purchase of eco-label products
- H2 : Consumer attitudes influence the decision to purchase eco-label products.
- H3 : Marketing Mix affects the decision to purchase eco-label products.

## RESULT

### Characteristic of Respondent

Respondents in this study amounted to 195 respondents who had bought and used Eco-label cosmetic products and were over 17 years old since at this age someone could make a decision in purchasing Eco-label cosmetic products. The characteristics of respondents in this study can be seen in Table 2 below:

Table 2: Characteristic of Respondent

Characteristic	Category	Quantity	Percentage%
Gender	Male	99	51%
	Female	96	49%
Age	<20 years old	2	1%
	21-30 years old	129	66%
	31-40 years old	55	28%
	41-50 years old	6	3%
	>50 years old	3	2%
Marital status	Single	102	52%
	Married	93	48%
Level of education	SMA	18	9,2%
	Diploma	30	15,4%
	S1	117	60%
	S2/S3 (Master/PhD)	30	15,4%
Occupation	Government employees	25	13%
	Private employees	98	50%
	Entrepreneur	42	22%
	Others	30	15%
Income	Rp 0,00 - Rp 3.000.000,00	19	10%
	Rp 3.000.001,00- Rp 6.000.000,00	112	57%
	Rp 6.000.001,00- Rp 9.000.000,00	42	22%
	>Rp 9.000.000,00	22	11%
Total		195	100%

(Source : Processed Data on Primary Data, 2018)

**Relationship between Consumer Characteristics and Lifestyle**

Based on the results of PLS processing (Table 3) there is an influence between the characteristics of consumers and lifestyle. Consumer characteristic factors show the result of the t-value 9,876 above 1.96 which means that it is considered significant. For more details, see Table 3.

**Table 3: Statistical value of t in the bootstrap test**

Relationship among Variables	[t-value]	Conclusion
Consumer Characteristic → Lifestyle	9.876	Significant

Source: Data Results (2018)

After the PLS testing, the VALS concept (value and lifestyle) was also used to identify the value and lifestyle of consumers. The results show that there are five dimensions of lifestyle, namely (1) Lifestyle achievers, consumers who have high income, pay attention to images and are oriented to status and career. The number of respondents with lifestyle achievers is 9 men and 3 women; (2)

Believers, lifestyle of believers is a group with relatively small income, family oriented, and religion. This group numbered 34 people consisting of 6 men and 28 women; (3) Experiencers, lifestyle of experiencers are the most consumer groups in this study, namely 83 people consisting of 42 men and 41 women. This group includes young consumers with the age range of 25 years who have high income, like new things and enjoy diversity; (4) Makers, are people who are practical, independent, and like constructive activities with their own hands and these consumers have low income, consisting of 8 male consumers and 4 women. (5) Strivers, people with striver’s lifestyles, commonly have low income and are status-oriented consumers, tend to pay a lot attention to self-image, and they like to be stylish in order to emulate the people they admire. Based on this study there were 34 men and 20 women. The following is cross tabulation between gender and lifestyle can be seen in Table 4.

**Table 4 Cross-tabulation of lifestyle and the gender of Indonesian respondents**

Gender	Lifestyle					Total
	Achievers	Believers	Experiencers	Makers	Strivers	
Male	9	6	42	8	34	99
Female	3	28	41	4	20	96
Total	12	34	83	12	54	195

(Source : Processed Data on Primary Data, 2018)

**The Influence of Lifestyle, Consumer Attitudes and Marketing Mixes on the Decision to Purchase Eco-label Products**

Variable testing in this study uses PLS-SEM analysis which aims to see the predictive orientation exploratory (Reza 2018) with the approach of two sub models, namely: measurement model (outer model) and structural (inner model). According to Ghazali and Latan (2012), the outer model-reflective evaluation was carried out based on five criteria: convergent validity, discriminant validity, and composite reliability, cross-loading, cronbach alpha. Evaluation of this model was analysed by using the SMART PLS VERSION 2.0 software.

The initial stage by setting the value of the loading factor for each indicator contained in the construct will be issued in stages based on the standardization of the loading factor value > 0.6. Confirmatory research, the value of loading factor 0.5-0.6 is still acceptable (Ghazali and Latan 2012). This study uses a standard value of 0.6 loading factor. If the construct indicator value is <0.6, it must be removed from the model and then this model is re-estimated through the PLS Algorithm test. The test results will show some explanations in the form of loading factor value, average variance extracted, cross loading, composite reliability and Cronbach’s alpha. Criteria and standardization of evaluation of the outer models are presented in Table 5.

**Table 5: Results of Model Suitability Criteria**

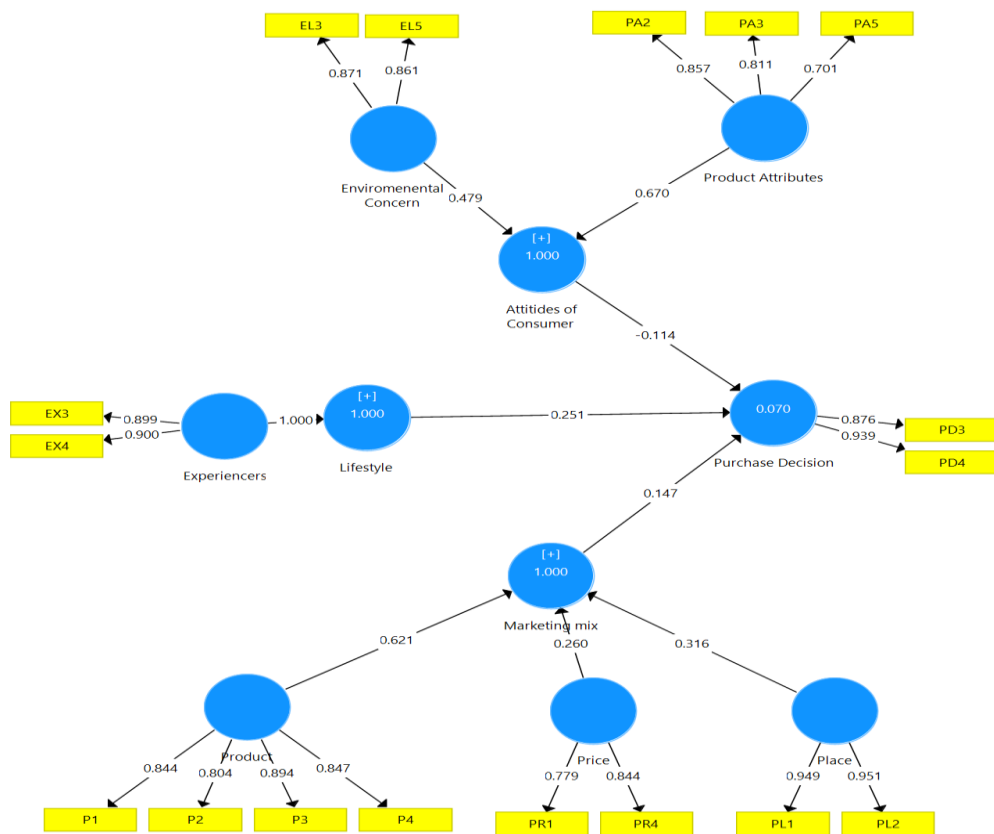
Criteria	Standard	Result	Annotation
Loading Factor	≥ 0.6	Indicator AC2,AC4,BL5, EX4,EX5,MK,MK4,ST1,EC2 EC3,EC4,EC5,EL1,EL2,EL3, EL4, P1,P2,P3,P4,PR1,PR2,PR3,PR4, PL1,PL2,PRO1,PRO2, PD3,PD4.	Valid
Average Variance Extracted (AVE)	≥ 0.5	PA : 0.628 MM : 0.519 EX : 0.810 LS : 0.810 PR : 0.659 EC : 0.750 PD : 0.824 P : 0.718 AC : 0.510 PL : 0.902	Valid
Composite Reliability	≥ 0.6	PA : 0.834 MM : 0.895 EX : 0.895 LS : 0.895 PR : 0.794 EC : 0.857 PD : 0.904 P : 0.911 AC : 0.838 PL : 0.949	Reliable
Cross Loading	Has a higher correlation value compared to other indicators	All correlation values from latent variables are greater than the correlation of other latent variables	Valid
Cronbach's Alpha	≥ 0.7	PA : 0.702 MM : 0.866 EX : 0.765 LS : 0.765 PR : 0.485 EC : 0.667 PD : 0.792 P : 0.869 AC : 0.756 PL : 0.892	Reliable

Construct validity is assessed based on Average Variance Extracted (AVE). In this study the AVE value of each construct is above 0.5 Therefore there is no problem of converging validity in the model being tested. All models are valid.

The reliability of the construct is assessed based on Composite Reliability to measure internal consistency and the value must be above 0.6 based on table 5 the overall Composite reliability measurement

results are above the value of 0.6 or reliable. This means that data has been consistent and able to explain the model.

In addition, the results of the calculation of all variables show that the majority of Cronbach's Alpha value is at a realistic level with a value above 0.7. The conclusion is that the model is considered reliable because the majority has met the standard value of Cronbach's Alpha.



**Figure 3: Path diagram of the final recipient model with loading factor**

**Initial Model Evaluation Results**

The loading factor value is an individual reflective measure that has a standard of 0.6 (Ghozali and Latan 2012). Based on the results of the study, the loading factor below 0.6 must be removed from either the main indicator or repeat-indicator model. If one of the two indicators has a loading factor value below 0.6 then both must be removed from the model. After the release of indicators that do not meet the standards of AC, BL, EX1, EX2, MK, ST, EL, LC, the model already meets the first requirements. Hence, the path diagram of the final recipient model can be seen in Figure 3.

**Inner Model Evaluation Results**

This hypothesis test aims to see the significance of the influence between variables on purchasing decisions at a significance level of  $\alpha = 0.5\%$  (0.05). Based on the results of the inner model test

Following are the results of the significance test obtained from Table 7. The path coefficients are as follows.

**Table 7: Hypothesis testing**

	Standard D	T Statistics	P Values	Annotation
LS -> PD	0.069	3.648	0.000	Significant
AOC -> PD	0.062	1.824	0.069	Insignificant
MM -> PD	0.081	1.798	0.073	Insignificant

Note: P-value<0.05 =significant

The results of hypothesis testing show that Hypothesis 1 is a lifestyle that significantly influences purchasing decisions. The effect testing of LS on PD produces a coefficient parameter of 0.251 which means that the higher the lifestyle, the higher the purchase decision will be directly and vice versa. While the t-statistic value is  $3.648 > t\text{-table } 1.96$  which means that the hypothesis is accepted so that it can be concluded that lifestyle influences positively and significantly on purchasing decisions. It is in accordance Rybowska (2014) the lifestyle of consumers who care about health, beauty, and appearance has influenced consumer in the decision to purchase natural cosmetic products that have been labelled.

(Structural Model) through *SmartPLS 2.0*, the results are obtained as shown in Figure 3.

**1. Goodness of fit**

Inner model evaluation can be done by calculating the GoF (Goodness of fit) value.

$$GoF = \sqrt{AVE \times R^2} \dots\dots Tenenhaus (2004)$$

According to Tenenhaus (2004), the GoF small value = 0.1, medium GoF = 0.25 and large GoF = 0.5. The GoF value obtained is 0.74 and is included in a large category which means that the model is fit and suitable for use.

**2. Coefficient Evaluation**

**Table 6: Coefficient Evaluation**

Relations and influences between variables	Coefficients	Relationship
LS-> PD	0.251	Positive
AOC-> PD	-0.114	Negative
MM -> PD	0.147	Positive

Hypothesis 2 states that consumer attitudes have no significant effect on purchasing decisions. AOC testing on PD results in a coefficient parameter of -0.114, which means that the attitude of consumers has a negative relationship to purchasing decisions. These results indicate that the theory of hypothesis proposed with the t-statistic value is  $1,824 < t\text{-table } 1.96$  means that the hypothesis is rejected so that it can be concluded that consumer attitudes do not have a positive and significant effect on purchasing decisions. This can be caused by consumer knowledge of eco-label cosmetic products that are still low because one of the main factors or drivers of consumers buying eco-label products is the level of knowledge



and good understanding of eco-label products (Muslim and Indriani 2014).

Hypothesis 3 states that the marketing mix has no significant effect on purchasing decisions. Processing results obtained coefficient of 0.147 which means that the higher the marketing mix, the higher the purchase decision will be directly and vice versa. These results indicate that the theoretical hypothesis proposed with a t-statistic value of 1,798 < t-table 1.96 means that the hypothesis is rejected so it can be concluded that the marketing mix does not significantly influence the purchase decision. This can be caused by the price of eco-label cosmetic products that are more expensive than cosmetic products that are not eco-labeled and producers are also not optimal in marketing their products so that the market share of eco-label products is still low. This is supported by (Muslim and Indriani 2014) that consumers do not know the location of the selling of eco-label products and consumers feel that the price of eco-label products which is more expensive is the reason consumers do not buy eco-label products.

## CONCLUSION

Based on the results of research on consumer characteristics of eco-label cosmetic product users, it illustrates the diversity of respondents' profile data, which in this case represents the market share of eco-label products. When viewed from gender, male and female respondents have proportions that tend to be balanced. The number of male respondents amounted to 99 people (51%), while women numbered 96 people (49%). Meanwhile, the most dominant age characteristics of respondents were in the age range of 21-30 years (66%). The majority of respondents' income level is Rp. 3,000.00 - Rp. 6,000,000.00 (57%). These results indicate the characteristics of consumers who are classified as productive adults and have enough money to buy eco-label cosmetic products.

Consumer lifestyle is divided into five lifestyle dimensions, namely (1)

lifestyle of achievers; (2) lifestyle of believers; (3) lifestyle of experiencers; (4) lifestyle of makers; (5) lifestyle of strivers. Based on research lifestyle of experiencers is the most lifestyle, accounting for 83 people.

Based on the results of the SEM model hypothesis testing, hypothesis 1 states that lifestyle influences positively and significantly on purchasing decisions. Hypothesis 2 states that consumer attitudes do not significantly influence purchasing decisions. Hypothesis 3 states that the marketing mix does not significantly influence the purchase decision. So that needs to be considered the decision to purchase eco-label cosmetic products is consumer knowledge of the product, price suitability with the benefits obtained, and distribution channels or selling points of eco-label cosmetic products that must be further expanded.

## Suggestion

Suggestions that are recommended by the author based on the results of the conclusions above, of course, still have certain limitations so that improvements are needed in all aspects of research. Therefore, there are some things that need to be considered for further research in an effort to see the factors that influence purchasing decisions, namely the necessity to conduct further research by adding other variables such as purchasing power and consumer satisfaction. In addition, further research can be conducted on consumers who have never bought or used eco-label cosmetic products to see if there is a high interest in eco-label cosmetic products. Thus, the results of the research can be used as additional information for companies to see the market potential of eco-label cosmetic products in the future.

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