

EXPLORING THE IMPACT OF PERCEIVED GREENWASHING ON REPURCHASE INTENTION OF GREEN PERSONAL BODY CARE PRODUCTS

Jasmine Raihana^{*1}, Mustika Sufiati Purwanegara^{*}

^{*}School of Business and Management, Institut Teknologi Bandung
Jl. Ganesha No.10, Lebak Siliwangi, Cobleng, Bandung, West Java 40132, Indonesia

Article history:

Received
27 May 2022

Revised
4 July 2022

Accepted
4 January 2023

Available online
31 January 2023

This is an open access article under the CC BY license (<https://creativecommons.org/licenses/by/4.0/>)



OPEN ACCESS

Abstract: Nowadays, brands from various industrial sectors have started to release new product line or branding strategy that focuses on preserving nature, one of the examples being green personal body care. The vague and excessive claims made by the brands evoked negative sentiment called perceived greenwashing as the consumers have a negative perception that the brand was deceiving them. This phenomenon is called greenwashing. The research aimed to understand the relationship between perceived greenwashing among Indonesian consumers with its consequences, such as word of mouth, green personal body care, attitude, and repurchase intention. A survey was conducted among Indonesian green personal body care consumers, receiving 108 valid responses in total. The data was later analyzed using descriptive analysis and PLS-SEM. The findings suggested a negative relationship between perceived greenwashing with word of mouth and green brand image. The two constructs were also the predictor of attitude toward green personal body care products. Attitude is the predictor of repurchase intention. The green brand image was also found to mediate the relationship between perceived greenwashing and attitude, also perceived greenwashing and repurchase intention.

Keywords: green personal body care, perceived greenwashing, word of mouth, green brand image, repurchase intention

Abstrak: Dewasa ini, perusahaan dari berbagai industri mulai meluncurkan produk berbasis ramah lingkungan atau menerapkan teknik marketing yang berfokus pada pelestarian lingkungan, salah satunya adalah segmen produk perawatan diri. Klaim lingkungan dari perusahaan yang dinilai konsumen sebagai kurang jelas atau melebih-lebihkan membuat konsumen merasa terkecoh atas komitmen pelestarian lingkungan perusahaan tersebut. Anggapan negatif dari konsumen ini disebut juga persepsi akan greenwashing. Fenomena greenwashing mengarah pada tindakan tidak etis dari perusahaan yang berlaku tidak jujur dalam menyampaikan informasi ke konsumen mengenai komitmen lingkungannya. Riset ini bertujuan untuk mencari tahu dampak dari persepsi akan greenwashing terhadap intensi untuk membeli kembali produk, dengan citra merek dan word-of-mouth sebagai mediator. Metode surveysurvey yang dilakukan mendapatkan 108 responden. Data tersebut dianalisis dengan menggunakan secara deskriptif dan dengan menggunakan metode PLS-SEM. Hasilnya, persepsi akan greenwashing memiliki dampak negatif terhadap word of mouth dan citra merek hijau dari produk perawatan diri ramah lingkungan. Citra dari merek hijau pun memiliki peran dalam memediasi hubungan antara persepsi akan greenwashing dengan intensi untuk kembali membeli produk.

Kata kunci: produk perawatan diri ramah lingkungan, persepsi akan greenwashing, word of mouth, citra merek hijau, intensi untuk membeli kembali

¹ Corresponding author:
Email: jasmine_raihana@sbm-itb.ac.id

INTRODUCTION

The widespread concern about global warming and climate change has influenced consumer behaviour, causing individuals to be more conscious of how their purchases may impact the environment. Consumers nowadays are looking for items that are healthful, environmentally friendly, and chemical-free (Kapoor et al. 2019). Green cosmetics are obtained from natural ingredients, are manufactured with less pollution, are free of animal cruelty, and use fewer non-renewable resources (Amberg and Fogarassy, 2019). Consumers utilize a variety of cosmetics regularly, including personal body care items, which comprised soap, shampoo, conditioner, oral care, and moisturizers (Ghazali et al. 2017a; Liobikienė and Bernatoniene, 2017) this study extends the theory of planned behaviour by including perceived value dimensions as the antecedents of attitude in the model. The findings revealed that most of the hypothesised relationships linking the consumer perceived value constructs (namely, health, safety, hedonic and environmental).

For the past few years, the demand for green personal body care products has increased (Liobikienė and Bernatoniene, 2017). He review showed that authors obtained different results of the analysis of the green products in general (including all green products). To keep up with the changing lifestyle of consumers, firms started to release environmental-friendly product lines. They also implemented the green marketing technique to convince the consumers by showing their environmental commitment through various claims about the products, production process, and corporate responsibilities (Zhang et al. 2018) green marketing is becoming an important approach for firms to gain a competitive advantage. However, green marketing decoupled from substantive action tends to be perceived as greenwashing by consumers. Compared to a large body of green marketing research, little work has focused on consumers' greenwashing perceptions and its associated consequences. Thus, based on the attitude-behaviour-context theory, this study explored whether and how consumers' greenwashing perceptions influence their green purchasing intentions by integrating the mediating role of green word-of-mouth (WOM. In marketing their personal care products, companies frequently use terms like "natural", "organic", "environmentally friendly", and "sustainable" (Kahraman and Kazançoğlu, 2019). However, certain statements may be misleading,

deceptive, or incomplete (Amin and Tarun, 2021; Hameed et al. 2021; Kahraman and Kazançoğlu, 2019) emotional value and social value.

Greenwashing is one of the unethical marketing practices used by companies. It refers to brands withholding, deceiving, or providing false information about their environmental commitment (Akturan, 2018; Zhang et al. 2018). These deceiving actions are commonly performed to appease customers or boost company profitability (Hameed et al. 2021). Greenwashing practice could be conducted through claims and executions (de Freitas Netto et al. 2020). The claim greenwashing refers to the deceptive claims made by the brands about their environmental commitment, product orientation, or process orientation. The claims could be wrong, unclear, excessive, or a mixture of the three. On the other hand, execution greenwashing is related to the design the brands put on their products and advertisements. This form of greenwashing could appear in the form of nature-related colours like blue or green and nature-related elements like plants and mountains.

Greenwashing practices might cause negative perceptions among consumers. Consumers' awareness of the possibility of corporations fooling them leads them to be suspicious of claims as their perceived risk in using the products increased (Chen et al. 2020; Hameed et al. 2021). The aftermath of greenwashing was the negative perceptions toward the brand and the concept of the products as they would deem the green products as untrustworthy regardless of the brand. (Kahraman and Kazançoğlu, 2019).

Despite the growing concern about the environment and the consequences of greenwashing, there is little literature on the impact of greenwashing on customers. The research on green products cannot be extended to all product categories due to differences in greenwashing perception, and driving factors of the purchase. The specific scope of personal body care items was chosen because of the products' everyday use. The rise of green brands that emphasize the value of "natural" and "cruelty-free" further demonstrates the relevance of this study for today's consumer goods market, particularly the beauty industry. We considered consumers' tendency to spread the word of mouth and the firm's green brand image as factors associated with greenwashing perception and the repurchase intention. By taking the rising issue of the greenwashing practice

and its impact on consumers' perception toward green personal body care products into account, the study aimed to answer the following questions: Does greenwashing have a significant negative impact on customer perceptions of the brand image and motivation in spreading word of mouth about green personal body care products? What is the relationship between perceived greenwashing and the desire to repurchase the products? Is there a significant role for word of mouth and green brand image in mediating the connection between greenwashing and customer repurchase intent of personal body care products?

To answer the questions, this study looked into the direct connection between greenwashing, word of mouth, and green brand image. The mediating role of attitude, word of mouth, and green brand image would also be examined.

METHODS

Surveys using self-administrative questionnaires were performed to obtain data for the study. The survey is an effective way to gather information about people, such as their knowledge, attitudes, and behaviors ((Sekaran and Bougie, 2016). The questionnaires were spread throughout several social media channels, including Whatsapp, LINE, Instagram, and Twitter. The data was collected from April 2022 to May 2022, receiving 108 valid responses. The data collection method followed the non-probability sampling with purposive technique, where there were specific criteria the respondents needed to possess to continue with the survey (Amin and Tarun, 2021; Sekaran and Bougie, 2016) emotional value and social value. For the context of this study, the respondents we were looking for were male and female green personal body care consumers between the age of 20-40. The age range was chosen based on a study by Chin et al. (2018) compared with general cosmetic products, the market share of green cosmetic products in Indonesia is relatively low. The present research investigated consumers' purchasing intentions toward green skincare products in Indonesia using the pro-environmental reasoned action (PERA), which found that this age group spent more money on personal body care products and had more freedom in selecting their preferred goods.

A five-point Likert scale was used to measure all the questionnaire items in this study, with 1 representing

"strongly disagree," and 5 representing "strongly agree." Perceived greenwashing was measured using four items from Zhang et al. (2018), and Hameed et al. (2021). Word of mouth was measured using four-question items adapted from Zhang (2018) and Leonidou (2015). Green Brand image was measured using four-question items from Chen et al. (2020), Hameed et al. (2021), and Lavuri et al. (2022). The attitude was measured using four items derived from Chin et al. (2018) and Shimul et al. (2021). Repurchase intention was measured using four-question items from Ghazali et al. (2017) and Shimul et al. (2021). The items in the questionnaire were translated into Bahasa Indonesia to prevent any miscommunications with the participants because to the language barrier, as the study's target respondents were Indonesian consumers. The study's question items are included in Table 1.

There were three techniques utilized to analyze the data: (1) a descriptive analysis was conducted to get general idea of the results and respondents' demographic identity, (2) a Confirmatory Factor Analysis (CFA) was performed to confirm the validity and reliability of each of the constructs tested in this study (Patak et al. 2021), and (2) a Partial Least Square (PLS-SEM) analysis was used to test each of the hypotheses. PLS-SEM was deemed the most appropriate for this research due to the nature of the research that examined the connection between each construct rather than testing a concrete theoretical model (Hair Jr et al. 2018). PLS-SEM was also suitable for research with a small number of samples. Two heuristics were followed in choosing the minimum sample size for this study. The study was already fulfilling the 10-times-rules, in which the number of samples needed to be ten times larger than the measurement item in the inner model (Kock, 2018). It also followed heuristics for the minimum of the sample, which stated the number of the sample should be more than 100 (Hair et al. 2014). The relationship of all the variables are illustrated in the conceptual framework shown in Figure 1.

This research tested the following hypothesis to explain the relationship between each constructs:

- H1. Perceived greenwashing has a significant negative influence on word of mouth.
- H2. Perceived greenwashing has a significant negative influence on green brand image.
- H3. Word of mouth has a significant positive influence on the attitude toward green personal body care products.

- H4. Green brand image has a significant positive influence on the attitude toward purchasing green personal body care products.
- H5. Attitude has a significant positive influence on the repurchase intention of green personal body care products.
- H6. Word of mouth and attitude mediates the negative relationship between greenwashing and repurchase intention of green personal body care products.
- H7. Green brand image and attitude mediate the negative relationship between greenwashing and repurchase Intention of green personal body care products.

Table 1. Constructs and measurement items

Construct	Items	Indicator Variable	Question Items
Perceived Greenwashing	GR1	Consumers' perception on the vagueness of green claims	I think the product is associated with vague green claims.
	GR2	Consumers' perception on the excessiveness of green claims	I think the product exaggerates its green functionality
Perceived Greenwashing	GR3	Consumers' perception about the completeness of the information in green claims.	I believe the product omits essential information in order to make the green claim appear more credible than it is.
	GR4	Consumers' perception toward the design and graphic of green products.	I believe the brand is misleading me through images or graphics that highlight environmental aspects;
Green Word of Mouth	WM1	Consumers' willingness to recommend the product.	I would recommend this product due to its environmental feature
	WM2	Consumers' willingness to encourage people to use the product;	I would encourage others to purchase the product due to its environmental feature.
	WM3	Consumers' willingness to promote the products to their close circle.	If my friends are looking for similar products, I would tell them to use the product.
	WM4	Consumers' willingness to spread positive words.	I would spread positive words regarding the product.
Green Brand Image	GB1	Consumers' perception on the brand's green reputation.	I think this brand is specialized in green reputation
	GB2	Consumers' perception on the green branding activities conducted.	I think the branding is based on its commitment of environmental preservation.
	GB3	Consumers' perception on the trustworthiness of the brand's commitment.	I think the brand's environmental commitment can be trusted.
	GB4	Consumers perception on environmental feature of the product.	I think the brand has outstanding the environmental friendly features
Attitude	AT1	Consumers' assessment in comparing green and conventional products.	I believe that green personal body care products are better than conventional ones.
	AT2	Consumers' assessment on the difference of green and conventional products.	I believe there are differences between green personal body care products and conventional personal body care products in terms of quality.
	AT3	Consumers' assessment of the goodness of the decision to use the product.	I believe using green personal body care is a wise decision
	AT4	Consumers' overall assessment on product choice.	If the price is similar, I would choose green personal body care products over conventional ones.
Repurchase Intention	PI1	Consumers' intention to repurchase the product.	I intend to repurchase green personal body care products again in the future.
	PI2	Consumers' intention to repurchase the product when the need arise.	Next time I need a personal body care product, I will buy the green or environmentally friendly one.
	PI3	Consumers' intention to repurchase the product based on the availability.	If green personal body care products are available, I will buy them.
	PI4	Consumers' intention to look for the product for a repurchasing purpose.	I will look for the place where I can purchase green personal body care products.

RESULTS

Respondent Characteristics

Most of the respondents are female (92.6%). Most of the respondents come from the range 20-25 years old (80.6%), which they were considered Generation Z. Based on the educational level, majority of our respondents come from people with a bachelor's degree (50.5%), During data collection, most of the respondents were students (66.7%). The rest of the respondents were currently not working or studying a formal degree. Table 2 showcased the demographic characteristics of the respondents.

Measurement Model

The measurement model analysis investigated the validity and reliability of each of the constructs investigated. Through the Confirmatory Factor Analysis, the Cronbach's alpha, composite reliability, and average variance extracted from the outer model were determined. The calculation result for each of the constructs is shown in Table 3.

The constructs' reliability was determined via Cronbach's alpha and composite reliability. The value of the composite reliability should be between 0.7 and 0.95 to be regarded as dependable (Sarstedt et al. 2021). Cronbach's alpha should be more than 0.7 as well (Patak et al. 2021). The validity of constructs was determined by the average variance extract (AVE) value, which must be more than 0.5 to be considered valid (Hair et al. 2014). From the results shown in Table

3, we could say that all the constructs in this study were valid and reliable.

The value of outer loading, also known as indicator loadings, indicates the measurement items' reliability. The value of outer loading for each measurement item needed to be higher than 0,708, (Hair Jr et al. 2018). From the outer loading values in Table 3, we could see a slightly lower value for the items GB2 (0.674), which is pretty standard to occur in the field of social science. We decided to keep the measurement items due to the value of Cronbach's alpha and composite reliability, which were already deemed as reliable. According to Hair (2018)), the value of outer loading above 0.4 could still be considered as acceptable. Thus, we could say that all measurement items were able to explain the latent variables measured in this study. The indicator variables for each measurement item were described in Table 1.

The measurement models explained how each indicator played a role in explaining the latent variables. For the perceived greenwashing construct, it could be seen that the high outer loading indicates the question item's contribution to explaining how consumers perceive greenwashing in their purchase. It included their perception of the vagueness, excessiveness, and completeness of the green claims, as well as the misleading designs. However, the results of the mean value in Table 3 showed that the consumers have a pretty low negative perception of greenwashing. They did not severely think the brands were misleading by giving vague, excessive, or incomplete claims with nature graphics.

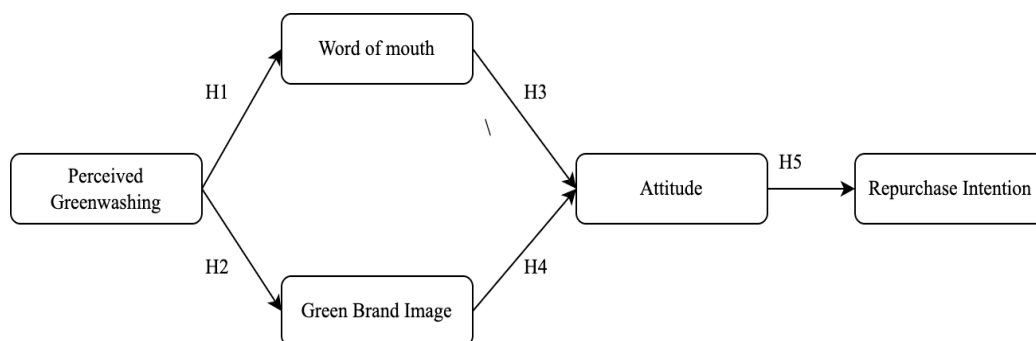


Figure 1. Research framework

Table 2. Respondents demographic characteristics

Characteristics	N	%
Gender		
Female	100	92.6
Male	8	7.4
Age		
20–25	87	80.5
26–40	21	19.5
Education		
High School	45	41.7
Diploma	2	1.9

Characteristics	N	%
Bachelor Degree	55	51
Master Degree	6	5.6
Occupation		
Employee	25	23.1
Students	72	66.7
Civil Servants	2	1.9
Entrepreneurs	4	3.7
Unemployed	5	4.6

Table 3. Confirmatory factor analysis

Construct	Items	Outer loadings	Mean	Standard deviation	Cronbach's alpha	Composite reliability	AVE
Perceived Greenwashing	GR1	0.829	2.832	0.921	0.885	0.921	0.745
	GR2	0.895					
	GR3	0.882					
	GR4	0.844					
Word of Mouth	WM1	0.845	3.863	0.921	0.836	0.890	0.669
	WM2	0.792					
	WM3	0.818					
	WM4	0.817					
Green Brand Image	GB1	0.751	3.750	0.744	0.833	0.884	0.658
	GB2	0.674					
	GB3	0.878					
	GB4	0.919					
Attitude	AT1	0.762	4.046	0.675	0.789	0.861	0.609
	AT2	0.752					
	AT3	0.808					
	AT4	0.797					
Repurchase Intention	PI1	0.904	4.142	0.795	0.924	0.946	0.814
	PI2	0.929					
	PI3	0.884					
	PI4	0.891					

The items in word of mouth measured how the consumers' reacted in their willingness to spread information about the products based on their environmental features. Here we found that the consumers were willing to recommend and encourage people to use green personal body care products and spread positive words about it. The measurement items for the green brand image constructs also show the consumers' perception of the green brands' environmental commitment. They perceived the brands as trustworthy with excellent branding and features focused on the environment.

The measurement model also showed that the items could explain the consumers' overall attitude and repurchase intention. The high mean value on both constructs indicated a positive overall assessment and intention to repurchase the products in the future. From the result, it could be seen that the consumers could distinguish the difference in quality between green and conventional personal body care products and compare the two products. The consumers also had the intention to repurchase the product in the future when they happened to need green personal body care products or find the products available in their area. Not only that, the consumers might look for places that provide green personal body care products.

Discriminant validity explained the degree to which the constructs differ from the other constructs in the study/ It assesses how the indicators could distinctively represent the construct, compared to how much the constructs were correlated with the others (Hair Jr et al. 2018). The use of HTMT is deemed to be more accurate for a discriminant validity measure in variance-based methods like PLS-SEM as it did not rely on factor analysis or factor loadings (Benitez et al. 2020; Henseler et al. 2015). This study followed the maximum threshold of 0.90, in which the value of each construct correlation needs to be lower than it to be deemed valid (Benitez et al. 2020; Hair Jr et al. 2018; Henseler et al. 2015). From the HTMT criterion shown in Table4, it could be seen that all the correlations had values lower than 0.90, meaning there was not any problem with discriminant validity occurred.

Structural Model and Hypothesis Testing

We used the bootstrapping process in Smart PLS 3.0 to assess the structural model and test hypotheses due to its ability to calculate the statistical significance or p-value of each path or relationship (Hameed, 2021). The result of the structural model assessment is shown in Table 5 and Figure 2.

This study used the p-value threshold of 0.05, which for the relationship between each construct, it needs to have a p-value lower than it to be called significant (Hair

Jr et al. 2018). The positive and negative coefficients of the path represented the nature of the relationship or the effect one construct had on the other. The results in Table 6 suggested that all the hypotheses tested in this study had been supported.

The R2 value measures how well the proposed model predicted the construct (Hair Jr et al. 2018). The higher value of R2 signalled the higher predictive power of the model. From Table 6, it was shown that the model had the R2 ranged from 0.084-to 0.461. Following the guideline from (Hair Jr et al. 2018), it could be said that the model's predictive power was weak to moderate.

The relationship between perceived greenwashing and word of mouth (H1) and green brand image (H2) were in line with the previous study. In the study by Zhang et al. (2018), it was found that the perceived greenwashing had negative effects on word of mouth. The negative perceptions from the greenwashing might push the consumers to spread negative words of mouth regarding the products, which could possibly harm the firm's reputation (Leonidou and Skarmneas, 2017). The relationship between perceived greenwashing and green brand image (H2) was also aligned with the findings studies (Hameed et al. 2021). Consumers might have more positive image toward the brand who has been constantly releasing green products for a long time (Kahraman and Kazançoğlu, 2019).

Table 4. Heterotrait-Monotrait Ratio (HTMT)

	Attitude	Green Brand Image	Repurchase Intention	Perceived Greenwashing	Word of Mouth
Attitude					
Green Brand Imag	0.581				
Repurchase Intention	0.768	0.510			
Perceived Greenwashing	0.346	0.490	0.321		
Word of Mouth	0.655	0.680	0.714	0.326	

Table 5. Structural model

Path	Proposed Effect	Path Coef-ficient	P-Value	Results
H1 Perceived Greenwashing → Word of Mouth	-	-0.290	0.000	Supported
H2 Perceived Greenwashing → Green Brand Image	-	-0.463	0.006	Supported
H3 Word of Mouth → Attitude	+	0.379	0.001	Supported
H4 Green Brand Image → Attitude	+	0.234	0.007	Supported
H5 Attitude → Repurchase Intention	+	0.679	0.000	Supported

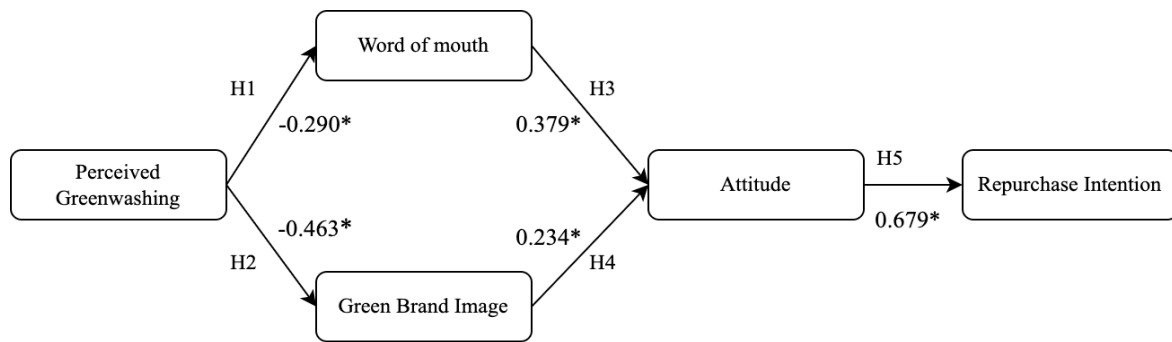


Figure 2. The result of path modeling

Table 6. Results of R2

	R2
Word of Mouth_	0.084
Green Brand Image	0.214
Attitude_	0.344
Repurchase Intention	0.461

Despite the supported hypotheses, this study has the mean for perceived greenwashing (Table 2) lower than the previous studies, which indicated the differences in the greenwash perception among the Indonesian consumers. The lower mean in this study suggested that Indonesian consumers have relatively varied opinions regarding greenwashing, where many of the respondents think the firm was not greenwashing them. This phenomenon could happen due to the difference in perception toward greenwashing among the consumers, as the previous studies were conducted for consumers in other countries, such as China, Taiwan, and Pakistan. In which the consumers in the said countries might have different characteristics and knowledge compared to the Indonesian consumers. Their past good experiences with the brand might also influence their will to spread word of mouth or their perception of the brand image.

Attitude is a general assessment of a condition, both favourable or unfavourable (Chin et al. 2018; Pop et al. 2020). For the sake of this study, green personal body care products were deemed to be high-involvement products (Chu, 2020). Thus, attitude was also tested as the antecedents of the repurchase intention. As demonstrated in H5, attitude has a significant positive influence with the repurchase intention the products. This finding was identical to that of Chin et al. (2018), who found that attitude had a strong impact on green

skincare purchasing intention in Indonesia. The result suggested that consumers were more likely to purchase a product if they have a positive attitude toward the goods, which is one of the best indicators of said Intention (Aakansha, 2017; Pop et al. 2020)

Words of mouth refer to the activity where consumers communicate with others namely friends, family, colleagues through a verbal or textual conversation (Zhang et al. 2018). In this study, word of mouth was shown to have a significant positive influence on the attitude toward green personal body care products, as confirmed in H3. This finding was in line to the study by Zhang et al. (2018) which suggested that word of mouth had a positive relationship with the purchase intention of green products. It suggested that when consumers were engaged in a positive conversation regarding green personal body care products, they would tend to purchase it.

A green brand image is described as a set of an image created by consumers' impressions of a firm's green commitment (Alamsyah et al. 2020; Kahraman and Kazançoğlu, 2019). Confirming H4, the result showed a significant and favourable influence of green brand image toward attitude. This result was aligned with the research conducted by Lavuri et al. (2022) regarding sustainable beauty products. Comparable results were also obtained by Hameed et al. (2021) and Chen et al. (2020), which confirmed the positive influence of green brand image on green purchase behavior. It implied that consumers would consider the green image of the brands, which affected the judgement toward the products.

Mediating Effect

This study tested the mediating role of word of mouth and green brand image in the relationship between perceived greenwashing and customer repurchase intention toward green personal body care goods. Smart PLS was also used to evaluate the mediating effect.

From the value in Table 7, we could see no direct relationship between perceived greenwashing and repurchase intention. This result indicates that the consumers' perception of greenwashing might not directly influence their intention to repurchase the products. Perceived greenwashing might cause skepticism among consumers, where the consumers doubted the environmental benefits and green claims made by the companies (Hatzithomas et al. 2021). Thus, despite the insignificant direct relationship, greenwashing might contribute to other factors that lead to consumers' unwillingness to purchase the products (Kahraman and Kazançoğlu, 2019)

H6 suggested an insignificant role of word of mouth in mediating the relationship between perceived greenwashing and the repurchase intention, indicated by a p-value higher than 0.05. There was no mediation of word of mouth and attitude in the relationship between perceived greenwashing and repurchase intention. This finding contradicts the one from (Zhang et al. 2018) green marketing is becoming an important approach for firms to gain a competitive advantage. However, green marketing decoupled from substantive action tends to be perceived as greenwashing by consumers. Compared to a large body of green marketing research, little work has focused on consumers' greenwashing perceptions and its associated consequences. Thus, based on the attitude-behaviour-context theory, this study explored whether and how consumers' greenwashing perceptions influence their green purchasing intentions by integrating the mediating role of green word-of-mouth (WOM), who found the mediating role of word of mouth in the relationship of greenwashing and green purchase intention. Such a phenomenon might occur due to the different nature of consumers and how

consumers spread information in the countries where the research took place. The consumers in China, where the previous study took place, refused to say positive things about the products. In contrast, the consumers in Indonesia were still willing to promote the products' environmental aspect, as shown in Table 3.

The relationship described in H7, on the other hand, revealed that green brand image and attitude played a substantial role in moderating the relationship between perceived greenwashing and repurchase intention, with a p-value of 0.48. Thus, the H7 was approved. This finding aligns with Hameed et al. (2021) and Chen et al. (2020), which showed that the green brand image could influence the relationship between perceived greenwashing and green buying behavior. This finding suggested that the green brand image created by customers' perceptions of greenwashing has a crucial role in influencing attitudes and repurchase intentions toward green personal body care goods.

Managerial Implications

The finding of this research would be useful for cosmetics companies, especially those that focused on personal body care products, that currently running or planning to launch green version of their products. The research provided them with the current perception regarding their environmental aspects of their products, which was proven to have influence on their intention to repurchase the green personal body care products. The research shown that the companies need to pay more attention to the green claims they made on the green personal body care products, as consumers' have certain perception regarding the vagueness, excessiveness, and completeness of the claims. The graphic and designs companies used also contribute in building their perception toward greenwashing. Thus, companies should reevaluate the overall of the green aspects they put on their products, starting from the claims to the graphic used in the products, to minimize the negative impact that might come from the greenwash perception consumers might have on the products.

Table 7. Mediating effect

Hyp.	Path	Indirect Effect		Direct Effect		Total Effect	
		Coeff.	p-value	Coeff.	p-value	Coeff	p-value
H6	Perceived Greenwashing → Word of Mouth → Attitude → Repurchase Intention	-0.071	0.083	-0.100	0.175	-0.292	0.001
H7	Perceived Greenwashing → Green Brand Image → Attitude → Repurchase Intention	-0.070	0.048				

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study examined the relationship between perceived greenwashing and word of mouth, green brand image, attitude, and repurchase intention of green personal body care products in Indonesia. According to the findings, perceived greenwashing had a significant negative effect on both word of mouth and the image of green brands. The constructs of word of mouth and green brand image were also found to significantly influence customers' attitudes about green personal body care goods, with attitudes having a significant impact on the goods' repurchase intention. The findings also revealed that while there was no direct link between perceived greenwashing and customers' repurchase intention toward green personal body care, this link could be mediated by the presence of a green brand image. This study would be helpful for firms that aim to market green personal body care products in the Indonesian market. This study gave an overview of the greenwash perception in Indonesia while also assessing the consequences that might happen if the consumers have a high perception of greenwashing toward the products.

Recommendations

The limitation of this study comes from the relatively small number of samples that were dominated by certain sex and age groups, which made the conclusions might not be able to be generalized to represent all segments of consumers. Future studies could try to perform comparative studies between men and women or across different generations. It should also consider factors that might influence the consumers' perceived greenwashing, such as their environmental knowledge and experience with the products.

REFERENCES

- Aakansha Singhal GM. 2017. The attitude and purchasing of female consumers towards green marketing related to cosmetic industry. *Journal of Science and Technology Policy Management* 34(1): 1–5.
- Akturan U. 2018. How does greenwashing affect green branding equity and purchase intention? An empirical research. *Marketing Intelligence and Planning* 36(7): 809–824. <https://doi.org/10.1108/MIP-12-2017-0339>
- Alamsyah DP, Othman NA, Mohammed HAA. 2020. The awareness of environmentally friendly products: The impact of green advertising and green brand image. *Management Science Letters* 10(9): 1961–1968. <https://doi.org/10.5267/j.msl.2020.2.017>
- Amberg N, Fogarassy C. 2019. Green consumer behavior in the cosmetics market. *Resources* 8(3): 1–19. <https://doi.org/10.3390/resources8030137>
- Amin S, Tarun MT. 2021. Effect of consumption values on customers' green purchase intention: a mediating role of green trust. *Social Responsibility Journal* 17(8): 1320–1336. <https://doi.org/10.1108/SRJ-05-2020-0191>
- Benitez J, Henseler J, Castillo A, Schuberth F. 2020. How to perform and report an impactful analysis using partial least squares: Guidelines for confirmatory and explanatory IS research. *Information and Management* 57(2): 103168. <https://doi.org/10.1016/j.im.2019.05.003>
- Chen YS, Huang AF, Wang TY, Chen YR. 2020. Greenwash and green purchase behaviour: the mediation of green brand image and green brand loyalty. *Total Quality Management and Business Excellence* 31(1–2): 194–209. <https://doi.org/10.1080/14783363.2018.1426450>
- Chin J, Jiang BC, Mufidah I, Persada SF, Noer BA. 2018. The investigation of consumers' behavior intention in using green skincare products: A pro-environmental behavior model approach. *Sustainability (Switzerland)* 10(11): 1–15.

- <https://doi.org/10.3390/su10113922>
- Chu KWK. 2020. The green gap of high-involvement purchasing decisions: an exploratory study. *Asian Journal of Business Ethics* 9 (2): 371–394. <https://doi.org/10.1007/s13520-020-00115-6>
- de Freitas Netto SV, Sobral MFF, Ribeiro ARB, Soares GR da L. 2020. Concepts and forms of greenwashing: a systematic review. *Environmental Sciences Europe* 32(1). <https://doi.org/10.1186/s12302-020-0300-3>
- Ghazali E, Soon PC, Mutum DS, Nguyen B, 2017a. Health and cosmetics: Investigating consumers' values for buying organic personal care products. *Journal of Retailing and Consumer Services* 39 (August):154–163. <https://doi.org/10.1016/j.jretconser.2017.08.002>
- Hair JF, Sarstedt M, Hopkins L, Kuppelwieser VG. 2014. Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review* 26(2): 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hair Jr JF, Black WC, Babin BJ, Anderson RE. 2018. *Multivariate Data Analysis*.
- Hameed I, Hyder Z, Imran M, Shafiq K. 2021. Greenwash and green purchase behavior: an environmentally sustainable perspective. *Environment, Development and Sustainability* 23(9): 13113–13134. <https://doi.org/10.1007/s10668-020-01202-1>
- Hatzithomas L, Boutsouki C, Theodorakioglou F, Papadopoulou E. 2021. The link between sustainable destination image, brand globalness and consumers' purchase intention: A moderated mediation model. *Sustainability (Switzerland)*13(17). <https://doi.org/10.3390/su13179584>
- Henseler J, Ringle CM, Sarstedt M. 2015. A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science* 43(1):115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Kahraman A, Kazançoğlu İ. 2019. Understanding consumers' purchase intentions toward natural-claimed products: A qualitative research in personal care products. *Business Strategy and the Environment* 28(6): 1218–1233. <https://doi.org/10.1002/bse.2312>
- Kapoor R, Singh AB, Misra R. 2019. Green cosmetics - changing young consumer preference and reforming cosmetic industry. *International Journal of Recent Technology and Engineering* 8(4): 12932–12939.
- Kock N. 2018. Minimum sample size estimation in PLS-SEM: An application in tourism and hospitality research. *Applying Partial Least Squares in Tourism and Hospitality Research* 1–16.
- Lavuri R, Chiappetta Jabbour CJ, Grebinevych O, Roubaud D. 2022. Green factors stimulating the purchase intention of innovative luxury organic beauty products: Implications for sustainable development. *Journal of Environmental Management* 301 (October 2021): 113899.
- Leonidou CN, Skarmas D. 2017. Gray shades of green: causes and consequences of green skepticism. *Journal of Business Ethics* 144(2): 401–415.
- Liobikienė G, Bernatoniene J. 2017. Why determinants of green purchase cannot be treated equally? The case of green cosmetics: Literature review. *Journal of Cleaner Production* 162: 109–120.
- Patak M, Branska L, Pecinova Z. 2021. Consumer intention to purchase green consumer chemicals. *Sustainability (Switzerland)* 13(14).
- Pop RA, Saplacan Z, Alt MA. 2020. Social media goes green-the impact of social media on green cosmetics purchase motivation and intention. *Information (Switzerland)* 11(9). <https://doi.org/10.3390/info11090447>
- Sarstedt M, Ringle CM, Hair JF. 2021. *Partial Least Squares Structural Equation Modeling. Handbook of Market Research*. https://doi.org/10.1007/978-3-319-05542-8_15-2
- Sekaran U, Bougie R. 2016. *Research Methods for Business*. John Wiley & Sons, Ltd.
- Shimul AS, Cheah I, Khan BB, 2021. Investigating female shoppers' attitude and purchase intention toward green cosmetics in South Africa. *Journal of Global Marketing* 1–20. <https://doi.org/10.1080/08911762.2021.1934770>
- Zhang L, Li D, Cao C, Huang S. 2018. The influence of greenwashing perception on green purchasing intentions: The mediating role of green word-of-mouth and moderating role of green concern. *Journal of Cleaner Production* 187: 740–750. <https://doi.org/10.1016/j.jclepro.2018.03.201>