

## GREEN MARKETING AND PURCHASING DECISIONS OF FEMALE COLLEGE STUDENTS ' COSMETICS PRODUCTS

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**Abstract.** In recent decades, awareness of the importance of environmental conservation has increased significantly. One sector that has received great attention is the cosmetics industry, which is known to have a significant impact on the environment due to the use of hazardous chemicals and environmentally unfriendly production processes. Therefore, the concept of green marketing is becoming increasingly relevant. Green marketing is a marketing strategy that emphasizes sustainability and environmental awareness, with the use of environmentally friendly materials, recyclable packaging, and promotion of the environmental benefits of the product. The urgency of this research is very high considering the increasing environmental awareness among consumers, especially among the younger generation. This study adopts a qualitative approach with a case study method. The qualitative approach was chosen because it allows researchers to dig into an in-depth understanding of Green Marketing and its influence on brand perception among female students. The case study method is used because it provides an opportunity to collect rich and in-depth data from the perspective of the individual who is the focus of the study. This study involved 15 informants from the female student community, who were selected based on inclusion criteria as active students in various study programs. This study shows that green marketing has a significant influence on cosmetic purchasing decisions by female students. Environmental awareness and preference for environmentally friendly products are important factors in their choices. Informants showed a good understanding of environmentally friendly cosmetic products and tended to choose brands that practice sustainability for ethical reasons, such as environmental protection, animal welfare, and workers' rights. Informative advertising and promotions also played an important role in increasing awareness and trust in these products, supporting the finding that green Effective marketing can change consumer perceptions and behavior.

**Keywords:** green marketing; female students; cometic products

### I. INTRODUCTION

In recent decades, awareness of the importance of environmental conservation has increased significantly. One sector that has received great attention is the cosmetics industry, which is known to have a significant impact on the environment due to the use of hazardous chemicals and environmentally unfriendly production processes. Therefore, the concept of green marketing is becoming increasingly relevant. Green marketing is a marketing strategy that emphasizes sustainability and environmental awareness, with the use of environmentally friendly materials, recyclable packaging, and the promotion of the environmental benefits of the product (Akehurst, G., Afonso, C., & Gonçalves, HM 2020). The urgency of this research is very high considering the increasing environmental awareness among consumers, especially among the younger generation. Female students, as one of the consumer segments that are most sensitive to environmental issues, have great potential in directing market trends. Their purchasing decisions for environmentally friendly cosmetic products can encourage the cosmetic industry to shift to more sustainable practices. In addition, this research is also urgent because there is still limited literature that specifically examines the influence of green marketing on

purchasing decisions for cosmetic products among female students.

This study offers a new contribution by focusing on a specific consumer segment, namely female students, and how green marketing influences their purchasing decisions. In addition, this study will also explore the factors that influence female students' awareness and preferences for environmentally friendly cosmetic products, an aspect that has not been widely discussed in previous literature. The main objective of this study is to identify the influence of green marketing on cosmetic product purchasing decisions by female students, determining the main factors that influence the decision to purchase environmentally friendly cosmetic products among female students, and analyzing the level of awareness and concern of female students towards environmental issues in the context of purchasing cosmetic products. This study also aims to provide practical recommendations for cosmetic companies in designing green strategies. effective marketing for the female student segment.

The practical contribution of this research is to provide insight for cosmetic companies about the importance of green marketing in attracting young consumers, providing concrete recommendations in developing environmentally friendly products and marketing campaigns, and encouraging more

sustainable business practices in the cosmetics industry by increasing consumer demand. Meanwhile, the theoretical contribution of this study is to add to the literature on green marketing and consumer behavior, particularly in the context of cosmetic products and the female student segment, developing a theoretical model that links green marketing, environmental awareness, and purchasing decisions among young consumers, and provide a basis for further research on sustainable marketing strategies across industries. With a better understanding of these dynamics, cosmetic companies can design more effective marketing strategies that are in line with the needs and preferences of increasingly environmentally conscious young consumers. This also encourages more responsible and sustainable business practices.

## II. RESEARCH METHODS

This study adopts a qualitative approach with a case study method. The qualitative approach was chosen because it allows researchers to explore in-depth understanding of Green Marketing and its influence on brand perception among female students. The case study method was used because it provides an opportunity to collect rich and in-depth data from the perspective of the individual who is the focus of the study (Ligtenberg, 2023). Case studies are also suitable for exploring complex phenomena in a real-world context, which in this case is female students' perceptions of Green Marketing strategies in the cosmetics industry.

## III. RESULTS AND DISCUSSION

This study involved 15 informants from the female student community, selected based on inclusion criteria as active students in various study programs. The selection of informants was carried out by purposive sampling to ensure that participants had an understanding and experience relevant to the research topic. Data collection was carried out through in-depth interviews that allowed researchers to gain rich and detailed insights into students' views and experiences related to Green Marketing in cosmetic products.

Do you know about eco-friendly cosmetic products?

“Yes, I am aware of eco-friendly cosmetic products.

These products are designed and manufactured with the impact on the environment in mind. Typically, they use natural or organic ingredients, avoid harmful chemicals, use recyclable packaging, and implement sustainable manufacturing practices. Some brands that are known to be eco-friendly include The Body Shop, Lush, and Burt's Bees” (An 22 yrs old).

How do you view eco-friendly cosmetic products compared to conventional products?

“Eco-friendly cosmetic products have several advantages over conventional products. Eco-friendly products reduce carbon footprint and waste, and support sustainable agricultural practices. They are also usually free of harmful chemicals such as parabens and sulfates, which can reduce the risk of allergies or skin irritation. Additionally,

many eco-friendly products are manufactured with workers' and animals' rights in mind, such as not testing on animals. However, there are also some challenges, such as higher prices and more limited availability compared to conventional products” (Ah 21 yrs).

Do you prefer cosmetic brands that have an eco-friendly label? Why?

“I tend to prefer cosmetic brands that have an eco-friendly label for a few reasons. I want to support products that are environmentally friendly and help reduce pollution. Eco-friendly products are often safer for your skin and overall health because they use natural ingredients. Also, I want to support companies that treat workers and animals well, and practice fair and sustainable production practices” (Hd 22 years old).

How much influence do advertisements and promotions have on your decision to purchase environmentally friendly cosmetic products?

“Advertisements and promotions have a significant influence on my purchasing decisions. Advertisements help raise awareness about the existence and benefits of eco-friendly products. Informative advertisements can provide knowledge about the materials used, the production process, and the environmental impact. In addition, promotions from trusted brands or through reviews from other users can increase trust in the product. However, I am also careful with green washing, misleading marketing strategies about product sustainability, and prefer to do additional research before deciding to buy” (Bm 22 years old).

Interviews were recorded and transcribed for analysis purposes. The flow of data analysis follows the following steps:

Table 1. Analysis Flow

Transcription	Interviews were transcribed verbatim to ensure all relevant information was well documented.
Coding	The transcribed data was broken down into smaller segments and coded to identify themes and patterns emerging from the data.
Categorization	Related codes are grouped into broader categories to facilitate further analysis.
Thematic Analysis	The identified categories were analyzed thematically to reveal the meaning and relationships between the themes found.
Interpretation	The results of the thematic analysis are interpreted to answer the research questions and identify practical and theoretical implications of the findings.

The researcher also triangulated the data by checking the consistency of the findings from various informants and comparing them with the existing literature. This was done to increase the validity and reliability of the research results. With this approach, the study is expected to provide in-depth and comprehensive insights into how Green Marketing influences the perception of cosmetic product brands among female students, as well as provide relevant recommendations for companies that want to implement sustainable marketing strategies.

#### Interview Results and Previous Research Links

The results of this study can be analyzed by linking them to previous theories and studies to provide deeper context and support for the findings obtained. First, consumer behavior theory explains that purchasing decisions are influenced by various factors, including attitudes, beliefs, and personal values. In the context of this study, the informants' views on environmentally friendly cosmetic products indicate that their personal values related to sustainability and health influence their choices. This is in line with the findings (Moisander, 2020), which found that consumers who care about the environment are more likely to buy environmentally friendly products. Furthermore, the concept of green marketing emphasizes the importance of marketing strategies that focus on sustainability and environmental responsibility. The findings from this interview support the view that informative advertising and promotions can increase awareness and trust in environmentally friendly products. (Peattie, 2022) in his study showed that green Effective marketing can change consumer perceptions and behavior. Informants in this study stated that advertising and promotion play a significant role in their purchasing decisions, especially if the advertisement can provide detailed information about the materials used, production processes, and environmental impacts.

In addition, many informants stated that they chose eco-friendly products for ethical reasons, such as environmental protection, animal welfare, and workers' rights. This is in line with sustainability theory and business ethics, which suggest that companies should be socially and environmentally responsible. Research by (Hartmann and Apaolaza-Ibáñez, 2020) found that ethics and corporate social responsibility influence consumer purchasing decisions. Informants in this study also showed a preference for companies that implement fair and sustainable production practices. Finally, the theory of pro-environmental behavior identifies factors that influence individuals to behave in an environmentally friendly manner, including environmental awareness and positive attitudes toward environmentally friendly products. The finding that informants prefer eco-friendly cosmetic products because of their positive impact on the environment supports this theory. Research by (Kollmuss and Agyeman, 2021) stated that positive attitudes toward the environment are a strong predictor of pro-environmental behavior. Overall, linking the findings of this study with previous theories and research helps provide a more comprehensive explanation of the factors that influence consumer purchasing decisions for eco-friendly cosmetic products.

#### IV. CONCLUSIONS

This study shows that green marketing has a significant influence on cosmetic purchasing decisions by female students. Environmental awareness and preference for environmentally friendly products are important factors in their choices. Informants showed a good understanding of environmentally friendly cosmetic products and tended to choose brands that practice sustainability for ethical reasons,

such as environmental protection, animal welfare, and workers' rights. Informative advertising and promotions also played an important role in increasing awareness and trust in these products, supporting the finding that green Effective marketing can change consumer perceptions and behavior.

However, this study has several limitations that need to be considered. First, the research sample was limited to female students in one area, so the results may not be fully representative of the wider population. Second, this study used a qualitative approach with a case study method, which although providing in-depth insights, does not allow for generalization of the findings. Further research with a larger sample and quantitative approach can provide a more comprehensive understanding of the influence of green marketing on purchasing decisions for cosmetic products among young consumers. Based on the findings and limitations, further research is suggested to expand the geographical and demographic coverage, including female students from different regions and socio-economic backgrounds, in order to obtain more representative results. In addition, the use of a quantitative approach with a broader survey can provide more general data and allow for more in-depth statistical analysis. Further research can also explore the role of social media and the influence of market leaders' opinions in influencing awareness and purchasing decisions of environmentally friendly cosmetic products. Future research can consider examining the long-term impact of green marketing on brand loyalty and sustainable purchasing behavior among young consumers.

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