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Understanding Green Advocacy: An Application of the Extended Theory of Planned Behavior Model

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Abstract. This study expanded the theory of planned behavior (TPB) by incorporating additional factors to examine predictors of green purchase intention, behavior, and advocacy. A survey of 358 green cosmetics consumers in Indonesia found attitude, subjective norm, and celebrity endorsement positively influenced intention and behavior. Perceived behavioral control only predicted intention and behavior. Additionally, greenwash perception and financial risk deterred green purchase outcomes. All factors except perceived behavioral control indirectly affected advocacy by mediating intention and behavior. The research contributes by underscoring the significance of TPB factors and external variables in shaping green advocacy. Marketers must consider consumer attitudes, social influences, endorsers, and allaying concerns to encourage green purchase and recommendation

Keywords: Celebrity Endorser, Perceived Behavioral Control, Perception of Greenwash, Purchase Behavior, Purchase Intention.

1. Introduction

Green marketing had become one of the most popular topic within the field of marketing for the past decades, considering the increasing number of research articles about green marketing written by various researchers from all around the world (Martins, 2022; Nguyen-Viet, 2023). Such trend tends to be fueled by the fact that from time to time, more and more people have realized the dire impacts that both companies and consumers had caused from manufacturing and consuming products made from hazardous materials, which, in general, could pose significant destructive effects toward the surrounding environment (Al-dmour et al., 2023; Qureshi & Mehraj, 2022). Therefore, more and more parties (including the government, non-profit organizations, environmentalists, UN, and so-forth) had been actively voicing their concerns toward the deteriorating situation regarding the degradation of the worldwide environment which was still happening until today. One thing that these parties tried to push in order to mitigate such situation was to push consumers all across the globe to start buying and using eco-friendly products which tend to cause less damage toward the environment as opposed to the non-eco-friendly ones. Also known as green products, such products were generally manufactured using less toxic, zero-waste, natural ingredients which tend to reduce the amount of negative effects that such products posed toward the nature when being used or disposed (Giantari & Sukaatmadja, 2021; Muna et al., 2023). Therefore, many parties believe that when there's an increasing number of consumers who are willing to buy the so-called green products, then such trend could help sped up the restoration effort of the environment, which, in the end, could ensure the preservation and the longevity of the nature for a long period of time.

The increasing pressure on consumers to buy green products from time to time had inadvertently pushed and inspired many marketing scholars to conduct various studies toward understanding factors which tend to influence consumers to engage in this buying behavior(Angel et al., 2023). One popular theory which had been utilized by the majority of these authors to help understand factors behind consumers' purchase behavior on eco-friendly products was the theory of planned behavior (TPB). First hypothesized by Ajzen (1985), the theory of planned behavior (TPB) synthesized that attitude, subjective norm and perceived behavioral control were three main variables which could determine one's willingness to perform certain behavior, which, in the case of the majority of these studies, refer to consumers' willingness and behavior to purchase green products. However, when there had been an abundance (and countless) number of studies adopting TPB to understand consumers' behavior on green products (Amit Kumar, 2021; Braga Junior et al., 2019; Dangi et al., 2020; Mishal et al., 2017; Mishra et al., 2014; Paul et al., 2016; Thi Tuyet Mai, 2019; Yeh et al., 2021), most of these studies tend to adopt such framework to determine factors which could affect either consumers' green purchase intention or green purchase behavior, and that studies which attempted to use the TPB framework to predict consumers' post-purchase behavior were still in a rarity. Post-purchase behavior itself can be understood as consumers' behavior after they're buying certain products from a company, and that consumers' post-purchase behavior could be translated into various form of actions, such as consumers' re-purchase behavior to buy the products from the same company in the future, consumers' willingness to recommend the product to their surroundings (e.g. colleagues, family members, peers, and so-on), or act as the company's advocate in promoting the company's products to the others, while influencing them to purchase such products at the same time. All of these forms of post-purchase behavior serve as important aspects which could help the company to fortify its position in the market relatives to its competitors by increasing the number of customers buying products from the company, while retaining the existing ones at the same time. Several scholars had also underlined the importance of customers' post-purchase behavior toward ensuring the company's position and success within the market. Therefore, it would be interesting to extend the boundaries of TPB by adopting the concept not only to understand consumers' willingness and behavior to buy green products, but also to understand their post-purchase behavior toward the products. In this study, green advocacy was integrated into the TPB model as the form of post-purchase behavior included in the model.

In the field of green marketing, the term advocacy goes beyond mere customer satisfaction, evolving into a compelling force that drives environmentally conscious practices (Susilo & Smith, 2023). More than just contented individuals, green advocates exhibit a heightened level of dedication, ardently supporting eco-friendly products and services. These impassioned champions transform into influential brand ambassadors, molding the perception of sustainable businesses within the marketplace. A crucial aspect of customer advocacy in green marketing revolves around discerning and conscientious consumers. Unlike their conventional counterparts, green advocates possess in-depth knowledge about the environmental consequences of their choices (Chen & Wyer, 2020). Actively seeking out products and services aligned with their values, they meticulously weigh factors like recyclability, energy efficiency, and ethical sourcing. These enlightened consumers act as guiding lights, showcasing sustainable options through both personal choices and recommendations. In essence, customer advocacy in green marketing transcends a transactional relationship between a business and its patrons. It converts satisfied buyers into proactive promoters, creating a ripple effect that fosters a broader societal shift towards sustainability. In this transformative process, green advocacy emerges as a driving force, shaping the future of environmentally responsible business practices, particularly in the form of buying and using green products (Dwidienawati et al., 2020).

While the original framework of TPB tend to only incorporate three factors into the model (attitude, subjective norm, and perceived behavioral control), the current study tried to expand the basic framework of TPB by integrating perception of greenwash, celebrity endorser of green products and perceived financial risk into the original TPB model, which, few authors had tried to integrate all of these three factors into the TPB model to determine their effects toward consumers' purchase behavior on green products, let alone toward consumers' post-purchase behavior. Greenwash could be defined as companies' unethical action of supplying false information toward the public by actively promoting and communicating their efforts toward conducting environmentally-friendly business (Waqas et al., 2020), while in reality, none of these practices were actually performed by these companies. In this case, when companies engage in greenwashing activities, these companies will try to convince the public that all of their products were eco-friendly and won't pose serious damage toward the nature, which in fact, these were all false claims used merely for the purpose of deceiving the public in general (Wallace et al., 2014). While it would be very difficult of the public to accurately prove or determine whether or not a company engage in greenwashing, once consumers perceive and believe that companies' claims that their products were categorized as "green" was false or non-existent, then such perception could put the company into a very disadvantageous position, since the probability of consumers or public buying the products offered by these companies might diminish (Kamalul Ariffin et al., 2018). Furthermore, consumers might also inform the others regarding the false and deceptive claims made by the companies regarding the green products that these companies sold, which in turns could also motivate these people to not purchase the products offered by the companies. Therefore, company shouldn't ever be involved in any kind of greenwashing activities, considering that once consumers or public suspect that company did indeed engage in a greenwashing activity, then it could damage both the company's image and reputation within the public's minds, while negatively affecting both of consumers purchase and post-purchase behavior toward the company at the same time (Jain & Raman, 2022).

Next, celebrity endorser had been utilized by many companies as a main strategy aim to attract as much consumers as possible toward buying the products sold by these companies (STATISTA, 2023). Celebrity endorser itself can be defined as celebrities or public figures who were paid and contracted by certain companies to promote and communicate these companies' products toward the public (Jun et al., 2023). Since celebrities were well-known to the public, together with the fact that these celebrities were normally had a lot of fans or followers, then companies hope that recruiting and paying these celebrities to promote companies' products could help influence as much people as possible to purchase the products, which in turns could increase the amount of customers that these companies had, while

allowing them to retain as many existing customers as possible. Furthermore, these celebrities could also motivate many customers to recommend the products to their peers, while also increasing the probability of these customers to re-purchase the same products in the future (Mamun et al., 2023). Therefore, many companies are willing to spend quite a lot of money to recruit celebrities from all across the globe, considering that the influence and the fame that these celebrities had could assist companies to attract many individuals to buy the products, thus enabling these companies to sell as much products as possible (S. Lee & Jeong, 2023) Meanwhile, while celebrity endorser serves as an important factor toward enhancing customers' purchase and post-purchase behavior toward certain product, perceived financial risk had also been considered by many as another factor which could also determine consumers' buying behavior toward certain product. Green financial risk itself could be synthesized as consumers' personal perception regarding whether or not it was "worth it" to purchase certain product from the financial perspective (Hu et al., 2023). In the context of green products, most of the products which were advertised as "eco-friendly" were normally sold at a higher price compared to those which were considered as non-green. However, since the specifications or the characteristics that green products had tend to be similar compare to their non-green counterparts, then some people tend to judge whether or not spending more money on green products was a justifiable behaviour (S. Wang et al., 2018). In this case, when consumers felt that there will be some additional benefits that they can get from buying green products (which they can't found on the non-green ones), and that buying such product was deemed "worth the money", then such perception could reduce the level of financial risk that consumers felt toward buying green products, thus strengthening consumers' willingness to buy and recommend such products to the others., and vice versa (Ben Arfi et al., 2020; Shapiro et al., 2019).

This research was undertaken to evaluate the factors influencing both consumers' green purchasing and post-purchase behavior, utilizing an expanded version of the Theory of Planned Behavior (TPB) framework. In addition to the three core TPB factors—attitude, subjective norm, and perceived behavioral control—this study incorporated the variables of greenwash perception, celebrity endorsement, and perceived financial risk into the framework. The objective was to predict consumers' behavior towards eco-friendly products by considering these expanded elements. Previous research has established that these three supplementary variables significantly impact not only the intention and ultimate behavior of purchasing a product but also influence individuals' inclination to share their experiences through word of mouth (Adamkiewicz et al., 2022; Boncinelli et al., 2023; Finsterwalder et al., 2024; Hani et al., 2018; Ho et al., 2022; Morin et al., 2012; Pillai et al., 2022). Consequently, the decision to integrate these variables into the TPB framework is justified, as TPB primarily focuses on predicting factors that influence one's willingness to engage in actual behavior.

2. Literature Review

2.1. The Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) stands as a well-established framework in marketing and social psychology, aiming to elucidate the determinants that shape individuals' behavior. Rooted in the Theory of Reasoned Action (TRA), TPB delineates three pivotal factors influencing behavior: attitude, subjective norm, and perceived behavioral control (MacGillivray & Lynd-Stevenson, 2013). Attitude encapsulates an individual's personal evaluation of the desirability of a specific behaviour (H. Lee et al., 2006). Research substantiates that a positive attitude towards a behavior heightens the likelihood of its enactment. Subjective norm pertains to the sway of others on an individual's inclination to engage in a behavior; favorable opinions from peers foster behavior, while negative judgments deter it (Sommestad et al., 2019). Studies underscore the role of subjective norm in influencing consumers' inclination to purchase environmentally friendly products. An distinctive aspect of TPB, Perceived Behavioral Control (PBC), introduced by Ajzen in 1985, grapples with the issue of volitional control. PBC

recognizes that not all behaviors are entirely within an individual's control, taking into account an individual's belief in having the resources and control to execute a behaviour (Stephen Reysen & Plante, 2018). Research confirms the noteworthy impact of PBC on consumers' intentions and behaviors concerning the acquisition of eco-friendly products (Miller, 2017). Although existing studies emphasize the influence of attitude, subjective norm, and perceived behavioral control on the purchase of green products, their effects on post-purchase green advocacy remain uncertain. This research endeavors to bridge this gap by positing hypotheses that explore the significance of these factors in shaping consumers' green advocacy subsequent to the purchase of environmentally friendly products, including:

H1. Attitude has a positive effect toward consumers' green purchase intention
H2. Attitude has a positive effect toward consumers' green purchase behaviour
H3. Attitude has a positive effect toward green advocacy
H4. Subjective norm has a positive effect toward consumers' green purchase intention
H5. Subjective norm has a positive effect toward consumers' green purchase behaviour
H6. Subjective norm has a positive effect toward green advocacy
H7. Perceived behavioral control has a positive effect toward consumers' green purchase intention
H8. Perceived behavioral control has a positive effect toward consumers' green purchase behaviour
H9. Perceived behavioral control has a positive effect toward consumers' green advocacy

2.2. Perception of Greenwash

In the realm of green marketing, an increasing emphasis on greenwashing practices has captured the attention of marketing scholars, extending beyond the boundaries of the Theory of Planned Behavior (TPB) (Huang et al., 2021; Montero-Navarro et al., 2021). Fueled by growing societal expectations for businesses to adopt sustainable and environmentally responsible practices, there has been a notable surge in companies asserting their commitment to such endeavors, including the production of eco-friendly products, with the aim of mitigating their adverse environmental impact (Quoquab et al., 2022; Waqas et al., 2020). However, the inherent challenge of independently verifying such claims breeds consumer skepticism. Vigilant consumers actively scrutinize the legitimacy of these proclamations, seeking tangible proof to substantiate companies' assertions of eco-friendliness. This skepticism arises from the suspicion that companies may seek to mislead consumers into believing their products are environmentally conscious, thereby influencing consumer willingness to make such purchases (Eng et al., 2021). When consumers become persuaded that these claims lack foundation or struggle to find supporting evidence for purported eco-friendliness, the stage is set for the identification of greenwashing activities. Greenwashing serves as a strategic maneuver by companies to create the impression that all their products are environmentally friendly when, in reality, they are not (Olk, 2021; Tang et al., 2020). The motivation behind such strategies lies in the desire to boost product sales by convincing consumers that the products are crafted from eco-friendly and natural materials, posing minimal risks to the environment, even if this is not accurate. The difficulty in substantiating these claims further incentivizes companies to resort to deceptive tactics, which can yield substantial gains if successful.

Nevertheless, the adoption of such deceitful strategies carries a significant risk. Discovery by consumers or the public that claims of eco-friendliness are groundless or untrue can severely tarnish the company's reputation and market image. Consequently, consumers may be dissuaded from purchasing products from these companies (Gatti et al., 2019). Furthermore, consumers may actively dissuade others, including colleagues, friends, family, and acquaintances, from supporting products associated with these companies due to their greenwashing practices (H. Wang et al., 2020). While initially perceived as an effective means to enhance sales, this unethical strategy can backfire once consumers and the public become aware of the deceptive claims, leading to a widespread avoidance of the company and its products (Johnson & Greenwell, 2022). Despite numerous studies underscoring the significant impact of greenwashing on consumer purchase intentions and behavior, research integrating

greenwashing into the TPB framework to examine its influence on post-purchase behavior, particularly in the form of green advocacy, remains limited. Consequently, the ensuing hypotheses are formulated to address this gap in the existing literature:

H10. Perception of greenwash has a negative effect toward consumers' green purchase intention
H11. Perception of greenwash has a negative effect toward consumers' green purchase behaviour
H12. Perception of greenwash has a negative effect toward green advocacy

2.3. Celebrity Endorser of Green Product

For the last decades, more and more companies were utilizing celebrity endorser as one of their strategy to gain people's interest toward certain products, while encouraging people to buy the products at the same time (B. Liu et al., 2023). The term celebrity endorser itself refers to any celebrities, public figures, or influencers which were recruited, contracted and paid by certain company to promote certain product (Jun et al., 2023; Mamun et al., 2023). Usually, these celebrities will be contracted for a certain period of time, which throughout the duration of the contract, they should actively promote and motivate people to purchase and use the products, while usually being prohibited to publicly used or promote the competitors' products (which might result in the contract being terminated by the company). Celebrity endorser was seen by most as one of the most effective marketing and promotional strategy, due to the fact that the celebrity's attractiveness, communication skills, fame, trustworthiness and expertise could help influence many people to buy and use the product promoted by the celebrity(S. Lee & Jeong, 2023). Moreover, the large fan bases or followers that certain celebrity has could also bring beneficial impacts for the company which hire the celebrity, considering that these followers tend to be loyal to the celebrity whom they support, which in turns would enhance the possibility of these fans buying the products offered to the public by the company when such products were communicated or promoted by the celebrity (Hu et al., 2023; S. Wang et al., 2018). Therefore, it is no wonder as of why the number of companies which try to hire celebrities to become the ambassadors or endorsers of the companies' products tend to increase, considering the effectiveness that these celebrities had in persuading people to purchase the product. While many studies had underlined the significance of celebrity endorser in affecting consumers' buying intention and behavior, few studies were conducted with the aim to assess the impact of celebrity endorser in affecting consumers' advocacy or after-purchase behavior. Furthermore, studies which attempt to determine the effect of celebrity endorser toward consumers' behavior within the context of green products were also in rarity. Therefore, the following hypotheses were posited:

H13. Celebrity endorser of green product has a positive effect toward consumers' green purchase intention
H14. Celebrity endorser of green product has a positive effect toward consumers' green purchase behaviour
H15. Celebrity endorser of green product has a positive effect toward green advocacy

2.4. Perceived Financial Risk

Financial risk refers to consumers' personal assessment concerning whether or not it is "worth it" to purchase certain products from the financial perspective (Kamalul Ariffin et al., 2018). In this case, when consumers are about to purchase certain product, not only that they tend to look at the technical specification of the product to determine whether or not such product can satisfy consumers' needs, but also that they tend to assess whether or not the price that consumers have to pay match the expectations that they had (Jain & Raman, 2022; Kamalul Ariffin et al., 2018). When consumers felt that the product was overpriced (which happen when the product's real price far exceeding the price that the consumers was willing to pay), then there's a high probability that consumers buying intention toward the product will diminish, which in the end could force them to look at the other similar, but cheaper, alternatives.

Within the context of green products, the only difference between green products and non-green products was the fact that green products were manufactured using natural, zero emission, renewable and bio-degradable materials which tend to produce less waste and less harmful impact toward the surrounding nature, while none of these ingredients were used in the case of producing non-green products (S. Wang et al., 2018). However, when comparing the technical and functional aspect of both products, there weren't much differences between both kind of products. And such small difference could become a problem when consumers were unable to understand the positive impact of buying and using green products from the perspective of the environment, since consumers will argue that it might not be "worth it" to spend more money on the so-called eco-friendly products when these products perform in an exactly same way as their non-green counterparts (Ben Arfi et al., 2020; Shapiro et al., 2019). In this case, since green products were usually sold at a higher-than-normal price compared to non-eco-friendly products, and that both kind of products tend to have similar functions or features with each other, then consumers might perceive the financial risk associated with purchasing green products to be high, which in turns could weaken their willingness to buy green products (Kamalul Ariffin et al., 2018). However, when people understand that they could play their part as one of the contributor which could preserve and protect the nature by buying green products, then these kind of consumers will usually have no problem in paying extra money to purchase green products due to the favorable environmental impact that such product could produce (Jain & Raman, 2022). While there have been an abundance of studies concerning the impact of perceived financial risk toward affecting purchase behavior, there has been less studies which attempt to assess the role of financial risk in determining consumers' post-buying behavior, particularly toward eco-friendly products. Therefore, the following hypotheses were posited:

H16. Perceived financial risk has a negative effect toward consumers' green purchase intention
H17. Perceived financial risk has a negative effect toward consumers' green purchase behaviour
H18. Perceived financial risk has a negative effect toward green advocacy

2.5. Green Purchase Intention, Green Purchase Behavior, Green Advocacy, and the Indirect Effect between Variables

Both intention and behavior had arguably becoming two factors which serve as the backbone of marketing research, considering that both of these variables had been repeatedly studied by many marketing academicians for the last 30 years (Capasso et al., 2023; Keni, Wilson, & Ping, 2023; Keni, Wilson, Loon, et al., 2023; B. Liu et al., 2023). Despite having been discussed and assessed multiple times throughout the years, however, to this day, both factors were still included as the focus of attention on so many marketing research, due to the fact that assessing consumers' buying intention and behavior toward certain products offered by certain company was an important thing that researchers should do in order to thoroughly understand the behavior of the consumers in the market as a whole (Keni, Wilson, Loon, et al., 2023; Mu et al., 2023; Novita & Rowena, 2021; Putra et al., 2022). Furthermore, both intention and behavior also serve as two focus variables within the TPB framework which had become one of the most implemented theory in the realm of green marketing to understand consumers' behavior toward eco-friendly product (Ong et al., 2023). Therefore, it is no wonder as of why there have been numerous studies and articles discussing factors affecting both consumers' intention and behavior to buy green products. However, most of the studies adopting TPB framework to understand consumers' behavior toward green products tend to put more focus on either assessing either green purchase intention or green purchase behavior, while studies which try to understand consumers' post-purchase behavior in the form of green advocacy using the TPB framework were still at its infancy (Harorli & Erciş, 2023; Liao et al., 2023; Y. Liu et al., 2023; Perez et al., 2023). The term green advocacy refers to consumers' post-buying behavior which attempt to persuade more and more people to buy or use green products, while at the same time, these same group of consumers tend to actively communicating the benefits and the advantages of buying or using green products from the environmental perspectives

(Durairaj et al., 2023). While most people argue that establishing and strengthening both of consumers' purchase intention and behavior is a crucial step for every company to boost its sales, consumers' green advocacy behavior could also similarly help the company to achieve its success in the market, considering that these group of consumers could motivate and influence more and more people to purchase green products from the company, thus increasing the number of consumers that the company had without needed to spend much money on various marketing strategies aim to further promote the product to the public. Therefore, this study aims to utilize the expanded TPB model to not only determine factors affecting consumers' purchase intention and behavior, but also in order to assess consumers' advocacy behavior toward green products. Moreover, the indirect effect between all variables toward green advocacy will also be tested in this study. Therefore, the following hypotheses were posited:

H19. Consumers' green purchase intention has a positive effect toward consumers' green purchase behaviour

H20. Consumers' green purchase intention has a positive effect toward green advocacy

H21. Consumers' green purchase behavior has a positive effect toward green advocacy

H22. Attitude has a positive indirect effect toward green advocacy through both green purchase intention and green purchase behaviour

H23. Subjective norm has a positive indirect effect toward green advocacy through both green purchase intention and green purchase behaviour

H24. Perceived behavioral control has a positive indirect effect toward green advocacy through both green purchase intention and green purchase behaviour

H25. Perception of greenwash has a negative indirect effect toward green advocacy through both green purchase intention and green purchase behaviour

H26. Celebrity endorser has a positive indirect effect toward green advocacy through both green purchase intention and green purchase behaviour

H27. Perceived financial risk has a negative indirect effect toward green advocacy through both green purchase intention and green purchase behavior

H28. Consumers' green purchase intention has a positive indirect effect toward green advocacy through green purchase behavior.

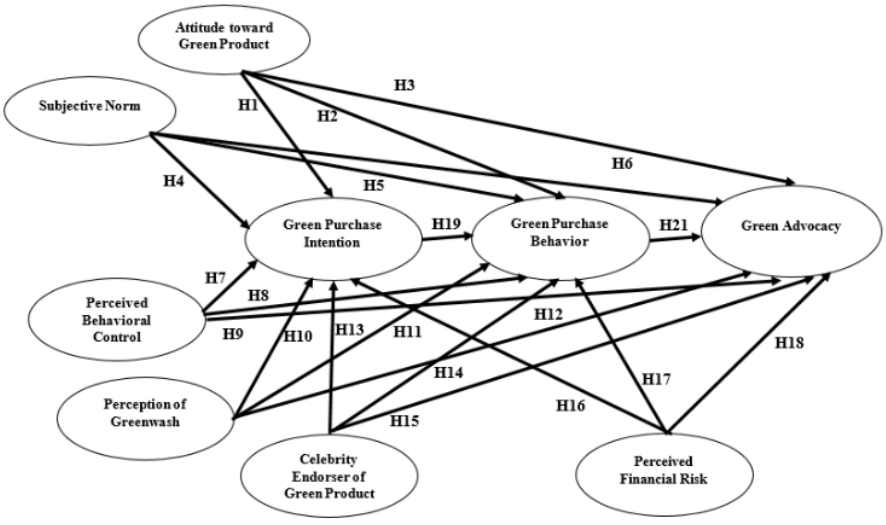

Fig.1: Conceptual Framework

3. Methodology

3.1. Sample

This study was conducted in Indonesia, which, respondents were those who've purchased any kinds of green cosmetics from any brands at least twice for the past 3 years. Green cosmetics itself was regarded as one of the fastest growing sector in Indonesia for the past 5 years, in which, the number of revenues generated by this sector has increased to US$ 7.458 billion in 2021 as opposed to US$ 6.189 billion in 2017 (STATISTA, 2023). Moreover, the number of cosmetics brands producing and marketing eco-friendly cosmetics in Indonesia were also on the rise for the past several years, in which, this is another reason as of why green cosmetics were chosen as the research object in this study. Questionnaires were used to collect all data from these respondents, and that these questionnaires were distributed virtually using google forms. A total of around 358 respondents filled in the questionnaires, and that all of these data are usable to be used and assessed in this study.

3.2. Survey and Measurement

Questionnaire which was used in this study consisted of three parts. In the first part, respondents should state whether or not they've bought green cosmetics from any brands at least twice for the past 3 years. Furthermore, respondents should also recognize at least one of several endorsers of green cosmetics products marketed in Indonesia, which, the name of the endorsers included in this study were Gong Yoo (The Body Shop), Cinta Laura (The Body Shop), Lee Min Ho (Innisfree), Im Yoona (Innisfree), NCT Dream (Somethinc), Han So Hee (Somethinc), Lizzie Parra (By Lizzie Parra), and Jang Wonyoung (Innisfree). In this case, since this study utilize purposive sampling method, then respondents should fulfil all of these criteria in order for them to be able to proceed to fill out the second part of the questionnaires. Once they've passed this part, respondents will be directed to the second part of the questionnaire which contain all indicators measuring all variables in this study. For the second part of the questionnaires, a total of 58 indicators measuring all variables included in this study, in which, all of these indicators were adapted from various previous literatures which had been discussing all relevant variables included in this study (Amit Kumar, 2021; Blazkova et al., 2023; Braga Junior et al., 2019; Dangi et al., 2020; Dwidienawati et al., 2020; Jain & Raman, 2022; Keni, Wilson, & Ping, 2023; Liao et al., 2023; Mamun et al., 2023; Mishal et al., 2017; Mishra et al., 2014; Paul et al., 2016; Thi Tuyet Mai, 2019; S. Wang et al., 2018; Waqas et al., 2020; Wilson et al., 2020; Yeh et al., 2021). Meanwhile, in the last part, respondents were asked to full in some demographic-related questions, such as gender, age, job, and highest educational background.

3.3. Data Analysis Method

All of the data which had been collected from the respondents were then analyzed using structural equation modeling (SEM) using both SPSS 24.0 and the SPSS AMOS 23.0 version. SPSS 24.0 will be used to conduct the demographic analysis, the CFA analysis, and the simultaneous mediating analysis to uncover the mediating effect in this study, while the SPSS AMOS 23.0 version will be used to conduct the model fit assessment and the path analysis (SEM) assessment to determine the relationships between variables included in this study.

4. Results and Analysis

4.1. Descriptive Statistics

The analysis concerning the general profile of the respondents was first conducted, which, based on gender, respondents comprise of 83.51% female and 16.49% male. Moreover, most of the respondents were aged between 19 to 27 years old (66.20%), and that most of the respondents are students (70.11%). Meanwhile, most of them hold bachelor's degree as their highest educational degree (75.69%). The complete analyses concerning the demographic characteristics of all respondents are presented in table

1.

Table 1. Respondents' Demographic Profiles

Criteria	Indicators	Frequency	%
Gender	Male	59	16.49%
	Female	299	83.51%
Age	19-27 years old	237	66.20%
	28-36 years old	82	22.90%
	37-45 years old	31	8.65%
	> 45 years old	8	2.23%
Occupation	Student	251	70.11%
	Lecturer/Teacher	43	12.01%
	Entrepreneur	11	3.07%
	Officer Worker	30	8.37%
	Others	23	6.42%
Highest Educational Degree	High School/Diploma	17	4.74%
	Bachelor's Degree	271	75.69%
	Master's Degree	62	17.31%
	Doctoral Degree	8	2.23%

4.2. Confirmatory Factor Analysis (CFA) and the Model fit Analysis

Before conducting the path (or the structural equation modeling) analysis, the confirmatory factor analysis (CFA) need to be performed with the purpose of ensuring that all data were valid and reliable. Using factor loading as the indicator to measure validity, in accordance with the suggestion given by Hair et al., (2019), with the total sample of 350 respondents, a cut-off value of 0.30 was chosen. In this case, each item was declared valid if the loading value of such item exceeded 0.30. Meanwhile, to measure reliability, Hair et al., (2019) argue that the alpha value of every variable need to be greater than 0.70 in order for the variable to be considered reliable. As shown in table 2, all data were declared valid and reliable due to the fact that none of the items had a loading value below 0.30, and that the alpha of all variable had surpassed 0.70.

Meanwhile, the model fit (goodness-of-fit) analysis also need to be performed in order to ensure that the model proposed in this study is consistent with the data. In the other words, such test determines whether the sample data fits the distribution of a population from where the sample is drawn. In this case, several goodness-of-fit criteria or indices need to be fulfilled in order to ensure that the framework proposed in this study is a good fit, such as GFI, RMSEA, NFI, TLI, and CFI. Based on the results shown on table 3, all of these indices or criteria had also been satisfied, thus confirming that the model is a good fit.

Table 2. Confirmatory Factor Analysis (CFA) – Validity and Reliability

Measurement	Indicator	Variable	Loading	Alpha
I have a positive attitude toward green product	ATT1	Attitude	0.789	0.869
I think green product could bring positive impact toward the environment	ATT2		0.777	
I agree to the idea that people should start buying green product	ATT3		0.751	
I think that buying green product is a wise decision	ATT4		0.735	
I support people's decision to buy green product	ATT5		0.834	
In my opinion, buying green product is a smart decision	ATT6		0.776	
My friend think that buying green product is a positive thing to do	SN1	Subjective Norm	0.598	0.834
My family expect me to buy green product	SN2		0.771	

My friends motivate me to buy green product	SN3		0.860	
My family support me to buy green product	SN4		0.804	
When I'm buying green product, my friends will also do the same thing	SN5		0.695	
My family argue that it is important to buy green product	SN6		0.692	
For me, buying green product is an easy thing to do	PBC1	Perceived Behavioral Control	0.572	0.708
I could buy green products whenever I want	PBC2		0.594	
I have complete control over buying Green product	PBC3		0.565	
I have enough financial resources to buy green product	PBC4		0.768	
I know the place where I should buy green product	PBC5		0.668	
I believe that I have my own right in deciding when should I buy green product	PBC6		0.602	
In general, I believe that green label was designed to deceive consumers	PGW1	Perception of Greenwash	0.596	0.839
In believe that green label was used merely to boost the company's image	PGW2		0.666	
I have trouble proving that the information of a given product is green	PGW3		0.767	
The manufacturers of green products always exaggerate the eco-friendly characteristics of their products	PGW4		0.750	
I'm sure that green products exist only in advertisements	PGW5		0.804	
I'm sure that green products, in their majority, are only green on their labels	PGW6		0.740	
(Endorser) is good looking	CEL1	Celebrity Endorser of Green Product	0.549	0.867
(Endorser) is attractive	CEL2		0.598	
(Endorser) is trustworthy	CEL3		0.729	
(Endorser) is honest	CEL4		0.715	
(Endorser) is dependable	CEL5		0.783	
(Endorser) is reliable	CEL6		0.739	
(Endorser) is qualified to endorse it	CEL7		0.712	
(Endorser) is knowledgeable	CEL8		0.703	
(Endorser) possesses good experience	CEL9		0.714	
Buying green product is a waste of money	PFR1	Perceived Financial Risk	0.744	0.813
Buying green product may not be worth the money I spent	PFR2		0.803	
Financial losses are likely when I buy green product	PFR3		0.837	
Buying green product is not worth it in general	PFR4		0.820	
I will consider buying green products because they are less polluting	INT1	Green Purchase Intention	0.652	0.819
I intent to buy green product in the future	INT2		0.791	
I will try to buy green product goods in the future	INT3		0.741	
I plan to spend more on environmentally friendly products rather than conventional ones	INT4		0.825	

I will consider switching to environmentally friendly brands for ecological reasons	INT5		0.806	
I've been purchasing green products on regular basis	GPB1	Green Purchase Behavior	0.685	0.909
I've been purchasing green products over the past 1 year	GPB2		0.793	
I've been purchasing green products for the last 1 year	GPB3		0.845	
I have switched to green products for ecological reasons	GPB4		0.833	
I have avoided buying a product because it had potentially harmful environmental effects	GPB5		0.791	
When I have a choice between two equal products, I purchase the one less harmful to other people	GPB6		0.804	
When I have a choice between two equal products, I purchase the one less harmful to the environment	GPB7		0.778	
I always try not to buying non-green product if possible	GPB8		0.744	
I always recommend green product to my friends due to its proper environmental image	GAV1	Green Advocacy	0.831	0.948
I always recommend green product to my family due to its proper environmental image	GAV2		0.850	
I always motivate my friends to buy green products	GAV3		0.862	
I always motivate my family to buy green products	GAV4		0.882	
I always persuade my family to buy green product since this brand protects the environment	GAV5		0.877	
I always persuade my friend to buy green product since this brand protects the environment	GAV6		0.880	
I always spread positive word-of-mouth to my friends regarding the favorable effect of green product	GAV7		0.874	
I always spread positive word-of-mouth to my family regarding the favorable effect of green product	GAV8		0.800	

Table 3. Goodness-of-Fit Analysis

Goodness-of-Fit Indices	**Value**
Goodness-of-Fit Index (GFI)	0.919
Root Mean Square Error of Approximation (RMSEA)	0.044
Normed Fit Index (NFI)	0.829
Tucker Lewis Index (TLI)	0.891
Comparative Fit Index (CFI)	0.904

4.3. Structural Equation Modeling (SEM) Analysis and Hypotheses Testing

Next, after confirming that both validity and the reliability assessment has been fulfilled, together with ensuring that all of the model fit criteria had been satisfied, the structural equation modeling (SEM) analysis was performed to determine the relationships between variables included in this study.

Moreover, SEM analysis was also performed with the purpose of testing all of the hypotheses posited in this study. The results of the SEM analysis, together with the results of the mediating analysis were presented on table 4 and 5 respectively.

Table 4. Structural Equation Modeling (SEM) Analysis

Hypothesis	Estimate	C.R	p-Value	Result	Conclusion
Attitude → Green Purchase Intention	0.309	4.893	***	Significant	*H1* supported
Attitude → Green Purchase Behavior	0.370	3.703	***	Significant	*H2* supported
Attitude → Green Advocacy	0.180	3.823	***	Significant	*H3* supported
Subjective Norm → Green Purchase Intention	0.127	2.247	0.025**	Significant	*H4* supported
Subjective Norm → Green Purchase Behavior	0.456	6.177	***	Significant	*H5* supported
Subjective Norm → Green Advocacy	0.098	1.784	0.074*	Significant	*H6* supported
Perceived Behavioral Control → Green Purchase Intention	0.260	1.734	0.083*	Significant	*H7* supported
Perceived Behavioral Control → Green Purchase Behavior	0.207	1.839	0.066*	Significant	*H8* supported
Perceived Behavioral Control → Green Advocacy	0.088	0.668	0.504	Not Significant	*H9* rejected
Perception of Greenwash → Green Purchase Intention	-0.090	1.678	0.093*	Significant	*H10* supported
Perception of Greenwash → Green Purchase Behavior	-0.129	2.026	0.043**	Significant	*H11* supported
Perception of Greenwash → Green Advocacy	-0.110	2.472	0.013**	Significant	*H12* supported
Celebrity Endorser → Green Purchase Intention	0.118	3.244	***	Significant	*H13* supported
Celebrity Endorser → Green Purchase Behavior	0.153	3.710	***	Significant	*H14* supported
Celebrity Endorser → Green Advocacy	0.227	3.411	***	Significant	*H15* supported
Perceived Financial Risk → Green Purchase Intention	-0.332	4.610	***	Significant	*H16* supported
Perceived Financial Risk → Green Purchase Behavior	-0.426	7.928	***	Significant	*H17* supported
Perceived Financial Risk → Green Advocacy	-0.022	0.412	0.681	Not Significant	*H18* rejected
Green Purchase Intention → Green Purchase Behavior	0.285	4.675	***	Significant	*H19* supported
Green Purchase Intention → Green Advocacy	0.145	2.779	***	Significant	*H20* supported
Green Purchase Behavior → Green Advocacy	0.700	12.949	***	Significant	*H21* supported

***: Significant at 0.01
**: Significant at 0.05
*: Significant at 0.10

Table 5. Mediating analysis

Hypothesis	Estimate	C.R	p-Value	Result	Conclusion
Attitude → Green Purchase Intention → Green Purchase Behavior → Green Advocacy	0.065	2.949	***	Significant	*H22* supported
Subjective Norm → Green Purchase Intention → Green	0.066	2.899	***	Significant	*H23* supported

Purchase Behavior → Green Advocacy					
Perceived Behavioral Control → Green Purchase Intention → Green Purchase Behavior → Green Advocacy	0.045	2.923	***	Significant	*H24* supported
Perception of Greenwash → Green Purchase Intention → Green Purchase Behavior → Green Advocacy	-0.063	1.663	0.096*	Significant	*H25* supported
Celebrity Endorser → Green Purchase Intention → Green Purchase Behavior → Green Advocacy	0.037	1.930	0.054*	Significant	*H26* supported
Perceived Financial Risk → Green Purchase Intention → Green Purchase Behavior → Green Advocacy	-0.095	2.926	***	Significant	*H27* supported
Green Purchase Intention → Green Purchase Behavior → Green Advocacy	0.048	2.380	0.017**	Significant	*H28* supported

***: Significant at 0.01
**: Significant at 0.05
*: Significant at 0.10

Based on the results of the SEM analyses presented on table 4, together with the results of the mediation analysis shown on table 5, a total of 26 hypotheses were supported, while two hypotheses (*H9* and *H18*) were rejected. Hypothesis will be supported if the p-value of the relationship was lesser than 0,10, while hypothesis will be rejected if its p-value is greater than 0.10. First, the three core factors within the TPB framework, which are attitude, subjective norm, and perceived behavioral control had been found to positively affect consumers' purchase intention (H1, H4 and H7) and purchase behavior (H2, H5 and H8) toward green products. Therefore, *H1, H2, H4, H5, H7*, and *H8* were supported. However, in terms of assessing the relationships between these three variables toward consumers' advocacy behavior on green products, while both attitude and subjective norm (*H3* and *H6)* had been found to significantly affect consumers' green advocacy behavior, it turned out that perceived behavioral control didn't have a significant effect on green advocacy. In this case, both H3 and H6 were supported, while H9 was rejected. Such results could be explained by the findings obtained by several authors which emphasize the significance of both attitude and subjective norm toward both purchase intention and behavior.

Next, other than utilizing the three original variables of the TPB framework, several additional factors (namely perception of greenwash, celebrity endorser and perceived financial risk) were included to assess their impact on consumers' purchase intention, behavior and green advocacy on eco-friendly products. Based on the results obtained in this study, all of these variables significantly affected consumers' purchase intention, behavior and advocacy behavior toward green products, thus confirming that *H10, H110, H12, H13, H14, H15, H16, H17*, and *H18* were all supported. Meanwhile, both green purchase intention and green purchase behavior were also found to have significant impact on green advocacy, while similarly, green purchase intention also found to have a significant direct impact on green advocacy, thus confirming that H19, H20 and H21 were supported. Meanwhile, all of the hypotheses regarding the mediating effect tested in this study were also supported, which imply that through both green purchase intention and purchase behavior, all independent factors, namely attitude, subjective norm, perceived behavioral control, perception of greenwash, celebrity endorser and perceived financial risk, significantly affect consumers' green advocacy behavior in motivating and spreading positive information to the others about the benefits of buying green products, which in turns

could enhance the others' motivation to buy green products. In this case, the mediation analysis was conducted by comparing both the direct (as illustrated on table 4) and indirect effect (as illustrated on table 5) given by one variable toward the others.

4.4. Discussion

This research aims to extend and modify the original framework of the theory of planned behavior (TPB) by incorporating perception of greenwash, celebrity endorser of green products, and perceived financial risk to predict not only consumers' intention and behavior to buy green products, but also to predict consumers' after-purchase behavior in the form of green advocacy. The results obtained in this study underline the significant effects given by attitude, subjective norm, perception of greenwash, and celebrity endorser toward consumers' purchase intention, purchase behavior and green advocacy, while perceived behavioral control and perceived financial risk revealed to not having any significant impact on green advocacy in a direct manner. However, mediated by both consumers' green purchase intention and purchase behavior, the relationships between all independent variables toward green advocacy become turned out to be significant. Referring to the original factors incorporated into the TPB framework, attitude, subjective norm and perceived behavioral control revealed to significantly affect consumers' purchase intention and behaviour(Mishra et al., 2014; Paul et al., 2016). As expected, various studies also supported these findings by declaring that all these variables play important roles in shaping consumers' beliefs and willingness toward buying eco-friendly products (Amit Kumar, 2021; Keni, Wilson, & Ping, 2023; Lin et al., 2023; Yeh et al., 2021). For so many years, people from all over the globe – including Indonesia – had constantly seen green products as one positive way to preserve the nature and ensure the sustainability of the environment in general, considering that most people understand that despite of the higher price tag, green products tend to be less harmful toward the environment since they were made of natural, carbon-free materials which render these products to not causing any damaging impact to the surrounding. In this case, when people believe and perceive green products as one positive way to protect the environment, then such evaluation or attitude will push these people to start buying green products with the hope of becoming one of several people who play an active part in preserving the nature. Meanwhile, other than motivating themselves to buy these so called "eco-friendly" product, consumers' positive evaluations and judgements concerning the act of purchasing or using green products could push them to influence the other parties who are close with the consumers (such as their peers, colleagues or family members) to follow their footsteps in buying these products as well. Since consumers are social creatures, the others' judgement or comments toward certain behavior could affect consumers' decision making process in determining whether they should engage in a specific action. In this case, when consumers' felt that many of their colleagues, family or peers tend to seen green product in a positive manner, then these kind of judgements could enhance consumers' motivation and confidence in buying green products.

Moreover, consumers' personal belief and assessment regarding the control and resources that they possess to purchase green product also play an important role in determining whether or not they're able to acquire green products whenever as they please. When consumers felt that they don't have enough resources or control to execute the buying plan, then their motivation to buy green products could diminish, which in turns could also reduce the probability of consumers buying the product in an actual manner. Furthermore, the results obtained in this study also showed that both attitude and subjective norm also significantly and positively affect consumers' post-purchase behavior toward the others in the form of green advocacy behavior. Green advocacy itself refers to consumers' personal willingness to voluntarily serve as companies' advocate to spread positive information regarding the importance of buying or using eco-friendly products, while also motivating and encouraging the others to buy green products in an actual manner at the same time. Despite of not buying green products by themselves, however, when people had a positive evaluation regarding green products, together with the fact that people around them are actively expressing their views toward green products in a positive

light, then the chance will be high that these groups will be advocating the benefits, importance and positive consequences of buying green products toward the others. Meanwhile, since perceived behavioral control deals with the individuals' personal assessment concerning the amount of control and resources that they had in order to conduct certain behavior, then it is possible that such issue won't affect their intention to push or motivate the others to buy green products due to the fact that such problem was something that the individuals should deal by themselves, thus won't affect their behavior toward the others.

Other than the three original variables of the TPB, the effect of perception of greenwash, celebrity endorser and perceived financial risk toward green purchase intention, behavior and green advocacy were also tested, and it was found that all of these variables significantly affect one's intention and behavior to purchase green products. In regard to these results, greenwash refers to a strategy in which company try to deceive consumers into believing that every business practices that the company do – together with the product which it offers to the market – was sustainable and tend to not causing any environmental damage to the surrounding nature, while it is not (Bulut et al., 2021). When consumers convince and believe that these claims were false, unverified and only been made to boost the company's sales in an unethical way, then consumers' intention to purchase the product tend to wane, which in turns will cause them to not buy the product at all. Even worse, these group of consumers could spread negative word-of-mouth to the others concerning the greenwashing strategy that the company was doing, which, could further keep consumers away from the company, which in turns could dramatically reduce the amount of buyers who were willing to purchase the products offered by the company (Eng et al., 2021). Meanwhile, companies' strategy to recruit famous celebrities, public figures or influencer could also influence consumers' behavior toward buying green products. In Indonesia itself, more and more companies – including cosmetics companies – specializing in offering green products have implemented such strategy, which these companies try to hire famous celebrities from all around the world to become their ambassador for the brand or product which these companies sold in the market (Morin et al., 2012). Using the fame, expertise, attractiveness, and the favorable image that these celebrities possess, companies hope that these group of individuals could boost people's knowledge regarding the product which they promote, while also influence more and more people to purchase green products which they advertise (Hani et al., 2018). Such strategy usually brought quite a lot advantages to the company form the customer and the sales perspectives considering that with large amount of fan bases, these celebrities (or public figures) could influence their followers to buy the product, while at the same time, also encouraging the others to also buy the product. Later on, after buying green product advertised by the endorser, there's also a possibility that these consumers will motivate the others to buy green products, thus inadvertently becoming the companies' "unpaid advocates" to promote the product to the others (Ho et al., 2022).

Meanwhile, since green products were sold at a higher price compared to their non-green alternatives, many consumers who failed to catch on the benefits of buying such products from the environmental perspective might felt that it wasn't "worth it" to spend an additional amount of cash to purchase green products which technically function in the same way as non-green products (Shapiro et al., 2019; S. Wang et al., 2018). It is mainly because both green and non-green products usually have the same functions, and that the only factor that differentiate both products was the fact that green products were produced using natural ingredients which tend to not exist in non-green products. Therefore, when people felt that there won't be any significant additional benefits which they could get from buying green products compare with regular (non-eco-friendly) products, then consumers' perception regarding the risk that they should bear from the financial perspective tend to increase, which in turns could reduce their motivation to buy green products. Moreover, once consumers decided not to buy green products due to financial risks associated with it, consumers might also influence the others to not buy green products due to similar reason. These arguments explain why consumers' perceived financial risk significantly affect both consumers purchase intention and behavior in a direct manner –

and toward green advocacy in an indirect manner – toward eco-friendly products.

Furthermore, the results obtained in this study also underlined the insignificance of both perceived financial risk and perceived behavioral control in affecting green advocacy in a direct manner. In regard to these findings, within the realm of green marketing, research has illuminated key drivers behind consumers' inclination to endorse eco-friendly practices. A noteworthy revelation is the limited impact of perceived behavioral control, a fundamental element in the Theory of Planned Behavior, on consumer advocacy. Typically pivotal in shaping intentions and subsequent actions, perceived behavioral control, representing an individual's confidence in executing a specific behavior, surprisingly did not significantly shape consumers' proactiveness in supporting green initiatives or products. This implies that, in the context of advocating for environmental responsibility, alternative factors may wield a more substantial influence on consumers' eagerness to actively champion eco-friendly practices.

Likewise, the study delved into the influence of perceived financial risk on consumer advocacy within the green marketing landscape. Contrary to expectations, the results unveiled that perceived financial risk did not emerge as a notable factor impacting consumers' advocacy. This term commonly denotes consumers' apprehensions regarding the monetary implications associated with a particular behavior or product, usually playing a pivotal role in decision-making. The lack of a substantial impact on advocacy in the green domain suggests that consumers in this context may prioritize considerations such as environmental impact, sustainability, or ethical factors over financial risk when actively endorsing and supporting green initiatives. Therefore, these findings underscore the intricate nature of consumer behavior within the realm of green marketing. While traditional consumer behavior paradigms may accord significance to factors like perceived behavioral control and financial risk, their role appears to fluctuate concerning consumers' advocacy for environmentally friendly practices. Grasping these nuanced dynamics is imperative for marketers and policymakers aiming to effectively involve consumers in championing green initiatives. This emphasizes the necessity for tailored strategies that align with the distinct values and priorities of environmentally conscious consumers.

5. Conclusion

This research attempt to expand TPB framework by adding some additional factors which might affect green purchase intention, behavior and green advocacy toward green products sold in Indonesia. The findings obtained in this study underlined the significant impact that attitude, subjective norm, perceived behavioral control, perception of greenwash, celebrity endorser, and perceived financial risk had toward consumers purchase and post-purchase behavior (in the form of green advocacy) on eco-friendly product sold in Indonesia. These results showed that cosmetics companies – the object of this study – engage in producing and selling green cosmetics in the Indonesian market need to craft and create interesting and eye-catching and ethical advertising campaigns which won't only draw people's attention toward the product, but those which will inform the public in general concerning the basic concept of green products, and the positive aspect of buying green products that people could yield toward the environment. In this case, creating such campaign will form positive evaluations on people's mind concerning the benefit and responsible effect that people could create toward preserving the nature by purchasing green products, which in turns won't only encourage these group of people to buy green cosmetics themselves, but also motivate consumers to spread positive word-of-mouth in order to push their surroundings to follow their footsteps in buying and using green cosmetics. However, companies are advised to include certain data or proofs which could justify the companies' claims that their products were green. Moreover, hiring well-known celebrities as the ambassador which will promote the cosmetics that companies were actively promoting could also become another great strategy to boost people's awareness concerning the brand. However, it should be noted that companies should ensure that the image and the characteristics of the endorser that they're going to recruit should match and conform with the characteristics of the products which they sold to the public, in order to prevent confusion among consumers when they perceive that the endorser might not suitable to promote the

cosmetics that companies offer to the market. Meanwhile, despite of the higher costs associated with producing green cosmetics with eco-friendly materials, however, companies should also ensure that the price that they set for the products which they sold was justifiable and still within the expectation range that consumers had. Therefore, conducting market research in a thorough manner on target consumers could be a significant step for cosmetics companies to understand the nature, characteristics, expectation, and the purchasing power that these consumers had, which could help companies to set an appropriate price level for the cosmetics companies are going to offer.

The Theory of Planned Behavior (TPB) has proven itself as a resilient framework extensively utilized by researchers to decipher individuals' intentions regarding specific behaviors. In the realm of green marketing, this study diverged from the conventional TPB framework. Unlike many studies grounded in TPB that narrow their focus to either purchase intention or behavior, this innovative research broadened its scope to encompass post-purchase behavior—specifically, the actions undertaken by consumers subsequent to acquiring green products. Within the context of green marketing, this research introduced supplementary variables postulated to exert a significant influence on consumers' purchase behavior. This strategic inclusion effectively reshaped and amplified the foundational structure of TPB. Not only did the study showcase TPB's adaptability, but it also illustrated the potential for enhancement by incorporating factors beyond the theory's typical components. This integration not only bolsters the TPB model's resilience but also facilitates a more holistic understanding of individuals' purchasing decisions and subsequent behaviors across diverse product categories. In the end, this study accentuates TPB's versatility as a theoretical cornerstone in marketing research, revealing its receptiveness to expansion and refinement. Through the assimilation of diverse and pertinent factors, researchers hold the potential to fine-tune the model, offering greater insights into the intricacies of consumer behavior within the dynamic landscape of green marketing. This theoretical implication underscores the imperative for a continually evolving and adaptable framework capable of accommodating the nuanced decision-making processes of consumers across various product domains.

Meanwhile, despite the thorough and rigorous nature of this study, some limitations still exist. First, while this study proved that the extended model of TPB could be utilized to explain people's post-purchase behavior on green cosmetics, however, this study might yield different result if this model was applied to explain consumers' behavior in a different product category. Therefore, future studies are strongly suggested to re-test the framework posited in this study toward different product categories (other than cosmetics) in order to determine whether or not there are differences regarding the results generated from the model. Second, due to the cultural and behavioral differences between consumers in Indonesia with the other countries, therefore, future authors are also encouraged to replicate this study on different countries to enhance the variability of this topic. Furthermore, since this study put more focus specifically on green products, then future authors are encouraged to expand this topic by re-applying the framework to measure consumers' behavior toward non-green products. Additionally, since this is a cross-sectional research, then future studies are recommended to conduct longitudinal studies in order to gain a better and a more thorough view regarding consumers' advocacy behaviour in the realm of green marketing.

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