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Antecedents and Consequence of Green Knowledge: A Study of Green Cosmetics

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Abstract

This research aims to study the impact of cosmopolitanism, global self-identity and online communities on green knowledge as well as the effect of green knowledge on green trust. A total of 200 consumers of green cosmetics participated in the online survey. Data were analyzed using structural equation modelling technique. The obtained results found that cosmopolitanism and online communities influence green knowledge significantly, while global self-identity has no significant influence in this study. The findings offer directions to green cosmetics marketers in understanding the factors that form green knowledge of green cosmetics. Also, this study suggests that firms can design marketing communications by linking these factors with green knowledge and trust towards green cosmetics. However, the research has several drawbacks. Future studies should add the numbers of respondents and green brands to be studied to increase its generalizability. This research contributes to existing literature in green marketing by incorporating globalization and digital issues that influence green knowledge and later, green trust.

Keywords: Cosmopolitanism, Global Self-Identity, Online Communities, Green Knowledge, Green Trust.

1. Introduction

Public awareness of environmental conservation issues has increased in recent decades. Consumer awareness comes from the knowledge that consumers have about the importance of creating a healthy environment in order to improve the quality of life. This can be controlled by consumers through their behavior by changing their choices and consumption patterns of products into more environmentally friendly uses (Judge et al., 2019). Consumers today show more concern for environmental and social issues so that they begin to change their consumption patterns (Scott et al., 2018). In today's era of globalization, the exchange of ideas, products, art, food and music around the world has become easier. This exchange is driven by technology and has allowed countries to adopt new ideas and cultures from around the world (Fastoso & González-Jiménez, 2020). At this stage, there are much world communities interacting and exchanging ideas and thoughts and studying each other's culture, which is called the cosmopolitan front (Lim & Park, 2013). The campaign for the use of green cosmetic products that has long been promoted in foreign countries is one of the triggers that cosmopolitans from other countries can do the same thing to save the earth.

The Cosmopolitan concept reflects the tendency of individuals to accept and adapt to cultures beyond national boundaries (Srivastava et al., 2021). When engaging in comparison, individuals fulfil the desire for autonomy, competence and belonging to the elite social class (i.e. social community) by buying and consuming products that are considered as social markers, to show self-identity (Saadatmand et al., 2014). In this cosmopolitan and globalized era, consumers show that they live in a multi-cultural environment and are part of a global society (Cleveland et al., 2014). Several social factors that can shape people's identities globally include community, national identity, politics and personal interests (Levy et al., 2019). With a global identity, it can be seen that consumers have a cosmopolitan attitude

where consumers are able to accept, use and even evaluate products purchased from abroad, especially green cosmetic products originating from abroad.

Indonesia itself also has some eco-friendly products that are well received in the Indonesian market, ranging from daily necessities to home appliances to cosmetics. Cosmetics are an interesting subject of investigation as the Indonesian cosmetics industry continues to grow. This is due to the increased public awareness of their health, which has improved the appearance of their bodies and faces. In the EIBN (EU-Indonesia Business Network) reports that the development of cosmetic sector on Indonesian has experienced a significant increase and is expected to be included in the top 10 of the global cosmetics industry in Asia and this sector is trying to add value to products to satisfy consumer desires and win the competition. Green cosmetics are environmentally friendly cosmetics. The ingredients used contain natural ingredients and the packaging used uses materials that can be recycled or reused (Pratiwi, 2020)

Indonesian Ministry of Industry also encourages cosmetic companies to be more friendly to the environment by changing the packaging to one that is easy to recycle or using recycled packaging (<https://kemenperin.go.id/>). The cosmetic industry is growing rapidly by thinking about products that are friendly to the environment, both in terms of packaging and the materials used in these products (Sahota, 2013). The current era of globalization has made it easier to share ideas, products, art, food and music around the world. This rapid exchange of information is facilitated by technology, allowing countries to absorb new ideas and cultures from around the world (McFarland et al., 2019). At this stage, many world communities are already interacting, exchanging ideas and thoughts, studying each other's cultures, adopting their cultures, and adapting the cultures adopted by their communities. A group of communities that may have reached this stage, communities as cosmopolitans, have been described (Lim & Park, 2013), and in addition to this cosmopolitanism, attitudes and behaviors toward foreign products and cultures have also been described. It has been. In this way, the ease of exchanging information and the presence of international people have encouraged campaigns to use eco-friendly products that have been carried out overseas for a long time.

Consumer awareness of the importance of healthy cosmetics and the demands of a more environmentally friendly life have led to the emergence of green cosmetics (Debora Indriani et al., 2019). The cosmetic industry has slowly changed its production pattern, which was originally chemical-oriented to natural ingredients (Adestia, 2022). There are now many cosmetic industries that are environmentally oriented by using natural ingredients and minimizing the use of chemical compounds, packaging techniques that are more concerned with using materials such as bamboo or recycled materials for packaging (Nurul Fazita et al., 2016). Eco-friendly cosmetics are not only made from natural ingredients, but the production process also does not have an impact on the environment (Debora Indriani et al., 2019). Some beauty brands like The Body Shop, Somethinc, Innisfree, Kiehl's and By Lizzie Para provide recycling programs as a feature for consumers that can be easily participated. Consumers can submit the remaining packaging waste which will then be sorted and the brand is responsible for recycling.

One of the reasons why the use of eco-friendly cosmetics is not widespread is that many consumers do not yet have the knowledge or awareness to use eco-friendly cosmetics (Sintowoko & Hidayat, 2021). Several brand of Cosmetics in Indonesia that provide recycle station for the customers are The Body Shop, Innisfree, Kiehl's, By Lizzie Para and Somethinc. This cosmetic brands in Indonesia offer a various gift voucher and point redeem for the customers who give back the empty bottle to their recycle station (<https://lifestyle.kompas.com/read/2021/04/22/134027920/peduli-bumi-5-brand-kosmetik-ini-menerima-sampah-sisa-produknya?page=all>). Several online beauty communities already have a social media presence, such as SOCO ID, Women's Daily Network, and ID Skin Care Indonesia, providing educational content on eco-friendly cosmetics, but consumers are not necessarily non-chemical.

Knowledge of environmentally friendly products (green knowledge) is important in encouraging trust and gaining purchase from customer. This knowledge is in the memory of people related to environmental care and products/brands that have produced environmentally friendly products. This knowledge is in the memory of people related to environmental care and products/brands that have produced environmentally friendly products. For marketers, it is necessary to always educate consumers and maintain a brand image for the environmentally friendly products they produce. Green knowledge reflects people's understanding of eco-friendly products and environmental problems as well as how manufacturers can help to solve the problems (Hustvedt & Bernard, 2008). Previous findings have proven that green knowledge increases people's interest in buying green products (Yadav & Pathak, 2016). It is not easy to evaluate green products' attributes because green products provide high credence values for consumers. Therefore, it is necessary to build consumers' trust before they are ready to consume green products. In the case of environmentally friendly products, eco-labelling, such as organic, biodegradable, recycling is considered to be important and consumers often rely on this information. Previous research revealed that knowledge about eco labels as determinant of consumers' trust on green product (Testa et al., 2015)

2. Literature Review

2.1 Cosmopolitanism

Due to rising globalization and cross-border interactions, cosmopolitanism became more (Saran & Kalliny, 2012). Globalization facilitated the transfer of information, goods, works of art, cuisine, and music. Technology has fueled these interactions, allowing nations to absorb new ideologies and cultural practices from around the world (Cannon & Yaprak, 2002). Riefler et al., (2012) stated that the attitude toward foreign nations and goods is what is meant by cosmopolitanism. Consumers can now adopt global fashion lifestyles thanks to cross-border exchanges and the availability of goods, foods, music, art, clothing, and inventions from around the world. Demangeot et al., (2015) proposed that the propensity to absorb different cultural beliefs, foods, music, and attire had an impact on one's "cultural pluralism." While some people were accepting of the cultures and goods of other nations, others adopted a guarded attitude (Khare and Kautish, 2020). Thus, cosmopolitans were individuals who adopt diverse cultural values (Petra Zeugner-Roth et al., 2015) and are open toward associating with multiple cultures (Cleveland et al., 2014). Kipnis et al., (2019) developed a theory of consumer multicultural identity attachment that incorporated both intranational and international cultural values. The identities of consumers displayed a complex fusion of traditional culture with elements that reflected global adaptation (Lim and Park, 2013). Therefore, the theory of self-identification with global consumers explained the desire to adopt other cultures' lifestyles by buying goods that demonstrated membership in global consumer groups (Nelson et al., 2019). Sustainable product consumption indicated consumers' eco-consciousness (Gam, 2011) and eco-lifestyle (Xiao, 2017) and helped in exhibiting allegiance to social groups (Maichum et al., 2016)

H1 : Cosmopolitanism positively influences Green Knowledge

2.2 Global Self- Identity

Self-identity is a person's view of himself. Bartels & Hoogendam, (2011) suggest that there is a green self-perception which shows a person's perception of himself as part of a green consumer. This self-perception affects consumers' views on environmentally friendly products. Using environmentally friendly products reflects the extension of the green identity that a consumer tries to attach to himself. People who identify themselves having green self-identity are more willing to buy environmentally friendly products (Khare & Pandey, 2017). Consumers who want to become part of an elite social class and be different from others will consume products that shows their identity (Khare & Sadachar, 2017). Openness to foreign cultures makes consumers more receptive to the existence of environmentally friendly products (Demangeot et al., 2015). This is due to the disclosure of information that allows consumers from various cultures to enter a market place that contains a variety of products, information and reviews from various people in the world. This phenomenon makes people more adaptable and have knowledge about new things. One's identity as a global consumer (global self-identity) will increase his/her understanding of green products (Khare & Kautish, 2021b).

H2 : Global Self- Identity positively influences Green Knowledge

2.3 Online Communities

The online community offers behaviors that were not feasible with earlier types of computer-mediated communication and is a communication environment rich in information that is helpful to anyone who needs specific information about the subject (Liu et al., 2014). For example, content generated in online communities is generally visible to all members and remains visible over time. The results of an online community are usually in the form of reviews that can be read by the public. Review is one of several factors that determine a person's buying decision, showing that people can take the number of reviews as an indicator of product popularity or the value of a product that will affect the willingness to buy a product (Farki et al., 2016). In this way, online communities can easily browse and obtain information about environmentally friendly cosmetics that are currently in circulation, so that consumers can learn about brands that release environmentally friendly cosmetics. Online communities can be resources and knowledge about eco-friendly products. This could be a way for companies to design products and services to reflect

their environmental concerns and leverage their ability to demonstrate responsibility for environmental sustainability (Tian et al., 2018).

H3 : Online Communities positively influences Green Knowledge

2.4 Green Knowledge and Green Trust

Companies are now compelled to employ green practices in order to lessen the harmful consequences of consumer production and consumption activities because the environment is increasing and suffering from a lot of damage, both permanent and not (Agyabeng-Mensah et al., 2020). Companies that gain knowledge of consumer expectations create competitive advantages through focusing on their strategies to optimize consumer value, meet consumer expectations, and generate increased customer satisfaction (Agyabeng-Mensah et al., 2022). Companies that educate their consumers about green cosmetic products, especially producing and promoting green product campaigns have a high probability of attracting more consumers considering that currently many communities and companies have been regulated by the government to start paying attention to environmental welfare (Skare & Soriano, 2021). When a company's products and processes reflect a green customer philosophy, the company is likely to gain environmental legitimacy and build a green company reputation (Yang et al., 2020). Consumer knowledge will certainly greatly influence consumer assessments and responses to companies campaigning for green cosmetic products. Consumers who have a lot of knowledge, especially knowledge about green cosmetic products, are recognized as being more focused and confident and not confused, which means that consumers are better able to compare offers, develop an accurate understanding of the differences between each green cosmetic products, including the characteristics and eco-labels on the product (Bian et al., 2016). In contrast to consumers with low knowledge, the process of evaluating products and services of a brand will be simplified (Polonsky et al., 2012). Green trust refers to an individual's willingness to rely on a product or service based on the belief or expectation that results from his credibility and ability to rely on an environmentally friendly or natural based product or service (Chen, 2010). Trust is an important determinant of commitment to a relationship, the more consumers trust a particular brand or product, the more likely they are to form a positive attitude towards that brand (Chen & Chang, 2013). The trust that consumers have in a brand positively and significantly affects the consumer's attitude towards the brand they believe in (Sh. Ahmad et al., 2022)

H4 : Green Knowledge positively influences Green Trust

Based on previous investigations, this study developed the following conceptual framework

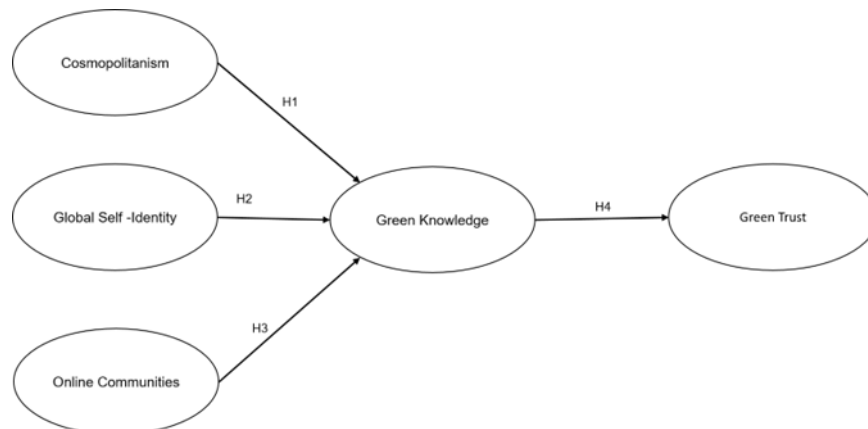


Figure 1. Research Model Source: (Khare & Kautish, 2021) and (Amin & Tarun, 2021)

3. Methodology

The quantitative method was used as a research paradigm through a cross-sectional survey that focused on respondent across Indonesia that generally using social media as engine to find any information. The population of this study

targeted who knows and using one or more form the brands that provides recycle station such The Body Shop, Innisfree, KhieI’s, By Lizzie Para and Somethinc and the respondent are familiar with online cosmetics platform like SOCO.ID, Female Daily Network and ID Skincare Indonesia. Then, 220 self-administered questionnaires were distributed with google drives link through any social media that possible like WhatsApp and Instagram, overall the total number of valid questionnaires used for analysis was 200 sets. The remaining 20 sets of questionnaires were not able to be collected and were uncompleted. The independent variables namely are cosmopolitanism, global self-identity, online communities, green knowledge as intermediate variable and green trust as dependent variable. The measurements related to Cosmopolitanism and Global Self Identity were adopted from Khare and Kautish (2020). Online Communities was measured using items adopted from Khare and Kautish (2021). Green knowledge was measured using items adopted from Suki et al., (2016) as well as Taufique et al., (2017) And items from Amin & Tarun, (2021) were adopted to measure Green Trust. The scale used in the study was based on a Likert scale with five levels (5=Strongly agree to 1=Strongly disagree). Data were analyzed using SPSS (Statistical Package for Social Sciences) software in order to provide answer for the research objectives. Descriptive analysis was performed to obtain frequencies, means and standard deviations. The data was analysed using Structural Equation Model (SEM).

Table 1 Origin of the Variable

Variables	Numbers of Items	Scale of Origin
Cosmopolitanism	6	Khare and Kautish (2020)
Global Self-Identity	7	Khare and Kautish (2020)
Online Communities	12	(Khare & Kautish, 2021)
Green Knowledge	9	Suki (2016) and Taufique (2017)
Green Trust	5	(Amin & Tarun, 2021)

3.1 Respondents’ profiles

Out of 200 usable questionnaires, the average respondents are mostly using green cosmetics more than six months with 3-6 times of frequently buying. The majority of respondents are female in the age range of 23-28 years, working as private employee and associate of undergraduate degree. The majority of respondents have income in the range of Rp. 10 Mio – 15 Mio with expense Rp. 4 Mio – 6 Mio.

Table 2 Characteristics of Respondents

Variables	Criteria	Frequency	Percentage (%)
Time of Using	< 6 Month	61	30.5 %
	>6 months	139	69.5 %
Buying Frequent	1-3 purchase	73	36.5%
	3-6 purchase	96	48%
	>6 purchase	31	15.5%
Gender	Female	154	77%
	Male	46	23%
Age	17 – 22 years	38	19%
	23 – 28 years	96	48%
	29 – 34 years	33	16.5%
	35 – 40 years	25	12.5%
	> 40 years	8	4%
Jobs	Private Sector Employer	88	44%
	Entrepreneur	43	21.5%
	Professionals	13	6.5%
	Others	8	4%
Education	High School	66	33%
	Undergraduate Degree	113	56.5%
	Graduate Degree	20	10%
	Doctoral	1	0.5%
Income	< Rp. 5.000.000	34	17%

Variables	Criteria	Frequency	Percentage (%)
	Rp. 5.000.001 - Rp. 10.000.000	70	35%
	Rp. 10.000.001 - Rp. 15.000.000	47	23.5%
	Rp. 15.000.001 - Rp. 20.000.000	19	9.5%
	> Rp. 20.000.001	30	15%
Expense	< Rp. 4.000.000	36	18%
	Rp. 4.000.001 - Rp. 6.000.000	86	43%
	Rp. 6.000.001 - Rp. 10.000.000	39	19.5%
	Rp. 10.000.001 - Rp. 14.000.000	19	9.5%
	> Rp. 14.000.001	20	10%

3.2 Validity and Reliability Analysis

This study was tested for validity and reliability. If Cronbach’s Alpha is greater than 0.60, then Cronbach’s Alpha is acceptable (Hair, 2019). Factor loadings are the correlation of each variable and the factor. If the number of respondents are 200, then the instrument is valid if the factor loading value is above 0.40 (Sekaran, 2016). The variables used in this study were adopted from Khare and Kautish (2021), (Suki et al., 2016) and Taufique (2017) and (Amin & Tarun, 2021). In quantitative analysis, the answers are measured on 5 Likert scales, see table 3.

Table 3 Measures and Reliability

Indicator Variables	Factor Loading	Cronbach Alpha	Result
Cosmopolitanism			
I am interested in learning more about people who live in other countries	0.435	0.768	Valid and Reliable
I enjoy being with people from other countries to learn about their unique views and approaches	0.561		
I enjoy exchanging ideas with people from other cultures or countries	0.603		
I like to observe people of other cultures, to see what I can learn from them	0.641		
I like to find people from other countries and cultures stimulating	0.632		
Coming into contact with people of other cultures has greatly benefited me	0.659		
Global Self-Identity			
The way that I dress is influenced by the advertising activities of foreign or global companies	0.844	0.916	Valid and Reliable
Advertising by foreign or global brands has a strong influence on my clothing choices	0.746		
I pay attention to the fashions worn by people in my age group that live in other countries	0.736		
I try to pattern my lifestyle, way of dressing, etc. to be a global consumer	0.741		
I like reading magazines about the fashion, decor and trends in other countries	0.709		
I prefer to wear clothing that I think is popular in many countries around the world rather than clothing traditionally worn in my own country	0.796		

I identify myself with famous international brands from different countries	0.841		
Online Communities			
The friendship I have with other members in my online community means a lot to me	0.691	0.940	Valid and Reliable
When I think of members of my online community, I think of “we” instead of “they”	0.781		
I am happy to help others by sharing online information with other community members	0.818		
I would be happy for my online community growth	0.795		
I feel a sense of being connected to members of my online community	0.804		
I am very committed to my online community	0.738		
My online community is something I really care about	0.704		
I have a positive feeling toward my online brand community	0.743		
I would like to have long-term membership in my online community	0.766		
My online community is an important source to get a apparel shopping information	0.654		
I post my questions in my online community to get a advice for my best option among alternative apparel items	0.744		
I post my questions in my online community to get opinions after my apparel purchasing	0.768		
Green Knowledge			
Going green products could be a beneficial investment in long term	0.596	0.856	Valid and Reliable
Green product’s environmental performance meets my expectations	0.666		
Lack of availability of access is a major reason for low popularity and demand of green products	0.435		
I purchase green product because it is environmentally friendly	0.522		
I purchase green product because it has more environmental benefit than other products	0.556		
I know the meaning of the term "Recycled"	0.759		
I know the meaning of the term "Eco-Friendly"	0.697		
I know the meaning of the term "Organic"	0.678		
I know the meaning of the term "Energy-Efficient"	0.699		
Green Trust			
The green product’s environmental reputation is generally reliable	0.585	0.825	Valid and Reliable
Environmental performance of the green product is generally dependable	0.685		
The green product’s environmental claims are generally trustworthy	0.732		
The Green Product’s environmental concern meets your expectations	0.721		

The green product keeps promises and commitments for environmental protection	0.739		
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4. Analysis and Results

Overall, the result of this analysis showed an adequate fit of the measurement model as recommended by Hair et al (RMSEA: 0.054; GFI : 0.794 ; AGFI : 0.761 ; CFI: 0.910 ; p-value : 0.000). Also, standardized factors loading of all the items met the criteria, which above 0.40 (Hair et al, 2019), and the reliability value (Cronbach’s Alpha) were above 0.60, and it indicated that measurements were internally consistent. The hypotheses tests showed that three out of four hypotheses were supported. H1 proposed the positive influence of cosmopolitanism on green knowledge and it was confirmed ($\hat{\rho}$:0.000). This finding is aligned with past studies by Khare and Kautish (2020). H2 predicted that global self-identity affects green knowledge and it was also confirmed ($\hat{\rho}$: 0.095). This not in line with previous research by Kautish and Sharma (2020) and Khare and Kautish (2021). H3 examined whether Online Communities influences green knowledge, and it was supported ($\hat{\rho}$: 0.000). This finding in line with the previous studies by (Liu et al., 2014) and Farki et al., (2016). H4 proposed green knowledge influences green trust, and it was supported ($\hat{\rho}$: 0.000) and this finding confirmed past research by Agyabeng-Mensah et al., (2022), Skare & Soriano, (2021), and Polonsky et al., (2012).

Table 4 Hypotheses Result

Hypotheses	Structural Relationship	Estimate	p-value	Results
H1	Cosmopolitanism is positively influence Green Knowledge	0.578	0.00	Supported
H2	Global Self- Identity is positively influence Green Knowledge	-0.112	0.095	Not Supported
H3	Online Communities is positively influence Green Knowledge	0.181	0.055	Supported
H4	Green Knowledge is positively influence Green Trust	0.981	0.00	Supported

The first hypothesis in this study examines the effect of Cosmopolitanism on Green Knowledge. Based on the results, it can be said that cosmopolitanism has a positive impact on green knowledge. This means that consumers are more interested in learning about people from other cultures and countries, enjoy getting together and exchanging ideas with those from other nations to learn about their lives, enjoy paying attention to those from other cultures to see what they can teach consumers, and enjoy making friends with those from other nations. The second premise of this research investigates the impact of global self-identity on environmental knowledge. It may be inferred from the outcomes of testing the second hypothesis that global self-identity does not have a favorable impact on green knowledge. Although consumers perceive the way they dress is influenced by cosmetic advertisements originating from abroad, cosmetic advertisements originating from abroad have a strong influence on consumers' cosmetic choices, consumers pay attention to the cosmetics used by people of their age abroad, consumers try to display their lifestyle and way of dressing (Khare and Kautish, 2020). Like global consumers (following trends from abroad), consumers like to read magazines that contain fashion, decoration, make-up and trends from abroad, it does not necessarily make consumers have knowledge about green cosmetic products or Green Knowledge. Allegedly this is caused by consumers who identify themselves as part of the global community because their consumption behavior is heavily influenced by international brands, but their knowledge of green cosmetic products does not increase. It is suspected that there is an influence of community characteristics as a moderating variable, how much similarity the community and consumers have in terms of demographics and psychology, such as personality (Owen et al., 2011). The third hypothesis in this study examines the influence of Online Communities on Green Knowledge. According to the findings of the research, online communities have a beneficial impact on green knowledge. As a result, more consumers have a sense of belonging to online beauty forums, frequently engage in discussion there, assist one another in forums, and care about them. Beauty Online Forums are a valuable resource for learning about cosmetics; consumers are eager to ask questions in these forums to get advice on the cosmetics they plan to purchase as well as

to post reviews of the cosmetics they have purchased. As more consumers become aware of green cosmetics, their knowledge of their existence, advantages, and use is also rising. The fourth hypothesis in this study examines the effect of Green Knowledge on Green Trust. The results of the research that have been carried out show that there is a positive influence of Green Knowledge on Green Trust, which means that more consumers consume green cosmetic products, they are aware that this is a long-term investment for the environment, knowing that the performance of green cosmetic products will meet consumer expectations, its existence is still rare Suki (2016) and Taufique (2017). Making green cosmetic products less desirable, knowing that green cosmetic products do not pollute the environment, interpreting the meaning of environmentally friendly, organic, recycling and energy saving, the higher the Green Trust that consumers have for green cosmetic products.

5. Discussion, Conclusion, Implication and Limitation

The results of this study were conducted on 5 (five) variables studied. From the research results, it was found that Cosmopolitanism and Online Communities have an influence on Green Knowledge, while Global Self Identity has no influence on Green Knowledge. In addition, Green Knowledge is also known to have an influence on Green Trust. Based on this research, the biggest determinants that can affect Green Knowledge are consumers who consider themselves to be Cosmopolitans and Green Knowledge which can affect consumer confidence in green cosmetic products (Green Trust).

This study contributes to the existing research on green cosmetics by testing the antecedent of Green Knowledge. The findings show that the more consumer being a Cosmopolitan, the more they have the knowledge about green products specifically green cosmetics. The more consumer claim that they are the global consumer, However, the more consumers declare themselves as a global community, this does not guarantee that these consumers have more knowledge about green products, it was found that there are several factors that influence this, such as demographic, psychological and personality conditions. The more consumer searches the information, feel they are the part of the communities, willing to help each other on the communities, the more they have the board knowledge about green cosmetics products. The more consumer has the knowledge about green cosmetics products, feels that green cosmetics product meets their expectation about saving the worlds, they know the terms of eco-friendly, recycled and organic, the more they have the trust for using green cosmetics products.

The marketing manager of eco-friendly cosmetics, needs to: create a greater product knowledge strategy so all global consumers are aware of the existence of green cosmetic products that do not damage nature with the same uses and purposes as other cosmetics that are not claimed to be natural, conduct a survey on the characteristics of a community through a demographic approach and self-identification to determine market share. Companies also can monitor all online product reviews on online cosmetic platforms circulating on the internet so that if online reviews show the negative side of green cosmetic products, or there are consumers who are disappointed with products from green cosmetic products brands, marketing managers can anticipate to maintain the cosmetic brand name itself so that it can maintain the trust of other consumers and give new trust to consumers who have not used green cosmetic products.

This research has some limitations, so there are several opportunities for future researchers. It is suggested to taking bigger sample and adding more green brands to be studied in order to increase the generalizability of the findings. Moreover, further research can incorporate consumption value as predicting variable to increase the predicting power of the research model.

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7. About the author

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Antecedents and Consequence of Green Knowledge: A Study of Green Cosmetics

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Antecedents and Consequence of Green Knowledge: A Study of Green Cosmetics

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Abstract

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This research aims to 19 study the impact of cosmopolitanism, global self-identity and online communities on green knowledge as well as the effect of green knowledge on green trust. A total of 200 consumers of green cosmetics participated in the online survey. Data were analyzed using structural equation modelling technique. The obtained results found that cosmopolitanism and online communities influence green knowledge significantly, while global self-identity has no significant influence in this study. The findings offer directions to green cosmetics marketers in understanding the factors that form green knowledge of green cosmetics. Also, this study suggests that firms can design marketing communications by linking these factors with green knowledge and trust towards green cosmetics. However, the research has several drawbacks. Future studies should add the numbers of respondents and green brands to be studied to increase its generalizability. This research contributes to existing literature in green marketing by incorporating globalization and digital issues that influence green knowledge and later, green trust.

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Keywords: Cosmopolitanism, Global Self-Identity, Online Communities, Green Knowledge, Green Trust.

1. Introduction

Public awareness of environmental conservation issues has increased in recent decades. Consumer 28 awareness comes from the knowledge that consumers have about the importance of creating a healthy environment in order to improve the quality of life. This can be controlled by consumers through their behavior by changing their choices and consumption patterns of products into more environmentally friendly uses (Judge et al., 2019). Consumers today show more concern for environmental and social issues so that they begin to change their consumption patterns (Scott et al., 2018). In today's era of globalization, the exchange of ideas, products, art, food and music around the world has become easier. This exchange is driven by technology and has allowed countries to adopt new ideas and cultures from around the world (Fastoso & González-Jiménez, 2020). At this stage, there are much world communities interacting and exchanging ideas and thoughts and studying each other's culture, which is called the cosmopolitan front (Lim & Park, 2013). The campaign for the use of green cosmetic products that has long been promoted in foreign countries is one of the triggers that cosmopolitans 12 in other countries can do the same thing to save the earth.

The Cosmopolitan concept reflects the tendency of individuals to accept and adapt to cultures beyond national boundaries (Srivastava et al., 2021). When engaging in comparison, individuals fulfil the desire for autonomy, competence and belonging to the elite social class (i.e. social community) by buying and consuming products that are considered as social markers, to show self-identity (Saadatmand et al., 2014). In this cosmopolitan and globalized era, consumers show that they live in a multi-cultural environment and are part of a global society (Cleveland et al., 2014). Several social factors that can shape people's identities globally include community, national identity, politics and personal interests (Levy et al., 2019). With a global identity, it can be seen that consumers have a cosmopolitan attitude

where consumers are able to accept, use and even evaluate products purchased from abroad, especially green cosmetic products originating from abroad.

Indonesia itself also has some eco-friendly products that are well received in the Indonesian market, ranging from daily necessities to home appliances to cosmetics. Cosmetics are an interesting subject of investigation as the Indonesian cosmetics industry continues to grow. This is due to the increased public awareness of their health, which has improved the appearance of their bodies and faces. In the EIBN (EU-Indonesia Business Network) reports that the development of cosmetic sector on Indonesian has experienced a significant increase and is expected to be included in the top 10 of the global cosmetics industry in Asia and this sector is trying to add value to products to satisfy consumer desires and win the competition. Green cosmetics are environmentally friendly cosmetics. The ingredients used contain natural ingredients and the packaging used uses materials that can be recycled or reused (Prawati, 2020)

Indonesian Ministry of Industry also encourages cosmetic companies to be more friendly to the environment by changing the packaging to one that is easy to recycle using recycled packaging (<https://kemenperin.go.id/>). The cosmetic industry is growing rapidly by thinking about products that are friendly to the environment, both in terms of packaging and the materials used in these products (Sahota, 2013). The current era of globalization has made it easier to share ideas, products, art, food and music around the world. This rapid exchange of information is facilitated by technology, allowing countries to absorb new ideas and cultures from around the world (McFarland et al., 2019). At this stage, many world communities are already interacting, exchanging ideas and thoughts, studying each other's cultures, adopting their cultures, and adapting the cultures adopted by their communities. A group of communities that may have reached this stage, communities as cosmopolitans, have been described (Lim & Park, 2013), and in addition to this cosmopolitanism, attitudes and behaviors toward foreign products and cultures have also been described. It has been. In this way, the ease of exchanging information and the presence of international people have encouraged campaigns to use eco-friendly products that have been carried out overseas for a long time.

Consumer awareness of the importance of healthy cosmetics and the demands of a more environmentally friendly life have led to the emergence of green cosmetics (Debora Indriani et al., 2019). The cosmetic industry has slowly changed its production pattern, which was originally chemical-oriented to natural ingredients (Adestia, 2022). There are now many cosmetic industries that are environmentally oriented by using natural ingredients and minimizing the use of chemical compounds, packaging techniques that are more concerned with using materials such as bamboo or recycled materials for packaging (Nurul Fazita et al., 2016). Eco-friendly cosmetics are not only made from natural ingredients, but the production process also does not have an impact on the environment (Debora Indriani et al., 2019). Some beauty brands like The Body Shop, Somethinc, Innisfree, Kiehl's and By Lizzie Para provide recycling programs as a feature for consumers that can be easily participated. Consumers can submit the remaining packaging waste which will then be sorted and the brand is responsible for recycling.

One of the reasons why the use of eco-friendly cosmetics is not widespread is that many consumers do not yet have the knowledge or awareness to use eco-friendly cosmetics (Sintowoko & Hidayat, 2021). Several brand of Cosmetics in Indonesia that provide recycle station for the customers are The Body Shop, Innisfree, Kiehl's, By Lizzie Para and Somethinc. This cosmetic brands in Indonesia offer a various gift voucher and point redeem for the customers give back the empty bottle to their recycle station (<https://lifestyle.kompas.com/read/2021/04/22/134027920/peduli-bumi-5-brand-kosmetik-ini-menerima-sampah-sisa-produknya?page=all>). Several online beauty communities already have a social media presence, such as SOCO ID, Women's Daily Network, and ID Skin Care Indonesia, providing educational content on eco-friendly cosmetics, but consumers are not necessarily non-chemical.

Knowledge of environmentally friendly products (green knowledge) is important in encouraging trust and gaining purchase from customer. This knowledge is in the memory of people related to environmental care and products/brands that have produced environmentally friendly products. This knowledge is in the memory of people related to environmental care and products/brands that have produced environmentally friendly products. For marketers, it is necessary to always educate consumers and maintain a brand image for the environmentally friendly products they produce. Green knowledge reflects people's understanding of eco-friendly products and environmental problems as well as how manufacturers can help to solve the problems (Hustvedt & Bernard, 2008). Previous findings have proven that green knowledge increases people's interest in buying green products (Yadav & Pathak, 2016). It is not easy to evaluate green products' attributes because green products provide high credence values for consumers. Therefore, it is necessary to build consumers' trust before they are ready to consume green products. In the case of environmentally friendly products, eco-labelling, such as organic, biodegradable, recycling is considered to be important and consumers often rely on this information. Previous research revealed that knowledge about eco labels as determinant of consumers' trust on green product (Testa et al., 2015)

2. Literature Review

2.1 Cosmopolitanism

Due to rising globalization and cross-border interactions, cosmopolitanism became more (Saran & Kalliny, 2012). Globalization facilitated the transfer of information, goods, works of art, cuisine, and music. Technology has fueled these interactions, allowing nations to absorb new ideologies and cultural practices from around the world (Cannon & Yaprak, 2002). Riefler et al., (2012) stated that the attitude toward foreign nations and goods is what is meant by cosmopolitanism. Consumers can now adopt global fashion lifestyles thanks to cross-border exchanges and the availability of goods, foods, music, art, clothing, and inventions from around the world. Demangeot et al., (2015) proposed that the propensity to absorb different cultural beliefs, foods, music, and attire had an impact on one's "cultural pluralism." While some people were accepting of the cultures and goods of other nations, others adopted a guarded attitude (Khare and Kautish, 2020). Thus, cosmopolitans were individuals who adopt diverse cultural values (Petra Zeugner-Roth et al., 2015) and are open toward associating with multiple cultures (Cleveland et al., 2014). Kipnis et al., (2019) developed a theory of consumer multicultural identity attachment that incorporated both intranational and international cultural values. The identities of consumers displayed a complex fusion of traditional culture with elements that reflected global adaptation (Lim and Park, 2013). Therefore, the theory of self-identification with global consumers explained the desire to adopt other cultures' lifestyles by buying goods that demonstrated membership in global consumer groups (Nelson et al., 2019). Sustainable product consumption indicated consumers' eco-consciousness (Gam, 2011) and eco-lifestyle (Xiao, 2017) and helped in exhibiting allegiance to social groups (Maichum et al., 2016)

H1 : Cosmopolitanism positively influences Green Knowledge

2.2 Global Self- Identity

Self-identity is a person's view of himself. Bartels & Hoogendam, (2011) suggest that there is a green self-perception which shows a person's perception of himself as part of a green consumer. This self-perception affects consumers' views on environmentally friendly products. Using environmentally friendly products reflects the extension of the green identity that a consumer tries to attach to himself. People who identify themselves having green self-identity are more willing to buy environmentally friendly products (Khare & Pandey, 2017). Consumers who want to become part of an elite social class and be different from others will consume products that shows their identity (Khare & Sadachar, 2017). Openness to foreign cultures makes consumers more receptive to the existence of environmentally friendly products (Demangeot et al., 2015). This is due to the disclosure of information that allows consumers from various cultures to enter a market place that contains a variety of products, information and reviews from various people in the world. This phenomenon makes people more adaptable and have knowledge about new things. One's identity as a global consumer (global self-identity) will increase his /her understanding of green products (Khare & Kautish, 2021b).

H2 : Global Self-Identity positively influences Green Knowledge

2.3 Online Communities

The online community offers behaviors that were not feasible with earlier types of computer-mediated communication and is a communicative environment rich in information that is helpful to anyone who needs specific information about the subject (Liu et al., 2014). For example, content generated in online communities is generally visible to all members and remains visible over time. The results of an online community are usually in the form of reviews that can be read by the public. Review is one of several factors that determine a person's buying decision, showing that people can take the number of reviews as an indicator of product popularity or the value of a product that will affect the willingness to buy a product (Farki et al., 2016). In this way, online communities can easily browse and obtain information about environmentally friendly cosmetics that are currently in circulation, so that consumers can learn about brands that release environmentally friendly cosmetics. Online communities can be resources and knowledge about eco-friendly products. This could be a way for companies to design products and services to reflect

their environmental concerns and leverage their ability to demonstrate responsibility for environmental sustainability (Tian et al., 2018).

H3 : Online Communities positively influences Green Knowledge

2.4 Green Knowledge and Green Trust

Companies are now compelled to employ green practices in order to lessen the harmful consequences of consumer production and consumption activities because the environment is increasing and suffering from a lot of damage, both permanent and not (Agyabeng-Mensah et al., 2020). Companies that gain knowledge of consumer expectations create competitive advantages through focusing on their strategies to optimize consumer value, meet consumer expectations, and generate increased customer satisfaction (Agyabeng-Mensah et al., 2022). Companies that educate their consumers about green cosmetic products, especially producing and promoting green product campaigns have a high probability of attracting more consumers considering that currently many communities and companies have been regulated by the government to start paying attention to environmental welfare (Skare & Soriano, 2021). When a company's products and processes reflect a green customer philosophy, the company is likely to gain environmental legitimacy and build a green company reputation (Yang et al., 2020). Consumer knowledge will certainly greatly influence consumer assessments and responses to companies campaigning for green cosmetic products. Consumers who have a lot of knowledge, especially knowledge about green cosmetic products, are recognized as being more focused and confident and not confused, which means that consumers are better able to compare offers, develop an accurate understanding of the differences between each green cosmetic products, including the characteristics and eco-labels on the product (Bian et al., 2016). In contrast to consumers with low knowledge, the process of evaluating products and services of a brand will be simplified (Polonsky et al., 2012). Green trust refers to an individual's willingness to rely on a product or service based on the belief or expectation that results from his credibility and ability to rely on an environmentally friendly natural based product or service (Chen, 2010). Trust is an important determinant of commitment to a relationship, the more consumers trust a particular brand or product, the more likely they are to form a positive attitude towards that brand (Chen & Chang, 2013). The trust that consumers have in a brand positively and significantly affects the consumer's attitude towards the brand they believe in (Sh. Ahmad et al., 2022)

H4 : Green Knowledge positively influences Green Trust

Based on previous investigations, this study developed the following conceptual framework

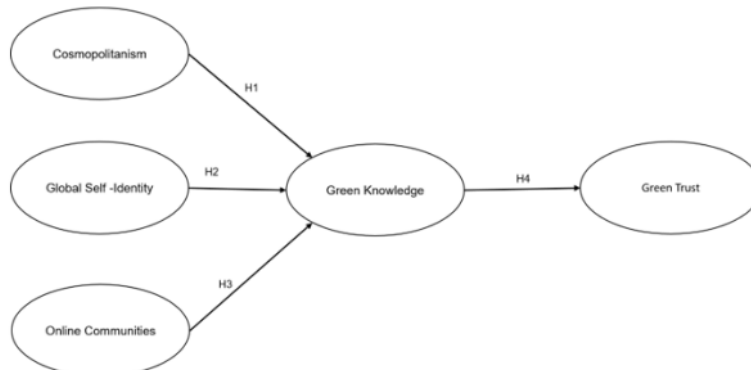


Figure 1. Research Model Source: (Khare & Kautish, 2021) and (Amin & Tarun, 2021)

3. Methodology

The quantitative method was used as a research paradigm through a cross-sectional survey that focused on respondent across Indonesia that generally using social media as engine to find any information. The population of this study

targeted who knows and using one or more from the brands that provides recycle station such The Body Shop, Innisfree, Khie'l's, By Lizzie Para and Something and the respondent are familiar with online cosmetics platform like SOCO.ID, Female Daily Network and ID Skincare Indonesia. Then, 220 self-administered questionnaires were distributed with google drives link through any social media that possible like WhatsApp and Instagram, overall the total number of valid questionnaires used for analysis was 200 sets. The remaining 20¹³ of questionnaires were not able to be collected and were uncompleted. The independent variables namely are cosmopolitanism, global self-identity, online communities, green knowledge as intermediate variable and green trust as dependent variable. The measurements related to Cosmopolitanism and Global Self Identity were adopted from Khare and Kautish (2020). Online Communities was measured using items adopted from Khare and Kautish (2021). Green knowledge was measured using items adopted from Suki et al., (2016) as well as²taufique et al., (2017) And items from Amin & Tarun, (2021) were adopted to measure Green Trust.. The scale used in the study was based on a Likert² scale with five levels (5=Strongly agree to 1=Strongly disagree). Data were analyzed using SPSS (Statistical Package for Social Sciences) software in order to provide answer for the research objectives. Descriptive analysis was performed to obtain frequencies, means and standard deviations. The data was analysed using Structural Equation Model (SEM).

Table 1² Origin of the Variable

Variables	Numbers of Items	Scale of Origin
Cosmopolitanism	6	Khare and Kautish (2020)
Global Self-Identity	7	Khare and Kautish (2020)
Online Communities	12	(Khare & Kautish, 2021)
Green Knowledge	9	Suki (2016) and Taufique (2017)
Green Trust	5	(Amin & Tarun, 2021)

3.1² Respondents' profiles

Out of 200 usable questionnaires, the average respondents are mostly using green cosmetics more than six months with 3-6 times of frequently buying. The majority of respondents are female in the age range of 23-28 years, working as private employee and associate of undergraduate degree. The majority of respondents have income in the range of Rp. 10 Mio – 15 Mio with expense Rp. 4 Mio – 6 Mio.

Table 2 Characteristics of Respondents

Variables	Criteria	Frequency	Percentage (%)
Time of Using	< 6 Month	61	30.5 %
	>6 months	139	69.5 %
Buying Frequent	1-3 purchase	73	36.5%
	3-6 purchase	96	48%
	>6 purchase	31	15.5%
Gender	Female	154	77%
	Male	46	23%
Age	17 – 22 years	38	19%
	23 – 28 years	96	48%
	29 – 34 years	33	16.5%
	35 – 40 years	25	12.5%
	> 40 years	8	4%
Jobs	Private Sector Employer	88	44%
	Entrepreneur	43	21.5%
	Professionals	13	6.5%
	Others	8	4%
Education	High School	66	33%
	Undergraduate Degree	113	56.5%
	Graduate Degree	20	10%
	Doctoral	1	0.5%
Income	< Rp. 5.000.000	34	17%

Variables	Criteria	Frequency	Percentage (%)
	Rp. 5.000.001 - Rp. 10.000.000	70	35%
	Rp. 10.000.001 - Rp. 15.000.000	47	23.5%
	Rp. 15.000.001 - Rp. 20.000.000	19	9.5%
	> Rp. 20.000.001	30	15%
Expense	< Rp. 4.000.000	36	18%
	Rp. 4.000.001 - Rp. 6.000.000	86	43%
	Rp. 6.000.001 - Rp. 10.000.000	39	19.5%
	Rp. 10.000.001 - Rp. 14.000.000	19	9.5%
	> Rp. 14.000.001	20	10%

3.2 Validity and Reliability Analysis

This study was tested for validity and reliability. If Cronbach's Alpha is greater than 0.60, then Cronbach's Alpha is acceptable (Hair, 2019). Factor loadings are the correlation of each variable and the factor. If the number of respondents are 200, then the instrument is valid if the factor loading value is above 0.40 (Sekaran, 2016). The variables used in this study were adopted from Khare and Kautish (2021), (Suki et al., 2016) and Taufique (2017) and (Amin & Ta run, 2021). In quantitative analysis, the answers are measured on 5 Likert scales, see table 3.

Table 3 Measures and Reliability

Indicator Variables	Factor Loading	Cronbach Alpha	Result
Cosmopolitanism			
I am interested in learning more about people who live in other countries	0.435	0.768	Valid and Reliable
I enjoy being with people from other countries to learn about their unique views and approaches	0.561		
I enjoy exchanging ideas with people from other cultures or countries	0.603		
I like to observe people of other cultures, to see what I can learn from them	0.641		
I like to find people from other countries and cultures stimulating	0.632		
Coming into contact with people of other cultures has greatly benefited me	0.659		
Global Self-Identity			
The way that I dress is influenced by the advertising activities of foreign or global companies	0.844	0.916	Valid and Reliable
Advertising by foreign or global brands has a strong influence on my clothing choices	0.746		
I pay attention to the fashions worn by people in my age group that live in other countries	0.736		
I try to pattern my lifestyle, way of dressing, etc. to be a global consumer	0.741		
I like reading magazines about the fashion, decor and trends in other countries	0.709		
I prefer to wear clothing that I think is popular in many countries around the world rather than clothing traditionally worn in my own country	0.796		

1	I identify myself with famous international brands from different countries	0.841		
Online Communities				
1	The friendship I have with other members in my online community means a lot to me	0.691	0.940	Valid and Reliable
1	When I think of members of my online community, I think of "we" instead of "they"	0.781		
1	I am happy to help others by sharing online information with other community members	0.818		
1	I would be happy for my online community growth	0.795		
1	I feel a sense of being connected to members of my online community	0.804		
1	I am very committed to my online community	0.738		
1	My online community is something I really care about	0.704		
1	I have a positive feeling toward my online brand community	0.743		
1	I would like to have long-term membership in my online community	0.766		
1	My online community is an important source to get apparel shopping information	0.654		
1	I post my questions in my online community to get advice for my best option among alternative apparel items	0.744		
1	I post my questions in my online community to get opinions after my apparel purchasing	0.768		
Green Knowledge				
4	Going green products could be a beneficial investment in long term	0.596	0.856	Valid and Reliable
4	Green product's environmental performance meets my expectations	0.666		
4	Lack of availability of access is a major reason for low popularity and demand of green products	0.435		
4	I purchase green product because it is environmentally friendly	0.522		
8	I purchase green product because it has more environmental benefit than other products	0.556		
8	I know the meaning of the term "Recycled"	0.759		
8	I know the meaning of the term "Eco-Friendly"	0.697		
8	I know the meaning of the term "Organic"	0.678		
8	I know the meaning of the term "Energy-Efficient"	0.699		
Green Trust				
11	The green product's environmental reputation is generally reliable	0.585	0.825	Valid and Reliable
11	Environmental performance of the green product is generally dependable	0.685		
11	The green product's environmental claims are generally trustworthy	0.732		
11	The Green Product's environmental concern meets your expectations	0.721		

The green product keeps promises and commitments for environmental protection	0.739		
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4. Analysis and Results

Overall, the result of this analysis showed an adequate fit of the measurement model as recommended by Hair et al (RMSEA: 0.054; GFI: 0.794; AGFI: 0.761; CFI: 0.910; p-value: 0.000). Also, standardized factors loading of all the items met the criteria, which above 0.40 (Hair et al, 2019), and the reliability value (Cronbach's Alpha) were above 0.60, and it indicated that measurements were internally consistent. The hypotheses tests showed that three out of four hypotheses were supported. H1 proposed the positive influence of cosmopolitanism on green knowledge and it was confirmed (\hat{p} :0.000). This finding is aligned with past studies by Khare and Kautish (2020). H2 predicted that global self-identity affects green knowledge and it was also confirmed (\hat{p} : 0.095). This not in line with previous research by Kautish and Shama (2020) and Khare and Kautish (2021). H3 examined whether Online Communities influences green knowledge, and it was supported (\hat{p} : 0.000). This finding in line with the previous studies by (Liu et al., 2014) and Farkiet al., (2016). H4 proposed green knowledge influences green trust, and it was supported (\hat{p} : 0.000) and this finding confirmed past research by Agyabeng-Mensah et al., (2022), Skare & Soriano, (2021), and Polonsky et al., (2012).

Table 4 Hypotheses Result

Hypotheses	Structural Relationship	Estimate	p-value	Results
H1	Cosmopolitanism is positively influence Green Knowledge	0.578	0.00	Supported
H2	Global Self-Identity is positively influence Green Knowledge	-0.112	0.095	Not Supported
H3	Online Communities is positively influence Green Knowledge	0.181	0.055	Supported
H4	Green Knowledge is positively influence Green Trust	0.981	0.00	Supported

The first hypothesis in this study examines the effect of Cosmopolitanism on Green Knowledge. Based on the results, it can be said that cosmopolitanism has a positive impact on green knowledge. This means that consumers are more interested in learning about people from other cultures and countries, enjoy getting together and exchanging ideas with those from other nations to learn about their lives, enjoy paying attention to those from other cultures to see what they can teach consumers, and enjoy making friends with those from other nations. The second premise of this research investigates the impact of global self-identity on environmental knowledge. It may be inferred from the outcomes of testing the second hypothesis that global self-identity does not have a favorable impact on green knowledge. Although consumers perceive the way they dress is influenced by cosmetic advertisements originating from a broad, cosmetic advertisements originating from abroad have a strong influence on consumers' cosmetic choices, consumers pay attention to the cosmetics used by people of their age abroad, consumers try to display their lifestyle and way of dressing (Khare and Kautish, 2020). Like global consumers (following trends from abroad), consumers like to read magazines that contain fashion, decoration, make-up and trends from abroad, it does not necessarily make consumers have knowledge about green cosmetic products or Green Knowledge. Allegedly this is caused by consumers who identify themselves as a part of the global community because their consumption behavior is heavily influenced by international brands, but their knowledge of green cosmetic products does not increase. It is suspected that there is an influence of community characteristics as a moderating variable, how much similarity the community and consumers have in terms of demographics and psychology, such as personality (Owen et al., 2011). The third hypothesis in this study examines the influence of Online Communities on Green Knowledge. According to the findings of the research, online communities have a beneficial impact on green knowledge. As a result, more consumers have a sense of belonging to online beauty forums, frequently engage in discussion there, assist one another in forums, and care about them. Beauty Online Forums are a valuable resource for learning about cosmetics; consumers are eager to ask questions in these forums to get advice on the cosmetics they plan to purchase as well as

to post reviews of the cosmetics they have purchased. As more consumers become aware of green cosmetics, their knowledge of their existence, advantages, and use is also rising. The fourth hypothesis in this study examines the effect of Green Knowledge on Green Trust. The results of the research that have been carried out show that there is a positive influence of Green Knowledge on Green Trust, which means that more consumers consume green cosmetic products, they are aware that this is a long-term investment for the environment, knowing that the performance of green cosmetic products will meet consumer expectations, its existence is still rare Suki (2016) and Taufique (2017). making green cosmetic products less desirable, knowing that green cosmetic products do not pollute the environment, interpreting the meaning of environmentally friendly, organic, recycling and energy saving, the higher the Green Trust that consumers have for green cosmetic products.

5. Discussion, Conclusion, Implication and Limitation

The results of this study were conducted on 5 (five) variables studied. From the research results, it was found that Cosmopolitanism and Online Communities have an influence on Green Knowledge, while Global Self Identity has no influence on Green Knowledge. In addition, Green Knowledge is also known to have an influence on Green Trust. Based on this research, the biggest determinants that can affect Green Knowledge are consumers who consider themselves to be Cosmopolitans and Green Knowledge which can affect consumer confidence in green cosmetic products (Green Trust).

This study contributes to the existing research on green cosmetics by testing the antecedent of Green Knowledge. The findings show that the more consumer being a Cosmopolitan, the more they have the knowledge about green products specifically green cosmetics. The more consumer claim that they are the global consumer, However, the more consumers declare themselves as a global community, this does not guarantee that these consumers have more knowledge about green products, it was found that there are several factors that influence this, such as demographic, psychological and personality conditions. The more consumer searches the information, feel they are the part of the communities, willing to help each other on the communities, the more they have the board knowledge about green cosmetics products. The more consumer has the knowledge about green cosmetics products, feels that green cosmetics product meets their expectation about saving the worlds, they know the terms of eco-friendly, recycled and organic, the more they have the trust for using green cosmetics products.

The marketing manager of eco-friendly cosmetics, needs to: create a greater product knowledge strategy so all global consumers are aware of the existence of green cosmetic products that do not damage nature with the same uses and purposes as other cosmetics that are not claimed to be natural, conduct a survey on the characteristics of a community through a demographic approach and self-identification to determine market share. Companies also can monitor all online product reviews on online cosmetic platforms circulating on the internet so that if online reviews show the negative side of green cosmetic products, or there are consumers who are disappointed with products from green cosmetic products brands, marketing managers can anticipate to maintain the cosmetic brand name itself so that it can maintain the trust of other consumers and give new trust to consumers who have not used green cosmetic products.

This research has some limitations, so there are several opportunities for future researchers. It is suggested to taking bigger sample and adding more green brands to be studied in order to increase the generalizability of the findings. Moreover, further research can incorporate consumption value as predicting variable to increase the predicting power of the research model.

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7. About the author

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