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The Impact of Influence of Culture on Consumer Purchase Intention of Green Cosmetics in India

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Abstract

The rising demand for sustainable and eco-friendly products has set green cosmetics as a significant segment in India's changing consumer market. The shift towards sustainable living has promoted the rise of green cosmetics, the products that are ethically produced, cruelty-free, and environmentally friendly, as a budding trend within India's beauty Industry. This study investigates the impact of culture on Indian consumers' purchase intention towards green cosmetics by focusing on the role of Hofstede's cultural values. A quantitative survey approach was adopted, gathering 238 responses from Indian consumers employing a five-point Likert scale for measuring constructs. The results show that cultural dimensions significantly influence purchase intentions for green cosmetics. The study offers valuable insights for policymakers, marketers and cosmetic brands in India. Grabbing cultural and ethical values businesses can increase consumer trust and ensure their green product offerings align with societal expectations. The research underscores that the adoption of sustainable consumer habits is influenced not only by product features but it is also linked to cultural orientation and ethical awareness.

Keywords: Green cosmetics, Hofstede's cultural dimensions, Consumer value system, Purchase intention, Ethical consumption

Introduction

In recent years, Global sustainability initiatives and Ethical consumption have had a big impact on consumer behaviour, especially in the areas of beauty and personal care (Bucic et al., 2012; Francis &

Sarangi, 2021). Consumers today are increasingly aware of concerns such as chemical exposure, animal testing, ethical labour practices, and the environmental impact of production and packaging. As a result, the demand for eco-friendly products continues to rise (India et al., 2020; Bevan-Dye & Synodinos, 2025) Green cosmetics - those products made through sustainable methods and materials - have emerged as a rapidly growing segment in India's evolving market. Indian consumers are informed of the social impact of their purchasing choices, prompting cosmetic brands to adopt eco-friendly and cruelty-free practices (Askadilla & Krisjanti, 2017; Royani & Imaningsih, 2024)

Green cosmetics are viewed not just as beauty items but as a representation of an individual's ethical and environmental awareness. Green or organic cosmetics "represent a wise decision for personal health and a sustainable option for the environment," merging personal wellness with ecological accountability. Hence, the consumption of green cosmetics has evolved from being a lifestyle trend to a moral and cultural choice (Limbu et al., 2023; Al-Haddad et al., 2020).

Culture plays a foundational role in shaping consumer beliefs, personal values, and attitudes. (Hofstede, 2001). Hofstede's dimensions of culture—Collectivism, Long-term Orientation, Uncertainty Avoidance, and Masculinity/Femininity — provide a structured approach to understanding differences in consumer behavior across cultures (Ray & Sahney, 2021) A collectivist society like India emphasizes social harmony and community belonging, which can influence consumers to adopt environmentally responsible behaviours that are supported by their social networks(Gupta et al., 2009). However, the direct influence of these cultural orientations on green purchase intention, particularly in the cosmetics domain, has not been examined in the Indian context.

A key element that connects culture to behavior is the consumer value system, which encompasses personal values such as altruism, moral beliefs, ethical responsibility, and environmental concern. Values serve as an integral part in guiding consumers' decision-making (Schwartz, 2012). Consequently, Value belief norm theory suggests that environmental values shape the beliefs and social norms which has a significant influence on how consumers perceive the green products which will affect the purchase intention of consumers towards green cosmetics (Stern & Stern, 2000). Thus values are not the only direct drivers of purchase intention they mediate between the culture and purchase intention.

Research Objectives

To examine the influence of culture on consumers' value system for green cosmetics.

To investigate whether a consumer's value mediates the relation between culture and purchase intention.

To provide suggestions for marketers and policy-makers regarding strategies to promote green cosmetics among Indian consumers based on their personal values and culture.

Hypothesis

H1 Long-term orientation has a positive influence on consumers' purchase intention towards green cosmetics

H2 Uncertainty avoidance has a positive influence on consumers' purchase intention towards green cosmetics

H3 Collectivism has a positive influence on consumers' purchase intention towards green cosmetic

H4 Masculinity/Femininity culture dimension influences consumers' purchase intention towards green cosmetics

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H5 Consumer's personal values has a positive influence on their purchase intention towards green cosmetics

H6 Value system mediates between culture and purchase intention of consumers towards green cosmetics

Review of Literature

Green Cosmetics and Consumer Behaviour

Green cosmetics are personal care and beauty care items that are created, manufactured, and sold with a focus on natural ingredients, ethical manufacturing methods and environmental sustainability (Lin et al., 2018) They are typically free from harmful chemicals and are biodegradable in nature; hence, they are certified as both cruelty-free and organic. These products are gaining attention as consumers become increasingly aware of their ethical responsibilities and more mindful of the choices they make (Al-Haddad et al., 2020)

Consumers' intention to purchase green products is primarily influenced by their perception of product safety and Confidence in certification labels, which impacts their trust, ethical branding, and perceived authenticity; all of these are crucial factors in green purchase behaviour (Shukla, 2019). The mounting evidence of environmental challenges and the growing commitment to sustainable lifestyles have significantly transformed the way people perceive and view green cosmetics (Francis & Sarangi, 2021). In emerging markets like India, consumers are increasingly concerned about animal welfare and sustainable sourcing, which has made their purchasing behavior align with their culture and value system.

Culture as a Determinant of Sustainable Consumption

Culture plays a pivotal role in shaping consumer perceptions and behaviours towards sustainable products. Hofstede's cultural dimensions give a framework for comprehending the influence of societal values on green consumption patterns. India is a collectivist country, emphasising community welfare and social harmony. It drives consumers to choose eco-friendly products that align with shared interests for the greater good and achieve societal validation (Hofstede, 2001; Nguyen-Viet & Nguyen, 2024) Long-term orientation promotes a proactive mindset that encourages individuals to make environmentally conscious choices for future generations (Ray & Sahney, 2021). On the other hand, high uncertainty avoidance causes consumers to seek credible certifications and trustworthy brands when making purchasing decisions for green cosmetics(Limbu et al., 2023). Furthermore, feminine cultural traits emphasise empathy and care, which are positively related to ethical consumption and environmental behaviours (Alaouir et al., 2019). Previous studies indicate that culture moderates the relationship between purchase intention and eco-consciousness, with long-term orientation and collectivism showing stronger green purchasing behaviours (Ogiemwonyi et al., 2023). Hence, culture acts as a determinant that frames the value system, ethical considerations and behavioural responses towards sustainable consumption.

Value System and Green Buying Behavior

The value belief norm theory states that environmental values influence beliefs and norms, which will motivate consumers' purchase intentions towards green consumption (Stern & Stern,

2000). Consumers' value system plays a predominant role in ascertaining sustainable purchasing behavior by influencing moral beliefs, social responsibilities, and awareness of environmental challenges. Individuals assess their consumption choices through a mental framework established by their values and align them with ethical and ecological priorities (Schwartz, 2012). In this era of green consumption, personal values and product-specific values together strengthen the intention to purchase eco-friendly products (Lin et al., 2018) Consumers' personal values and consumers' consumption values individually or in combination influence consumers' attitude and will ultimately influence their purchase intention towards green products (Tan et al., 2019). Functional, emotional and social consumption values interact to predict sustainable behaviour, especially in developed regions (Biswas & Roy, 2014) Consumers' value orientations play a significant role in their intentions to purchase green products, with environmental concern and attitude serving as mediators (Joshi & Rahman, 2019).

Purchase Intention towards Green Cosmetics

Purchase intention of green cosmetics refers to the likelihood that consumers will buy personal care or beauty care products that are natural, eco-friendly, ethical, and free from harmful substances (Rana et al., 2017)Consumers tend to purchase a product when it offers both environmental benefits and the desired performance, and studies indicate that how effective a product is perceived plays a crucial role in making buying decision(Taufique et al., 2018). Consumers' attitudes and environmental concerns significantly influence their purchase intentions, particularly when green products are linked to both personal and societal well-being (Yadav et al., 2017). The certification and trustworthiness of green claims also influence consumers' purchase intentions. Consumers scrutinize the credibility and authenticity to avoid greenwashing (*ORCID*, n.d.). Trust in brands and third-party eco-certifications contributes to consumer confidence, leading to increased product purchases (Liobikienė et al., 2017). Therefore, the intention to purchase green cosmetics is influenced by social norms, ethical considerations, and concerns about affordability. The impact of culture on the intention to purchase green cosmetics remains insufficiently explored. Specifically, prior studies have rarely used Hofstede's cultural dimensions in relation to green cosmetics. Additionally, although the value system influences the purchasing behavior, the role of the consumer value system as a mediating factor has not been studied; Hence, this study fills the gap by exploring how culture affects the intention to buy green cosmetics through the mediating role of the value system among Indian consumers.

Research Methodology

The data for the research was collected through convenience sampling using a structured questionnaire. It was circulated via online sources to people aged 18 and above. The data was collected from a diverse group of students, home-makers, working professionals and academicians across different regions of India. The questionnaire clearly stated that the research focuses on green cosmetics. A total of 238 responses were received and after removing straight-line responses, 207 responses were retained. The sample size for the survey was based on the 10-times rule which is commonly used for PLS-SEM.

The questions for the research are self-developed and based on the conceptual framework and relevant theoretical constructs in the literature (Ray & Sahney, 2021). A pilot survey was conducted on 40 respondents to ensure the wording of the questions was clear and understandable. The final questionnaire contained 22 items relating to Long-Term Orientation, Uncertainty Avoidance, Masculinity vs Femininity, Collectivism, Personal Values, and Purchase Intention. All these items were measured on a five-point Likert Scale, from 1 (strongly disagree) to 5 (strongly agree).

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The path modeling was conducted using SmartPLS 4 (Ringle et al., 2022). PLS-SEM was used in order to evaluate the proposed model as it is more suitable for exploratory research with moderate sample sizes and non-normal distributions (Hair et al., 2014). Demographic variables – age, income level and gender were analysed descriptively but not used as control variables as it was not the primary focus of the study.

Out of 207 responses, 55.5% were female respondents and 44.1% were male respondents. 42.9% belonged to the age group of 18 years-24 years, 34% belonged to 25 years - 34 years, 12.2% belonged to 35 years - 44 years and 10.9% belonged to the age group of 45 years and above. The income level of the respondents was: 46.2% of the respondents had an income of less than ₹4,00,000, 26.1% had an income between ₹4,00,000 - ₹8,00,000, 15.5% between ₹8,00,000 – ₹12,00,000 and 12.2% earned more than ₹12,00,000. Such demographic distribution indicates that the data is diverse.

Results and Findings

Measurement Model – Before hypothesis testing, the model was measured and evaluated to ensure that all constructs were reliable and valid.

Internal Consistency and Convergent Validity

Principal Axis Factoring under Exploratory Factor Analysis was conducted which reported a KMO of 0.853 and Bartlett's Test of Sphericity which was significant ($\chi^2 = 1819.389$, $df = 253$, $p < 0.001$). This indicated sampling adequacy and suitability for factor analysis (Kaiser, 1974). Six factors were extracted which explained 49.45% of the total variance. Most of the items loaded above 0.50, with a few which had moderate loadings. However, they were distributed across factors which are acceptable (Tabachnick & Fidell, 2013). The communalities ranged from 0.31 and 0.71 which indicates adequate shared variance. The findings confirm that the measurement items are reliably obtained and conceptually satisfactory, thus providing a strong basis for the PLS-SEM analysis to be conducted later.

The reliability of the constructs was measured using Composite Reliability (CR). All constructs - Long-Term Orientation (LTO), Uncertainty Avoidance (UA), Collectivism (COL), Masculinity/Femininity (MF), Personal Values and Purchase Intention (PI) - had a CR value greater than the acceptable threshold of 0.708 (**Table 1**), indicating the scale items for these constructs were reliable in consistently measuring each construct. (Hair et al., 2017). The value of Cronbach's Alpha is higher than 0.7 for all the constructs except Collectivism and Masculinity vs Femininity which have a value of higher than 0.6 which is acceptable in case of exploratory research. (Nunally, 1978)

Moreover, according to Fornell and Larcker (1981), the threshold limit of AVE is 0.5 and all the constructs have reported a AVE value of > 0.5 which indicated adequate convergent validity.

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Table 1

Construct reliability and validity

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Collectivism	*0.679*	*0.822*	*0.607*
Long Term Orientation	*0.754*	*0.859*	*0.670*
Masculinity vs Femininity	*0.689*	*0.822*	*0.615*
Personal Values	*0.818*	*0.868*	*0.523*
Purchase Intention	*0.730*	*0.832*	*0.555*
Uncertainty Avoidance	*0.740*	*0.833*	*0.563*

Note: Calculations and results generated using SmartPLS 4 (Author's own analysis)

Discriminant Validity

Discriminant validity is used to ensure that the constructs in the study are measuring different concepts and are not overlapping. For this research discriminant validity is tested in 3 ways – Heterotrait-Monotrait Ratio Matrix, Fornell-Larcker Criterion and Cross Loadings.

According to Fornell & Larcker (1981) the square root of the AVE of each construct should be higher than the correlation with all constructs. In **Table 2**, it can be seen that the above-mentioned condition is satisfied as the diagonal values (Square Root of AVE) is higher than the correlation. The cross loading values of most of the indicators were higher except MF1 (**Table 3**). However, MF1 did not load higher in any other construct which indicates that the discriminant validity is still maintained. (Hair et al., 2017). The HTMT values as shown in **Table 4** are below 0.9 (Henseler et al. 2015) which further confirms that the constructs are distinct.

Table 2

Fornell-Larcker Criterion

Construct	Collectivism	Long Term Orientation	Masculinity vs Femininity	Personal Values	Purchase Intention	Uncertainty Avoidance
Collectivism	*0.779*					
Long Term Orientation	*0.208*	*0.819*				
Masculinity vs Femininity	*0.238*	*0.280*	*0.784*			
Personal Values	*0.435*	*0.487*	*0.598*	*0.723*		
Purchase Intention	*0.315*	*0.439*	*0.351*	*0.563*	*0.745*	
Uncertainty Avoidance	*0.205*	*0.403*	*0.605*	*0.540*	*0.362*	*0.750*

Note: Calculations and results generated using SmartPLS 4 (Author's own analysis)

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Table 3

Cross Loading

	Indicator	*Construct Loading*
Collectivism	*COL1*	*0.837*
	COL2	*0.811*
	COL3	*0.680*
Long-Term Orientation	*LTO1*	*0.854*
	LTO2	*0.806*
	LTO3	*0.795*
Uncertainty Avoidance	*UA1*	*0.854*
	UA2	*0.874*
	UA3	*0.619*
	UA4	*0.611*
Masculinity vs Femininity	*MF1*	*0.565*
	MF2	*0.871*
	MF3	*0.875*
Personal Values	*PV1*	*0.688*
	PV2	*0.776*
	PV3	*0.711*
	PV4	*0.732*
	PV5	*0.739*
	PV6	*0.690*
Purchase Intention	*PI1*	*0.690*
	PI2	*0.840*
	PI3	*0.737*
	PI4	*0.705*

Note: Calculations and results generated using SmartPLS 4 (Author's own analysis)

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Table 4

HTMT Ratio Matrix

Construct	Collectivism	Long Term Orientation	Masculinity vs Femininity	Personal Values	Purchase Intention	Uncertainty Avoidance
Collectivism	—	0.277	0.362	0.570	0.432	0.317
Long Term Orientation	0.277	—	0.366	0.609	0.585	0.508
Masculinity vs Femininity	0.362	0.366	—	0.751	0.463	0.791
Personal Values	0.570	0.609	0.751	—	0.719	0.647
Purchase Intention	0.432	0.585	0.463	0.719	—	0.455
Uncertainty Avoidance	0.317	0.508	0.791	0.647	0.455	—

Note: Calculations and results generated using SmartPLS 4 (Author's own analysis)

Testing the Structural Model

To assess the proposed hypotheses (H1 TO H6), the structural model was examined using PLS-SEM, and the significance of the relationships was evaluated through bootstrapping. VIF is used to detect multicollinearity and common method bias (Kock, 2015) which is generally acceptable if the value is below 3.3. **Table 5** shows the Inner-Model VIF values which range from 1.000 to 1.740.

Table 5

VIF

Predictor -> Outcome	VIF
Collectivism -> Personal Values	1.086
Long Term Orientation -> Personal Values	1.218
Masculinity vs Femininity -> Personal	1.612
Personal Values -> Purchase Intention	1.000
Uncertainty Avoidance -> Personal Values	1.740

Note: Calculations and results generated using SmartPLS 4 (Author's own analysis)

After assessing the reliability and validity of the questionnaire, the data was further analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) in SmartPLS. The Adjusted R^2 value of

0.538 for Personals Values suggests that 54.7% of variance was explained by Cultural Dimensions. The Adjusted R^2 for Purchase Intention is 0.314 which indicated that personal values explains 31.4% variance in purchase intention (**Table 6**). The Adjusted R^2 values suggest that the model has a reasonable exploratory power. (Hair et al. 2018)

Table 6

R Square

Construct	*R Square*	*R Square Adjusted*
Personal Values	*0.547*	*0.538*
Purchase Intention	*0.317*	*0.314*

Note: Calculations and results generated using SmartPLS 4 (Author's own analysis)

In order to test the significance of hypnotized relationships, bootstrapping method was used with 5,000 resampling that provides standard errors and t-values for path coefficients. As shown in **Table 7**, Collectivism, Long-Term Orientation and Masculinity vs Femininity have positive effects on personal values. However, Uncertainity Avoidance with a β of 0.159 and p-value <0.026 is statistically significant but has weak effect on personal values. Personal Values with a β of 0.563 and p-value <0.000 has a strong positive effect on purchase intention. Based on the above analysis, H1, H3, H4, H5, H6 are well supported and H2 is partially supported. The f^2 effect size analysis evaluates the contribution of an exogenous variable on the endogenous variable. According to Cohen's (1988), Collectivism, Long-Term Orientation and Uncertainity Avoidance have small effect on personal values with a f^2 value of 0.138, 0.128 and 0.032 respectively. Masculinity/Femininity (f^2 value 0.183) has a medium effect and personal values with a f^2 value of 0.464 has a strong effect on purchase intention.

Table 7

Path Coefficients

Relationship	*Path Coefficient (β)*	*t-statistics*	*p-value*
Collectivism → Personal Values	*0.261*	*4.783*	*0.000*
Long-Term Orientation → Personal Values	*0.266*	*3.657*	*0.000*
Masculinity/Femininity → Personal Values	*0.365*	*4.409*	*0.000*
Uncertainty Avoidance → Personal Values	*0.159*	*2.228*	*0.026*
Personal Values → Purchase Intention	*0.563*	*9.416*	*0.000*

Note: Calculations and results generated using SmartPLS 4 (Author's own analysis)

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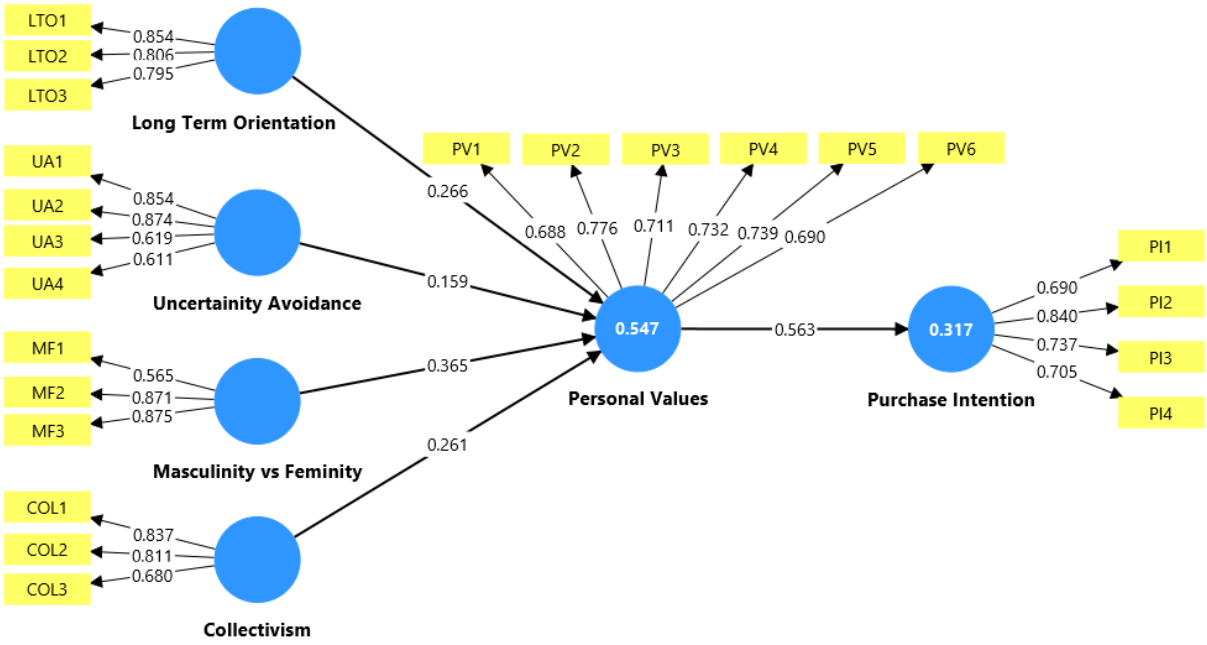
Figure 1

Structural Equation



To analyse the predictive power of the model, PLS-predict method was used, which evaluated the model's ability to predict new and unseen data (Shmueli et al. 2019). Personal Values and Purchase Intention has a Q^2 _predict of 0.506 and 0.300 respectively. Both values exceed 0 which means that the model has meaningful predictive relevance.(Hair et al., 2021) The model fit was evaluated using SRMR values which were 0.083 and 0.086 for saturated model and estimated model respectively. Both these values are near to the threshold of 0.08 (Henseler et al., 2014; Hair et al., 2017). Since, this is an exploratory research with a multidimensional model, the SRMR values indicate an acceptable model fit.

Discussion

The results of this study assess that cultural dimensions significantly affect personal values of consumers which in turn affects the purchase intention of consumers for green cosmetics. Out of the 4 Hofstede's Cultural Dimensions, Collectivism, Masculinity/Femininity and Long Term Orientation has a greater impact on personal values and purchase intention as compared to Uncertainity Avoidance. These findings are consistent with the findings of Ray and Sahney (2022). It is interesting to note that the risk related cultural dimension - Uncertainty Avoidance has a weaker impact. Hofstede's (2001) framework states that collectivist societies give importance to communal well being and social responsibility. This contributes to pro-environmental choices. Individuals who have a strong short-term orientation prefer products that provide future environmental benefits (Nguyen at al. 2019).

Apart from this, personal values can be said to strongly influence the purchase intention of consumers in green cosmetics, confirming its mediating role between culture and purchase intention. This also aligns with the Value Belief Norm Theory, which states that internal values convert into pro-environmental choices (Stern 2000). Thus, it can also be concluded that cultural dimensions indirectly influence purchase intention for green cosmetics.

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It should also be noted that the results of this study contradict the results of a few previous sudies. Ansari & Siddique (2025) reported that Collectivism, Masculinity and Uncertainity Avoidance were not significant predictors for green purchase intention in their sample. Nagy and Molnárne (2023), in an analysis of Hungarian citizens, noted weak or nonsignificant effects of cultural dimensions on pro-environmental behavior within their sample.

Most of the prior research on green cosmetics has used brand trust, social media or perceived value (Upadhyaya & Sijoria, 2024; Singh et al., 2025). However, this study takes a step forward by including cultural and personal values of consumers to analyse their purchase intention towards green cosmetics. The focus on India's emerging green cosmetic market gives this research an edge.

Managerial Implications

The research results offer some recommendations for green cosmetics practitioners and marketing experts. The marketers should focus of community benefits and wellbeing of eco-friendly cosmetics while marketing their products. This kind of communication is important for a collectivist society. Marketers may even consider sharing educational messages about the lasting impact of green brand usage to help build purchase intentions of consumers.. Overall, marketers towards green cosmetic product branding should align with cultural value systems and emotional motivations, and not focus solely on product function and outcomes. Understanding, how culture is determined by personal values, will help businesses build messaging communication strategies across segments that address Indian consumer identity and ethical approaches to life.

Conclusion and Limitations

This study explored how cultural dimensions influence consumers' purchase intentions towards green cosmetics, with personal values acting as a mediating factor. The results show that collectivism, long-term orientation, and masculinity/femininity have strong positive effects on personal values, while uncertainty avoidance has a smaller but still significant impact. In turn, personal values strongly influence consumers' intention to buy green cosmetics. These findings highlight that both cultural background and personal values play an important role in shaping pro-environmental behavior among Indian consumers.

The study adds to the understanding of green consumer behavior by showing how cultural values translate into personal beliefs that drive sustainable choices. Using Partial Least Squares Structural Equation Modeling (PLS-SEM) proved to be appropriate for this study, as it allowed reliable testing of complex relationships even with a moderate sample size. The model also showed good predictive power and acceptable fit, further supporting the robustness of the findings.

Despite these strengths, a few limitations should be noted. The data were collected through self-reported questionnaires, which may involve some degree of social desirability bias. The study focused only on Indian respondents, so the results may not apply to consumers in other countries or cultural settings. Most respondents were from younger age groups, which may have influenced the results since younger consumers tend to be more environmentally conscious. It ignored geographical variations that could affect cultural perspectives and purchasing patterns in favor of concentrating mostly on a single demographic group. Price sensitivity was not considered either, although the perception of higher costs is often a deterrent for consumers in choosing greener products perceived as being more expensive. Future research could include more diverse age groups or cross-cultural samples to compare behaviors across different contexts, should expand in geographic scope and

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include factors like environmental awareness, perceived efficacy, and price perception to get a more comprehensive view of green consumer decisions.

In conclusion, this study emphasizes the combined effect of culture and personal values on green purchase intentions. The results can guide marketers and policymakers to design campaigns that connect with consumers' cultural values and personal beliefs, encouraging stronger and more lasting interest in green cosmetics.

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