

ABSTRACT

The growing of eco-awareness around the world has created big implications for beauty industry. One of them is the introduction of green beauty products. In Malaysia, the market for green beauty and personal care is still immature. Consequently, to explore and understand more about consumer behaviour in purchasing green products, this present study main objective is to examine Malaysian consumers' purchasing intention of green personal care and cosmetics products based on the Theory of Planned Behavior (TPB) by Ajzen (1991). Total respondents are 302 people and respondents were recruited in Malaysia through online and offline methods by answering five-point Likert scale questionnaires. The results indicate that health consciousness, environmental consciousness and appearance consciousness have significant relationship with attitude toward buying green personal care and cosmetic products. Attitude factor mediates the relationship between consumer values and green purchase intention. Past purchase experience is the most significant determinant for purchase intention. The addition of product-image dimension as a determinant of purchase intention has contributed improvement on the TPB model to examine determinants for green purchase intention.