How Consumption Values Spark Green Cosmetics Buying: The Mediator Role of Positive Word of Mouth

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Abstract: Communities worldwide are becoming progressively more conscious of environmental issues, leading to a rising demand for environmentally friendly product alternatives among consumers. This trend is also evident in the beauty industry, where numerous brands are expanding their offerings to include green beauty products, and new eco-friendly beauty brands are constantly entering the market. This research seeks to analyze how the functional, social, emotional, conditional, and epistemic dimensions of the Theory of Consumption Value impact intentions of consumers to choose green cosmetics and to assess whether the relationship between these variables is mediated by positive word of mouth. Purposive sampling method was used to choose 250 consumers of green cosmetics and surveyed with a structured questionnaire. Hypotheses were tested using PROCESS macro in SPSS 25.The results of linear regression analysis demonstrate a strong correlation between the intention to purchase green cosmetics and consumption value dimensions, with positive word-of-mouth serving as a mediator in this relationship. The study's findings contribute valuable theoretical and practical insights into green consumer behaviour.

Keywords: Theory of consumption value, Purchase intention, Green cosmetics, Emotional value, Positive word of mouth, Functional value, Conditional value, Social value, Epistemic value, Regression

Introduction

Consumer demand for eco-friendly product substitutes is rising as societies throughout the world become more ecologically concerned (Synodinos, 2023; Venciute et al. 2023). Customers have forced businesses to include green or environmental policies into their operations due to rising environmental consciousness. This development can also be

seen in the beauty business, where a number of well-known firms are expanding their product lines or incorporating green beauty product campaigns into their marketing plans (Ahmad et al. 2021). This worldwide trend for organic cosmetics is consistent with wider sustainability trends, where customers are calling for more openness in the procurement of ingredients, moral production methods, and environmental stewardship (Ko and Jeon, 2024). People are looking for natural, health-safe, and environmentally responsible alternatives due to the negative effects of synthetic chemicals in consumer goods, including cosmetics. The cosmetics industry in India, which was estimated to be worth USD 13191.23 million in FY 2020, is projected to reach USD 28985.33 million in FY 2026 at CAGR of 16.39% (Tech Sci Research, 2025).

People's demand for eco-friendly items might be influenced by knowledge. Additionally, understanding consumer attitudes toward sustainable products improves their comprehension of the environment (Leonidou and Leonidou, 2011). Knowledge is also crucial, but it is impacted by WOM (word-of-mouth) from people who have utilized green products. WOM can assist in adopting green practices because it is a more dependable marketing technique (Li and Jaharuddin, 2021; Hisham et al. 2020; Shankar et al. 2020). WOM may spread more quickly than direct mail or advertising (Park, Hyun and Thavisay, 2021). The previous studies have leveraged Theory of Reasoned Action, Value-Behaviour-Norms theories, Theory of Planned Behaviour to examine green cosmetic purchase intention. Using the Theory of Consumption Value (TCV), which is rarely used in the field of green cosmetics, the current study investigates the intention to buy green cosmetics along with positive word-of-mouth. Therefore, this study seeks to close this gap. As a result, it may provide a significant advancement in the recognition of factors that ultimately motivate the public to buy green cosmetics. Hence, our study's research questions are: (1)To what extent does the TCV framework predict consumers' intentions to purchase green cosmetics? (2) What are the factors shaping their intention to purchase green cosmetics? Therefore, the research aims to provide crucial information for marketers who target Indian customers, enabling them to better comprehend and address the inclinations and driving forces behind the green cosmetics market in this region.

Review of literature

In recent years, both industry professionals and the academic community have paid more attention to green cosmetics. Growing environmental concerns have changed consumer behavior, with the demand for green products being driven by growing awareness (Lopes et al., 2024; Limbu et al., 2022). As a result, many businesses have started to expand their product offers by adding eco-friendly product lines in addition to traditional ones (Zhuang et al., 2021; Dangelico and Vocalelli, 2017). In the cosmetics business, where green cosmetics are becoming more and more popular, this tendency is especially noticeable. Green cosmetics are manufactured with natural ingredients and designed to have a smaller environmental impact characterized by features like organic

and chemical-free formulas, conventional, sustainably sourced and regionally procured components, nature friendly production techniques and green packaging (Limbu and Ahamed, 2023).

Numerous research has attempted to recognise the factors shaping customers' desire to purchase sustainable cosmetics. Megha (2024) finds that social and environmental values, as well as altruistic values, consistently influence green purchasing behavior. Other important factors include consumer's dedication to environmental responsibility, the product's perceived effectiveness, and the impact of marketing campaigns (Kurnia & Mayangsari, 2020). Green marketing tactics, such as eco-labeling, cruelty-free claims, and environmentally themed ads, have been shown in empirical studies to positively influence consumers' intentions to purchase sustainable cosmetics (Bautista et al., 2023; Wuisan & Februadi, 2022; Park et al., 2023). According to An & Ngo (2025) and Lius & Salim (2024), Generation Z's interest in eco-friendly cosmetics is fuelled by influencer endorsements and eWOM (electronic word-of-mouth) which enhance emotional and cognitive engagement.

Scholarly initiatives have endeavoured to enhance the theoretical frameworks elucidating environmentally conscious consumer behavior. Even though many theories are applied to study green cosmetics purchase intention, there is a scarcity of research applying TCV model within the scope of green cosmetics. Our study targets to fill this significant gap by investigating the impact of various values in shaping purchase intention of consumers.

Theoretical framework and Hypotheses Development

Theory of Consumption Valueis adopted in this study to investigate the role of various consumption values in influencing the intent to buy green cosmetics. According to the TCV, which was initially introduced by Sheth et al. (1991), five consumption values—social, emotional, functional, epistemic and conditional have an impact on consumer decision behavior. Marketing, psychology, sociology, economics and consumer behavior are just a few of the disciplines that the TCV integrates. Numerous studies have demonstrated that consumption values reliably predict and describe consumer behavioral intentions under a variety of study conditions (Bahoo et al., 2023). The studies which applied in this theory include green products, halal cosmetics, online services, E-pharmacy, online shopping, online gaming loyalty, SoLoMo services, organic cosmetics, halal holidays, organic food, halal certified food (Amin and Tarun, 2021; Liew, Ramayah and Karia, 2025; Mäntymäki and Salo, 2015; Misra, 2025; Punj, 2011; Teng, 2018; Yang and Lin, 2017; Daud and Hee, 2021; Rodrigo and Turnbull, 2019; Lang and Conroy, 2021, Muhamed et al.2019). These demonstrates how well the TCV model explains and encourages behavioral change in a variety of settings. We examined how the purchase intention of green cosmetics is influenced by five consumption values—functional, emotional, social, conditional, and epistemic as well as the mediation role of positive word-of-mouth (See Figure 1).

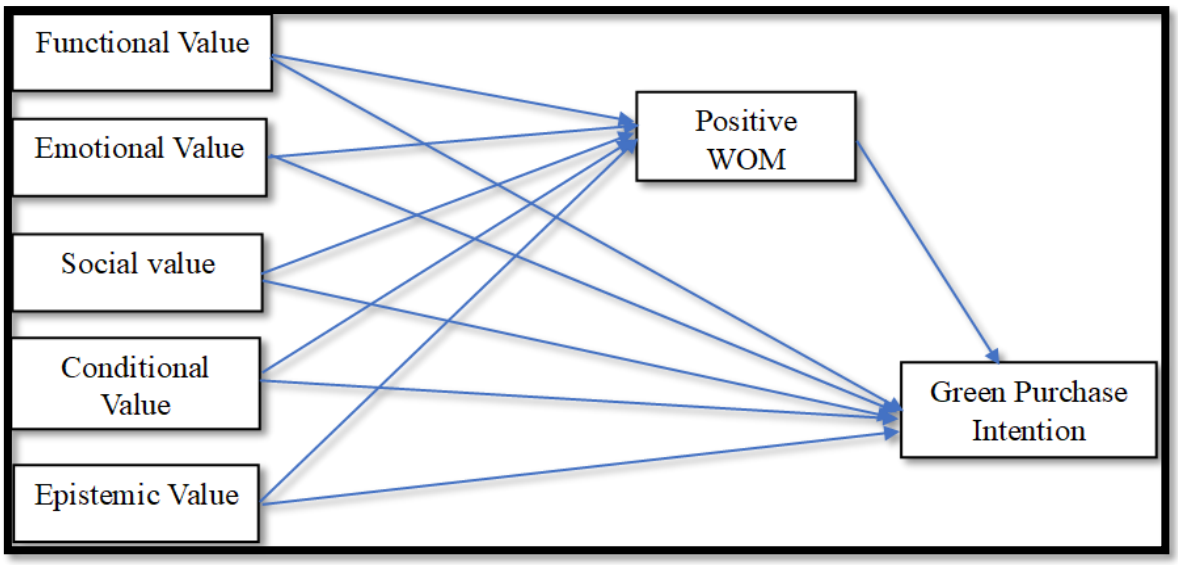

Figure 1 Conceptual Model

Functional value and purchase intention

Sheth et al. (1991) defined functional value as how customers evaluate a product or service's physical and functional utility, including its features, properties, or utilitarian qualities. Functional value greatly enhances customer decision-making and management performance in the context of ecological goods and services (Wang et al, 2004). Approximately 79% of participants in a survey on American consumers are inclined to pay even more for green products that are socially and environmentally acceptable (Laroche, 2001).Young people are more likely to choose premium cosmetics that are halal which guarantee safety and are devoid of dangerous chemicals and components that could endanger the environment or their health (Nordin etal, 2021; Khan et al, 2021).Environmentally proactive consumers are even prepared to pay more for goods that have no detrimental effects on the environment or society (Chen and Chang, 2012).

H1: Functional value is significantly associated with purchase intention for green cosmetics.

Emotional Value and purchase intention

The perceived capacity to arouse emotions or feelings of the underlying goods, which influences the decision to buy is referred to as emotional value (Sheth et al, 1991). It has been proven to positively influence intentions of consumers to make purchases online (Xiao et al., 2019).Paul and Chakra borty (2023) found that emotional value had the biggest impact on purchase intentions of mobile health care applications. The importance of EV in influencing consumers' propensity to buy sustainable products has been highlighted by a number of researches (Amin and Tarun, 2021; Lang and Conroy, 2021). Cawley (2004) highlighted a number of consumer attitudes and behaviors related

to sustainable consumption preferences, such as selecting compact packages and supporting organic and healthy food.

H2: Emotional value is significantly associated with purchase intention for green cosmetics.

Social Value and purchase intention

Social value is usually predicated on the presumptions of economic, cultural and demographic dominance. It has to do with the value acquired through connections with other social groups or as a result of peers' effective persuasion (Sheth et al., 1991). Researchers found a number of factors, including peer group influence, social norms, reference group opinions and peer pressure that may impact the clients' decision-making procedure (Pickett-Baker and Ozaki, 2008). In the present era, internet-based services can offer their users social value (Ramayah et al, 2018). In a study by Gumus and Onurlubas (2023), it was found that customers' preferences for products are influenced by societal pressure. The study by Ma, Rau, and Guo (2018) found that customers typically purchase goods that align with societal ideas of sustainable cosmetics. Social value is a crucial factor in determining consumers' inclination to buy halal cosmetics, as demonstrated by Mazuki and Khotib (2023). Accordingly, the following hypothesis is proposed:

H3: Social value is significantly associated with purchase intention for green cosmetics.

Conditional Value and purchase intention

Customers view conditional value as a perceived benefit that results from particular situations or events that encourage to purchase (Sheth et al, 1991). Numerous research has shown that how external factors, like undesirable environmental circumstances, impact conditional value, which influences customers' decision-making (Bom et al, 2019). When evaluating their consumption values for cosmetics items, customers give environmental sustainability a higher priority (Ma and Kwon, 2021).In another study, customers' purchasing intentions for sustainable cosmetics are significantly positively impacted by affordance values and visibility, which represent conditional value(Chakraborty et al., 2022). Xie et al. (2015) claim that preference of consumers towards organic products was influenced by the health benefits. When selecting personal care products, ingredients are one of the most important aspects of the product (Liobikienė and Bernatonienė, 2017). Kim and Seock (2009) discovered that consumers who are highly health-conscious typically choose natural cosmetics. In another study, conditional value had a major impact on users' intentions to acquire health-care apps (Chakraborty and Paul, 2023).

H4: Conditional value is significantly associated with purchase intention for green cosmetics.

Epistemic Value and purchase intention

Epistemic value describes perceived usefulness of a product by providing originality or fulfilling curiosity of consumers (Sheth et al, 1991). Customers of e-pharmacies obtain epistemic value from their want to learn about health care products, which influences their intents to shop online (Ramayah et al., 2018). Purchase intention and epistemic value are strongly correlated, according to a study by Chaktaborty and Paul (2023) on mobile application-based online health care services. Nusran et al. (2018) define epistemic value in the context of halal cosmetics as consumers' capacity to acquire knowledge or information about halal products and their curiosity about how using these products can contribute to sustainability. Earlier studies have found IT innovation can satisfy customers' demands for novelty (Yang and Lin, 2017). In the context of tourists' destination choice intentions, tourists who are motivated by epistemic value would select locations that provide something novel or distinctive (Phau et al., 2014).Customers find halal cosmetics special as they offer up-to-date information about the products (Clarita et al., 2020), their contents (Khan et al., 2021), and their long-term effects (Majeed et al., 2022), collectively enhancing their epistemic value. Rana and Solaiman (2023) highlighted the importance of epistemic value in determining the market for energy-efficient and eco-friendly electrical equipment. In another research related to Food Delivery Applications (FDA), purchase intentions for FDAs are primarily affected by epistemic value (Kaur et al, 2021).

H5: Epistemic value is significantly associated with purchase intention for green cosmetics.

Mediation effect of Positive word of mouth (PWOM)

Burnham and Leary (2018) define word-of-mouth as both informal and oral interpersonal communication. Word-of-mouth has endured despite being the most conventional method of marketing communication in an era where prospective customers are frequently seen reading reviews before making a purchase, especially in light of the rise of sustainable products (Allard et al, 2020; Jaini et al, 2020). PWOM is an exceptional sign of a successful marketing campaign since it has the power to influence consumers' intentions and actions. It is also crucial to the spread of green initiatives, even while it might not completely persuade people to make further purchases or patronage (Jaini et al, 2020). Despite the widespread use of positive word-of-mouth, previous research has mostly biased their studies on PWOM in order to handle it as an outcome variable (Hisham et al, 2020; Konuk, 2019; Matzler et al, 2019, Bond etal, 2019), even though several academics have examined favorable word-of mouth as the exogenous variable (Shankar et al, 2020; Matzler et al, 2019; Vasan, 2020) because of its capacity to influence behavioral outcomes. PWOM influences the association between purchase intention and functional, conditional, emotional and epistemic values, according to a recent study by Aravindan et al. (2023).

Although a mediator's primary responsibility is to speeds up or impose influence, a function that PWOM corresponds with well, there are still few studies looking at positive word of mouth as a mediating variable (Preacher and Hayes, 2008). Moreover, existing research that does consider PWOM as a mediator is either conducted in outside of green contexts (Ngoma and Ntale, 2019) or overlooks the consumption value perspective, even when exploring green settings. Hence the following hypotheses were developed:

H6a: Positive word-of-mouth acts as a mediator in the relationship with Functional value and the intention to purchase green cosmetics.

H6b: Positive word-of-mouth acts as a mediator in the relationship with Emotional value and the intention to purchase green cosmetics.

H6c: Positive word-of-mouth acts as a mediator in the relationship with Social value and the intention to purchase green cosmetics.

H6d: Positive word-of-mouth acts as a mediator in the relationship with Conditional value and the intention to purchase green cosmetics.

H6e: Positive word-of-mouth acts as a mediator in the relationship with epistemic value and the intention to purchase green cosmetics.

Methods

The study used cross-sectional sample and was explanatory in nature. This will help in identifying the directional relationships between the predictor variables and buying intention, consistent with the study's theoretical foundation. The target demographic of the study was specified as those living in Ernakulam district of Kerala who were aged above18. The sample size was determined in accordance with the standards proposed by Hair et al. (2010). When determining sample size, he often advises keeping the ratio of observations to items under analysis at least 5:1.Considering that the questionnaire consisted of 28 items, a minimum sample size of 196 (28×7) was deemed sufficient. The G*Power software was also used to do a power analysis using commonly used parameters in behavioral science research (Faul et al., 2009): a power level of 0.80, a medium effect size of 0.30, and a significance level (alpha) of 0.05.A survey was administered to consumers at retail outlets dealing in green cosmetic products to collect the data utilizing purposive sampling technique. Out of 275 questionnaires distributed through retail outlets, 266 were returned. After screening for completeness, 250 valid responses were retained and used for the study.

The questionnaire consisted of two sections; beginning with a screening question in the first section to ensure that only respondents who had used green cosmetics at least once were authorized to take part in the survey. The measurement items for the research constructs were also included in this section. The second section collected respondents' demographic information. All measurement items assessing respondents' perceptions and experiences related to green cosmetic purchase intention were derived from validated scales established in earlier research. Measurement items for

emotional, functional, social and epistemic values were adapted from the scale developed by Awuni and Du (2016) and Wahab et al. (2021). To enact conditional value, three items from Wahab et al (2021) were utilized, while statements from Liu et al. (2021) and Markovic et al. (2018) were adopted to measure PWOM. To measure green purchase intention, four items were drawn from Jaiswal and Kant (2018), Wang et al. (2020), and Sreen et al. (2020). Responses were recorded on a five-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree". Scale reliability was confirmed and satisfactory internal consistency was indicated by Cronbach's alpha values exceeding 0.7 for all dimensions. Additionally, the study's common method bias (CMB) was evaluated using the Harman's single factor test. According to the test, a single factor explained 42.81% of the entire variance, which is less than the generally recognized criterion of 50% (Podsakoff et al., 2003). This suggests that CMB is not likely to be a serious problem in the data.

Linear regression via SPSS was employed to test the research model (Fig. 1), analyze survey data, and uncover the key underlying factors. This study model investigates the direct effects of consumption value dimensions on green buying intention, along with the mediating effect of positive word of mouth by employing Hayes Process macro. Mediation was assessed through bootstrapping with 5,000 subsamples.

Results and Analysis

The respondents' demographic information is displayed in Table 1.

Table 1: Demographic Profile of the respondents

Variables	Levels	Frequency(n=250)	Percent
Age (in years)	18-28	135	54
	29-39	52	21
	40-49	38	15
	Above 50	25	10
Gender	Male	95	38
	Female	155	62
Marital Status	Married	135	54
	Unmarried	115	46
Educational Status	HSC	55	22
	Graduate	120	48
	Post graduate	75	30
Occupation	Govt Employee	30	12
	Private employee	40	16
	Home maker	70	28
	Student	87	35
	Others	23	9

Source: Primary Data

The demographic distribution (Table 1) of respondents (N=250) reveals that a majority (54%) are aged between 18 and 28 years, indicating that younger consumers form the biggest portion of the sample. This is followed by 21% in the 29–39 age group, 15% in the 40–49 group, and 10% aged above 50, showing a relatively balanced representation across age categories. In terms of gender, females account for a larger proportion (62%) compared to males (38%), suggesting greater female participation in the study.
With respect to marital status, more than half of the respondents (54%) are married, while 46% are unmarried. Educational status indicates that the majority are well-qualified, with 48% being graduates and 30% postgraduates while 22% have completed higher secondary education (HSC).Occupational data show that students represent the largest group (35%), followed by homemakers (28%). Private employees (16%) and government employees (12%) constitute smaller segments, while 9% fall into other occupational categories.

Preliminary Analyses

SPSS 25 was employed to analyse data. The consumption value dimensions served as exogeneous variables, purchase intention as the endogenous variable, and positive word-of-mouth as the mediator. Initially, a pilot study was conducted using a small sample of 50 respondents to validate the questionnaire's clarity, suitability of language, and overall acceptability to participants. The measurement instrument was tested for reliability and validity to see if it was good to use. To evaluate the reliability of the instrument, Cronbach's alpha was applied. The questionnaire was considered valid as the Cronbach alpha is .942. Table 2 displays the Cronbach values of each variable. The variable functional value had the greatest Cronbach's alpha value, while the emotional value variable had the lowest value of 0.729. However, this is still above the acceptable threshold of 0.7, as recommended by Nunnally (1978).

Table 2: Reliability Statistics

Sl. No	Factor	Cronbach**	No of items
1	Functional value	.802	4
2	Emotional value	.729	4
3	Social value	.744	4
4	Conditional value	.764	4
5	Epistemic value	.765	4
6	Word of Mouth	.730	4
7	Green Purchase Intention	.797	4

**Cronbach Alpha values of 0.70 or more are acceptable (Nunnally, 1978)

To investigate the associations among all the variables in the study, Pearson correlation coefficients were computed. The correlation analysis and descriptive statistics illustrated in Table 3 demonstrates the degree of association among the variables.

Functional value, emotional value, social value, conditional value, epistemic value, word of mouth and green purchase intention all showed significant positive associations (p<0.01).

Table 3: Mean, Standard deviation, and Correlation between study variables

Constructs	Mean	SD	1	2	3	4	5	6	7
Functional value (1)	4.232	.7415	1						
Emotional value (2)	4.241	.7184	.679	1					
Social value (3)	4.180	.7677	.720	.819	1				
Conditional value (4)	4.275	.6432	.833	.736	.742	1			
Epistemic value (5)	4.172	.8460	.653	.652	.594	.721	1		
Word of Mouth (6)	4.122	.7209	.675	.770	.721	.682	.546	1	
Green Purchase intention (7)	4.205	.7701	.720	.752	.716	.735	.715	.645	1

Note: **p < 0.01 (two-tailed); SD=standard deviation;

The strong correlations (all above 0.7) between the constructs indicate that the variables in the study are converging on similar underlying concepts, supporting convergent validity. Emotional value demonstrated the strongest association (0.752) suggesting that psychological rewards play a crucial role in shaping consumers' green purchase intention.

To make sure multicollinearity didn't have an undue influence on the regression model, we calculated the VIF (Variance Inflation Factor) and Tolerance values. Multicollinearity was not an issue for any of the predictors as all tolerance values exceeded 0.1 and all VIF values were below 5 (Table 4). This made it possible to interpret the predictor's contributions to the dependent variable correctly.

Table 4: VIF Values

Independent Variables	VIF Values	Tolerance values
Functional value	2.120	.472
Emotional value	2.126	.470
Social value	1.905	.525
Conditional value	2.082	.480
Epistemic value	1.875	.533

Source: Computed data

Hypothesis Testing

The linear regression analysis is initially carried out to explore if there is any relation between independent variables and green cosmetics purchase intention. Table 5

displays the hypothesis test findings. We employed Hayes' PROCESS macro (Model 4) to conduct mediation analysis. For conditional effects, the process yields bootstrapped confidence intervals. Bootstrapping is an appropriate technique for evaluating mediation effects.

Table 5: Direct and Indirect Effects

Path	Positive WOM (M)		Green cosmetics Purchase Intention (Y)	
	β	95% CI [BLLCI, BULCI]	β	95% CI [BLLCI, BULCI]
Model 1				
Functional value (X)	.655** (.045)	[.5661, .7456]	.543** (.059)	[.4271, .6596]
Positive WOM (M)	-	-	.312** (.060)	[.1926, .4317]
Functional value → Positive WOM →Green Purchase intention	-	-	.204** (.052)	[.1047, .3103]
Functional value → Green Purchase intention (total effect)	-	-	.748** (.045)	[0.6579, 0.8382]
Model 2				
Emotional value (X)	0.772** (0.040)	[0.6928, 0.8528]	0.671** (0.069)	[0.5346, 0.8089]
Positive WOM (M)	-	-	0.173** (0.069)	[0.0368, 0.3102]
Emotional value → Positive WOM →Green Purchase Intention	-	-	0.134** (0.065)	[0.0108, 0.2670]
Emotional value → Green Purchase Intention (total effect)	-	-	0.805** (0.044)	[0.7175, 0.8942]
Model 3				
Social value (X)	0.677** (.041)	[0.5958, 0.7585]	0.523** (.062)	[0.4018, 0.6460]
Positive WOM (M)	-	-	0.286** (0.066)	[0.1568, 0.4169]
Social value → Positive WOM → Green Purchase intention	-	-	0.194** (.061)	[0.0458, 0.2906]

Social value → Green Purchase intention (total effect)	-	-	0.718** (.044)	[0.6305, 0.8057]
Model 4				
Conditional value (X)	0.764** (0.052)	[0.6617, 0.8667]	0.660** (0.067)	[0.5271, 0.7933]
Positive WOM (M)	-	-	0.287** (0.060)	[0.1687, 0.4063]
Conditional value → Positive WOM →Green Purchase Intention	-	-	0.219** (0.052)	[0.1192, 0.3250]
Conditional value → Green Purchase Intention (total effect)	-	-	0.879** (0.051)	[0.7783, 0.9814]
Model 5				
Epistemic value (X)	0.465** (0.045)	[0.3757, 0.5543]	0.4705** (0.043)	[0.3848, 0.5562]
Positive WOM (M)	-	-	0.387** (0.051)	[0.2873, 0.4885]
Epistemic value → Positive WOM →Green Purchase Intention	-	-	0.180** (0.031)	[0.1172, 0.2409]
Epistemic value → Green Purchase Intention (total effect)	-	-	0.650** (0.040)	[0.5712, 0.7304]

Note: **p < .001; the co-efficient are standardised beta values; Standard errors are shown by numbers in parenthesis; BULCI (Boot Upper-Level Confidence Interval), BLLCI (Boot Lower-Level Confidence Interval).

Direct Effects of TCV constructs on Purchase Intention

Hypothesis 1 proposed that higher perceived functional value would positively influence consumers' intention to purchase green cosmetics. As illustrated in the conceptual model, the findings confirmed this hypothesis (β = .543, S.E = .059, t =9.205, p < 0.001), demonstrating a direct correlation between increased buying intent and functional value of green cosmetics. Hypothesis 2 posits that emotional value is strongly linked to intentions to purchase green cosmetics. Findings suggest that emotional value is strongly linked to buying intention (β = 0.671, S.E. = .069, t = 9.647, p < 0.001). Furthermore, as per Hypothesis 3, it was discovered that social value also strongly predicted intent to purchase (β = 0.523, S.E. = 0.062, t=8.449, p < 0.001),

indicating that the feeling of social pressure among consumers to use organic cosmetics influences their decision. Hypothesis 4 proposed that conditional value is significantly associated with consumers' intention to purchase green cosmetics. The results support this hypothesis, revealing a strong and positive relationship between conditional value and purchase intention (β = 0.660, S.E. = 0.067, t = 9.768, p < 0.001). Hypothesis 5 examined the effect of epistemic value on purchase intention. The findings indicate that epistemic value is also a significant predictor of purchase intention (β = 0.470, S.E. = 0.043, t = 10.813, p < 0.001). This suggests that perceived social pressure or the desire for social approval encourages consumers to choose organic cosmetics.

Mediating Effect of Positive Word of Mouth

The results show that functional value positively affects positive WOM (β = 0.655, t=14.39, p <0.001), which in turn significantly influences green cosmetics purchase intention (β = 0.312, t=5.14, p <0.001). The indirect effect of functional value on purchase intention through Positive WOM is also significant (β = 0.204, 95% CI [0.1047, 0.3103]), indicating partial mediation. Thus, Hypothesis H6a is supported.

Emotional value significantly influences Positive WOM (β = 0.772, t=19.01, p <0.001), which in turn positively affects green cosmetics purchase intention (β = 0.173, t=2.50, p <0.001). The indirect effect of emotional value on purchase intention through Positive WOM is significant (β = 0.134, 95% CI [0.0108, 0.2670]), indicating partial mediation. Therefore, Hypothesis H6b is supported.

Social value has a significant positive effect on Positive WOM (β = 0.677, t=16.39, p <0.001), which significantly impacts green cosmetics purchase intention (β = 0.286, t=4.34, p <0.001). The indirect effect through Positive WOM is also significant (β = 0.194, 95% CI [0.0458, 0.2906]), indicating partial mediation. Thus, Hypothesis H6c is supported.

Conditional value significantly affects Positive WOM (β = 0.764, t=14.68, p <0.001), which in turn positively influences green cosmetics purchase intention (β = 0.287, t=4.76, p <0.001). The indirect effect of conditional value on purchase intention through Positive WOM is significant (β = 0.219, 95% CI [0.1192, 0.3250]), indicating partial mediation. Thus, Hypothesis H6d is supported.

Epistemic value significantly influences Positive WOM (β = 0.465, t=10.25, p <0.001), which in turn positively affects green cosmetics purchase intention (β = 0.387, t=7.59, p <0.001). The indirect effect of epistemic value on purchase intention through Positive WOM is significant (β = 0.180, 95% CI [0.1172, 0.2409]), indicating partial mediation. Therefore, Hypothesis H6e is supported.

The results indicate that all five consumer value types- functional, emotional, social, conditional, and epistemic, positively influence green cosmetics purchase intention both directly and indirectly through Positive WOM. All these shows significant partial mediation through Positive WOM. These findings confirm that Positive WOM plays a

crucial role in translating consumption values into purchase intentions, supporting all the Hypotheses.

Discussion

The study explores the role of consumption value dimensions such as FV, EV, SV, CV and EPV on purchase intention. The results show that functional value as previously investigated by Zailani et al. (2019) and Chakraborty and Dash (2023), emotional value as studied by Majeed et al. (2022) and Chakraborty et al. (2022) show a major influence on buying intention. The study also reveals that social value as studied by Mazuki and Khotib (2023) and conditional value as explored by Hur et al. (2012) and Phau et al. (2014) significantly influenced buying intention of green cosmetics. It is also revealed that buying intention is influenced by epistemic value, which aligns with the study of Thomé et al. (2019) and Kaur et al. (2021). The study also looked into how positive word-of-mouth mediated the association between purchase intention and consumption value characteristics. The findings demonstrate that PWOM significantly mediates the association between emotional, functional, social, epistemic values and conditional values. These results partially align with the study by Aravindan (2023), which reported that emotional value, functional value, conditional value, and epistemic value mediated the relationship between PWOM and purchase intention. Marketers should place greater emphasis on enhancing these consumption values to ensure sustained customer satisfaction and retention.

Conclusion

Within the fast-growing organic cosmetics industry, the research findings highlight the pivotal role of consumption values in enhancing purchase intention of consumers. This study seeks to examine how the TCV framework can be applied to examine the influence of on green cosmetics purchase intention along with the mediating effect of PWOM. The analysis revealed that all hypotheses were confirmed and the results shows that the consumption values: functional value, social value, emotional value, epistemic value and conditional value significantly influence purchase intention of green cosmetics and PWOM mediates the relation between these variables. Among the variables, emotional value exhibited a strong connection with purchase intention. The findings offer meaningful insights that can help green cosmetic brands enhance consumer satisfaction and remain competitive in the rapidly growing green cosmetics market.

Managerial implications

This study confirms that functional, emotional, social, conditional, and epistemic values substantially affect purchase intention in the green cosmetics industry, validating the consumption value model's applicability to sustainability-focused marketing. Marketers should enhance these consumption values to boost purchase

intention. Emotional value plays a key role, suggesting the need for emotionally engaging campaigns beyond just functional or environmental benefits. Functional value emphasizes delivering practical benefits like safety and quality. Social value can be leveraged through influencer endorsements and community-building, while conditional value calls for targeted promotions and convenient purchase options. Epistemic value highlights the importance of continuous innovation and transparent product information to satisfy consumer curiosity. Additionally, positive word of mouth (PWOM) significantly mediates purchase intentions, so marketers should encourage satisfied customers to share experiences and tailor PWOM strategies according to different consumption values. Overall, these insights can help green cosmetics marketers design effective strategies to succeed in the market. This comprehensive analysis of purchase intention and consumption values in the green cosmetics sector offers valuable insights into the evolving dynamics of the green cosmetics industry, particularly within the Indian market context.

Limitations of the study

The data are cross-sectional, which restricts the ability to draw conclusions about causality or to observe changes over time. The study has a limited sample size and the geographical area is limited to Ernakulam district. The study utilized non-probability purposive sampling, limiting the ability to generalize the results. Additionally, this study focused on green cosmetics; this means that when consumers encounter other types of green products, their behaviour may change.

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