



**ETHICAL CONSUMPTION: BEHAVIOR APPROACH  
ON PURCHASE INTENTION OF VEGAN COSMETIC**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain Sarjana Manajemen (S.M)**

**By  
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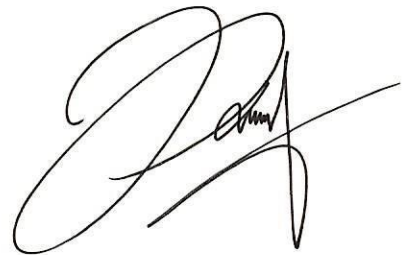
**FACULTY OF BUSINESS MANAGEMNT STUDY PROGRAM  
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Cikarang, Indonesia, 21<sup>st</sup> October 2022



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# PLAGIARISM RESULT

Thesis Vegan Cosmetic

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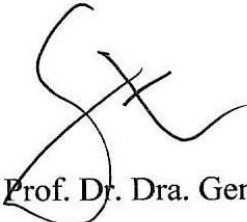
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## ABSTRACT

Using cosmetics in everyday life is commonly done by all circles today. At the same time, the rising public interest in using vegan cosmetics in Indonesia is increasingly visible during the Covid-19 pandemic. Public awareness of their health and the environment has also positively impacted several vegan cosmetic manufacturers in Indonesia. This study aims to determine which ethical considerations influence consumer attitudes and purchase intentions most through the attitude itself. The method in this study is a type of quantitative research, with non-probability sampling methods. The author used several social media platforms to get the respondents. This study acquired 300 valid respondents. The respondent's data was processed in this study by SmartPLS 3.2.9 version. From direct effect there are significant influence between Religiosity, Vegan Certification, Environmental Knowledge, and the Attitude it self towards Purchase Intention, meanwhile the variable namely Vegan Certification came with result not-significant towards the Purchase Intention. On the indirect effect, the variables Vegan Certification and Environmental Knowledge came with significantly influence the Purchase Intention, meanwhile the other variable such as vegan knowledge and religiosity, do not influence purchase intention.

**Keywords:** *Vegan Knowledge, Vegan Certification, Religiosity, Environmental Knowledge, Attitude, Purchase Intention*

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