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Research Article

The Antecedent Role of Past Experience, Electronic Word-of-Mouth, and Emotional Intelligence on the Determinants of Purchase Intention of Green Skincare Products

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ABSTRACT

The researchers analyzed the factors influencing Filipino millennials' intention to purchase green skincare products based on data from 454 respondents ($n=454$) residing or working in the National Capital Region. The Theory of Planned Behavior mainly guides the analysis to elucidate positive and significant correlation among Past Experience, Electronic Word-of-Mouth, and Emotional Intelligence on the determinants of intention to purchase green skincare products: Attitude, Subjective Norm, and Self-Efficacy. The results show that Past Experience and Emotional Intelligence have a moderate impact, whereas Electronic Word-of-Mouth has a lesser effect on the key determinants of purchase intention. The current study proposes increased information sharing through marketing campaign strategies such as brand partnerships, the creation of social care groups, fear appeal marketing (FAM), social listening, customer surveys, sales promotions, and verbal persuasion. Future research on the subject may consider various demographics, such as Generation X and Z, and the male market. Finally, to extend the study on green skincare products considering the relationship between antecedent variables.

Keywords: *Electronic Word-of-Mouth, Emotional Intelligence, Past Experience, Purchase Intention, Sustainable Marketing*

Introduction

The Philippines' skin care products market was worth \$1,205.6 million in 2017 and is expected to reach \$2,018.6 million by 2027, growing at a CAGR of 7.3% between 2021 and 2027. The Philippines' skin care products industry has expanded significantly in recent years, owing to increased disposable income and a shift

among Filipinos toward a healthier lifestyle (Allied Market Research, 2020). The pandemic-induced restrictions in 2020 drastically altered consumer views regarding cosmetics and personal hygiene item prioritization. Meanwhile, consumers who continued to purchase such items gradually shifted toward natural and cruelty-free options. Organic beauty, skin

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minimalism, and at-home beauty tools shape the country's cosmetics market (Statista, 2022). Green skincare has recently become prominent in developing countries (Lim Kah et al., 2020). In contrast, there is a need for more understanding and information about such products in markets in underdeveloped nations (Haddad et al., 2020). Consumers are more motivated to adopt green cosmetic products as societal environmental consciousness increases. Compared to other green cosmetic items, green skincare products are the fastest-expanding segment in the global market (Chin et al., 2018). Consumers' knowledge of the risks of using synthetic chemicals increases as they become more informed of the benefits of living a healthy lifestyle and purchasing green products. This has increased the demand for a healthy way of living. Additionally, organic and natural beauty products of various types, such as skincare, haircare, oral care, color cosmetics, antiperspirants, toiletries, and feminine care products, are accessible (Ghazali et al., 2017). Understanding consumer purchasing intentions is vital to determining consumer attitudes despite the notion that several consumers have expressed a more favorable view and impression of organizations as environmentally conscious (Olsen et al., 2014, as cited in Hsu et al., 2017).

Companies must identify vital factors influencing purchase intention to generate profit, given Generation Y's purchasing power and impact on consumer demand. Gen Y has a greater demographic and has similar or higher influence, particularly considering financial disparities, knowledge, and idea acceptance. Due to their greater population, Generation Y has more purchasing power and impact. They are only gradually becoming aware of their social influence. They comprehend environmental responsibility, compassion, and understanding of others, as well as the fact that one individual can influence the world (Gailewicz, 2014). The present study utilizes the theoretical framework based on Ajzen's (1991) theory of planned behavior (TPB) to analyze the relationship between variables and purchasing intention for green skincare products. TPB is an application of the theory of reasoned action that evolved as a response to the limitations of the earlier model in addressing behaviors over

which individuals have limited voluntary control. While research on green products is not new, research that considers other factors such as past experience, electronic word of mouth, and emotional intelligence as constructs influencing purchase intention of green skincare products among this generational cohort is, as yet, limited. Suggested investigations include the effects of additional internal and external variables, such as word-of-mouth, to understand the development of purchase intent effectively (Pop et al., 2020) and extending research to broader geographical areas (Amberg & Fogarassy, 2019). This study examines the antecedent role of past experience, electronic word of mouth, and emotional intelligence as factors influencing the purchase intention of green skincare products among Filipino millennials and to determine if attitudes, subjective norms, and self-efficacy influence their intention to purchase.

The research objectives include: (1) Examine the significant and positive relationship between Filipino millennials' past experience and attitudes toward purchasing green skincare products (2) Examine the significant and positive relationship between electronic word-of-mouth and subjective norms toward purchasing green skincare products (3) Examine the significant and positive relationship between emotional intelligence and self-efficacy toward purchasing green skincare products. (4) Explore the significant and positive relationship between Filipino millennials' attitudes, subjective norms, and self-efficacy toward purchasing green skincare products. Lastly, (5) to recommend marketing strategies that will benefit the organization and industry based on the results of this study. The study will test the following hypotheses:

H1: Past experience (PE) significantly influences attitude toward intention to purchase green skincare products.

H2: Electronic Word-of-mouth (E-WOM) significantly influences subjective norms toward the intention to purchase green skincare products.

H3: Emotional Intelligence (EI) significantly influences self-efficacy toward the intention to purchase green skincare products.

H4: Attitude significantly influences intention to purchase green skincare products.

H5: Subjective norm (SN) significantly influences intention to purchase green skincare products. H6: Self-efficacy (SE) significantly influences the intention to purchase green skincare products.

Review of Related Literature

Green Skincare

Many skincare and cosmetic products contain chemicals and synthetic components, which can have a variety of negative side effects, particularly for persons with sensitive skin and probable allergic reactions. The overpowering range of synthetic and possibly damaging ingredients used in skincare and cosmetic products is the primary reason for newly manufactured organic and natural skincare, which is centered on advanced multifunctional and efficient formulas that include product lines with anti-aging, skin-lightening, and extremely hydrating advantages (Emerald et al., 2016). Some compounds added to these potentially have allergenic, irritant, or toxic impacts on human health (Kalicanin & Velimirović, 2016). Organic skin care products containing natural components are gaining popularity, with firms such as Ever Bilena making gains by offering products with a more natural positioning while appealing to a mass market. Consumers prefer natural alternatives to synthetic chemicals in cosmetic products. In general, a product is called green if it fits the set of criteria: it has environmental attributes or traits, or it is made of natural ingredients rather than artificial chemicals (Salo, 2014). All the ingredients in these items are derived from botanicals. The purity of the components is preserved in the manufacturing of these items (Chin et al., 2018). Natural components can be found in herbs, fruits, flowers, leaves, minerals, water, and soil. The efficacy of natural ingredients in skincare products is decided by their efficacy in vitro and in vivo, as well as the type of dermatological basis in which they are included (Hoang et al., 2021).

Filipino Millennials

According to San Juan-Nable (2016), marketers in the Philippines are increasingly

transitioning to green marketing as consumers become more knowledgeable of the advantages of green products, reflecting their experience with similar tactics in other countries. Numerous non-profit institutions and industrial organizations are focusing on initiatives that will help this campaign. Based on the study's findings, the young market could be a profitable one for green marketers. This demographic is more open to fresh and creative ideas. They are open to new experiences as long as they are informed about them and have developed an awareness of them. They are also growing more aware of environmental awareness and can influence others in their social group. According to the study, young consumers in the Philippines are still greatly affected by their parents and peers, as described by our beliefs and culture; however, due to technological innovations, media attention can be the perfect tool to enlighten and impact the younger generation in terms of sustainable marketing.

Green Skincare Purchase Intention

Asian consumers are increasingly interested in adopting natural and organic-based beauty products. As the utilization of personal care products becomes more common, people are becoming more aware of the negative impacts of using cosmetic goods containing inorganic materials regularly (Dhanwani et al., 2020; Krishnan, 2018; as cited in Mamun et al., 2020). Consumer environmentalism is becoming more popular throughout the world as consumers pay more attention to the increase of environmental protection efforts and the impact of pollution (McIntosh, 1991). As a result, people are more prepared to purchase environmentally friendly green items (Chen et al., 2021). Due to the prominence of environmentalism and the advent of rigorous environmental restrictions, firms must modify their business strategies to capitalize on green prospects (Peattie, 1992, as cited in Yu-Shan & Chang, 2012). Green purchase behavior has garnered support as consumers realize that their purchase habits have direct and indirect impacts on the environment and their well-being. Several academics are using it in various subject fields to experimentally assess consumer

purchasing behavior and the factors influencing it (Luthra & Deshwal, 2022).

Past Experience and Attitude

Personal attitude is commonly characterized as a persistent mental or neurological desire learned through experience, exerting a directive or dynamic impact on an individual's reaction to objects and circumstances with which he comes into contact (Allport, 1935, as cited in Ham et al., 2015). Doll and Ajzen (1992) hypothesized that prior benchmarking experience would improve the dependability of the attitude-intention relationship. Researchers have anticipated that experience with benchmarking would render the attitude variable the highest predictor of intention to evaluate among the three TPB factors (Hill et al., 1996). Actual experience, according to Fazio, Powell, and Herr (1983), allows repeating one's views about the object in concern. Repeating one's attitude during the time of the experience, like expressing one's attitude frequently, amplifies its influence on behavior (Albarracín, 2021). As mentioned in several researchers, the more experienced an individual is with the attitude object, the more positively he or she will perceive it (Bornstein & D'Agostino, 1992; Greenwald & Banaji, 1995; Janiszewski, 1993; Murphy et al., 1995; Zajonc, 1965, as cited by Zhu et al., 2012).

Electronic Word-of-Mouth and Subjective Norm

In the era of technological acceptance, external social and peer impacts influence variables of subjective norms (Hung et al., 2003). Peer influence often comprises WOM from family, coworkers, and friends, while external influences include professional opinion, non-personal information, and press reports (Bhattacharjee, 2000; Teo & Pok, 2003; as cited in Dada, 2021). WOM and media reference exhibited a substantial association with subjective norms (Md Husin et al., 2016). Subjective norms, including word-of-mouth suggestions, impact an individual's attitudes and behavior (Cheung & Lee, 2008). Subjective norms provide both good and negative EWOM since they are a type of social influence that individuals aspire to and adopt (Husić-Mehmedović et al., 2020). Consumers who participate in website

interaction to gather useful information are more likely to make online purchases. It is projected that customers will find information on social media beneficial and will continue to use it. The desire for information on EWOM is significantly associated with information usefulness, which indirectly increases purchase intention (Leong et al., 2021).

Emotional Intelligence and Self-efficacy

Emotional intelligence is connected to self-efficacy, and both factors can influence one another (Gharetepeh et al., 2015). Self-efficacy development is supported by a high level of emotional intelligence (Black et al., 2019). Consumers with greater emotional intelligence also have greater degrees of self-efficacy perceptions (Tsarenko & Strizhakova, 2013). Motivation is an element of emotional intelligence that refers to the deep inner drive to accomplish for the purpose of accomplishment. Motivated individuals strive to exceed their own and others' expectations. Individuals who are motivated are curious and, therefore, are always seeking new possibilities and discovering better methods to execute their tasks (Singh and Goel, 2014).

Attitude and Purchase Intention

Previous green market research has found that consumers' attitudes about environmentally acceptable behavior have a considerable influence on both their environmental knowledge and green product purchasing intent (Siyal et al., 2021). Green marketing research has found that consumers' positive attitudes regarding green products can impact their purchasing intentions. However, previous research did not find any correlations between environmental knowledge and green purchasing intention. Similarly, a lack of knowledge has a detrimental impact on green purchasing behavior (Chang & Wu, 2015; Laroche et al., 2001; Wolsin, 2007; Connell, 2010; Padel & Foster, 2005; as cited in Mohd Suki, 2016). Continual change in views has a relatively minimal influence on pro-environmental behavior (Abrahamse & Steg, 2011; Kollmuss & Agyeman, 2002; as cited in Lee and Tanusia, 2016).

Subjective Norm and Purchase Intention

The subjective norm captures the effect of individuals who are important to an actor, such as close friends, family, coworkers, or business associates (Hee, 2000). Consumers with favorable subjective norms about a certain activity are more inclined to have favorable behavior intentions (Han et al., 2010; Taylor & Todd, 1995; as cited in Paul et al., 2016). Subjective norms are also key determinants of environmental-related actions and green product purchases (Ko, 2012; Zheng & Chi, 2015; Paul et al., 2016; as cited in Nam et al., 2017). Subjective norms influenced the willingness to purchase green products (Moser, 2015, as cited in Jamaluddin & Ibrahim, 2017).

Self-efficacy and Purchase Intention

Perceived control has a significant influence on purchase intention as well as an indirect impact via self-efficacy (Li et al., 2018), and the highest relationship was found between individuals' perspectives of their indirect influence achieved by encouraging others to support environmental development and purchase intentions (Hanss et al., 2016). This implies that assuming one can influence other purchasers is a strong motivator for purchasing green items. Expectations regarding one's capacity to perform a certain activity in a specific scenario are characterized as self-efficacy. People with high self-efficacy are more certain in their capacity to carry out a certain response or function and, hence, are more inclined to participate in that behavior (Bandura, 1986, as cited in Gabler et al., 2004).

This review of extant literature points to a correlation among variables, with each variable

suggesting significance or relevance to one another. The antecedent variables represent their perceived influence on the primary determinants of green skincare product purchase intention. Relevant predictors of behavioral intentions include an individual's attitude, social norms, and perceived behavioral control. While attitudes and subjective norms may still be strongly positive, if behaviors are not totally under the control of the individual, interfering environmental factors may prohibit the behavior from being carried out.

Theoretical and Conceptual Framework

The theoretical framework of the researcher's study is Ajzen's Theory of Planned Behavior (1991), which is an adaptation of the theory of reasoned action addressing the original model's restrictions in behaviors about which individuals have insufficient voluntary control. TPB attempts to foresee and understand human action in given situations. The individual's purpose in undertaking a certain behavior is a crucial aspect of the theory of planned behavior. The motivating variables that influence behavior are considered to be represented by intentions. The greater the intention to engage in a behavior, the more possible its execution must be (Ajzen, 1991). At present, research in the social and behavioral sciences can still benefit from the framework provided by the theory of planned behavior. The research presented in this special issue shows how the Theory of Planned Behavior (TPB) is still being used to explain and forecast behavior across a range of fields (Bosnjak et al., 2020).

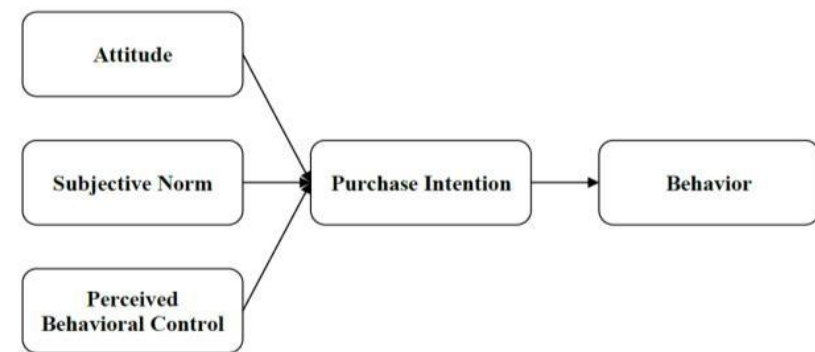


Figure 1. Theory of Planned Behavior

This model incorporates the Theory of Planned Behavior, which includes a range of variables that are assumed to influence attitude, subjective norm, self-efficacy, and purchase intention of green skincare products. The study's objective is to explore the correlation between variables. Icek Ajzen proposed the theory of planned behavior (TPB) as an explanatory model for human behavior. The theory implies intentions to perform actions, such as attitude, subjective norms, and perceived behavioral control (PBC). This theory is among the concepts that scholars generally consider and construct to understand behavior in many disciplines, including sociology, psychology, education, and marketing (Ajzen, 1980; Ari & Ylmaz, 2016; Foster et al., 2020; as cited in Muniandy et al., 2021). The researcher included antecedent variables to understand their significance to the determinants of purchase intention. This study focuses on behavioral intention as, according to this concept, all action involves the individual's intention to perform or not perform a specific behavior. Ajzen (1991) acknowledges that the theory of planned behavior is, in concept, open and receptive to the

incorporation of additional indicators if it can be demonstrated that they contribute to a substantial portion of the variance in intention or behavior after the existing factors in the theory have been considered. In essence, the theory of planned behavior introduced the element of perceived behavioral control to the original theory of reasoned action. In the suggested conceptual model, the researcher added self-efficacy as one of the determinants of purchase intention. Perceived behavioral control, or the perception of how easy or difficult a given behavior is, is called self-efficacy. It has a connection to control beliefs, which are notions regarding the existence of elements that might help or hinder the performance of the behavior. Self-efficacy and perceived behavioral control are two factors that are employed as variables in several theories and models, including the Social Cognitive Model, the Health Belief Model, and the Theory of Planned Behavior. Considering Ajzen's notion that perceived behavioral control and self-efficacy are conceptually equivalent. Both terms refer to people's views that they are capable of functioning in a specific manner (Tavousi et al., 2009).

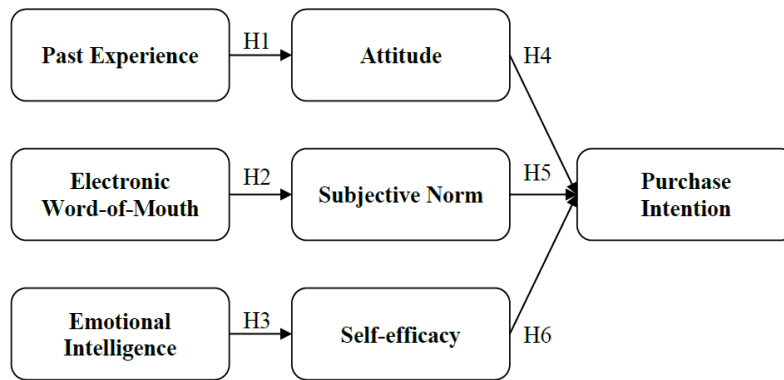


Figure 2. Conceptual Model

Methodology

This research paper used qualitative and quantitative descriptive research designs. The descriptive design gathers data on variables without altering the setting or influencing any variables. Therefore, they do not consider potential causes and effects. They vary from empirical designs since no comparison groups are included (Baker, 2017). The study utilized numerical data gathered from the respondents and examined through statistical analysis. The

primary data will come from at least 400 participants (n=400) as determined by the scope and limitations of the study. The respondents are limited to race and location, as well as an age group of 26 to 41 years old, using a non-probability purposive sampling design. The questionnaire was based primarily on Gefen, Pavlou, Huang, and Hsu's past experience scale; Okazaki (2009) and Ramírez-Castillo et al. (2021) electronic word-of-mouth; Shepherd et al. and Isa's emotional intelligence scale;

Soonthonsmai's attitude and subjective norms scale; as well as further questions will be included to validate the intention to purchase green skincare products. For reliability, the questionnaire was pretested on twenty-five (25) individuals using the SmartPLS tool. The Cronbach's Alpha of the questions of each variable was acceptable at 0.700 minimum. (Taber, 2017).

Discussion of Results

Participant Profile/Demographics

Four hundred fifty-four cases (n=454) were gathered, with the majority aged 26 to 30 years old (50%); most were female (59%), single (78%), college graduates (85%), and earning a monthly income between PHP60,000 and PHP99,999 (23%). All respondents are Filipinos living or working within the NCR, Philippines.

Table 1. Reliability and Validity Coefficients

Latent Variable	CR	Cronbach's Alpha	AVE
Past Experience (PE)	0.89	0.85	0.53
Electronic Word of Mouth (eWOM)	0.74	0.29	0.59
Emotional Intelligence (EI)	0.82	0.71	0.53
Attitude (ATT)	0.80	0.70	0.52
Subjective Norm (SN)	0.89	0.89	0.52
Self Efficacy (SE)	0.82	0.70	0.52
Purchase Intention	0.88	0.83	0.50

Internal consistency was measured through Cronbach's Alpha and Composite Reliability. A metric of the reliability of internal consistency that supposes equal indicator loadings. Cronbach's alpha is a conservative assessment of the reliability of internal consistency (SmartPLS, n.d.). A result of 0.6-0.7 suggests an acceptable level of reliability, and 0.8 or above implies an excellent level. The Cronbach's Alpha values were considered acceptable,

representing a greater value than 0.70. However, with the exception of Electronic Word-of-Mouth (EWOM), it is more appropriate to use composite reliability to measure internal consistency due to its limitation to the number of items. Cronbach alpha and composite reliability, which assess the reliability based on the relationship of the measured item variables, are the most commonly employed measures for internal consistency.

Table 2. Fornell-Larcker Criterion Discriminant Validity

	ATT	EI	EWOM	PE	PI	SE	SN
ATT	0.72						
EI	0.39	0.73					
EWOM	0.39	0.32	0.77				
PE	0.42	0.44	0.34	0.73			
PI	0.51	0.52	0.32	0.54	0.71		
SE	0.28	0.48	0.22	0.29	0.39	0.72	
SN	0.32	0.17	0.23	0.33	0.36	0.12	0.72

Table 2 presents values as guided by the Fornell-Larcker criterion, showing that each variable is distinct from the other variables.

Table 3. Hypothesis Testing

Hypothesis	Path Coefficient	T-Statistics	P Values
H1: Past Experience-> Attitude	0.42	6.66	0.000
H2: Electronic Word of Mouth-> Subjective	0.23	5.93	0.000

Hypothesis	Path Coefficient	T-Statistics	P Values
Norms			
H3: Emotional Intelligence-> Self Efficacy	0.48	8.11	0.000
H4: Attitude-> Purchase Intention	0.37	5.57	0.000
H5: Subjective Norms-> Purchase Intention			0.000
H6: Self Efficacy-> Purchase Intention			0.000

Hypothesis 1: Past Experience has a significant, positive relationship and medium effect size with Attitude, indicating a positive path coefficient of $\beta = 0.42$, with a p -value of 0.000, indicating statistical significance. Personal attitude is commonly defined as a permanent psychological or neurological desire generated from experience that has a direct or active effect on an individual's response to products and situations with which he gets into contact (Ham et al., 2015). When a consumer sees the experience positively, it results in a positive attitude and brand impression, which strongly affects the consumer's intent to recommend and use the brand in the long term (Isotalo & Watanen, 2015).

Hypothesis 2: When users discuss EWOM about past purchases with others, the intensity of the message appears to be associated with authentic impressions (Olson & Ahluwalia, 2021). Individuals will research online reviews before purchasing, making them a valuable source of EWOM messaging (Chen et al., 2021). This confirms that EWOM has a significant and positive relationship with the Subjective Norm, indicating a positive path coefficient of $\beta = 0.23$, with a p -value of 0.000. According to Hu and Kim (2018), agreeable individuals are less prone to share EWOM to show their dissatisfaction with unfavorable events because of their pleasant and sympathetic personalities.

Hypothesis 3: Emotional Intelligence shows a statistically significant p -value of 0.000 and a path coefficient of $\beta = 0.48$ relationship with Self-Efficacy, which supports that emotional intelligence is connected to self-efficacy, and both these factors can influence one another. Those with stronger emotional skills have better self-confidence and stronger control over environmental demands as they are more capable of controlling their emotions (Wong & Law, 2002). Consumers with greater emotional intelligence generally have greater

levels of self-efficacy (Tsarenko & Strizhakova, 2013). The determinants of the Purchase Intention also show a positive relationship. All variables are statistically significant with each other.

Hypothesis 4 Shows that consumers' attitudes about green products are a vital indicator of green purchasing intention (Lestari et al., 2020). Also, their positive attitude toward green products is influenced by their desire to acquire green products (Vazifehdoust et al., 2013).

Hypothesis 5: Subjective norms are significant predictors of ecological behavior and green product purchasing (Ko, 2012; Zheng & Chi, 2015; Paul et al., 2016; as cited in Nam et al., 2017). Subjective norms impact individuals' inclination to purchase green products (Moser, 2015, as cited in Jamaluddin & Ibrahim, 2017). Lastly,

Hypothesis 6: Green purchasing intention is increased by consumers' self-efficacy and capacity to engage in an ecologically beneficial activity (Minbashrazgah et al., 2017). Individuals with high self-efficacy are more confident performing a particular response or function. They, therefore, are more likely to engage in that behavior (Bandura, 1986, as cited in Gabler et al., 2004).

Conclusions

Modern consumers have learned to examine products and explore avenues to improve their health and confidence. Several businesses, particularly personal and skincare brands, have embarked on supporting consumers by providing natural or green skincare products. The green and natural products market is increasing, and skin care products are no exception. As a result, many firms are endeavoring to incorporate environmentally sustainable approaches into their brands (Moslehpour et al., 2021). The present study shows the

factors influencing Filipino millennials' intention to purchase skincare products, providing an understanding of Generation Y's perception of green skincare. The research found relevant factors impacting Filipino millennials' intent to purchase green skincare products through discussions and research based on published literature and incorporating existing constructs of TPB into the present study. Individuals' past experience with skincare products, electronic word-of-mouth as a method of disseminating information, and emotional intelligence have been significant indicators of attitude, subjective norm, and self-efficacy. The results showed that variables significantly contribute to the determinants of purchase intention. It demonstrates that an individual's Past Experience, Electronic Word-of-Mouth, and degree of Emotional Intelligence significantly influence the key determinants of Purchase Intention, which are Attitude, Subjective Norm, and Self-efficacy. Past Experience has a positive and significant relationship with an individual's Attitude toward the intention to purchase green skincare products. Most respondents strongly agreed that the skincare products they purchase and consume are satisfactory. In the conducted FGD with the question, "How can you assess your satisfaction with the skincare products you purchased?" the participants' responses indicated that their previous experience with a skincare product matters, especially if the product was effective. The participants shared that they are satisfied with their current skincare products and will only use products that work, whether expensive or not. Furthermore, the effect size of Past Experience on an individual's Attitudes is moderate, indicating that an individual's previous experience with a product can influence their judgment of purchasing a skincare brand in the future. The product experience significantly impacts consumer information interpretation and action (Xuemei & Sardia, 2020), and if such a consumer perceives the experience favorably, it results in a favorable attitude and brand perception, which significantly influences the consumer's intent to refer to and utilize the brand in the long term (Isotalo & Watanen, 2015). This addresses the research question concerning whether past experience influences Filipino millennials'

attitudes about intent to purchase green skincare products.

On the other hand, in regard to EWOM's effect on SN, respondents will only provide information that they believe will be useful. They are more likely to share skincare product information if the results are noticeable or if it benefits their skin. In addition, the responses of the FGD were conducted with the question, "What information do you believe you can share with your relatives or friends? Do you believe that sharing information you learned product would impress others? Some participants mentioned that they might share information like good reviews and think that the receiver of the information may be impressed. Individuals who are exceptionally satisfied or dissatisfied with a brand will publicize their reviews as recognized by other buyers through EWOM interaction, allowing others to benefit from their experience. In contrast to those with a significant openness to experience, agreeable people are less inclined to share EWOM to convey their dissatisfaction over negative experiences given to their kind and sympathetic personalities (Hu & Kim, 2018). These data results and insights answer the research question of whether electronic word-of-mouth influences the subjective norms of Filipino millennials in their intent to purchase green skincare products.

Emotional Intelligence has a moderate effect on Self-Efficacy. Respondents strongly agreed that they are self-motivated and encourage themselves to perform at their best in all instances. The participants of FGD also noted that using or purchasing green skincare products might help them perform better since they are non-alcoholic and eco-friendly. Emotionally intelligent consumers are more likely to make thoughtful and mature purchase intentions, resulting in greater fulfillment and frequent purchases. The notion that emotionally intelligent individuals are emotionally controlled, allows them to make rational purchasing judgments (Bhalerao & Sharma, 2017). Moreover, some participants mentioned that it might not but will undoubtedly support it since it helps the environment. The ability to assess and detect the emotions of other individuals is strongly associated with perspectives toward performing good and pro-environmental purchasing

actions (Chowdhury & I, 2017). The data indicate that a large proportion of Filipino millennials can purchase green skincare products. The study verifies that Attitude, Subjective Norm, and Self-efficacy are the indicators of Purchase Intention, which are significantly influenced by an individual's Past Experience, Electronic Word-of-Mouth, and Emotional Intelligence. Attitude with a moderate effect on Purchase Intention shows the individual's perception or judgment about skincare products. Consumer attitudes were revealed to influence consumer inclination to purchase a skincare product. Green consumption habits are significantly influenced by attitudes toward the behavior (Mostafa, 2006). They are more likely to purchase green items if they perceive a higher value associated with a more positive attitude toward green products. The research found that green customers' regarded value, both environmental worth and perceived environmental identity, had a significant and positive effect on their attitude toward green products (Liao et al., 2020).

In contrast, the participants in the FGD mainly disagreed with the question, "Are green skincare products superior to regular skincare products?" The participants could not agree on a product's greater effectiveness, regardless of whether it was produced with organic or sustainable ingredients. They believed a product should suit an individual's skin type. Attitude reflects what individuals like and dislike about the intention to purchase products or services (Mamun et al., 2020). Individuals who are positive about a product, its elements, or its importance are more likely to purchase and use it than individuals who are unfavorable about it (Sajincic et al., 2021). On the other hand, subjective norms and self-efficacy have a small effect on Purchase Intention. Several respondents stated that they are not instantly influenced by external factors such as family members, the government, or even instructors. Although there is a potential, they might engage with their friends. Some would still depend on recognized professionals such as Dermatologists and skin specialists with the FGD question, "Do you consider your friends, family, government, or teacher to influence your skincare purchasing intention?" Previous

research has shown that the influence of subjective norms on intention formation is generally weaker than the influence of attitude. One possible explanation for differences in the relevance of the subjective norms variable is that a portion of the information included in this variable is already present in the acceptability of engaging in an individual behavioral variable. One of TPB's most common weaknesses is the weak correlation between subjective norms and intentions.

Icek Ajzen (1991), the developer of the theory of planned behavior, addresses this by noting that intentions are significantly influenced by human variables such as attitudes and perceived behavioral control (Ham et al., 2015). Additionally, most of the respondents strongly agreed that they could outperform their tasks and overcome any life challenges. If an individual perceives she has authority over behavior, she is more likely to engage with that behavior if the product is easily accessible (Ajzen, 1991). The Self-Efficacy FGD question, "Do you believe you can perform better if you consume or purchase green skincare products?" respondents stated that they were unsure, but if it helps them enhance their appearance and benefit the environment, it could be worth considering.

Individuals have more control perceptions when their behavioral intention develops because they believe they have different resources. As an outcome, consumers who believe they have more control over the purchase of natural skincare products are more inclined to purchase products (Kim & Chung, 2011, as cited in Boon et al., 2020). Self-efficacy is one of the important factors for South Asian Y and Z pro-environment consumers when considering green items (Abrar et al., 2021). Consumers' sense of responsibility and knowledge of how their purchase impacts the environment encourages them to engage in environmentally responsible conduct by purchasing green.

Green skincare products claim to benefit physical wellness and the environment. There are several green skincare brands in the market. Green skincare local brands that are widely known include Human Nature, Innisfree, Zenu-trients, Nature Republic, Sage & Tera, Zero Basics, and Lana. The most common marketing

initiative for these brands is that they advertise and promote products that emphasize the benefits of using them. Green effort trends among businesses globally have resulted in the development and producing green skincare products to attract consumers. Green skincare products are in great demand since consumers are more mindful of purchasing eco-friendly products (Chin et al., 2018). Numerous skincare products advertise to be green or ecologically responsible. Yet, it can be challenging to distinguish between those that are genuinely beneficial and those that are simply green-washed. Therefore, marketing efforts should focus on communicating the benefits of green skincare products in terms of both efficacy and environmental impact to improve purchase intention.

Marketing Recommendations

Consumers' attitudes about products they are familiar with and have had positive experiences with are mainly favorable. Consumers' attitudes are more likely to be unfavorable when encountering new or unknown products. According to the research, a substantial percentage of respondents possessing past experience with organic products have purchased organic food. As a basis, retailers may offer organic care products within the organic food vicinity. A further approach is collaborating on advertising with organic food merchants (Yeon et al., 2011). Collaboration with such businesses can contribute to expanding the network and encourage users to consider green skincare products.

Electronic Word-of-Mouth can significantly impact individuals' perceived norms. Marketers may take actions to generate, promote, and strengthen eWOM, influencing customers' purchasing decisions. Businesses can proactively participate in online customer forums and give all essential and comprehensive information about their products and offerings. These may be executed by establishing brand community platforms, such as Facebook and Viber community groups.

A brand's social media marketing must be on top of managing all social groups by responding to feedback instantly, expressing appreciation, and appearing to be a considerate

individual. This might be achieved through "social care," in which firms seek out group conversations and comments about their goods, respond to consumer inquiries, and provide customer assistance through the different SNS platforms. Companies may manage their reputations by immediately addressing problems that lead users to share unfavorable eWOM, minimizing the possible influence such comments could have on other consumers (Tien et al., 2019).

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