

# Study of Consumer Values for Organic Personal Care Products in the Fields of Health and Cosmetics

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**Abstract:-** As a result of increasing demand for organic goods, the sales of organic products have risen. The research focuses on health, safety, the environment, hedonic and social value factors. By concentrating on such values, a marketer may better understand the customer's psychology for the PCP and can develop an efficient market strategy to build brand value. This research demonstrates how certain particular values affect the re-buying intention of customers such as hedonic value, safety value, the environmental value and the health value. In this research the TBP theory is incorporated to understand the purpose of customers to buy organic foods. There is no support for each other for the outcome of environmental value with the aim to buy an organic product. The health value result with the desire to buy is not mutually supported. People are worried about the value of hedonics which are the reasons why it shows a good outcome with the buying intention. Also negative is the effect of security and social values with buying intent. There is no mediation between all factors according to our results. The results are distinct from prior studies and need additional action.

**Keywords:-** Organic Personal care products, Theory of Planned Behavior, Repurchase intentions, hedonic values, safety values, consumer behavior.

## I. INTRODUCTION

Consumers are knowledgeable and aware of the health and safety aspect of the goods and have raised the affirmation of green and organic products for personal care (PCP). The green PCP market is thus expanding worldwide[26]. Organic PCP is helpful to care for hair, skin, dental care, deodorants, etc. In Asian customers too, this awareness eventually grew. Previously, the literature concentrated mostly on green food items. Scant study was carried out to investigate the purchasing behaviour of consumers in relation to organic personal care products. Organic cosmetics will also be popular with Asian users, according to the Organic Monitor. As numerous parallels exist between organic foods and personal care products in prior research, results of earlier studies on organic foods have become the foundation for organic PCP[9].

Recently, the organic market has gained pace and is currently one of the biggest growing areas in the organic food business. Biofood is often seen to be healthy, safer and

more eco-friendly. Previous research indicate that customers are ready to pay for better quality and flavour as well as the safe characteristic[10]. As a result, demand for organic goods has recently risen, with organic product sales accelerating. These variables are the most important to understanding consumer behaviour patterns in purchasing choices and effective marketing strategies for marketing analysts, policy makers, bio-products and green restaurants. Organic goods are produced by the natural process, in which no damaging pesticides, chemical fertilisers, contaminating and ionising radiation are used and are made more beneficial by natural modified entities.

The primary objective of our research is to identify the reasons for repeated purchasing of organic goods by customers. The current research focuses on a wide range of elements of health, safety, environmental, hedonic and social value, according to a comprehensive literature assessment. A marketer may better grasp consumer psychology of the organic PCP by concentrating on these principles and can build a successful market strategy to generate brand value. This research demonstrates how some special values affect the intention of buyback by customers, such as hedonic value, security value, environmental value, and health value. Aizen and Fishbein's theory of planned behaviour highlights the consumer's behaviour in food choices. The idea of TPB is thus incorporated in the research to understand the purpose of the customer to buy organic food. TPB addresses subjective norms, behavioural control and variables of attitude that have an effect on the purchasing choices of customers.

A marketer may better grasp the consumer psychology about organic PCP by concentrating on these values and develop a successful market strategy for brand value. Aizen and Fishbein's theory of planned action re-acquires intention via a conceptual model dealing with perception or attitude[1].

The 'attitude-intention' framework is analysed and assessed in the organic PCP viewpoint by studying the effect of attitude, subjective norms and perceived behavioural control on repurchase intentions. Factors affecting repeated purchase intent are the subject of this research. This research also illustrates the impact on organic PCP re-buying intentions of a certain kind of consumer values such as hedonic value, safety value, environmental value and health. This research alters the behaviour of customer intention to

buy organic food for personal care goods on many occasions.

Such studies may assist create a strong position of the product and a better knowledge of consumption, such as safety, environment and hedonic value, in connection with personal care products. It may also be beneficial to develop a distinctive product on the market for the company promotion of organic personal care products and the new entrepreneur. These is the pioneering study since it focuses on organic food before this researchers.

This research will assist industry professionals to better understand customer purchasing behaviour in order to develop more efficient marketing technologies to impact the consumer. It may also be useful for future researchers in a wider field.

The main objective of this study is to understand the behavior of consumers toward the repurchase of organic products. This study aimed at achieving certain objectives:

1. This study aims to examine the relationship between health value and purchase intentions.
2. This study aims to examine the relationship between hedonic value and purchase intentions.
3. This study aims to examine the relationship between safety value and purchase intentions.
4. This study aims to examine the relationship between social value and purchase intentions.
5. This study aims to examine the relationship between environmental value and purchase intentions.
6. To examine if attitude mediates the relationship between health value and purchase intention
7. To examine if attitude mediate the relationship between hedonic value and purchase intention
8. To examine if attitude mediate the relationship between safety value and purchase intention
9. To examine if attitude mediate the relationship between social value and purchase intention
10. To examine if attitude mediate the relationship between environmental value and purchase intention
11. To examine if subjective norm moderate the relationship between health value and purchase intention
12. To examine if perceived behavioral control moderate the relationship between health value and purchase intention

## II. LITERATURE REVIEW

### ➤ *Health value*

Consumers paid greater prices for the health factor [5]. Organic goods are nutritional more than traditional products [4]. Based on past research, healthcare awareness and improvements primarily have encouraged customers to choose organic goods. [11] [34] [35]. Bio-food is devoid of chemical and pesticide residues and is thus healthier than traditional goods [33].

### ➤ *Safety value*

Rumors about product safety have played an important role in encouraging customers to purchase organic goods according to Davis, Fotopoulos and Krystallis[34]. Many

children in China have died and caused illness due to melamine-tuned milk, according to his report. In its early stage, 67.5 percent consumers bought organic food and considered it to be devoid of any chemical component [13][15][35].

### ➤ *Social value*

The connection between socially perceived value and consumer intention for organic goods is favourable. There is a positive relationship[22]. The relationship between the ideals of social life and the notion of eating. Social self-conception is promoted and developed by the characteristics of the product which are seen as social value[29]. The picture profile chosen compute social values [27].

### ➤ *Hedonic value*

In the case of quality, goods up to the standard generate a favourable picture in the eyes of customers [8]. The multisensual, emotional and spectacular elements of purchase behavior are defined as consumer behaviour by Hirschman and Holbrook, hedonic consumption. In other words, hedonic goods also provide customers a feeling of joy and fulfilment, and their attitude to organic food purchases is strongly related. They are also classified by emotional experience and sensory pleasure. [2][6][19].

### ➤ *Environmental value*

In contrast to conventional goods, Van Loo et al organic products are more environmentally friendly[32]. In previous study, environmental-friendly goods are considered to be more trustworthy than other products via decision-making[28]. Consumers go from traditional to organic items because the negative effects of conventional products on natural environment and health have now been recognised.

### ➤ *Theory of planned behavior*

The TPB focuses primarily upon the impact of three aspects of individual behavioural intent: attitude, subjective norm and behavioural control perceived. This theory aims at understanding and predicting the impact of key variables on organic goods' purchasing choices. The prevailing theory of the planed behaviour developed by TRA illustrated the elements for encouraging the consumer's behaviour and the intentions to buy. [1]

### ➤ *Attitude towards certain behavior*

If a person has a good product attitude, Aizen and Fishbein say that this leads him to a certain conduct and to favourable purchasing intents. According to Theory of TPB, if a person wants to do so in a certain way, he or she is more likely to do so [1].

### ➤ *Subjective norms*

According to Aizen and Fishbein, subjective norms are the rules/beliefs that tend to keep a person in its certain behavior that relates professed social pressure and proper consumption behavior as individually or in group [1].

### ➤ *Perceived behavioral control (PBC)*

PBC are the particular behavior that develop from the opportunities, belongings and resources and according to

Aizen & Fishbein these factors affect the actual behavior and also behavioral intentions [1].

➤ *Research Hypothesis*

**H1:** Consumer perception of the health value (HEV) of organic PCP will have a significant positive effect on attitude towards re-purchasing (ATT) the products.

**H2:** Consumer perceptions of the safety value (SFV) of organic PCP will have a significant positive effect on attitude towards re-purchasing (ATT) of the products.

**H3:** Consumer perception of the social value (SV) of organic P will have a significant positive effect on attitude towards re-purchasing (ATT) of the products.

**H4:** Consumer perception of the hedonic value (HDV) of organic PCP will have a significant positive effect on attitude towards re-purchasing (ATT) of the products.

**H5:** Consumer perception of the environment value (EV) of organic PCP will have a significant positive effect on attitude towards re-purchasing (ATT) of the products.

**H6:** The attitude toward re-purchasing (ATT) organic PCP will have a significant positive effect on intention to re-purchase (INT) of such product.

**H7:** Subjective norms (SN) will have a significant positive effect on intention to re-purchase (INT) of organic PCP.

**H8:** Perceived behavioral control (PBC) will have a significant positive effect on intention to re-purchase (INT) of organic PCP.

➤ *Research Model:*

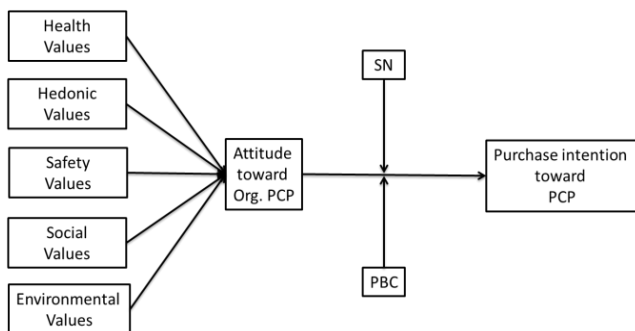


Fig 1:- Research Framework

➤ *PLS Analysis*

	ATTITUDE TO PCP	ENVI VALUE	HEALTH VALUE	HED VALUE	PBC	PUR INTEN	SAF VAL	SOC VAL	SUB NOR
ATTITUDE TO PCP	0.729								
ENVIORNMENT VALUE	0.616	0.852							
HEALTH VALUE	0.630	0.863	0.883						
HEDONIC VALUE	0.590	0.827	0.824	0.832					
PBC	0.671	0.777	0.766	0.800	0.815				
PURCHASE INTENTION	0.612	0.747	0.710	0.797	0.825	0.701			
SAFETY VALUE	0.552	0.838	0.859	0.802	0.764	0.726	0.844		
SOCIAL VALUE	0.551	0.816	0.779	0.847	0.767	0.748	0.792	0.847	
SUBJECTIVE NORMS	0.496	0.737	0.731	0.781	0.760	0.761	0.726	0.739	0.858

Table 1:- Discriminant validity table

Our suggested framework includes independent factors such as consumer values such as health and social value, safety and security value, hedonic value, and environmental value, as well as dependent variables. Consumer values and purchasing intention are intertwined via the influence of attitude factors. Subjective norms and perceived behavioural control are both shown to be moderating factors in the connection between attitude and purchase intentions in this study. As dependent variables, purchase intentions are being tracked.

**III. METHODOLOGY AND DATA**

Simple random sampling technique will be used for the collection of data. With the help of a well-designed questionnaire, survey will be conducted. Our study will be Cross sectional in nature. The included participants will be the regular user of organic shop and organic events as well as the members of organizations related to green and organic products. A total sample of 300respondents will be selected from different cities. Appropriate statistical tools SPSS and PLS will be used to analyze the significance of data.

➤ *Primary Data collections methods:*

We will develop questionnaire for the purposes of obtaining first-hand information. The questionnaire includes the closed ended questions while all questions basis upon constrains.

➤ *Others sources:*

We will get information through secondary sources like internet, case study analysis and articles related with the Health and cosmetics: investigating consumers’ values for buying organic personal care products.

Constructs	Items	Loading	C.R	AVE
<b>Attitude</b>	ARP1	0.988	0.532	0.638
	ARP2	0.298		
<b>Health value</b>	HV1	0.910	0.781	0.934
	HV2	0.862		
	HV3	0.877		
	HV4	0.885		
<b>Hedonic value</b>	Hev1	0.772	0.693	0.931
	Hev2	0.849		
	Hev3	0.835		
	Hev4	0.830		
	Hev5	0.858		
	Hev6	0.847		
<b>Safety value</b>	SV1	0.752	0.712	0.908
	SV2	0.896		
	SV3	0.880		
	SV4	0.841		
<b>Purchase intention</b>	IRP1	0.602	0.491	0.881
	IRP2	0.790		
	IRP3	0.857		
	IRP4	0.803		
	IRP5	0.478		
	IRP6	0.661		
	IRP7	0.477		
	IRP8	0.819		
<b>Environment al value</b>	EV1	0.826	0.726	0.914
	EV2	0.869		
	EV3	0.870		
	EV4	0.842		
<b>Subjective norms</b>	SN1	0.829	0.736	0.918
	SN2	0.890		
	SN3	0.833		
	SN4	0.878		
<b>Perceived behavioral control</b>	PBC1	0.755		
	PBC2	0.825	0.664	0.908
	PBC3	0.864		
	PBC4	0.826		
	PBC5	0.798		
<b>Social value</b>	SOCV1	0.827	0.718	0.911
	SOCV2	0.858		
	SOCV3	0.844		
	SOCV4	0.860		

Table 2:- Convergent validity

➤ *Structural model after adding mediation and moderators calculation*

If the measurement model is found to be valid, the second stage is a review of the structural model estimates produced by the measurement model. The evaluation of the structural or inner model is carried out with the aid of analysing the direct connection between the independent and dependent variables in the model. Using the Structural Model, you can test your hypotheses more effectively. In order to do this, six path coefficients were investigated using

the PLS-SEM method, and the significance of the connection between hypotheses was evaluated using the bootstrapping process. To get the structural model, the data was bootstrapped for a total of 50000 samples. The path coefficients of the independent variables and the path coefficients of the dependent variable are shown by this procedure. This study's findings showed that the connection between three independent and dependent variables is positive at the 0.05 level, and that one variable has a negative correlation at the P0.01 level.

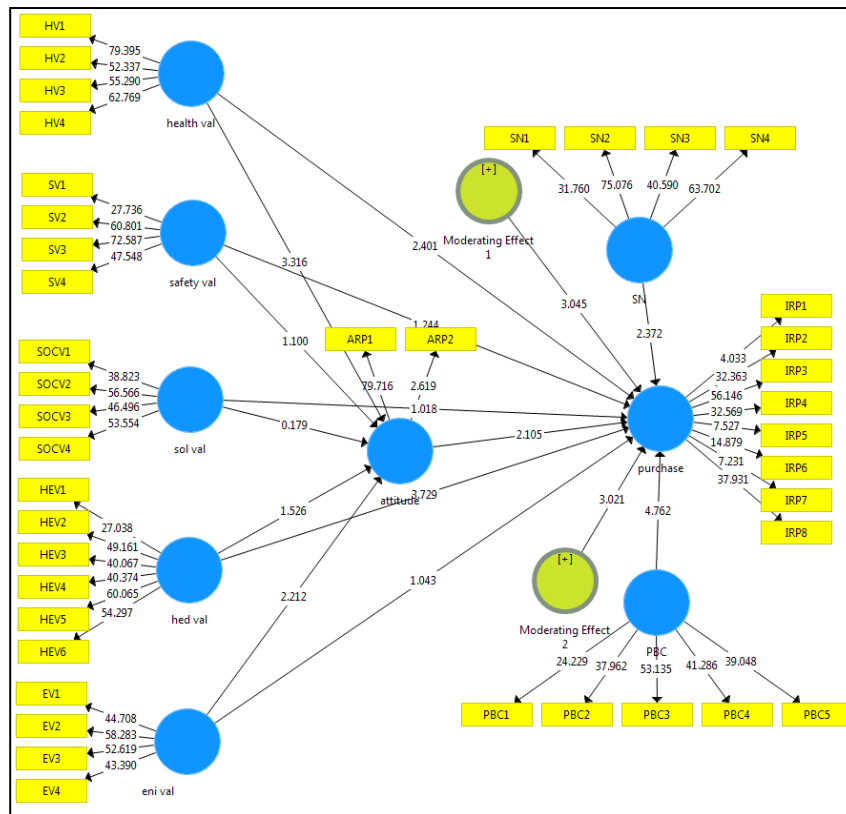


Fig 2:- PLS Framework

IV. HYPOTHESIS TESTING

➤ Discussion

The result of PLS is quite contradictory in our study. Many factors are involved in this. The intention to purchase the organic product is determined by perceived behavioral control, subjective norms, and attitude and purchase

intentions toward organic personal care products. The result of environmental value with purchase intention of organic product is not supported to each other. In Pakistan, people have no awareness about organic products that’s why they have a negative attitude to these types of natural products. The result of health value with purchase intention are not supported to each other.

Hypothesis	Relationship	O.V	MEAN	Std. Beta	t-Value	P-Value	Decision
H1	ENVIRONMENTAL VALUE -> PURCHASE INTENTION	0.101	0.122	0.067	1.512	0.131	Not Supported
H2	HEALTH VALUE -> PURCHASE INTENTION	-0.111	-0.118	0.065	1.701	0.090	Not Supported
H3	HEDONIC VALUE -> PURCHASE INTENTION	0.248	0.242	0.074	3.330	0.001	Supported
H4	SAFETY VALUE -> PURCHASE INTENTION	0.045	0.068	0.050	0.916	0.360	Not Supported
H5	SOCIAL VALUE -> PURCHASE INTENTION	0.043	0.072	0.050	0.868	0.386	Not Supported
H6	Moderating Effect 1 -> purchase	0.166	0.163	0.054	3.045	0.002	Supported
H7	Moderating Effect 2 -> purchase	0.166	0.161	0.055	3.021	0.003	Supported
H8	ENVIRONMENTAL VALUE -> PURCHASE	0.023	0.020	0.014	1.690	0.092	No Mediation
H9	HEALTH VAL -> PURCHASE	0.035	0.033	0.020	1.743	0.082	No Mediation
H10	HED VAL -> PURCHASE	0.014	0.013	0.012	1.192	0.234	No Mediation
H10	SAFETY VAL -> PURCHASE	0.010	0.009	0.011	0.990	0.323	No Mediation
H12	SOL VAL -> PURCHASE	0.002	0.001	0.009	0.169	0.866	No Mediation

*\*\*p<0.01, Results are significant with 1 tail where: T values >2.33 (p values < 0.01)*

Table 3:- Hypthesis Testing

People are concerned about hedonic value that’s why it shows a positive result with buying intentions; it is considered a vital predecessor of buying organic product. The result of

Safety value and social value with purchase intention are also unfavorable. According to our result there is no mediation between all variables.

The result of my study is different from previous researches. There may be many reasons people sometimes faced difficulty to identify original organic products. The outcome of subjective norms as a moderator and PBC are slightly supportive to buying intentions. Besides, perceived value is a multi-dimensional construct, as Ryu et al. suggested and described the consumptive phenomena to believe that the assessment of hedonic value taken during consumption experience. According to our study Perceived value consider an essential antecedent that force consumer to purchase organic products.

In Pakistan Organic product are at its initial stages. Those people have knowledge that are very conscious about their health. According to the result, the subjective norm has a moderating effect on the purchase intention of consumers and the source is an attitude of people. So we can say that before purchasing organic product consumer are affected by many factors such as knowledge of the organic product, their accessibility or little enforcement by friends and family members.

Now a day's people want to use a different types of products and organic products provide a good opportunity as compared to synthetic products. People are moving towards innovation in organic products and that's why going to purchase them. According to a previous study, most of the time those people that purchase organic food are more interested in purchasing other organic products. So the end result is that people are concerned about consumption and like to buy green products.

What is a lot necessary is that managers will directly emphasize the standard, sensible price of organic merchandise, and also the contribution that organic merchandise builds to people's health and environmental protection? This not solely directly drives customers to buy green products additionally promotes the degree of satisfaction of customers towards organic products, afterward increasing the probabilities for an organic product to be purchased.

This investigation finds that an explicit proportion of customers don't purchase organic merchandise as a result of they are doing not perceive the organic merchandise, which is additionally an awfully necessary clue for the businesses that shall penetrate the market.

They might unfold atmosphere protection data via the advertisements to teach customers concerning the advantages such as (protective the environment, and being sensible to health, etc.) of the usage of organic merchandise. In this manner, the potential customers can be inspired to buy organic merchandise and this can be helpful for the event of the total organic product market.

Most of the authors consider different factors to analyze about organic products such as price-quality and various brand factors. People are conscious about their health and that's why purchased organic personal care products and the other main reason to promote green products are different functional benefits (Superior quality, health benefits, and performance). [9]

## V. CONCLUSION

Production and usage of natural product have matured in recent years as a result of shoppers became involved with health, quality, and wonder look. As environmental issues have exaggerated shoppers like better to purchase natural cosmetics product that would result in a rise within the importance of understanding consumers' buying behavior towards natural cosmetics product further because of the factors that affect consumers' purchase intentions towards natural cosmetics product.

This has driven to a rise within the variety of studies aimed toward understanding the motivations behind shopper purchase behavior towards natural cosmetics products. Therein context, this study discusses the problems of consumers' intentions towards natural cosmetic products and factors that influence their purchase intentions towards the natural cosmetic product. firms ought to offer clearer info concerning what's natural and what form of health edges shoppers would gain by exploiting organic tending and wonder products.

Previous analysis on organic merchandise has targeted organic food however the second largest sector within the organic trade organic attention merchandise has received very little attention. Therefore, this study has created a contribution to existing information concerning the trade of natural merchandise by indicating variables that impact consumers' purchase intentions towards natural cosmetic merchandise. Additionally, this study was conducted on the specific market of natural cosmetic merchandise.

The findings of this paper counsel that the natural cosmetics trade has to be a lot of assertive and effective on the Croatian market as a result of Croatian customers show a positive angle towards natural cosmetic merchandise, particularly towards new brands. Cosmetic corporations ought to conjointly specialize in the health-related edges of cosmetics and sweetness care merchandise and build effective strategic tools to realize benefits on the new market like the natural cosmetic market. Such a specifically familiarized promoting strategy can offer business success and potency likewise as satisfy the requirement to know and predict consumers' behavior towards natural cosmetics merchandise in Croatia.

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