

Factors Influencing Female Purchase Behavior for Organic Cosmetic Products in Pakistan

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Abstract *The use of organic cosmetics is gaining popularity in Pakistan due to associated health and environmental benefits. Consumers' preferences are rapidly shifting towards organic cosmetics because these products are based on natural ingredients. To analyze the gathered data of 300 female's convenience sampling technique was applied belonging to Faisalabad and Lahore. The data was collected about consumers' socio-economic characteristics, consumption, purchase patterns with major factors of organic cosmetic consumer behavior and were analyzed using descriptive statistics and multiple regression techniques. The findings of the study revealed that three factors, health consciousness, environmental consciousness, and product quality information, impact significantly consumer behavior for organic cosmetics. Another factor needs for uniqueness showed a weak impact on consumer behavior. This study provided valuable insights and recommendations to the industry about consumer behavior. It is suggested that marketers improve operational marketing policies by communicating the eco-friendly benefits of organic cosmetics.*

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Introduction

At the globe, environmental degradation has become a severe issue that attained increased attention. Various dreadful conditions threaten human health and well-being more adversely, hence consumers' preferences turning towards safe and secure product consumption (Laroche, Tomiuk, Bergeron, & Barbaro-Forleo, 2002). Consumers are concerned for their health and environmental well-being. They show a high sensitivity to product features such as brand, packaging, and ingredients used for product development. All these features play a critical role in developing an image related to product quality in consumers' minds. In Asia, consumers' preferences are rapidly transforming towards the consumption of organic products. The knowledge about the hazardous effects of artificial commercial cosmetics products or chemicals empowered the demand for a

healthier lifestyle. Due to much increase in health awareness, consumers are highly conscious of health, environment, and product quality (Ghazali, Soon, Mutum, & Nguyen, 2017).

The market for different organic products is expanding rapidly to respond to changing consumption patterns (Bhaskaran, Polonsky, Cary, & Fernandez, 2006) as it's much demand for organic products, in resultant based on emerging marketing trends. Consumers seek to complete information about the benefits that an organic product promises to deliver (Thøgersen & Ölander, 2006). Consequently, the cosmetics industry is revolutionizing rapidly by introducing natural skincare products to meet consumers' rising demand. Change in female consumers' perceptions and preferences regarding organic cosmetic products has compelled cosmetic businesses to modify their strategic plans to

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respond to changing consumer requirements (Ashraf, Li, & Mehmood, 2017). Different organic brands struggle to capture consumer intention towards organic cosmetic products based on unique quality characteristics to fulfil consumer value.

Women are more conscious about the quality of cosmetic products and use more products than men (Ma, Rau, & Guo, 2018). Women are more concerned about cosmetic consumption because their primary purpose is to enhance appearance and beauty. Most women pay attention to several credentials, including fragrance, ingredients used, brand, packaging, skin protection, and product value in terms of price (Johri and Sahasakmontri, 1998). The consumption of organic products has also enhanced due to the growing health and environmental concerns of females (Ahmad, Omar, & Hassan, 2016).

It is a complicated process to develop a clear understanding of consumers' preferences for different factors influencing their purchase decision and consumption pattern (Arvola et al., 2008). However, it is imperative to develop a Consumer-oriented approach to develop a comprehensive understanding of consumers' preferences for organic cosmetic products. There are multiple factors which consumption and purchase behavior of consumers' decisions of consumers. The industry must focus on discovering these factors so that it could be able to deliver desired value to consumers (Pudaruth, Juwaheer, & Seewoo, 2015).

Existing literature indicates a significant research gap for the assessment of consumers' behavior towards organic cosmetics. In Pakistan, there is no research work has been conducted to understand consumer behavior for organic cosmetics. Hence, the present study explores significant factors that influence female consumer behavior towards organic cosmetics in Pakistan. This effort will help the different organic companies to pursue their marketing efforts more effectively.

Context and Analysis Hypothesis

The agreement of worldwide examinations gives an unmistakable image of why individuals are buying normal items. There might be varieties in the request for inclinations for specific social and segment factors and the fundamental purposes

behind the need, well-being, item quality, and worry for natural debasement. In an emerging economy like Pakistan, India, and China, customers have experienced that natural foods are healthier than conventional food, particularly for their children (Sheng, Shen, Qiao, Yu, & Fan, 2009). In the West and the East, consumers seem to be aware of organic cosmetics' broader advantage as a safe product with a positive environmental effect (Ashraf, Li, Butt, Naz, & Zafar, 2019). Moreover, several findings unveiled that consumers have decided to naturally produce cosmetics that were less microbial and chemical contaminations than conventionally produced cosmetics (Ghazali et al., 2017). However, the risk of contamination during manufacturing and the possibility of combining organic and traditional products in the food supply chain (Roth, Tsay, Pullman, & Gray, 2008), the belief that organic cosmetics are associated with fewer to no chemical contaminants is often questioned.

Purchase Behaviour

According to expected behavior theory, behavior success is a mixture of motives and perceived behavioral command. Evidence has been gathered for several different behaviors about the connection between decisions and acts. It is witnessed that when actions pose no severe issues of control, they can be assessed from intentions with potential accuracy (Li et al., 2020). Further, they also illustrated that willingness and intentions are essential predictors of actual buying behavior. Studies have identified a difference or gap between favorable preferences expressed by customers and existing buying habits. Scholars exhibited that 67 % of consumers express a positive attitude to purchase organic cosmetics, whereas only 4 % of consumers bought traditional synthetic cosmetics products (Hughner, McDonagh, Prothero, Shultz, & Stanton, 2007). The researcher revealed that 30 % of UK consumers exhibit their concern regarding the environment but rarely translated their fears into the actual buy of environment-friendly cosmetics goods (Halicz et al., 2015). Therefore, it is evident that there is a gap between consumers' thinking and actual actions.

This divergence between customers' desirable perception and the actual buying

behavior of organic products is known as the 'attitude-behaviour gap.' It shows that the consumer's more generous attitude towards organic goods does not always lead to intervention. It is necessary to investigate why favorable attitudes have a weaker impact on buying organic products (Ashraf et al., 2017). There may be potential variables, like cost and accessibility of the item, and social results, prompting the inconsistency among customer demeanour buy a goal and genuine purchasing conduct. In this way, we plan to test the impact of affecting variables (i.e., well-being cognizance, information, abstract standard and cost, and accessibility) on buy expectation and real purchasing conduct.

Health consciousness (HC)

Health benefit is one of the major reasons to buy natural cosmetics. The outcomes indicated that Health Consciousness (HC) 's absolutely stimulus attitude regarding buying organic personal care products as earlier health approach is practically imperative on consumer attitudes. Moreover, found that health variables positively affect consumer attitudes towards organic cosmetics in Malaysia. These two studies were near that have shown similar results. They care more about well-being related issues, for example, sun security, maturing, UV beams, and ecological contamination. That well-being factors are the most substantial factors influencing customers' ability to buy natural beauty care products (Rao, Mogili, & Nagaraj, 2020).

Well-being mindfulness is imperative in impacting customers' buy practices (Ashraf et al., 2017). Notwithstanding, it explains that customer buy goals and well-being related arrangements stay a subject of exploration interest (Ashraf et al., 2019). Hence, the expansion of authentic encounters as an indicator of procurement goal and saw social control as an arbitrator of the attitude-purchase goal relationship further developed the TPB model (Kim and Chung, 2011). As ladies develop more established, they are probably going to turn out to be more well-being cognizant than more youthful guys. Henceforth, ladies utilization of beauty care products for well-being related reasons and well-being awareness is socially adequate and urges different men to utilize these items (Hall, Gough, and Seymour-Smith, 2013).

The well-being concern is essentially huge on ladies' disposition toward prepping items in Pakistan. In this manner, Hypothesis 1 has expressed as follows:

H1. Health consciousness positively affects consumer attitude towards organic cosmetic products.

Environmental Consciousness

Environmental consciousness is a sense of ecological issues and affects human activities to make them more ecologically friendly. Environmental knowledge does not influence an individual's behavior, as a general rule, but indirectly impacts behavior through other elements (P. Stern, 2000). The findings mentioned above have constructed that environmental information and knowledge could indirectly affect individuals' decision-making. Bamberg (2003) has proven that by conducting a questionnaire survey with 380 students of different universities and using three core TPB variables, environmental awareness indirectly affects behavioral intention. In another study, the extension model of TPB has developed to calculate consumers' intention to visit green hotels, considering ecological awareness as an anterior variable to the three core TPB variables. Besides, when consumers understand organic products' environmental and health benefits, they are more likely to pay for them. Again, P. C. Stern (1992) noticed that consumers who have information about climate change are more willing to pay for eco-labelled organic cosmetics than consumers with low environmental awareness.

D'Souza, Taghian, and Lamb (2006) also claimed that buyers would react differently to sustainable companies based on their ecological awareness level. Customers are increasingly concerned about its specific product features and also found similar results in which customers believe that organic cosmetics products exhibited excellent quality even while they contain fewer synthetic chemicals than traditional cosmetics goods. Furthermore, two consumers are worried about health problems or the consistency of their buying actions and environmental issues. Thus, skincare foods' increased profitability has been influenced by climatic concerns. Subsequently, several organic

beauty firms have penetrated the international market (Jones, 2017).

H2. Environmental consciousness effects positively on consumer attitude

Need for Uniqueness

If a customer is to be differentiated, organic goods become desirable choices for communicating specific characteristics. The researcher explored that the interpretation of a product's identity is that consumers perceive it as distinct from other products (Ghazali et al., 2017). If a product is hard to get, the sense of uniqueness possibly explains scarcity effects. In other aspects, by customers, organic goods are considered to be exceptional. People are more aware of the product's unique characteristics (Gok & Ulu, 2019). So, we can hypothesis that:

H3. The need for uniqueness has a significant and positive effect on consumer attitude

Price Sensitivity

Several studies showed that individuals who are far less aware of green products did not want to pay higher prices. All the social products cannot only be evaluated on the basis of performance and quality, but it also considers the product's pleasure and satisfaction (Potra, Pugna, Negrea, & Izvercian, 2018) as they contribute multiplicative and introduce additional improvements to consumer choice, and value dimension, which is always independent. There are four discrete values for the customer such as; performance, emotions, price, and socialism, which are substantially driven through buying attitude actions. Besides, this is embraced to expect from customer to buy the products with high prices until the customer gives to the product—effects of preferences and personal beliefs. Certified organic cosmetics are typically costlier than traditional products for many reasons (Tewary, Gupta, Mishra, & Kumar, 2021). Price becomes essential for organic cosmetic marketing. Increased wages influence consumer purchasing behavior. Their findings are the following where higher prices affect the likelihood of consumers buying organic cosmetics (Singh & Verma, 2017). Consumers moved to other goods with high price outcomes. Therefore, we intend to investigate the

connection between market price perception and consumer attitude towards organic cosmetics (Cheung & To, 2020).

H4. Price sensitivity has a significant and positive impact on consumer attitude

Product Quality Information Purchase

Many customers claim that natural goods are of better quality while having fewer synthetic chemicals than traditional ones (Schleenbecker & Hamm, 2013). Awareness of product quality influences consumer decision-making and purchasing organic goods. Many consumers prefer to judge the product on the basis of external indicators, including cost and logo (Ashraf et al., 2017). Customers' product information is based on subjective empirical and expert knowledge. Anecdotal observation means the self-perception of a customer about how much they know about a product (Park & Kim, 2008). Also, factual knowledge refers to the product information retained in consumers' minds, and professional expertise relates to data gathered from past product use experiences (Brucks, 1985).

Concerning skincare, numerous studies support the view that product awareness positively affects consumer perceptions towards such cosmetics and directly influences decision or purpose, thereby improving organic food consumption. Besides, Gracia and De Magistris (2008) evaluate organic awareness may affect behavior would increase the possibility of purchasing organic cosmetics and increase consumption among existing customers. Individual view affects customers' preference since they have driven to behave according to their awareness (Ettinger, Grabner-Kräuter, Okazaki, & Terlutter, 2021). Product awareness refers to the subjective perception of organic cosmetics by customers in this sample, and we expect improved product knowledge to contribute to more positive attitudes towards the product (Mari, Mandelli, & Algesheimer, 2020). Therefore, the next hypothesis has proposed as follows:

H5. Price Quality Information has a significant and positive effect on consumer attitude towards organic cosmetic products.

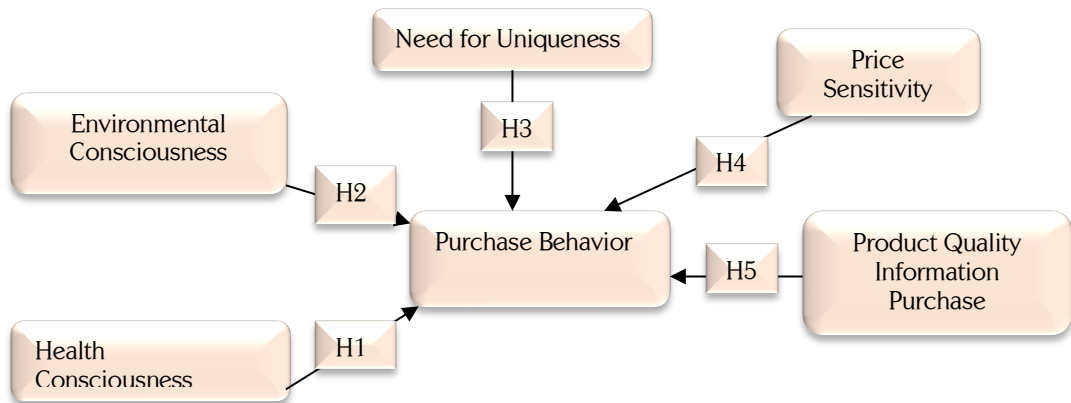


Figure 1: Conceptual Framework

Research Methodology

The purpose of research methodology is to define a road map for achieving the objectives of the research. It includes data collection methods and statistical techniques for analysis.

Research Design

The research study is quantitative and followed a deductive approach. The main focus of research is to generate primary data to examine the impact of various independent variables on a dependent variable defined in the framework. The quantitative analysis has considered adequate because it makes it possible to generalize the different aspects of findings. It provides a suitable way to gather data from a significant sample for other categories, and statistical analysis helps achieve the valid results of research.

Study Area

The Punjab province of Pakistan has been selected to conduct the study because it is the most populous area with an estimated population of 110,012,442, representing 56% of the total population in Pakistan. The two major Punjab cities, i.e., Lahore and Faisalabad, were selected for the present research due to the well-developed market and emerging organic cosmetics trends. Various national and international brands of organic cosmetics established a strong position by opening number of retail outlets in these cities. Women in these two cities are highly educated and more concerned about consuming cosmetics

products, which provide them long-lasting benefits and safety.

Study Sample

Convenience sampling techniques have been used to collect data from female consumers of organic cosmetic products belonging to different ages and income groups. A total of 300 females were selected to interview active users of other organic cosmetic products for skincare, of which 170 respondents were from Faisalabad, and 130 respondents were from Lahore. This sample size was considered adequate to achieve more reliable results in a limited period. Consumers' willingness had given the top priority to gather the required information, and it has ensured that this information would be used only for academic purposes.

Data Collection

The respondents have accessed through online, telephonic, and face-to-face surveys. Google form was used to conduct the online survey. A total of 231 respondents have been interviewed, while the remaining 69 respondents have accessed by completing discussions on telephone and face to face. A well-structured questionnaire has been developed because it is considered more appropriate and convenient for an extensive scaled survey according to the positive research method. Its usefulness in large-scale surveys helps to achieve a large number of respondents quickly with a researcher's low contribution level.

The respondents have interviewed using a developed questionnaire to determine the

impact of various factors on consumer behavior for organic cosmetics to gather the respondents' critical data—the questionnaire comprised four major sections, including both open-ended and close-ended questions. The first section was aimed to investigate the consumption pattern of female consumers for different organic cosmetic products and the second section investigated the purchase pattern. In the third section, five significant factors (health consciousness, environmental consciousness, and need for uniqueness, price sensitivity, and product quality information) of purchase behavior were demonstrated to determine the extent to which females were agreed to purchase organic cosmetic products. In this regard, 5 points Likert scale (1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree) was developed. The fourth section includes information about respondents' demographic characteristics such as age, marital status, family size, educational status, employment status, and income group. The questionnaire's validity and accuracy were first pretested by interviewing ten consumers, and some changes had been made to improve the questionnaire following consumers' responses.

During the critical situation of lockdown due to COVID-19 in the country, the online survey was mainly preferred to collect Faisalabad and Lahore's information. For this purpose, the questionnaire was uploaded on a google form. The link had sent to the identified consumers approached by various social media platforms, including WhatsApp, Facebook, and Gmail addresses. Some questionnaires were also filled out by interviewing the respondents through a telephonic survey in both cities, while face-to-face interviews were conducted only in Faisalabad. Data collection was started at the end of April 2020 and accomplished during May 2020. After collecting the required data, filled questionnaires have checked correctly to confirm that all the responses were added accurately. Uncompleted questionnaires were eliminated before developing a code sheet of all reactions that, and data was transferred to a

statistical Package program for computer scientists for analysis purposes.

Data Coding and Analysis

The raw data transcribed in the software through coding is considered helpful in the case of self-administered surveys. The primary purpose of coding is to transform and collected information into more meaningful and cohesive categories. The data was coded into the Statistical Package for Social Sciences version 25.0. The data entry process was completed to insert data into PC files. Furthermore, data analysis was performed to extract study findings. For this purpose, first of all, demographics, usage preferences, and purchase preferences of female consumers had examined with descriptive statistics. Cronbach alpha, KMO (Kaiser-Mayer-Olin), and Bartlett's were used to assess the scales' sampling validity and consistency. Multiple regression analysis was employed to identify the factors which influence consumer purchase behavior for organic cosmetics.

Results and Discussion

Demographic Profile

A summary of demographic features of consumers had presented in table 1. Results illustrated that more than half of female consumers have belonged to the age group of 21 to 30 years, with around 67 percent of total respondents. The remaining 29 percent were young and teenage consumers involved in organic cosmetics, while only a small portion of consumers belonged to the age group of 31 to 40. A vast majority (80 percent) of study participants were single. About 60 percent of respondents have graduated, followed by 22.3 percent who were post-graduated. Professionally, a high percentage (42.7 percent) of respondents hold their own business, and 29 percent were students. According to the results, the proportion of middle-income (40.7 percent) and high-income (31.3 percent) respondents was comparatively higher than the lower-income group.

Table 1. Demographic Characteristics of Study Respondents

| Variable | Level | Overall |
|---|----------------------|---------|
| The purpose for using organic cosmetics | Better feeling | 12.3 |
| | Facial Care | 49.3 |
| | Improving Self-image | 26.3 |

| Variable | Level | Overall |
|--|----------------------------|---------|
| Frequency | Being Fashionable | 3.3 |
| | Medical Purpose | 8.7 |
| | Daily | 19.0 |
| | Twice a week | 16.7 |
| | Weekly | 24.0 |
| | Fortnightly | 8.7 |
| | Monthly | 31.7 |
| Product Type | Facial Foam/Cleaner tonner | 49.0 |
| | Day and night cream | 10.3 |
| | Eye Cream | 11 |
| | Sun Block | 29.7 |
| Consumption Timing | Morning | 18.7 |
| | Evening | 8.0 |
| | At night | 36.0 |
| | All times | 37.3 |
| How long have you been using organic cosmetics | Less than month | 16.3 |
| | 1-3 months | 26.7 |
| | 4-6 months | 12.0 |
| | 7-12 months | 8.7 |
| | More than a year | 36.3 |

Usage Preferences: Results in table 2 depict usage preferences for organic cosmetic products. Analysis results indicated that female consumers preferred to use organic cosmetic products for facial care (49.3 percent) and improve their self-image (26.3 percent). About 31.7 percent of respondents showed their preferences to use different organic cosmetic products monthly, followed by weekly and daily consumption, 24 percent and 19 percent. Results indicated that the female consumers' most preferred organic products were facial foam (49 percent) and sunblock's (29.7 percent).

Respondents revealed mixed preferences for consumption time of organic cosmetic products as about 37.3 percent respondents prefer to use these cosmetics at all times while about 36 percent respondents prefer night time. Moreover, about a period of organic cosmetic consumption, a large proportion of respondents claimed that they were using organic cosmetics for a period of more than one year (36.3 percent) and last 1 to 3 months (26.7 percent). About 16.3 percent were reported as new consumers who intended to change their consumption pattern towards organic cosmetics within a month.

Table 2. Usage Preferences of Female Consumers for Organic Cosmetics

| Variable | Level | Overall |
|---|----------------------------|---------|
| The purpose for using organic cosmetics | Better feeling | 12.3 |
| | Facial Care | 49.3 |
| | Improving Self-image | 26.3 |
| | Being Fashionable | 3.3 |
| | Medical Purpose | 8.7 |
| Frequency | Daily | 19.0 |
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| Product Type | Facial Foam/Cleaner tonner | 49.0 |
| | Day and night cream | 10.3 |
| | Eye Cream | 11 |
| | Sun Block | 29.7 |
| Consumption Timing | Morning | 18.7 |

| Variable | Level | Overall |
|--|------------------|---------|
| How long have you been using organic cosmetics | Evening | 8.0 |
| | At night | 36.0 |
| | All times | 37.3 |
| | Less than month | 16.3 |
| | 1-3 months | 26.7 |
| | 4-6 months | 12.0 |
| | 7-12 months | 8.7 |
| | More than a year | 36.3 |

Purchase Preferences: In table 3, the purchase preferences of study respondents have been demonstrated. The results revealed that highly preferred attributes for the consumers are features of product and price. Both points scored more than 36 percent preference by consumers. Second, respondents indicated a more diverse response for performing purchase action daily, weekly, monthly, and yearly. Third, advertisement (44.3 percent) and the need for the product (30.3 percent) were the major motivational factors for consumers to make purchase decisions for organic cosmetics compared to other factors, including the latest

trend and discount offerings. The highly preferred purchase outlets were specialized stores with 32 percent and departmental stores with 25.7%. Subsequently, statistics show that 16% of people prefer buying from dermatologists and online. About 48.7 percent of respondents naturally intended to buy imported and local brands for brand preferences, while 46 percent chose to purchase only imported organic cosmetic products. The majority of respondents indicated that they spend between 500 and 1500PKR monthly to purchase required organic cosmetics.

Table 3. Purchase Preferences of Female Consumers for Organic Cosmetics

| Variable | Level | Overall |
|------------------------------|---------------------------|---------|
| Preferred product attributes | Price | 22.7 |
| | Brand | 36.7 |
| | packaging | 4.3 |
| | Features | 36.3 |
| Frequency | Daily | 20.7 |
| | Weekly | 16.3 |
| | Monthly | 36.7 |
| | Yearly | 26.6 |
| Purchase motivation | Discounts | 15.0 |
| | Latest trends | 10.3 |
| | Advertisements | 44.3 |
| | Need for the products | 30.3 |
| Store preferences | Departmental stores | 25.7 |
| | Dermatologist | 16.3 |
| | Beauty specialized stores | 32.0 |
| | Cosmetologist | 5.7 |
| Brand preference | Cosmetic catalogues | 5.0 |
| | Online | 15.3 |
| | Local | 5.3 |
| | Imported | 46.0 |
| Monthly spending | Both | 48.7 |
| | Below 500 | 12.3 |
| | 501-1000 | 33.7 |
| | 1001-1500 | 37.7 |
| | 1501-2000 | 7.7 |
| | More than 2000 | 8.7 |

Before the multiple regression analysis, KMO (Kaiser-Mayer-Olin) and Bartlett's test measure have employed to ensure sampling adequacy. All the factor loading values surpass the recommended cut-off value (0.60). The findings confirm that all matters had large positive loadings on measured factors to describe the

study constructs. Overall, these results provide clear statistical support for study data's factorability (Tabachnick & Fidell, 2001). Cronbach's alpha value for all the constructs was above the threshold value (0.7), reflecting scale reliability with a consistent response level (See Table 4).

Table 4. Construct, observable items, and Factor loadings

| Construct | | Factor loading | Cronbach's | Variance |
|-------------------------------------|------|----------------|------------|----------|
| Health Consciousness (HC) | HC1 | 0.702 | 0.820 | 58.176 |
| | HC2 | 0.757 | | |
| | HC3 | 0.794 | | |
| | HC4 | 0.798 | | |
| | HC5 | 0.759 | | |
| Environmental Consciousness (EC) | EC1 | 0.720 | 0.820 | 58.402 |
| | EC2 | 0.802 | | |
| | EC3 | 0.788 | | |
| | EC4 | 0.774 | | |
| | EC5 | 0.733 | | |
| Need for Uniqueness (Singh & Verma) | NU1 | 0.647 | 0.813 | 57.671 |
| | NU2 | 0.827 | | |
| | NU3 | 0.785 | | |
| | NU4 | 0.734 | | |
| | NU5 | 0.791 | | |
| Price Sensitivity (PS) | PS1 | 0.610 | 0.726 | 48.126 |
| | PS2 | 0.742 | | |
| | PS3 | 0.800 | | |
| | PS4 | 0.618 | | |
| | PS5 | 0.678 | | |
| Product Quality Information (PQI) | PQI1 | 0.729 | 0.832 | 49.932 |
| | PQI2 | 0.635 | | |
| | PQI3 | 0.702 | | |
| | PQI4 | 0.709 | | |
| | PQI5 | 0.717 | | |
| | PQI6 | 0.768 | | |
| | PQI7 | 0.680 | | |
| Purchase Behavior (PB) | PB1 | 0.705 | 0.834 | 60.314 |
| | PB2 | 0.805 | | |
| | PB3 | 0.827 | | |
| | PB4 | 0.753 | | |
| | PB5 | 0.787 | | |

Factors Influencing Consumer Purchase Behavior

The results of regression analysis described the factors including health consciousness (HC), environmental consciousness (EC), need for uniqueness (Singh & Verma), price sensitivity (PS), and product quality information (PQI) influencing purchase behavior of consumers for organic cosmetics. To evaluate the proposed hypothesis, multiple regression analysis was

used to the current study hypothesizes (H1- H5). So, H1, H2, and H5 are strongly supported as the p-value < 0.05. These study findings of H1 (Health Consciousness) and H2 (Environmental Consciousness) are consistent with the results of (Tsakiridou, Boutsouki, Zotos, & Mattas, 2008). According to these results, it would be appropriate to mention that health consciousness, environmental consciousness, and product quality information strongly

influence consumer behavior towards organic cosmetic products. Moreover, the results of multicollinearity dimensions also demonstrate that it is not problematic as the Variance Inflation

Factor (VIF < 10) and value of tolerance (TOL > 0.2).

Table 5. Multiple Regression Analysis

| Multi Collinearity | | | | | | | | | | | |
|--------------------|-----|-----|------|-----|-------|------------|-------|-------|------|------|-------|
| | Min | Max | Mean | SD | Beta | Std. Error | Beta | t | Sig | TOL | VIF |
| HC | 1 | 3 | 1.96 | .52 | .233 | .048 | .230 | 4.888 | .000 | .604 | 1.656 |
| EC | 1 | 3 | 2.04 | .51 | .164 | .057 | .159 | 2.887 | .004 | .441 | 2.269 |
| NU | 1 | 3 | 2.05 | .52 | .101 | .055 | .100 | 1.827 | .069 | .446 | 2.241 |
| PS | 1 | 4 | 2.10 | .51 | -.004 | .042 | -.004 | -.093 | .926 | .795 | 1.258 |
| PQI | 1 | 3 | 1.97 | .52 | .471 | .052 | .499 | 9.006 | .000 | .535 | 1.870 |

Conclusion and Recommendations

The study aimed to identify that how the purchase of organic cosmetics influences consumer behavior. This regard mainly focused on five primary factors: the need for uniqueness, environmental consciousness, health consciousness, price sensitivity, and product quality information, and claimed that all these factors positively influence consumer behavior. Health consciousness is an essential factor that regulates consumer behavior for the purchase of different products. According to the study results, consumers strongly prefer organic products due to their safety concerns for health. There are many harmful effects of conventional cosmetic products on health that have arisen. Therefore, today female consumers are paying great attention to their health as well as beauty concerns. Environmental sustainability is another important feature of green or organic products. Due to changing lifestyles and increased awareness levels, female consumers are becoming more conscious of consuming eco-friendly products (Martinus & Anggraini, 2018).

The product quality information was also another critical factor that has a substantial impact on consumer behavior. Female consumers are very concerned about the product information related to its quality. This information provides a guideline to select the appropriate product for use. Organic cosmetic products are available in a wide range; therefore,

it is necessary to provide complete information regarding product usage to choose the right product without any confusion. The need for uniqueness is another factor with the moderate influence of identity on consumer behavior. Female consumers are more conscious about their unique self-image in front of others. Hence they pay greater attention to purchasing and consuming the product to achieve uniqueness (Chan, To, & Chu, 2015). Organic cosmetics provide long-lasting and durable results, and in this way, female consumers can maintain their unique self-image.

The study results showed that Price sensitivity has no significant influence on consumer behavior. It means that for quality organic products, consumers are not much concerned about price. They are willing to pay a high price for the right organic products. The Marketers should run advertising campaigns to communicate how organic cosmetics purchase is essential for the environment's well-being—these benefits are highlighted during the marketing of other personal care organic products. Marketers can have a strong influence to encourage positive behavior. The companies must positively promote the different factors of health consciousness to achieve consumers' preferences. Mostly, consumers' people integrate health with nutritional and physical activities while others associate with skin health's external appearance.

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