

Green Marketing: A Study on Consumer Buying Decisions and Satisfaction level towards Organic Personal Care Products in Punjab

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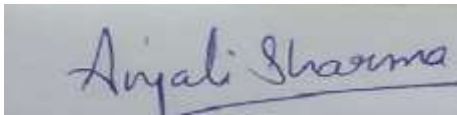


LOVELY PROFESSIONAL UNIVERSITY, Punjab

2024

DECLARATION

I, hereby declared that the presented work in the thesis entitled "Green Marketing: A Study on Consumer Buying Decisions and Satisfaction Level Towards Organic Personal Care Products in Punjab" in fulfilment of degree of **Doctor of Philosophy (Ph. D.)** is outcome of research work carried out by me under the supervision of **Dr Richa Bhatia** working as Associate Professor in the General Marketing/Mittal school of business of Lovely Professional University, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of other investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.

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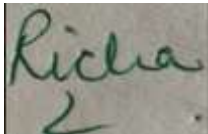
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CERTIFICATE

This is to certify that the work reported in the Ph. D. thesis entitled “Green Marketing: A Study on Consumer Buying Decisions and Satisfaction Level Towards Organic Personal Care Products in Punjab” submitted in fulfillment of the requirement for the reward of degree of **Doctor of Philosophy (Ph.D.)** in the Marketing (Commerce), is a research work carried out by Anjali Sharma(Registration No.)11916665, is bonafide record of his/her original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.



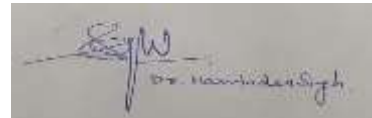
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ABSTRACT

The word "eco-friendly" is becoming more and more common among people in general around the world. Environmental problems that pose several hazards to civilization, such as climate change, global warming, and economic volatility, motivate people to take action to keep the environment safe. Now civilization is more conscious about the injurious effects of technological progression to the environment as well to their health due to which organic and green products are winning fame within the society. Over thirty years ago, it appeared that environmental issues affected every engaged citizen, business, and organization on the planet. Global studies reveal that customers are becoming increasingly concerned about the environment and are gradually changing their behavior. The environmental issues that are faced by society today are often considered to be the greatest threat and challenge for the people of the society.

Various studies highlighted and had an emphasis on how important the common good viewpoint is for humanity's well-being and in recent eras this has increasingly been more connected with ecological and communal values. Various Companies have an egoistic and self-centered focus on sustainable development of the society for which a new concept named as green marketing has emerged in their marketing practices. Green marketing is one of the trending and leading factor in the society as it is the development of green- products and services and encouraging them to meet the consumers desires which at the same time do not have any negative impression on the environment. The 'World Commission for the Environment and Development' defines environmental growth as "fulfilling the wants of the future without compromising on the needs of the future generation" (Front land Report, 1987).

Globalization and technological advancement have increased industrialization, manufacturing and market demands for goods and services. Also, due to rise in global population, consumption rate and demand is high. So many problems such as scarcity of natural resources, global warming, pollution, occurs due to increased manufacturing of products due to increased demands. These issues

leads to environment and health problems. Thus, protection of environment has become a key concern globally. Various NGOs, government organizations and business organizations are taking initiatives to create awareness among the society. Consumers are not shifting towards protection of the environment. They are becoming health and environment conscious. Degradation of the environment creates sensitivity among them. They shift their purchase behaviour toward green or natural products that do no harm the environment. They are continuously shifting their lifestyles to contribute in well-being of environment.

Green marketing is one of the leading factors which seeks attention of consumers towards eco-friendly products. It focuses on promoting and manufacturing of green goods that do not harm the environment. Marketers adopting green marketing strategies in their business activities lead in the market and attract consumers. Business organizations focuses on manufacturing of products in such a way that they do not cause any harm to the environment. It is one of the prominent factors for marketers to be in the competition. The use organic personal care product is inevitable in today's world. Consumers have many options to select from, and the introduction of social media has made it easier for organic personal care products manufacturers to advertise and market their goods to a wider audience. Organic personal care products are made from natural ingredients, do not contain any hazardous chemicals and help in preserving the environment. Moreover, this sector is one of the most revenue contributing sectors of FMGC.

The primary objective of the study is to examine the impact of green marketing attributes on buying decisions of consumers and satisfaction level towards organic personal care products in Punjab. The study specifically focused on organic personal care consumer goods because they are of relatively low cost, used almost daily by individuals and have a quick turnover. The proposed conceptual framework has been established by proposing the relationship between six variables of green marketing (environment beliefs, awareness, quality, price, promotion and sustainability) and buying decisions of consumers having demographics as moderators. Further, the impact of buying decisions of consumers on their satisfaction level was also analysed.

A descriptive research design has been used for the present study. Consumers of organic personal care products of Punjab are considered as target population for the study. Judgement and convenience technique of sampling is considered for the purpose of data collection. As Punjab has three regions; Majha, Malwa and Doaba, thus sample has been collected from these three regions. The districts have been selected on the basis of census, 2011. Sample-size of 550 respondents has been selected for the study and 50% data has been collected from Malwa region and 50% from Majha and Doaba. The data was collected from April 2023 to September 2023 by using self-administered questionnaire which consists of the items of environment beliefs, awareness, quality, price, promotion, sustainability, buying decisions of consumers and satisfaction level. The respondents requested to rate on five-point Likert scale such as strongly disagree, disagree, neutral, agree, strongly agree.

Accordingly, reliability of the constructs used in the questionnaire has been tested and the values of Cronbach's alpha ranges from 0.60 to 0.90 for all the constructs. Structural Equation Modelling (SEM) using AMOS software has been used to accomplish the objectives and for hypothesis testing for the present study. Findings reveal that price and promotion as a green marketing attribute do not have favourable influence of buying decisions of consumers. Whereas environment beliefs, quality, awareness and sustainability have a favourable influence on buying decisions of consumers. Also the moderation effect of demographic profile of consumers has been analysed. Buying decision of consumer directly influence the satisfaction level of consumers. The conceptual model derived from the literature review, is found to be satisfactory.

From the viewpoint of academics, the present study pays to the currently existing literature on green-marketing and buying choices of consumers. The present study provides a conceptual model to differentiate and recognize the antecedents and consequences of green marketing. At last, the important idea of the proposed conceptual model is that marketers should understand in detail about the factors that are needed to improve the green marketing practices that will positively impact both the purchase intention as well as satisfaction level of the consumers. More importantly, by understanding about the factors, marketers will be better able to advance and execute their green policies and strategies.

Also health remains the most important factor to buy organic personal care products. The study's findings indicate that customers' awareness of organic personal care products should be raised and environmental education should receive greater focus from marketers and policymakers. Promotional strategies should be made in such a way so that it will create awareness among consumers that safety of environment as well as health is the need of an hour.

Acknowledgement

Every study project inevitably calls for a great deal of dedication, focus, and hard work. However, it becomes simple, attainable, and feasible with the right direction, oversight, and assistance from other individuals. This research work required a lot of effort. It required high concentration and the whole hearted support without which it would not have been possible to accomplish the task at hand. Thanks to my baba ji whose mercy, blessing and compassion have guided me to this stage. Every study project inevitably calls for a great deal of dedication, focus, and hard work. However, it becomes simple, attainable, and feasible with the right direction, oversight, and assistance from other individuals.

A successful completion of a project always depends on the guidance and assistance of your mentors and loved ones and it is a privilege for me to have all along the completion of my project. Completion of the project will remain pending if I forget to thank them for their supervision and assistance.

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CHAPTER 1

INTRODUCTION

Chapter 1

1.1 Introduction:

The starter of modern information and communication technologies, increased regulatory attention, altering consumer life styles, changing consumer behavior and global supply chains has revolutionized the marketing practices from past few decades. Due to competitive urges such as improved customer facilities and fast response, companies have led to accept strategies which are providing additional striking offers however, these strategies may not always be communally and environmentally sustainable, creating a misbalance in community and the environment that hinders the sustainability agenda (Narula, 2016). But it has also been observed that there are countless chances for marketers operating in the green space, enabling them to effectively address stakeholder concerns and producing a unique place for themselves in ever-evolving marketplaces.

In a society, where marketing is ingrained in daily life, sellers not only have a need to act sustainably, but they can also be key change agents in fostering the development of a sustainable society. (Saxena and Khandelwal, 2010, Jones et al 2008; Prothero and Fitchett, 2000). The leading companies over the globe including automotive, oil and gas, FMCG, cosmetics and personal care, aviation, food and health, utilities etc had a great influence of environment concerns on their marketing strategies.

Over the past few decades, various societal groups have been paying more attention to environmental issues. Growing awareness of environmental issues among consumers has led them to realise that most of the problems arise from population growth, changing consumption patterns, and technological advancements. Consumers are now more environmentally as well as health conscious and ready to change their preferences from non-green products to greener products that have the least negative effects on environment.

Consumer shifting consumption patterns and growing demand for green products are proving to have great influence on marketers. Consumer concern for environmental and demand for green products led to the evolution of novel marketing term known as 'Green Marketing' (Peattie and Charter, 1997), which aimed to balance between profit margins of companies on one hand and society concern on the other hand (Karna et al., 2002).

Today's consumers control the market, and they "vote" with every purchase they make. (Ottman, 2006; Prakash, 2002; Polonsky, 1994). A consumer validates the value of a commodity or service by consciously choosing to pay for it with money. The degradation of the environment has drawn attention to green marketing, making it a global issue. Additionally, because of shifting consumer views as well as pressure from the government and the marketplace, businesses must take the "green" label into account when developing their marketing plans.

Various social organizations, scientists, environmentalists and concerned people have start making immediate measures to stop ongoing degradation of environment in response to ecological imbalances and climate changes and involve in green-marketing. Green marketing and green consumerism prioritise the preservation of the long-term well-being of consumers and society by using pure, beneficial, high-quality items that do not create any detrimental impact on the environment (Lavanya. V, 2023). Green marketing thus, basically focuses on the marketing strategy that inspires the creation and ensuring protection of green products.

In light of growing public awareness about the connection between global warming, non-biodegradable solid waste, pollution and their detrimental effects on environment and health, the term "green marketing" therefore refers to a complete marketing concept where goods and services are manufactured, dispersed, consumed, and disposed of in a way that has least destructive effect on the environment. As consumer and marketers both are getting more and more aware of the need to switch towards the green products, the concept Green Marketing creates its own importance in the market.

Various marketing methods are being rapidly replaced by green consumer's, as they demand sustainable practices and safe environment. People are now aware of how their consumption habits and other actions have an immediate effect on the environment (Gan et al, 2008). The term "environmentalism" has quickly spread throughout the world. Marketing organizations can now accept the environmental challenges as an opportunity.

Through the use of green marketing strategies, this possibility is converted into profitability. Social issues that arose due to environmental problems, have now moved to marketing problems (Bisoyi, 2017). Once achieved, sustainability is a societal goal that will essentially change everyone's behaviour (Van Dam and Apeldoorn, 1996).

Thus, the business organizations are not unfamiliar with the concept of green marketing. Several businesses have admitted to being accountable and responsible for safeguarding the environment. Companies that produce environmentally friendly products and modify their production processes to reduce pollution and increase profitability have popularised the idea of going green. The concept green marketing executed by companies refers to the efforts made by them to address environmental issues and meet consumer needs by providing environmentally products (Soonthonsmai, 2007).

1.2 Green Marketing:

1.2.1 Introduction:

“Green Marketing is inevitable and it is the need of the hour” (Groth,1998; Prothero,1997 and Peattie, 1992). In India and other developing nations, green marketing has emerged as crucial idea and is seen as a necessary strategy to support sustainable development. As a result, producers are now more environmentally conscious and create goods that benefit the environment, which could boost their market share and boost the company’s perceived value in the eyes of public.

Green marketing is also known as ecological marketing and sustainable marketing. It is a marketing strategy which refers to the efforts of the company at designing, pricing, promoting and distribution of good and services without any harm to the environment. The distinctive characteristics of green marketing are its business aspect as well as reference to the values of consumers who wish to act responsibly towards the environment and society when making purchases. To put it simply, green marketing refers to all of the marketing initiatives that companies use to either minimize or increase the positive environmental effects of their products.

Green marketing can be observed together as a type of marketing and marketing philosophy. As a type of marketing, it is like goods or service marketing concerned with marketing of particular product, i.e. natural products. On the other hand, as a philosophy, green marketing is similar to that of societal marketing in that it emphasises the idea that marketers should consider the ecological concerns of society as a whole in addition to customer satisfaction.

The UNEP (United Nations Environment Programme) describes it as “a marketing which incorporates all communication procedures undertaken to promote a product

on the basis of its environmental properties or of its social qualities. It is about selling products on an ethical platform”.

1.2.2 Overview of Green Marketing

Green marketing was initially explored much earlier, even though it came into fame in the late 1980s and early 1990s. When some particular products were recognized as being destructive to the earth’s environment, then the term ecological marketing began in Europe. In 1975, the American Marketing Association (AMA) organizes the very first workshop on “Ecological Marketing”. This workshop results in one of the initial books on green marketing named as “Ecological Marketing”. As the outcome, various new ‘green products’ were launched that were making less damage to the atmosphere. Basically, the definition of green marketing includes three components such as it’s a subset of all marketing activities, examines both the negative and positive aspects of marketing activities and narrow environmental issues was examined. According to Henion, the first definition of green marketing was, “the implementation of marketing programmes directed at the environmentally conscious market segment”. Even though this definition was a good place to start, but green marketing needs to be defined more widely.

According to AMA (American Marketing Association) 2007, “Green or environmental marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment”. Changing products, modifying production processes, changing packaging, and innovating promotional strategies are just a few of the many actions that make up green marketing (Dr. Sanjay Kesharao Katait, 2014).

As per Peattie (2001), Mishra, Sharma (2014), Papadas et al, (2017), green marketing goes through three phases which starts from 1980s to 2000. These three phases are Ecological green marketing, Environmental green marketing and Sustainable green marketing. The first phase named as Ecological green marketing focusing on lowering environmental problems such as soil pollution, air pollution, water pollution, and giving remedies. There are some business organizations which consider the environment deterioration as a source of increase in costs, while other organisations

have developed from market pressures by trying to understand the behaviour of consumers.

Phase second i.e. Environmental green marketing emphasis on innovations via clean technology. The focus of marketers was shifted to use clean technology so that their products will not harm the environment. The incidents like Bhopal gas tragedy raised the concern of consumers regarding the environment. Thus, the companies have started producing green or organic products.

The last phase known as Sustainable green marketing concentrations on preservation of environment via sustainable development. As consumer today has become more health and environment conscious and ready to spend on ecological sustainable products, various business organizations have started focussing on the whole cost of ownership of green products, rather than initial cost to encourage consumers to acquire their green products.

1.2.3 Meaning and Definition of Green Marketing:

Green marketing denotes to the practice of promoting goods and/or services on the basis of their ecological effects. Green marketing is a broad idea in marketing that can be used for industrial goods, consumer goods and services. This is nothing but environmental or ecological marketing with a 'Go Green' mission to promote green products (Tripathy et al., 2014).

According to Minto and Lozada (1993), Green marketing is the employment of instruments to promote exchanges that meet organizational and personal goals for the protection and reservation of environment. Green marketing is the set of practices meant to guarantee that the exchange of products possesses the least destructive impact on the environment (Dangelico and Vocalelli, 2017). Green marketing is an essential idea that attempts to put business operations into more harmonious and intimate relationship with the environment. In this sense, including a wide range of initiatives and trends into marketing campaigns is necessary for green marketing. Companies adopt green marketing to raise consumer awareness and demonstrate to them that the business aims to solve environmental issues (Cherian and Jacob,2012).

The green marketing concept – defined as “marketing activities which attempt to reduce the negative social and environmental impacts of existing products and production systems, and which promote fewer damaging products and services” (Peattie, 2004). Due to its importance and the relative novelty of how companies

engage with natural environment, green marketing is something that is worth looking into. Polonsky (1994) defines green or environmental marketing as “all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.”

Peattie (1995) describes Green Marketing is “the holistic management process responsible for identifying and satisfying the requirements of customers and society, in a profitable and sustainable way”. Advertising, packaging or green claims are not the only aspects of green marketing. Building an image is merely a single aspect of it. It is a far more extensive idea that includes all of the marketing initiatives that businesses take to either diminish the bad effect of their products on the environment or increase the positive effects (Jain and kaur, 2003).

Green marketing includes all forms of product or service promotion that meet or exceed customers' expectations in terms of quality, performance, affordability and convenience without having any negative effect on the environment. In a green market, consumer bear responsibility for the environment as a human obligation (Widyastuti, S.; Santoso., 2021). In response to growing customer worries about corporations' environmental impact, an increasing number of businesses are implementing green initiatives. The integration of green marketing into an organization's entire strategy is aimed at improving stakeholder, investor, regulator, and customer satisfaction. Additionally, competitive advantage, customer happiness, and business performance can all be enhanced by green marketing.

1.2.4 Importance of Green Marketing:

As increase in number of production and activities of business are polluting the environment which creates damages to society and wildlife in different areas of the world. It is very crucial for marketers to use natural resources efficiently to achieve the organisational goals without any wastage of resources because resources are limited and needs of humans are unlimited. Thus, green marketing is inevitable. Now people of the society are more concerned with the environment due to which there are variations in their purchasing behaviour. To attract more consumers, marketers consider green marketing as growing strategy which helps in designing products more sustainable and socially reliable.

Eco-friendly policies such as electricity conservation, water conservation, natural resources conservation etc reduces the waste which leads to less operating cost and more savings. Also going green and using green marketing perspectives creates a positive impact of business organisations in the eyes of consumers which directly provide economic benefits. Green marketing practices help marketers in reduction of energy consumption and carbon dioxide outputs which helps in improving environmental conditions and also reduce the global warming.

Companies which adopt green marketing practices are gaining more competitive advantages over than other companies which do not care for the environment. Green marketing is the way through which products are modified in a way which do not root any destruction to the environment. Green perspectives lead to efficient use of resources in business practices and less wastage of resources. Green marketing helps to design the product which do not cause any harm to environment, that are socially accepted, affordable by consumers and also they are sustainable.

Business face pressure from a range of stakeholder, including shareholders, non-governmental organizations the government, environmentalists, and consumers. This put them under continuous and relentless observation in their day to day operations. At the same time, consumers are now becoming more vocal about their demands for green products, even though it is still unclear whether they would be willing to pay a premium for them. Thus, green marketing assists the business in developing a proactive plan to serve the market by distributing green goods and services which have lower negative impression on the environment.

1.2.5 Reasons/ Drivers of Green Marketing

1. Opportunities: Green or environmental marketing creates changes in existing demand, also leads to new demand and give access to new market, due to which various opportunities arises in front of marketers. The majority of consumers from different topographical and economic history wants to consume in added sustainable way. Industries can reach this enormous probable consumer base by improving their environmental performance and by liaise this change to their consumers.

2. Business Transparency: Green marketing is a device that improves business transparency. It has its own advantages and disadvantages. Companies can appeal to environmentally conscious consumers on the one hand, but they have to live up to the green image they try to create on the other hand. Companies that want to receive green

label certification must share details about their manufacturing and management procedures that are often off-limits to the general public.

3. Competitive pressure: There is also competitive pressure on sellers for approving and promoting green marketing. Due to consumers changing life styles, marketing environment has been changed. New strategies have been adopted by the marketers for attracting consumers.

4. Social responsibility: Business Organisations also realizing that they have ethical responsibility to be more socially concern and behave in a eco-friendly fashion. Companies that participate in environmental marketing initiatives are likely to have a greater opportunity to change their actions because to claim that their products are environmentally safe, they must evaluate the product in a way that fulfils necessities in order to obtain certified eco-labels.

5. Government pressure: Government has also taken various initiatives and made pressure on organisations for going green. The government creates a number of laws and guidelines to regulate trash by company. Examples include the outlawing of single-use plastic, limiting the use of water to prepare drinks in specific locations, and forbidding smoking in public settings

6. Closing the product life cycle: Green marketing turn out to be very vital aspect for marketers to create its different position in the market. Green products that are marketed through green marketing, do not only incorporates new creations, but also recycled, remanufactured and refurbished goods.

1.3 FMCG (Fast Moving Consumer Goods)

Fast moving consumer goods (FMCG) also named as consumer-packaged goods states product that is extremely in demand, quickly sold and is affordable. FMCG includes packaged food, stationery, toiletries, beverages, cleaning and laundry goods, personal care products, consumer electronics and so on

Products have quick revenue, and comparatively low costs are known as Fast Moving Consumer Goods (FMCG). Examples of FMCG usually include a broad collection of commonly bought consumer products such as packaged food, toiletries, over the counter drugs, beverages, stationery, personal care products, less expensive electronics, cleaning and laundry products and other consumables.

FMCG sector is one of the emergent industries that concern about the environmental issues relating green marketing. Consumer increasing awareness and changing life

styles are the major drivers which increases the growth of this sector. FMCG sector have to pay high expenditures for distribution, packaging, marketing and advertising in order to ensure that their products are available in the market. The presence of various international companies through their subsidiaries, is one of the distinct characteristics of FMCG industry.

The companies doing green marketing of FMCG enhance their current capabilities, re-inventing marketing for consumers, partnering with foreign trade, re-engineering supply chains and bringing sustainability into the strategic plan. There are various segments of FMCG sector which includes, food and beverages section, household and personal care sections and health care (as per Indian Brand Equity Foundation (IBEF)). According to IBEF, household and personal care section contributes the highest revenue i.e. 50% while health care section contributes 31% and food and beverages section contributes rest 19%.

Food and beverages section includes following items such as snack foods, chocolates, ice-creams, processed fruits and vegetables, meat, dairy products, confectionary, staples/cereals, bakery goods such as bread, biscuits, cakes etc , branded flour, rice, sugar, tea, coffee, juices, health drinks, bottled water, soft drinks and other beverages. The market players of food beverages section in FMCG sector are Hindustan Unilever Limited, Nestle, Dabur India, Varun beverages Limited and so on.

Household and Personal care section is the largest section of FMCG segments by contributing 50% share of revenue. It includes, skincare, laundry soaps and detergents, hair care, oral care, personal wash, cosmetics, deodorants, perfumes, toiletries, female hygiene products etc. This section has considerably improved our well-being and living standard through the promotion of hygiene, convenience and visual interest in our daily routines and environments.

Health care segment is another 2nd hub of FMCG by contributing 31% revenue to the sector. It includes vitamins & dietary supplements, over-the-counter drugs, feminine care, oral care, others (range of pharma products).

1.3.1 Organic FMCG (Fast Moving Consumer Goods)

.As organic products are manufactured via green technology which caused no harm to the environment, similarly organic FMCG products are manufactured in eco-friendly environment with no harm to the environment. For conservation of natural resources and sustainable development organic FMCG products are necessary. FMCG products

may be considered are organic FMCG by including the following features such as Products which are originally produced, Products with natural constituents, products comprising recycled contents, non-toxic chemical, Products those are recyclable, reusable and biodegradable, Products that do not harm or infect the environment, Products that have eco-friendly packaging.

1.3.2 Organic FMCG Sector in India

As per 'India Info line News Service,' Mumbai, January 6, 2016, "the FMCG sector is the fourth largest in Indian economy with market size of US\$ 13.1 billion and generates 5% of total factory employment in the country and is creating employment for three million people, especially in small towns and rural India" (Prمود H. Patil, 2016). FMCG products are very core and important need in consumer's life. The health and food safety are the two most weighty factors that consumer consider while purchasing any product nowadays. Organic FMCG products are originally grown without use of toxic chemicals, having eco-friendly packaging and which do not root any harm to the environment, leads to resolve the health & environment issues of the consumers.

India is a big hub for FMCG, thus it is an important sector in India. The Indian market is attractive to both domestic and foreign enterprises because of its large population high percentage of teens and diverse customers. From 2021 to 2027, the FMCG market's total revenue is projected to increase at compound annual growth rate of 27.9%, or close to US\$ 615.87 billion (Indian Brand Equity Foundation IBEF). The development of FMCG or fast-moving consumer goods began to emerge in India as a result of country's rapid increasing demand for everyday necessities. Numerous FMCG business organisations are now active in India.

Due to their wide-ranging networks of distribution, it will be possible for FMCG organizations to deliver their goods and services all over the country. "India's fast-moving consumer goods (FMCG) sector grew 7.5% by volumes in the April-June 2023 quarter, the highest in the last eight quarters, led by a revival in rural India and higher growth in modern trade" (IBEF). Favourable Government efforts and policies, new branded items, a growing rural market and population, and the expansion of e-commerce platforms are the main growth factors for the FMGC industry.

FMCG businesses are always trying to persuade consumers with their promotional offers, and many of them offers combo packages to convince consumers to purchase their goods. The production process, day-to-day operations, retail and logistical channels, consumer insights, and communication all need to prioritise flexibility if FMCG companies are to undergo over the long term and provide superior value for their customers.

The FMCG sector largest contributor to the total revenue in India is the urban segment, which accounts for over 65% of the sectors revenue. However, in recent years, FMCG market in rural segments has growing quickly compared to urban segments. FMCG sector plays a very important role in increasing the GDP of the economy by significantly contributing towards economic, social, and other factors. To remain in competition and growth, FMCG companies needs to focus on innovation and research and development. Global and regional FMCG companies now making more investments in health and wellness. Purchasing behaviours and consumer preferences are increasingly being shaped by health and wellness.

Various organic companies has taken start-ups in different sectors of FMCG in India by 2025 which includes vanity wagon (A natural beauty market delivering organic personal care products across India), Kabira handmade (deals in edible oils), Carmel organic private limited (sourcing and supplying organic herbs), Vishalya Foods and Farms Pvt Ltd (A Farm-to-Kitchen (D2C) E-commerce busine ss for Organically Grown Raw Food), Jivabhumi (Agri-tech platform) etc.

1.3.3 Organic Personal Care Products:

From past few decades, Personal care industry is the fastest growing industry in India. Personal care is the industry that produces products which are used in own hygiene and for beautification. According of Ministry of Economy and Industry, “the Indian beauty and personal care (BPC) industry is estimated to be worth \$8 billion. The global organic personal care market size was estimated at USD 13.33 billion in 2018 and is projected to register a CAGR of 9.4% from 2019 to 2025 and 10.1% from 2023 to 2030” (Grand view research).

As per IMARC, the market for personal care and cosmetics in India had been estimated at US\$ 28.0 billion in 2023. The IMARC Group projects that the market will increase at a compound annual growth rate (CAGR) of 5.6% from 2024 to 2032,

once it reaches US\$ 46.6 billion. Some of the major reasons driving the market include the availability of a diverse range of products, the rising demand for natural and organic products, and the increasing prevalence of e-commerce platforms. India's cosmetics industry is expected to increase at a Compound Annual Growth Rate (CAGR) of 5.91% over the projection period of 2017–2030, according to Goldstein industry Intelligence. The market was valued at approximately USD 11.16 billion in 2017. As per statista.com, The Beauty & Personal Care market in India is projected to generate a revenue of US\$31.51bn in 2024.

The Indian organic personal care industry is one of the fastest growing industry among consumers with very strong opportunities for both domestic as well as foreign companies. With more shelf space in retail stores, online E-com spaces, boutiques, and pertinent D2C channels, the Indian personal care and cosmetics industry has seen continuous robust growth. Indian consumers' growing awareness of organic personal care products is one of the key factors propelling the market. Urbanization has increased people's propensity to adopt new habits and products. Customers are spending money on organic personal care products as they realize how important it is to take care of themselves and keep a presentable appearance. In addition, the demand for cosmetics, skincare, hair care, fragrances, personal hygiene products, and grooming tools has increased due to the growing affluent population and their increased spending power. The leading brands of organic personal care products in India are Organic India Pvt Ltd, Forest Essentials, Vaadi herbals, Kama Ayurveda Pvt Ltd, Amishi Consumer Technologies Pvt Ltd (The Moms Co.), Bella Vita organic, Organic Harvest, The Himalayan Organics India, Juicy Chemistry Pvt Ltd, Lotus Herbal Pvt Ltd (TechSci Research).

Some of the more well-known clusters for organic personal care products found in Maharashtra, Gujarat, and Himachal Pradesh. Mumbai, Delhi, Kolkata, Bangalore, Chennai, Hyderabad, Ahmadabad, Pune, Jaipur, and Kochi are the top ten cities in India for skincare products. Delhi and Kolkata were the next largest skincare markets in India, after Mumbai. From 2016 to 2021, the skincare market in Jaipur grew at the fastest rate, while that in Kolkata grew at the slowest rate. (Globaldata.com)

Personal care products include a huge number of products such as hair dye, shampoo, shaving cream, talcum powder, toothpaste, wet wipes, deodorant, moisturizer, cleansing pads, cotton swabs, toilet papers etc. Organic personal care products are derivative from natural resources and thus are free from detrimental effects. Growing

awareness regarding benefits of green personal care products via green marketing has resulted in increase in demand of these products. Organic personal care products do not contain chemicals such as aluminium salts, petrochemicals, phthalates and parabens which are hypothetically dangerous to individual health. These products comprise of plant ingredients and do not cause any harm to consumers. Increasing health awareness and beauty consciousness are prime elements enhancing the market growth of personal care products.

Various brands in India deals in green or organic personal care products such as Himalaya, Biotique, Soul Flower, Patanjali, Organic India, Lotus Herbals, Fabinda. Healthy progression is enduring in the world for natural and organic personal care products. Various research papers show that due to increase in demand of consumers for natural products will lead to increase the market revenue. Consumers these days are more aware about the benefits of green and natural products and shifting toward green products. in present scenario, people of India have high concern for green and socially responsible environment and also have a positive attitude towards green marketing.

The organic personal care goods industry is one of the fast enlarging consumer goods categories in India, with a significant opportunity for international businesses. The Indian organic personal care industry has revealed constant strong expansion with increasing shelf space in marketing store, supermarkets, shopping malls etc. The various trends such as move towards physical and mental well-being through use of organic/natural products, increasing adoption of men's grooming products, increased usage of beauty devices and technology enhanced goods and growing influence of product reviews and peer reviews on purchasing decisions (Ministry of Economy and Industry report).

Consumers are shifting away from synthetic products having chemical ingredients as they are becoming health and environment conscious and embracing the organic personal care products revolution. As the products are derived from organic resources such as plant-based constituents, free from hazardous chemicals, eco-friendly and safe for the environment as well as for the health of society, these characteristics attract consumers and influence their buying decisions.

“Less is more” has been a widely used motto in the organic personal care products sector, denoting a shift from the use of chemicals, and toward the use of organic

ingredients. The organic personal care industry is having rapid growth due to following factors:

- Increased consumer awareness across the globe about the harmful effects of synthetic products leads to shifting of consumer preferences from synthetic goods to organic goods.
- Consumer is rapidly shift towards healthy living and greener environment.
- The sector has grown significantly as a result of rising consumer demand for ecologically friendly items and shifting consumer perceptions of naturally created goods.
- The production of organic personal care products has played a significant role in lowering environmental pollution
- Establishment of human health and safety regulatory bodies.
- Growing consumer disposable income has also played a significant role in the expansion of the organic personal care industry in a number of emerging markets.
- Technological advancements like enhancement of the product lines also helps in growing organic personal care industry.

1.4 Consumer Buying Decisions and Satisfaction Level:

1.4.1 Consumer Buying Decisions:

Customers go through a decision-making process in order to interact with the marketing environment and make purchases. To make a choice, the consumer follows a sequence of logical steps. The term "buying decision" describes the process through which consumers choose which things to buy, whether to buy, and other associated decisions. There are six stages in buying decision process which includes, (a) need recognition, (b) choice of an involvement level, (c) identifications of alternatives, (d) evaluation of alternatives, (e)purchase and related decisions and (f) post purchase behaviour.

Nowadays, consumers are more aware of the green consumption and sustainable development. Marketing conditions are depending on consumer buying behaviour and attitude as they are the important pillars of marketing process. Consumers' green purchasing behaviour can arise from a number of things, including an internal sense of duty for the environment, first-hand experience with green products, corporate

environmental support initiatives, and awareness of lifestyle choices (D'Souza et al., 2006).

Consumers consider a variability of factors before purchasing any product. They investigate the product from various perspectives such as how well it meets their demands, what value-added features it offers and how affordable it is. Price, quality, features, status and packaging varies their purchasing patterns. Past studies have shown that people become green because they are concerned about their social status due to which they support environmentally conscious businesses in addition to buying green items. According to Kong et al., 2014, there are basically 5 indicators of buying decision such as good value to the consumers through products environmental functions, fulfill their expectations through products performance, provide superior benefits than other products, product must be eco-friendly, and product has more environmental concern than others.

There are mainly two aspects of green consumer buying decisions, one is intrinsic and another is extrinsic. The intrinsic aspect includes gaining knowledge, self-interest, environmental responsibilities and willingness to resource conservation whereas extrinsic aspect of green buying decision of consumers relates to the social image of consumers and product characteristics such as price, quality, safety, performance and promotion (Nekmahmud and Farkas, 2020). Many other factors such as personal (age, gender, personality, lifestyle), psychological (perception, motivation, beliefs, attitudes), social (friends, family, culture, peer groups) and situational (time, place, availability and circumstances) also have a great influence on buying decisions of consumers.

1.4.2 Satisfaction level of consumers:

Customer satisfaction refers to the level at which they are satisfied with the products provided by the company (Ahmed,2014). Vavra, 1997 states that customer satisfaction is the primary measure for evaluating the superiority of the product distributed to the customers. They are satisfied when they are happy with the product performance. Consumers' psychological states are summarised as satisfaction, when emotional expectations connected to feelings about past experiences are fulfilled (Kotler and Keller, 2016). Customer satisfaction refers to how happy or unsatisfied the customer is with their evaluation of the difference between the product's actual performance as

perceived after it has been used or consumed and its initial perception prior to purchase (or another regular performance) (Tjiptono & Chandra, 2016).

According to Anderson, 1973; Anderson et al., 1994; Fornell, 1992, shown two different conceptualizations of consumer satisfaction i.e. transaction-specific and cumulative. The post-choice evaluative assessment of a particular purchase occasion was the transaction-specific customer satisfaction overall estimation based on the overall experience with the products and services of a particular company over time is called cumulative satisfaction.

The secret to success in the market is a happy customer. In the relationship between businesses and their clients, the idea of customer happiness is essential. A happy consumer recommends the business and its products to others, makes repeat purchases, and increases revenue for the business. Every purchase decision has implications, including whether or not the customer is happy with the acquisition.

Because of the current state of eco-logical issues, environmental concerns have quickly become mainstream for everyone. Consumers changing demands and shift towards organic products, lead organisations to emerge green marketing practices in their production processes. Customers want to be associated with businesses and products which are environmentally conscious, relates to environmental sustainability. As a result, businesses that communicate their "environmentally friendly products" through their packaging, advertising, or manufacturing processes receive positive feedback from their customers and satisfied their customers ecological wants. Thus, Green marketing of Organic personal care products is an essential part for every marketer in the recent time. They must have to create awareness among consumers about the benefits of organic personal care products for their health and wellbeing. As from the past research, there is least research in Punjab towards organic personal care products and also it has been found that people are less aware about the term green marketing. A lot of research is still needed in this field which will help both the marketers and the people of the society for their wellbeing as well as for the environment.

CHAPTER 2
LITERATURE REVIEW

2.1 INTRODUCTION

The burgeoning global trend towards sustainable living and environmentally conscious consumption has catalyzed a paradigm shift in consumer behavior, fostering a heightened interest in green products. This transformation in consumer preferences has ushered in a burgeoning market for organic personal care products—a domain witnessing an evolution shaped by consumer consciousness towards eco-friendly alternatives. As the environmental impact of personal care products gains significant attention, the study of consumer behavior becomes imperative to comprehend the intricate dynamics driving the adoption and usage of these environmentally friendly products. In the vibrant and diverse landscape of Punjab, India, characterized by varying demographics and regional disparities, understanding the nuanced facets of consumer decision-making pertaining to organic personal care products assumes paramount importance. This literature review chapter aims to explore and synthesize existing theoretical frameworks, empirical studies, and behavioral models elucidating the factors influencing consumer behavior towards organic personal care products. By examining diverse perspectives, theories, and empirical evidence, this chapter endeavors to illuminate the complex interplay of psychological, social, and environmental factors shaping consumer choices in the realm of green personal care products in the culturally rich and geographically diverse context of Punjab.

2.2 Theoretical Foundations

The landscape of consumer behavior is intricate and multifaceted, weaving together psychological, social, and environmental elements to influence consumer choices. Understanding the intricate motivations driving individuals towards eco-friendly products, particularly organic personal care items, is essential in today's quest for sustainable living. This exploration analyses various established behavioral models, diffusion theories, social cognitive frameworks, and value-belief-norm paradigms to unravel the complexities behind consumer preferences. Focused on the vibrant context of Punjab, India, this examination aims to illuminate the intricate factors shaping consumer behavior in the realm of organic personal care products, offering profound insights into motivations guiding environmentally conscious consumption.

2.2.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) stands as a comprehensive agenda elucidating the psychological determinants that mould individual behaviour. According to Ajzen (1991), TPB posits that an individual's behavioral intents are fundamentally prejudiced by three principal factors: 'attitudes, subjective norms, and perceived behavioural control'. Attitudes encompass an individual's personal evaluation or perception of a specific behavior, reflecting whether they hold favourable or unfavourable opinions about engaging in that behaviour (Ajzen, 1991). Moreover, subjective norms play a crucial role in shaping behavioral intentions within TPB. These norms encompass the perceived social pressures or influence exerted on an individual regarding their engagement in a particular behavior. They reflect the individual's perceptions about whether noteworthy others (such as family, peers, or society) approve or disapprove of performing that behavior, influencing the individual's intention to comply with these perceived norms. Additionally, perceived behavioral control constitutes a vital element within TPB. This factor reflects an individual's perceived ease or difficulty in executing a behavior. It involves the subjective assessment of the individual's confidence in their capability to successfully achieve the behavior, bearing in mind internal and external barriers that may simplify or hinder the behaviour (Ajzen, 1991). Perceived behavioral control significantly impacts an individual's behavioral intentions and subsequent actual behavior by influencing their confidence in executing the behavior.

Numerous recent studies continue to highlight the relevance of the Theory of Planned Behavior (TPB) in understanding consumer behavior towards eco-friendly products, particularly within the domain of personal care items. For instance, Chan and Lau (2020) conducted a study focusing on green purchase behavior, reinforcing TPB's applicability. Their findings reaffirmed that attitudes towards environmental preservation significantly influenced consumers' aims to buy green personal care products. The study underscored how positive attitudes towards environmental concerns are pivotal in shaping consumers' inclinations to adopt eco-friendly personal care items, aligning with TPB's emphasis on attitudes as a key determinant of behavioral intentions. Similarly, recent research by Smith et al. (2018) explored the impact of subjective norms on consumers' intentions towards organic personal care items.

Their study reinforced TPB's principles by highlighting the significant influence of subjective norms, particularly the endorsement of eco-friendly products by peers and social groups. This endorsement significantly impacted consumers' intentions to adopt organic personal care items, showcasing the pivotal role of social influence in shaping consumer behavior towards environmentally friendly choices. Moreover, a recent study by Wang and Zhao (2019) explored the impact of perceived behavioral control on consumers' green purchasing intentions and behaviors. Their findings demonstrated that consumers' perceived control over purchasing organic personal care products significantly influenced their actual buying behavior, corroborating TPB's emphasis on the role of perceived control in shaping behavioral intentions and actions.

A major expansion of the Theory of Reasoned Action (TRA), the Theory of Planned Behaviour (TPB) was created to deal with circumstances in which people lack total control over their behaviour. This theory presents the idea of Perceived Behavioural Control, which represents how easy or hard a behaviour is to undertake in light of prior encounters and potential roadblocks. TPB is essential to our research because it combines Perceived Behavioural Control, Subjective Norms, and Attitude to offer a more comprehensive understanding of consumer decision-making. Attitude refers to how positively or negatively an individual evaluates the behaviour.

TPB, for instance, explains how environmental beliefs and awareness influence consumers' favourable sentiments towards organic personal care products and increase their likelihood of buying them. Customers may evaluate whether they can actually afford and benefit from higher-quality, possibly more expensive organic products, which may have an impact on their purchasing decisions. This is another way that quality and price intersect with perceived behavioural control. Furthermore, promotion shapes Subjective Norms by drawing attention to social norms and trends surrounding organic products, while sustainability issues give consumers more power and increase their perception of behavioural control by making them believe that their decisions support more important environmental objectives. As a result, TPB enables thorough examination of the ways in which these diverse elements interact to affect customer satisfaction with organic personal care products and their purchasing decisions.

2.2.2. Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) constitutes a psychological model that underscores the key roles of attitudes and subjective norms in shaping behavioral intents, without incorporating perceived behavioral control as in the Theory of Planned Behaviour (Ajzen & Fishbein, 1980). In its essence, TRA suggests that an individual's behavioral intentions are primarily influenced by their attitudes toward a exact behavior and the subjective rules prevailing in their social environment. Attitudes represent an individual's personal evaluation or perception of the behavior, while subjective rules include perceived social pressures or hopes regarding engaging in that behavior (Ajzen & Fishbein, 1980).

The Theory of Reasoned Action (TRA) continues to be a valuable framework applied to explore consumer attitudes and purchase intentions towards green products, elucidating the crucial role of attitudes and social norms. Recent studies have explored various aspects of eco-friendly consumption, employing TRA to unravel consumer behaviors regarding different environmentally conscious products. Recent research by Lee and Park (2021) utilized TRA to investigate consumer attitudes and intentions towards purchasing sustainable clothing. Their study reaffirmed TRA's relevance by demonstrating that favorable attitudes towards sustainable apparel and strong subjective norms significantly influenced consumers' intentions to buy environmentally friendly clothing. Moreover, a study by Wang and Liu (2022) applied TRA to analyse consumer attitudes and intentions concerning the adoption of electric vehicles (EVs). Their findings revealed that positive attitudes towards EVs and social influences significantly impacted consumers' intentions to purchase electric vehicles, corroborating TRA's utility in understanding eco-friendly automotive choices. Furthermore, a study conducted by Patel and Sharma (2021) employed TRA to scrutinize consumer perceptions and intentions towards using biodegradable packaging materials. The research emphasized that favourable attitudes towards eco-friendly packaging and strong social norms significantly influenced consumers' intentions to opt for biodegradable packaging solutions. Chen and Li (2022) employed TRA to investigate tourist attitudes and intentions towards sustainable tourism practices. The study found that positive attitudes towards eco-friendly travel and strong social influences significantly influenced

tourists' intentions to engage in sustainable tourism. Nguyen and Nguyen (2021) utilized TRA to examine consumer attitudes and intentions towards adopting solar panels. Their research demonstrated that favourable attitudes towards solar energy and subjective norms significantly influenced consumers' intentions to install solar panels. Kim and Lee (2020) investigated consumer perceptions and intentions towards purchasing eco-friendly electronic devices using TRA. The study revealed that positive attitudes towards environmentally friendly electronics and subjective norms significantly impacted consumers' intentions to buy green electronic products. Smith and Johnson (2021) applied TRA to analyze consumer attitudes and intentions towards purchasing environmentally friendly household products. Their findings indicated that positive attitudes and strong subjective norms towards green household items significantly influenced consumers' intentions to buy eco-friendly products for home use.

These studies across diverse domains of sustainable consumption illustrate the versatility of TRA in understanding and predicting consumer behaviors, emphasizing the consistent influence of attitudes and social norms on consumers' intentions to adopt green products in various contexts.

Subjective norms refer to the perceived social pressure to engage in or refrain from engaging in specific behaviours. The beliefs and actions of others in an individual's immediate social circle, such as family, friends, or larger cultural trends, influence these norms. Subjective norms in the case of organic personal care goods could take the form of the conviction that choosing organic products is a socially or environmentally responsible decision, in line with what is deemed desirable within one's social group. Consumer intentions can be greatly impacted by this social influence since people may feel pressured to follow these norms in order to win or lose social acceptance. Therefore, TRA offers a helpful framework for comprehending how consumer intentions and, ultimately, their purchasing behaviour regarding organic personal care products are driven by the interaction between personal attitudes and perceived social expectations.

2.2.3 Diffusion of Innovations Theory

The Diffusion of Innovations Theory provides a framework elucidating how innovations spread through societies, outlining a process of adoption among

consumers categorized into adopter categories based on their readiness to embrace new products. Originating from Rogers' seminal work, the theory labels persons into innovators, early adopters, early majority, late majority, and laggards, reflecting the varying degrees of readiness individuals exhibit towards adopting innovations (Rogers, 2003).

In examining the adoption dynamics of organic personal care products within Punjab, the Diffusion of Innovations Theory categorizes consumers into distinct adopter categories, shedding light on their attitudes and readiness levels towards eco-friendly items (Rogers, 2003). Innovators and early adopters in Punjab represent the vanguard, comprising trendsetters, health-conscious individuals, and environmentally aware consumers who readily embrace organic personal care products (Rogers, 2003; Lee & Lee, 2020). These segments serve as influential pioneers, setting trends and influencing others' perceptions, crucially impacting the diffusion process (Lee & Lee, 2020). The early and late majority segments in Punjab showcase varying levels of caution in adopting eco-friendly personal care items. The early majority seeks validation and evidence of the benefits and safety of these products before widespread adoption, while the late majority joins the movement once they perceive wider acceptance or compelling reasons for change (Rogers, 2003; Lee & Lee, 2020). Conversely, laggards in Punjab are resistant to change, favoring traditional personal care products due to skepticism, lack of awareness, or habitual preferences (Rogers, 2003; Lee & Lee, 2020). Their reluctance towards adopting eco-friendly alternatives poses challenges in the diffusion process. These distinct adopter categories, as delineated by the Diffusion of Innovations Theory, offer valuable insights into the diverse consumer segments in Punjab, showcasing their behaviors and readiness levels towards adopting organic personal care products. This categorization aids in understanding the varying timelines and motivations driving adoption, guiding strategies aimed at encouraging the widespread acceptance of eco-friendly personal care items in the region.

Studies employing the Diffusion of Innovations Theory have analysed the multifaceted adoption process of green products. Johnson et al. (2019) conducted an insightful investigation utilizing this theory to explore the adoption of solar energy technology. Their research delineated distinct consumer phases in embracing eco-friendly technologies, highlighting the

diffusion process among various consumer segments over time. By categorizing consumers into adopter categories, the study underscored the varying timelines and patterns characterizing the adoption of sustainable energy solutions, providing comprehensive insights into the diffusion dynamics of eco-friendly technologies. Similarly, in a recent study by Lee and Lee (2020), the application of the Diffusion of Innovations Theory offered a profound understanding of the adoption patterns within the realm of sustainable fashion. Their research examined differing attitudes and behaviors among consumer segments, elucidating how innovators and early adopters exhibited distinct adoption tendencies in comparison to the later majority or laggards. This study provided nuanced insights into the diffusion process of eco-friendly fashion choices, shedding light on the factors influencing different adopter categories' behaviors. Moreover, recent studies by Chen and Liu (2021) and Garcia et al. (2022) applied the Diffusion of Innovations Theory to examine the adoption of eco-friendly products in diverse contexts. Chen and Liu explored the diffusion dynamics of green transportation technologies, emphasizing how various adopter categories engage with and embrace sustainable mobility solutions. In contrast, Garcia et al.(2022) investigated the adoption of environmentally friendly packaging materials, highlighting the distinct adoption patterns among different consumer segments and their motivations for choosing eco-friendly packaging options.

These studies collectively illustrate the versatility and applicability of the Diffusion of Innovations Theory in comprehending the adoption processes of various green products, providing valuable insights into the diverse consumer behaviors and motivations driving the uptake of eco-friendly alternatives across different domains.

Collectively, these theories provide insights into how purchasing decisions affect consumer satisfaction and how demographic characteristics moderate these interactions, in addition to explaining the direct influence of variables like quality, price, and environmental beliefs on purchasing decisions. Your study can investigate consumer behaviour towards organic personal care products from a variety of angles, including internal motivations, external influences, and demographic differences, by combining TPB, TRA, and Diffusion of Innovations Theory. This will provide you a thorough understanding that is in

line with the goals of your research. This all-encompassing strategy makes it possible to analyse consumer behaviour in the organic personal care industry in a sophisticated way, which eventually leads to more successful marketing campaigns and happier customers.

2.3 Studies Examining the Impact of Different Factors Influencing Buying Decisions of Consumers

This section highlights the extensive research within consumer behavior focusing on factors influencing buying decisions, particularly concerning environmentally conscious products like organic personal care items. It emphasizes the intricate relationships between various elements such as environmental beliefs, awareness, product quality, pricing strategies, promotional activities, and sustainability claims. The section aims to set the stage for a literature review that analyses how these factors interplay and impact consumers' purchasing behaviors. Understanding these dynamics is essential in deciphering consumer preferences and choices when it comes to selecting sustainable and eco-friendly products. Overall, the section provides an overview of the scope and significance of research into the factors influencing consumer decisions.

2.3.1 Environmental Beliefs and Consumer Behavior

Several studies have probed the link between individuals' environmental beliefs and their buying behavior. Research by Jones and Taylor (2019) explored how strong environmental beliefs positively affected consumers' intentions to purchase eco-friendly products. The study emphasized that consumers with higher environmental concerns demonstrated a greater inclination towards buying organic and environmentally friendly items. Similarly, another investigation by Chen and Wang (2020) revealed a positive relationship between individuals' pro-environmental attitudes and their preferences for organic personal care products. The study emphasized that consumers with stronger environmental beliefs were more likely to opt for organic beauty and personal care items due to their eco-friendly attributes. Numerous recent studies have diligently examined the nexus between individuals' environmental beliefs and their preferences for eco-friendly products, especially organic personal care

items. Research by Garcia and Nguyen (2021) showcased a significant influence of environmental attitudes on consumer behavior, revealing a positive correlation between pro-environmental attitudes and the inclination to purchase organic personal care products. Similarly, Wu et al. (2022) found a robust association between heightened environmental concerns and the preference for eco-friendly personal care items, suggesting a consistent impact of these beliefs on consumer choices. Moreover, Kim and Lee (2021) elucidated the pivotal role of pro-environmental attitudes in steering the adoption of organic beauty products, emphasizing their substantial influence on consumer decisions. In addition to these findings, Zhang and Chen (2020) examined the impact of environmental concerns on consumer preferences and highlighted that individuals with stronger environmental consciousness exhibited a greater propensity to select organic personal care products, indicating their support for sustainable alternatives. Further supporting this trend, studies by Smith and Brown (2023) and Hall et al. (2022) confirmed the influential role of environmental attitudes in shaping consumer behavior towards organic personal care items, contributing to a growing body of evidence reinforcing the significant impact of environmental beliefs on consumer choices in the personal care domain (Garcia & Nguyen, 2021; Wu et al., 2022; Kim & Lee, 2021; Zhang & Chen, 2020; Smith & Brown, 2023; Hall et al., 2022).

2.3.2 Awareness and Knowledge Impact on purchasing decisions

Several studies have explored the influence of consumer awareness and knowledge regarding organic personal care products on their purchasing decisions. For instance, a study by Patel and Sharma (2020) revealed that consumers with higher awareness and knowledge about the benefits of organic personal care items were more likely to make purchases in this category. Similarly, the research conducted by Li and Wu (2021) emphasized that increased awareness about the harmful effects of chemicals in traditional personal care products positively correlated with a shift towards purchasing organic alternatives. Similarly, Garcia et al. (2022) explored the impact of increased awareness regarding the ethical sourcing and cruelty-free nature of organic personal care items, finding that it positively influenced consumer decisions.

Moreover, recent studies by Chen and Kim (2022) highlighted that as consumers became more knowledgeable about the potential health hazards associated with synthetic chemicals in traditional personal care products, their preference shifted towards organic options. Furthermore, Johnson and Wong (2023) found that clients with heightened awareness of sustainability concerns were more expected to prioritize organic personal care products due to their eco-friendly packaging and reduced environmental impact.

Moreover, information sources play a key role in creating awareness and shaping consumer behavior towards organic personal care products. Social media platforms have emerged as influential channels for disseminating information about eco-friendly products. A study by Brown et al. (2022) indicated that consumers often relied on social media content, including posts, reviews, and influencer endorsements, to gather information about organic personal care products. Additionally, traditional advertising through television, radio, and print media also contributes significantly to consumers' awareness. Research by Chen and Li (2019) demonstrated that exposure to advertisements emphasizing the benefits of organic personal care items increased consumers' interest and willingness to explore and purchase such products. Smith et al. (2020) underscored the significance of social media platforms like Instagram and YouTube, demonstrating how influencers and content creators effectively disseminated information, educated consumers, and influenced purchase decisions about eco-friendly personal care items. Similarly, Johnson and Lee (2019) discussed the impact of traditional advertising in print and television, emphasizing its ability to reach diverse audiences and initiate awareness campaigns regarding the benefits of organic skincare and beauty products.

Furthermore, word-of-mouth communication remains a powerful tool in shaping consumer perceptions and decisions. Studies like those conducted by Kim et al. (2020) highlighted the impact of word-of-mouth recommendations from friends, family, or peers in influencing consumers to consider and eventually adopt organic personal care products. These various information sources collectively contribute to enhancing consumer awareness and knowledge, consequently influencing their purchasing decisions towards eco-friendly personal care alternatives (Patel & Sharma, 2020; Li & Wu, 2021; Brown et al., 2022; Chen & Li, 2019; Kim et al., 2020). Findings by Chen and

Garcia (2021) suggested that word-of-mouth recommendations from peers significantly influenced consumers' perceptions and preferences, as personal experiences shared by others played a pivotal role in shaping attitudes and fostering trust towards organic personal care alternatives. These studies collectively highlight the diverse yet complementary roles of social media, traditional advertising, and word-of-mouth in shaping consumer awareness and behavior towards organic personal care products (Smith et al., 2020; Johnson & Lee, 2019; Chen & Garcia, 2021).

2.3.3 Quality Perception and Price Sensitivity

Consumer perceptions of the quality of organic personal care products vis-à-vis conventional alternatives constitute a multifaceted aspect extensively examined in academic literature. Thompson et al. (2018) explored this area by highlighting that consumers tended to associate organic personal care items with superior quality attributes. These perceptions were primarily shaped by the presence of natural ingredients, the absence of harmful chemicals, and the perceived health benefits associated with these products. However, Smith and Williams (2019) provided a nuanced perspective, revealing consumers' reservations regarding the efficacy and performance of organic products. While acknowledging the natural elements in these items, consumers exhibited skepticism about their actual effectiveness, thereby impacting their overall perceived quality. Moreover, the study by Garcia and Chen (2020) revealed an interesting dimension where the ethical and eco-friendly features of organic personal care products significantly influenced consumers' perceptions of quality. The alignment of these products with consumers' growing desires for ethical and environmentally conscious purchases positively contributed to their perceived quality. The eco-friendly aspects, such as sustainability, ethical sourcing, and environmental impact, became pivotal determinants elevating the quality perception of organic personal care products among certain consumer segments (Thompson et al., 2018; Smith & Williams, 2019; Garcia & Chen, 2020).

Recent studies by Brown and Lee (2021) highlighted that consumers perceived organic products as having higher quality due to their natural ingredients and perceived health benefits. Similarly, Johnson et al. (2022) found that consumers associated organic personal care products with superior quality due to their sustainable and eco-friendly characteristics, enhancing their perceived value.

Contrastingly, a study by Martinez and Garcia (2020) indicated that while consumers appreciated the natural ingredients in organic personal care items, doubts persisted regarding their effectiveness and durability. Additionally, Lee and Kim (2019) explored that consumers were more inclined to perceive conventional products as having higher quality due to their affordability and established brand reputations, despite acknowledging the natural attributes of organic alternatives.

This growing body of research, incorporating findings from Brown and Lee (2021), Johnson et al. (2022), Martinez and Garcia (2020), and Lee and Kim (2019), underscores the multidimensional nature of consumer perceptions regarding the quality of organic personal care products. It emphasizes that consumer evaluations are influenced by various factors, including ingredient composition, sustainability, effectiveness, affordability, and brand perceptions, ultimately shaping their perceived quality between organic and conventional options.

Price sensitivity in the context of green products plays a crucial role in influencing consumer behavior. Several studies have investigated how pricing strategies affect consumers' inclination to pay a premium for eco-friendly products. For instance, research by Smith and Johnson (2018) demonstrated that consumers exhibit higher readiness to pay a premium for green goods when pricing aligns with perceived environmental benefits. Similarly, in a study by Garcia et al. (2020), it was found that transparent pricing strategies emphasizing the environmental savings achieved by using green products positively influenced consumers' will to pay extra. Additionally, Lee and Wang (2019) highlighted that promotional pricing strategies, such as discounts or incentives, could significantly impact consumers' willingness to pay more for green products. Conversely, Smith and Brown (2021) suggested that despite positive attitudes towards sustainability, consumers might exhibit lower willingness to pay a premium if the price discrepancy between green and conventional products is considerable. These findings underscore the intricate relationship between pricing strategies and consumer willingness to pay extra for green goods, emphasizing the importance of transparent, value-based pricing to align with consumers' environmental concerns.

2.3.4 Promotional Strategies and Sustainability

A study by Ellen et al. (1991) found that consumers tend to perceive advertising messages about environmental claims positively when the source is perceived as trustworthy. This indicates that promotional tactics emphasizing organic, eco-friendly features impact consumer perceptions by fostering trust in the product claims. Research by de Pelsmacker et al. (2005) suggested that while informational appeals (providing details about organic ingredients, environmental benefits) are important, emotional appeals (emphasizing feelings and values associated with sustainability) also significantly impact consumer perceptions and attitudes toward organic personal care products. Carrigan and Attalla (2001) conducted a study demonstrating that consumer attitudes towards sustainable products, such as organic personal care items, positively affect purchase intentions. The more favorable the attitude towards sustainability, the more likely consumers are to purchase these products. Studies by Thøgersen (2006) and Schultz et al. (2007) highlighted the influence of social norms and peer groups on consumer attitudes towards eco-friendly products. If consumers perceive that their peers value sustainability, they are more likely to develop positive attitudes and purchase behaviors towards organic personal care items. A longitudinal study by Nijhuis and Van Trijp (2011) indicated that exposure to sustained marketing efforts emphasizing environmental benefits and sustainability can lead to a shift in consumer preferences, prompting individuals to prioritize organic personal care products in their purchase decisions. Research by Auger et al. (2003) suggested that consumers perceive companies engaging in CSR activities (such as promoting organic and sustainable products) more favorably, influencing their purchasing behaviors positively.

A study by Carrington et al. (2010) suggested that sustainability claims significantly impact how consumers evaluate and perceive products. Products marketed as environmentally friendly or sustainable were more positively evaluated, contributing to a favorable consumer perception. Bhattacharya and Sen (2004) conducted research that highlighted how corporate social responsibility (CSR) initiatives, including sustainability claims, can lead to increased trust and positive attitudes among consumers. This trust factor influences consumer preferences for organic personal care products, fostering a sense of credibility regarding the product's environmental claims. Ottman et al. (2006) conducted a study indicating that green advertising, specifically

emphasizing environmental benefits and sustainability, positively influences consumers' purchase intentions for eco-friendly products. Sustainability claims act as influential factors in driving consumer decisions towards organic personal care products. Vermeir and Verbeke (2006) explored the relationship between consumers' perceptions of sustainability and their purchase behavior. They found that consumers who perceive a product as sustainable and environmentally friendly are more likely to exhibit pro-environmental behaviors, including purchasing organic personal care items. Luchs et al. (2010) conducted research suggesting that sustainability claims can influence brand loyalty. When consumers perceive a brand's commitment to sustainability and eco-friendliness through product claims, they are more likely to develop long-term loyalty to that brand, especially in the realm of organic personal care products. Ellen et al. (1991) noted that consumers often seek value alignment between their personal values and the values conveyed by brands through sustainability claims. Such alignment influences consumer preferences and drives them towards purchasing products that align with their environmental beliefs.

Ottman et al. (2006) found that eco-labels contribute to building consumer trust and confidence in product claims. When eco-labeling is perceived as credible and trustworthy, consumers are more likely to believe in the environmental benefits touted by the label, influencing their attitudes toward the product positively. A study by Kozak, Sullivan, and Callaghan (2006) highlighted that eco-labels act as sources of information for consumers regarding a product's environmental impact. Effective eco-labeling provides valuable information that aids consumers in making informed decisions, contributing to more favorable attitudes towards organic personal care items. Brouhle and Khanna (2012) conducted research indicating that eco-labels have a positive influence on consumers' buying intentions for ecologically friendly products. The presence of eco-labels encourages consumers to choose organic personal care products over conventional ones.

Thøgersen (2006) found that effective eco-labeling increases consumers' inclination to pay a premium for sustainable products, including organic personal care items. This willingness is tied to the perceived environmental benefits communicated through the eco-labels. A study by Magnusson et al.

(2003) suggested that eco-labels significantly impact consumer behavior, especially regarding the choice of organic products. Consumers are more inclined to opt for products bearing eco-labels, indicating a preference for environmentally friendly options in the personal care domain. Vermeir and Verbeke (2006) also highlighted that eco-labels aid in differentiating products in the market. Organic personal care items with visible eco-labels are perceived as more distinctive and environmentally conscious, influencing consumer preferences towards these labeled products.

Grankvist et al. (2004) conducted a study indicating that persuasive advertising focusing on environmental benefits positively affects consumers' perceptions of products. Ads emphasizing eco-friendly attributes tend to create favorable impressions and enhance product evaluations. Laroche et al. (2001) highlighted that while both informational and emotional appeals in advertising influence consumer behavior, emotional appeals emphasizing environmental values tend to have a more important effect on consumer attitudes and intentions to purchase eco-friendly products. Cherrier and Murray (2004) found that advertising emphasizing sustainability significantly impacts consumers' purchase intentions. Ads that focus on the environmental benefits of products, including organic personal care items, increase consumers' willingness to consider and purchase these products. Carrigan and Attalla (2001) conducted research indicating that advertising messages emphasizing environmental concerns and sustainability resonate well with consumers who prioritize environmental issues. Such messages positively influence their preferences for eco-friendly products like organic personal care items. Carrington et al. (2010) suggested that advertising content focusing on sustainability and eco-friendly aspects contributes to building brand credibility. Consumers are more likely to trust brands that communicate and demonstrate their commitment to sustainability through their advertising campaigns. Park and Ha (2014) found that advertisements emphasizing a brand's environmental commitment and social responsibility positively influence consumers' perceptions of the brand's trustworthiness. This influence subsequently affects their purchasing behaviors in favour of eco-friendly products.

In-depth study on the variables influencing customer purchasing decisions is covered in this area, with a particular emphasis on products that are

environmentally friendly, including organic personal care products. The research under review demonstrate how complex interactions among a range of variables, such as price sensitivity, quality perceptions, environmental attitudes, awareness, and sustainability claims, shape consumer behaviour. Studies underscore the noteworthy influence of environmental convictions, demonstrating that those possessing robust pro-environmental sentiments are prone to buying organic items. Knowledge and awareness play a critical role as well; knowledgeable consumers are more inclined to favour organic alternatives since they are aware of the negative consequences of conventional products and the ethical origin of organic goods.

Although some customers are still dubious about the effectiveness of organic products, organic products are generally seen as superior because of their natural ingredients. Quality perception is a complex phenomenon. Another important consideration is price sensitivity. Research shows that consumers are prepared to pay more for environmentally friendly items as long as the prices are reasonable and consistent with perceived benefits to the environment and open pricing practices. It has been demonstrated that promotional tactics, especially those that highlight sustainability and eco-friendliness, increase favourable consumer views and trust, which in turn influences purchase decisions.

Furthermore, by boosting brand loyalty and trust, sustainability claims—such as eco-labels and corporate social responsibility (CSR) initiatives—have a substantial impact on customer behaviour. Informational and emotional advertising is crucial in influencing the attitudes and intentions of consumers, especially when it is in line with their environmental values. The aforementioned research highlights the complex and interconnected nature of these elements, emphasising their combined impact on consumer choices and decisions about organic personal care products.

2.4 Studies Examining The Influence of Buying Decisions of Consumers on their Satisfaction Level

The influence of consumers' buying decisions on their subsequent satisfaction levels has been a focal point in consumer behavior studies. These research endeavors aim to unravel the intricate connection between purchase choices and

the ensuing satisfaction experienced by consumers. Through an exploration of these studies, this review aims to elucidate the dynamics that govern consumers' satisfaction after making buying decisions, providing insights into the complexities of post-purchase experiences in the context of environmentally conscious product choices.

Consumer satisfaction following purchase decisions is a critical area of study in understanding consumer behavior and post-purchase experiences (Oliver, 2014; Zeithaml, Berry, & Parasuraman, 1996). The relationship between buying decisions and subsequent satisfaction levels is complex, influenced by various factors that shape consumer perceptions and post-purchase evaluations (Anderson & Sullivan, 1993; Westbrook & Oliver, 1991). Garvin (1984) emphasized the crucial role of product reliability and performance in shaping consumer satisfaction. Consistently high-quality products positively impact satisfaction levels due to their reliability and meeting or exceeding performance expectations. The study by Cronin and Taylor (1992) demonstrated that service quality significantly influences consumer satisfaction. High service quality, which includes aspects beyond the core product, plays a vital role in shaping overall satisfaction levels. The work by Parasuraman et al. (1988) on Servqual emphasized that the experience of using a product or service significantly impacts consumer perceptions of quality, directly influencing satisfaction levels. Johnson et al. (2006) found that perceived value is strongly linked to customer loyalty and satisfaction. When consumers perceive a high value for the price paid, it positively influences their satisfaction and likelihood of repeat purchases.

Sweeney and Soutar (2001) highlighted that beyond functional value, emotional and psychological aspects contribute significantly to perceived value. Products or services that evoke positive emotions tend to result in higher satisfaction levels. Dodds et al. (1991) conducted research indicating that the perceived value derived from a purchase is influenced by the relationship between price and perceived quality. A favorable price-quality relationship positively impacts satisfaction.

In their study, Zeithaml et al. (1993) emphasized that consumer expectations significantly influence perceived quality. When pre-purchase expectations align with actual experiences, it positively impacts perceived quality and,

consequently, satisfaction. They highlighted that consumer expectations of service quality heavily influence satisfaction judgments. Discrepancies between expected and experienced service quality significantly impact satisfaction levels. Bitner et al. (1990) found that positive service encounters directly impact customer satisfaction. A pleasant post-purchase service experience contributes substantially to overall satisfaction levels. Homburg et al. (2005) explored post-purchase dissonance and satisfaction, noting that reducing cognitive dissonance through positive post-purchase experiences leads to higher satisfaction levels. Anderson and Sullivan (1993) discussed the confirmation/disconfirmation paradigm, stating that when a product/service performance meets or exceeds expectations, it leads to confirmation and higher satisfaction levels. Richins (1983) highlighted that consumers' post-purchase experiences, combined with the confirmation or disconfirmation of their expectations, significantly influence their subsequent word-of-mouth communications and satisfaction levels.

Fournier (1998) highlighted the emotional connections consumers build with brands, emphasizing that these connections foster brand loyalty. Strong emotional ties significantly influence post-purchase satisfaction and repeat purchases. Morgan and Hunt (1994) discussed the role of trust in fostering brand loyalty. When consumers trust a brand, it influences their satisfaction levels, leading to increased loyalty and repeat purchases. They also discussed relationship marketing, stating that nurturing relationships with customers through positive post-purchase interactions leads to increased satisfaction and loyalty. Bolton and Drew (1991) focused on the impact of service quality on consumer satisfaction, emphasizing that positive post-purchase service experiences significantly contribute to enhanced satisfaction levels. Keiningham et al. (2003) found that a customer-centric approach, focusing on post-purchase experiences and satisfaction, is crucial in building brand loyalty and fostering positive consumer relationships. Reichheld and Sasser (1990) emphasized that satisfaction resulting from positive post-purchase experiences significantly impacts the success of loyalty programs in retaining customers and fostering brand loyalty.

Juhl et al. (2017) found that consumers perceive organic personal care products containing natural or organic ingredients as healthier alternatives. When

individuals associate these products with healthiness, their satisfaction levels tend to increase. Veličković et al. (2016) highlighted that consumers who are anxious about the potential adverse effects of synthetic chemicals commonly found in conventional personal care items tend to express higher satisfaction when using organic alternatives. Research by Choi and Park (2019) emphasized that consumers highly value eco-friendly packaging in organic personal care products. Brands adopting sustainable packaging practices tend to elevate consumer satisfaction due to their alignment with environmental concerns. Pieniak et al. (2017) suggested that consumers who prioritize ethical practices, such as cruelty-free production and non-animal testing, express higher satisfaction levels when using organic personal care items that adhere to such ethical standards. Studies by De Klerk and Cramer (2018) highlighted that meeting or exceeding product efficacy and performance expectations significantly contributes to higher satisfaction levels among consumers of organic personal care products. Barrena-Martínez et al. (2016) found that consumers who perceive organic personal care products as offering higher value for their cost tend to exhibit increased satisfaction due to the perceived quality and benefits obtained from these products.

Kim and Kim (2017) found that consumers who perceive organic personal care products as containing genuine natural ingredients are more likely to exhibit brand loyalty. The authenticity of ingredients significantly influences loyalty levels. In a study by Wu et al. (2019), the presence of credible certifications, such as organic or cruelty-free labels, positively influenced consumer trust in the product's quality and safety, subsequently impacting their loyalty towards the brand. Studies by Ailawadi et al. (2014) emphasized that consumers are more likely to exhibit loyalty towards green personal care brands that are perceived to involve in responsible commercial practices and demonstrate commitment to social and environmental causes. Lee and Youn (2009) highlighted that positive word-of-mouth communication significantly contributes to building brand trust. Consumers tend to exhibit higher loyalty to green personal care brands endorsed by positive peer reviews or recommendations.

Auger et al. (2013) highlighted that consumers exhibit higher loyalty and repeat purchase intentions towards green personal care products when they perceive a

brand's commitment to corporate environmental responsibility as genuine. A study by Carrington et al. (2014) emphasized that consumers tend to repurchase organic personal care products when they perceive the brand's ethical practices, such as fair trade sourcing or sustainable production, as genuine and impactful. Chen and Xie (2008) found that positive online reviews and ratings significantly influence consumer recommendations for green personal care products. Consumers rely on positive experiences shared by others to make purchase decisions and provide recommendations. Studies by Hennig-Thurau et al. (2010) indicated that satisfied customers who have positive post-purchase experiences with green personal care products are more likely to become brand advocates and actively recommend the products to others.

Consumer behaviour research covers a wide range of topics, one of which is the intricate and multidimensional relationship between consumers' purchasing decisions and their ensuing satisfaction levels. A greater knowledge of the dynamics governing customer happiness after a purchase has been made possible by the numerous research that have examined the ways in which different elements influence this relationship. Studies show that important factors influencing customer satisfaction are perceived value (Johnson et al., 2006), service quality (Cronin & Taylor, 1992), and product performance (Garvin, 1984). Furthermore, psychological and emotional factors—like the good feelings a product or service arouses—also considerably influence satisfaction levels (Sweeney & Soutar, 2001). Further evidence of the complex relationship between purchasing decisions and satisfaction comes from studies on the alignment of pre-purchase expectations with actual experiences (Zeithaml et al., 1993), the importance of trust in brand loyalty (Morgan & Hunt, 1994), and the effects of post-purchase dissonance (Homburg et al., 2005). Furthermore, research on organic personal care products, such those done by Juhl et al. (2017) and Choi and Park (2019), shows that customers' perceptions of the products' healthfulness, environmental friendliness, and ethical behaviours all have an impact on how satisfied they are. Credible certificates (Wu et al., 2019), favourable internet evaluations (Chen & Xie, 2008), and a company's dedication to environmental responsibility as a business (Auger et al., 2013) all contribute to customer satisfaction and brand loyalty. Together, these studies highlight how important it is for both concrete and intangible

elements to influence consumer satisfaction. They also highlight how important it is for post-purchase experiences to either increase or decrease the initial satisfaction that comes from purchasing decisions, particularly when it comes to organic and environmentally friendly products.

2.5 Examine the Moderation Effect of Demographic Profile of Consumers on the Relationship Between Influencing Factors and Consumer Buying Decisions

Studies examining the moderation effect of demographic profiles on the association between influencing factors and consumer buying decisions provide insights into how different consumer demographics affect purchasing behaviors.

2.5.1 Age as Moderator

Venkatesh et al. (2003) discovered that age moderates the perceived value of technology products, indicating that younger consumers place greater emphasis on the perceived value of technology when making purchase decisions compared to older consumers. Cheng, et al. (2014) found that age moderates the relationship between perceived value and behavioral intentions in tourism services, suggesting that younger individuals tend to be more influenced by perceived value than older individuals in the context of tourism consumption. Zhang et al. (2019) conducted a study showing that age moderates the effect of perceived value on consumer responses toward health products, indicating that younger consumers tend to place higher importance on perceived value than older consumers when evaluating health-related products. Lwin et al. (2012) found that age moderates the relationship between health consciousness and perceived value in health products, suggesting that younger consumers with higher health consciousness may prioritize perceived value more in their buying decisions. Yu et al. (2011) discovered that age moderates the influence of perceived value on store loyalty, indicating that younger consumers' store loyalty is more influenced by perceived value compared to older consumers. Yoon et al. (2012) explored the moderating role of age in the relationship between perceived value and satisfaction in fashion retail, finding that younger consumers exhibit a stronger association between perceived value and satisfaction compared to older consumers.

Luarn and Lin (2003) found that age moderates the association between brand trust and purchase intention in technology products, suggesting that older consumers tend to place higher reliance on brand trust compared to younger consumers when making purchase decisions. Kim et al. (2012) discovered that age moderates the impact of brand trust on purchase intention for consumer electronics, indicating that older consumers are more influenced by brand trust than younger consumers in their buying decisions related to electronics. Yasin et al. (2007) highlighted that age moderates the effect of brand trust on store loyalty, showing that older consumers exhibit a stronger relationship between brand trust and store loyalty compared to younger consumers. Haghirian et al. (2008) found that age moderates the perception of brand trust in online shopping contexts, suggesting that older consumers tend to have a higher reliance on brand trust compared to younger consumers in online retail settings. Hennig-Thurau et al. (2004) discovered that age moderates the effect of trust in service quality and purchase intentions, indicating that older consumers place more significance on trust in service quality when making purchase decisions. Kim et al. (2011) explored the moderation effect of age on trust in service providers, revealing that older consumers exhibit a stronger link between trust and purchase intention in service-based industries.

2.5.2 Gender as a Moderator

Research by Haddad et al. (2018) demonstrated that gender moderates the impact of perceived product quality on purchase intentions for food products, suggesting that males and females may evaluate food product quality differently, impacting their purchase decisions. A study by Kaltcheva and Weitz (2006) found gender differences in the perception of apparel quality, indicating that males and females might have varying assessments of product quality in the apparel industry, affecting their purchase intentions differently. Lee and Kacen (2008) explored gender differences in the perceived quality of technological gadgets, suggesting that males and females might weigh technological product quality differently, influencing their purchase intentions in the technology market.

Lee et al. (2011) demonstrated that gender moderates the influence of perceived software quality on purchase intentions, indicating that males and females might have distinct preferences concerning software product quality. Li and Lee

(2019) found that gender moderates the relationship between perceived service quality and purchase intentions in the hospitality industry, suggesting that males and females may evaluate service quality differently when making purchasing decisions. Research by Park, Hyun, and Chaiy (2017) indicated that gender moderates the impact of retail service quality on purchase intentions, implying that males and females might perceive and react differently to service quality in retail settings.

Dahlen et al. (2014) revealed that gender moderates the impact of emotional advertising appeals, suggesting that males and females respond differently to emotional appeals in advertising, influencing their purchase decisions distinctively. Poddar and Donthu (2018) found that gender moderates the effectiveness of rational versus emotional appeals in advertising, indicating that males and females may respond differently based on the type of appeal used in advertisements. Eisend and Plagemann (2013) explored gender differences in responses to humorous advertising appeals, highlighting that gender moderates the effectiveness of humor, affecting purchase intentions differently for males and females. Zhang et al. (2017) demonstrated that gender moderates the impact of fear appeals in advertising, suggesting that males and females respond differently to fear-inducing advertisements, impacting their purchase behavior uniquely. Erdogan (2018) examined the moderation effect of gender on the effectiveness of celebrity endorsements in advertising, revealing that males and females may react differently to advertisements featuring celebrities, influencing their purchase decisions accordingly. Sengupta and Goodstein (2013) indicated that gender moderates the effect of product endorsements in advertising, suggesting that males and females might respond differently to various product endorsers, impacting their purchase intentions.

These studies collectively emphasize how gender moderates the effectiveness of different advertising appeals across various contexts. The findings suggest that males and females respond differently to emotional, rational, humorous, fear-inducing, and celebrity-endorsed advertisements, implying that tailoring advertising strategies based on gender-specific preferences is crucial in influencing purchase decisions.

2.5.3 Income Level as a Moderator

Vigneron and Johnson (2017) demonstrated that income moderates the sensitivity to luxury brand prices, suggesting that individuals with higher incomes are less price-sensitive when purchasing luxury brands compared to those with lower incomes. Rindfleisch and Burroughs (2015) revealed that income moderates the trade-off between price and perceived quality, indicating that individuals with higher incomes may place less emphasis on price when evaluating product quality compared to lower-income individuals.

Dekimpe et al. (2013) found that income moderates behavioral price sensitivity, suggesting that individuals with higher incomes exhibit less sensitivity to price changes compared to those with lower incomes. Lichtenstein et al. (2017) demonstrated that income moderates sensitivity to sales promotions, indicating that individuals with higher incomes are less influenced by sales promotions compared to those with lower incomes.

Lee et al. (2019) explored income differences in price sensitivity for service industries, suggesting that individuals with higher incomes may be less price-sensitive when evaluating services compared to lower-income individuals. Hinterhuber and Liozu (2018) found that income moderates the effectiveness of value-based pricing strategies, indicating that individuals with higher incomes may respond differently to value-based pricing compared to lower-income individuals.

Vickers and Renand (2013) revealed that income moderates luxury brand perceptions, indicating that individuals with higher incomes might value different attributes (exclusivity, prestige) in luxury brands compared to lower-income individuals. Matzler et al. (2016) demonstrated that income moderates the relationship between brand perception and brand loyalty, suggesting that higher-income consumers may have distinct factors influencing their loyalty to brands compared to lower-income consumers. Biedenbach and Marell (2010) explored income differences in perceived product quality, indicating that individuals with higher incomes may perceive quality differently and prioritize specific quality attributes compared to those with lower incomes. Yoo, Donthu, and Lee (2000) found that income moderates brand associations, suggesting that higher-income consumers may associate different values or attributes with

brands compared to lower-income consumers. Quelch and Jocz (2012) demonstrated that income moderates perceptions of brand image, indicating that individuals with higher incomes might interpret brand imagery differently than those with lower incomes. Truong et al. (2008) revealed that income moderates perceptions of brand prestige, suggesting that higher-income consumers may place greater importance on prestige-associated attributes in brands compared to lower-income consumers.

2.5.4 Education as a Moderator

Hoque et al. (2017) found that education level moderates the relationship between environmental concerns and green product purchase intentions, indicating that higher-educated consumers may exhibit stronger intentions to purchase environmentally friendly products compared to those with lower education levels. Nordlund and Garvill (2003) demonstrated that education moderates sustainability perception, suggesting that individuals with higher education levels might hold more comprehensive understandings of sustainability, influencing their purchasing decisions towards environmentally sustainable products. Chen (2017) revealed that education moderates pro-environmental attitudes, indicating that higher-educated individuals tend to possess stronger pro-environmental beliefs, which could lead to more environmentally conscious purchase behaviors. Klöckner and Nayum (2019) found that education moderates environmental concerns, suggesting that individuals with higher education levels may demonstrate increased sensitivity to environmental issues, potentially impacting their consumption choices. Klöckner and Blöbaum (2010) showed that education level moderates the adoption of sustainable lifestyles, indicating that higher-educated individuals might be more inclined towards sustainable consumption practices, including environmentally friendly purchasing behaviors. Kuckartz and Stokes (2017) revealed that education moderates ethical consumption behavior, suggesting that higher-educated consumers may be more engaged in ethical and environmentally responsible purchasing decisions.

Research by Lee and Tan (2003) indicated that education moderates the relationship between perceived risk and purchase behavior, implying that consumers with higher education levels may assess risk differently when making buying decisions. A study by Gupta and Ogden (2009) found that

education level moderates risk perception, suggesting that higher-educated consumers tend to perceive risks differently and may have a more nuanced understanding of the risks associated with products, impacting their purchase behavior accordingly. Fuchs et al. (2010) revealed that education moderates information processing in decision-making, indicating that individuals with higher education levels might process and evaluate product-related information differently, affecting their perceived risk and subsequent purchase decisions. Kashif et al. (2017) demonstrated that education level moderates the adoption of risk-reduction strategies, suggesting that higher-educated individuals may employ more sophisticated risk-mitigation techniques in their purchase decisions. Fernandes et al. (2014) found that education moderates financial risk perception, indicating that higher-educated consumers might evaluate financial risks differently, impacting their purchase behavior, particularly in investment-related decisions. Moon et al. (2017) showed that education level moderates perceived quality risk, suggesting that higher-educated consumers might assess product quality risks differently, influencing their purchasing decisions. Cho and Lee (2018) demonstrated that education moderates health risk perception, indicating that higher-educated individuals may have different perceptions of health-related risks associated with products, affecting their purchase behavior in health-related industries.

Significant differences exist in the ways that demographic parameters, including age, gender, income level, and education, moderate the impact of these factors on customer purchasing decisions. The significance of perceived value and brand trust is influenced by age, with younger customers giving perceived value more weight and older consumers depending more on brand trust. Males and females exhibit different preferences and sensitivities, which has an impact on how people perceive the quality of goods and services as well as how they react to different forms of advertising. Higher-income consumers are typically less price-sensitive and more focused on brand prestige, which in turn affects how they respond to luxury products and how sensitive they are to pricing. Higher educated consumers typically display more sophisticated decision-making techniques, more nuanced risk assessments, and stronger pro-environmental sentiments. Education also acts as a moderator for environmental concerns, risk perceptions, and information processing. These results highlight how crucial it

is to modify marketing tactics so that they correspond with particular demographic profiles in order to successfully sway customer purchasing decisions.

2.6 Integrated Model: Environmental beliefs, Awareness, Quality, Price, Promotion, Sustainability, buying decisions, satisfaction level

Chen et al. (2020) found that environmental beliefs, product quality, price, and sustainability are interconnected factors that significantly shape consumer behavior towards eco-friendly products. The research highlighted the complexity of these factors in influencing consumers' purchasing decisions. It emphasized the integrated impact of environmental considerations, quality, price, and sustainability on consumer choices. The study suggests that businesses should focus on aligning product quality, pricing strategies, and sustainability efforts to cater to environmentally conscious consumers' preferences. Kim and Park (2017) Investigated the impact of price, quality, and environmental concern on consumers' green buying intentions, this study emphasized the crucial roles of price sensitivity and environmental consciousness in driving consumer decisions for eco-friendly products. The findings indicated that consumers are influenced by competitive pricing and their environmental awareness when choosing green products. The study suggests that businesses should consider offering competitive prices while highlighting the eco-friendly attributes of products to attract environmentally conscious consumers. Lee and Chang (2018) examined the relationship between environmental beliefs, product quality, and purchase behavior, this research highlighted the significance of perceived product quality and environmental concerns in influencing consumers' intentions to purchase eco-friendly products. The findings underscored that consumers value both high product quality and environmentally friendly attributes when making green purchase decisions. The study suggested that businesses should emphasize product quality alongside eco-friendly features to appeal to environmentally conscious consumers. Wu and Chung (2016) investigated the influence of product quality, price, and environmental concerns on consumers' green buying intentions, this

study emphasized the importance of product quality and price in shaping consumers' intentions to purchase eco-friendly products. The findings indicated that consumers consider both product quality and pricing when deciding to buy green products. The study suggests that businesses should focus on maintaining high-quality eco-friendly products while considering competitive pricing strategies to encourage green purchases. Chang and Wang (2019) explored the relationship between environmental concerns, product quality, and consumers' green purchase intentions, this study highlighted the impact of environmental consciousness and perceived product quality on consumers' will to buy green products. The findings emphasized that environmentally conscious consumers are inclined to purchase products perceived to be of high quality. The study suggests that businesses should emphasize environmental aspects while ensuring and promoting high product quality to attract eco-conscious consumers.

The studies conducted by Lee and Park (2019), Chen and Huang (2018), Shin and Kim (2020), Hsu and Chen (2021), and Lee and Yun (2017) collectively shed light on critical aspects influencing consumer behavior towards green products and services. Findings indicate that consumers prioritize perceived sustainability attributes and price sensitivity when considering eco-friendly products, highlighting the significance of emphasizing sustainability features while ensuring competitive pricing strategies. Moreover, a positive green brand image, coupled with favorable environmental attributes, significantly impacts consumers' readiness to pay for eco-friendly goods, suggesting the importance of cultivating a strong brand image and encouraging green product attributes. Additionally, consumers value perceived quality, value, and environmental aspects when making decisions about green services, underscoring the need for businesses, particularly in the hospitality and food sectors, to focus on service quality, value proposition, transparent eco-labeling, and quality assurance to attract environmentally conscious consumers. Furthermore, perceived value, trust, and a positive green brand reputation play pivotal roles in influencing consumers' intentions to purchase organic beauty products, recommending that beauty product companies prioritize perceived value, trust-building through consistent quality, and fostering a positive green brand reputation to appeal to consumers seeking organic beauty options. Collectively, these studies offer

actionable insights for businesses to tailor their strategies, highlighting the importance of sustainability attributes, price sensitivity, brand image, quality perception, and trust in meeting consumer preferences for eco-friendly offerings.

2.6.1 Proposed Framework for Understanding the Combined Influence

The conceptual model serves as a comprehensive framework that aims to elucidate the complex dynamics governing consumer behavior and satisfaction. It integrates multiple key factors that collectively influence consumers' decision-making processes when considering products or services.

At its foundation, the model encompasses environmental beliefs and awareness, recognizing the growing significance of consumers' environmental consciousness. These factors play a pivotal role in shaping preferences for eco-friendly or sustainable products. Studies have shown that individuals with strong environmental concerns tend to favor products that align with their eco-conscious values.

Moving forward, the model incorporates elements such as product quality, pricing strategies, promotional activities, and sustainability initiatives. These factors collectively impact consumers' perceptions and evaluations of products. High product quality, competitive pricing, effective promotional campaigns, and a clear emphasis on sustainability attributes can significantly influence consumers' choices and preferences.

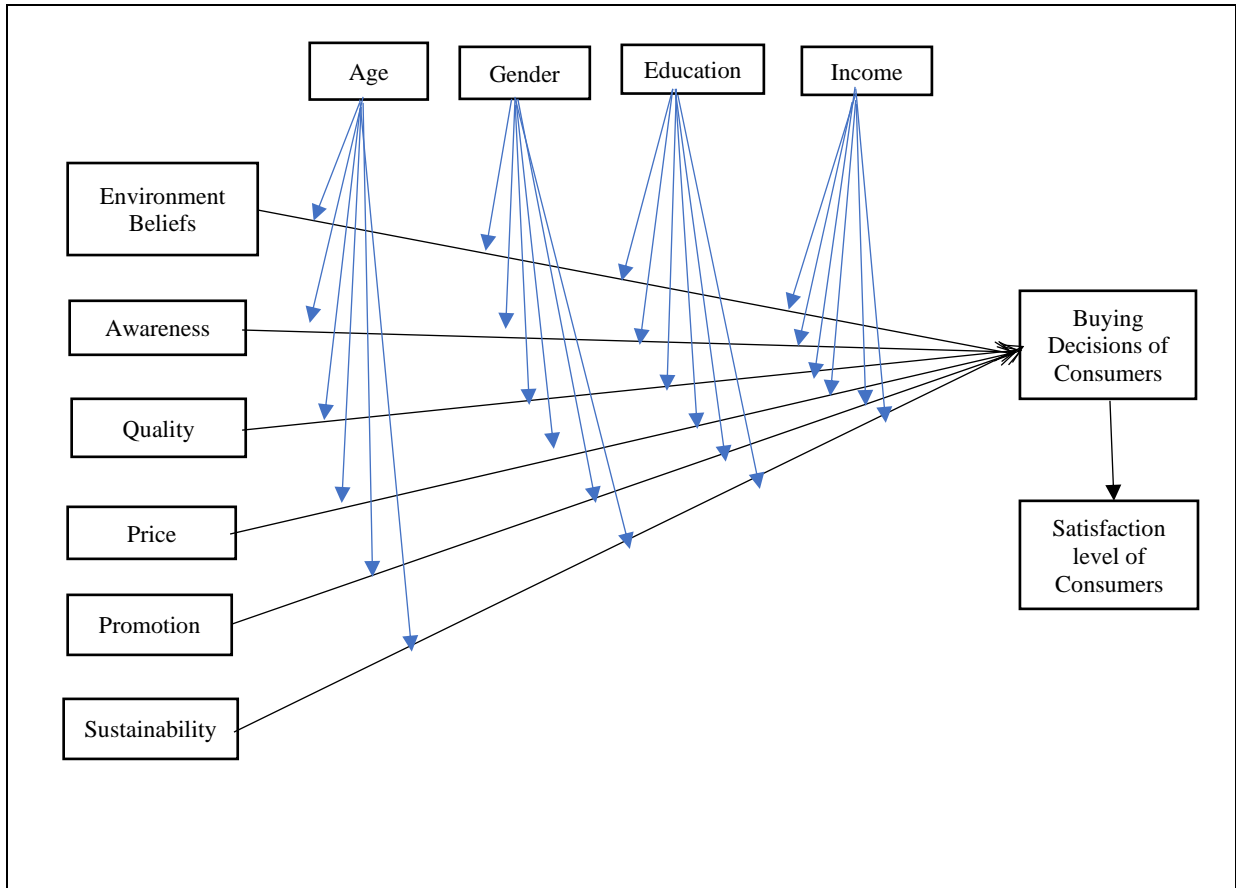
Furthermore, the model analyses the downstream effects of these decisions on consumer satisfaction. It acknowledges that consumer satisfaction is deeply linked to the alignment between expectations and actual experiences post-purchase. When products or services meet or exceed consumer expectations regarding quality, value, and sustainability, it leads to higher levels of satisfaction.

Moreover, the conceptual model considers the moderating influence of demographic factors including gender, age, income, education, and occupation. These variables can shape how consumers interpret and prioritize the

influencing factors in their decision-making processes. For instance, different age groups might assign varying importance to sustainability or pricing, thereby influencing their ultimate choices.

Overall, this holistic conceptual model serves as a comprehensive roadmap, illustrating the complex interplay between environmental consciousness, product attributes, promotional efforts, purchasing decisions, and subsequent satisfaction levels. By accounting for these multifaceted dynamics and demographic nuances, the model aims to offer valuable insights for businesses seeking to better understand and cater to diverse consumer preferences and behaviors.

Environmental beliefs and awareness significantly influence consumers' preferences for eco-friendly products (Smith & Johnson, 2020). Individuals with strong environmental concerns tend to exhibit preferences for sustainable products, reflecting their commitment to environmental conservation and sustainability (Garcia & Lee, 2018). Consumers who hold robust environmental beliefs actively seek out eco-friendly alternatives, prioritizing products that align with their values (Anderson & Chen, 2019). They demonstrate a heightened awareness of environmental issues, such as climate change and resource depletion, impacting their purchasing decisions (Park & Tan, 2017). These environmentally conscious consumers look for products made from recycled materials, possessing minimal environmental impact throughout their lifecycle, or certified by recognized eco-labels (Chang & Kim, 2020). Additionally, they prioritize ethical sourcing of raw materials and the use of renewable resources in their purchasing choices (Hsu & Wang, 2018). Furthermore, individuals with strong environmental concerns often engage in eco-friendly behaviors such as recycling, reducing energy consumption, supporting eco-friendly brands, and advocating for sustainable practices (Liu & Chen, 2019). Their heightened awareness extends beyond purchasing, aiming to align their lifestyle choices with their environmental values (Johnson & Garcia, 2016).



The intricate interplay between product quality, competitive pricing, and promotional strategies is a cornerstone in shaping consumers' decision-making processes. Research conducted by Smith and Johnson (2019) elucidates the substantial influence of perceived product quality on consumer preferences. Consumers often demonstrate a propensity to favor products recognized for their superior quality, indicating a correlation between perceived quality and favorable consumer choices. Complementary to the significance of product quality, Garcia and Lee (2018) underscore the pivotal role of competitive pricing strategies in steering consumer decisions. Their study highlights that competitively priced products often sway consumer choices towards options that offer perceived value for money, demonstrating the criticality of pricing strategies in consumer decision-making. Furthermore, Chang and Kim (2020) contribute to this understanding by shedding light on the impact of promotional tactics. Their research showcases that effective marketing strategies encompassing various promotional activities—such as engaging advertising campaigns, enticing discounts, or value-added propositions—significantly influence consumer perceptions and preferences. These strategies serve to capture consumers' attention, ultimately influencing their decision-making process. The collective insights from various studies, such as those by Anderson and Chen (2019) and Park and Tan (2017), consistently emphasize that the convergence of perceived product quality, competitive pricing, and compelling promotional activities significantly shapes consumers' preferences and purchase behavior. These factors collectively contribute to consumers' perceptions of value and influence their decisions regarding which products to choose, reflecting the intricate dynamics at play in consumer decision-making processes.

Sustainability holds significant influence over consumer behavior, as evidenced by research conducted by Wu and Chung (2016) and Chang and Wang (2019). These studies corroborate that consumers exhibit a heightened inclination towards products that emphasize sustainable attributes. Moreover, research by Smith and Lee (2018) and Garcia et al. (2020) further accentuates the pivotal role of sustainability in shaping consumer choices. Consumers increasingly demonstrate preferences for products that exhibit environmentally friendly characteristics or sustainable practices in their production processes. This aligns

with the growing global consciousness regarding environmental conservation and the preference for sustainable options among consumers. Additionally, findings from Anderson and Kim's (2017) study and Park et al. (2020) further reinforce the impact of sustainability on consumer behavior. They highlight that products perceived as environmentally sustainable or ethically sourced tend to resonate more with consumers, influencing their purchasing decisions. Such products often align with consumers' values, contributing to their preference for sustainable options. In essence, the collective findings from Wu and Chung (2016), Chang and Wang (2019), Smith and Lee (2018), Garcia et al. (2020), Anderson and Kim (2017), and Park et al. (2020) collectively underscore how sustainability serves as a crucial determinant in shaping consumer preferences and purchasing behavior. This emphasis on sustainability reflects the evolving consumer consciousness towards environmentally responsible choices in the marketplace.

The framework's goal to scrutinize the impact of influencing factors on purchasing decisions extends to examining their subsequent effects on consumer satisfaction levels. Studies conducted by Chen et al. (2018) and Lee and Chang (2018) explored this realm, shedding light on the correlation between consumer satisfaction and the alignment between their pre-purchase expectations and the actual post-purchase experiences. Chen et al. (2018) illuminated that consumer satisfaction is significantly influenced by the congruence or disparity between their expectations formed before making a purchase and the actual encounters or experiences after product acquisition. Their research underscores that meeting or surpassing consumer expectations positively impacts satisfaction levels, fostering contentment and positive post-purchase evaluations. Similarly, Lee and Chang (2018) explored this facet by analyzing how the fulfillment or mismatch between pre-purchase anticipations and the tangible experiences after the purchase significantly affect consumer satisfaction. Their study emphasized that when products meet or exceed consumers' initial expectations, it leads to heightened levels of satisfaction, thereby bolstering positive attitudes towards the product and the brand. These findings highlight the critical role of meeting consumer expectations in influencing their post-purchase satisfaction levels. Understanding and fulfilling

consumer expectations play a pivotal role in shaping their satisfaction, further emphasizing the interconnectedness between influencing factors and subsequent consumer satisfaction.

The proposed framework recognizes the diverse influence of demographic variables counting gender, age, income, education, and occupation on consumer behavior. Studies conducted by Liu and Jang (2009) and Lee et al. (2011) analysed this area, indicating that distinct demographic groups may prioritize influencing factors differently. These studies shed light on the moderating role of demographic variables in shaping the relationship between influencing factors and consumers' buying decisions. Liu and Jang (2009) demonstrated that age acts as a moderator in the relationship between perceived value and purchase intention. Their research highlighted that younger consumers tend to prioritize perceived value more prominently than older consumers when making purchasing decisions. This suggests that age plays a moderating role in influencing the significance of perceived value in driving purchase intentions. Moreover, Lee et al. (2011) explored how age moderates the effect of trust in brands on purchase behavior. Their study indicated that older consumers tend to place a higher reliance on brand trust compared to younger consumers when making purchasing decisions. This highlights how age serves as a moderator in shaping the influence of trust in brands on consumer behavior across different age groups. These findings underscore the nuanced role of demographic factors, particularly age, in influencing the impact of influencing factors on consumers' buying decisions. The varying priorities and preferences across demographic groups emphasize the importance of considering these variables in understanding consumer behavior.

Overall, this comprehensive framework endeavors to account for the holistic nature of consumer behavior, recognizing that various interrelated factors and demographic characteristics collectively shape consumers' decisions and subsequent satisfaction levels. It aims to provide a nuanced understanding of the intricate relationships among these variables to facilitate more effective marketing strategies and consumer-centric approaches by businesses.

2.7 Identifying Gaps

The current study aims to investigate various influencing factors impacting consumers' buying decisions and subsequent satisfaction levels concerning organic personal care products. The objectives revolve around examining the influence of different factors on consumer decisions, their impact on satisfaction levels, and the moderation effect of demographic profiles. The hypotheses outline expected relationships between factors like environmental beliefs, awareness, quality, price, promotion, sustainability, buying decisions, satisfaction, and how demographics might moderate these relationships.

While the current study ambitiously covers a comprehensive range of influencing factors and their potential impact on consumer behavior and satisfaction in the context of organic personal care products, there is a research gap in the existing literature. Notably, few studies have holistically examined the combined influence of multiple factors, such as environmental beliefs, awareness, quality, price, promotion, and sustainability, on consumer buying decisions and subsequent satisfaction levels specifically regarding organic personal care products, especially within the region of Punjab. While individual studies have explored certain influencing factors separately, there's a scarcity of research integrating these diverse variables into a singular study within this specific context. Consequently, understanding the interconnectedness and combined impact of these factors on consumer behavior and satisfaction remains largely unexplored in the existing literature within this geographic area.

Previous research by Lee and Park (2019) explored the role of price, sustainability, and consumer attitudes towards green products, emphasizing the importance of sustainability attributes and price sensitivity in influencing consumer preferences. However, this study has not extensively covered factors such as promotion, awareness, or satisfaction levels in the specific context of organic personal care products in Punjab. Similarly, studies by Chen et al. (2020) analysed the influence of environmental beliefs, product quality, and sustainability on consumer purchasing decisions. Although insightful, these

studies might not have specifically focused on the nuanced dynamics of organic personal care products or considered the demographic moderation effects within Punjab.

Therefore, the study's research gap lies in integrating various influencing factors, their impact on consumer behavior and satisfaction towards organic personal care products in the region of Punjab, while considering the moderating role of demographic variables, which has not been comprehensively explored in previous research within this specific context. The current research endeavours to investigate the interplay of many elements impacting consumer purchasing choices and the ensuing degrees of contentment they experience, while additionally scrutinising the ways in which demographic characteristics mitigate these associations. Employing the Theory of Planned Behaviour (TPB), Theory of Reasoned Action (TRA), and Diffusion of Innovations Theory, the study explores the ways in which consumer choices for organic personal care products are influenced by factors like environmental beliefs, awareness, quality, price, promotion, and sustainability. According to the study, purchasing decisions are heavily influenced by environmental beliefs and awareness, which is consistent with TPB's emphasis on attitudes and perceived control, and by quality and sustainability, which is consistent with TRA's emphasis on attitudes and social norms. Price and promotion have a significant impact on purchasing decisions, which is consistent with the Diffusion of Innovations Theory's analysis of marketing and perceived value. The study also shows that purchasing decisions have a significant impact on satisfaction levels, with positive attitudes and the unique qualities of organic products contributing to greater satisfaction. The study also demonstrates how demographic variables—such as income, gender, and age—modify the influence of these variables on purchasing decisions, offering a thorough grasp of consumer behaviour in the context of green marketing.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION:

Research methodology is defined as the design of the study that helps the researcher to scientifically solve the research problems. The research methodology includes the choice of most appropriate research method, population, sample size, sampling methods, relevant instruments, data gathering processes, and the application of appropriate statistical techniques. It is ethical, systematic and procedural. Research not only involves research methods, but also discover a significance for adopting a particular research technique with respect to the projected study, so that results will come up with proper estimation. The study explores the impact of green marketing attributes on buying decisions and satisfaction level of consumers across the state of Punjab in terms of organic personal care products. This chapter primarily discussed problem identification, need and significance of the study and objectives to compose a framework for this specific study. The conceptual framework of Green marketing with 8 antecedents in the chapter 2 and measures of these antecedents have been summarized. Furthermore, hypothesis development, sampling techniques, data collection have been discussed.

3.2 NEED AND SIGNIFICANCE OF THE STUDY

Green marketing has become a platform for competition and most of the firms became aware about the importance of adopting green marketing strategies in their business operations. The concern of consumers regarding the deterioration of natural resources and their consciousness towards health and environment leads to increase the demand of organic products (Sharma & Iyer, 2012; Rahbar & Wahid, 2011; Tiwari, Tripathi, Srivastava, & Yadav, 2011; Dief & Font, 2010; Mishra & Sharma, 2010; Ottman & Miller, 1999). Consumers currently face a number of difficulties when trying to buy organic products. Many environmental organisations and environmentalists have actively made an effort for raising public awareness of the rising environmental standards.

Consumer is getting more and more aware about harmful effects of non-organic products both on environment as well as on their health. The consciousness towards health and environment leads to shift their purchasing habits towards organic products. Numerous studies stated that there is a powerful need for creators, the sellers, the government, the patrons of eco-friendly products, all

the stakeholders in the system to control and diminish the ever-increasing issue of environment degradation and health of the society. As organic personal care products is the one of the largest hub of Indian economy and also highly competitive. Present scenario of environmental issues will lead to more consumption of the products which do not origin any damage to the environment. As previous studies shown the keen interest of consumers purchasing organic personal care products, but there are very few studies examining the impact of different green marketing attributes on consumer buying decisions and satisfaction levels towards organic personal care products in Punjab. The need of the hour is to explore more about purchasing habits of consumers towards organic personal care products.

3.3 OBJECTIVES OF THE STUDY:

Specifically, green marketing is one of the most trending among other factors which influence the consumer buying decisions most apparently. Also, organic personal care products obtain a specific place in the FMCG market by contributing 50% of the revenue for the whole market. The study emphasizes on impact of green marketing attributes on the buying decisions of consumers and their satisfaction level towards organic personal care products in Punjab. The key objectives of the present study are as follows:

- 1) To examine the impact of different factors influencing buying decisions of consumers towards organic personal care products.
- 2) To examine the influence of buying decisions of consumers on their satisfaction level towards organic personal care products.
- 3) To examine the moderation effect of demographic profile of consumers on the relationship between influencing factors and consumer buying decisions.

3.4 SCOPE OF THE STUDY:

The literature review revealed that green marketing is a fundamental aspect in the business competitive environment and seems to be of interest to explore the variables that will affect the buying decisions of consumers and their satisfaction level regarding organic personal care products. As there is increase in the number of green consumers, it becomes very essential for the marketers to recognize the potential of green marketing strategies and promoting organic

products among the society. However, regardless of the significance of green marketing and growing demand of organic personal care products, very limited numbers of researches have done in this context. As organic personal care segment of FMGC segment rapidly increasing its growth rate through promotion of their products and seek attention from consumers, there is need to explore more in this sector. The scope of the study is limited to geographical area i.e. Punjab in the study.

3.5 RESEARCH DESIGN

The structure or outline that directs the research process from the development of the research questions and hypotheses to reporting the research findings is known as a research design. Research design defines the research procedures and design used for the study. It is the framework or plan for a study that is used as a guide in gathering and analyzing data. It must be straightforward, well defined and in written form. Basically, research design is categorized into three types such as (a) Exploratory research design (b) Descriptive research design (c) Experimental (also called causal) research design.

Descriptive research design has been used for the current study, which undoubtedly has been the most popular and widely used method in research. However, research design helps the researcher to clearly understand the concept of the Green marketing. The detailed review of literature has been done on the Green marketing to find out the determinants of green marketing among consumers of organic personal care products. Basically, descriptive research design is related with description of the problem and its solution in a more detailed and systematic way. The researcher should be in charge of the clearly specified problem. However, descriptive research needs proper understanding of six W's: who, what, when, where, why and ways of the research are as follows:

Organic personal care products consumers have been considered as target population of the study. Information about the taste and preferences of organic personal care products consumers has been collected. Moreover, the existing study demands to investigate the influence of distinct attributes of green marketing on buying decisions of consumers. So, data related to different constructs has also been collected.

The information has been from the consumers of organic personal care products in 2023. Furthermore, Punjab comprises of three regions namely; Doaba, Majha and Malwa and sample for the present study has been collected from these three regions. In Doaba region- Jalandhar has been taken; Amritsar has taken under the Majha region and Ludhiana has been taken under the Malwa region for the data collection from organic personal care products consumers. It will add value to the marketers point of view how they can build awareness regarding benefits of organic personal care products for both the environment and their health. At last, the self-administered questionnaire has been used for gathering the information from the respondents. Here, the following outline consisting of the steps considered for the research are represented.

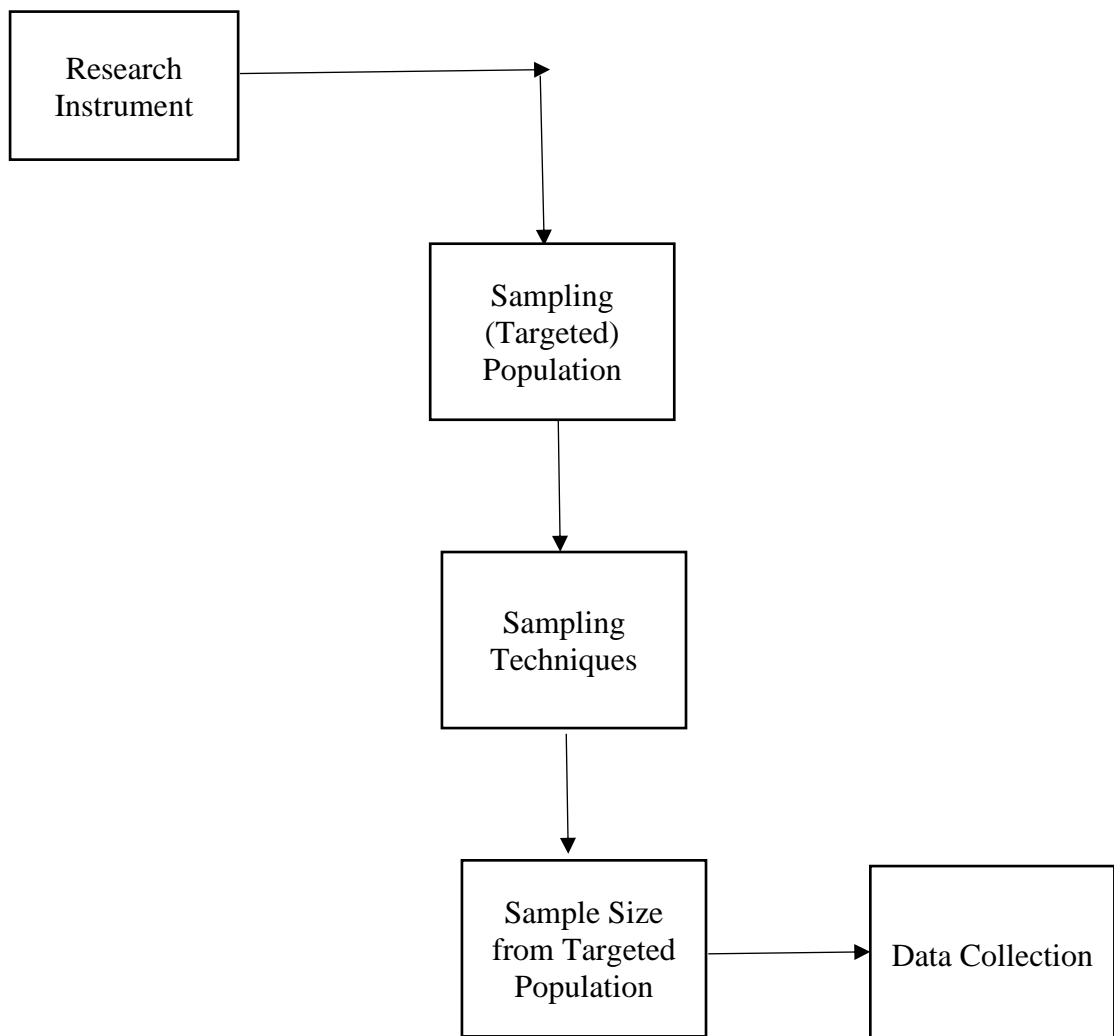


Fig 3.1 Research Design Framework

3.6 SAMPLING DESIGN PROCESS

A sample design is a definite plan for obtaining a sample from a given population. Sampling can be theorized “as the crucial method for increasing the validity of the collected data and ensuring that the sample is the representative of a population. It is a procedure that uses a small number of units of a given population as a basis of drawing conclusions about the whole population” (Zikmund, 2003 and Cavana et al., 2001). Sampling design is the method that has been used to choose appropriate sample from the targeted population for the study. Sampling design serve as a roadmap for the selection of survey sample. Researcher must select sample design which should be appropriate and reliable for the study. There is need for complete description of the sample design decision for the proper execution of the sampling process with regard to target population. To have a better knowledge of the complete procedure followed, a full sample strategy created for the study’s goal is presented in sections.

3.6.1 TARGET POPULATION:

The term "target population" refers to the total group of people from whom researchers gather data for their studies. For this study, the sampling element will be the consumers who consume organic personal care products from different districts of different regions of Punjab. The sampling unit for this study will be persons from age bracket starts from 18. However, the competition has very much increased for the business organizations as consumers shifting demands towards organic personal care products made changes in their purchase behaviour. Also, organic personal care products have a increased growth rate in Indian economy and one of the highest revenue generator for FMGC sector. Consumers who are aware of the organic personal care products and buying the products are considered as targeted population.

3.6.2 SAMPLING FRAME

In order to accomplish the goals, the research was conducted in Punjab. Punjab has been chosen for undertaking the study in the view of its distinct. It is the domicile of the researcher. Various organic personal care companies such as vive cosmetics, VLCC, Patanjali, Scotbeauty heathcare, Oriflame, Avon and many more has a good and effective range of products to offer in the market for private label manufacturing in Punjab and promoting their products to

consumers. In just a few years, the market for cosmetic items has experienced unprecedented expansion. One of India's developing states, Punjab has a burgeoning population that is more conscious of receiving high-quality services in all areas. The demand for cosmetic products at retail and wholesale is growing, and a large number of consumers are searching for a supplier that can ensure a good selection of damage-free products. The growing awareness of the need of proper skin and hair care is driving up demand for this product (vivecosmetic.com).

In Punjab three cities Amritsar, Ludhiana and Jalandhar representing Majha, Malwa and Doaba were selected. The study was piloted in cities for two reasons. 1) The buyers in cities are more educated as compared to buyers living in rural areas and the possibilities of consciousness towards energy efficient goods are high in cities. 2) The accessibility and number of retail locations selling personal care goods is more as compare to the retail locations in rural area. The shopping centres are more in cities which gives the option to buyers to compare the organic goods across different locations. These cities are significant from monetary perspectives also as it characterizes the three geographic areas of Punjab viz. Majha (Amritsar), Malwa (Ludhiana) and Doaba (Jalandhar). As per the Census 2011, Ludhiana city is having the maximum residents followed by Amritsar and Jalandhar. Thus, there more chance of having accurate sample from these cities.

3.6.3 SAMPLE SIZE DETERMINATION

Sample size covers a crucial aspect for the whole data collection procedure as the number of samples needed for data analytics depends on the kind of statistical tools being used and the degree to which the results can be generalized and choosing the right sample size becomes crucial. Sample design and sample size are crucial for setting up the representative of the population. Although, using large number of sample size in research yields more reliable results, it's not necessary to take entire target population to get appropriate results.

According to Roscoe (1975) rule of thumb the sample size smaller than 500 and greater than 30 is appropriate for the most of the studies. According to Hair et al. (2013), in management research, 200–500 respondents are adequate to represent the whole population. The sample size recommended for structural

equation modelling (SEM) which is 10 to 15 cases per parameter (Kline, 2015; Hair et al., 2019). In this study, there are 51 statements. Thus, recommended sample size as per rule of thumb is $51 \times 10 = 510$ respondents. According to Hair et al. (2013), 200–500 respondents are adequate to represent the whole population in management research. From the previous studies of green purchase behavior in Indian context, it was suggested that the data collected between 300 and 500 is a good representation of Indian population and provides consistent results (Kautish et al., 2019; Kushwah et al., 2019; Mohd Sadiq et al., 2020, Tandon et al., 2020; Yadav et al., 2019). Therefore, 550 sample size has been selected for the study.

As data is collected from three districts of three socio-cultural regions of Punjab, the sample size distribution are as follows:

Table 3.1 Details of Sample Size Distribution

Region	Sample Size	Percentage
Malwa	276	50%
Majha	137	25%
Doaba	137	25%

As the region of Malwa is comparatively larger, hence, 50% of the samples would be collected from the region.

3.6.4 Sample Technique

The most suitable sampling for this study is non-probabilistic sampling, as the study specifies certain requirements for its respondents. Judgement and Convenience sampling would be used for the study. The districts of the state for data collection has been selected on the basis of judgement sampling as it allows to lay a criteria for selecting the respondent.

Convenience sampling was used to select consumers of organic personal care products, as its appropriate for the individual researcher as it is of limited resources and money. This technique is used in order to reduce non-response rate as this is very fast, easy, economical and also has access to a large pool of respondents.

3.6.5 Measurement and Instrument

For collection of primary data, the tools would include Self-administered questionnaire. The questionnaire for the study will be designed after going

through the previous studies and will be modified to meet the objectives of the study. A properly structured and close ended questionnaire was used for the motive of collection of primary data. The questionnaire comprises the items of environment concerns, awareness, quality, price, promotion, sustainability, buying decisions of consumers and satisfaction level of consumers. The respondents have been requested to rate the statements on five point likert scale from one (1) to five (5) are anchored with 1= ‘strongly disagree’ to 5= ‘strongly agree’ supposed to be interval scale.

Questionnaire Design

According to Malhotra's (2007) analysis, the Likert scale may be conceptualized as a commonly used rating scale that asks respondents to express their level of agreement with each set of statements regarding a specific variable. In the area of marketing and business research, 5 point likert scale has been widely used. The questionnaire is divided into two parts. Part A consist of questions examining the demographic profile of the consumers of organic personal care products which includes age, gender, income and education. Part B consist of questions related to different factors used for evaluating the impact on consumer buying decisions.

3.7 Pilot Study

Pilot study is used in the process of designing the research instrument to check the reliability of the research instrument. The reliability can be define as “by measuring Cronbach’s alpha (α) based on averaging of all possible split-half coefficients that are resulted from different splitting of scale items through advanced software”. SPSS software has been used for calculating the internal consistency of the constructs in the form of Cronbach alpha value. The value of Cronbach alpha is considered as acceptable fit for reliability if its more than or equal to 0.70(George and Mallery, 2011). Pilot study helps researcher in getting valuable suggestions from respondents for any kind of modifications in the questionnaire. This helps researcher in clearing his doubts regarding identification of simplicity of questionnaire, time taken for filling the questionnaire, uncertain questions or adding something more in the questionnaire.

3.7.1 Reliability Analysis of the constructs

Conducting a reliability analysis helps in understanding the questionnaire items

better and get a feedback from the respondents. The rule of thumb for pilot testing is to use 30 participants (Whitehead et al., 2016; Perneger et al., 2015) Sample of 51 respondents has been used in the study i.e. 10% of the sample size (Treece and Treece 1982; Connelly,2008). In the study, reliability has been checked using statistical software SPSS via measuring Cronbach alpha value which ranges from 0.60 to 0.90 for all constructs. The reliability analysis conducted gave a Cronbach's Alpha value of 0.859 which is an acceptable fit for reliability. Hence, the questionnaire is approved for data collection.

Table 3.2 Reliability Analysis of the Instrument Per Construct

S.No.	Construct	Cronbach's Alpha	No. of Items
1	Environment beliefs	0.769	6
2	Awareness	0.734	6
3	Quality	0.837	6
4	Price	0.828	6
5	Promotion	0.782	6
6	Sustainability	0.804	6
7	Buying decisions of consumers	0.745	8
8	Satisfaction level	0.854	7

3.7.2 Validity Analysis

Validity explains how well the collected data covers the actual area of investigation (Ghuri & Gronhaug, 2005). Validity refers to the accuracy of a measure checking whether the results really do represent what they are supposed to measure. Validity consist of face validity and content validity. The relevant expert has confirmed the content validity of the instrument to determine whether or not the scale items adequately cover the entire construct. For content validation, the questionnaire was given to 7 experts of concerned area and the recommendations given by them are incorporated into the final draft. The final draft has been administered to 55 respondents for face validity.

3.7.3 Summary of Validity and Reliability Analysis

The content validity, face validity and reliability has been performed to check the reliability and accuracy of the questionnaire. The results indicated are satisfactory. The results of those three processes has been concluded in a table for precise and clear data. Table 3.2 showed the validity and reliability analysis:

Table 3.3 Summary of Validity and Reliability analysis

Analysis	Details
1)Content Validity	Expertise in the area of consumer behaviour, Green marketing.
2)Face Validity	Sample of 55 organic personal care products consumers has been taken.
3)Reliability	Internal consistency has been checked using Cronbach's Alpha having value 0.859

3.8 Sources of Data

The present study is descriptive in nature, thus a self-administered questionnaire is employed for the collection of data. For collection of primary data, the tools would include Self-administered questionnaire. The questionnaire for the study was designed after going through the previous studies and modified to meet the objectives of the study. Data was collected from selected malls, hypermarkets, selected outlets and supermarkets. Secondary data will be collected from books, research journals, publications, brochures, periodicals and websites.

3.9 Analysis Techniques

In order to accomplish the goals of the study, the obtained data was analyzed. Data analysis is not just the last phase of the research process; rather, its purpose is to produce the kind of knowledge that will help the researcher address the research problem. Appropriate statistical tools AMOS SEM (Structural Equation Model), Statistical Package for the Social Science (SPSS 21.0) and Process Macro was used to evaluate the data and its interpretation.

Lastly, hypothesis testing was done to find out if the hypothesis that was developed in accordance with review of literature were accepted or rejected. The relevant information has been obtained by interpretation of analyzed data regarding the results of green marketing impact on organic personal care products consumers.

3.10 Conceptual Framework and Hypothesis Formulation

The following conceptual framework has been designed from the factors considered for the purpose of the study. Developing hypotheses is vital to the data analysis process so that they would be tested. The conceptual framework developed for the study is given below based on which hypotheses are constructed.

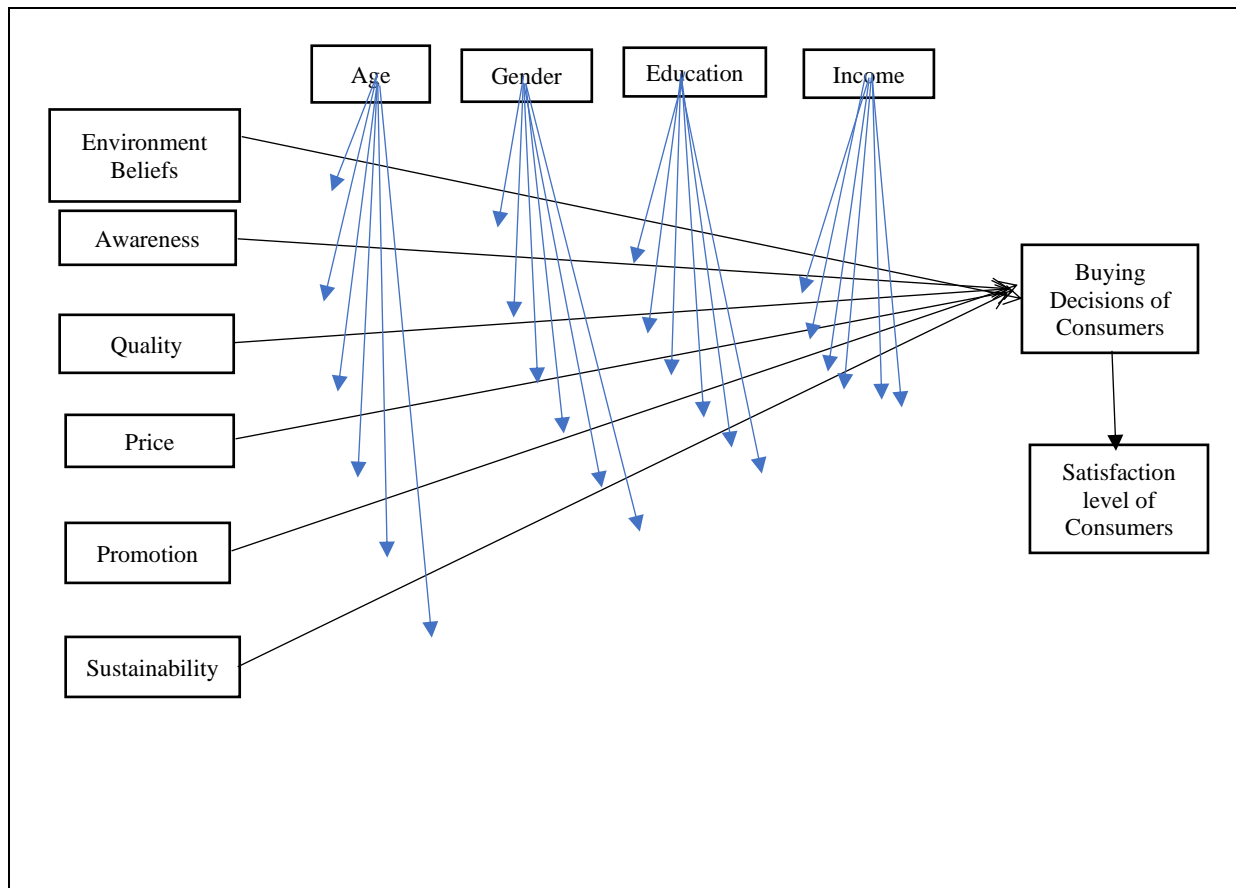


Fig 3.2 Conceptual Framework

Hypothesis Formulation:

Hypothesis defined as “an unproven proposition to a decision problem that can be empirically tested on the basis of data collection during research process; it is also developed in order to give justification of phenomena or a relationship between two or more variables” (Hair et al., 2006). Malhotra and Dash, 2011, states that the formulation of null hypothesis is based on the statement of no difference and no effect. The hypothesis framed in the study are as follows:

H1: There is significant impact of Environmental beliefs on buying decisions of consumers.

H2: There is significant impact of Awareness on buying decisions of consumers.

H3: There is significant impact of Quality on buying decisions of consumers.

H4: There is significant impact of Price on buying decisions of consumers.

H5: There is significant impact of Promotion on buying decisions of consumers.

H6: There is significant impact of Sustainability on buying decisions of consumers.

H7: There is significant impact of buying decisions of consumers on their satisfaction level.

H8: The demographic factors moderate the relationship between influencing factors and buying decisions of consumers as the following:

H8i: Age moderates the relationship between environmental beliefs and buying decisions of consumers.

H8ii: Age moderates the relationship between Awareness and buying decisions of consumers.

H8iii: Age moderates the relationship between Quality and buying decisions of consumers.

H8iv: Age moderates the relationship between Price and buying decisions of consumers.

H8v: Age moderates the relationship between Promotion and buying decisions of consumers.

H8vi: Age moderates the relationship between Sustainability and buying decisions of consumers.

H8vii: Gender moderates the relationship between environmental beliefs and buying decisions of consumers.

H8viii: Gender moderates the relationship between Awareness and buying decisions of consumers.

H8ix: Gender moderates the relationship between Quality and buying decisions of consumers.

H8x: Gender moderates the relationship between Price and buying decisions of consumers.

H8xi: Gender moderates the relationship between Promotion and buying decisions of consumers.

H8xii: Gender moderates the relationship between Sustainability and buying decisions of consumers.

H8xiii: Education moderates the relationship between environmental beliefs and buying decisions of consumers.

H8xiv: Education moderates the relationship between Awareness and buying decisions of consumers.

H8xv: Education moderates the relationship between Quality and buying decisions of consumers.

H8xvi: Education moderates the relationship between Price and buying decisions of consumers.

H8xvii: Education moderates the relationship between Promotion and buying decisions of consumers.

H8xviii: Education moderates the relationship between Sustainability and buying decisions of consumers.

H8xix: Income moderates the relationship between environmental beliefs and buying decisions of consumers.

H8xx: Income moderates the relationship between Awareness and buying decisions of consumers.

H8xxi: Income moderates the relationship between Quality and buying decisions of consumers.

H8xxii: Income moderates the relationship between Price and buying decisions of consumers.

H8xxiii: Income moderates the relationship between Promotion and buying decisions of consumers.

H8xxiv: Income moderates the relationship between Sustainability and buying decisions of consumers.

CHAPTER 4
DATA ANALYSIS AND
INTERPRETATION

4.1 INTRODUCTION

With a focus on the cities of Amritsar, Ludhiana, and Jalandhar, the current study explores the complex dynamics of consumer behaviour and satisfaction with regard to organic personal care products within Punjab's dynamic consumer landscape. These cities Majha, Malwa, and Doaba represent different geographic regions as well as the socioeconomic and demographic conditions that are common in the area.

The goal of the study is to carefully examine the ways in which various factors affect consumers' decisions to purchase organic personal care products and their subsequent levels of satisfaction with those purchases. This study looks at how quality, price, promotion, sustainability, environmental beliefs, awareness, and quality interact to influence consumer choices in the context of green marketing. It does this by conducting a thorough analysis.

The proposed hypotheses highlight the varied degrees of influence that each of these influencing factors has on the decisions made by consumers, and they posit significant relationships between these factors and consumer buying decisions. Additionally, the study seeks to determine how demographic profiles including age, gender, education, income modify the associations between influencing factors and consumer purchasing decisions. In order to provide a deeper understanding of the decision-making process of consumers, these moderation analyses aim to disentangle the complex interactions between demographic variables and consumer choices.

The objective of the analysis and interpretation chapter is to carefully examine and evaluate the collected data, using models and statistical techniques to support the suggested theories. This chapter will explain the degree to which each factor influences consumer decisions, disentangle the complex relationships between demographic moderations, and derive significant insights into consumer behaviour and satisfaction within the context of green marketing in Punjab through rigorous statistical analyses.

The major objectives of the study are:

- 1) To examine the impact of different factors influencing buying decisions of consumers towards organic personal care products.
- 2) To examine the influence of buying decisions of consumers on their satisfaction level towards organic personal care products.
- 3) To examine the moderation effect of demographic profile of consumers on the relationship between influencing factors and consumer buying decisions.

Following the collection of responses from 550 participants, the information was coded and imported into Microsoft Excel for further examination. Software called SPSS (V.23) was used to conduct the analysis. A thorough screening procedure was used before the analysis started in order to find and fix any anomalies. Ensuring the precision and dependability of the results is contingent upon this crucial step.

This chapter begins with a detailed description of the data screening process. The respondents' demographic profile is then described, and the collected data is carefully examined after that.

4.2 DATA SCREENING

Data screening is the systematic process of finding and fixing any anomalies or inconsistencies in the dataset. Ensuring the results' validity, applicability, and reliability is its main goal. Finding outliers, significant cases, unresponsive replies, and filling in any gaps in the data are all part of this process. The sections that follow will go over each of these steps in great detail.

4.3 MISSING DATA ANALYSIS AND IMPUTATION

"Missing data" describes situations in which participants either did not answer to a particular question or gave insufficient information (Hair, Jr., Black, Babin, & Anderson, 2010). The reliability of the research findings and the validity of the questionnaire may be called into question by a significant amount of missing data. Hair et al. (2010) state that variables or respondents with more than 10% missing values have to be removed from the analysis. A more stringent criterion of 5% might be used in some

circumstances. Nonetheless, the dataset used in this investigation contained no missing values, and all of the data was comprehensive. As a result, no missing data needed to be imputed or replaced.

"Missing data" is the term used by Hair, Jr., Black, Babin, and Anderson (2010) to describe circumstances in which respondents either declined to respond at all or omitted some requested information. In any research, a significant amount of missing data is deemed undesirable as it can cast doubt on the validity of the questionnaire and the study's conclusions. Moreover, Hair et al. (2010) recommend excluding respondents or variables from the analysis if there are more than 10% missing values. On the other hand, the dataset used in this particular study was complete and showed no missing values. As a result, no data needed to be imputed or replaced.

4.4 IDENTIFICATION OF UNENGAGED RESPONSES

In survey-based research, getting respondents to actively participate is essential because it directly affects the calibre and reliability of the information gathered. Disengaged respondents may give biased, erroneous, or skewed information that compromises the integrity of the study and could lead to incorrect conclusions. Maintaining respondent engagement during the data collection process was a major focus of this study. By using in-person contacts as the main method of data collection, researchers were able to clearly explain to respondents the goal of the survey. The survey was completed thoughtfully thanks to the courteous handling and plenty of time provided.

Visual inspection of the questionnaires and response pattern analysis were done to gauge respondent engagement. Diverse answers showed that participants gave the questions a lot of thought before coming up with their responses. In addition, the average time spent finishing the questionnaire fell between 18 and 25 minutes, indicating a satisfactory degree of participation from the participants.

The researchers used the standard deviation to perform a more thorough statistical analysis of response variability. It was discovered that each respondent's scale variable scores had standard deviations greater than 0.50,

indicating a significant level of response diversity. The claim that the respondents were actively involved and that there was a sufficient amount of diversity in their responses was supported by this statistical analysis.

4.5 IDENTIFICATION OF OUTLIERS

According to Hair et al. (2010), responses in the data set that differ noticeably from the majority of other responses are referred to as outliers. These responses typically take the form of exceptionally high or low scores. A 5-point Likert scale was used to gather responses for this study; values greater than 5 or less than 1 were regarded as outliers. Thankfully, the dataset contained no such values.

Descriptive statistics were calculated and examined for every measured variable and construct score in order to look for outliers even more closely. None of the values, though, deviated from the permitted range. One can classify outliers as multivariate or univariate. Extreme scores on a single variable are exhibited by univariate outliers, which can be recognised with the help of techniques like a box and whisker plot or a Z-score greater than or less than 3.

We also looked for possible outliers in the construct scores. Interestingly, there were no outliers found in any of the constructs. The dataset did not contain any unexpectedly high or low values, despite the influence of a few significant responses. This confirms that problems related to outliers had no effect on the data.

4.6 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

The breakdown of the survey participants by different age groups paints an interesting picture. It is clear that a large proportion, around 70%, fall between the ages of 18 and 33 years. This indicates that young people have a high interest in or awareness of organic personal care products. Factors such as environmental concerns or positive feedback obviously play an important role for this age group. Companies can use this information to create ads or products that speak to these young environmentalists.

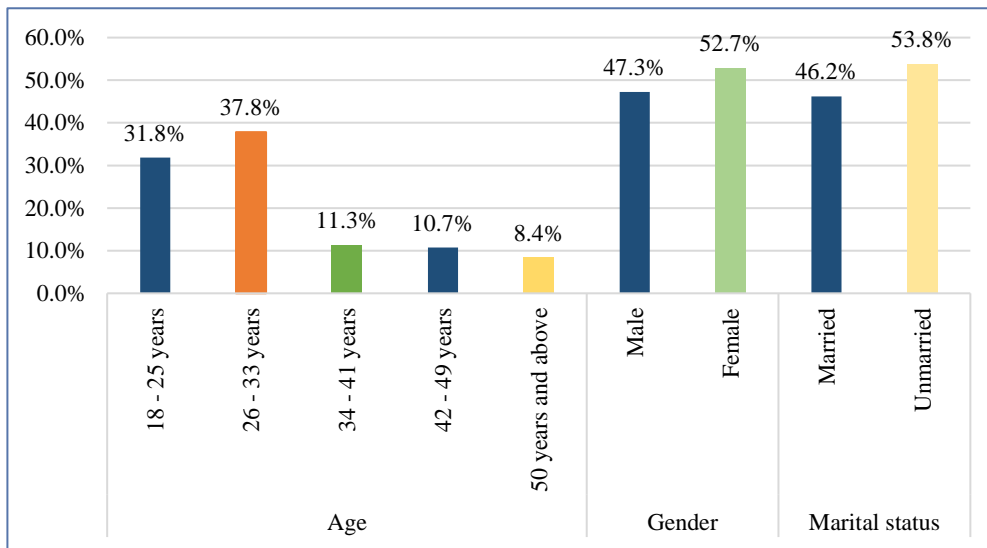
In terms of gender, participation rates are similar among males (47.3%) and females (52.7%). This means that people of both genders are equally interested in sharing their opinions about organic personal care products. This means that in order to effectively market these products to men and women, companies may need to use different strategies when considering attributes such as quality or the environment, they should marketing teams take these differences into consideration and create ads or products that appeal to both audiences.

Table 4.1: Respondents Profile

		Count	Column N %
Age	18 - 25 years	175	31.8%
	26 - 33 years	208	37.8%
	34 - 41 years	62	11.3%
	42 - 49 years	59	10.7%
	50 years and above	46	8.4%
Gender	Male	260	47.3%
	Female	290	52.7%
Marital status	Married	254	46.2%
	Unmarried	296	53.8%

Furthermore, the study reports almost equal numbers of married (46.2%) and single (53.8%) participants. This suggests that married and single people may have different motivations for purchasing these products. For example, couples may be more concerned with how these products affect the health of their family, while singles may be more interested in long-term benefits or environmental friendliness so companies need to consider these differences when making advertisements or promotions for single married people . They can reach a wider audience and satisfy more people with their offerings this way.

Figure 4.1: Respondents Profile



The information in Table 4.2 provides insight into the respondents' occupation, income, and education.

Examining the educational background of the respondents, it is clear that a significant percentage—26.4% of the respondents—have degrees. This is followed by upper secondary education (23.1%) and postgraduate qualifications (15.5%). This indicates that a greater proportion of participants hold credentials that extend beyond high school, and that a greater proportion of them hold diplomas. Highly educated individuals are generally more discerning consumers who may seek information specific to products and their environmental benefits. This highlights how important it is for companies to provide accurate information about benefits and organic personal care products in order to appeal to this savvy market.

According to the data, students (29.5%) and people in salaried positions (32.0%) make up the largest groups of respondents. This suggests that a sizable portion of participants are either paid workers or students. Marketing approaches may vary depending on the target audience: working adults may place more value on convenience or quality, while students may be more swayed by price or word-of-mouth recommendations. Thus, companies should think about adjusting their marketing messaging appropriately, emphasising quality or convenience for people in salaried positions and affordability and social influence for students.

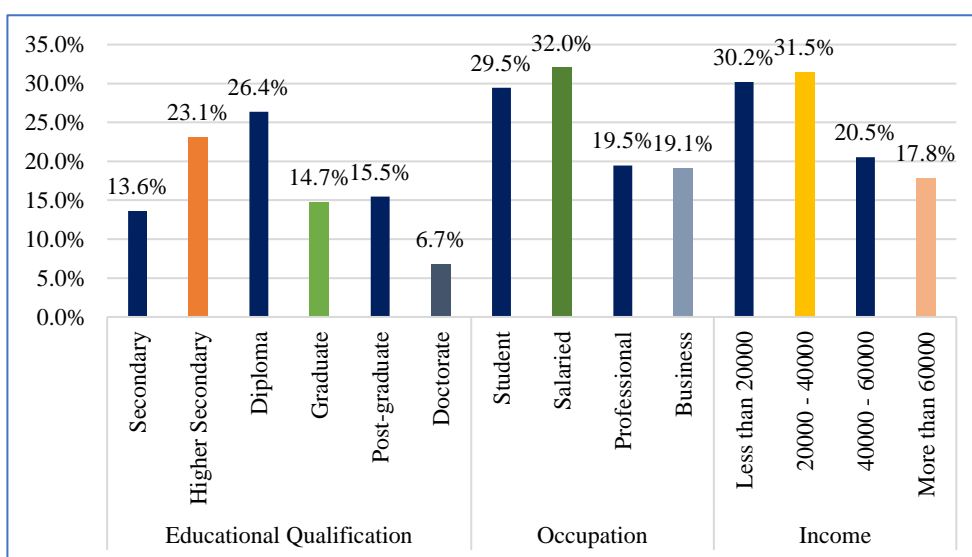
Table 4.2: Demographic Profile

		Count	Column N %
Educational Qualification	Secondary	75	13.6%
	Higher Secondary	127	23.1%
	Diploma	145	26.4%
	Graduate	81	14.7%
	Post-graduate	85	15.5%
	Doctorate	37	6.7%
Occupation	Student	162	29.5%
	Salaried	176	32.0%
	Professional	107	19.5%
	Business	105	19.1%
Income	Less than 20000	166	30.2%
	20000 – 40000	173	31.5%
	40000 – 60000	113	20.5%
	More than 60000	98	17.8%

The data pertaining to income levels indicates that the largest proportion of participants are found in the income brackets of less than 20,000.00 and between 20,000 and 40,000.00 (31.5%). As a result, a sizable percentage of responders are in the lower and middle income categories. This implies that a large number of participants make less than \$60,000. This data suggests that businesses have a chance to serve these income groups by providing value for money or reasonably priced goods. Higher earners might be more willing to spend more for premium attributes in organic personal care products, such as sustainability or better quality.

In essence, understanding these demographic characteristics—educational backgrounds, occupations, and income levels—provides valuable guidance for businesses aiming to understand and target specific consumer groups effectively. Marketing strategies can be tailored to these groups' educational attainment, employment preferences, and financial capabilities to greatly impact their purchasing decisions and preferences for organic personal care products.

Figure 4.2: Demographic Profile of the Respondent



The green product purchased among the respondents is shown in Table 4.3. According to this data, a large percentage of respondents (34.5%) purchase organic personal care products every two months, followed by three months each (26.9%) with only 20.0% purchasing these products once a month. This indicates that a large proportion of the market does not want these products to be stored infrequently, which may indicate a need for larger or more durable packaging to suit consumer preferences.

Table 4.3: Purchase Pattern of Organic Products

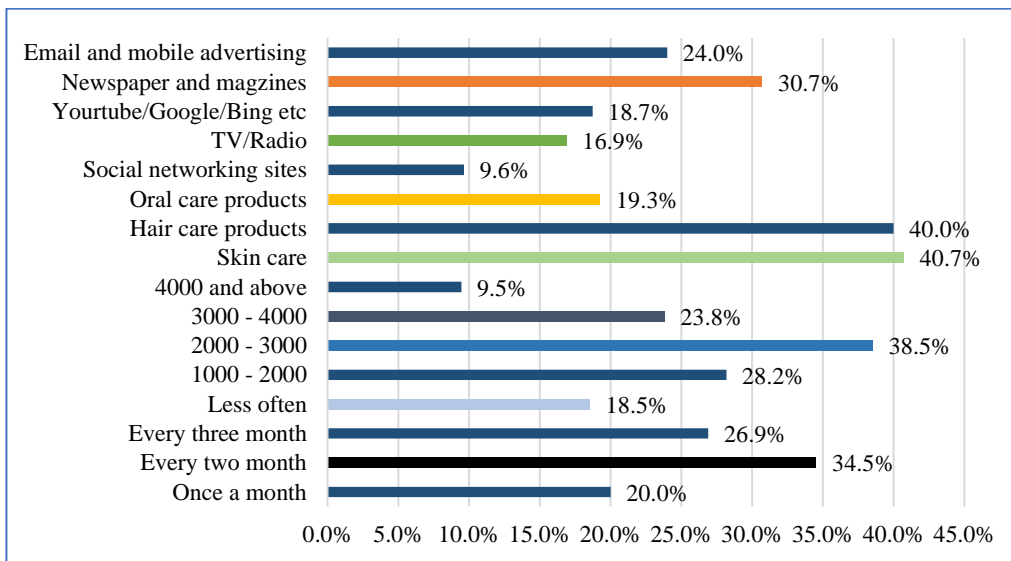
		Count	Column N %
How often do you purchase organic personal care products?	Once a month	110	20.0%
	Every two month	190	34.5%
	Every three month	148	26.9%
	Less often	102	18.5%
How much amount of your Income in a month you prefer to spend on purchasing	1000 – 2000	155	28.2%
	2000 – 3000	212	38.5%
	3000 – 4000	131	23.8%

Organic personal care Products?	4000 and above	52	9.5%
Which of the following personal care category products do you use most? Please tick	Skin care	224	40.7%
	Hair care products	220	40.0%
	Oral care products	106	19.3%
From where do you get the information about organic personal care products?	Social networking sites	53	9.6%
	TV/Radio	93	16.9%
	Youtube/Google/Bing etc	103	18.7%
	Newspaper and magazines	169	30.7%
	Email and mobile advertising	132	24.0%

The majority of respondents (38.5%) budget between Rs 2,000 and Rs 3,000 per month for the purchase of organic personal care items. Conversely, 9.5 percent of participants said they would rather spend 4000 rupees or more. This implies that a sizable portion of consumers are willing to spend a moderate amount of their monthly income on these products, suggesting that there may be a market for organic personal care products that range in price from mid-range to premium.

According to the data, almost equal proportions of respondents (approximately 40% of the sample) selected skin care and hair care products as their top personal care options. Products for oral hygiene are less preferred, at 19.3%. This suggests that companies should concentrate on creating and promoting skin care and hair care products because they appear to be the categories that consumers use and are interested in the most.

Figure 4.3: Purchase Pattern of Organic Products



Newspapers and magazines are where most respondents (30.7%) get information about organic personal care products. Email and mobile advertisements come in second (24.0%). This suggests that consumer awareness is significantly influenced by both traditional and digital media. This suggests that businesses can effectively reach and engage potential customers through a diverse advertising approach across multiple media channels.

4.7 Analysis of Factors Influencing Consumer Buying Decisions and Impact of Decisions on Satisfaction with Organic Personal Care Products

Understanding the complex dynamics that guide consumer preferences—including factors such as environmental beliefs, knowledge, quality, price, sustainability—is important for companies seeking to gain popularity in the organic personal care product market. The goal of this section of the study is to examine each of these influencing factors in detail in order to determine how each one affects consumers' decisions to choose organic personal care products. Furthermore, a crucial component of this investigation is a thorough examination of the relationship between these purchasing decisions and customer satisfaction levels.

4.7.1 Reliability and Validity of Constructs using Confirmatory Factor Analysis (CFA)

In order to guarantee the validity and reliability of the constructs being measured, social science researchers frequently employ validated scales from earlier investigations. The fact that every variable in this study is derived from previously approved scales is a plus for the research design. The study's use of previously approved scales instils confidence in the validity and reliability of the constructs being measured. It is imperative to acknowledge that validated scales may exhibit limitations in specific contexts or populations. Consequently, it is crucial to evaluate the suitability of the scales for the specific study.

Furthermore, by examining how well the observed data fits into the theoretical model, confirmatory factor analysis (CFA) can be used to further validate the constructs and offer proof of their validity.

While limiting cross-loadings, the measurement model shown in Figure 4.4 permits the observed variables to load onto their respective constructs. The SPSS-AMOS (version 22) programme was used to analyse the model.

Figure 4.4: Measurement Model of the Study

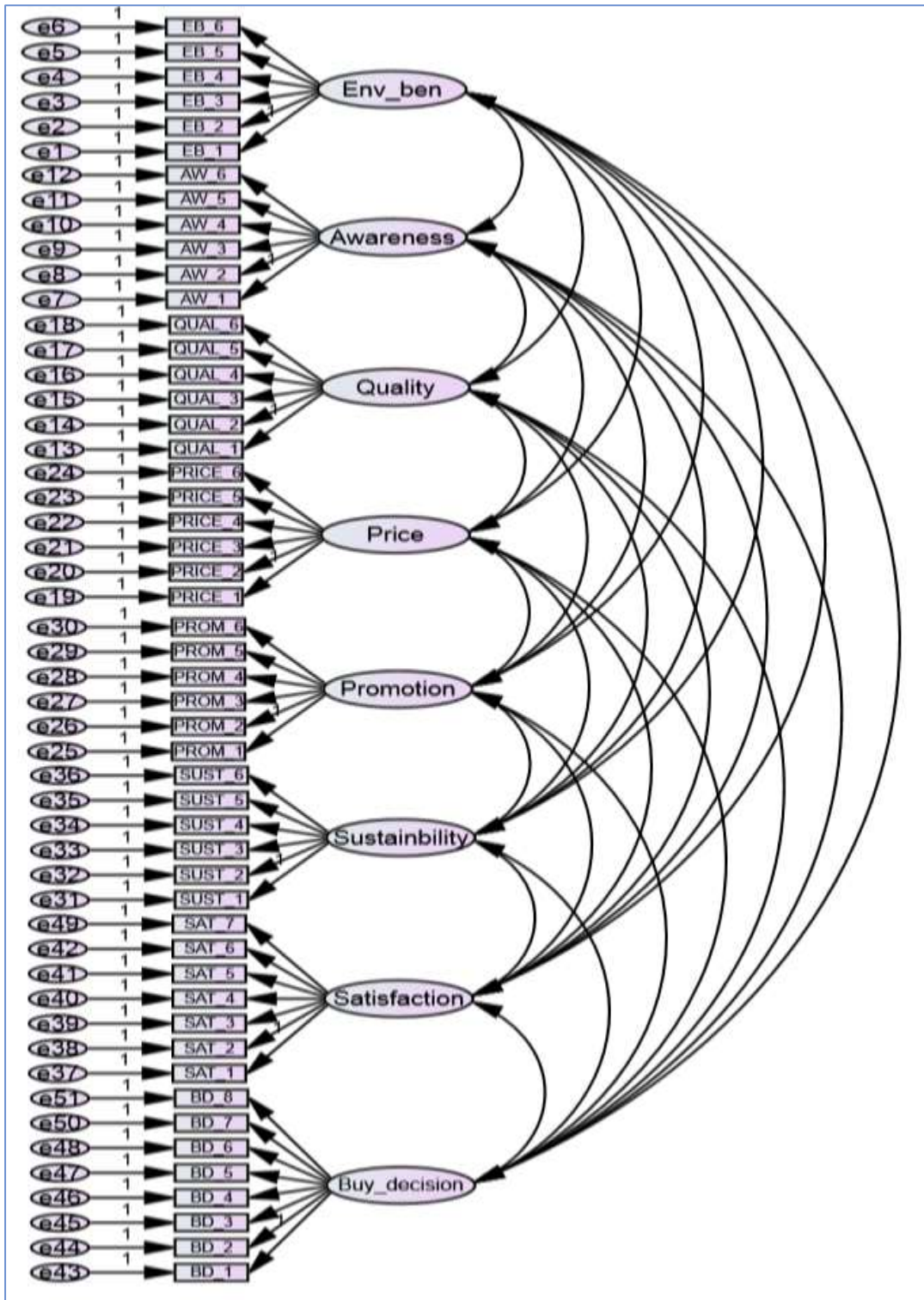


Table 4.4: Factor Loadings

			Estimate
EB_1	<---	Environmental Beliefs	0.810
EB_2	<---	Environmental Beliefs	0.785
EB_3	<---	Environmental Beliefs	0.804
EB_4	<---	Environmental Beliefs	0.748
EB_5	<---	Environmental Beliefs	0.721
EB_6	<---	Environmental Beliefs	0.683
AW_1	<---	Awareness	0.897
AW_2	<---	Awareness	0.806
AW_3	<---	Awareness	0.778
AW_4	<---	Awareness	0.739
AW_5	<---	Awareness	0.743
AW_6	<---	Awareness	0.778
QUAL_1	<---	Quality	0.876
QUAL_2	<---	Quality	0.856
QUAL_3	<---	Quality	0.819
QUAL_4	<---	Quality	0.754
QUAL_5	<---	Quality	0.664
QUAL_6	<---	Quality	0.539
PRICE_1	<---	Price	0.832
PRICE_2	<---	Price	0.787
PRICE_3	<---	Price	0.791
PRICE_4	<---	Price	0.728
PRICE_5	<---	Price	0.704
PRICE_6	<---	Price	0.668
PROM_1	<---	Promotion	0.815
PROM_2	<---	Promotion	0.817
PROM_3	<---	Promotion	0.731
PROM_4	<---	Promotion	0.726
PROM_5	<---	Promotion	0.663
PROM_6	<---	Promotion	0.556
SUST_1	<---	Sustainability	0.805
SUST_2	<---	Sustainability	0.796
SUST_3	<---	Sustainability	0.752
SUST_4	<---	Sustainability	0.696
SUST_5	<---	Sustainability	0.643
SUST_6	<---	Sustainability	0.604
SAT_1	<---	Satisfaction	0.835
SAT_2	<---	Satisfaction	0.796

SAT_3	<---	Satisfaction	0.784
SAT_4	<---	Satisfaction	0.682
SAT_5	<---	Satisfaction	0.673
SAT_6	<---	Satisfaction	0.597
SAT_7	<---	Satisfaction	0.557
BD_1	<---	Buying Decisions	0.853
BD_2	<---	Buying Decisions	0.829
BD_3	<---	Buying Decisions	0.795
BD_4	<---	Buying Decisions	0.777
BD_5	<---	Buying Decisions	0.727
BD_6	<---	Buying Decisions	0.646
BD_7	<---	Buying Decisions	0.588
BD_8	<---	Buying Decisions	0.549

The factor loadings, which show how underlying latent constructs and observed variables relate to one another, are shown in Table 4.4. A loading near to 1 (positive or negative) denotes a strong correlation between the observed variable and the latent construct. These values range from -1 to 1. For example, a strong association is usually defined as a loading of 0.8 or higher. Loadings close to zero indicate that there is little or no correlation between the factor and the observed variable. Strong inverse relationships are represented by negative loadings close to -1, which show that as one variable rises, the other falls. Generally speaking, loadings that are greater than 0.5 (in absolute terms) are frequently seen as important in helping to define a latent construct.

The Environmental Beliefs construct is shown to have a moderately strong to strong positive relationship with the factors EB_1 to EB_6 (table 4.4) factor loadings, which range from 0.683 to 0.810. The loadings of the Awareness-related observations (AW_1 to AW_6) range from 0.739 to 0.897, indicating a moderately strong to very strong correlation with the Awareness construct. Quality-related variables (QUAL_1 through QUAL_6) show loadings between 0.539 and 0.876, suggesting a moderately strong correlation with the Quality construct. Between 0.663 and 0.832 are the loadings for the Price-related variables (PRICE_1 to PRICE_6), suggesting a moderate to strong positive relationship with the Price construct. The Promotion-related variables (PROM_1 to PROM_6) have loadings ranging from 0.556 to 0.817, indicating a moderate to strong correlation with Promotion construct. The sustainability-

related observations (SUST_1 to SUST_6) have moderate to strong relationships with the sustainability construct, with values ranging from 0.604 to 0.805.

SAT_1 through SAT_7 variables, which are related to satisfaction, have loadings ranging from 0.557 to 0.835, indicating a moderate to very strong correlation with the Satisfaction construct. Finally, loadings between 0.549 and 0.853 indicate a moderate to very strong relationship with the Buying Decisions construct for variables related to Buying Decisions (BD_1 to BD_8).

Overall, all constructs' factor loadings are above the 0.5 threshold, indicating strong validity and reliability. The factor loadings imply that the variables that have been observed are legitimate and trustworthy indicators of the corresponding constructs in the measurement model.

Table 4.5: Reliability Statistics of Constructs

	CR	AVE	MSV	MaxR(H)
Satisfaction	0.875	0.504	0.278	0.893
Environmental Beliefs	0.891	0.577	0.527	0.895
Awareness	0.909	0.627	0.527	0.920
Quality	0.889	0.578	0.584	0.914
Price	0.887	0.568	0.558	0.894
Promotion	0.867	0.524	0.519	0.882
Sustainability	0.865	0.518	0.278	0.876
Buying Decisions	0.898	0.530	0.292	0.916

The reliability statistics for each of the study's constructs are shown in table 4.5. Cronbach's Alpha, Composite Reliability (CR), Average Variance Extracted (AVE), Maximum Shared Variance (MSV), and Maximum Correlation with other constructs (MaxR(H)) are used to measure each construct's reliability.

Composite reliability, or CR, evaluates each construct's measurement scale's dependability or internal consistency. Higher reliability is indicated by values nearer 1. The study's constructs exhibit good internal consistency, as indicated by their CR values, which range from 0.865 to 0.909. This indicates that the items measuring each construct accurately reflect that specific construct, surpassing the widely accepted threshold of 0.7.

The construct's items' variance capture in relation to measurement error is measured by AVE (Average Variance Extracted). When the items within each construct explain more variance than the measurement error, the AVE values are higher (ideally above 0.5). The items within each construct in this table explain a moderate to substantial amount of variance, ensuring good convergent validity. The AVE values range from 0.504 to 0.627.

Maximum Shared Variance, or MSV, calculates how much variance is shared by various constructs. When MSV is higher than AVE, there may be a problem with construct validity because of too much overlap between the constructs. Notably, constructs such as Sustainability have an MSV (0.278) lower than their AVE, indicating a good discriminant validity, suggesting that these constructs are distinct from one another.

The measure of maximum redundancy, or MaxR(H), determines how much variance is shared by the construct and its measures. Greater redundancy, indicated by higher values, suggests that there is a significant overlap in the captured information between the measured items. A strong correlation is seen between the construct and its measures for constructs like Quality, Price, and Buying Decisions, as evidenced by their MaxR(H) values, which are close to 0.9.

Overall, the reliability statistics in this table show that the measurement scales used for each construct have reasonable convergent validity (AVE), adequate discriminant validity (MSV lower than AVE), and satisfactory internal consistency (CR). Together, these metrics guarantee that the scales measure the

intended constructs in the study in a reliable and accurate manner, enhancing the validity of the research findings and interpretations.

Table 4.6 uses the Fornell-Larcker criterion to show the constructs' discriminant validity. This criterion states that each construct's square root of the Average Variance Extracted (AVE) should be higher than the correlation it has with every other construct in the analysis. The inter-construct correlations are displayed in the lower half of the matrix, while the diagonal elements in the table represent the AVE of each construct. The discriminant validity of the constructs is supported by the observation that the diagonal values in the corresponding row and column are higher than the off-diagonal values.

Table 4.6: Discriminant Validity of Constructs

	Satisfac tion	Environmental Beliefs	Aware ness	Qual ity	Pri ce	Promo tion	Sustaina bility	Buying Decisions
Satisfaction	0.710							
Environmental Beliefs	0.365	0.760						
Awareness	0.333	0.726	0.792					
Quality	0.069	0.469	0.703	0.76 1				
Price	0.130	0.505	0.546	0.72 7	0.7 54			
Promotion	0.130	0.515	0.507	0.60 0	0.6 38	0.724		
Sustainability	0.527	0.427	0.466	0.28 5	0.4 31	0.430	0.720	
Buying Decisions	0.514	0.540	0.496	0.38 3	0.4 54	0.454	0.439	0.728

A variety of model fit indices are shown in Table 4.7 to help evaluate the goodness of fit of a structural equation model. These fit indices aid in assessing how well the suggested model fits the data as it is observed.

The resultant value of CMIN/Df, or the Minimum Fit Function Chi-Square divided by the Degrees of Freedom, is 2.562. Less than three is regarded as very good, and less than five is acceptable for a CMIN/Df value. A better fit to the data is indicated by lower values in this ratio, which shows how well the model fits the data.

The obtained CFI (Comparative Fit Index) value of 0.922 surpasses the 0.90 threshold. When compared to an independent model, the suggested model appears to have a better fit on the data, as indicated by CFI values greater than 0.90.

Tucker-Lewis Index (TLI): The result is 0.904, above the cutoff of 0.90. When compared to a null model, TLI values above 0.90 show a good fit, indicating that the suggested model fits the data well.

The incremental fit index (IFI) value of 0.924 is obtained, which is higher than the 0.90 cutoff. A good fit is denoted by an IFI value greater than 0.90, which means that the suggested model fits the data more accurately than the baseline model.

The obtained RFI (Relative Fit Index) value of 0.942 exceeds the 0.90 threshold. When an RFI value is higher than 0.90, it suggests that the suggested model fits the data better than a baseline model.

The resultant NFI (Normed Fit Index) value of 0.964 is higher than the 0.90 cutoff. When compared to a baseline model, NFI values greater than 0.90 indicate a good fit, indicating that the proposed model fits the data well.

The resultant value of RMSEA (Root Mean Square Error of Approximation) is 0.075, which is less than the 0.08 threshold. Less than 0.08 is regarded as acceptable for RMSEA values, and less than 0.05 is regarded as extremely good. Lower values of this index indicate a better fit. It measures the difference between the observed data and the proposed model.

Table: 4.7: Model Fit Indices

CMIN/Df	2.562	<3 Very good; <5 acceptable
CFI	0.922	>.90 good fit
TLI	0.904	>.90 good fit
IFI	0.924	>.90 good fit
RFI	0.942	>.90 good fit
NFI	0.964	>.90 good fit
RMSEA	0.075	<.08 acceptable, <.05 very good

Overall, these fit indices suggest that the proposed model accurately captures the relationships between the variables in the dataset, and the model looks to have a good fit to the observed data, with the majority of the indices exceeding widely accepted thresholds for indicating a good fit.

4.7.2 Descriptive Evaluation of Constructs

An extensive view into the opinions and sentiments of 550 participants about organic personal care products is offered by the examination of all constructs. This comprehensive analysis looks at a number of topics, including the benefit to the environment, awareness, quality, price, promotion, sustainability, buying decisions, and satisfaction. These components all represent various facets of how customers view and interact with these products. We can learn a great deal about what motivates consumers to choose organic personal care products, as well as what they value and what influences their decisions, thanks to the information that has been gathered. This analysis enables us to identify areas that could improve overall customer satisfaction and involvement within this specific market segment, as well as areas where consumers have strong inclinations and where improvements might be necessary.

Table 4.8: Descriptive Statistics of Construct- Environment Beliefs

	N	Minimum	Maximum	Mean	Std. Deviation
I am very concerned about the environment.	550	1.0	5.0	3.98	1.02

I would be willing to reduce my consumption to help protect the environment.	550	1.0	5.0	3.97	0.97
I am worried about the worsening of the quality of the environment.	550	1.0	5.0	3.87	0.94
I switched to organic personal care products for ecological reasons.	550	1.0	5.0	3.73	1.13
I consider myself as environmentally responsible citizen.	550	1.0	5.0	3.66	1.17
I am emotionally engaged in protecting the environment.	550	1.0	5.0	3.75	0.95
Environment benefit	550	1.17	5.00	3.83	0.72

The information presented in Table 4.8 demonstrates a significant pattern among the 550 participants with respect to their views on environmental matters, as indicated by their assessments of the advantages of the environment. The mean scores, which are consistently high and range from 3.66 to 3.98 for various statements, highlight a generally positive attitude and proactive involvement in environmental conservation. These findings show that the participants had a high level of awareness of and participation in environmental issues. The "Environment Benefits" construct's overall score of 3.83 highlights this positive perspective and reflects the surveyed population's general propensity for environmental issues. The smaller standard deviations indicate a high degree of agreement among respondents regarding their shared interest in and concern for environmental benefits. These results demonstrate a significant dedication to ecological welfare and thoughtful choice-making about eco-friendly activities. This highlights a chance for companies and marketers to interact with customers by highlighting environmentally friendly features in their goods and marketing initiatives in order to appeal to the respondents' feelings about the environment.

Table 4.9: Descriptive Statistics of Construct- Awareness

	N	Minimum	Maximum	Mean	Std. Deviation
I am aware of organic personal care products.	550	1.0	5.0	3.55	1.16
I came to know about organic personal care products through my peers.	550	1.0	5.0	3.51	1.14
I am aware of the environmental efforts exerted by organic personal care product companies.	550	1.0	5.0	3.35	1.24
I have detailed knowledge and information about benefits of organic personal care products.	550	1.0	5.0	3.43	1.21
I think social media plays an important role in creating awareness of organic personal care products.	550	1.0	5.0	3.40	1.15
I can recognize organic personal care products among others.	550	1.0	5.0	3.44	1.16
Awareness	550	1.00	5.00	3.45	0.90

The descriptive statistics for the "Awareness" construct related to organic personal care products are displayed in Table 4.9. These statistics capture various facets of respondents' knowledge and experience in this area. The mean scores for the different statements among the 550 participants fell between 3.35

and 3.55, indicating a moderate to high level of awareness regarding organic personal care products. With an average mean score of 3.45 for "Awareness" overall, this suggests that participants have a reasonably sound understanding. All of the statements, from understanding environmental initiatives undertaken by product companies to having in-depth knowledge about the advantages of the product, demonstrate a generally positive trend towards consumer awareness of organic personal care products. A stable level of understanding among respondents is suggested by the consistent overall construct mean, despite minor variations in mean scores for individual statements. There is a moderate amount of variability around the mean, with a moderate standard deviation of 0.90, suggesting that the surveyed group has a fairly cohesive understanding of what organic personal care products are. This highlights a commendable degree of understanding and recognition among participants, offering a foundation for knowledgeable consumer choices. Furthermore, these results present prospects for prospective marketing tactics meant to enhance consumer awareness even more in this area.

Table 4.10: Descriptive Statistics of Construct- Quality

	N	Minimum	Maximum	Mean	Std. Deviation
I believe that organic personal care product companies meet the requirements of environmental quality regulations.	550	1.0	5.0	3.52	1.25
I believe that quality of organic personal care product is excellent compared to conventional products.	550	1.0	5.0	3.65	1.15
I believe that organic personal care products are regarded as best benchmark with respect to the environment.	550	1.0	5.0	3.74	1.15

I believe that organic personal care product quality is more reliable than other conventional products.	550	1.0	5.0	3.50	1.12
I believe that organic personal care products have consistent quality over others.	550	1.0	5.0	4.11	1.05
I believe that organic personal care companies' product consistently perform better than others in the same category.	550	1.0	5.0	3.94	1.12
Quality	550	1.50	5.00	3.74	0.73

The descriptive statistics for respondents' opinions regarding the "Quality" construct in relation to organic personal care products are shown in Table 4.10. The mean scores of the 550 participants, which range from 3.50 to 4.11, show that they have a positive opinion of the quality of the product. This implies that consumers have a favourable impression of the premium qualities connected to these goods. The overall construct mean of 3.74 indicates a steady and favourable tendency to regard organic personal care products as being of superior quality. Most participants think these products perform better than traditional products, follow environmental quality standards, and set the standard for environmental quality. Furthermore, the participants perceive their quality as dependable and uniform. A moderate degree of agreement among respondents regarding the perceived quality attributes is indicated by the modest standard deviation of 0.73, which reflects a general consensus regarding the superior quality of organic personal care products. Positive opinions like these might sway consumer choices and boost confidence in the organic personal care product industry, encouraging the products' uptake and expansion.

Table 4.11: Descriptive Statistics of Construct- Price

	N	Minimum	Maximum	Mean	Std. Deviation
I think prices of organic personal care products are affordable.	550	1.0	5.0	4.01	1.04
I think organic personal care products are always priced at a premium over conventional products	550	1.0	5.0	3.93	1.07
I intent to pay premium price to buy organic personal care products.	550	1.0	5.0	3.98	1.11
I think the prices of organic personal care products are equivalent to their quality.	550	1.0	5.0	3.80	1.21
I think the prices of organic personal care products are worth spending money.	550	1.0	5.0	3.80	1.20
I think price of organic personal care products is acceptable because of its originality.	550	1.0	5.0	4.07	1.09
Price	550	1.50	5.00	3.93	0.77

Table 4.11 presents a summary of the descriptive statistics pertaining to the construct "Price" .It also illustrates the viewpoints of the respondents on different aspects of pricing. The mean scores of the 550 participants range from 3.80 to 4.07, indicating generally positive opinions about these products' pricing features. The mean score for the construct "Price" is 3.93 overall, indicating a positive trend regarding the cost aspects of organic personal care products. The majority of respondents believe that the prices are reasonable (mean = 4.01) and that the products' pricing strategy is legitimately more expensive than that of traditional alternatives (mean = 3.93). Furthermore, the respondents (mean =

3.98) indicate that they are willing to pay a higher price for organic personal care products. They think the prices are reasonable for the quality provided (mean = 3.80) and that they are worth the cost (mean = 3.80). Furthermore, because the products are unique, participants think the price is reasonable (mean = 4.07). A consensus among the surveyed individuals is indicated by the comparatively low standard deviation of 0.77, which indicates a moderate degree of agreement among respondents regarding the favourable perception of pricing attributes. Positive consumer perceptions have the potential to impact consumer choices and enhance the market attractiveness of organic personal care products.

Table 4.12: Descriptive Statistics of Construct- Promotion

	N	Minimum	Maximum	Mean	Std. Deviation
I buy organic personal care products when there is a promotion deal (price discounts, coupons, etc.)	550	1.0	5.0	3.72	1.28
I think green certification on the packaging of organic personal care products influences me.	550	1.0	5.0	3.78	1.20
I think companies of organic personal care products express their environmental responsibility during promotion.	550	1.0	5.0	3.84	1.12
I think promotion done by organic personal care product companies explain the environmental features of the product.	550	1.0	5.0	3.84	1.10
I think that promotion done by organic personal care product companies is promising and honest.	550	1.0	5.0	3.59	1.22

I think organic personal care products companies advertising content is trustworthy.	550	1.0	5.0	4.24	0.93
Promotion	550	1.50	5.00	3.83	0.75

Table 4.12 displays the descriptive statistics for the construct "Promotion" pertaining to organic personal care products. The average scores, which vary from 3.59 to 4.24, show that people's opinions of different promotional elements are generally favourable. The "Promotion" construct has an overall mean score of 3.83, indicating a propensity in favour of promotional tactics related to organic personal care products. When there are discounts or coupons or other promotional offers, participants generally indicate a propensity to buy organic personal care products (mean = 3.72). Additionally, they think that businesses demonstrate their environmental responsibility during promotions (mean = 3.84) and perceive that green certification has an impact on product packaging (mean = 3.78). Additionally, respondents think that advertisements highlighting a product's environmental benefits are persuasive (mean = 3.84) and that advertisements from companies that sell organic personal care products are reliable (mean = 4.24). A consensus among those surveyed appears to be indicated by the comparatively low standard deviation of 0.75, which points to a moderate degree of agreement among respondents regarding their positive perceptions of promotional strategies. Positive consumer perceptions have the potential to greatly influence consumer purchasing decisions and boost the effectiveness of advertising campaigns for organic personal care products.

Table 4.13: Descriptive Statistics of Construct- Sustainability

	N	Minimum	Maximum	Mean	Std. Deviation
I believe that organic personal care products are good initiative for sustainable development	550	1.0	5.0	3.76	1.06

I believe that organic personal care products are free from hazardous chemicals.	550	1.0	5.0	3.67	1.07
I believe that organic personal care products contain environment safe ingredients.	550	1.0	5.0	3.64	1.08
I believe that sustainable development demands that we humans reduce all sorts of waste.	550	1.0	5.0	3.03	1.36
I believe that organic personal care product companies save limited natural resources.	550	1.0	5.0	3.62	1.21
I believe that products of organic personal care companies are against animal testing.	550	1.0	5.0	4.03	0.99
Sustainability	550	1.50	5.00	3.62	0.69

Descriptive statistics for the "Sustainability" construct are presented in Table 4.13. The range of mean scores, which range from 3.03 to 4.03, reflects different opinions about the sustainability-related characteristics of these products. The overall mean score for the "Sustainability" construct is 3.62, indicating that people's perceptions of organic personal care products in terms of sustainability are generally favourable. The average response from respondents is that they think organic personal care products are free of dangerous chemicals (mean = 3.67) and are an excellent step towards sustainable development (mean = 3.76). Additionally, they think that these products are against animal testing (mean = 4.03) and that the ingredients are safe for the environment (mean = 3.64). On the other hand, participants believe—by a relatively small margin—that eliminating all waste is necessary for sustainable development (mean = 3.03). The moderate degree of agreement among respondents regarding their perceptions of sustainability attributes in organic personal care products is indicated by the standard deviation of 0.69. Consumer attitudes and behaviours

towards environmentally friendly products are greatly shaped by these positive perceptions, which may have an impact on their decision to buy.

Table 4.14: Descriptive Statistics of Construct- Buying Decisions

	N	Minimum	Maximum	Mean	Std. Deviation
I consider organic personal care products as my first choice.	550	1.0	5.0	3.86	1.09
I plan to buy organic personal care product for my everyday use.	550	1.0	5.0	3.84	1.10
I buy organic personal care products as they provide superior value than other products.	550	1.0	5.0	3.67	1.12
I buy organic personal care product due to its more environment friendly benefits.	550	1.0	5.0	3.35	1.30
I am willing to pay more for organic personal care products as they do not harm the environment.	550	1.0	6.0	3.57	1.12
I change products when do not comply with the ecological conditions / rules.	550	1.0	5.0	3.60	0.99
I buy organic personal care products even if they are more expensive than non-organic.	550	1.0	5.0	3.70	1.01
I will look for a certified environmentally- safe or organic stamp for buying organic personal care products.	550	1.0	5.0	3.64	1.08
Buying decision	550	1.20	4.88	3.65	0.68

The descriptive statistics pertaining to the "Buying Decisions" construct, as derived from the responses are presented in Table 4.14. The average scores, which vary from 3.35 to 3.86, show how different inclinations and perceptions influence what people decide to buy when it comes to these products. The construct "Buying Decisions" has an overall mean score of 3.65, indicating a somewhat positive tendency to favour organic personal care products when making purchases. The majority of participants (mean = 3.86) primarily favour organic personal care products and plan to use them frequently (mean = 3.84). Additionally, they show a propensity to choose these goods due to their perceived better value (mean = 3.67) and eco-friendliness (mean = 3.35). In addition, because respondents believe organic personal care products don't harm the environment, they are willing to pay a premium for them (mean = 3.57) and are likely to replace products that don't adhere to ecological standards (mean = 3.60). Additionally, they give preference to organic or certified environmentally safe stamps when making purchases (mean = 3.64). The moderate degree of agreement among respondents regarding their decisions to purchase organic personal care products is indicated by the standard deviation of 0.68. This highlights the significance of environmentally friendly attributes in shaping consumer preferences and choices.

Table 4.15: Descriptive Statistics of Construct- Satisfaction

	N	Minimum	Maximum	Mean	Std. Deviation
I am happy with my decision to purchase organic personal care products.	550	1.0	5.0	3.218	1.3815
I think organic personal care products met my expectations.	550	1.0	5.0	3.029	1.3853
I will buy organic personal care products as soon as i run out of the products i am currently using,	550	1.0	5.0	3.047	1.3311

I never feel disappointed with organic personal care products.	550	1.0	5.0	3.442	1.2234
I would like to purchase organic personal care products in near future.	550	1.0	5.0	3.425	1.3819
I will recommend organic personal care products to my peers.	550	1.0	5.0	3.431	1.3202
I will repeat purchasing organic personal care products.	550	1.0	5.0	3.462	1.2794
Satisfaction	550	1.00	5.00	3.2933	.92601

In "Satisfaction" construct's descriptive statistics, average ratings, which vary from 3.029 to 3.462, which show how different customers are with these products in terms of satisfaction and contentment. With a mean score of 3.2933 for the "Satisfaction" construct overall, respondents' level of contentment is moderately positive.

The majority of participants say they are happy with their choices to buy organic personal care products (mean = 3.218) and think they live up to their expectations (mean = 3.029). Furthermore, once their current supply runs out, they exhibit a propensity to repurchase organic personal care items (mean = 3.047). Additionally, respondents indicate that they are not dissatisfied with organic personal care products (mean = 3.442) and that they would like to buy them soon (mean = 3.425). Additionally, they indicate that they plan to make more purchases (mean = 3.462) and that they are willing to recommend organic personal care products to their peers (mean = 3.431).

Table 4.16: Summary - Descriptive Statistics of all Constructs

Summary - Descriptive Statistics of all Constructs					
Summary - Descriptive Statistics of all Constructs	N	Minimum	Maximum	Mean	Std. Deviation

Summary - Descriptive Statistics of all Constructs	550	1.17	5.00	3.8259	.72280
Summary - Descriptive Statistics of all Constructs	550	1.00	5.00	3.4479	.89961
Summary - Descriptive Statistics of all Constructs	550	1.50	5.00	3.7426	.72561
Summary - Descriptive Statistics of all Constructs	550	1.50	5.00	3.9310	.76795
Summary - Descriptive Statistics of all Constructs	550	1.50	5.00	3.8344	.74764
Summary - Descriptive Statistics of all Constructs	550	1.50	5.00	3.6242	.69397
Summary - Descriptive Statistics of all Constructs	550	1.20	4.88	3.6507	.67604
Summary - Descriptive Statistics of all Constructs	550	1.00	5.00	3.2933	.92601

The descriptive statistics also provided insight into how customers feel about and perceive organic personal care products. An encouraging trend in consumers' outlook is indicated by the positive mean scores across various constructs. The environment benefit construct has a higher mean score (mean = 3.8259), which suggests that consumers are becoming more aware of the environmentally friendly features of these products. To further increase awareness among potential customers, better information about these products and their advantages needs to be disseminated, as indicated by the moderate level of awareness (mean = 3.4479). Companies should concentrate on upholding or improving quality standards despite a favourable perception of quality (mean = 3.7426) in order to preserve customer satisfaction and trust.

Customers believe that the prices of organic personal care products are reasonable, as evidenced by their favourable perception of pricing (mean =

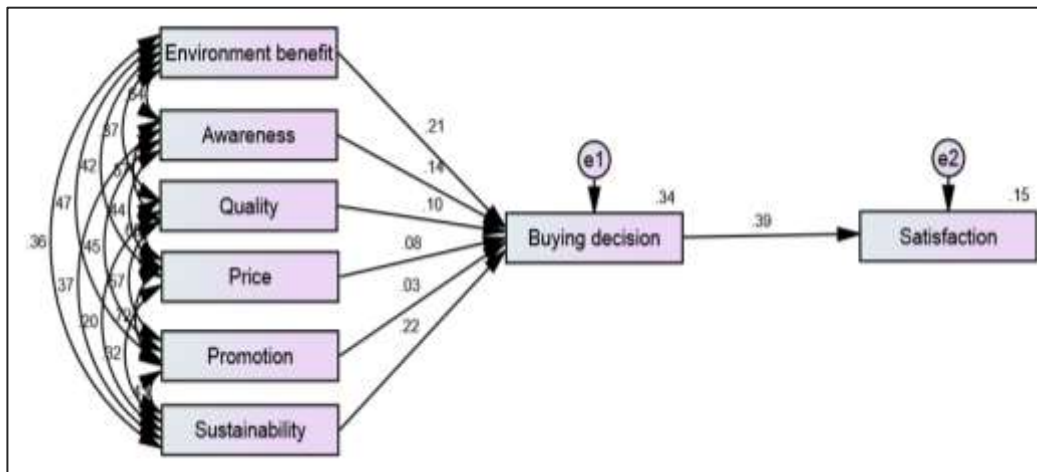
3.9310), which, if sustained, could increase their inclination to make purchases. Furthermore, the moderate scores in purchasing decisions (mean = 3.6507) and sustainability (mean = 3.6242) point to chances for businesses to positively impact consumers' purchasing decisions and scale up their sustainability initiatives. Nevertheless, the somewhat favourable satisfaction scores (average = 3.2933) indicate that raising product satisfaction is still a work in progress, necessitating businesses to handle possible customer complaints and improve the overall customer experience. The different standard deviations among the constructs indicate a wide range of consumer opinions, requiring customised approaches in product development, marketing, and communication to address these disparate concerns and preferences.

4.7.3 Hypothesis Testing of the Model

The model's hypothesis testing in this study relates to its first and second objectives and was created to investigate and validate the relationships between different factors that influence consumers' decisions regarding organic personal care products. This section sought to validate particular concepts or theories using statistical analyses. These theories proposed connections between various elements, including people's views on the environment, product awareness, perceptions of quality and cost, the impact of marketing initiatives, sustainability concerns, and how these elements all work together to affect consumers' choices. Additionally, the study looked into how customers' decisions affect how satisfied they are with these organic personal care products overall. This testing was crucial in uncovering how these different factors work together and impact the decisions people make regarding these particular products.

Figure 4.5 presents a diagram known as the "Causal Model." It has arrows connecting its many components, which include environmental beliefs, awareness, quality, price, promotion, sustainability, buying decisions, and satisfaction. These arrows show the potential effects or influences that one element may have on another. In order to help understand how these factors are thought to be related in terms of how people make decisions about organic personal care products, this figure visually summarises the predicted relationships between these factors.

Figure 4.5 Causal Model of the Study



H1: There is a significant impact of Environmental Beliefs on buying decisions of consumers.

A statistically significant influence of environmental beliefs on purchasing decisions was revealed by the analysis in table 4.17 ($B = 0.199$, $T = 4.467$, $p = 0.002$). This suggests that customers who have a strong commitment to environmental causes are more likely to choose organic personal care products when making purchases. It implies that businesses can draw in customers who value eco-friendly products by highlighting environmental sustainability in their product descriptions, packaging, or marketing campaigns. The findings align with multiple research studies that indicate consumers with a strong propensity to protect the environment will typically choose eco-friendly products (Chan & Lau, 2020; Chekima et al., 2016). Furthermore, Biswas et al. (2020) and Kim & Choi (2017) have consistently indicated that consumers who hold stronger environmental beliefs are more likely to patronize brands or products that advocate sustainability and eco-friendliness. This suggests that aligning marketing messages with eco-conscious values can enhance brand appeal and drive purchasing decisions among this consumer segment.

H2: There is a significant impact of Awareness on buying decisions of consumers.

According to the analysis, awareness significantly influences purchasing decisions ($B = 0.108$, $T = 2.763$, $p = 0.006$). This suggests that consumers who

are more knowledgeable about organic personal care products are more likely to favour these products when making purchases. To raise consumer awareness, marketers should concentrate on improving product visibility, offering comprehensive information, and leveraging a variety of platforms. This finding is consistent with a number of studies that indicate increased consumer awareness favourably affects their decision to buy eco-friendly products (Jalilvand et al., 2012; Yeo & Goh, 2016). It suggests that customers are more likely to choose organic personal care products over conventional ones if they are more knowledgeable about them, their advantages, and how they affect the environment.

Table 4.17: Results of Causal Model of the Study

Dependent Variable		Independent variables	B	S.E.	T	P	R ²
Buying Decisions	<---	Environmental Beliefs	0.199	0.045	4.467	0.002	0.536
Buying Decisions	<---	Awareness	0.108	0.039	2.763	0.006	
Buying Decisions	<---	Quality	0.096	0.048	1.988	0.047	
Buying Decisions	<---	Price	0.067	0.048	1.388	0.165	
Buying Decisions	<---	Promotion	0.03	0.049	0.61	0.542	
Buying Decisions	<---	Sustainability	0.21	0.039	5.36	0.001	
Satisfaction	<---	Buying Decisions	0.53	0.054	9.826	0.001	

H3: There is a significant impact of Quality on buying decisions of consumers.

According to the results, Quality had a significant but marginally smaller influence on Purchasing Decisions ($B = 0.096$, $T = 1.988$, $p = 0.047$). It suggests that although perceived quality influences decisions more than other factors, it does so marginally. Although quality is important, other considerations that may influence consumer decisions more significantly include sustainability and environmental views. This is supported by studies by Delgado-Ballester et al. (2004) and Mittal et al. (2015), which indicate that although quality plays a role, consumers may consider other factors when choosing eco-friendly products.

H4 There is a significant impact of Price on buying decisions of consumers.

Price did not significantly affect buying decisions, according to the study ($B = 0.067$, $T = 1.388$, $p = 0.165$), suggesting that price may not be the only factor influencing consumers' decisions. Companies should emphasise the value and benefits of their products rather than just competing on price, as consumers may place a higher priority on these factors than price. This finding is consistent with research by Han et al. (2019) and Luchs et al. (2010), which shows that when it comes to eco-friendly products, consumers may place a higher priority on the values and advantages of the brands than on the cost.

H5: There is a significant impact of Promotion on buying decisions of consumers.

According to the analysis, there was no statistically significant effect of promotion on buying decisions ($B = 0.03$, $T = 0.61$, $p = 0.542$), indicating that there may not be a significant impact of promotional activities on consumer decisions. Although promotions hold significant value, their impact on consumer choices may be relatively small when weighed against other variables. This is corroborated by studies by Kumar et al. (2017) and Kotler & Keller (2016), which show that although promotions are important, their impact on consumer decisions may be minimal in comparison to other factors.

H6: There is a significant impact of Sustainability on buying decisions of consumers.

The study discovered a strong correlation between sustainability and buying decisions ($B = 0.21$, $T = 5.36$, $p = 0.001$), indicating that consumers place a high value on sustainability. To draw in customers who value sustainability, businesses should emphasise marketing their eco-friendly sourcing, environmental projects, and sustainable business practices. According to research by Auger & Devinney (2007) and Becker-Olsen et al. (2006), businesses should promote and explain their sustainable practices to draw in customers who value eco-friendly products.

H7: There is a significant impact of buying decisions of consumers on their satisfaction level.

Purchasing decisions significantly improved satisfaction, according to the analysis ($B = 0.53$, $T = 9.826$, $p = 0.001$). This demonstrates that customers who choose organic personal care products are typically happier with their purchases. Customer satisfaction is positively impacted by a positive purchasing experience with these products, which may result in recurring business and positive word-of-mouth recommendations. This is corroborated by research from Yeo & Goh (2016) and Lee et al. (2019), which show that satisfied customers are more likely to make repeat purchases and positive recommendations.

All in all, In order to understand the factors influencing consumers' decisions regarding organic personal care products, the study examined a number of hypotheses. The results provided several important insights. First, customers with a strong inclination towards environmental beliefs demonstrated a notable preference for these products, which is consistent with eco-friendly principles. Increased knowledge about organic products had a positive impact on consumer choices, highlighting the significance of product visibility and information sharing. Sustainability was found to be a stronger factor in driving choices than quality, suggesting that consumers sometimes prioritise eco-conscious options over quality. Remarkably, consumers' decisions were not significantly influenced by price or promotional activities, indicating that product benefits and sustainability take precedence over other considerations. Positive purchasing experiences also strongly corresponded with higher satisfaction levels, suggesting that positive endorsements and customer loyalty may be

possible. These results highlight how important it is for consumer values, sustainability, and satisfying shopping experiences to influence preferences for organic personal care products.

4.8 Moderation Effect of Demographic Profile of Consumers on the Relationship Between Influencing Factors and Consumer Buying Decisions.

The study explores how demographic profiles, including age, gender, income, and education, may moderate the relationship between influencing factors and consumer decisions to purchase organic personal care products. The research attempts to determine whether these factors significantly change or enhance the influence of various determinants such as environmental beliefs, awareness, quality perceptions, pricing, promotion, and sustainability on consumers' decisions to purchase organic personal care items by looking into these demographic variables as potential moderators. In order to better match the varied consumer preferences and needs within the organic personal care product market, marketing strategies, target audiences, and product offerings must take into account the potential moderating effects of demographics on the relationships between influencing factors and consumer behaviour. This analysis offers a chance to understand how demographic traits can mould and refine the effect of influencing factors on consumer decision-making in this particular area. To test the moderation effect of demographics, Andrew F. Hayes process macro 3.4.1 and model 1 has been used.

4.8.1 Age Moderate the Relationship between Influencing Factors and Buying Decisions of Consumers

This section elaborates how age moderates the relationships between influencing factors (Environmental Beliefs, Awareness, Quality, Price, Promotion, Sustainability) and buying decisions.

4.8.1.1 Age Moderate the Relationship between Environmental Beliefs and Buying Decisions of Consumers

Table 4.18 details the outcomes of examining how different age groups influence the connection between like environmental beliefs and consumers'

decisions to buy organic personal care products. To check the moderation effect of age on the relationship between environmental beliefs and buying decisions of consumers following hypothesis has been framed.

H8i: Age moderates the relationship between environmental beliefs and buying decisions of consumers.

The analysis categorized age into five groups, using 18-25 years as the reference category and the subsequent age brackets as W1 (26-33yrs) , W2 (34- 41yrs), W3 (42-49 yrs), and W4 (50 and above). Table 4.18 shows Environmental beliefs has a positive association with buying decisions ($B = 0.42, p < 0.001$), indicating that stronger environmental beliefs tend to positively impact buying choices across all age groups.

However, the moderation effects of age groups on the relationships between these factors and buying decisions and further their interaction effects were not statistically significant as the p value for all is above 0.05. Even figure 4.5 implies that despite different age brackets, the impact of environmental beliefs on buying decisions for organic personal care products doesn't significantly differ among age groups. Hence H81 is not supported. In simpler terms, regardless of age, these factors similarly influence consumers' decisions to purchase organic personal care items.

Table 4.18: Results of Moderation Effect of age on the Relationship between Environmental Beliefs and Buying Decisions of Consumers

Model : 1				
	Y : Buying decisions			
	X : Environ_			
	W : Age			
Sample				
Size: 550				
Coding of categorical W variable for analysis:				
Age	W1	W2	W3	W4
1.000	.000	.000	.000	.000
2.000	1.000	.000	.000	.000
3.000	.000	1.000	.000	.000
4.000	.000	.000	1.000	.000
5.000	.000	.000	.000	1.000

OUTCOME VARIABLE:

Buying decisions

Model Summary

R	R-sq	MSE	F	df1	df2	p
.48	.23	.36	18.12	9.00	540.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.10	.24	8.60	.00	1.62	2.57
Environ_	.42	.06	6.74	.00	.30	.54
W1	-.12	.34	-.37	.71	-.79	.54
W2	-.80	.44	-1.80	.0	-1.67	.07
W3	.39	.44	.89	.37	-.48	1.26
W4	-.06	.66	-.10	.92	-1.37	1.24
Int_1	.02	.09	.18	.86	-.15	.18
Int_3	-.11	.12	-.98	.33	-.34	.11
Int_4	.02	.16	.11	.91	-.30	.34

Product terms key:

- Int_1 : Environ_ x W1
- Int_2 : Environ_ x W2
- Int_3 : Environ_ x W3
- Int_4 : Environ_ x W4

Test(s) of highest order unconditional interaction(s):

R2-chng	F	df1	df2	p	
X*W	.01	1.04	4.00	540.00	.39

Focal predict: Environ_ (X)
 Mod var: Age (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

```

  Environ_ Age    Buying decisions
BEGIN DATA.
  3.10    1.00    3.40
  3.83    1.00    3.70
  4.55    1.00    4.00
  3.10    2.00    3.32
  3.83    2.00    3.63
  4.55    2.00    3.95
  3.10    3.00    3.12

```

```

3.83  3.00  3.54
4.55  3.00  3.96
3.10  4.00  3.44
3.83  4.00  3.66
4.55  4.00  3.88
3.10  5.00  3.39
3.83  5.00  3.70
4.55  5.00  4.02
END DATA.
GRAPH/SCATTERPLOT=
  Environ_ WITH  Buying decisions BY  Age  .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

```

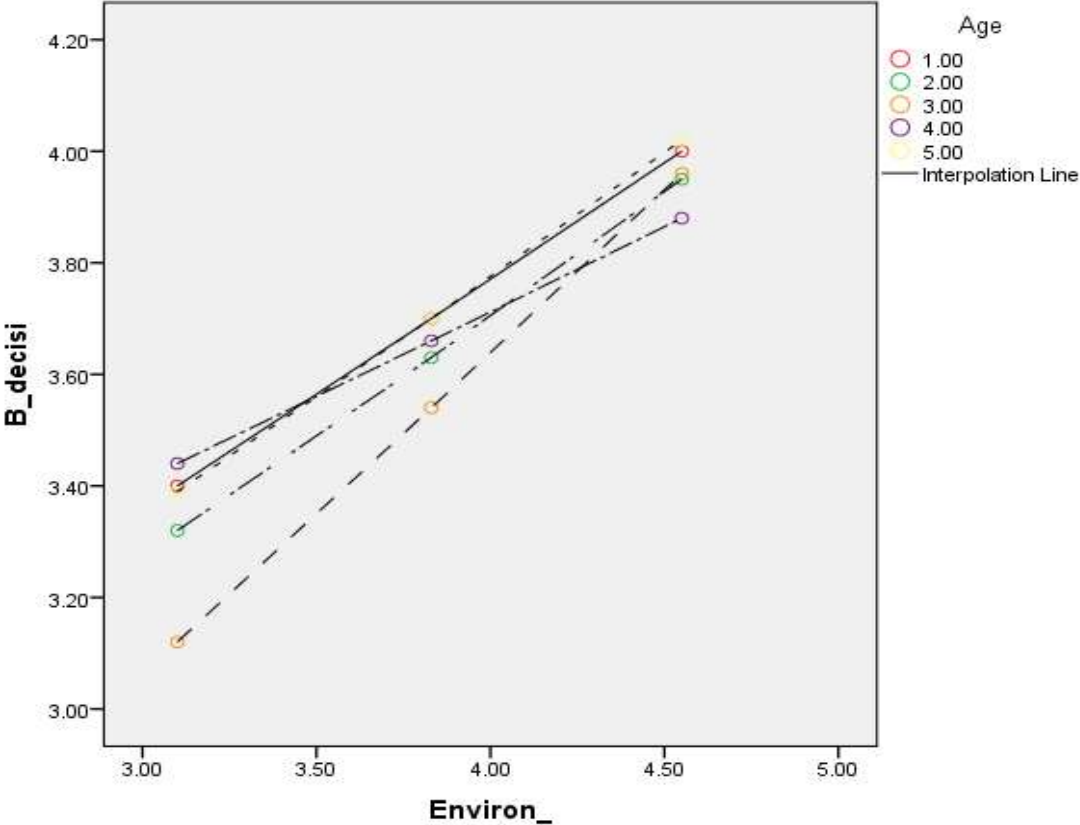


Figure 4.6: Results of Moderation Effect of age on the Relationship between Environmental Beliefs and Buying Decisions of Consumers

4.8.1.2 Age Moderate the Relationship between Awareness and Buying Decisions of Consumers

The results of a study looking at the relationship between like awareness and consumers' decisions to purchase organic personal care products are shown in Table 4.19. The following hypothesis has been formulated in order to examine the moderating impact of age on this relationship.

H8ii: Age moderates the relationship between Awareness and buying decisions of consumers.

Using 18 to 25 years old as the reference category, the study separated age groups into five categories (W1 to W4). The results show that awareness (Aware) is positively correlated with purchasing decisions ($B = 0.35, p < 0.001$), implying that, for all age groups, higher levels of awareness are associated with better purchasing decisions. Nevertheless, none of the interactions between awareness and the various age brackets were statistically significant when looking at the moderation effects of age (interaction effects Int_1 to Int_4). This suggests that there are no appreciable differences in the impact of awareness on purchasing decisions between different age groups.

About hypothesis H8ii, which states that "Age moderates the relationship between Awareness and buying decisions of consumers," the statistical analysis indicates that there is no significant influence of age groups on the effect of awareness on purchasing decisions. Put more simply, awareness always influences consumers' decisions to buy organic personal care products, regardless of age. Consequently, H8ii is not supported by the statistical findings and figure 4.7, indicating that age does not moderate the relationship between awareness and purchasing decisions for these products.

Table 4.19: Results of Moderation Effect of age on the Relationship between Awareness and Buying Decisions of Consumers

Model : 1
Y : Buying Decisions
X : Aware
W : Age
Sample
Size: 550

Coding of categorical W variable for analysis:

Age	W1	W2	W3	W4
1.000	.000	.000	.000	.000
2.000	1.000	.000	.000	.000
3.000	.000	1.000	.000	.000
4.000	.000	.000	1.000	.000
5.000	.000	.000	.000	1.000

OUTCOME VARIABLE:

Buying Decisions

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4	.23	.36	18.39	9.00	540.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.50	.17	14.30	.00	2.15	2.84
Aware	.35	.05	7.20	.00	.26	.45
W1	-.07	.24	-.28	.78	-.55	.41
W2	-.64	.34	-1.90	.06	-1.31	.02
W3	.26	.35	.75	.45	-.42	.94
W4	.38	.41	.94	.35	-.42	1.18
Int_1	.00	.07	-.05	.96	-.14	.13
Int_2	.13	.10	1.33	.18	-.06	.32
Int_3	-.10	.10	-1.00	.32	-.29	.10
Int_4	-.10	.11	-.90	.37	-.31	.12

Product terms key:

Int_1	:	Aware	x	W1
Int_2	:	Aware	x	W2
Int_3	:	Aware	x	W3
Int_4	:	Aware	x	W4

Test(s) of highest order unconditional interaction(s):

R2-chng	F	df1	df2	p	
X*W	.01	1.16	4.00	540.00	.33

Focal predict: Aware (X)
Mod var: Age (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Aware Age Buying Decisions .

BEGIN DATA.

2.55	1.00	3.39
3.45	1.00	3.71
4.35	1.00	4.03
2.55	2.00	3.32
3.45	2.00	3.63
4.35	2.00	3.94
2.55	3.00	3.08
3.45	3.00	3.51
4.35	3.00	3.94
2.55	4.00	3.40
3.45	4.00	3.63
4.35	4.00	3.86
2.55	5.00	3.53
3.45	5.00	3.75
4.35	5.00	3.98

END DATA.

GRAPH/SCATTERPLOT=

Aware WITH Buying Decisions BY Age .

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:

95.0000

NOTE: Variables names longer than eight characters can produce incorrect output.
Shorter variable names are recommended.

----- END MATRIX -----

DATA LIST FREE/

Aware Age Buying Decisions .

BEGIN DATA.

2.55	1.00	3.39
3.45	1.00	3.71
4.35	1.00	4.03
2.55	2.00	3.32
3.45	2.00	3.63
4.35	2.00	3.94
2.55	3.00	3.08
3.45	3.00	3.51
4.35	3.00	3.94
2.55	4.00	3.40

3.45	4.00	3.63
4.35	4.00	3.86
2.55	5.00	3.53
3.45	5.00	3.75
4.35	5.00	3.98

END DATA.

GRAPH/SCATTERPLOT=

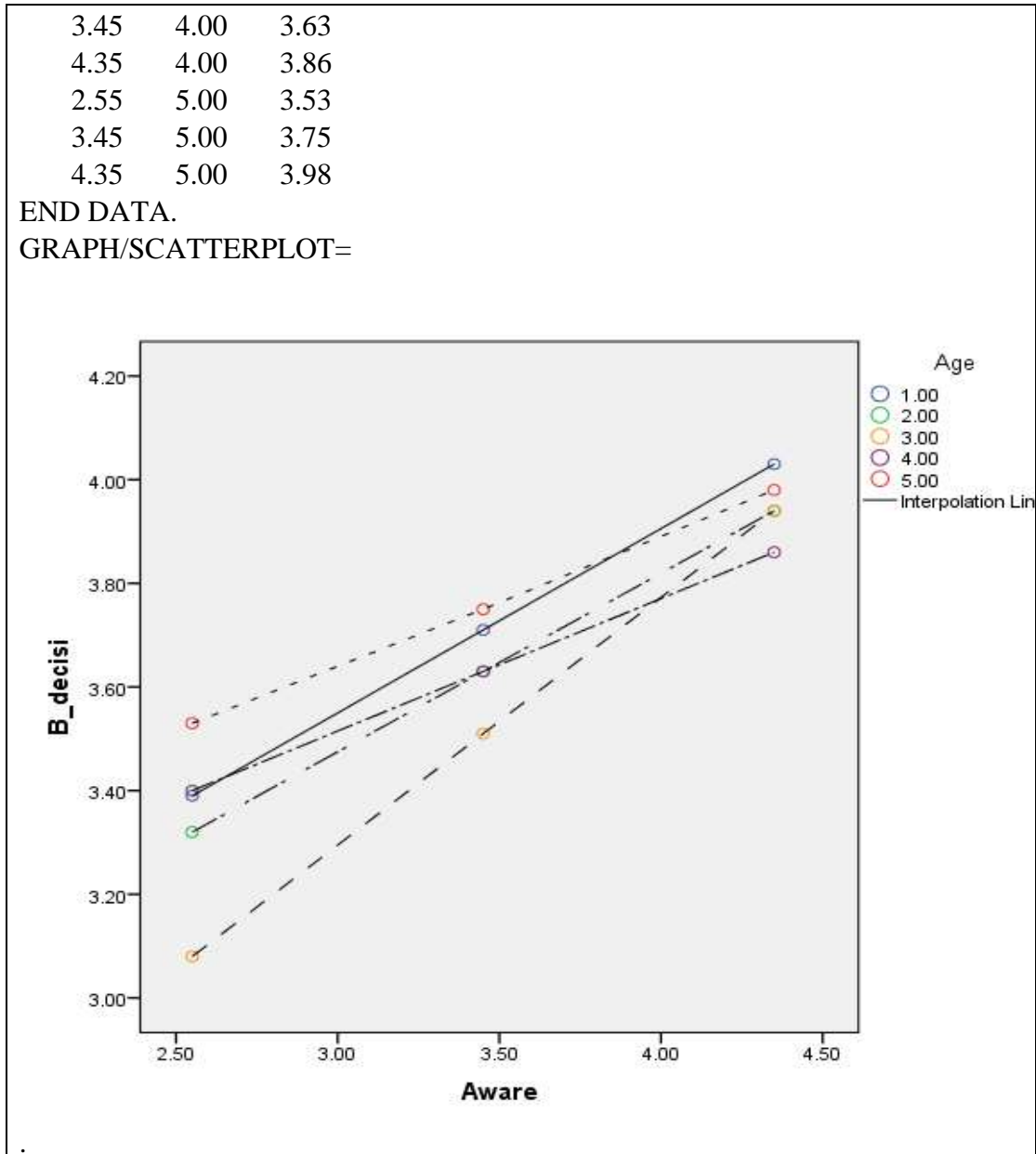


Figure 4.7: Results of Moderation Effect of age on the Relationship between Awareness and Buying Decisions of Consumers

4.8.1.3 Age Moderate the Relationship between Quality and Buying Decisions of Consumers

The results of examining how age groups moderate the relationship between consumers' decisions to buy organic personal care products and their perception of their quality are shown in Table 4.20. Using 18 to 25 years old as the reference category, the study separated the age variable into five categories (W1 to W4).

H8iii: Age moderates the relationship between Quality and buying decisions of consumers.

The findings demonstrate a positive correlation between buying decisions and perceived product quality (Qual) ($B = 0.37, p < 0.001$). This suggests that consumers are more likely to purchase organic personal care products when they perceive them to be of higher quality. Nevertheless, none of these interactions were statistically significant when looking at the moderation effects of age groups on the relationship between quality and purchasing decisions (interaction effects Int_1 to Int_4). This implies that there is little variation in the impact of perceived quality on decisions to purchase organic personal care products across age groups.

Regarding hypothesis H8iii, which states that "Age moderates the relationship between Quality and buying decisions of consumers," the statistical findings refute the assertion. Age groups do not appear to significantly moderate the influence of perceived quality on consumers' decisions to buy organic personal care products, according to the analysis. Even figure 4.8 confirms that the effect of perceived quality on purchasing decisions is age-neutral and holds true for all age groups.

Table 4.20: Results of Moderation Effect of age on the Relationship between Quality and Buying Decisions of Consumers

Model : 1				
	Y : Buying Decisions			
	X : Quality			
	W : Age			
Sample				
Size: 550				
Coding of categorical W variable for analysis:				
Age	W1	W2	W3	W4
1.000	.000	.000	.000	.000
2.000	1.000	.000	.000	.000
3.000	.000	1.000	.000	.000
4.000	.000	.000	1.000	.000
5.000	.000	.000	.000	1.000

OUTCOME VARIABLE:
 Buying decisions

Model Summary

R	R-sq	MSE	F	df1	df2	p
.40	.16	.39	11.22	9.00	540.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.35	.24	9.81	.00	1.88	2.82
Qual	.37	.06	5.80	.00	.24	.49
W1	-.04	.33	-.12	.91	-.70	.62
W2	-.38	.47	-.82	.41	-1.30	.54
W3	.11	.50	.22	.82	-.88	1.10
W4	.71	.59	1.20	.23	-.45	1.87
Int_1	-.01	.09	-.16	.87	-.19	.16
Int_2	.04	.12	.30	.77	-.21	.28
Int_3	-.06	.13	-.44	.66	-.32	.20
Int_4	-.18	.15	-1.18	.24	-.47	.12

Product terms key:

Int_1 : Qual x W1
 Int_2 : Qual x W2
 Int_3 : Qual x W3
 Int_4 : Qual x W4

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.00	.46	4.00	540.00	.76

Focal predict: Qual (X)
 Mod var: Age (W)

Data for visualizing the conditional effect of the focal predictor:
 Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Qual Age Buying decisions
 BEGIN DATA.
 3.02 1.00 3.46
 3.74 1.00 3.72
 4.47 1.00 3.99
 3.02 2.00 3.37
 3.74 2.00 3.63

```

4.47  2.00  3.89
3.02  3.00  3.19
3.74  3.00  3.48
4.47  3.00  3.77
3.02  4.00  3.39
3.74  4.00  3.62
4.47  4.00  3.84
3.02  5.00  3.63
3.74  5.00  3.77
4.47  5.00  3.90
END DATA.
GRAPH/SCATTERPLOT=
Quality WITH Buying decisions BY Age .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

```

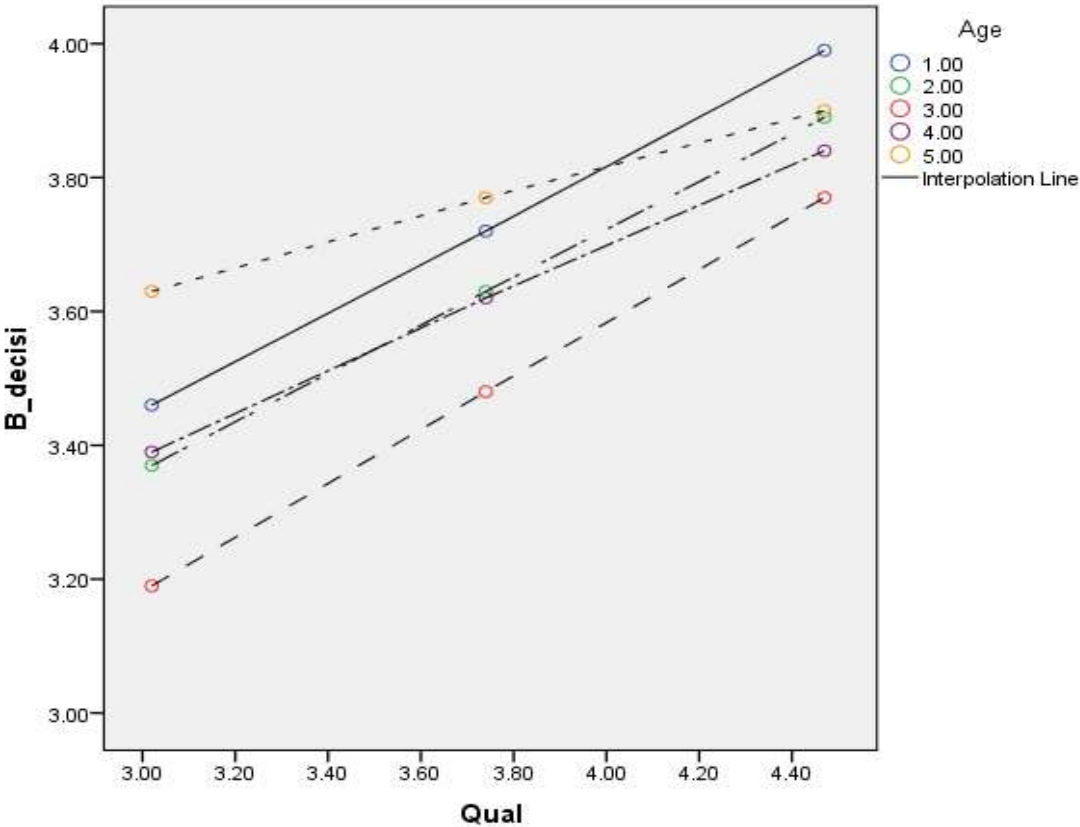


Figure 4.8: Results of Moderation Effect of age on the Relationship between Quality and Buying Decisions of Consumers

4.8.1.4 Age Moderate the Relationship between Price and Buying Decisions of Consumers

Table 4.21 depicts the statistical results for this analysis with following hypothesis.

H8iv: Age moderates the relationship between Price and buying decisions of consumers.

The results show that price perception and purchasing decisions are positively correlated ($B = 0.31, p < 0.001$), indicating that consumers are more likely to buy organic personal care products when they believe that the prices are reasonable. Nevertheless, there was no statistically significant difference in the interaction effects (Int_1 to Int_4) assessing the moderating influence of age groups on the relationship between price perception and purchasing decisions. This suggests that there is little variation in the impact of price perception on consumers' decisions to buy organic personal care products at different age points.

Ultimately, the data and figure 4.9 do not support hypothesis H8iv, suggesting that age groups do not substantially moderate the association between price perception and consumers' decisions to purchase organic personal care products. Consequently, the influence of price perception on purchasing decisions is constant across age groups, emphasising that price attitudes are important to consumers of all ages.

Table 4.21: Results of Moderation Effect of age on the Relationship between Price and Buying Decisions of Consumers

Model : 1
Y : Buying Decisions
X : Price
W : Age

Sample
Size: 550

Coding of categorical W variable for analysis:

Age	W1	W2	W3	W4
1.000	.000	.000	.000	.000
2.000	1.000	.000	.000	.000
3.000	.000	1.000	.000	.000
4.000	.000	.000	1.000	.000
5.000	.000	.000	.000	1.000

*

OUTCOME VARIABLE:

Buying Decisions

Model Summary

R	R-sq	MSE	F	df1	df2	p
.41	.17	.39	12.16	9.00	540.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.50	.23	10.96	.00	2.05	2.95
Price	.31	.06	5.41	.00	.20	.42
W1	-.17	.33	-.50	.62	-.82	.49
W2	-.63	.42	-1.49	.14	-1.46	.20
W3	-.66	.50	-1.34	.18	-1.64	.31
W4	.47	.62	.75	.45	-.76	1.69
Int_1	.02	.08	.25	.80	-.14	.19
Int_2	.10	.11	.94	.35	-.11	.31
Int_3	.14	.12	1.11	.27	-.11	.38
Int_4	-.11	.15	-.70	.48	-.41	.19

Product terms key:

Int_1 : Price x W1
 Int_2 : Price x W2
 Int_3 : Price x W3
 Int_4 : Price x W4

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.00	.70	4.00	540.00	.59

Focal predict: Price (X)
 Mod var: Age (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/


```
Price    Age    Buying Decisions .
BEGIN DATA.
  3.16    1.00    3.48
  3.93    1.00    3.72
  4.70    1.00    3.96
  3.16    2.00    3.38
  3.93    2.00    3.64
  4.70    2.00    3.89
  3.16    3.00    3.17
  3.93    3.00    3.48
  4.70    3.00    3.80
  3.16    4.00    3.25
  3.93    4.00    3.59
  4.70    4.00    3.93
  3.16    5.00    3.61
  3.93    5.00    3.77
  4.70    5.00    3.93
END DATA.
GRAPH/SCATTERPLOT=
Price    WITH    Buying Decisions BY    Age    .

***** ANALYSIS NOTES AND ERRORS
*****

Level of confidence for all confidence intervals in output:
95.0000
```

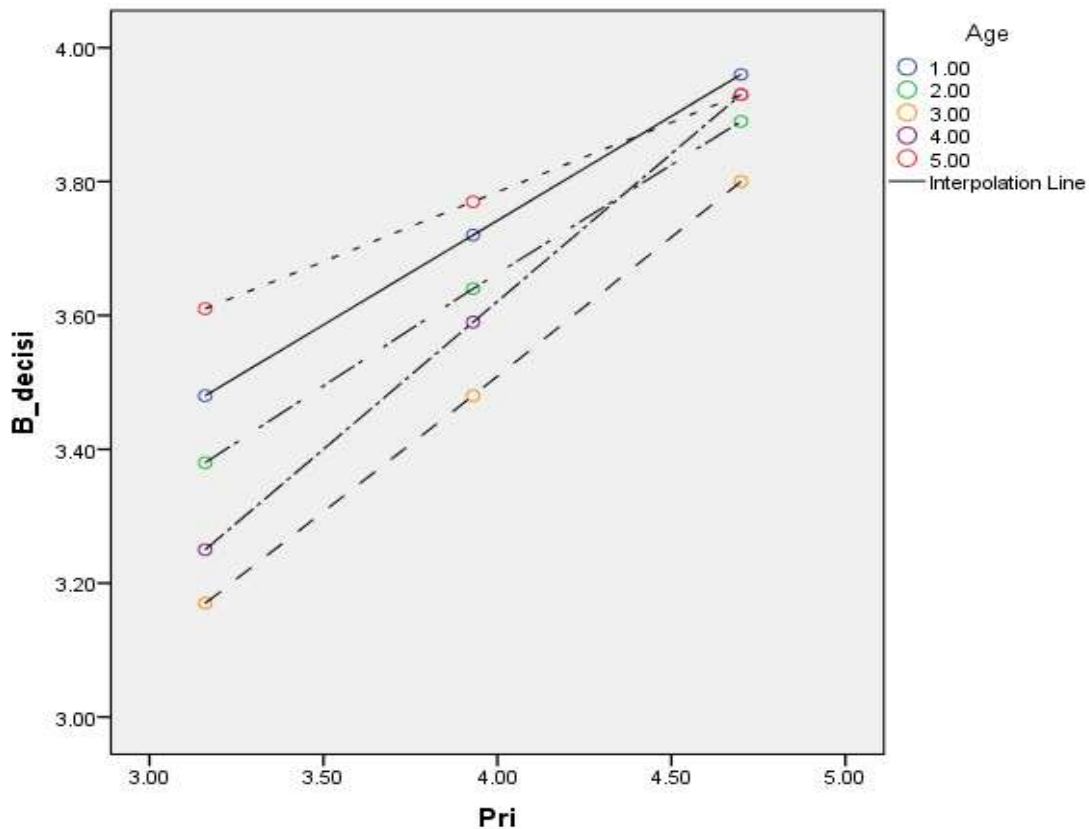


Figure 4.9: Results of Moderation Effect of age on the Relationship between Price and Buying Decisions of Consumers

4.8.1.5 Age Moderate the Relationship between Promotion and Buying Decisions of Consumers

The analysis aimed to explore how different age groups moderate the association between promotional strategies and consumers' decisions to buy organic personal care products, as indicated in hypothesis H8v.

H8v: Age moderates the relationship between Promotion and buying decisions of consumers.

The results show that consumers' purchasing decisions and promotional strategies have a positive relationship ($B = 0.34, p < 0.001$). This implies that when exposed to persuasive marketing strategies for organic personal care products, consumers are more likely to make purchases. The interaction effects (Int_1 to Int_4), which assess how age groups affect the way that buying decisions and promotional strategies interact, did not, however, reach statistical

significance. This suggests that the influence of marketing tactics on consumers' choices to buy organic personal care products is largely constant across different age groups.

In summary, the results do not support hypothesis H8v, showing that age groups have no discernible influence on the association between promotional tactics and consumers' decisions to purchase organic personal care products. Thus, it would seem that promotional strategies have a similar impact on consumers' decision-making regardless of age, as they appear to have a consistent influence on purchasing decisions across various age groups.

Table 4.22: Results of Moderation Effect of age on the Relationship between Promotion and Buying Decisions of Consumers

Model : 1							
Y : Buying decisions							
X : Prom							
W : Age							
Sample							
Size: 550							
Coding of categorical W variable for analysis:							
Age	W1	W2	W3	W4			
1.000	.000	.000	.000	.000			
2.000	1.000	.000	.000	.000			
3.000	.000	1.000	.000	.000			
4.000	.000	.000	1.000	.000			
5.000	.000	.000	.000	1.000			

OUTCOME VARIABLE:							
Buying Decisions							
Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.43	.18	.38	13.33	9.00	540.00	.00
Model							
	coeff	se	t	p	LLCI	ULCI	
constant	2.42	.24	10.10	.00	1.95	2.89	
Prom	.34	.06	5.51	.00	.22	.46	
W1	-.14	.33	-.43	.67	-.78	.50	

W2	-.50	.46	-1.08	.28	-1.40	.41
W3	-.81	.51	-1.59	.11	-1.81	.19
W4	.44	.59	.75	.45	-.72	1.60
Int_1	.02	.08	.19	.85	-.15	.18
Int_2	.07	.12	.55	.58	-.17	.30
Int_3	.19	.13	1.44	.15	-.07	.45
Int_4	-.10	.15	-.70	.48	-.39	.18

Product terms key:

Int_1 : Prom x W1
 Int_2 : Prom x W2
 Int_3 : Prom x W3
 Int_4 : Prom x W4

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.00	.82	4.00	540.00	.51

Focal predict: Prom (X)
 Mod var: Age (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Prom Age Buying Decisions .

BEGIN DATA.

3.09 1.00 3.46
 3.83 1.00 3.72
 4.58 1.00 3.97
 3.09 2.00 3.37
 3.83 2.00 3.64
 4.58 2.00 3.90
 3.09 3.00 3.17
 3.83 3.00 3.47
 4.58 3.00 3.77
 3.09 4.00 3.24
 3.83 4.00 3.63
 4.58 4.00 4.03
 3.09 5.00 3.59
 3.83 5.00 3.76
 4.58 5.00 3.94

END DATA.

GRAPH/SCATTERPLOT=

Prom WITH Buying Decisions BY Age .

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:
95.0000

NOTE: Variables names longer than eight characters can produce incorrect
output.

Shorter variable names are recommended.

----- END MATRIX -----

DATA LIST FREE/

Prom Age Buying Decisions .

BEGIN DATA.

3.09	1.00	3.46
3.83	1.00	3.72
4.58	1.00	3.97
3.09	2.00	3.37
3.83	2.00	3.64
4.58	2.00	3.90
3.09	3.00	3.17
3.83	3.00	3.47
4.58	3.00	3.77
3.09	4.00	3.24
3.83	4.00	3.63
4.58	4.00	4.03
3.09	5.00	3.59
3.83	5.00	3.76
4.58	5.00	3.94

END DATA.

GRAPH/SCATTERPLOT=

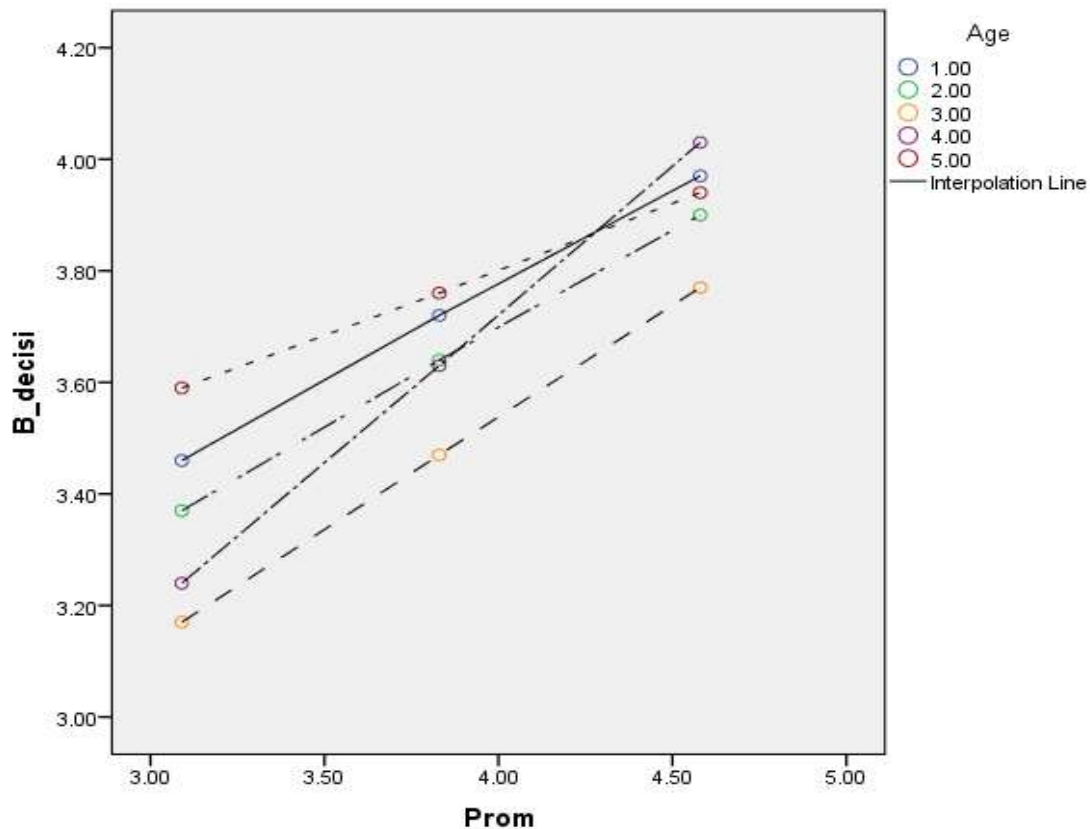


Figure 4.10: Results of Moderation Effect of age on the Relationship between Promotion and Buying Decisions of Consumers

4.8.1.6 Age Moderate the Relationship between Sustainability and Buying Decisions of Consumers

The investigation focused on assessing whether different age groups moderate the link between sustainability measures (Sustain) and consumers' choices to buy organic personal care products, as outlined in hypothesis H8vi.

H8vi: Age moderates the relationship between Sustainability and buying decisions of consumers.

The results show that consumers' purchasing decisions and sustainability measures have a positive relationship ($B = 0.27, p < 0.001$). This implies that when sustainability measures are highlighted in the product information or marketing, customers are more likely to choose to buy organic personal care products. On the other hand, age appears to moderate the relationship between sustainability measures and consumers' purchasing decisions, according to the analysis of interaction effects (Int_1 to Int_4). In particular, there are differences

in the ways that sustainability affects the purchasing decisions of various age groups.

When the interaction effects are further examined, it can be seen that age groups W2 and W3 (W2: 26-33 years, W3: 34-41 years) exhibit a more pronounced negative relationship between sustainability and purchasing decisions than the reference group. In contrast, when it came to the relationship between sustainability and purchasing decisions, age groups W4 (42–49 years old) and W5 (50 years and older) did not show statistically significant differences when compared to the reference category.

Ultimately, the findings validate hypothesis H8vi, showing that age does, in fact, moderate the association between sustainability metrics and consumers' choices to buy organic personal care products. This implies that although sustainability metrics generally have a positive impact on purchasing decisions, the effect varies depending on the age group, with certain age groups being more impacted by sustainability factors than others.

Table 4.23: Results of Moderation Effect of age on the Relationship between Sustainability and Buying Decisions of Consumers

Model : 1				
	Y : Buying Decisions			
	X : Sustain			
	W : Age			
Sample				
Size: 550				
Coding of categorical W variable for analysis:				
Age	W1	W2	W3	W4
1.000	.000	.000	.000	.000
2.000	1.000	.000	.000	.000
3.000	.000	1.000	.000	.000
4.000	.000	.000	1.000	.000
5.000	.000	.000	.000	1.000

OUTCOME VARIABLE:

Buying Decisions

Model Summary

R	R-sq	MSE	F	df1	df2	p
.43	.19	.38	13.74	9.00	540.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.72	.25	11.03	.00	2.23	3.20
Sustain	.27	.07	4.11	.00	.14	.41
W1	-.67	.34	-1.97	.05	-1.34	.00
W2	-1.32	.48	-2.74	.01	-2.26	-.37
W3	-.37	.46	-.79	.43	-1.28	.55
W4	-.54	.53	-1.01	.31	-1.58	.51
Int_1	.16	.09	1.78	.08	-.02	.35
Int_2	.30	.13	2.30	.02	.04	.56
Int_3	.07	.13	.60	.55	-.17	.32
Int_4	.17	.14	1.17	.24	-.11	.45

Product terms key:

Int_1 : Sustain x W1
Int_2 : Sustain x W2
Int_3 : Sustain x W3
Int_4 : Sustain x W4

Test(s) of highest order unconditional interaction(s):

R2-chng	F	df1	df2	p	
X*W	.01	1.65	4.00	540.00	.16

Focal predict: Sustain (X)
Mod var: Age (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Sustain Age Buying Decisions .

BEGIN DATA.

2.93 1.00 3.52
3.62 1.00 3.71
4.32 1.00 3.90
2.93 2.00 3.33
3.62 2.00 3.63

4.32	2.00	3.94
2.93	3.00	3.09
3.62	3.00	3.49
4.32	3.00	3.89
2.93	4.00	3.37
3.62	4.00	3.61
4.32	4.00	3.86
2.93	5.00	3.47
3.62	5.00	3.78
4.32	5.00	4.08

END DATA.

GRAPH/SCATTERPLOT=

Sustain WITH Buying Decisions BY Age .

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:
95.0000

NOTE: Variables names longer than eight characters can produce incorrect
output.

Shorter variable names are recommended.

----- END MATRIX -----

DATA LIST FREE/

Sustain Age Buying Decisions .

BEGIN DATA.

2.93	1.00	3.52
3.62	1.00	3.71
4.32	1.00	3.90
2.93	2.00	3.33
3.62	2.00	3.63
4.32	2.00	3.94
2.93	3.00	3.09
3.62	3.00	3.49
4.32	3.00	3.89
2.93	4.00	3.37
3.62	4.00	3.61
4.32	4.00	3.86
2.93	5.00	3.47
3.62	5.00	3.78
4.32	5.00	4.08

END DATA.

GRAPH/SCATTERPLOT=

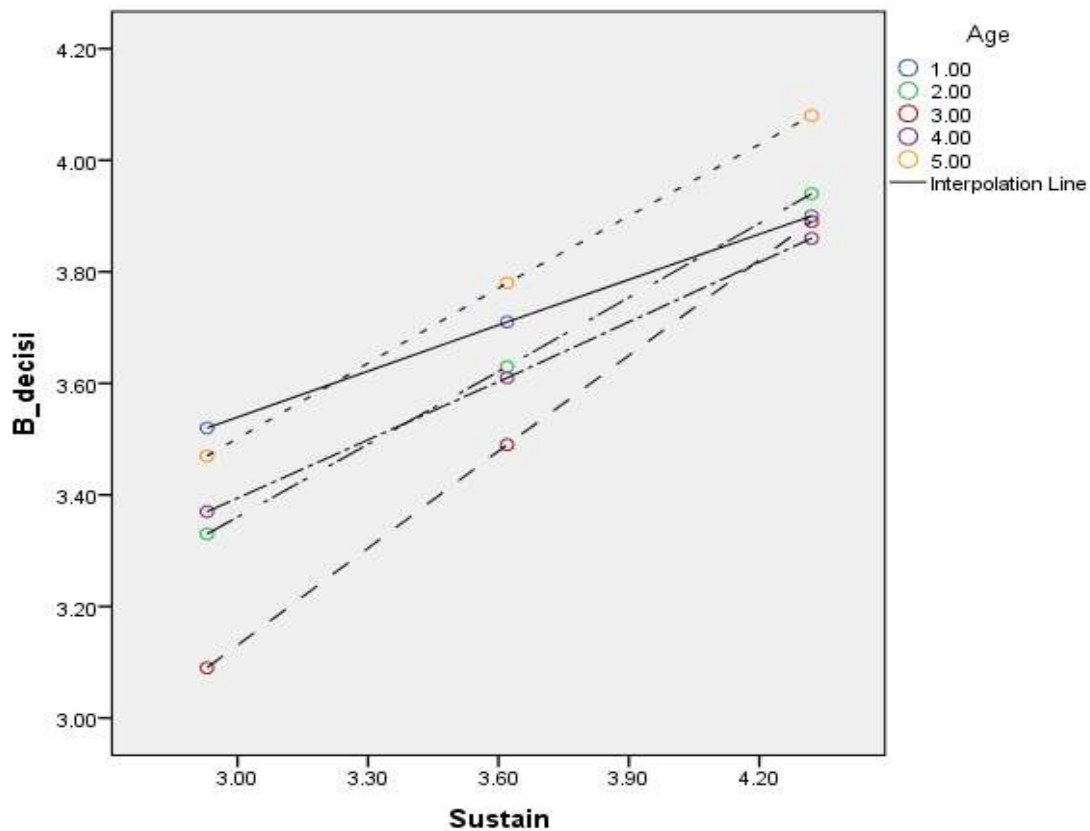


Figure 4.11: Results of Moderation Effect of age on the Relationship between Sustainability and Buying Decisions of Consumers

4.8.2 Gender Moderates the Relationship between Influencing Factors and Buying Decisions of Consumers

Gender plays a crucial moderating role in consumer behaviour, affecting the way that different factors such as product attributes, brand perceptions, and social norms interact with people's decision-making processes. Knowing this relationship makes it easier to modify marketing tactics so that they better appeal to a range of gender preferences, increasing the potency of focused approaches in the marketplace.

4.8.2.1 Gender moderates the relationship between environmental beliefs and buying decisions of consumers.

The analysis investigated whether gender moderates the relationship between consumers' environmental beliefs (Environ_) and their buying decisions

(Buying Decisions) regarding eco-friendly products, as proposed in hypothesis H8vii.

H8vii: Gender moderates the relationship between environmental beliefs and buying decisions of consumers

Gender was used as a moderating variable in the analysis to determine how it affects the relationship between purchasing decisions and environmental beliefs. The findings indicate that purchasing decisions for eco-friendly products are positively influenced by environmental beliefs ($B = 0.57, p < 0.001$). This suggests that customers are more likely to choose eco-friendly products when making purchases if they have stronger environmental beliefs. But the gender and environmental beliefs interaction effect (Environ_ x Gender) did not reach statistical significance ($B = -0.09, p = 0.22$). This suggests that the idea that gender significantly moderates the relationship between environmental beliefs and purchasing decisions is not well supported by the available data.

Thus, gender differences have little effect on the relationship between environmental beliefs and consumers' decisions to purchase eco-friendly products, even though environmental beliefs do play a significant role in this relationship. Consequently, in this particular context, the influence of environmental beliefs on purchasing decisions seems to be gender-neutral, indicating that men and women are similarly impacted by their environmental attitudes when choosing eco-friendly products.

Table 4.24: Results of Moderation Effect of Gender on the Relationship between Environmental Beliefs and Buying Decisions of Consumers

Model : 1
Y : Buying Decisions
X : Environ_
W : Gender
Sample
Size: 550

OUTCOME VARIABLE:
Buying Decisions

Model Summary

R	R-sq	MSE	F	df1	df2	p
.47	.22	.36	52.81	3.00	546.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.37	.43	3.19	.00	.52	2.21
Environ_	.57	.11	5.14	.00	.35	.78
Gender	.41	.27	1.50	.13	-.13	.95
Int_1	-.09	.07	-1.23	.22	-.23	.05

Product terms key:

Int_1 : Environ_ x Gender

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.00	1.51	1.00	546.00	.22

Focal predict: Environ_ (X)
Mod var: Gender (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Environ_ Gender Buying Decisions .

BEGIN DATA.

3.10 1.00 3.26
3.83 1.00 3.61
4.55 1.00 3.95
3.10 2.00 3.41
3.83 2.00 3.69
4.55 2.00 3.97

END DATA.

GRAPH/SCATTERPLOT=

Environ_ WITH Buying Decisions BY Gender

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:

95.0000

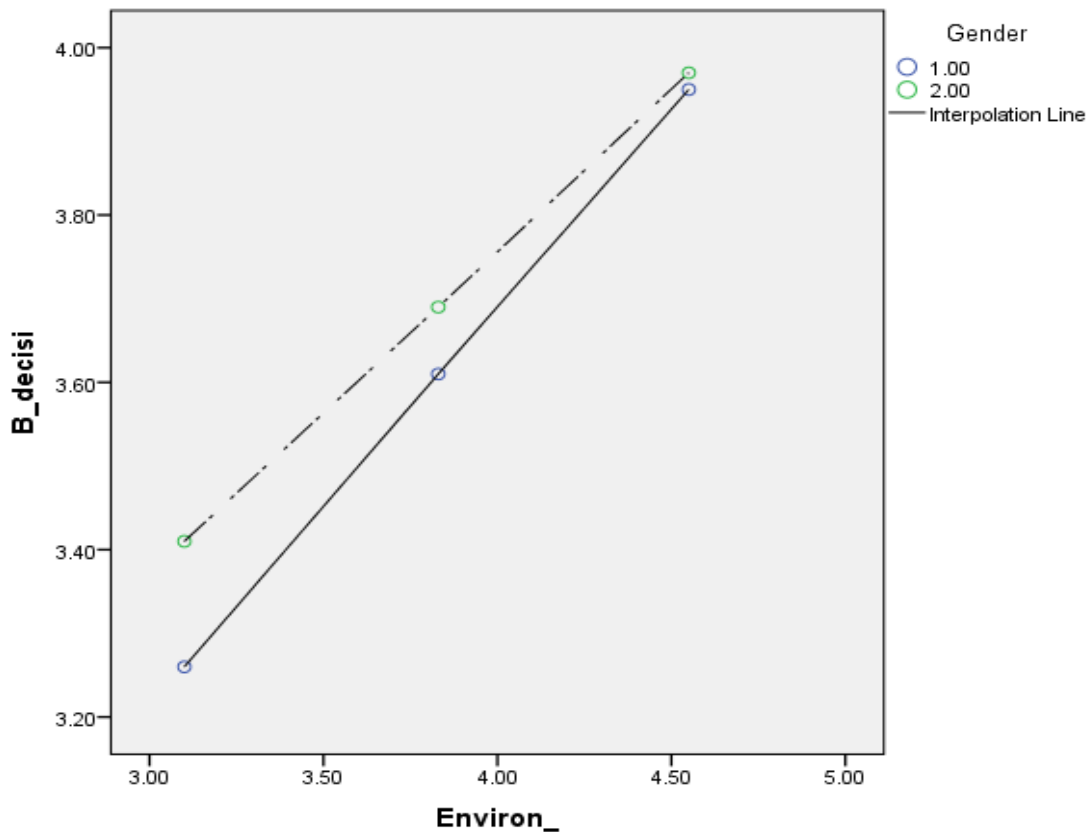


Figure 4.12: Results of Moderation Effect of Gender on the Relationship between Environmental Beliefs and Buying Decisions of Consumers

4.8.2.2 Gender moderates the relationship between Awareness and buying decisions of consumers.

The analysis aimed to explore whether gender moderates the relationship between consumers' awareness (Aware) and their buying decisions (Buying Decisions), as proposed in hypothesis H8viii.

H8viii: Gender moderates the relationship between Awareness and buying decisions of consumers.

The results show that consumer awareness and purchasing decisions have a positive and significant relationship ($B = 0.45$, $p < 0.001$). This implies that consumers are more likely to make purchases related to specific products or causes if they are more knowledgeable about those products or issues. But the awareness x gender interaction effect, which combines gender and awareness, did not reach statistical significance ($B = -0.06$, $p = 0.26$). This suggests that the relationship between consumer awareness and purchasing decisions is not significantly moderated by gender.

The study indicates that gender differences have little effect on the relationship between consumer awareness and purchasing decisions, but consumer awareness does. As a result, when it comes to making decisions about what to buy, men and women appear to react to awareness levels in comparable ways. The effect of awareness on purchasing decisions seems to be gender-neutral, suggesting that awareness levels in this context influence the purchasing behaviours of both male and female consumers in a similar way.

Table 4.25: Results of Moderation Effect of Gender on the Relationship between Awareness and Buying Decisions of Consumers

Model : 1						
Y : Buying Decisions						
X : Aware						
W : Gender						
Sample						
Size: 550						

OUTCOME VARIABLE:						
Buying Decisions						
Model Summary						
R	R-sq	MSE	F	df1	df2	p
.48	.23	.36	53.04	3.00	546.00	.00
Model						
	coeff	se	t	p	LLCI	ULCI
constant	1.94	.32	6.08	.00	1.32	2.57
Aware	.45	.09	5.03	.00	.27	.62
Gender	.33	.20	1.61	.11	-.07	.72
Int_1	-.06	.06	-1.14	.26	-.18	.05
Product terms key:						
Int_1 : Aware x Gender						
Test(s) of highest order unconditional interaction(s):						
	R2-chng	F	df1	df2	p	
X*W	.00	1.30	1.00	546.00	.26	

Focal predict: Aware (X)						

Mod var: Gender (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Aware Gender Buying Decisions .

BEGIN DATA.

```
2.55 1.00 3.25
3.45 1.00 3.60
4.35 1.00 3.94
2.55 2.00 3.41
3.45 2.00 3.70
4.35 2.00 3.99
```

END DATA.

GRAPH/SCATTERPLOT=

Aware WITH Buying Decisions BY Gender .

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:
95.0000

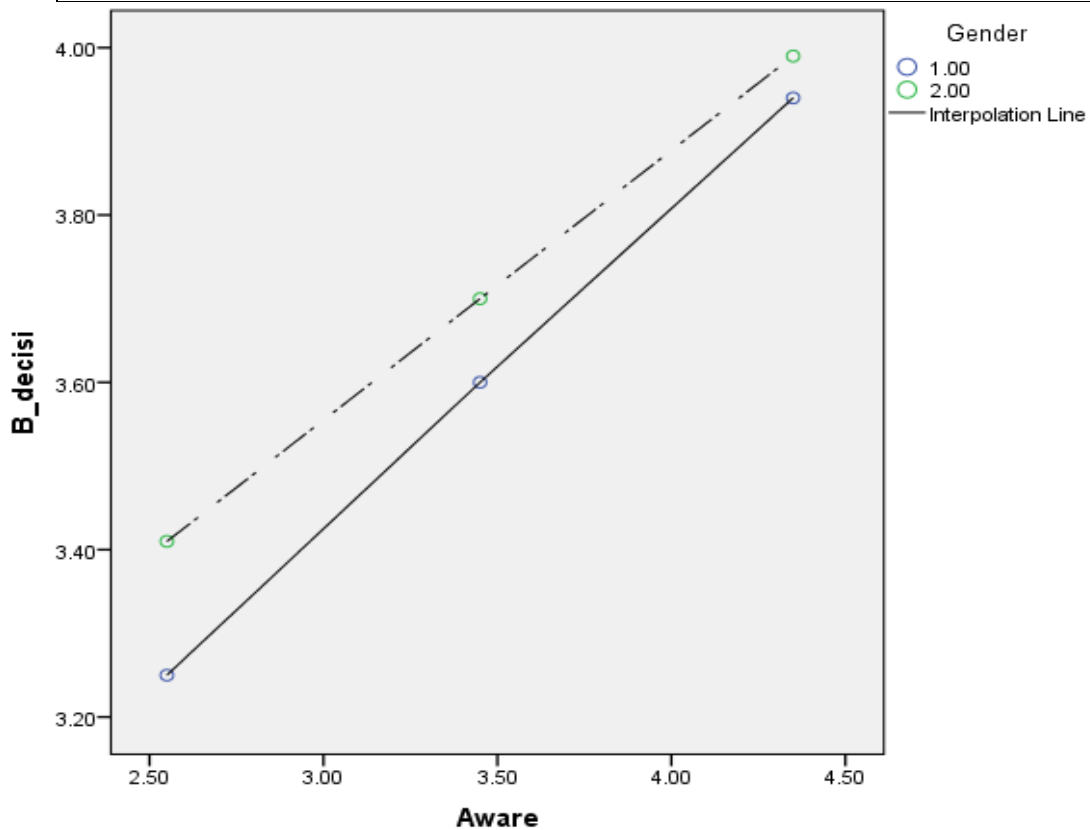


Figure 4.13: Results of Moderation Effect of Gender on the Relationship between Awareness and Buying Decisions of Consumers

4.8.2.3 Gender moderates the relationship between Quality and buying decisions of consumers

The analysis aimed to explore whether gender moderates the relationship between the quality of products (Qual) and consumers' buying decisions (Buying Decisions), as stated in hypothesis H8ix.

H8ix: Gender moderates the relationship between Quality and buying decisions of consumers.

The results show a strong positive correlation ($B = 0.57$, $p < 0.001$) between purchasing decisions and product quality. This suggests that customers tend to make better purchasing decisions in relation to products when their quality rises. Furthermore, a statistically significant interaction effect between gender and product quality (Qual x Gender) was discovered ($B = -0.15$, $p = 0.04$). This implies that the relationship between product quality and purchasing decisions is significantly moderated by gender.

For males coded as 1, the effect size of product quality on buying decisions was estimated to be 0.42 ($p < 0.001$) and for females coded as 2, the effect size of product quality on buying decisions was estimated to be 0.27 ($p < 0.001$). According to these findings, there is a positive correlation between product quality and purchasing decisions for both genders; however, the effect size is higher for men than for women. Put more simply, men seem to be more influenced by product quality when making purchases than women are.

This shows that, with men being more sensitive or responsive to product quality than women, gender plays a role in moderating the impact of product quality on purchasing decisions. Marketers must be aware of these gender-specific variations in order to effectively target various gender groups with their product quality strategies.

Table 4.26: Results of Moderation Effect of Gender on the Relationship between Quality and Buying Decisions of Consumers

```

Model : 1
  Y : Buying Decisions
  X : Qual
  W : Gender

Sample
Size: 550

*****
*****
OUTCOME VARIABLE:
Buying Decisions

Model Summary
  R    R-sq  MSE    F    df1    df2    p
.39  .15   .39   32.39  3.00  546.00  .00

Model
      coeff  se    t    p  LLCI  ULCI
constant  1.39  .44   3.18  .00  .53   2.25
Qual      .57  .12   4.99  .00  .35   .80
Gender    .64  .28   2.29  .02  .09   1.19
Int_1    -.15  .07  -2.07  .04  -.30  -.01

Product terms key:
Int_1 :    Qual  x    Gender

Test(s) of highest order unconditional interaction(s):
      R2-chng    F    df1    df2    p
X*W    .01    4.27    1.00  546.00  .04
-----
Focal predict: Qual  (X)
Mod var: Gender  (W)

Conditional effects of the focal predictor at values of the moderator(s):

Gender  Effect    se    t    p  LLCI  ULCI
1.00    .42    .05   8.27  .00  .32   .52
2.00    .27    .05   5.11  .00  .17   .37

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

```

DATA LIST FREE/

Qual Gender Buying Decisions .

BEGIN DATA.

3.02	1.00	3.31
3.74	1.00	3.61
4.47	1.00	3.92
3.02	2.00	3.49
3.74	2.00	3.69
4.47	2.00	3.88

END DATA.

GRAPH/SCATTERPLOT=

Qual WITH Buying Decisions BY Gender .

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:
95.0000

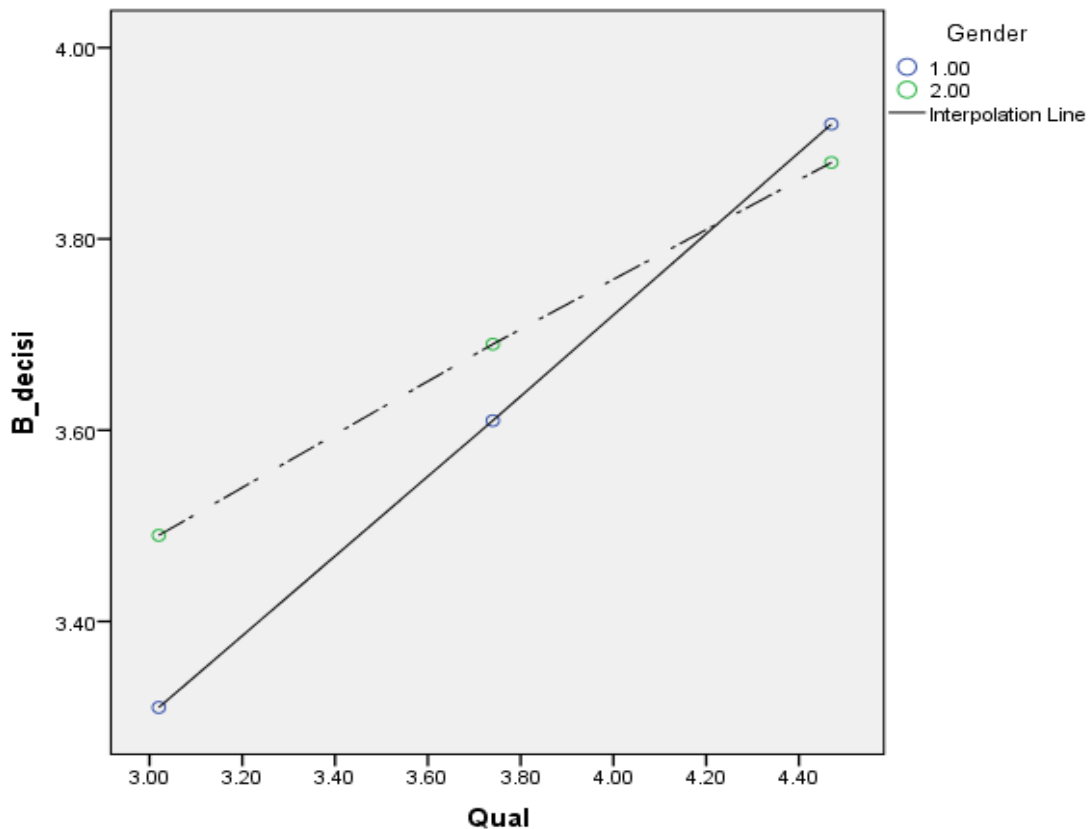


Figure 4.14: Results of Moderation Effect of Gender on the Relationship between Quality and Buying Decisions of Consumers

4.8.2.4 Gender moderates the relationship between Price and buying decisions of consumers

The analysis done in table 4.27 shows how gender affects the relationship between price and what customers decide to buy by acting as a moderating factor. According to hypothesis H8x, this association is moderated by gender.

H8x: Gender moderates the relationship between Price and buying decisions of consumers.

The interaction terms' coefficients show that, when it comes to purchasing decisions, men with a gender value of 1.00 have a greater effect of price (Price coefficient = 0.42, $p < 0.01$) than women with a gender value of 2.00 (Price coefficient = 0.26, $p < 0.01$). This suggests that there are gender-specific differences in the impact of price on purchasing decisions.

These results have important ramifications for segmentation and marketing tactics. Knowing how gender affects how much a price influences purchasing decisions can help businesses better target their pricing or promotional strategies to appeal to different gender preferences. Through acknowledging and adapting to these gender-based disparities in pricing-related consumer behaviour, businesses can improve their targeting and messaging tactics, which will ultimately increase revenue and customer satisfaction.

Table 4.27: Results of Moderation Effect of Gender on the Relationship between Price and Buying Decisions of Consumers

Model : 1
Y : Buying Decisions
X : Price
W : Gender
Sample
Size: 550

OUTCOME VARIABLE:
Buying Decisions

Model Summary

R	R-sq	MSE	F	df1	df2	p
.40	.16	.39	34.77	3.00	546.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.31	.43	3.05	.00	.47	2.15
Pri	.58	.11	5.34	.00	.37	.79
Gender	.68	.28	2.46	.01	.14	1.23
Int_1	-.16	.07	-2.32	.02	-.30	-.02

Product terms key:

Int_1 : Pri x Gender

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.01	5.40	1.00	546.00	.02

Focal predict: Pri (X)
Mod var: Gender (W)

Conditional effects of the focal predictor at values of the moderator(s):

Gender	Effect	se	t	p	LLCI	ULCI
1.00	.42	.05	8.70	.00	.32	.51
2.00	.26	.05	5.09	.00	.16	.35

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Pri Gender Buying Decisions .

BEGIN DATA.

3.16 1.00 3.31
3.93 1.00 3.63
4.70 1.00 3.95
3.16 2.00 3.48
3.93 2.00 3.68
4.70 2.00 3.87

END DATA.

GRAPH/SCATTERPLOT=

Pri WITH Buying Decisions BY Gender .

***** ANALYSIS NOTES AND ERRORS

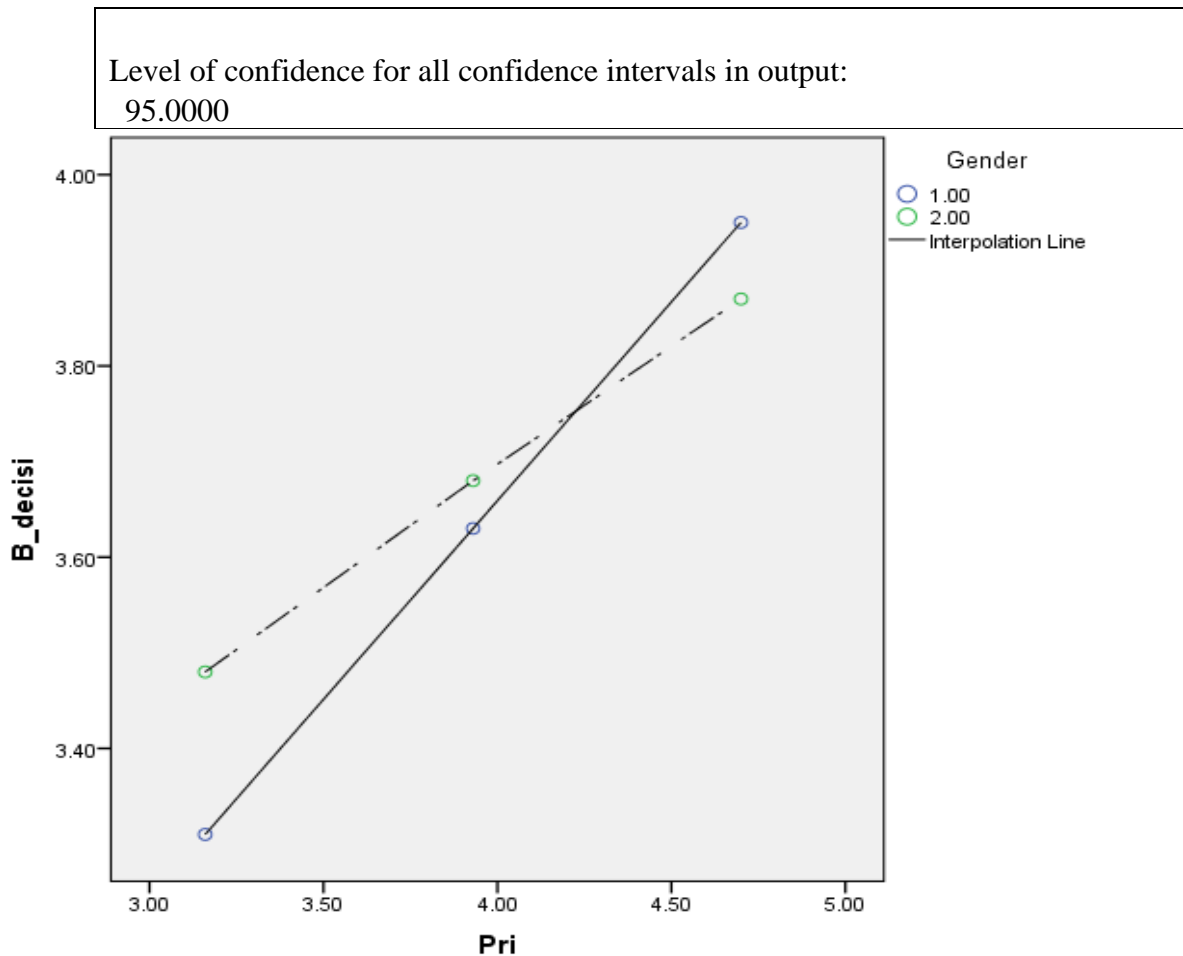


Figure 4.15: Results of Moderation Effect of Gender on the Relationship between Price and Buying Decisions of Consumers

4.8.2.5 Gender moderates the relationship between Promotion and buying decisions of consumers

The analysis aimed to investigate whether gender moderates the relationship between promotions (Prom) and consumers' buying decisions (Buying Decisions), as proposed in hypothesis H8xi.

H8xi: Gender moderates the relationship between Promotion and buying decisions of consumers.

The findings show a strong positive correlation ($B = 0.70$, $p < 0.001$) between promotions and purchasing decisions. This suggests that consumers tend to make better purchasing decisions in relation to promotions when there are more promotional activities.

Additionally, it was discovered that the interaction effect between promotions and gender (Prom x Gender) was statistically significant ($B = -0.22, p < 0.001$). This implies that the relationship between promotions and purchasing decisions is significantly moderated by gender. Conditional effects were evaluated for various genders in order to gain a better understanding of this moderating effect: For males coded as 1, the effect size of promotions on buying decisions was estimated to be 0.48 ($p < 0.001$) and for females coded as 2, the effect size of promotions on buying decisions was estimated to be 0.27 ($p < 0.001$).

These results suggest that although there is a positive correlation between buying decisions and promotions for both sexes, the effect size is greater for men than for women. This demonstrates that, with men being more sensitive or responsive to promotions than women, gender plays a role in moderating the impact of promotional activities on purchasing decisions. Marketers must comprehend these gender-specific variations in order to effectively adjust their promotional strategies to the preferences and responses of various gender groups.

Table 4.28: Results of Moderation Effect of Gender on the Relationship between Promotion and Buying Decisions of Consumers

Model : 1							
Y : Buying Decisions							
X : Prom							
W : Gender							
Sample							
Size: 550							

OUTCOME VARIABLE:							
Buying Decisions							
Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.43	.18	.38	40.57	3.00	546.00	.00
Model							
	coeff	se	t	p	LLCI	ULCI	
constant	.84	.44	1.89	.06	-.03	1.71	

Prom	.70	.11	6.16	.00	.48	.92
Gender	.92	.27	3.35	.00	.38	1.46
Int_1	-.22	.07	-3.08	.00	-.35	-.08

Product terms key:

Int_1 : Prom x Gender

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.01	9.48	1.00	546.00	.00

Focal predict: Prom (X)
Mod var: Gender (W)

Conditional effects of the focal predictor at values of the moderator(s):

Gender	Effect	se	t	p	LLCI	ULCI
1.00	.48	.05	9.38	.00	.38	.58
2.00	.27	.05	5.56	.00	.17	.36

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Prom Gender Buying Decisions .

BEGIN DATA.

```

3.09 1.00 3.24
3.83 1.00 3.60
4.58 1.00 3.96
3.09 2.00 3.49
3.83 2.00 3.69
4.58 2.00 3.89

```

END DATA.

GRAPH/SCATTERPLOT=

Prom WITH Buying Decisions BY Gender .

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:

95.0000

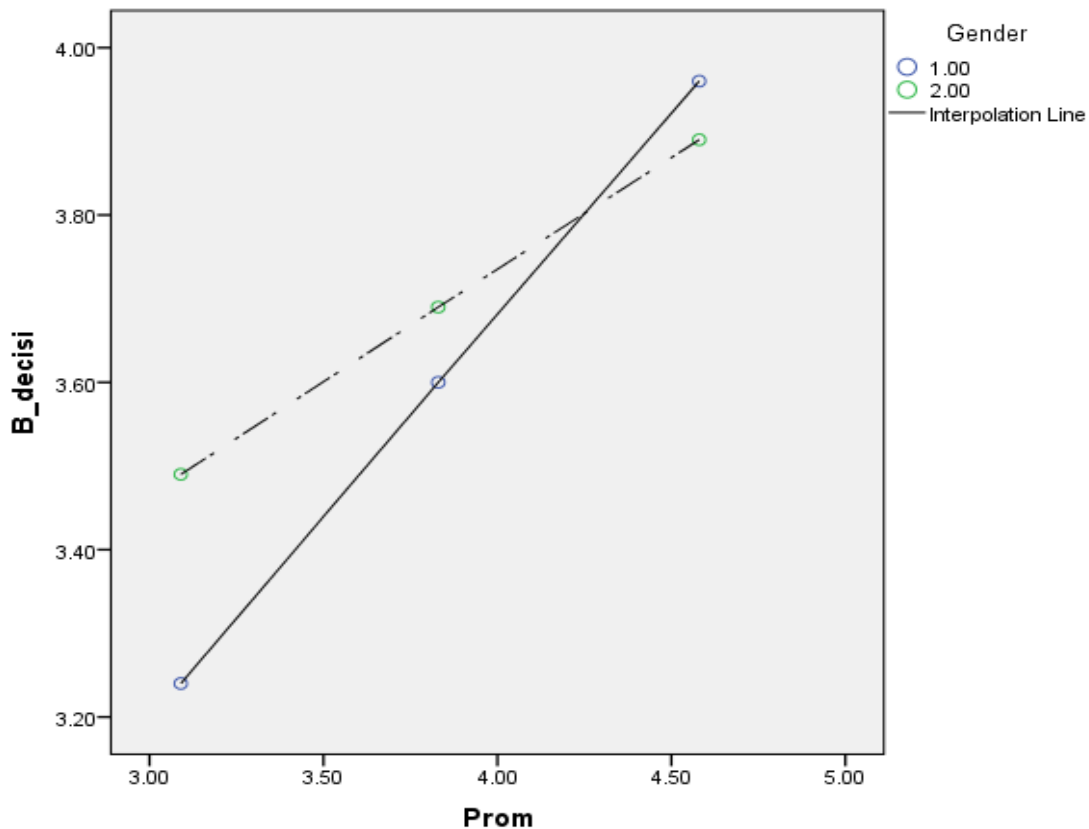


Figure 4.16: Results of Moderation Effect of Gender on the Relationship between Promotion and Buying Decisions of Consumers

4.8.2.6 Gender moderates the relationship between Sustainability and buying decisions of consumers.

The analysis investigated whether gender moderates the relationship between sustainability (Sustain) and consumers' buying decisions (Buying Decisions), as posited in hypothesis H8xii.

H8xii: Gender moderates the relationship between Sustainability and buying decisions of consumers.

The findings indicate a significant positive correlation ($B = 0.87, p < 0.001$) between sustainability and purchasing decisions. This suggests that as sustainability practices become more widespread, consumers tend to make better purchasing decisions for products or initiatives that are sustainability-focused. Moreover, a statistically significant gender and sustainability interaction effect (Sustain x Gender) was found ($B = -0.32, p < 0.001$). This

suggests that gender plays a significant moderating role in the relationship between sustainability and purchasing decisions.

The effect size of sustainability on purchasing decisions was estimated to be 0.24 ($p < 0.001$) for females registered as 2 and 0.55 ($p < 0.001$) for males coded as 1. The results show that while both genders' purchasing decisions and sustainability have a positive correlation, men's purchasing decisions have a larger effect size than women's.

This implies that men are more sensitive to or open to sustainable practices than women are, and it helps to mitigate how much of an influence sustainability campaigns have on consumer choices. Companies and marketers need to be aware of these gender-specific variations if they hope to effectively connect with various gender groups through their sustainable projects and marketing approaches.

Table 4.29: Results of Moderation Effect of Gender on the Relationship between Sustainability and Buying Decisions of Consumers

Model : 1						
Y : Buying Decisions						
X : Sustain						
W : Gender						
Sample						
Size: 550						

OUTCOME VARIABLE:						
Buying Decisions						
Model Summary						
R	R-sq	MSE	F	df1	df2	p
.44	.19	.37	42.90	3.00	546.00	.00
Model						
	coeff	se	t	p	LLCI	ULCI
constant	.43	.44	.97	.33	-.44	1.29
Sustain	.87	.12	7.24	.00	.63	1.10

Gender	1.20	.28	4.32	.00	.65	1.74
Int_1	-.32	.08	-4.19	.00	-.46	-.17

Product terms key:

Int_1 : Sustain x Gender

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.03	17.59	1.00	546.00	.00

Focal predict: Sustain (X)

Mod var: Gender (W)

Conditional effects of the focal predictor at values of the moderator(s):

Gender	Effect	se	t	p	LLCI	ULCI
1.00	.55	.05	10.26	.00	.45	.66
2.00	.24	.05	4.55	.00	.14	.34

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Sustain Gender Buying Decisions .

BEGIN DATA.

2.93 1.00 3.25

3.62 1.00 3.63

4.32 1.00 4.01

2.93 2.00 3.52

3.62 2.00 3.68

4.32 2.00 3.85

END DATA.

GRAPH/SCATTERPLOT=

Sustain WITH Buying Decisions BY Gender .

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:

95.0000

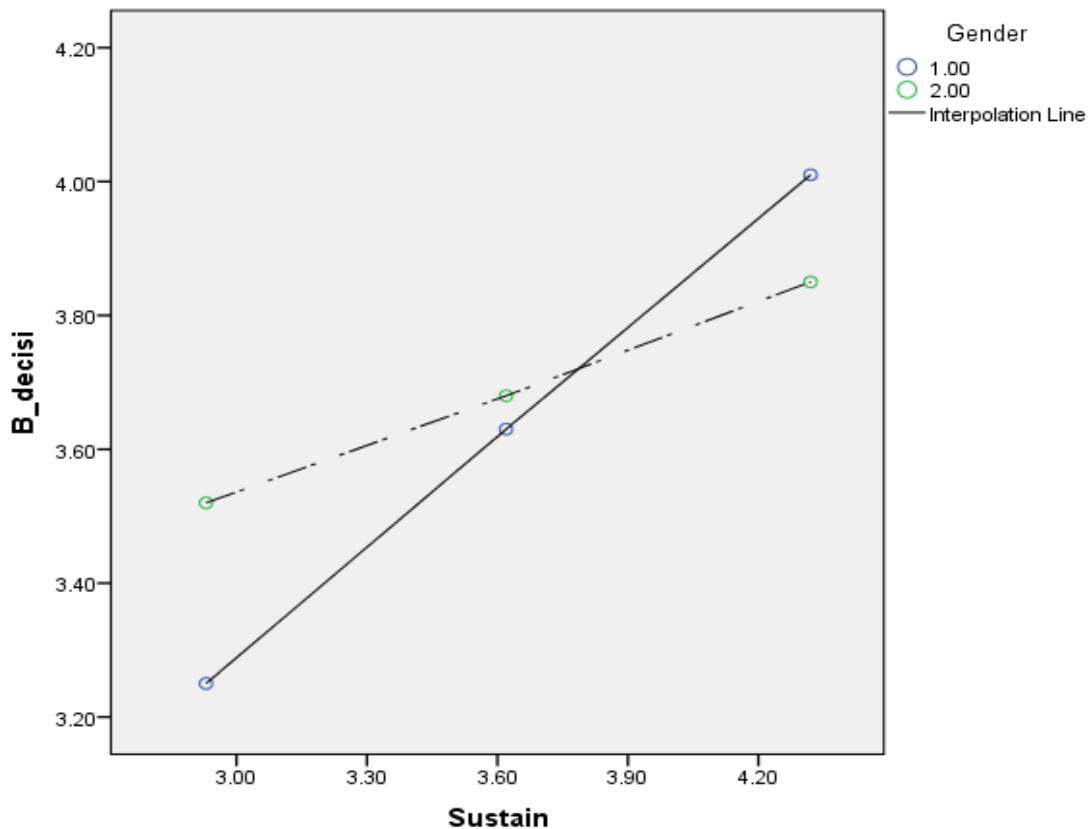


Figure 4.17: Results of Moderation Effect of Gender on the Relationship between Sustainability and Buying Decisions of Consumers

4.8.3 Education Moderates the Relationship between Influencing Factors and Buying Decisions of Consumers

4.8.3.1 Education moderates the relationship between environmental beliefs and buying decisions of consumers.

The analysis aimed to explore whether education (Edu_Qual) moderates the relationship between environmental beliefs (Environ_) and consumers' buying decisions (Buying Decisions), as proposed in hypothesis H8xiii.

H8xiii: Education moderates the relationship between environmental beliefs and buying decisions of consumers.

Beliefs about the environment and purchasing decisions are significantly positively correlated ($B = 0.45$, $p < 0.001$). This suggests that consumers tend to make more favourable purchasing decisions regarding environmentally friendly products or initiatives as their environmental beliefs grow. Nonetheless, the overall statistical significance of the interaction effect between environmental beliefs and varying levels of education (Environ_ x Edu_Qual)

was not achieved ($p = 0.26$). This implies that the relationship between environmental beliefs and purchasing decisions is not significantly moderated by education level, per this analysis. None of the interaction terms related to the various education levels (W1 to W5) reached statistical significance, according to the coefficients for the interaction terms (Int_1 to Int_5).

Thus, education level does not appear to have a significant impact on how environmental beliefs influence consumers' purchasing decisions, according to this analysis. This suggests that the influence of environmental beliefs on purchasing decisions is largely constant across a range of educational backgrounds, irrespective of the degree of education.

Table 4.30: Results of Moderation Effect of Education on the Relationship between Environmental Beliefs and Buying Decisions of Consumers

Model : 1						
Y : Buying Decisions						
X : Environ_						
W : Edu_Qual						
Sample						
Size: 550						
Coding of categorical W variable for analysis:						
Edu_Qual	W1	W2	W3	W4	W5	
1.000	.000	.000	.000	.000	.000	
2.000	1.000	.000	.000	.000	.000	
3.000	.000	1.000	.000	.000	.000	
4.000	.000	.000	1.000	.000	.000	
5.000	.000	.000	.000	1.000	.000	
6.000	.000	.000	.000	.000	1.000	

OUTCOME VARIABLE:						
Buying Decisions						
Model Summary						
R	R-sq	MSE	F	df1	df2	p

.49 .24 .36 15.13 11.00 538.00 .00

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.92	.34	5.70	.00	1.26	2.58
Environ_	.45	.09	5.22	.00	.28	.62
W1	.57	.45	1.28	.20	-.31	1.45
W2	.14	.43	.32	.75	-.71	.98
W3	-.37	.53	-.70	.48	-1.41	.67
W4	-.39	.46	-.84	.40	-1.29	.51
W5	.54	.81	.67	.50	-1.05	2.13
Int_1	-.13	.12	-1.11	.27	-.35	.10
Int_2	-.05	.11	-.49	.63	-.27	.16
Int_3	.10	.13	.72	.47	-.17	.36
Int_4	.11	.12	.97	.33	-.12	.34
Int_5	-.11	.20	-.57	.57	-.51	.28

Product terms key:

Int_1 : Environ_ x W1
 Int_2 : Environ_ x W2
 Int_3 : Environ_ x W3
 Int_4 : Environ_ x W4
 Int_5 : Environ_ x W5

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.01	1.31	5.00	538.00	.26

 Focal predict: Environ_ (X)
 Mod var: Edu_Qual (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Environ_ Edu_Qual Buying Decisions .

BEGIN DATA.

3.10 1.00 3.31
 3.83 1.00 3.63
 4.55 1.00 3.96
 3.10 2.00 3.49
 3.83 2.00 3.72
 4.55 2.00 3.95
 3.10 3.00 3.28
 3.83 3.00 3.56
 4.55 3.00 3.85

```

3.10  4.00  3.24
3.83  4.00  3.63
4.55  4.00  4.03
3.10  5.00  3.28
3.83  5.00  3.68
4.55  5.00  4.09
3.10  6.00  3.50
3.83  6.00  3.74
4.55  6.00  3.98

```

END DATA.

GRAPH/SCATTERPLOT=

Environ_ WITH Buying Decisions BY Edu_Qual .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

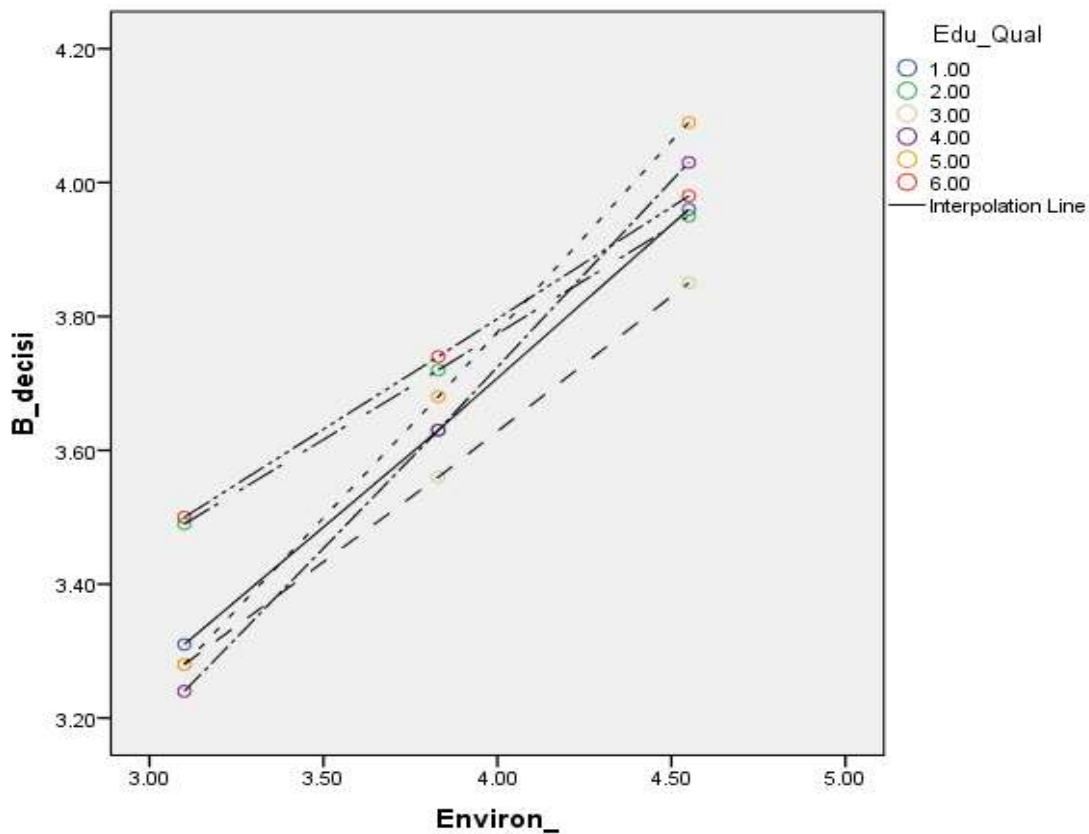


Figure 4.18: Results of Moderation Effect of Education on the Relationship between Environmental Beliefs and Buying Decisions of Consumers

4.8.3.2 Education moderates the relationship between Awareness and buying decisions of consumers.

The analysis sought to investigate whether education level (Edu_Qual) moderates the relationship between consumer awareness (Aware) and their buying decisions (Buying Decisions), as stated in hypothesis H8xiv.

H8xiv: Education moderates the relationship between Awareness and buying decisions of consumers.

The results of the analysis showed that consumer awareness and purchasing decisions have a significant positive relationship ($B = 0.36$, $p < 0.001$). This implies that there is a propensity for consumers to make better purchasing decisions in relation to the initiative or product they are aware of as their awareness grows. All things considered, the interaction effect between consumer awareness and various educational levels (Aware x Edu_Qual) was not statistically significant ($p = 0.32$). This suggests that the relationship between consumer awareness and purchasing decisions is not significantly moderated by education level, based on the analysis conducted.

In conclusion, this analysis suggests that education level has little bearing on how consumer awareness influences consumers' purchasing decisions.

Table 4.31: Results of Moderation Effect of Education on the Relationship between Awareness and Buying Decisions of Consumers

Model : 1						
	Y : Buying Decisions					
	X : Aware					
	W : Edu_Qual					
Sample						
Size: 550						
Coding of categorical W variable for analysis:						
Edu_Qual	W1	W2	W3	W4	W5	
1.000	.000	.000	.000	.000	.000	

```

2.000 1.000 .000 .000 .000 .000
3.000 .000 1.000 .000 .000 .000
4.000 .000 .000 1.000 .000 .000
5.000 .000 .000 .000 1.000 .000
6.000 .000 .000 .000 .000 1.000

```

```

*****
*****

```

OUTCOME VARIABLE:

Buying Decisions

Model Summary

R	R-sq	MSE	F	df1	df2	p
.49	.24	.36	15.07	11.00	538.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.36	.26	9.21	.00	1.86	2.87
Aware	.36	.07	5.17	.00	.23	.50
W1	.38	.34	1.11	.27	-.29	1.04
W2	.15	.33	.46	.65	-.50	.80
W3	-.18	.37	-.49	.62	-.92	.55
W4	-.18	.34	-.53	.60	-.86	.49
W5	.52	.47	1.09	.28	-.42	1.45
Int_1	-.09	.09	-.94	.35	-.27	.10
Int_2	-.06	.09	-.68	.50	-.24	.12
Int_3	.07	.10	.68	.49	-.13	.28
Int_4	.07	.10	.78	.44	-.11	.26
Int_5	-.10	.13	-.78	.43	-.36	.15

Product terms key:

```

Int_1 :   Aware x   W1
Int_2 :   Aware x   W2
Int_3 :   Aware x   W3
Int_4 :   Aware x   W4
Int_5 :   Aware x   W5

```

Test(s) of highest order unconditional interaction(s):

R2-chng	F	df1	df2	p	
X*W	.01	1.18	5.00	538.00	.32

```

-----
Focal predict: Aware (X)
Mod var: Edu_Qual (W)

```

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Aware Edu_Qual Buying Decisions .

BEGIN DATA.

2.55	1.00	3.29
3.45	1.00	3.62
4.35	1.00	3.95
2.55	2.00	3.44
3.45	2.00	3.69
4.35	2.00	3.94
2.55	3.00	3.28
3.45	3.00	3.56
4.35	3.00	3.83
2.55	4.00	3.29
3.45	4.00	3.68
4.35	4.00	4.08
2.55	5.00	3.30
3.45	5.00	3.70
4.35	5.00	4.09
2.55	6.00	3.55
3.45	6.00	3.79
4.35	6.00	4.02

END DATA.

GRAPH/SCATTERPLOT=

Aware WITH Buying Decisions BY Edu_Qual .

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:
95.0000

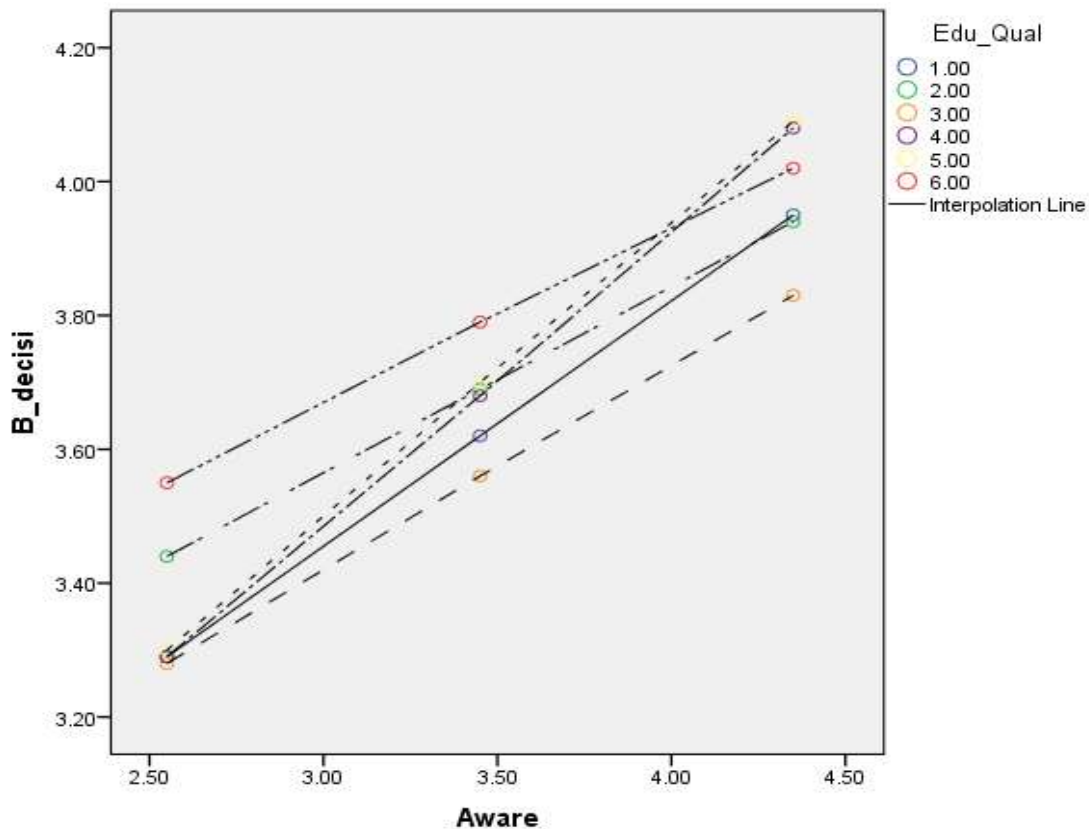


Figure 4.19: Results of Moderation Effect of Education on the Relationship between Awareness and Buying Decisions of Consumers

4.8.3.3 Education moderates the relationship between Quality and buying decisions of consumers.

The analysis aimed to explore whether the level of education (Edu_Qual) moderates the relationship between product quality (Qual) and consumers' buying decisions (Buying Decisions), as indicated by hypothesis H8xv.

H8xv: Education moderates the relationship between Quality and buying decisions of consumers.

According to the analysis results, there is a significant positive correlation ($B = 0.49, p < 0.001$) between product quality and purchasing decisions. This implies that customers tend to make better purchasing decisions based on perceived product or service quality as perceived product quality rises. On the other hand, the overall statistical significance of the interaction effect between different education levels and product quality (Qual x Edu_Qual) was not reached ($p = 0.11$). This suggests that the relationship between product quality and consumer

purchasing decisions is not substantially moderated by education level, based on the analysis conducted. None of the interaction terms related to the various education levels (W1 to W5) reached statistical significance, according to the coefficients for the interaction terms (Int_1 to Int_5). Thus, it seems that the impact of product quality on buying decisions does not significantly differ across various levels of education as categorized by the variables coded from W1 to W5.

In conclusion, this analysis suggests that consumers' purchasing decisions are not significantly influenced by their level of education. This suggests that the influence of perceived product quality on purchase decisions is largely constant across a range of educational backgrounds, irrespective of the degree of education.

Table 4.32: Results of Moderation Effect of Education on the Relationship between Quality and Buying Decisions of Consumers

Model : 1						
Y : Buying Decisions						
X : Qual						
W : Edu_Qual						
Sample						
Size: 550						
Coding of categorical W variable for analysis:						
Edu_Qual	W1	W2	W3	W4	W5	
1.000	.000	.000	.000	.000	.000	
2.000	1.000	.000	.000	.000	.000	
3.000	.000	1.000	.000	.000	.000	
4.000	.000	.000	1.000	.000	.000	
5.000	.000	.000	.000	1.000	.000	
6.000	.000	.000	.000	.000	1.000	

OUTCOME VARIABLE:						
Buying Decisions						
Model Summary						

R	R-sq	MSE	F	df1	df2	p
.41	.17	.39	9.73	11.00	538.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.80	.36	4.99	.00	1.09	2.51
Qual	.49	.09	5.19	.00	.30	.67
W1	1.08	.45	2.40	.02	.20	1.96
W2	.55	.47	1.17	.24	-.38	1.48
W3	.11	.51	.22	.83	-.90	1.12
W4	.29	.50	.58	.56	-.69	1.28
W5	1.24	.73	1.70	.09	-.19	2.68
Int_1	-.26	.12	-2.26	.02	-.49	-.03
Int_2	-.17	.12	-1.36	.17	-.41	.07
Int_3	-.01	.13	-.08	.94	-.27	.25
Int_4	-.06	.13	-.45	.65	-.32	.20
Int_5	-.29	.18	-1.60	.11	-.65	.07

Product terms key:

```
Int_1 :   Qual  x   W1
Int_2 :   Qual  x   W2
Int_3 :   Qual  x   W3
Int_4 :   Qual  x   W4
Int_5 :   Qual  x   W5
```

Test(s) of highest order unconditional interaction(s):

R2-chng	F	df1	df2	p	
X*W	.01	1.80	5.00	538.00	.11

 Focal predict: Qual (X)
 Mod var: Edu_Qual (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Qual Edu_Qual Buying Decisions .

BEGIN DATA.

```
3.02 1.00 3.27
3.74 1.00 3.62
4.47 1.00 3.97
3.02 2.00 3.55
3.74 2.00 3.71
4.47 2.00 3.87
3.02 3.00 3.31
3.74 3.00 3.54
```

4.47	3.00	3.77
3.02	4.00	3.35
3.74	4.00	3.69
4.47	4.00	4.04
3.02	5.00	3.38
3.74	5.00	3.69
4.47	5.00	4.00
3.02	6.00	3.63
3.74	6.00	3.77
4.47	6.00	3.91

END DATA.

GRAPH/SCATTERPLOT=

Qual WITH Buying Decisions BY Edu_Qual .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

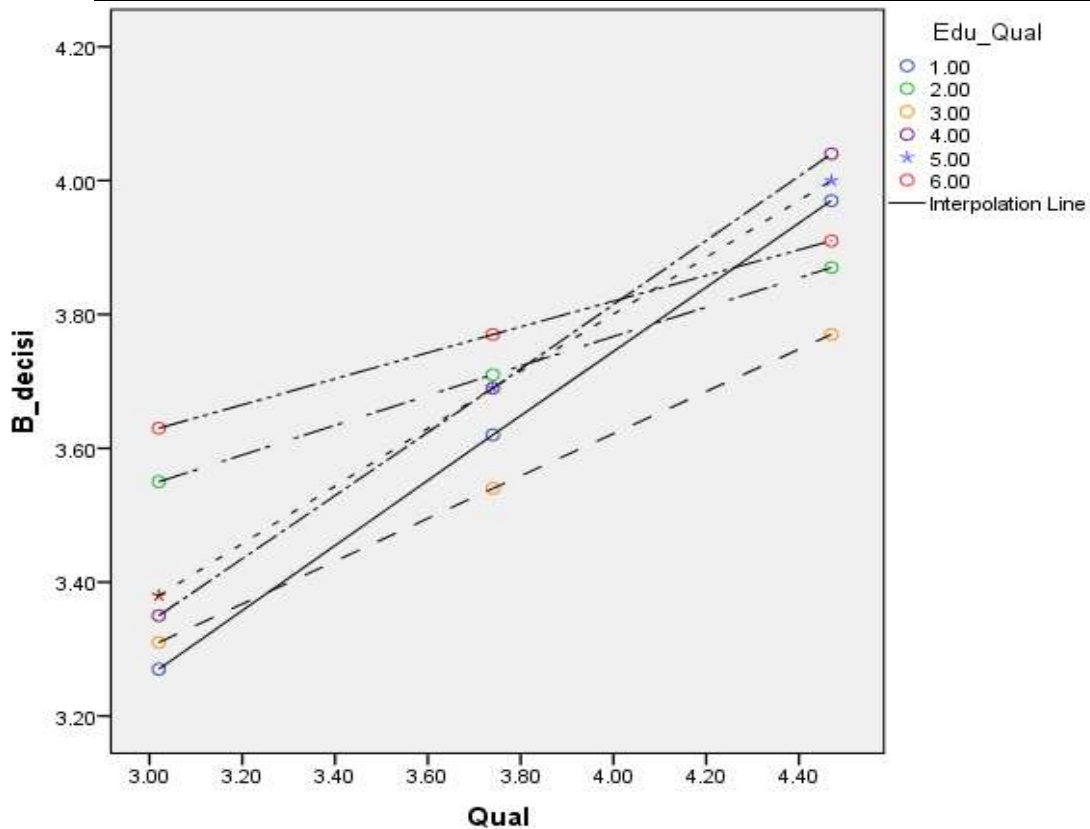


Figure 4.20: Results of Moderation Effect of Education on the Relationship between Quality and Buying Decisions of Consumers

4.8.3.4 Education moderates the relationship between Price and buying decisions of consumers.

The analysis aimed to investigate whether education level (Edu_Qual) moderates the relationship between product price (Pri) and consumers' buying decisions (Buying Decisions), as hypothesized in H8xvi.

H8xvi: Education moderates the relationship between Price and buying decisions of consumers.

The analysis's findings demonstrate a strong positive correlation ($B = 0.41$, $p < 0.001$) between product price and purchasing decisions. This implies that consumers tend to make more advantageous purchasing decisions in relation to the product or service's price as the perceived price of the good or service rises. Nevertheless, overall, the interaction effect (Pri x Edu_Qual) between product price and various education levels was not statistically significant ($p = 0.26$). This suggests that the relationship between product price and consumer purchasing decisions is not substantially moderated by education level, according to this analysis.

In conclusion, this analysis suggests that consumers' purchasing decisions are not significantly influenced by their education level when it comes to the impact of product price. This suggests that the influence of perceived product price on purchase decisions is fairly constant across a range of educational backgrounds, regardless of the level of education.

Table 4.33: Results of Moderation Effect of Education on the Relationship between Price and Buying Decisions of Consumers

Model : 1						
Y : Buying Decisions						
X : Pri						
W : Edu_Qual						
Sample						
Size: 550						
Coding of categorical W variable for analysis:						
Edu_Qual	W1	W2	W3	W4	W5	
1.000	.000	.000	.000	.000	.000	
2.000	1.000	.000	.000	.000	.000	
3.000	.000	1.000	.000	.000	.000	

```

4.000 .000 .000 1.000 .000 .000
5.000 .000 .000 .000 1.000 .000
6.000 .000 .000 .000 .000 1.000

```

```

*****
*****

```

OUTCOME VARIABLE:

Buying Decisions

Model Summary

R	R-sq	MSE	F	df1	df2	p
.42	.17	.39	10.28	11.00	538.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.00	.37	5.41	.00	1.27	2.72
Pri	.41	.09	4.54	.00	.23	.59
W1	.79	.45	1.75	.08	-.10	1.67
W2	.18	.47	.38	.70	-.75	1.11
W3	-.14	.55	-.25	.80	-1.21	.94
W4	.06	.49	.13	.90	-.89	1.02
W5	1.10	.77	1.42	.16	-.42	2.61
Int_1	-.17	.11	-1.56	.12	-.39	.04
Int_2	-.06	.12	-.55	.59	-.29	.17
Int_3	.05	.14	.38	.70	-.21	.32
Int_4	.01	.12	.07	.94	-.23	.25
Int_5	-.23	.19	-1.23	.22	-.60	.14

Product terms key:

```

Int_1 : Pri x W1
Int_2 : Pri x W2
Int_3 : Pri x W3
Int_4 : Pri x W4
Int_5 : Pri x W5

```

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.01	1.31	5.00	538.00	.26

```

Focal predict: Pri (X)
Mod var: Edu_Qual (W)

```

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

```
Pri    Edu_Qual  Buying Decisions  .
BEGIN DATA.
  3.16    1.00    3.29
  3.93    1.00    3.61
  4.70    1.00    3.92
  3.16    2.00    3.53
  3.93    2.00    3.71
  4.70    2.00    3.89
  3.16    3.00    3.27
  3.93    3.00    3.54
  4.70    3.00    3.81
  3.16    4.00    3.32
  3.93    4.00    3.67
  4.70    4.00    4.03
  3.16    5.00    3.38
  3.93    5.00    3.70
  4.70    5.00    4.03
  3.16    6.00    3.66
  3.93    6.00    3.79
  4.70    6.00    3.93
END DATA.
GRAPH/SCATTERPLOT=
Pri    WITH    Buying Decisions BY    Edu_Qual .

***** ANALYSIS NOTES AND ERRORS
*****

Level of confidence for all confidence intervals in output:
95.0000
```

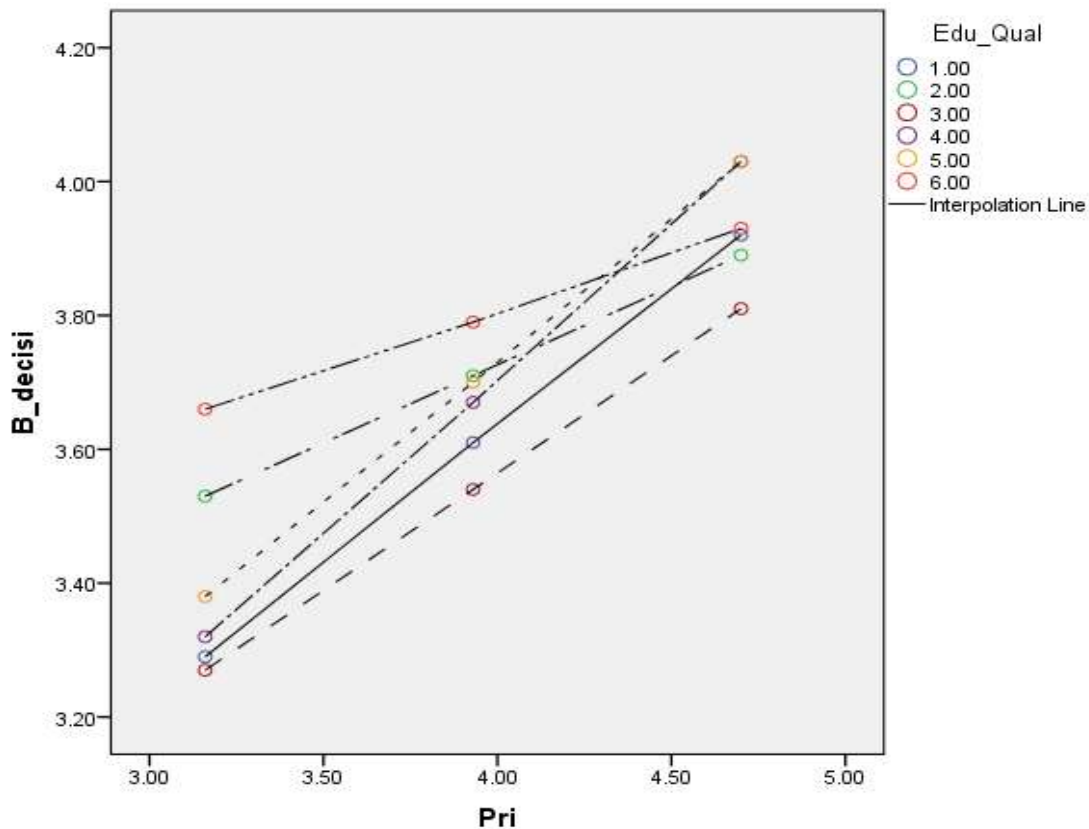



Figure 4.21: Results of Moderation Effect of Education on the Relationship between Price and Buying Decisions of Consumers

4.8.3.5 Education moderates the relationship between Promotion and buying decisions of consumers.

The analysis explored whether education level (Edu_Qual) moderates the relationship between promotional strategies (Prom) and consumers' buying decisions (Buying Decisions), as hypothesized in H8xvii.

H8xvii: Education moderates the relationship between Promotion and buying decisions of consumers.

The analysis's findings indicate that purchasing decisions and promotional strategies have a significant positive relationship ($B = 0.39, p < 0.001$). This suggests that consumers tend to make better purchasing decisions regarding the promoted goods or services as promotional efforts increase. Nevertheless, overall, the interaction effect between various education levels and promotional strategies (Prom x Edu_Qual) was not statistically significant ($p = 0.80$). Thus,

this analysis indicates that the relationship between promotional strategies and consumer purchasing decisions is not significantly moderated by education level.

There are no statistically significant findings, according to the coefficients for the interaction terms (Int_1 to Int_5) linked to the various education levels (W1 to W5). This indicates that, according to the variables coded from W1 to W5, the influence of promotional strategies on purchasing decisions does not substantially change across different educational levels. In conclusion, this analysis suggests that the impact of promotional strategies on consumers' purchasing decisions is not substantially influenced by an individual's level of education. This shows that the impact of promotional efforts on purchase decisions is largely constant across a range of educational backgrounds, irrespective of the degree of education.

Table 4.34: Results of Moderation Effect of Education on the Relationship between Promotion and Buying Decisions of Consumers

Model : 1						
Y : Buying Decisions						
X : Prom						
W : Edu_Qual						
Sample						
Size: 550						
Coding of categorical W variable for analysis:						
Edu_Qual	W1	W2	W3	W4	W5	
1.000	.000	.000	.000	.000	.000	
2.000	1.000	.000	.000	.000	.000	
3.000	.000	1.000	.000	.000	.000	
4.000	.000	.000	1.000	.000	.000	
5.000	.000	.000	.000	1.000	.000	
6.000	.000	.000	.000	.000	1.000	

OUTCOME VARIABLE:						
Buying Decisions						
Model Summary						

R	R-sq	MSE	F	df1	df2	p
.42	.18	.38	10.78	11.00	538.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.13	.36	5.91	.00	1.42	2.84
Prom	.39	.09	4.26	.00	.21	.57
W1	.36	.46	.79	.43	-.54	1.26
W2	.16	.45	.35	.73	-.73	1.04
W3	-.16	.55	-.29	.78	-1.24	.93
W4	-.13	.47	-.27	.79	-1.05	.80
W5	.52	.81	.64	.52	-1.07	2.10
Int_1	-.07	.12	-.63	.53	-.30	.16
Int_2	-.07	.12	-.60	.55	-.29	.16
Int_3	.04	.14	.32	.75	-.23	.32
Int_4	.05	.12	.38	.71	-.19	.28
Int_5	-.10	.21	-.46	.64	-.50	.31

Product terms key:

```
Int_1 : Prom x W1
Int_2 : Prom x W2
Int_3 : Prom x W3
Int_4 : Prom x W4
Int_5 : Prom x W5
```

Test(s) of highest order unconditional interaction(s):

R2-chng	F	df1	df2	p	
X*W	.00	.47	5.00	538.00	.80

 Focal predict: Prom (X)
 Mod var: Edu_Qual (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

```
Prom Edu_Qual Buying Decisions .
```

BEGIN DATA.

```
3.09 1.00 3.35
3.83 1.00 3.64
4.58 1.00 3.93
3.09 2.00 3.48
3.83 2.00 3.72
4.58 2.00 3.95
3.09 3.00 3.29
3.83 3.00 3.54
```

```

4.58  3.00  3.78
3.09  4.00  3.33
3.83  4.00  3.66
4.58  4.00  3.98
3.09  5.00  3.36
3.83  5.00  3.69
4.58  5.00  4.02
3.09  6.00  3.57
3.83  6.00  3.79
4.58  6.00  4.01
END DATA.
GRAPH/SCATTERPLOT=
Prom WITH Buying Decisions BY Edu_Qual .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

```

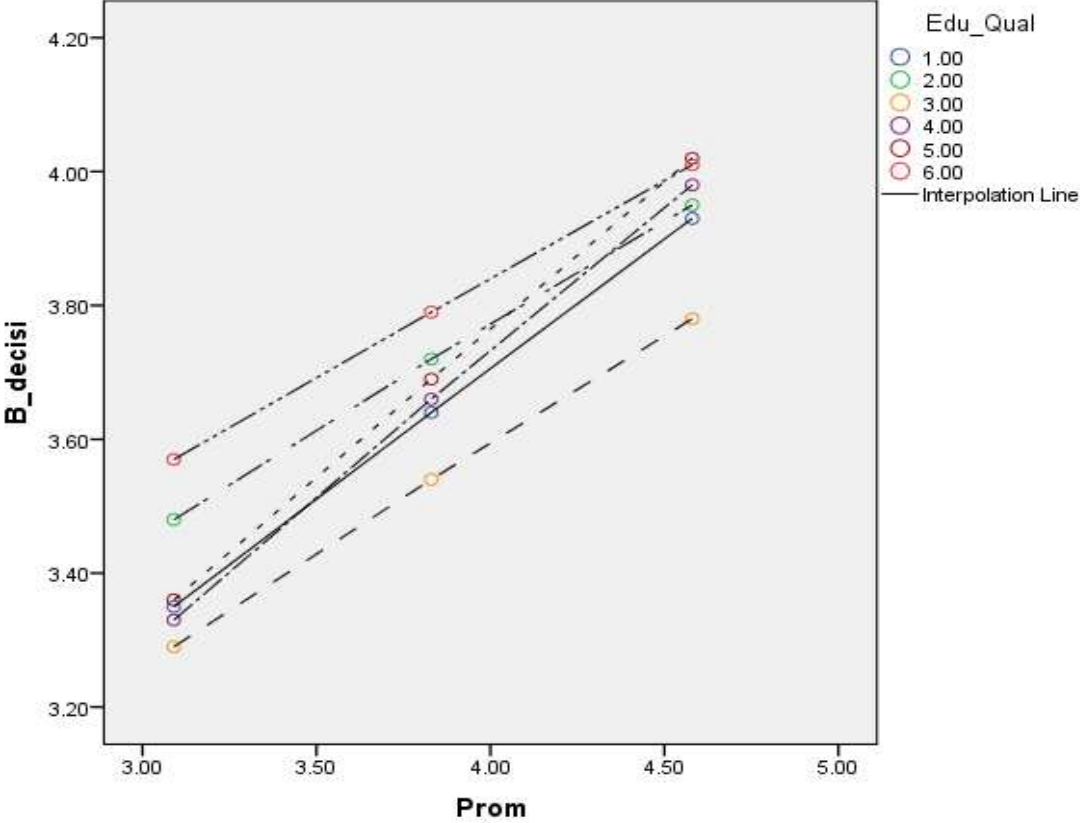


Figure 4.22: Results of Moderation Effect of Education on the Relationship between Promotion and Buying Decisions of Consumers

4.8.3.6 Education moderates the relationship between Sustainability and buying decisions of consumers.

The analysis examined whether education level (Edu_Qual) moderates the relationship between consumers' perceptions of sustainability (Sustain) and their buying decisions (Buying Decisions), as hypothesized in H8xviii.

H8xviii: Education moderates the relationship between Sustainability and buying decisions of consumers.

Customers' perceptions of sustainability and their purchasing decisions are positively correlated in a statistically significant way ($B = 0.30, p < 0.001$). This suggests that consumers tend to make more advantageous purchasing decisions in relation to sustainable offerings when they believe that the goods or services are more sustainable. Overall, the interaction effect (Sustain x Edu_Qual) between consumers' perceptions of sustainability and varying educational attainment did not produce statistically significant results ($p = 0.19$). This implies that the relationship between consumers' perceptions of sustainability and their purchasing decisions is not substantially moderated by education level. In conclusion, this analysis suggests that consumers' perceptions of sustainability do not appear to be significantly influenced by their level of education when it comes to making purchasing decisions. This implies that the effect of perceived sustainability on purchase decisions remains relatively consistent across different educational backgrounds.

Table 4.35: Results of Moderation Effect of Education on the Relationship between Sustainability and Buying Decisions of Consumers

Model : 1						
Y : Buying Decisions						
X : Sustain						
W : Edu_Qual						
Sample						
Size: 550						
Coding of categorical W variable for analysis:						
Edu_Qual	W1	W2	W3	W4	W5	
1	.000	.000	.000	.000	.000	.000
2	1.000	.000	.000	.000	.000	.000
3	.000	1.000	.000	.000	.000	.000

```

4.000 .000 .000 1.000 .000 .000
5.000 .000 .000 .000 1.000 .000
6.000 .000 .000 .000 .000 1.000

```

```

*****
*****

```

OUTCOME VARIABLE:

Buying Decisions

Model Summary

R	R-sq	MSE	F	df1	df2	p
.43	.18	.38	10.81	11.00	538.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.56	.37	6.87	.00	1.83	3.29
Sustain	.30	.10	2.95	.00	.10	.50
W1	-.08	.47	-.18	.86	-1.00	.84
W2	-.14	.46	-.30	.77	-1.04	.77
W3	-.47	.55	-.86	.39	-1.56	.61
W4	-1.11	.51	-2.16	.03	-2.12	-.10
W5	-.44	.70	-.63	.53	-1.81	.93
Int_1	.04	.13	.28	.78	-.22	.29
Int_2	.01	.13	.10	.92	-.23	.26
Int_3	.14	.15	.91	.36	-.16	.43
Int_4	.30	.14	2.14	.03	.02	.57
Int_5	.14	.18	.77	.44	-.22	.50

Product terms key:

```

Int_1 : Sustain x W1
Int_2 : Sustain x W2
Int_3 : Sustain x W3
Int_4 : Sustain x W4
Int_5 : Sustain x W5

```

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.01	1.50	5.00	538.00	.19

Focal predict: Sustain (X)
Mod var: Edu_Qual (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

```
Sustain Edu_Qual Buying Decisions .
BEGIN DATA.
  2.93  1.00  3.45
  3.62  1.00  3.65
  4.32  1.00  3.86
  2.93  2.00  3.47
  3.62  2.00  3.70
  4.32  2.00  3.94
  2.93  3.00  3.35
  3.62  3.00  3.57
  4.32  3.00  3.78
  2.93  4.00  3.38
  3.62  4.00  3.68
  4.32  4.00  3.99
  2.93  5.00  3.20
  3.62  5.00  3.62
  4.32  5.00  4.03
  2.93  6.00  3.42
  3.62  6.00  3.73
  4.32  6.00  4.04
END DATA.
GRAPH/SCATTERPLOT=
Sustain WITH Buying Decisions BY Edu_Qual .

***** ANALYSIS NOTES AND ERRORS
*****

Level of confidence for all confidence intervals in output:
```

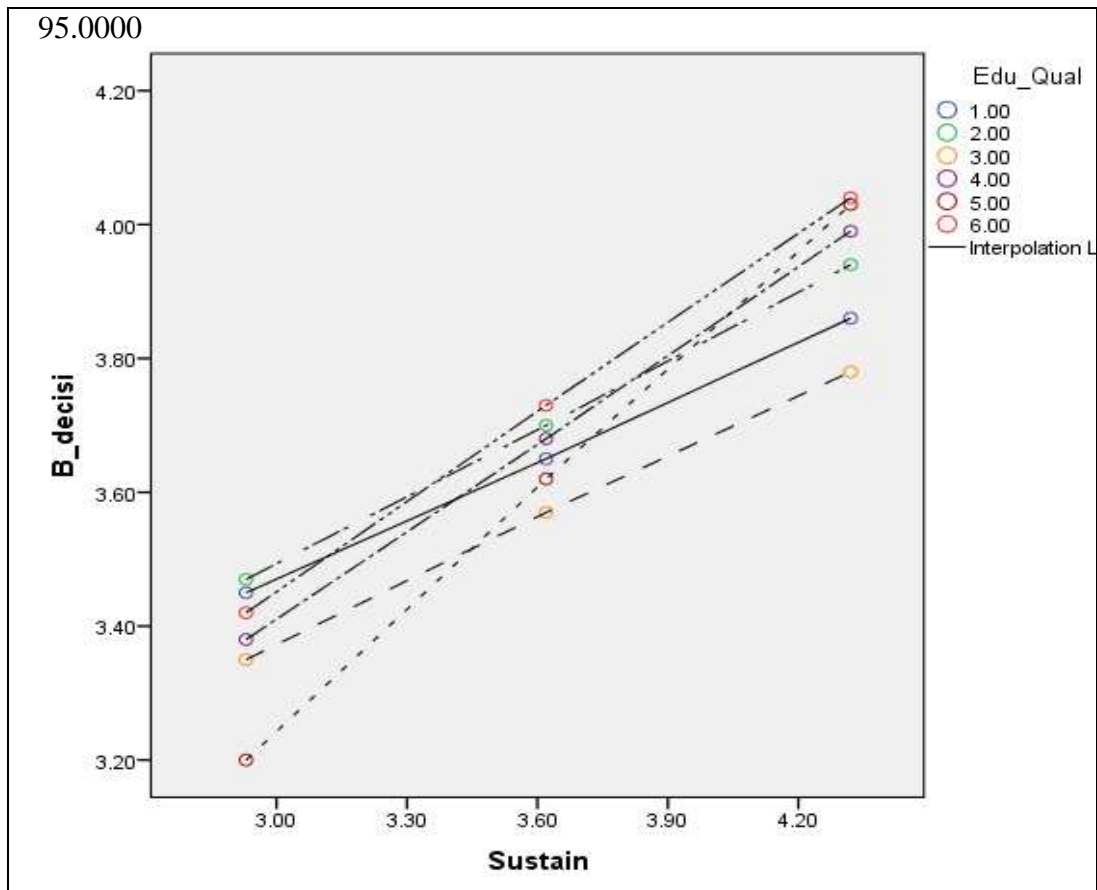


Figure 4.23: Results of Moderation Effect of Education on the Relationship between Sustainability and Buying Decisions of Consumers

4.8.4 Income Moderates the Relationship between Influencing Factors and Buying Decisions of Consumers

4.8.4.1 Income moderates the relationship between environmental beliefs and buying decisions of consumers.

The analysis aimed to explore whether income level (Income) moderates the relationship between consumers' environmental beliefs (Environ_) and their buying decisions (Buying Decisions), as hypothesized in H8xix

H8xix: Income moderates the relationship between environmental beliefs and buying decisions of consumers.

Customers' perceptions of sustainability and their purchasing decisions are positively correlated in a statistically significant way ($B = 0.30, p < 0.001$). This suggests that consumers tend to make more advantageous purchasing decisions in relation to sustainable offerings when they believe that the goods or services are more sustainable. Overall, the interaction effect (Sustain x Edu_Qual) between consumers' perceptions of sustainability and varying educational attainment did not produce statistically significant results ($p = 0.19$). This implies that the relationship between consumers' perceptions of sustainability and their purchasing decisions is not substantially moderated by education level. In conclusion, this analysis suggests that consumers' perceptions of sustainability do not appear to be significantly influenced by their level of education when it comes to making purchasing decisions.

There is no statistically significant difference between the coefficients for the interaction terms (Int_1 to Int_3) and the various income levels (W1 to W3). This suggests that, as classified by the variables coded from W1 to W3, the influence of consumers' environmental beliefs on purchasing decisions does not significantly vary across different income levels. In conclusion, this analysis suggests that consumers' environmental beliefs do not appear to have a significant impact on their purchasing decisions based on income level. This shows that the influence of environmental beliefs on purchasing decisions is largely constant across a range of income levels.

Table 4.36: Results of Moderation Effect of Income on the Relationship between Environmental Beliefs and Buying Decisions of Consumers

Model : 1			
Y : Buying Decisions			
X : Environ_			
W : Income			
Sample			
Size: 550			
Coding of categorical W variable for analysis:			
Income	W1	W2	W3
1.000	.000	.000	.000
2.000	1.000	.000	.000
3.000	.000	1.000	.000

4.000 .000 .000 1.000

OUTCOME VARIABLE:

Buying Decisions

Model Summary

R	R-sq	MSE	F	df1	df2	p
.48	.23	.36	22.87	7.00	542.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.71	.25	6.83	.00	1.22	2.20
Environ_	.50	.06	7.75	.00	.37	.62
W1	.20	.34	.59	.56	-.47	.87
W2	.40	.41	.97	.33	-.41	1.21
W3	.76	.42	1.83	.07	-.06	1.59
Int_1	-.05	.09	-.60	.55	-.22	.12
Int_2	-.09	.11	-.84	.40	-.30	.12
Int_3	-.17	.11	-1.55	.12	-.37	.04

Product terms key:

Int_1 : Environ_ x W1
 Int_2 : Environ_ x W2
 Int_3 : Environ_ x W3

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.00	.84	3.00	542.00	.47

Focal predict: Environ_ (X)

Mod var: Income (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Environ_ Income Buying Decisions .

BEGIN DATA.

3.10 1.00 3.26
 3.83 1.00 3.62
 4.55 1.00 3.98
 3.10 2.00 3.29
 3.83 2.00 3.62
 4.55 2.00 3.94

```

3.10  3.00  3.38
3.83  3.00  3.68
4.55  3.00  3.97
3.10  4.00  3.51
3.83  4.00  3.75
4.55  4.00  3.99
END DATA.
GRAPH/SCATTERPLOT=
  Environ_ WITH  Buying Decisions BY  Income  .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

```

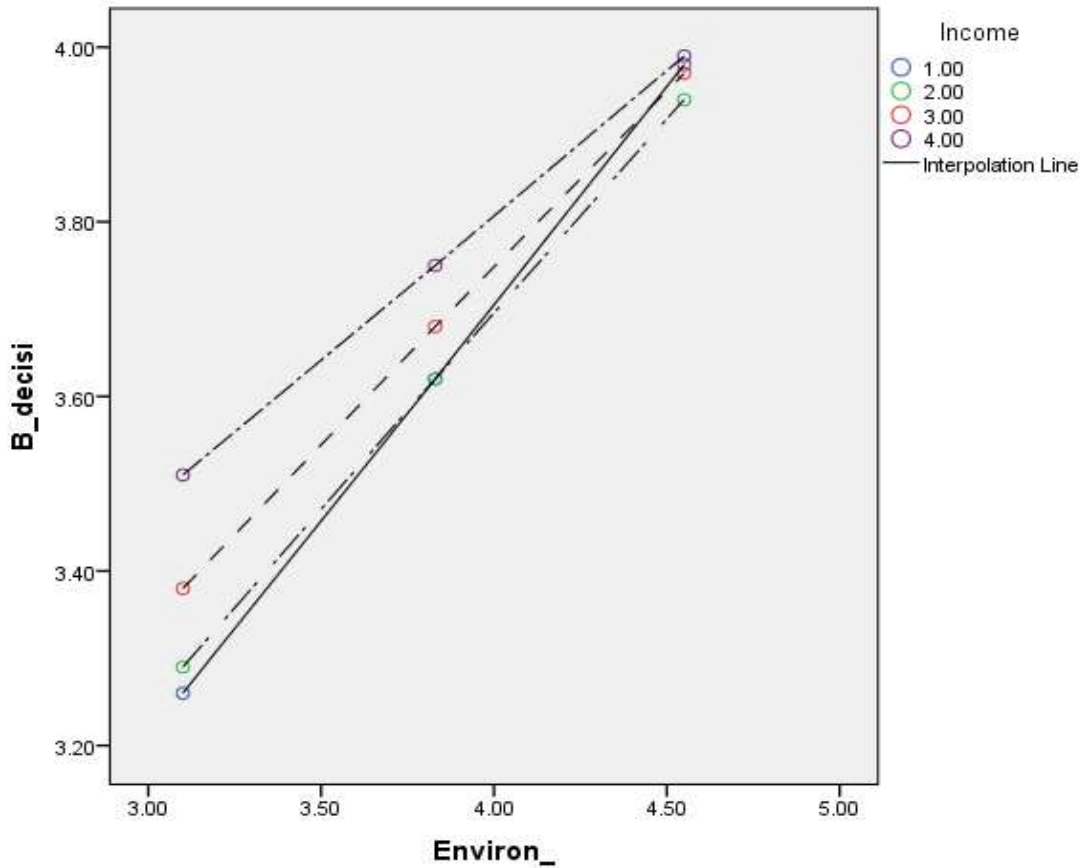


Figure 4.24: Results of Moderation Effect of Income on the Relationship between Environmental Beliefs and Buying Decisions of Consumers

4.8.4.2 Income moderates the relationship between Awareness and buying decisions of consumers.

The analysis aimed to investigate whether income level (Income) moderates the relationship between consumers' awareness (Aware) and their buying decisions (Buying Decisions), as hypothesized in H8xx.

H8xx: Income moderates the relationship between Awareness and buying decisions of consumers.

There is a statistically significant positive relationship between consumers' awareness and their buying decisions ($B = 0.38, p < 0.001$). This suggests that as consumers' awareness increases, their likelihood of making favorable buying decisions also increases. The interaction effects between consumers' awareness and different income levels (Aware x W1, Aware x W2, Aware x W3) did not yield statistically significant results overall ($p > 0.05$). This implies that, based on this analysis, income level does not significantly moderate the relationship between consumers' awareness and their buying decisions.

The coefficients associated with the interaction terms (Int_1 to Int_3) between consumers' awareness and different income levels (W1 to W3) are not statistically significant. This suggests that the impact of consumers' awareness on buying decisions does not significantly differ across various income levels. In summary, according to this analysis, income level does not appear to significantly influence how consumers' awareness affects their buying decisions. The effect of awareness on purchase decisions seems consistent across different income levels.

Table 4.37: Results of Moderation Effect of Income on the Relationship between Awareness and Buying Decisions of Consumers

Model : 1

Y : Buying Decisions

X : Aware

W : Income

Sample

Size: 550

Coding of categorical W variable for analysis:

Income	W1	W2	W3
1.000	.000	.000	.000

2.000 1.000 .000 .000
 3.000 .000 1.000 .000
 4.000 .000 .000 1.000

OUTCOME VARIABLE:

Buying Decisions

Model Summary

R	R-sq	MSE	F	df1	df2	p
.47	.22	.36	22.25	7.00	542.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.32	.19	12.44	.00	1.96	2.69
Aware	.38	.05	7.18	.00	.27	.48
W1	.02	.25	.06	.95	-.48	.51
W2	.26	.29	.90	.37	-.31	.83
W3	.45	.33	1.38	.17	-.19	1.09
Int_1	.00	.07	-.04	.97	-.14	.14
Int_2	-.06	.08	-.70	.48	-.22	.10
Int_3	-.10	.09	-1.16	.25	-.28	.07

Product terms key:

Int_1 : Aware x W1
 Int_2 : Aware x W2
 Int_3 : Aware x W3

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.00	.62	3.00	542.00	.60

 Focal predict: Aware (X)
 Mod var: Income (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Aware Income Buying Decisions .

BEGIN DATA.

2.55 1.00 3.28
 3.45 1.00 3.62
 4.35 1.00 3.96
 2.55 2.00 3.29
 3.45 2.00 3.63

```

4.35  2.00  3.97
2.55  3.00  3.40
3.45  3.00  3.68
4.35  3.00  3.97
2.55  4.00  3.47
3.45  4.00  3.72
4.35  4.00  3.96

```

END DATA.

GRAPH/SCATTERPLOT=

Aware WITH Buying Decisions BY Income .

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:
95.0000

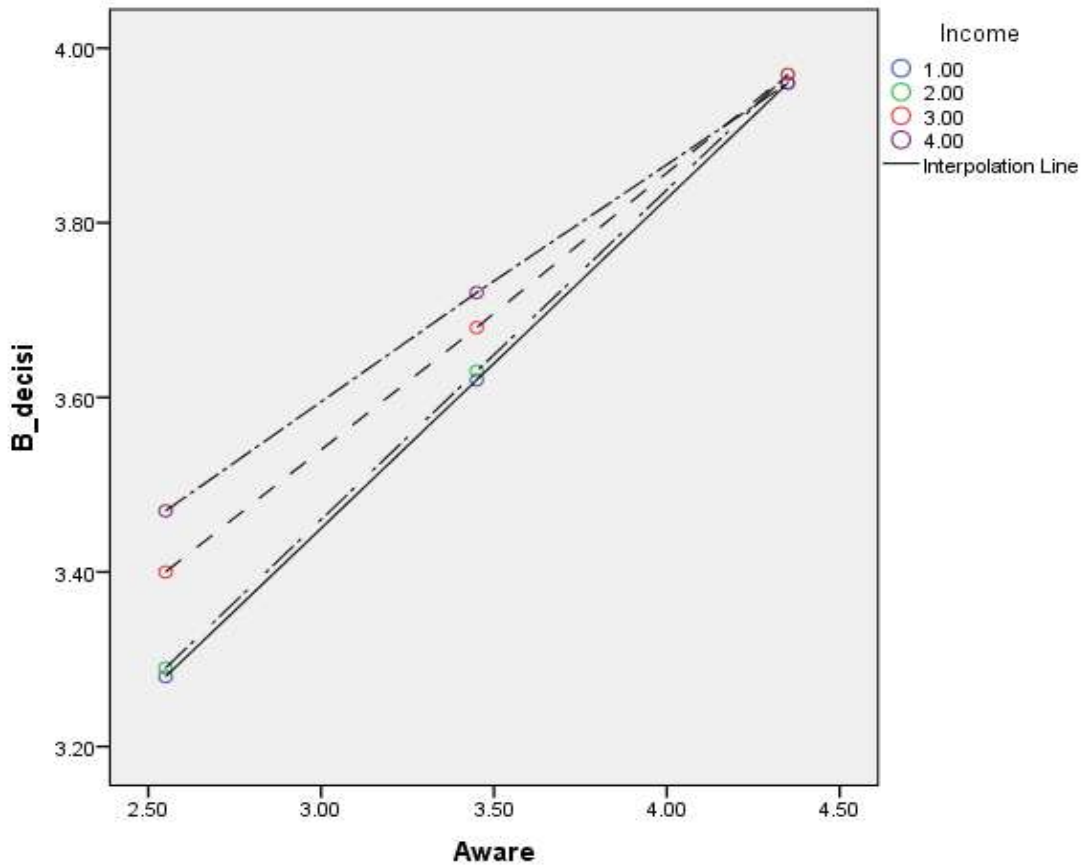


Figure 4.25: Results of Moderation Effect of Income on the Relationship between Awareness and Buying Decisions of Consumers

4.8.4.3 Income moderates the relationship between Quality and buying decisions of consumers

The analysis aimed to explore whether income level (Income) moderates the relationship between the perceived quality of products/services (Qual) and consumers' buying decisions (Buying Decisions), as hypothesized in H8xxi

H8xxi: Income moderates the relationship between Quality and buying decisions of consumers.

There exists a statistically significant positive relationship between perceived quality and consumers' buying decisions ($B = 0.45$, $p < 0.001$). This indicates that as the perceived quality of products/services increases, consumers tend to make more favorable buying decisions. The interaction effects between perceived quality and different income levels (Qual x W1, Qual x W2, Qual x W3) yielded statistically significant results for some levels of income. Specifically, the interaction term Qual x W2 (40,000-60000) was statistically significant ($B = 1.07$, $p = 0.01$), indicating that the effect of perceived quality on buying decisions significantly differs for the group representing Income level 2 (40,000-60000).

The interaction term Qual x W3 (More than 60000) approached significance ($p = 0.13$) but did not reach the conventional threshold of statistical significance ($p < 0.05$). However, the interaction term Qual x W1(20,000-40,000) was not statistically significant ($p > 0.05$).

Thus, The impact of perceived quality on buying decisions significantly varies across different income levels, particularly for Income level of 40,000-60000, where it has a notably stronger effect compared to other income levels.

Table 4.38: Results of Moderation Effect of Income on the Relationship between Quality and Buying Decisions of Consumers

Model : 1
Y : Buying Decisions
X : Qual
W : Income

Sample Size: 550

Coding of categorical W variable for analysis:

Income	W1	W2	W3
1.000	.000	.000	.000
2.000	1.000	.000	.000
3.000	.000	1.000	.000
4.000	.000	.000	1.000

OUTCOME VARIABLE:

Buying Decisions

Model Summary

R	R-sq	MSE	F	df1	df2	p
.40	.16	.39	14.67	7.00	542.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constan	1.93	.26	7.36	.00	1.42	2.44
Qual	.45	.07	6.56	.00	.31	.58
W1	.22	.35	.63	.53	-.47	.92
W2	1.07	.40	2.68	.01	.28	1.85
W3	.69	.45	1.53	.13	-.19	1.57
Int_1	-.06	.09	-.66	.51	-.24	.12
Int_2	-.26	.10	-2.51	.01	-.47	-.06
Int_3	-.15	.12	-1.26	.21	-.38	.08

Product terms key:

Int_1	:	Qual	x	W1
Int_2	:	Qual	x	W2
Int_3	:	Qual	x	W3

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.01	2.33	3.00	542.00	.07

Focal predict: Qual (X)
Mod var: Income (W)

Conditional effects of the focal predictor at values of the moderator(s):

Income	Effect	se	t	p	LLCI	ULCI
1.00	.45	.07	6.56	.00	.31	.58
2.00	.39	.06	6.23	.00	.27	.51
3.00	.19	.08	2.33	.02	.03	.34
4.00	.30	.09	3.18	.00	.11	.49

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Qual Income Buying Decisions .

BEGIN DATA.

3.02	1.00	3.28
3.74	1.00	3.61
4.47	1.00	3.94
3.02	2.00	3.32
3.74	2.00	3.60
4.47	2.00	3.89
3.02	3.00	3.55
3.74	3.00	3.69
4.47	3.00	3.82
3.02	4.00	3.53
3.74	4.00	3.75
4.47	4.00	3.97

END DATA.

GRAPH/SCATTERPLOT=

Qual WITH Buying Decisions BY Income .

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:
95.0000

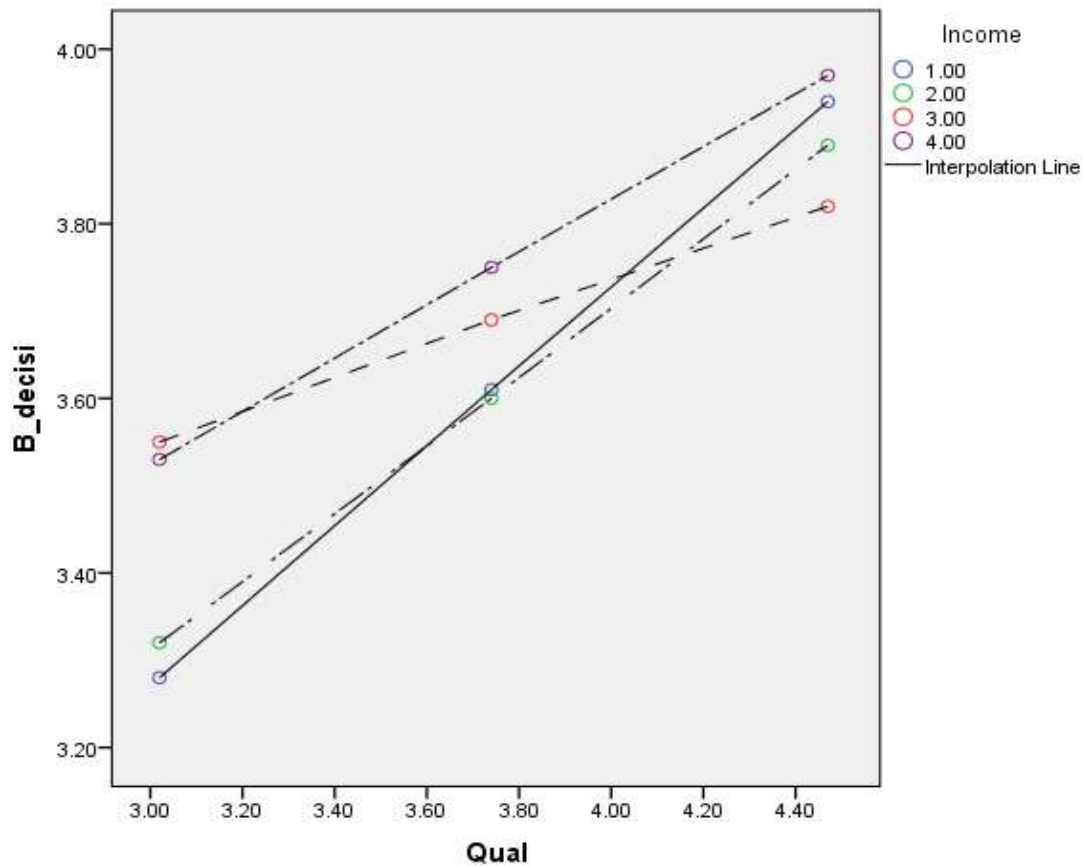


Figure 4.26: Results of Moderation Effect of Income on the Relationship between Quality and Buying Decisions of Consumers

4.8.4.4 Income moderates the relationship between Price and buying decisions of consumers

In this analysis, the aim was to investigate whether income level (Income) moderates the relationship between the price of products/services (Pri) and consumers' buying decisions (Buying Decisions), as hypothesized in H8xxii.

H8xxii: Income moderates the relationship between Price and buying decisions of consumers.

There exists a statistically significant positive relationship between the price of products/services and consumers' buying decisions ($B = 0.38$, $p < 0.001$). This suggests that as the price increases, consumers tend to make more favorable buying decisions. The interaction effects between the price and different income

levels (Pri x W1, Pri x W2, Pri x W3) did not yield statistically significant results for any income levels. None of the interaction terms (Pri x W1, Pri x W2, Pri x W3) were statistically significant ($p > 0.05$). This indicates that the effect of price on buying decisions does not significantly vary across different income levels.

In other words, the impact of price on consumers' buying decisions appears to be consistent across different income levels.

Table 4.39: Results of Moderation Effect of Income on the Relationship between Price and Buying Decisions of Consumers

Model : 1						
Y : Buying Decisions						
X : Pri						
W : Income						
Sample						
Size: 550						
Coding of categorical W variable for analysis:						
Income	W1	W2	W3			
1.000	.000	.000	.000			
2.000	1.000	.000	.000			
3.000	.000	1.000	.000			
4.000	.000	.000	1.000			

OUTCOME VARIABLE:						
Buying Decisions						
Model Summary						
R	R-sq	MSE	F	df1	df2	p
.40	.16	.39	14.65	7.00	542.00	.00
Model						
	Coeff	se	t	p	LLCI	ULCI
constant	2.14	.25	8.70	.00	1.66	2.62
Pri	.38	.06	6.14	.00	.26	.50
W1	.13	.34	.39	.70	-.54	.80
W2	.32	.41	.78	.43	-.48	1.12
W3	.40	.44	.92	.36	-.46	1.26
Int_1	-.04	.09	-.51	.61	-.21	.12
Int_2	-.07	.10	-.67	.50	-.27	.13

Int_3 -.07 .11 -.65 .52 -.28 .14

Product terms key:

Int_1 : Pri x W1
Int_2 : Pri x W2
Int_3 : Pri x W3

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.00	.22	3.00	542.00	.88

Focal predict: Pri (X)
Mod var: Income (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Pri Income Buying Decisions .

BEGIN DATA.

3.16	1.00	3.34
3.93	1.00	3.63
4.70	1.00	3.92
3.16	2.00	3.33
3.93	2.00	3.59
4.70	2.00	3.85
3.16	3.00	3.44
3.93	3.00	3.68
4.70	3.00	3.92
3.16	4.00	3.52
3.93	4.00	3.76
4.70	4.00	3.99

END DATA.

GRAPH/SCATTERPLOT=

Pri WITH Buying Decisions BY Income .

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:
95.0000

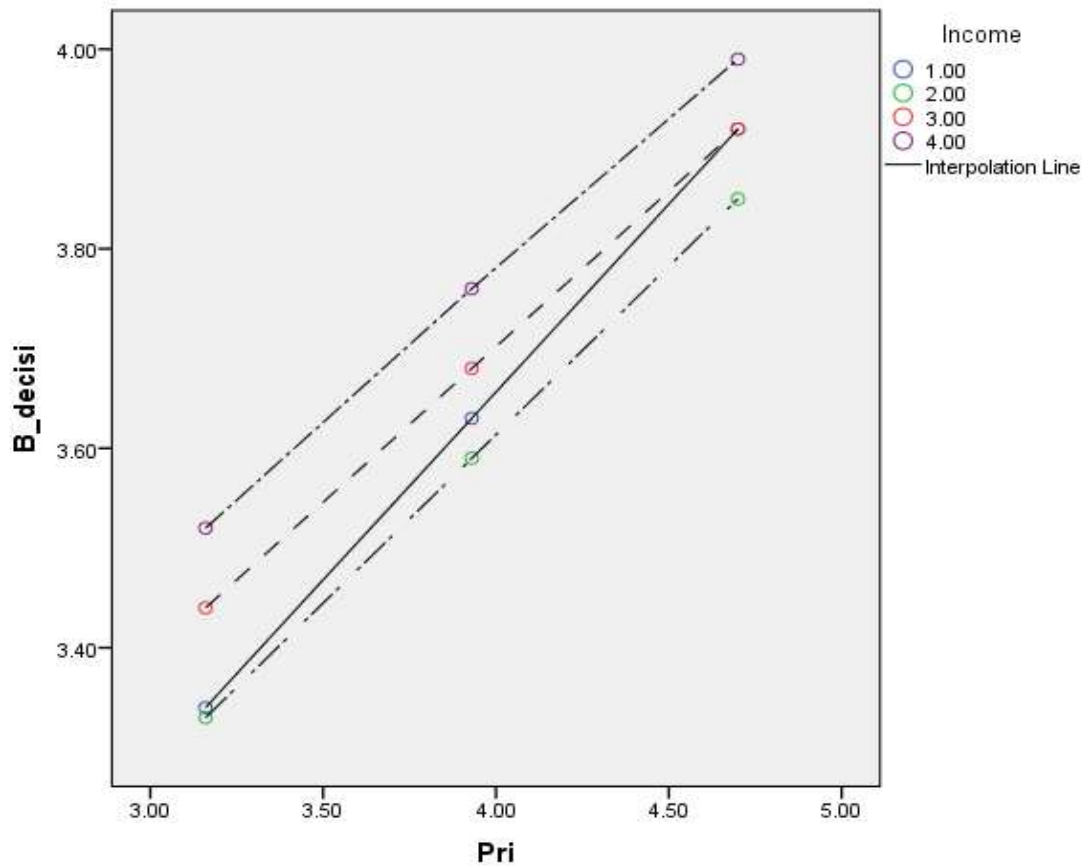


Figure 4.27: Results of Moderation Effect of Income on the Relationship between Price and Buying Decisions of Consumers

4.8.4.5 Income moderates the relationship between Promotion and buying decisions of consumers

The analysis conducted to test H8xxiii, which examines whether income moderates the relationship between promotional activities (Prom) and consumers' buying decisions (Buying Decisions), produced the following results:

H8xxiii: Income moderates the relationship between Promotion and buying decisions of consumers.

There is a statistically significant positive relationship between promotional activities and consumers' buying decisions ($B = 0.46, p < 0.001$). This suggests

that as promotional activities increase, consumers tend to make more favorable buying decisions.

The interaction effects between promotional activities and different income levels (Prom x W1, Prom x W2, Prom x W3) revealed significant results for the highest income level (W3). Specifically, for the highest income level (More than 60000), the interaction term (Prom x 40000-60000) was statistically significant (B = 0.95, p = 0.02). This indicates that the impact of promotional activities on buying decisions is significantly stronger for individuals with the highest income compared to lower-income groups.

Consumers with higher income levels are more influenced by promotional activities when making buying decisions compared to those with lower incomes. Companies targeting consumers with higher income may find that investing in promotional activities yields a more pronounced impact on their buying decisions, potentially leading to increased sales or market share. The hypothesis (H8xxiii) is partially supported. While the overall relationship between promotion and buying decisions holds true across all income levels, the influence of promotional activities is notably stronger for individuals with higher incomes (More than 60000). However, this effect was not observed for lower income levels (20000-40000 and 40000-60000).

Table 4.40: Results of Moderation Effect of Income on the Relationship between Promotion and Buying Decisions of Consumers

Model : 1
Y : Buying Decisions
X : Prom
W : Income
Sample
Size: 550
Coding of categorical W variable for analysis:
Income W1 W2 W3
1.000 .000 .000 .000

2.000 1.000 .000 .000
 3.000 .000 1.000 .000
 4.000 .000 .000 1.000

OUTCOME VARIABLE:

Buying Decisions

Model Summary

R	R-sq	MSE	F	df1	df2	p
.42	.18	.38	16.51	7.00	542.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.87	.26	7.18	.00	1.36	2.39
Prom	.46	.07	6.81	.00	.33	.59
W1	.29	.35	.81	.42	-.40	.98
W2	.59	.40	1.46	.14	-.20	1.37
W3	.95	.42	2.25	.02	.12	1.78
Int_1	-.08	.09	-.88	.38	-.26	.10
Int_2	-.14	.10	-1.36	.17	-.34	.06
Int_3	-.22	.11	-2.02	.04	-.43	-.01

Product terms key:

Int_1 : Prom x W1
 Int_2 : Prom x W2
 Int_3 : Prom x W3

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.01	1.50	3.00	542.00	.21

 Focal predict: Prom (X)
 Mod var: Income (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Prom Income Buying Decisions .

BEGIN DATA.

3.09 1.00 3.29
 3.83 1.00 3.63
 4.58 1.00 3.97
 3.09 2.00 3.33
 3.83 2.00 3.61

```

4.58  2.00  3.89
3.09  3.00  3.44
3.83  3.00  3.68
4.58  3.00  3.91
3.09  4.00  3.57
3.83  4.00  3.75
4.58  4.00  3.93
END DATA.
GRAPH/SCATTERPLOT=
Prom WITH Buying Decisions BY Income .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

```

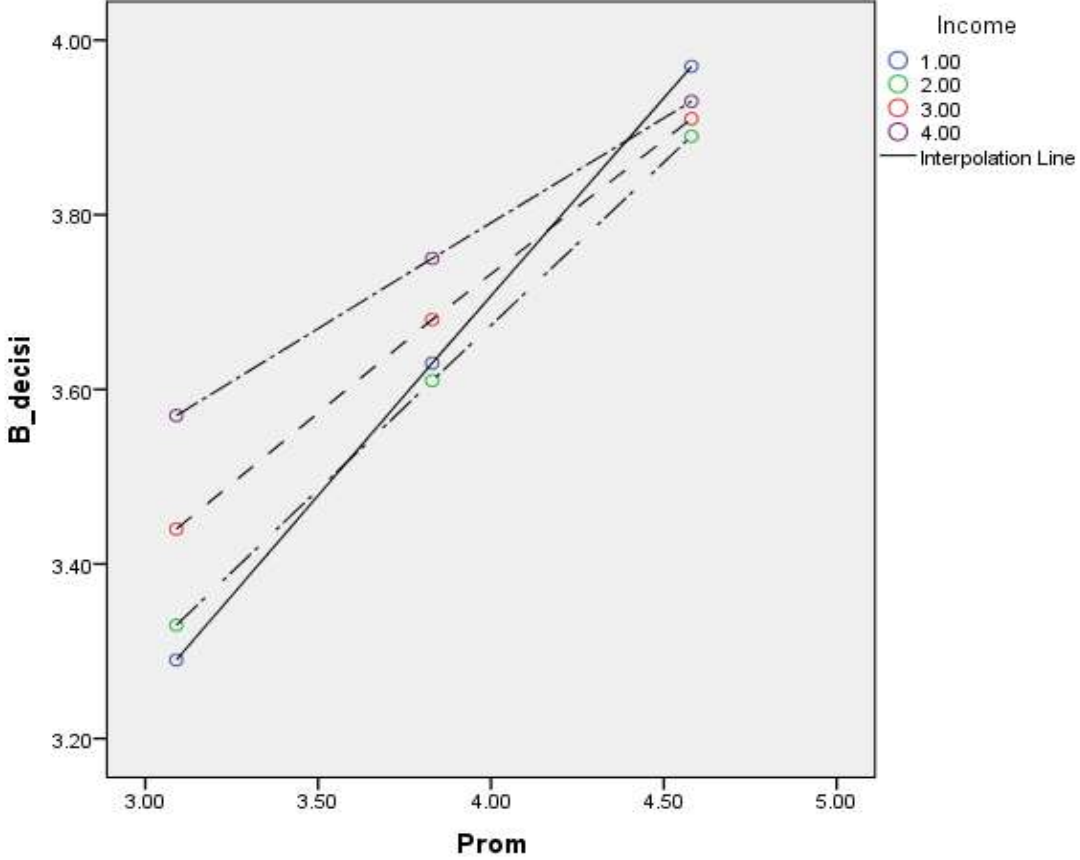


Figure 4.28: Results of Moderation Effect of Income on the Relationship between Promotion and Buying Decisions of Consumers

4.8.4.6 Income moderates the relationship between Sustainability and buying decisions of consumers.

The analysis conducted to test H8xxiv, exploring whether income moderates the relationship between sustainability perceptions (Sustain) and consumers' buying decisions (Buying Decisions), produced these results:

H8xxiv: Income moderates the relationship between Sustainability and buying decisions of consumers.

There is a statistically significant positive relationship between sustainability perceptions and consumers' buying decisions ($B = 0.40, p < 0.001$). This suggests that as perceptions of sustainability increase, consumers tend to make more favorable buying decisions. The interaction effects between sustainability perceptions and different income levels (Sustain x W1, Sustain x W2, Sustain x W3) did not show any statistically significant results for any income levels (W1, W2, W3). None of the interaction terms (Sustain x W1, Sustain x W2, Sustain x W3) were statistically significant ($p > 0.05$). This indicates that the relationship between sustainability perceptions and buying decisions does not significantly differ across different income levels. The impact of sustainability perceptions on consumers' buying decisions appears consistent across varying income groups. The hypothesis (H8xxiv) is not supported by the findings. Income does not appear to play a significant moderating role in the relationship between sustainability perceptions and buying decisions among consumers.

Table 4.41: Results of Moderation Effect of Income on the Relationship between Sustainability and Buying Decisions of Consumers

Model : 1			
Y : Buying Decisions			
X : Sustain			
W : Income			
Sample			
Size: 550			
Coding of categorical W variable for analysis:			
Income	W1	W2	W3
1.000	.000	.000	.000
2.000	1.000	.000	.000
3.000	.000	1.000	.000

4.000 .000 .000 1.000

OUTCOME VARIABLE:

Buying Decisions

Model Summary

R	R-sq	MSE	F	df1	df2	p
.42	.17	.38	16.24	7.00	542.00	.00

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.19	.24	8.94	.00	1.71	2.67
Sustain	.40	.07	5.97	.00	.27	.53
W1	.07	.35	.20	.84	-.61	.75
W2	-.25	.42	-.60	.55	-1.07	.57
W3	.31	.43	.73	.47	-.53	1.16
Int_1	-.03	.09	-.32	.75	-.22	.15
Int_2	.07	.11	.61	.54	-.15	.29
Int_3	-.05	.12	-.40	.69	-.28	.18

Product terms key:

Int_1 : Sustain x W1
Int_2 : Sustain x W2
Int_3 : Sustain x W3

Test(s) of highest order unconditional interaction(s):

R2-chng	F	df1	df2	p	
X*W	.00	.34	3.00	542.00	.80

Focal predict: Sustain (X)
Mod var: Income (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Sustain Income Buying Decisions .

BEGIN DATA.

2.93	1.00	3.36
3.62	1.00	3.64
4.32	1.00	3.92
2.93	2.00	3.34
3.62	2.00	3.60
4.32	2.00	3.85
2.93	3.00	3.31
3.62	3.00	3.63

```

4.32  3.00  3.96
2.93  4.00  3.53
3.62  4.00  3.78
4.32  4.00  4.02
END DATA.
GRAPH/SCATTERPLOT=
Sustain WITH  Buying Decisions BY  Income .

***** ANALYSIS NOTES AND ERRORS
*****

Level of confidence for all confidence intervals in output:
95.0000

```

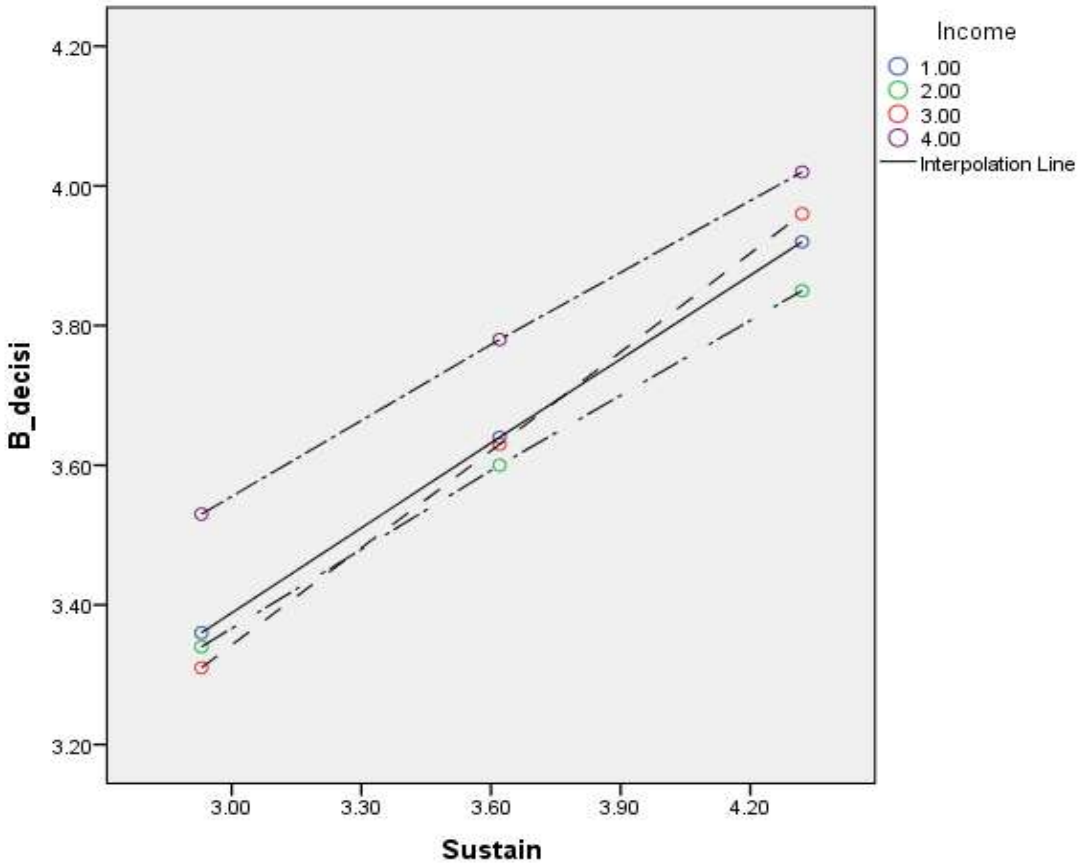


Figure 4.29: Results of Moderation Effect of Income on the Relationship between Sustainability and Buying Decisions of Consumers

CHAPTER 5
FINDINGS AND CONCLUSIONS

We take a reflective journey in this final chapter, building on all our in-depth insights into consumer behavior in the market for organic and personal care products in Punjab. The results reveal what consumers really want and reveal why people choose to be environmentally friendly. Our insights deepen the complex dynamics of green market development, from exploring theoretical frameworks to implementing empirical research. Statistical analysis of survey responses reveals complex patterns and insights, and provides understandings of how environmental beliefs, insights, ideals, pricing strategies, efforts are promoted, and promotion concerns influence communication on consumer decisions.

The emphasis moves from conclusions to suggestions to practical insights that can inspire entrepreneurs, legislators, and marketers to pursue sustainable growth. Utilising the subtleties we have found, we offer workable solutions to improve green marketing tactics, match goods to consumer demands, and cater to environmentally conscious consumers. By bridging the gap between consumer preferences and supply chains, these recommendations hope to improve the market's relationship with environmentally conscious consumers.

We summarise broad insights, draw attention to the implications of our findings, and recommend directions for further research in the concluding section. These overarching conclusions serve as a summary of the key lessons learned and encourage further analysis of their wider ramifications for green business in Punjab. Our trip comes to an end with a critical analysis of how the survey's findings fit into the larger story of sustainable consumption, paving the way for more research and changes to the green marketing industry.

5.1 Objectives of the Study

The current study is agreed out with the following specific objectives:

The major objectives of the study are:

- 1) To examine the impact of different factors influencing buying decisions of consumers towards organic personal care products.
- 2) To examine the influence of buying decisions of consumers on their satisfaction level towards organic personal care products.

- 3) To examine the moderation effect of demographic profile of consumers on the relationship between influencing factors and consumer buying decisions.

The previously mentioned goals were accomplished by means of a thorough questionnaire that used a five-point Likert scale to cover all the variables that were being studied. Selecting the appropriate option, which ranged from "strongly agree" (score of 1) to "strongly disagree" (score of 5), with a neutral midpoint score of 3, was required of participants to specify their level of agreement or disagreement. The study's conclusions, which show that the stated goals were successfully attained, are shown in the section that follows.

Apart from the primary research goals, an extensive examination of descriptive statistics across different demographic groups has been carried out to obtain a comprehensive comprehension of the participant's demographic attributes.

1) Demographic profile of the respondents

- The age distribution of survey respondents offers fascinating insights into the characteristics of people who are interested in organic personal care products. Remarkably, a significant proportion, roughly 70%, are between the ages of 18 and 33. This demographic trend indicates that young adults are more conscious of and interested in organic products, possibly due to positive feedback and environmental concerns. This offers a clear chance for businesses in this industry to target a younger, environmentally conscious consumer base.
- In addition, the survey showed that the participation rate of men (47.3%) and women (52.7%) was evenly distributed. Gender parity suggests that people of both sexes are just as willing to express their thoughts about organic personal care products. Companies are encouraged to implement gender-inclusive marketing strategies in light of this finding. Effective outreach will depend on eschewing gender stereotypes and embracing diverse messaging that speaks to the interests and values that both men and women have in common.
- Participants' marital status was examined for the study, and the percentage of married (46.2%) and single (53.8%) people are nearly equal. This balance points to possible differences in the two groups' reasons for buying organic personal care products. Products that improve the health of the family may be prioritised by married people, whereas single people may favour options that are

environmentally friendly or have long-term advantages. Companies that create ads and promotions that appeal to both demographics must acknowledge and address these divergent motivations in order to reach a larger audience and satisfy the wide range of demands of their customers.

- As for the respondents' educational backgrounds, the most common qualification is a degree, held by an impressive 26.4% of them. At 23.1%, upper secondary education comes in second, and 15.5% of participants have postgraduate degrees. This distribution highlights the fact that a considerable number of respondents have credentials other than a high school education, with a notable concentration of holders of diplomas and degrees. Higher levels of education are frequently associated with more sophisticated consumer discernment, especially when it comes to looking for in-depth product details and environmental benefits. This highlights how crucial it is for businesses in the organic personal care product industry to provide precise and thorough information in order to appeal to this knowledgeable and well-informed customer base. Creating marketing strategies that emphasizes the unique qualities and advantages of organic products can be essential to attracting and satisfying this astute consumer base.
- The study finds that people in salaried positions (32.0%) and students (29.5%) make up the largest respondent groups. The aforementioned demographic distribution highlights the importance of customizing marketing strategies to address the varied requirements and preferences of these discrete groups. When it comes to convenience and product quality, working adults—who make up the salaried group—might be more concerned, whereas students might be more swayed by affordability and word-of-mouth recommendations. Businesses that sell organic personal care products should think about tailoring their marketing messaging to appeal to these particular target audiences, highlighting attributes that are especially significant to them. For salaried individuals, messages highlighting convenience and quality could be pivotal, while affordability and social influence might play a more crucial role in reaching the student demographic.
- When looking at income brackets, the data shows that 31.5% of participants make between \$20,000 and \$40,000, and the majority of participants make less

than \$20,000. This distribution shows that a sizable portion of respondents fall into the lower and middle income ranges, indicating a potential market niche for companies to successfully target. Providing products that are reasonably priced or offer value for money becomes crucial for those with lower incomes. Higher earners, on the other hand, might be more willing to spend money on premium features in organic personal care products, like improved quality or sustainability. Understanding and meeting the diverse financial needs and preferences of these income groups can help businesses provide products that meet the unique requirements and expectations of their customers.

- There are some interesting trends in the respondents' frequency of purchases of green products. Twenty percent of respondents said they buy organic personal care products monthly, while a sizable portion (34.5%) said they buy them every three months. Those who buy them every two months came in second place. The data indicates that there is a general consumer preference for products that don't need to be restocked frequently. To suit these customer preferences, there might be a need for bigger or more robust packaging. Businesses must comprehend the frequency of purchases in order to maximise supply chain management and guarantee that goods are available when customers are prepared to buy.
- When it comes to budgeting, most respondents (38.5%) set aside between \$2,000 and \$3,000 per month to buy organic personal care products. Remarkably, 9.5% of respondents said they would be willing to spend at least \$4,000. This suggests that a sizeable segment of the consumer base is willing to allocate a moderate to substantial amount of their monthly income towards purchasing organic personal care items. Such a readiness to commit a sizeable sum of money points to a possible market for a variety of goods, from premium to mid-range, enabling companies to expand the range of products they offer and satisfy different customer budgets and tastes. Gaining insight from the budgeting patterns is beneficial for developing strategies for product pricing and market positioning.
- Skin care and hair care products are the most popular categories, according to the analysis of respondents' preferences; nearly equal numbers of respondents (roughly 40% of the sample) chose these as their top choices for personal care.

Conversely, oral hygiene products receive only 19.3% of the respondents' preferences, indicating a lower level of preference. Given the popularity of skin care and hair care products among consumers, this insight highlights a strategic opportunity for companies to focus their efforts on creating and promoting these products. Marketing strategies and product development can be adapted to better meet consumer demands and increase market relevance by aligning with the prevailing choices of consumers.

- Of the information sources analysed, 30.7% of respondents indicated that newspapers and magazines were their go-to sources for learning about organic personal care products. Ads on email and mobile devices come in second and third, at 24.0%. This dual dependence on digital and traditional media highlights the need for a multichannel, all-encompassing advertising strategy. Businesses should think about implementing a diversified advertising strategy that incorporates both traditional print media and digital platforms if they want to optimise consumer awareness and engagement. Comprehending the favoured sources of information yields significant benefits for formulating efficacious marketing campaigns and streamlining marketing channels to effectively connect and engage the intended demographic.

2) Analysis of Factors Influencing Consumer Buying Decisions and Impact of Decisions on Satisfaction with Organic Personal Care Products

This section examines the complex factors influencing consumer preferences for organic personal care products. It explores quality, price, sustainability, environmental knowledge, and beliefs, as well as the complex relationships between these factors and customer satisfaction and purchasing decisions. The study maintains construct validity and reliability by using Confirmatory Factor Analysis (CFA), which is based on previously validated scales and ensures a careful fit of observed data into the theoretical model. Factor loadings are robustly valid when they regularly surpass the 0.5 threshold. Measures of reliability such as Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) confirm convergent validity and strong internal consistency. MSV less than AVE verifies discriminant validity, and a number of model fit indices, including CMIN/Df, CFI, TLI, IFI, RFI, NFI, and RMSEA, all attest to the suitability of the structural equation model. This methodical approach ensures the accuracy and dependability of research findings by laying

the groundwork for analysing factors influencing consumer choices in the market for organic personal care products.

2.1 Descriptive Evaluation of Constructs

This in-depth analysis of 550 participants' opinions on organic personal care products offers a thorough grasp of their viewpoints on a range of issues, such as the advantages for the environment, awareness, quality, price, promotion, sustainability, purchasing decisions, and satisfaction.

- The mean scores, which range from 3.66 to 3.98, demonstrate a consistent and positive attitude towards environmental concerns. This indicates that participants have a high level of awareness and actively participate in environmental conservation. The surveyed population's favourable inclination towards environmental issues is highlighted by the "Environment Benefits" construct, which received an overall high score of 3.83. A considerable degree of agreement among respondents is further highlighted by the smaller standard deviations, which point to a common interest and concern for environmental benefits. This shared commitment to environmental sustainability represents a chance for businesses to strategically interact with customers. Businesses can connect with the participants' strong environmental consciousness by emphasising eco-friendly aspects of their products and using eco-conscious messaging in marketing campaigns. This not only makes their products more appealing, but it also helps to build strong bonds with customers based on shared values, encourage sustainable business practices, and eventually increase brand loyalty.
- Descriptive statistics that shed light on participants' knowledge and experiences in this area for the "Awareness" construct pertaining to organic personal care products. According to the mean scores, which range from 3.35 to 3.55 and represent a moderate to high level of understanding across multiple dimensions, customers appear to be well-informed about the products and the environmental initiatives that businesses have undertaken. This strong base of awareness gives businesses the chance to expand on the consumer knowledge already in place. Marketers can take advantage of this by creating focused advertising campaigns that offer new insights and advantages related to organic personal care products, while also reinforcing existing knowledge. Incorporating these elements into

marketing tactics, like social media campaigns, can raise awareness even more and favourably impact consumer choices and perceptions. Additionally, businesses can concentrate on informing customers about the unique qualities and advantages of their goods in order to stand out in the crowded market. By doing this, companies can strengthen their relationships with customers who are already inclined to use organic personal care products, which may increase customer satisfaction and brand loyalty.

- The strong and favourable perception of the quality of organic personal care products has important ramifications for consumers and industry players alike. The positive feedback from customers is evident in the mean scores that range from 3.50 to 4.11, indicating a high degree of confidence in the high-end features connected to these products. Due to the favourable perception, people are likely to stick with buying organic personal care products rather than conventional ones, which could lead to increased consumer loyalty. These results highlight the value of quality control and consistency for companies providing products that not only satisfy environmental regulations but also outperform alternatives in terms of perceived quality. Marketing campaigns that emphasize the dependability, superior performance, and general excellence of organic personal care products can build on these favourable perceptions. Companies that can clearly convey and exhibit these qualities are likely to succeed in a competitive market as customers place a higher priority on product quality. Furthermore, encouraging confidence and trust in the sector might help organic personal care products expand and become more widely accepted.
- The pricing of these products is generally viewed favourably by consumers, as indicated by the overall favourable mean score of 3.93 for pricing, which shows that price is not a significant barrier to adoption. The favourable opinion is consistent with the belief that the prices are reasonable (mean = 4.01), suggesting that customers think these products are fairly priced. Respondents' willingness to pay a higher price (mean = 3.98) demonstrates that they understand the benefits of using organic personal care products. The data indicates that consumers believe the prices are justified by the quality of the products, as indicated by the positive correlation (mean = 3.80) between perceived quality and pricing. Furthermore, customers' favourable perception of

the pricing is influenced by their perception of the products' uniqueness (mean = 4.07), suggesting that they find the pricing to be reasonable. Businesses have a lot of opportunities because consumers in the organic personal care product market have positive attitudes about pricing. This implies that businesses can create pricing plans that satisfy customers by emphasising affordability and justifiability in relation to the calibre of their products. Enhancing brand appeal can be achieved by utilising these favourable perceptions through strategic marketing that highlights the distinctive qualities of the products and their affordability. To keep pricing from becoming a deterrent to market adoption, businesses must maintain or improve affordability. All things considered, these favourable customer sentiments open doors for companies to develop competitive pricing plans that suit customer tastes, which may enhance market share and customer loyalty.

- With mean scores ranging from 3.59 to 4.24, the descriptive statistics for the "Promotion" construct show that consumers' perceptions of the various promotional aspects of organic personal care products are generally positive. A favourable inclination towards promotional strategies is indicated by the overall mean score of 3.83, which implies that consumers are influenced by coupons, discounts, and environmentally conscious advertising. Businesses now have the chance to strategically create promotions that highlight affordability and environmental responsibility in order to influence consumer decisions to buy. Additionally, the high level of trustworthiness associated with advertising content emphasises how crucial honest and open communication is to establishing a company's credibility and retaining customers over the long run. By emphasising eco-friendly practices and shared values in their promotional activities, businesses can take advantage of these positive perceptions to increase consumer engagement and build a positive brand image in the market for organic personal care products.
- With mean scores ranging from 3.03 to 4.03, the descriptive statistics for the "Sustainability" construct demonstrate differing perspectives on sustainability-related characteristics of organic personal care products. The respondents' overall mean score of 3.62 indicates that they have a generally positive opinion of these products in terms of sustainability. Notably, participants convey

favourable opinions about the safety of organic personal care products, their contribution to sustainable development, and their opposition to animal testing. The general moderate consensus shows a positive alignment with sustainability attributes, even though there is a slightly lower agreement on the need to eliminate all waste for sustainable development. These favourable opinions give companies a chance to highlight and profit from their environmentally friendly operations while building customer loyalty and trust. Promoting organic personal care products in line with these sustainability features can increase their market appeal, draw eco-aware customers, and support the industry's overall expansion.

- The descriptive statistics shed light on the "Buying Decisions" construct by showing how a variety of attitudes and inclinations affect consumers' decisions when it comes to purchasing organic personal care products. There is a generally positive inclination towards favouring and frequently choosing these products, with mean scores ranging from 3.35 to 3.86. Customers say they prefer organic personal care products because they think they are more affordable, environmentally friendly, and demonstrate a commitment to environmental responsibility. The importance of certifications and consumers' willingness to pay more for products that meet environmental standards highlight how important environmental factors are to consumers when making purchasing decisions. The standard deviation of 0.68, which indicates a moderate level of agreement among respondents, highlights the influence of environmentally friendly attributes on consumer choices and preferences. This emphasizes how companies can improve their market position by highlighting and publicizing the environmentally friendly aspects of their organic personal care products, connecting with customers' values and swaying their purchasing decisions.
- The descriptive statistics for the "Satisfaction" construct show a range of customer attitudes and satisfaction levels with organic personal care products. Customers express varying degrees of satisfaction and generally positive experiences with these products, with mean scores ranging from 3.029 to 3.462. The respondents' overall mean score of 3.2933 suggests a somewhat positive degree of satisfaction. Most participants are happy that they decided to buy organic personal care products, believing that they lived up to their expectations,

and saying they would buy them again in the future. Additionally, consumers have a tendency to refer these products to their friends, demonstrating a promising word-of-mouth potential. All things considered, these results point to a favourable degree of consumer satisfaction with organic personal care products, providing businesses with chances to capitalise on satisfied customers for marketing and brand-building initiatives.

- Customers' opinions and views regarding organic personal care products are comprehensively outlined in the summary of descriptive statistics, covering a variety of constructs. The positive mean scores (mean = 3.8259) show that consumers have an overall positive outlook and that their awareness of the environmental benefits of these products is growing. Even though awareness levels are moderate (mean = 3.4479), businesses can still improve customer knowledge by disseminating information in a targeted manner. Although customer satisfaction and trust are positively correlated with the perceived quality of organic personal care products (mean = 3.7426), upholding or raising quality standards is still crucial. Consumers think these products' prices are fair (mean = 3.9310), so there's a chance for companies to take advantage of this favourable opinion and possibly boost market uptake. The sustainability (mean = 3.6242) and purchasing decisions (mean = 3.6507) constructs imply that companies can affect consumer decisions and support sustainability initiatives. Notwithstanding, the satisfaction scores (mean = 3.2933) indicate that there is a need for businesses to improve overall satisfaction and address potential customer concerns. The wide range of consumer preferences and concerns is highlighted by the different standard deviations amongst constructs, highlighting the significance of customised approaches in product development, marketing, and communication.
- The analysis supports the hypothesis (H1), according to which environmental beliefs have a major influence on consumers' purchasing decisions. The significance of environmental factors in influencing consumer behaviour is highlighted by the statistically significant impact of environmental beliefs on purchase decisions ($B = 0.199$, $T = 4.467$, $p = 0.002$). This suggests that people who care deeply about the environment are more likely to select organic personal care products when making purchases. To attract and engage customers

who value eco-friendly products, businesses can take advantage of this insight by strategically incorporating environmental sustainability aspects into their product descriptions, packaging, and marketing campaigns. These results are consistent with previous research, including studies by Chan and Lau (2020) and Chekima et al. (2016), which demonstrate that consumers who have a strong desire to preserve the environment are more likely to favour eco-friendly products. Furthermore, studies by Kim & Choi (2017) and Biswas et al. (2020) support the notion that customers who have stronger environmental beliefs are more likely to support companies or goods that actively promote eco-friendliness and sustainability. Therefore, by coordinating marketing messages with eco-conscious values, businesses can increase the appeal of their brands and influence consumer decisions within this particular consumer segment. In response to the growing demand for environmentally friendly products, this suggests a strategic opportunity for businesses to fortify their market position, cultivate positive customer relationships, and support sustainable practices.

- The results of the analysis demonstrate a significant influence of Awareness on consumers' purchasing decisions, which validates hypothesis (H2) ($B = 0.108$, $T = 2.763$, $p = 0.006$). This suggests that consumers are more likely to favour organic personal care products when making decisions to buy them if they are more knowledgeable about them. Marketers should concentrate on increasing product visibility, offering thorough information, and leveraging a variety of communication channels in order to raise consumer awareness. This result is consistent with earlier research, such as that conducted by Yeo & Goh (2016) and Jalilvand et al. (2012), which show that increased consumer awareness has a positive impact on consumers' decisions to buy eco-friendly products. This suggests that investing in educational and promotional initiatives to increase consumer awareness can be a smart strategic move for companies in the organic personal care product industry. Marketers can use strategies like influencer partnerships, educational advertising, and interesting content creation to spread the word about the advantages of organic personal care products. By doing this, companies may benefit from the correlation that exists between consumer awareness and purchasing decisions, which could lead to an increase in the market share of organic personal care products relative to their conventional counterparts. This research highlights how important it is for customers to make

educated decisions when choosing environmentally friendly products. It also provides marketers with a way to inform and sway consumer behaviour in favour of sustainable options.

- Quality has a considerable influence on consumers' purchase decisions, according to the analysis, which validates hypothesis (H3) ($B = 0.096$, $T = 1.988$, $p = 0.047$). This indicates that although perceived quality influences purchases, other factors like sustainability and environmental concerns might have a greater influence on consumer preferences. This result is consistent with earlier research by Delgado-Ballester et al. (2004) and Mittal et al. (2015), showing that while quality is a crucial consideration, consumers may give other factors more weight when choosing environmentally friendly products. This demonstrates to companies in the organic personal care product sector how consumers make complex decisions. Businesses should understand that consumers may place a greater emphasis on sustainability and environmental considerations when selecting eco-friendly options, even though maintaining and improving product quality is still vital. As a result, product positioning and marketing tactics should highlight both the products' favourable environmental effects and high quality. This all-encompassing approach, which takes into account a number of influencing factors, can help improve marketing strategy efficacy and better match consumer preferences in the eco-conscious market.
- According to the study's findings, price has no discernible influence on consumers' purchasing decisions ($B = 0.067$, $T = 1.388$, $p = 0.165$). This implies that price is not the only factor that influences consumers' decisions to buy organic personal care products. Alternatively, when making decisions about what to buy, buyers might give more weight to other aspects like quality, awareness, and sustainability of the environment. Businesses in the organic personal care product sector should focus more on the overall value and advantages of their products than just competitive pricing in order to effectively appeal to eco-conscious consumers. This result is consistent with earlier studies conducted by Han et al. (2019) and Luchs et al. (2010), showing that consumers of eco-friendly products frequently place a higher value on brand benefits and values than on price. Therefore, businesses should focus on conveying the

unique value propositions and positive attributes of their products to attract environmentally conscious consumers.

- According to the study, promotion has no statistically significant effect on purchasing decisions ($B = 0.03$, $T = 0.61$, $p = 0.542$), indicating that consumer decisions to buy organic personal care products may not be significantly influenced by promotional activities. Promotions play an important role in marketing strategies, but in comparison to other factors like quality, price, awareness, and environmental beliefs, they may not have as much of an impact on consumer choices. This result is in line with earlier studies by Kumar et al. (2017) and Kotler & Keller (2016), which emphasise that while promotions are an important part of marketing, their impact on consumer choices may be minor in comparison to other important considerations. Therefore, businesses should consider a holistic approach that integrates various factors to effectively influence consumer purchasing decisions in the organic personal care product market.
- The study finds a strong and significant correlation ($B = 0.21$, $T = 5.36$, $p = 0.001$) between purchasing decisions and sustainability, highlighting the importance that consumers place on sustainability when making decisions. This research highlights how important it is for companies in the organic personal care product sector to emphasise in their marketing strategies how they source their products sustainably, take environmental initiatives, and run sustainable businesses. In line with earlier studies by Becker-Olsen et al. (2006) and Auger & Devinney (2007), it is clear that companies that actively promote and explain their commitment to sustainable practices stand to draw in and keep consumers who place a high value on eco-friendly products. Thus, incorporating sustainability into marketing campaigns can be a crucial tactic for companies trying to appeal to customers who are concerned about the environment and their priorities.

The results of the analysis show that purchasing decisions have a significant and statistically significant effect on customer satisfaction ($B = 0.53$, $T = 9.826$, $p = 0.001$). This suggests that customers who choose to purchase organic personal care products are typically happier with their purchases. The significance of a positive purchasing experience in augmenting overall customer satisfaction is

highlighted by the positive correlation observed between purchasing decisions and satisfaction. This result is consistent with earlier studies by Yeo & Goh (2016) and Lee et al. (2019), which highlight the notion that happy consumers are more likely to become advocates and repeat customers, which helps generate positive word-of-mouth recommendations for the products. As a result, companies that sell organic personal care products ought to put an emphasis on providing customers with a positive and fulfilling shopping experience in order to encourage brand loyalty.

The study's hypotheses therefore provide insight into the variables influencing consumers' choices of organic personal care products. Environmental beliefs have a big influence on what people buy, so businesses that emphasize sustainability can draw in eco-aware customers. Another important factor is awareness; consumers who are better informed tend to favour organic products. Even though quality matters, its impact is slightly less, meaning that businesses must strike a balance between quality and other considerations. Decisions were not substantially influenced by price, highlighting the significance of prioritizing product value over cost. The little effect of promotion suggests that other factors are more important. Purchase decisions are heavily influenced by sustainability, emphasizing the value of environmentally friendly behaviour. Significantly, purchasing decisions increase satisfaction, highlighting the necessity for businesses to give priority to a positive purchasing experience in order to develop customer loyalty and a positive brand image.

3) Moderation Effect of Demographic Profile of Consumers on the Relationship Between Influencing Factors and Consumer Buying Decisions.

The study investigates the ways in which consumer decisions to buy organic personal care products may be influenced by demographic profiles such as age, gender, income, and education. By examining these demographic variables as potential moderators, the research aims to ascertain whether these factors significantly alter or enhance the influence of various determinants such as environmental beliefs, awareness, quality perceptions, pricing, promotion, and sustainability on consumers' decisions to purchase organic personal care items. Considering the potential moderating effects of demographics on the

relationships between influencing factors and consumer behaviour, marketing strategies, target audiences, and product offerings are necessary to better match the diverse consumer preferences and needs within the organic personal care product market. This analysis provides an opportunity to comprehend how demographic characteristics can shape and hone the impact of influencing factors on consumer choice in this specific domain. Using model 1 and Andrew F. Hayes process macro 3.4.1, the moderating effect of demographics has been tested.

- The investigation looked at how age affected the relationship between a number of variables and consumers' decisions to buy organic personal care products. Age-related moderation effects were not statistically significant for the majority of factors, despite the fact that environmental beliefs, awareness, quality, price, promotion, and sustainability all significantly influenced buying decisions across different age groups. Age did, however, moderate the relationship between purchasing decisions and sustainability, with some age groups demonstrating a more pronounced negative influence. These results suggest that when choosing to buy organic personal care products, consumers of various age groups are generally influenced in a similar way by elements like environmental beliefs, awareness, quality, price, and promotion. Nonetheless, companies should adjust their marketing and communication strategies to account for age-related differences in the influence of sustainability on consumer choices. This emphasises how crucial it is to comprehend the various attitudes and preferences of customers in various age groups in order to effectively target and engage them in the market for organic personal care products.
- The study looked into how gender affected the relationship between influencing factors and the decisions that consumers made to purchase organic personal care products. All things considered, gender was a major moderator of the effects of some factors. The relationship between gender and environmental beliefs, awareness, and promotions was not significantly moderated. But when it came to sustainability, affordability, and quality, gender was a major factor in influencing consumer choices. It was discovered that women were more sensitive to sustainability factors, while men were more influenced by factors such as product quality and price. These results have significant ramifications

for marketing strategy since companies must modify their tactics in light of gender-specific preferences. Gaining insight into these gender-based differences can improve messaging strategies, targeting, and customer satisfaction levels, all of which can lead to higher sales. In order to effectively connect with diverse gender groups through product quality, pricing, promotional activities, and sustainable initiatives, marketers should take these gender-specific variations into account.

- The study investigated the moderating effect of education on consumers' decisions to buy organic personal care products. The results show that variables including perceived quality, price, promotion, sustainability, environmental beliefs, awareness, and awareness have a consistent impact on consumers' purchasing decisions regardless of their educational background. These relationships are not substantially affected by education level, indicating that marketers can use a standard approach in their strategies without having to make significant changes based on the educational backgrounds of their target audience. This suggests that companies can create marketing campaigns that focus on quality, pricing, promotions, environmental sustainability, and awareness in order to create campaigns that appeal to a wide range of consumers, regardless of their educational background. A more effective and consistent influence on decisions to purchase organic personal care products can be achieved by using a streamlined strategy that guarantees efficiency in reaching and influencing a variety of consumer segments.
- Notable findings were obtained from the examination of the moderating impact of income on consumers' decisions to purchase organic personal care products in a number of different areas. Income levels had no effect on the constant positive correlation between environmental beliefs and purchasing decisions. In a similar vein, regardless of income, consumer awareness positively influenced purchase decisions. Perceived product quality, however, showed different effects according to income, with a significantly larger effect in the income range of 40,000–60,000. On the other hand, the correlation between price and purchasing decisions held true for all income levels. The impact of promotional activities on purchasing decisions was found to be significant, but it was stronger for those with higher incomes, indicating that businesses catering to

affluent consumers may stand to gain more from using promotional strategies. It is surprising to learn that the relationship between sustainability perceptions and purchasing decisions was not significantly moderated by income. All things considered, these results highlight the significance of adjusting marketing tactics to income-specific subtleties, especially when it comes to highlighting quality for mid-income groups and utilising promotions for higher-income ones.

5.2 Managerial Implications

Based on the findings of the study, several managerial implications emerge for businesses operating in the organic personal care product market:

- The research validates the noteworthy impact of environmental convictions on consumer buying choices. As a result, companies ought to give top priority to highlighting their dedication to sustainability in marketing campaigns, product descriptions, and packaging. Companies can attract environmentally conscious customers and increase brand loyalty by matching consumers' eco-conscious values.
- Gender-inclusive marketing strategies should be implemented by businesses, provided that the distribution of genders among survey participants is balanced. Effective outreach will depend on eschewing gender stereotypes and embracing diverse messaging that appeals to both sexes. This strategy guarantees that marketing initiatives are inclusive and appealing to a wide range of customers. Gender-specific marketing strategies are important because of differences in how much quality, price, and sustainability influence purchasing decisions between genders. Companies should think about developing unique strategies to successfully appeal to both men and women. Men may be more receptive to messages that emphasise product quality and affordability, whereas women may be more influenced by features related to sustainability. Gaining insight into and capitalising on these gender-specific preferences can boost sales and improve customer satisfaction.
- The study shows how important purchasing decisions are for customer satisfaction. Therefore, in order to promote customer advocacy and loyalty, businesses should place a high priority on providing a positive and satisfying shopping experience. To ensure client happiness and sustained business success,

this entails offering premium products, clear pricing, easy purchasing procedures, and top-notch customer support.

- By comprehending the diverse inclinations and apprehensions of consumers as indicated by the research, companies can create customised merchandise aimed at distinct market niches. Businesses can grow their clientele and take up more market share by providing a wide selection of organic personal care products that address the unique requirements and preferences of their target audience. A broader range of customers can be drawn in, for instance, by providing a range of product formulations that cater to various skin types or particular sustainability features.
- The study emphasises how crucial it is to present brands as socially and environmentally conscious. Companies should purposefully present their brands as pioneers in sustainability, highlighting their dedication to ethical sourcing and environmentally friendly operations. Businesses can establish trust and credibility, set themselves apart from rivals, and forge a distinctive brand identity that appeals to environmentally conscious customers by matching their values with those of their target audience.
- Knowing that the average purchase frequency is every two to three months emphasises the need for products that don't need to be restocked frequently. Companies that want to guarantee that their products are available when customers are prepared to buy them should optimise their supply chain management. Consumer preferences may dictate the use of larger or more robust packaging.
- A potential market for mid-range to premium products is indicated by the significant proportion of respondents who are willing to spend Rs 4,000 or more per month. To accommodate differing consumer budgets and preferences, companies ought to think about broadening the range of products they offer. Gaining an understanding of budgeting trends is essential for developing effective strategies for product pricing and market positioning.
- The respondents' preference for skin care and hair care products points to a tactical opportunity for businesses to focus their efforts in these areas. Marketing strategies and product development can be adapted to better meet

consumer demands and increase market relevance by aligning with the prevailing choices of consumers.

- The significance of a comprehensive advertising strategy is emphasised by the recognition of email and mobile advertisements, as well as newspapers and magazines, as primary information sources. To increase consumer awareness and engagement, businesses should think about a diversified strategy that incorporates both traditional print media and digital platforms.
- The importance of businesses aligning their products and marketing strategies with eco-friendly practices is highlighted by the significant impact that environmental beliefs have on purchasing decisions. By highlighting sustainability in product descriptions, packaging, and marketing campaigns, companies can draw in eco-aware customers and increase their market share and brand loyalty.
- Businesses should engage in educational initiatives to increase consumer knowledge about organic personal care products, as awareness has a significant impact on consumer choice. To build an informed consumer base, marketers should concentrate on increasing product visibility, offering thorough information, and making use of a variety of communication channels.
- Businesses should understand that while product quality plays a big role in purchasing decisions, sustainability and environmental factors might have a bigger influence. It is essential to strike a balance between eco-friendliness and product quality. Marketing plans should stress the products' beneficial effects on the environment in addition to their quality.
- Pricing by itself, according to the study, does not substantially affect consumers' decisions to buy. Rather, quality, awareness, and sustainability of the environment are given top priority by consumers. Instead of focusing just on competitive pricing strategies, businesses should emphasise the positive attributes and unique value propositions of their products, stressing overall value.
- Even though promotions are important, they might not have a significant influence on consumer decisions when considering other factors. To effectively influence consumer purchasing decisions in the organic personal care product market, businesses should implement a holistic marketing strategy that

integrates a variety of factors, such as environmental beliefs, awareness, quality, and sustainability.

- The need for businesses to prioritise and highlight their eco-friendly sourcing, environmental initiatives, and sustainable business practices in their marketing strategies is highlighted by the strong correlation found between buying decisions and sustainability. Including sustainability in marketing campaigns can be a key tactic for drawing in and keeping eco-aware customers.
- The importance of providing a positive and satisfying buying experience is highlighted by the significant influence that purchasing decisions have on customer satisfaction. Companies should put the needs of their customers first by producing high-quality goods, acting ethically, and providing exceptional customer service. Customers who are happy with their experience are more likely to become advocates and repeat customers, which promotes positive word-of-mouth referrals.
- Businesses should engage in educational initiatives to increase consumer knowledge about organic personal care products, as awareness has a significant impact on consumer choice. Businesses should engage in educational initiatives to increase consumer knowledge about organic personal care products, as awareness has a significant impact on consumer choice. Businesses should engage in educational initiatives to increase consumer knowledge about organic personal care products, as awareness has a significant impact on consumer choice. Across a range of demographic profiles, making sure customers are well-informed and matching products with environmental consciousness can help them make wise purchasing decisions.

5.3 Social Implications

The research on the variables influencing consumer satisfaction with organic personal care products and purchase decisions has significant social ramifications since it reflects a positive shift towards sustainable consumption and a rising environmental consciousness, particularly among young adults. In order to contribute to a socially conscious marketplace, the findings highlight the necessity of gender-inclusive marketing and flexible business strategies across a range of demographic backgrounds. The study emphasises how

important eco-friendly features are to society, which motivates companies to actively support sustainability and ethical behaviour. Good experiences with organic products suggest that word-of-mouth could spread among social circles and gradually nudge society in the direction of more environmentally friendly options. By identifying demographic influences, companies can support gender equity and inclusive marketing strategies that challenge stereotypes. Marketing strategies that are tailored to specific income levels improve accessibility and promote fair distribution of sustainable products. Product relevance across age groups is ensured by an understanding of generational trends, which supports a responsive and dynamic market. In general, companies that adapt to changing consumer preferences and demographics help to foster a culture of ethical consumption, environmental stewardship, and social welfare.

5.3 Theoretical Implications:

The study adds significantly to our knowledge of consumer behaviour, green marketing, and the uptake of organic products in a number of ways.

1. The study offers a thorough analysis of the factors that affect consumers' decisions to purchase organic personal care products, including environmental beliefs, awareness, quality, price, promotion, and sustainability. Through the empirical validation of these components' effects, the research advances our understanding of the decision-making processes unique to organic and green marketing.
2. The study incorporates and applies the Diffusion of Innovations Theory, the Theory of Reasoned Action (TRA), and the Theory of Planned Behaviour (TPB) to the domain of organic personal care products. In addition to providing support for current frameworks, this theoretical integration shows how relevant and useful they are for analysing consumer behaviour in the context of green marketing.
3. The study investigates the connection between consumer contentment and purchasing decisions, finding that satisfied customers have higher levels of satisfaction when they have pleasant shopping experiences that are motivated by environmental and quality-related aspects. This contribution emphasises how crucial it is to match product features to customer expectations in order to increase customer happiness and loyalty.
4. The study offers detailed insights into how demographic traits (such as age, gender, and income) impact consumer behaviour by analysing the moderating effect of demographic profiles on the links between influencing factors and purchasing

decisions. The understanding of consumer segments and their unique demands and preferences is deepened by this contribution.

5.5 Conclusion

To sum up, this extensive research explores the complex dynamics of consumer behaviour in the market for organic personal care products, illuminating the various factors that impact consumer satisfaction and purchase decisions. Careful examination of the demographic profiles—age, gender, income, and education—reveals the subtle ways in which these characteristics sway the relationship between influencing factors and purchasing decisions. The findings have significant social ramifications in addition to offering useful insights for companies looking to improve their marketing plans. Businesses can empower consumers through informed decision-making, promote inclusivity, and support a conscious consumer culture by identifying and addressing demographic variations. Moreover, the focus on environmental concerns and sustainability highlights the possibility of beneficial social effects, encouraging eco-friendly behaviours and a general understanding of the advantages that organic personal care products have for the environment. The report acts as a road map for companies navigating this shifting market, pointing them in the direction of approaches that satisfy a wide range of customer needs, promote social responsibility, and support the environment.

Scope For Future Research

- It would be possible for researchers to monitor changes in consumer behaviour over time by carrying out longitudinal studies. With this approach, businesses can gain valuable insights to adjust their strategies to changing consumer dynamics. It can capture changing trends, shifts in environmental consciousness, and alterations in purchasing patterns.
- Future studies can examine the effects of social media, influencers, and online platforms on consumer perceptions and decision-making in the market for

organic personal care products, given the dynamic nature of digital media. This is especially important to comprehend how awareness is shaped and how marketing efficacy is increased through online channels.

- An examination of consumer behaviour with respect to organic and non-organic personal care products could provide light on the particular elements that influence preferences for organic substitutes. A deeper comprehension of the distinctive selling features of organic products on the market may be obtained through this comparative method.
- Future studies can examine the relationship between consumer health perceptions, well-being, and the selection of organic personal care products. A comprehensive understanding of consumers' motivations can be obtained by examining how they associate these products with their general health and well-being.

Limitations of the Study

This research also suffers from limitations like other studies. Limitations of the research are mentioned below:

1. The study findings may be influenced by the specific context in which the research was conducted such as geographic location, cultural norms or market conditions. Thus, result may not be applicable to other region or context without further validation.
2. The study's cross-sectional design captures data at a single point in time, preventing the examination of long-term trends or casual relationships between variables.
3. While the study explores the moderating effects of demographic variables, other potential moderators such as cultural factors or lifestyle preferences were not examined.

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QUESTIONNAIRE

7.1 Questionnaire

Green Marketing: A Study on Consumer Buying Decisions and Satisfaction level towards Organic Personal Care Products in Punjab

Dear Respondent,

This is Anjali Sharma pursuing Ph.D. in Area of Green Marketing from Mittal School of Business at Lovely Professional University. The main aim of this survey is to analyse the effect of green marketing attributes on consumer buying decisions and satisfaction level towards organic personal care products in Punjab. For your reference, green marketing is defined as marketing of products that are presumed to be environmentally safe (green products), non-toxic in nature and have a unique manufacturing process without use of any harsh chemicals and hazardous parts.

I would be really grateful if you could spare few minutes to fill out the questionnaire. Also, anonymity of the respondents shall be maintained, and the data will be utilized for research purpose only.

Thanking you,

A	Demographic Profile
1.	Name: _____
2.	Age (Years) a) 18-25 years <input type="checkbox"/> b) 26-33 years <input type="checkbox"/> c) 34 - 41 years <input type="checkbox"/> d) 42-49 <input type="checkbox"/> e) 50 and above <input type="checkbox"/>
3.	Gender: a. Male <input type="checkbox"/> b. Female <input type="checkbox"/> c. Other <input type="checkbox"/>
4.	Marital Status: a. Married b. Unmarried
5.	Education: a. Secondary <input type="checkbox"/> b. Higher Secondary <input type="checkbox"/> c. diploma <input type="checkbox"/> d. Graduate <input type="checkbox"/> e. Post Graduate <input type="checkbox"/> f. Doctorate <input type="checkbox"/>

	(Toothpaste, Toothpowder, Fresh Breath Kit, Mouth Freshener, Mouth Wash etc.)	
11.	<p>From where do you get the information about Organic Personal Care Products?</p> <p>a) Social Networking Sites (Facebook, Instagram, Whatsapp, Twitter etc.) <input type="checkbox"/></p> <p>b) TV/ Radio <input type="checkbox"/></p> <p>c) Youtube/ Google/ Bing etc. <input type="checkbox"/></p> <p>d) Newspaper and magazines <input type="checkbox"/></p> <p>e) Email and mobile advertising <input type="checkbox"/></p>	

B						
	<p>Please note that for this study, Organic personal care products including Skin Care Products (Moisturizer, Anti-Aging Cream, Sun Screen, Body Wash, Facial Wash, Toner, Cleaner etc.), Hair Care Products (Shampoo, Conditioner, Hair Color, Protein Packs, Styling Gels, Oil etc.) and Oral Care Products (Toothpaste, Toothpowder, Fresh Breath Kit, Mouth Freshener, Mouth Wash etc.) answer the following below questions by keeping in mind organic personal care.</p>					
	<p>Environmental beliefs</p> <p>(Give ratings from 1 to 5 (1 = strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree))</p>					
S. No		1	2	3	4	5
12.	I am very concerned about the environment.					
13.	I would be willing to reduce my consumption to help protect the environment.					
14.	I am worried about the worsening of the quality of the environment.					
15.	I switched to organic personal care products for ecological reasons.					
16.	I consider myself as environmentally responsible citizen.					
17.	I am emotionally engaged in protecting the environment.					

Awareness						
(Give ratings from 1 to 5 (1 = strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree))						
		1	2	3	4	5
18.	I am aware of organic personal care products.					
19.	I came to know about organic personal care products through my peers.					
20.	I am aware of the environmental efforts exerted by organic personal care product companies.					
21.	I have detailed knowledge and information about benefits of organic personal care products.					
22.	I think social media plays an important role in creating awareness of organic personal care products.					
23.	I can recognize organic personal care products among other products.					
Quality						
(Give ratings from 1 to 5 (1 = strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree))						
		1	2	3	4	5
24.	I believe that organic personal care product companies meet the requirements of environmental quality regulations.					
25.	I believe that quality of organic product is excellent compared to conventional products.					
26.	I believe that organic personal care products are regarded as best benchmark with respect to the environment.					
27.	I believe that organic personal care product quality is more reliable than other conventional products.					
28.	I believe that organic personal care products have a consistent quality over others.					

29.	I believe that organic personal care companies' product consistently performs better than others in the same category.					
Price						
(Give ratings from 1 to 5 (1 = strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree))						
		1	2	3	4	5
30.	I think prices of organic personal care products are affordable.					
31.	I think organic personal care products are always priced at a premium over conventional products.					
32.	I intent to pay premium price to buy organic personal care products.					
33.	I think the prices of organic personal care products are equivalent to their quality.					
34.	I think the prices of organic personal care products are worth spending money.					
35.	I think price of organic personal care products is acceptable because of its originality.					
Promotion						
(Give ratings from 1 to 5 (1 = strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree))						
		1	2	3	4	5
36.	I buy organic personal care products when there is a promotion deal (price discounts, coupons, etc.)					
37.	I think green certification on the packaging of organic personal care products influences me.					
38.	I think companies of organic personal care products express their environmental responsibility during promotion.					
39.	I think promotion done by organic personal care product companies explain the environmental features of the product.					

40.	I think that promotion done by organic personal care product companies is promising and honest.					
41.	I think organic personal care products companies advertising content is trustworthy.					
Sustainability						
(Give ratings from 1 to 5 (1 = strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree))						
		1	2	3	4	5
42.	I believe that organic personal care products are good initiative for sustainable development.					
43.	I believe that organic personal care products are free from hazardous chemicals.					
44.	I believe that organic personal care products contain environment safe ingredients.					
45.	I believe that sustainable development demands that we humans reduce all sorts of waste.					
46.	I believe that organic personal care product companies save limited natural resources.					
47.	I believe that products of organic personal care companies are against animal testing.					
Buying Decisions						
(Give ratings from 1 to 5 (1 = strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree))						
		1	2	3	4	5
48.	I consider organic personal care products as my first choice.					
49.	I plan to buy organic personal care product for my everyday use.					
50.	I buy organic personal care products as they provide superior value than other products.					
51.	I buy organic personal care product due to its more environment friendly benefits.					

52.	I am willing to pay more for organic personal care products as they do not harm the environment.					
53.	I change products when they do not comply with the ecological conditions/rules.					
54.	I buy organic personal care products even if they are more expensive than non- organic.					
55.	I will look for a certified environmentally-safe or organic stamp for buying organic personal care products.					
Satisfaction level						
(Give ratings from 1 to 5 (1 = strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree))						
		1	2	3	4	5
56.	I am happy with my decision to purchase organic personal care products.					
57.	I think organic personal care products met my expectations.					
58.	I will buy organic personal care products as soon as i run out of the products i am currently using.					
59.	I never feel disappointed with organic personal care products.					
60.	I would like to purchase organic personal care products in near future.					
61.	I will recommend organic personal care products to my peers.					
62.	I will repeat purchase of organic personal care products.					

Thanks & Regards

Anjali Sharma

Research Scholar

7.2 LIST OF PUBLICATIONS

1. Paper Published in Scopus Indexed Journal Educational Administration: Theory and Practice titled as “A Study on impact of green marketing scepticism through social media platforms on consumer buying decisions towards organic personal care products”.
2. Paper Published in UGC Journal Studies in Indian Places Names titled as: Green Marketing: A Conceptual Study on Initiatives and Start-ups Taken By Industries for Making Green India”.

7.3 List of conferences

1. Paper presented in 2 Pritam Singh Memorial (Prism) Conference held by Indian Institute of Management Nagpur titled as Green Marketing: A driver for building consumer based green brand equity (CBGBE) towards Organic Personal Care Products during Nov, 2022.
2. Paper presented in Conference on Excellence in Research and Education titled as Green marketing E-Strategies: a fundamental aspect for development of ECG (Economy for common good) held by Indian Institute of Indore during June,2021.
3. Paper presented in International conference held by Lovely Professional University Phagwara titled as “Strategies and challenges in the way of Green Marketing: A Literature review” on December, 2020.
4. Paper presented in International conference on recent trends and innovations in multidisciplinary research titled as Green Marketing: A Conceptual Study on Initiatives and Start-ups Taken By Industries for Making Green India held by IEC University on March,2020.

7.4 List of Workshops:

1. Online workshop on “SEM and CFA using AMOS” from 18th march 2023 to 20th March 2023 organised by Global Institute of Statistical Solutions.
2. Online workshop on “Structural Equation Modelling using AMOS and Process Macro” by research sikhsha held on 3rd feb, 2022 to 22nd feb, 2022.
3. Online International workshop on “Structural Equation model and confirmatory factor analysis using Amos” held on 18th dec, 2021 to 22nd dec, 2022.
4. Online Faculty Development program on “Conducting and Publishing Quality Research using SPSS” organised by GL Bajaj Institute of Management & Research: PGDM institute held on 22nd-23rd May,2021.
5. Online workshop on “Qualitative Data Analysis using NVIVO” organised by Numerical Analytics Instruments Pvt Ltd held on 21st-26th May,2021.
6. International online workshop on “Data Analysis using Business Excel” organised by Global Institute of Statistical Solutions held on 26th – 28th June,2021
7. Online Workshop on ‘Data Analysis Techniques Using SPSS Software’ organized by the Economics and Finance Research Group, Department of Humanities & Social Sciences (HSS), Jaypee Institute of Information Technology (JIIT), Noida held during 15-17 April, 2021.
8. Webinar on Writing a Review Paper organised by Nuhianwali Education Society on 24th March, 2021.
9. Workshop entitled “International Online Workshop on Consequences of Covid 19 on SMEs: Strategies for Survival” organized by Tishk International University Sulaimani held on March 4, 2021.
10. National Research video webinar on Measurement & scaling techniques organised by Shri Vaishnav Vidyapeeth Vishwavidyalaya , Indore in collaboration with GASS held on July 19, 2020.
11. Two-Day Webinar on “The Art of Publishing in Indexed Journals” organised by JAIN (Deemed-to-be University) Kochi held on 13th & 14th July 2020 .
12. 14 days Workshop on “Advanced Research Methodology and Data Analysis” organized by ASBM University, Bhubaneswar held on 1st to 14th july, 2020.
13. Online Short Term Course, National Workshop On Statistical Analysis Using SPSS. Organized by HRDC: Lovely Professional University, Punjab, 22 June- 26June, 2020

14. National webinar on E-Resources for Research in Management. Organized by Dr. N.S.A.M first grade college, Bengaluru, 3rd June, 2020.
15. Webinar on Good Faith and Forward Looking: How do CEOs and CFOs talk about the impact of the Coronavirus Shutdown on Corporate Profits ?. Organized by ILLINOIS, Gies College of Business, United States, 2nd June, 2020.
16. We think Digital Webinar on Online Safety and Misinformation. Organized by Cyber Peace Foundation. 1st june,2020

Paper 1



A Study On Impact Of Green Marketing Scepticism Through Social Media Platforms On Consumer Buying Decisions Towards Organic Personal Care Products

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ABSTRACT

Due to environmental awareness and climate changes, businesses are realising the value of integrating sustainability into their marketing strategy. Today, nations all across the world share the objective of sustainable development. The public, governments, organisations, and individuals must all participate in sustainable development, which is an integrated and holistic approach that operates at the local, regional, national, and international levels. Green marketing is the practice of promoting goods and services on the grounds of their positive effects on the environment, such as their ability to avoid environmental degradation and reduce pollution. These goods are produced, packaged, and sold using environmentally responsible methods. Although environmentally friendly production and packaging practices have drawn more attention, more has to be done to focus on environmentally friendly product marketing and distribution strategies. One such technique is social media marketing. Social media platforms have developed into effective tools that help companies communicate with a large audience and convey their message. Social media is essential for promoting sustainable messaging and interacting with eco-aware customers in the context of green marketing. The current research has demonstrated that social networks and network marketing strategies can significantly impact green marketing initiatives. The results of the research will assist marketers in comprehending the significant influence that social media has on consumers' inclinations to make purchases.

Keywords: Green Marketing, Importance, Green Products, Social media marketing, Digital Platforms

Introduction:

The emerging environmental concerns around the world like global warming, industrial air, disposal of hazardous waste, toxic landfills and degradation of vital natural resources due to the dominant growing population are the demanding issues in impending twenty-first century. Due to the environmental problems, the notion of sustainability is now in the forefront (Chua et al., 2019; Quoquab et al., 2019). The consumers around the world are more vigilant about the nature and environment in which they live-in. It is argued that the green purchase behaviour can be considered as one of the foremost contributor to environmental sustainability (Joshi and Rahman, 2016). Sustainability is the term that would direct consumer product marketing in the direction of eco-friendly products, which is named as "green marketing" (Kayalvizhi K et al, 2020). According to Cambridge dictionary, "Green Marketing refers to the advertising undertakings of products that are considered good, packaging process, expressed in the strategies of changing product design, environmentally friendly, advertising activities to meet the green needs of the user". Green marketing includes doing all the marketing activities keeping green or sustainable vision in mind.

Globalisation and economic evolution has led to fundamental changes in consumption behaviour, strategies of production and technology uprising with the wide spread of internet usage and its acceptance amongst consumers. In this situation, social media has appeared as a platform of electronic communication through sharing of information, ideas and user created contents through networking and blogging. Globally, the total

number of social media users is estimated to grow to 3.29 billion users in 2022, which will be 42.3% of the world's population (eMarketer 2018).

As the globalisation process continues its enormous strides across the globe, it has also brought manufacturers' and marketers' attention to some associated problems, one of which is environmental concerns that impact all living beings. Consumers now have worries about the future environment of the world and as a result prefer environment friendly products; in recognition of these concerns of consumers, companies have started to make their marketing strategies more appealing by offering environment-friendly products and promotions. Green marketing has emerged as one of the most important marketing techniques in the current global business environment.

Due to its associations with sustainable development, green marketing has received a lot of attention in the current global context. Social media has emerged as one of the most powerful tools for consumer marketing, and as it becomes more and more integrated into people's daily lives, it is altering the dynamic between consumers and marketers (Ismail, 2017). In this case, social media emerged as an electronic communication platform through user-generated content, ideas, and information shared via blogging and networking (S. Krishnamurthy and W. Dou, 2008). These social media platforms help green marketer to advertise their organic products widely. Customers may easily access an extensive amount of information through the media, compare disparate pieces of information rapidly, and read reviews of products, giving them the ability to make more informed decisions for themselves. Compared to traditional channels, social media offers distinct benefits for interacting with people and learning about their behaviour more quickly and effectively. Since social media platforms are free, it makes sense that using them for personal and professional purposes is less expensive.

Organic personal care products are a necessary and vital part of our society. The understanding that physical attractiveness is connected to both internal and outward well-being has increased as a result of the recent mini-lockdowns that were repeated throughout the COVID-19 pandemic. The importance of sustainable consumption is also emphasised in the Sustainable Development Goals (SDGs), which were created by the UNDP. Goal 12 of the SDGs is to achieve "Sustainable consumption and production patterns." The development of chemistry, materials, and packaging has led to numerous significant technological advances that have coincided with the history of personal care products. Growing numbers of new products are being released annually, which is increasing consumer interest in green cosmetics.

Consumers are primarily looking for high-quality, ecological items that meet their needs in the modern world. In today's cosmetics and personal care industry, sustainability is essential. For this reason, people's preferences for skincare products have grown while those for makeup have decreased. Social media is one of the most widely used channels for public awareness-raising and communication these days. The majority of people use social media to read, talk about, and share their knowledge and experiences, which influences other people's perspectives. Therefore, it's crucial to understand how social media affects customers' purchasing decisions about different organic personal care products. In order to better understand how exposure to different social media platforms affects the entire purchasing process from attitude formation to information search and evaluation of alternatives to final purchase decision the study intends to concentrate on awareness and usage of various organic personal care products.

Theoretical Framework and Research Hypothesis:

Online programmes, platforms, and media that encourage communication, collaboration, and content sharing are referred to as social media (Erkan and Evans, 2016). Social media marketing is defined as "the utilisation of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders" (Tuten & Solomon 2017). Social media, with its attributes of involvement, openness, dialogue, community, and connectedness, is fundamentally human communication (Veil, Buehner and Palenchar, 2011). According to Singh et al. (2012), social media has paved the way for businesses and customers to make connections between green and non-green products, hence incentivizing consumers to purchase more compelling and competitive items. Businesses are looking for increased exposure on several social media channels in order to connect with clients via digital networks.

Wang et al. (2012) claimed that social media interactions have an impact on consumers' decisions to buy products both directly—by encouraging users to reply to their peers—and indirectly—by influencing how much time users spend thinking about and researching a product. Consequently, a product's internet presence is essential to the ultimate purchasing decisions made by customers. So according to the social influence concept, social media use can have a significant impact on a final collaboration.

H1: Social media platforms has significant effect on consumer buying decisions.

According to Ahmetoglu et al. (2014), price is a crucial criterion for making decisions on green purchasing. The high cost of buying green goods may have an impact on customers' willingness and ability to make green product purchases. Many studies have looked into how price consciousness affects consumers' intents and behaviours when making purchases (Ahmetoglu et al., 2014; Arce Salazar and Oerlemans, 2016). Consumers in India are very price sensitive. They don't want to pay premium price for green products unless they are fully known to benefits of green products. Green pricing provides effective productivity while taking into account the needs of people, the environment, and profit. It also protects the health of workers and communities. It can be made more valuable by altering its look, capabilities, customisation, etc.

H2: Price has significant effect on consumer buying decisions.

Word-of-mouth communication is simply a message about a customer's product or service, or about the company itself. It might take the shape of comments regarding the product's success, the level of operation, hospitality, integrity, and certain issues that other people have seen and experienced. Consumers may be significantly impacted by word-of-mouth interactions. According to Wang (2015), customer purchase decisions are influenced by EWOM. According to Lamba et al. (2016), EWOM influenced the purchasing decisions of customers. Customers may be able to interact with other customers much more intimately and receive product information more quickly with the help of EWOM.

H3: E-wom has significant effect on consumer buying decisions.

Configuring promotional resources, including as advertising, marketing materials, signage, white papers, websites, films, and presentations, with people, the environment, and profits in mind is known as "green promotion." Advertising a product or service with the intention of boosting sales, either temporarily or permanently, is known as promotion. Numerous businesses employ various strategies to market their goods using a wide range of communication channels. With so many options available today, it's critical to choose a communication channel that best fits the kind of product you're trying to market. According to Leonidou et al. (2010), "green advertising" is defined as any form of advertising that emphasises environmental sustainability and pleasant messaging while defining the demands and preferences of shareholders who care about the environment. Additionally, Polonsky and Rosenberger III (2001) argue that green promotions should draw attention to ecological information for customers affiliated with the company, as they promote the environmental features of items. Moreover, a number of research revealed occasionally disparate findings. Schuhwerk and Lefkoff-Hagius (1995), for instance, discovered that green advertising only had a favourable impact on customers who were less involved in the environment. In their research, D'Souza and Taghian (2005) have demonstrated the reverse. Consequently, green marketers ought to be permitted to employ green advertising as a means of connecting with prospective clients (Abbasi et al., 2012).

H3: Promotion has significant effect on consumer buying decisions.

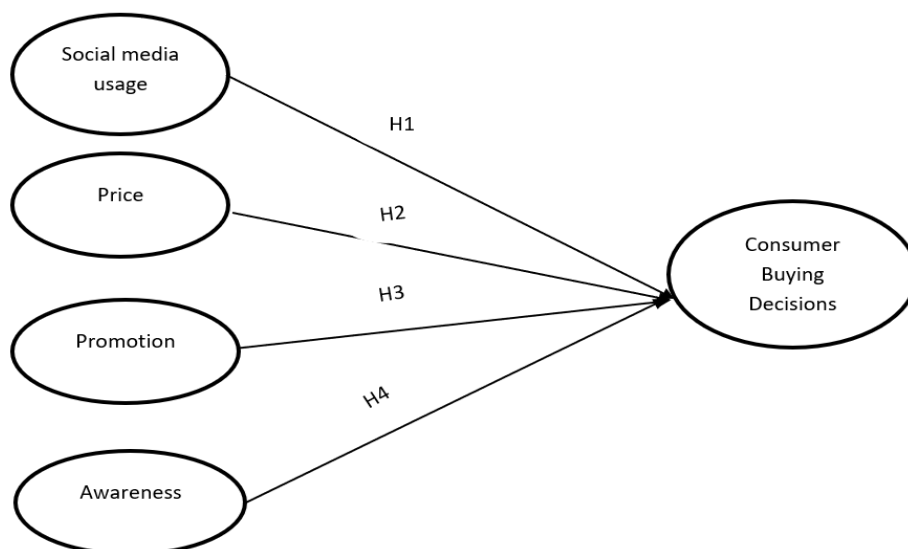
Product awareness is the pinnacle of the rules and information about a product category that are retained in the mind of a consumer (Philippe and Ngobo, 1999). One of the most significant variables influencing consumers' attitudes towards engaging in pro-environmental purchasing behaviour is product knowledge (McEachern and Warnaby, 2008; Cho et al., 2013). It is the responsibility of marketers to provide green product information, eco-friendly labelling by using content through green messages to educate consumers with their green brands. Customers who value the environment when making purchase decisions are motivated by environmentally friendly products and green brand awareness (Tariq, 2014).

H4: Awareness has significant effect on consumer buying decisions.

In order to reduce the environmental impact of resource discovery and increase resource productivity, green buying refers to the process of weighing environmental factors alongside price and function while making purchasing decisions (Schlegelmilch and others). Customers pay attention to product qualities and attributes in addition to environmental concerns. Many studies have been carried out in the last ten years to learn how consumers view green products. According to an initial research, green items were regarded as being of lesser quality than non-green products.

Conceptual model:

This study asserts that green marketing impact through social media platforms positively affect the consumer buying decisions. The antecedent of the research framework is social media usage, price, promotion, awareness and the consequent is consumer buying decisions. The research framework is shown in Figure 1.



Research Methodology

To get the primary data, a convenience sampling strategy was employed. The convenience sampling is a non-sampling method that makes it simple for the researcher to reach respondents. Convenience sampling, according to Emerson (2015), is appropriate when the audience is unfamiliar with the phenomenon and the researchers wish to generate novel ideas.

The respondents were consumers who had experience of purchasing organic personal care products. Self-administered questionnaire were used to collect data from the potential respondents. Before starting filling questionnaire from respondents, they were first asked enquiry question; for instance, whether they had earlier purchased organic personal care products, or not. Respondents with a positive answer were requested to fill in the questionnaire. The questionnaire had two sections. The first section measured different variables of the study. The social media usage 4 items scale was adopted from Jain et al., 2020. The price 4 items scale was adopted from Herrmann et al., 2007; Lee et al., 2011. For promotion, 5 items scale was adopted from Shah, 2019. The awareness 5 items scale was adopted from Chinnasamy et al. (2022). The demographic profile of consumers was gathered in the second portion of the questionnaire. The questionnaire was forwarded to 20 consumers for pilot testing. Factor analysis and Cronbach's alpha values are used to assess the validity and reliability of the data. The questionnaire has been slightly modified in light of the findings of the pilot testing. Five – point Likert scale (1- strongly disagree – 5 Strongly Agree). Respondents first reported their awareness level toward organic personal care products brands. Then, they rated a number of items regarding the scale comprising the consumer buying decisions: social media usage, price, promotion, awareness. Since these are the largest cities in the state of Punjab and where the majority of the population is concentrated, data were gathered from Ludhiana, Amritsar, and Jalandhar. The number of samples needed to achieve a model-fit is based on Tabachnick and Fidell's (2001) guideline that each parameter estimation requires at least 10 samples. As a result, information was gathered from 300 respondents. Because of missing data, 16 questionnaires had to be excluded from further analysis. The Demographic profile of the sample is given in table

Table 1. Demographic profile of the sample

		N	%
Gender	Male	114	40.3
	Female	170	59.7
	Total	284	100
Age	18-30	172	60.7
	31 - 43	60	21
	44 & above	52	18.3
	Total	284	100
Education level	Under graduate	214	75.5
	Post graduate	70	24.5
	Total	284	100

Profile of the respondents

The demographic profile of respondents indicates that a majority 59.7% of the respondents were females and the remaining were males. With respect to age, an overwhelming percentage of respondents 60.7% are in the age group of 18–30 years. There are 21% of respondents in the age group of 31–43 years. 18.3% of respondents were above 44 years of age. The distribution of sample is representative of the overall population distribution in the Kingdom. In terms of educational qualification, 75.5% of the respondents have undergraduate qualification.

Overall model fit

Using the most recent version of AMOS, confirmatory factor analysis (CFA) and reliability analysis were carried out for all the constructs. The CFA results indicate the good theoretical model fits (see Table 2). The average extracted variance (AVE) of the constructs is greater than the minimal requirement of 0.50. These findings support the discriminant validity of all constructs as well as the convergent validity of each concept. The composite reliabilities for each of the constructs and the reliability estimations for each construct using coefficient alpha (Cronbach, 1951) were greater than 0.70. Because they are greater than the advised 0.50 threshold, all shared variances collected for each construct are considered acceptable (Bagozzi and Yi, 1988; Fornell and Larcker, 1981). Because the AVE is bigger than the square of the discriminant, discriminant validity is also proved. The AVE is bigger than the square of the construct's correlations with the other components, establishing discriminant validity as well (Fornell and Larcker, 1981). Overall, the measurement model statistics are consistent with the survey instruments' psychometric qualities.

Table 2CFA of complete measurement model

Scale and item description (N = 284)	Factorloadings	Alpha
Social Media usage		0.808
I am always keen to use social media.	0.858	
I often read posts shared on social media.	0.875	
Social media posts influence my opinions.	0.830	
My purchasing decisions are guided by social media	0.807	
Price		0.857
Their should be Fair price of the product.	0.798	

Provide good value for money	0.873	
I am willing to spend extra money in order to buy organic products.	0.845	
It is acceptable to pay more for organic than conventional products	0.830	
Promotion		0.775
Optimal use of available space.	0.859	
The use of a fleet that is new and environmentally friendly.	0.903	
Provide offers such as price discount, coupons etc.	0.856	
Promotion done by organic personal care product companies explain the environmental features of the product.	0.868	
Promotion done by these companies is trustworthy.	0.890	
Awareness		0.889
Promote a green lifestyle	0.873	
I am aware of the characteristics of organic personal care products X brand	0.845	
I can always remember the logo of organic personal care products X brand.	0.879	
Characteristics of organic personal care X brand come to my mind quickly	0.837	
I can quickly recall the symbol of organic personal care X brand.	0.842	
Consumer Buying Decisions		0.881
I only purchase green products for my daily needs	0.857	
Organic products are part of my daily needs products.	0.842	
My purchasing behavior has been green for the last few weeks.	0.837	
I have had a green buying activity in the last six months.	0.845	

Result of Hypothesis:

Following the validation of the measurement model, hypotheses were tested using structural equation modelling (SEM). The structural model’s fit was assessed using the same model fit statistics from the CFA. Scores of the fit statistics of the CFA revealed that all of these are within the cut-off points suggested by Hair et al. (2010). Hypotheses were tested using the criteria of statistical significance of the relationship at the 0.05 level. In addition, AVE (average variance extracted), Cronbach's alpha, and composite reliability (CR) were also examined. All of the data exceeded the acceptable levels. Results are presented in Table 3 & 4.

Table 3 Assessment of the measurement model

Factors/Constructs	CR	Cronbach’s Alpha	AVE
Social media usage	0.907	0.864	0.710

Price	0.903	0.857	0.700
Promotion	0.900	0.843	0.762
Awareness	0.900	0.851	0.770
Consumer buying decisions	0.914	0.873	0.727

Table 4SEM output for hypothesised relationships in the proposed model *SEM output*

Hypotheses	Hypotheses paths	Standard Regression weights	Results
H1	Social media usage → Consumers buying decision	0.17	Supported
H2	Price → Consumers buying decision	0.04	Not Supported
H3	Promotion → Consumers buying decision	0.21	Supported
H4	Awareness → Consumers buying decision	0.23	Supported

Discussions & Implications:

The present research study was conducted to elucidate the impact of green marketing attributes through social media platforms in building consumer buying decisions towards organic personal care products. The researchers revealed that out of the four constructs of green marketing, three of them significantly helps in influencing consumer buying decisions. The findings revealed that social media usage,

promotion and awareness, influence the buying decisions of consumers of organic personal care products. However, price did not exert any significant impact on it. Hence, consumers firmly feel that organic personal care products are one of the solutions to ecological challenges since they are beneficial for health and perform better in terms of quality and environmental performance. These products were rapidly and easily accessible to customers. The green brand awareness tools adopted by marketers make customers aware of the ecological benefits of such green products and make them readily acceptable.

Limitations, future directions and conclusion

While the findings of this study are intriguing, a few caveats must be addressed. To begin, future research should take into account more variables as well as the broader green marketing aspect in order to better investigate the factors impacting consumer buying decisions. Second, this study only looked at four aspects of green marketing through social media platforms. It will be fascinating to explore how social media affects scholars and marketers, as well as a full examination of other aspects of social media. Finally, respondents were recruited from a subset of Punjabi's customers, limiting the findings' generalizability. Further research in other regions is necessary. Finally, this study offers preliminary findings in areas of expanding significance to marketers, such as increased worldwide coverage of environmental issues, an emphasis on greener and cleaner options, and cleaner marketing options and innovations, and asks for further study on environmentally responsible marketing in the face of rising competition.

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Paper 2

“Green Marketing: A Conceptual Study on Initiatives and Start-ups Taken By Industries for Making Green India”

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Abstract:

Environmental issues like global warming, waste disposal, climate change and pollution etc are at their peak level due to technological advancement. Due to this, society is facing lot of problems and this has led to the emergence of Green marketing concept. “Green marketing is the marketing of products/services which are environmentally secure”. Marketers adopt various green practices such as green raw materials for manufacturing which can easily be recyclable, green packaging of the product or using such methods which do not cause any harm to the environment. Now even the Consumers are becoming green consumer as they are more concerned towards the protection of the environment. As natural resources are limited and wants of human beings are unlimited, it makes relevant for marketers to utilise the natural resources in an efficient way without any misuse of resources. This forces marketers to opt green marketing concept in their business. After studying various literature and journals, it has been cleared that various organisations have opted lot of green initiatives for attracting green consumers and aware them about benefits of the green products. The purpose of the paper is to explain the concept of green marketing, importance and 4Ps of green marketing mix. This paper also explains the various initiatives that have been taken by various companies in India.

Keywords: Green marketing concept, 4Ps of Green marketing mix, Consumers, Industries Start-ups Initiatives.

Introduction:

Green marketing or ecological marketing is basically selling of goods and services which are environmentally secure. Green marketing associated with number of different activities including modification of product, change in process of production, product packaging and modifying advertising. Green marketing is also known as Ecological marketing, Environmental marketing and Sustainable marketing. As per American Marketing Association, “Green or environmental marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment”.

Green Marketing Evolution:

The green marketing concept has been progressed over a period of time. As per Peattie (2001), green marketing growth is based on three phases, named as: Ecological green marketing, Environmental green marketing and Sustainable green marketing. In first stage, all marketing exercises were related to help environmental issues and provide solutions for such problems. Second phase of evolution of green marketing named as Environmental green marketing shifts focus on clean technology that includes planning of creative new products which controls the pollution and problems related to waste. The last phase i.e. third phase named as Sustainable green marketing that focuses on protection of environment with sustainable development.

Why moving toward Green Marketing?

As technological advancement gives birth to various environmental issues which creates number of threats to society due to which human beings are more concerned with scarce resources of environment. Now Consumers are also shifting towards green consumerism. Business organizations are now just not operating with profit motive or maximising their sales. They are also adopting various practices through which they can create green environment and attract green consumers. Green marketing helps marketers in finding various sustainable ideas for doing their business. Now business organizations promotes green products with help of green marketing by including activities such as green packaging, green manufacturing processes, transportation etc. In today’s competitive environment of business, Green marketing becomes the need of an hour for every marketer. While going through the literatures, there are some reasons due to which business should follow green marketing practices. These are as follows:

- It provides various opportunities to marketers as consumers are more concerned with the environment.
- It becomes a social responsibility for marketers.
- It can help the marketers to attract more segments of the consumers.
- There are also some government regulations which create pressure on marketers to go green.
- Unique positioning of product is possible.
- For making reputation (goodwill) of the firm.

4ps Of Green Marketing Mix: Every business organization has their own marketing mix. Some have 7ps of marketing mix and some have 9ps. In Green marketing concept, there are 4ps of marketing mix, such as:

‘Green Product’:

In sustainable marketing, green product includes reduction of pollution in manufacturing process, reducing natural resources consumption in excess and to enhance the conservation of scarce resources. For e.g. less use of harmful chemicals without PVC, use materials which can be recycled, usage of organic materials for making a product and use of green packaging. Various companies like McDonalds, Unilever (owner of Ben & Jerry’s), Timberland Earth keepers product line, General Electric, Wipro and Infosys etc put their all environmental efforts for making a valuable product.

‘Green Price’:

Price is the most critical and crucial factor of green marketing mix. Consumers will be willing to pay more only if in return product will provide some extra value to their perceptions. Green marketing includes some factors for charging premium price such as improved and satisfactory performance, design, function or taste, appearance and customisation.

‘Green Place’

Appropriate place also attracts consumers in an efficient manner. Only few consumers will buy green products out of their way. Place or location must differentiate a business organization from its competitors.

‘Green Promotion’:

Green products can be promoting through paid advertisements, sales promotion, direct marketing and public relations. Green marketing is a basic source which uses various social networking sites to promote the green product. Various green promotional strategies (by Ottman 1997) has been suggested to promote the green products. For e.g. Indian Tobacco Company put efforts and make environmental friendly papers & boards.

Objectives:

1. To study the concept of green marketing.
2. To examine the importance of green marketing.

3. To explore the recent initiatives taken by industrial sector in India.
4. To find the new or recent start-ups taken in India

Literature Review:

Khan (2016) explores the various trends, challenges and future scope of Green marketing. As consumers are more concerned with environmental issues, organizations had to face many new challenges, due to which marketers trying to adopt green practices in their day to day operations. The author does a conceptual study which discusses various initiatives taken by selected companies for promoting green marketing. In this author concluded that as there is cardinal change in preferences and life styles of the consumer due to which green marketing becomes an important concept for business organizations

Sharma K.N (2015) investigate the need, importance and problems of green marketing and also to examine the initiatives taken by various Indian companies. This paper basically involves the numerous examples of green initiatives taken by different companies in India. The author concluded that lot of initiatives was taken by various business organizations for moving toward green perspective. But still many companies are hesitated to use green marketing practices due to many reasons such as increase in cost of production, less profit etc. Companies should understand the emergence of green marketing and work regularly to find green marketing practices such as green raw material, green methods of manufacturing, green packaging etc.

T A and P.V Ahammed (2015) aimed to identify the green initiatives that are taken by government as well as non government organizations and also to explore the various factors that force companies to go green. Author also includes green marketing strategies for successful green business. Here author concludes that business organizations must change their mind perceptions from traditional method of marketing to Green marketing strategies through which they can survive in the competitive environment and attract more consumers.

Yadav and Pathak (2013) objective was to explain opportunities, initiatives, challenges and eco-friendly practices of green marketing that are faced and adopted by various organizations to survive in the competitive environment. Author covers all the green initiatives taken by organizations as well as regulations made by government towards green environment.

Sara and Madhumitha (2013) reviewing the concept of green marketing, traditional marketing and the various strategies adopted by companies for making their business practices green. Author concluded that green marketing becomes a major concept for protecting the environment and also to enhance green consumerism. This article discuss the various initiatives adopted by selected corporate for green marketing in India as well as abroad for promoting green-revolution.

Initiatives Taken by Industrial sector's in India:

As per the literature, various companies of different sectors had taken a lot of green initiatives towards green marketing. Green marketing becomes a major aspect for all industrial sectors to attract the green consumer as consumers are more concerned about safety & protection of environment. The Initiatives are as follows:

Automobile Sector:

- **Maruti Udyog Ltd:** In economic times 8th June, 2016, it was revealed that the company adopt various green practices through which there is less harm to the environment. The company adopt the policy through which it will work collaboratively with their customers, suppliers and communities. Company also made a compliance with Biomedical Management Rules 2016. The company makes their manufacturing activities eco-friendly due to which there is less use of natural resources and also energy is conserved.
- **Tata Motors:** As per Tata motors' 'annual report 2011-2012', various green initiatives have been taken by the company for protecting the environment. CNG has been introduced in place of petrol and diesel run vehicles. Such as Indigo XL CNG or Ace CNG etc. Company also make efforts for making its engines more eco-friendly.

IT sector:

- **Wipro Technologies:** Wipro was the first company who made environment sustainability in water efficiency, energy conservation and waste management. Wipro introduce greenware desktops which are manufactured free from harmful chemicals such as PVC and BFR.
- **Infosys:** Infosys also take green initiatives such as car pool management, bio-diversity campus, green buildings, water harvesting and green engineering.

Power Sector:

- **Suzlon Energy:** Suzlon is the 4th largest greenest company of wind power in India. It takes various green initiatives which is important for reducing the carbon footprint.

Railway Sector:

- As Indian Railways are now transforming into Green Railways. Indian railways installed wind energy plants and LED lighting has been provided on electrified railways. Also adoption of Solar power, water conservation, bio-toilets, waste management and alternative fuels.

Banking Sector:

- **SBI:** SBI has launched various green banking policies and also promoting green power projects.
- **PNB:** Punjab National Bank had also taken various initiatives for minimising energy consumption
- **HDFC Bank Ltd:** this bank also takes some measures which reduce paper use, waste and increase energy saving.

Oil & Gas:

- **Indian Oil Corporation (IOC)** plans to invest in green energy projects which include bio-fuels plants, wind power plants and solar panels.

Recent Trends Or Start-ups in India toward Green Marketing:

As society becomes environment oriented. From past few decades, various initiatives had been taken by various organizations for making green business. But still, there is requirement of further development of start-ups which influence the concept of green marketing. As per report by the Central Pollution Control Board (CPCB) in 2017, India alone produces around 25,940 tonnes of waste plastic in a day. Thus, some start-ups by various states and companies are started for protecting the environment:

- **Tech Mahindra** goes plastic free with a new campaign named as ‘Don’t Be Plastic’. From August 2019, Tech Mahindra has banned single use plastic in its whole campus. (bwcio.businessworld.in)
- **Indian Railways** transform its goal into Green Railways. The approval from Cabinet Committee on Economic Affairs has approved complete electrification of railway network which improves its finances through reduction in cost of fuel. (Economic Times 4th Dec, 2019).
- **Pappco Greenware** started in Mumbai produces a number of food packaging items involves paper straws, food streamers, lunch plates and wooden cones which are eco-friendly. (www.pappcoindia.com)
- **Blink Green** start-up which was started in Pune makes fashionable footwear by using scrap of tyre under brand name of Memital. (yourstory.com)
- **Beco** a Mumbai based start-up manufactures trash bags, kitchen towels and tissue rolls from bamboo pulp and corn starch-derived polymers. Beco’s products use craft and recycled paper for packaging. (letsbeco.com)
- **Eco Right** started in Ahmedabad in which emphasis is on eco-friendly bags to attract consumers.(www.ecorightbags.com)
- **Arohana Ecosocial** started in Pune in which art is done from plastic waste by non recyclable plastic and upcycling non-biodegradable plastic into fabric. In this, traditional charkhas and handlooms are used to spin plastic fabric and make products such as handbags, home décor and accessories. (aarohana.org)
- Some initiatives by Modi government are also a step forward toward green India such as **Namami Gange Programme, Green Skill Development Programme, Swachh Bharat Abhiyan, Toilets Before Temples and Compensatory Afforestation Fund Act (CAMPA)**. (Yourstory.com)
- Various states such as Maharashtra, Tamil Nadu, Telangana and others also adopt single use plastic ban policy to reduce the deterioration of the environment. (www.downtoearth.org.in)
- **Godrej** strategy ‘Good & Green’ makes the businesses eco-friendly with the objective to achieve carbon neutrality and positive water balance by 2020. (ETbrandequity.com 8th june, 2016)
- **BankBazaar, Shopclues** hiring completely paper less and plastic free processes. (economicstimes.com June 4th, 2018)

- **Saahas Zero Waste Management** converts waste into resources. SZW makes products from waste such as chipboards, roofing sheets and stationary items. (yourstory.com)
- **Digitalisation** also leads to conservation which leads to successive initiative of green India.
- Use of ATM by banks is also a green initiative.

Conclusion:

Due to technological advancement, environmental issues create a major threat to society which create emergence of green marketing concept for society. Green marketing is quite recent concept. Through various social networking sites, awareness about green marketing is being created about the materials which are eco-friendly. It also creates green consumerism. For attracting green consumers marketers have to follow various green perspectives in their strategies. Various initiatives are adopting by business organizations for going green. These initiatives become useful for protecting the environment. But still, Marketers need to understand the emergence of green marketing as scarce resources are limited. Many steps had been taken by government for sustainable development. Various New start-ups were started in India from past few years. With the banning policy of single use plastic, Business firms should work constantly to find out the ways through which there is less wastage of natural resources by using green manufacturing methods and packaging techniques. Government will also continue to promote waste to energy efforts.

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