UNIVERSITY OF KWAZULU-NATAL

Factors affecting intention to buy organic personal care products: a comparison of generations X & Y in Cape Town

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Abstract

Organic personal care products are deemed to provide more benefits to consumers and the environment, with the provision that manufacturers have ensured a rigorous certification process. In previous studies, research on organic consumption has placed a significant amount of focus on organic food in comparison to organic cosmetics. A gap in knowledge exists in understanding the consumers underlying motivations to purchase organic personal care products versus conventional products, more so in the South African market. The purpose of this paper is to research the factors affecting the intention to buy organic personal care products among generation X and generation Y in Cape Town.

A conceptual framework integrating the Theory of Planned Behaviour, Kim and Chung's consumer values, and Chen's green trust metric has been developed and applied for this study. For this, a quantitative online survey using Google Forms was distributed to a sample of 150 respondents, which generated 123 valuable responses for further analysis. Descriptive statistics were conducted to display frequencies and mean of the study's variables. Cronbach's alpha scores for all variables were all above the acceptable reliability criteria of r=.06, which indicated they all capture the same underlying construct. Thereafter, principal component analysis was conducted to pinpoint the item with the largest variance on an underlying construct.

From the findings, environmental consciousness was the consumer value that significantly influenced consumer attitudes, for both generation X and Y. For generation X, subjective norms had the strongest influence towards purchase intention, whereas for generation Y, the findings revealed that consumer attitudes were significant and positively influenced purchase intention towards organic personal care products. This study provides tangible insights to environmentalists and marketers of green products on ways of effectively conveying their green message to the intended target market in South Africa. As the study focused on generation X and generation Y, a combination of those actively and not actively engaged in environmental practices and issues; future researchers could consider a nationwide survey covering samples from other generation groups who are actively organic cosmetic purchasers.

Declaration

I, Mbali Noluthando Mhlamvu, declare that

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    (ii)   This dissertation has not been submitted for any degree or examination at any other university.

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Chapter 1: Introduction and Study Background

1.1. Background and Motivation for the Study

South African consumers continue to grapple with poverty, unemployment, societal and gender inequalities. These challenges emerge from innate failures erupting from governance and macroeconomic insights in the country (Price Waterhouse Coopers, 2012). In overcoming these volatilities, a green economy presents opportunities that allow economic prosperity and sustainable development for current and future generations. The growing trend of health and environmental consciousness has contributed to the rise in individuals leading wellness-oriented lifestyles (Jones & Muller, 2016). In cosmetics, organisations are continually looking for new ways to present their offerings to gain more significant value share in the highly competitive yet innovative industry.

Personal care products contribute to an individual's physical appearance and wellbeing. Matic and Puh (2015) make inferences on the positive correlation between organic food consumption and consumer attitude towards natural cosmetics. This study's primary objective will be to determine factors that influence the intention to purchase organic personal care products amongst generation X and generation Y in Cape Town. Various authors present organic personal care products as a sector that makes up a significant number of sales in markets such as the United States of America (USA), Malaysia, and Europe (Fauzi & Hashim, 2015; Yeon Kim & Chung, 2011). Therefore, this research will present a deep dive into the consumer behaviour and level of awareness of this product category and explore the opportunities presented by the organic personal care products industry in South Africa to provide recommendations. Using the Theory of Planned Behaviour, the researcher will assess the influence perceived behavioural control, health consciousness, subjective norms, consumer attitudes, and green trust have on consumers' purchase intention towards organic personal care products.

For this research, personal care products are categorised into five segments: skincare, haircare, decorative cosmetics, fragrances, and toiletries. According to Ansoger-Schumacher and Thum (2012), these segments are broken down as per the following:

- Fragrances include perfumes, deodorants, eau de parfum, and eau de toilette;

- Decorative cosmetics include lip care, make-up, nail polish, self-tan sprays/lotions;
- Skin care includes body lotions, scrubs, roll-ons, facial creams, shaving cream, sunscreen, and insect repellents;
- Hair care includes shampoos, treatment products, conditioners, chemical dye; and
- Toiletries include shower gels, bath soaps, bath additives, mouth washes, and toothpaste.

Organic cosmetic marketing, product positioning, personal care product pricing, and effective promotions remain imperative to maximise sales and profits (Matić & Puh, 2016). Providing consumers with knowledge that assures them all cosmetic compliance requirements are met for advertising and labelling cosmetic products provides necessary disclosure of ingredients and safety of the content. According to Bom, Jorge, Ribeiro, Marto (2019), some of the advantages of consuming organic personal care products include preventing premature ageing of the skin, providing the body with rich skin nutrients, safety, gentleness skin, and an environmental-friendly product.

In a Malaysian research study published by Yeon Kim and Chung (2011), consumers displayed behavioural intentions to understand the benefits of organic cosmetics – with a significant number of respondents mentioning affordability as the prime barrier to purchasing organic cosmetics. They found that Malaysian consumers' purchasing decisions were mostly influenced by the price and not only by the benefits derived from consumption. In South Africa, finding organic personal care products was previously a challenge due to limited demand and purchase channels for the products, but that did not disregard consumers' want of products that are environmentally friendly. This instead created an opportunity for local manufacturers to produce offerings with healthy and natural nutrients with the essential extracts, using channels convenient for consumers. The study will delve deeper into motivational factors influencing generation X and generation Y's behavioural intention to purchase organic personal care products. It will also outline what criteria consumers find significant in their decision of purchasing organic personal care products using the Theory of Planned Behaviour (TPB) model.

1.2. Research Problem
A significant number of consumers have a growing desire to improve their looks and sustain a

youthful look, thus have gravitated to the consumption of environmentally friendly personal care products. Consumers become prone to purchasing these products as organic personal care products do not consist of petroleum, aluminium or micro plastic and are produced using less severe ingredients than the conventional substitutes (Adels, 2018). In South Africa, there is limited research about organic consumption in comparison to the vast literature found on the subject in international markets. Specifically, in the body of knowledge on personal care products, where a significant amount of South African literature is on conventional foods and personal care products, with a not-so-great focus on organic (Mkhize, 2017; Yadav & Pathak, 2016). A gap in knowledge exists in understanding the drivers motivating consumers to purchase organic personal care products and the key compelling factors for consumers to purchase organic versus conventional products among the generation X and generation Y in Cape Town.

1.3. Research Aims and Objectives

The study will seek more knowledge on what consumers understand about the benefits sought from organic personal care product consumption, and the values that influence their purchase intention in the product category. This dissertation aims to understand consumer perceptions of organic personal care products and compare findings of both generation X and generation Y, using the Theory of Planned Behaviour. Thus, this requires an analysis of the topic, "***Factors affecting intention to buy organic personal care products: a comparison of generations X & Y in Cape Town***". Based on this topic, the proposed objectives for the study are.

1. To assess the impact subjective norms have on the purchase intention towards organic personal care products amongst generation X and generation Y in Cape Town;

2. To identify the influence consumer attitudes have on purchase intention towards organic personal care products amongst generation X and generation Y in Cape Town;

3. To evaluate the influence of perceived behavioural control on the purchase intention towards organic personal care products amongst generation X and generation Y in Cape Town;

4. To determine the influence of health consciousness on consumer attitudes in the purchase of organic personal care products amongst generation X and generation Y in Cape Town;

5. To determine the influence of appearance consciousness on consumer attitudes in the purchase of organic personal care products amongst generation X and generation Y in Cape Town;

6. To determine the influence of environmental consciousness on consumer attitudes in the purchase of organic personal care products amongst generation X and generation Y in Cape Town;

7. To investigate the role of green trust on the purchase intention towards organic personal care products amongst generation X and generation Y in Cape Town.

1.4. Research Questions

In understanding the research problem, directly related questions assist in investigating what the study wants to achieve. Currently, literature exists on the global trends of organic personal care product consumption, but not on the African scale and its consumer purchasing patterns, specifically to the South African market. Below are the formulated questions that will aid in the market research of the beauty industry:

1. What impact do consumer subjective norms have on the purchase intention towards organic personal care products amongst generation X and generation Y in Cape Town?

2. What extent does consumer attitudes influence purchase intention towards organic personal care products amongst generation X and generation Y in Cape Town?

3. What impact does perceived behavioural control have on the purchase intention towards organic personal care products amongst generation X and generation Y in Cape Town?

4. What level of influence does health consciousness have on consumer attitudes in the purchase of organic personal care products amongst generation X and generation Y in Cape Town?

5. What level of influence does appearance consciousness have on consumer attitudes in the purchase of organic personal care products amongst generation X and generation Y in Cape Town?

6. What level of influence does environmental consciousness have on consumer attitudes in the purchase of organic personal care products amongst generation X and generation Y in Cape Town?

7. What impact does green trust have on purchase intention towards organic personal care products amongst generation X and generation Y in Cape Town?

1.5. Significance of the Study

Maggioni, Montagnini, and Sebastiani (2013) conducted research and found that the market share of organic personal care products is growing but is still significantly lower compared to that of conventional personal care products. This study has therefore been imperative to evaluate the different factors that influence the purchase intention towards personal care products as well as the characteristics of the organic cosmetics consumer from generations X and Y in Cape Town, South Africa. Whilst this study aims to extend on the body of knowledge in this research subject, it also hopes to advise environmentalists and marketers on ways to better develop strategies to on-board more consumers, as well as enhance their communication to this target group.

1.6. Limitations of the Research

A few of the limitations present in this study are geographical boundaries and the reach of individuals. The study's focus is on the South African market but will only target respondents who reside in Cape Town, limiting the generalizability of the study. Another limitation is the lack of literature on the desired topic in the market chosen for the study. In the limited literature available on South African consumption, previously, the focus was on organic food products and the marketing strategies to be conducted to target green consumers. Given the research that was done on natural personal care products, an in-depth understanding of consumer behaviour was collated for other regions outside South Africa.

1.7. Delimitations of the Research

This research investigation focused only on generation X and generation Y individuals that live

in Cape Town metro area. Looking at the literature and demographics represented, it is evident that these are the two generational cohorts that have adequate purchasing power. Previous authors also note that these two target groups are prone to looking for sustainable offers and support brands that display ecological practices, transparently. Furthermore, the researcher chose to collect the data using online surveys, considering the current COVID-19 pandemic, as well as the rise of electronic device usage such as 'smartphones', where individuals are predominantly using or accessing their mobile devices for various uses – thus making it easier to collect responses for this research. The lockdown in South Africa resulted in individuals spending less time outdoors, and more time at home, thus naturally reverting to self-entertaining activities as well as consuming more information on electronic devices.

1.8. Chapter Outline

In chapter one, a detailed synopsis of the study is presented, alongside the background and motivation behind the selection of the topic. The problem statement, research objectives, and significance of the study is outlined. Thereafter, it is concluded by noting the limitations and delimitations of the research.

In chapter two, literature on organic personal care products is covered, starting with a brief history on cosmetics and their evolution over the years, then linked back to the current behaviour of green consumption. Thereafter, a detailed overview of generations X and Y are provided to uncover the relevance of these generational cohorts to the subject under study. The chapter progresses to outline the study's theoretical framework, looking closely at The Theory of Planned Behaviour (1991), Yeon Kim and Chung's model (2011), and Chen's model (2010), to provide context on the constructs incorporated in the researcher's conceptual framework.

In chapter three, there is a focus on the methodology chosen for this study. It encompasses the research design, sample techniques, sample size, the target population, data collection instrument, and data analysis. Post discussion of the study's statistical analysis, it concludes with the ethical considerations for the persons used in the study and overall ethical concerns to be

noted throughout the study.

In chapter four, the findings and analysis are presented from the online Google form surveys conducted. When illustrated, they are compared with past literature from authors who previously researched the same subject under study.

In chapter five, the researcher discusses the study's results whilst linking the findings back to the study's objectives.

In chapter six, the study's recommendations and limitations are presented. In this section, based on the summarised findings, the researcher provides recommendations to the personal care product industry on ways to communicate green consumption as well as ways to communicate using the correct channels. Thereafter, the researcher wraps up the report by drawing a final conclusion for the study.

1.9. Conclusion

The growing interest in organic/natural personal care products has spiralled from consumer and marketer reactions to the media coverage on the transition to healthy lifestyles. The perception for all-natural/organic is that the entire supply chain considers environmentally friendly processes, final products, and impact. At the same time, natural/ organic is believed to provide health benefits. The constant innovations and high technology developments allow for the modern personal care product industry. The rise in the usage of organic personal care products is characterised by the concern of youthful aesthetics, the dangers, and the quality of the personal care items – this is, however, not majorly communicated or prioritised in the South African market.

Chapter 2: Literature Review

2.1. Introduction

This chapter entails a detailed review of literature and theories where scholars have previously conducted studies that assess consumer intention towards purchasing organic or green personal care products. It commences with a breakdown of understanding consumer behaviour and choice drivers, then proceeds to deep dive into the profile of the generational cohorts' consumers will be chosen from for this study. After that, an analysis of the organic personal care product category, looking at its evolution leading to the consumer shift to ethical living. Subsequently, the researcher will present an organic personal product care industry analysis in end markets abroad, based on previous authors' findings. After that, the researcher will briefly analyse relevant international and local organic personal care brands that can be found in South Africa. Lastly, the researcher will present a conceptual framework adapted and modified from the theory by Ajzen (1991), Yeon Kim and Chung (2011), and Chen (2010) that was developed to gauge the relationship these constructs have with the intention to purchase organic cosmetics.

2.2. Understanding Consumer Behaviour

Consumer behaviour looks at the recognition of needs and wants using a search process, the comparison and selection of products or services, and the selection or purchase of offerings best suited (Carrington, Neville, & Whitwell, 2014; Stankevich, 2017). According to Keller (2013), the traditional consumer decision-making process consists of five core stages: problem recognition, information search, comparison of offerings or alternatives evaluation, purchase decision, and post-purchase evaluation. The first stage entails the realisation of the crux of the problem, where the purchase decision's initiation occurs. The second stage entails gathering information that assists in weighing options that serve as solutions to the problem. The third stage requires a critical analysis of the solutions provided. The fourth stage involves a selection of a final choice on one of the solutions provided. The last step entails evaluating the purchase, assessing benefits derived from consumption post-purchase (Armstrong, Adam, Denize, & Kotler, 2014; Keller, 2013).

According to Darley, Luethge and Blankson (2013), consumer purchases' underlying motives include various social influences, motivating factors, and interests. Social influences constitute culture, religion, reference groups, and family. Generational differences encompass an understanding of the online environment, and the reliance consumers have on digital technology serving need satisfaction (Darley *et al.*, 2013). Individual characteristics are style, motives, values, lifestyle, and personality (Carrington, Neville, & Whitwell, 2010; Darley *et al.*, 2013). McKenna (2012) argues that searching costs vary between low-involvement and high-involvement goods, which help consumers reach a final decision, leading more towards their preference.

Research indicates that consumers make purchases based on individual preferences, budget constraints, and expectations of the outcomes (Yoon, Gonzalez, Bechara, Berns, Dagher, Dube, Hurettel, Kable, Liberson, Plassmann, Smidts, & Spence, 2012). According to Le Roux, Van der Merwe, Wilders, and Wissing (2017), a sizeable number of consumer choices include high intellectual or cognitive effort. Others occur without intentional consideration, needing very little information before the purchase transaction. In personal care products, consumers are compelled to make well-versed decisions on the cosmetics they purchase, due to the daily use of the products and the effects they have on various individuals. The growing number of health-conscious consumers is fuelling the growth of the organic cosmetic industry and impacting the shopping habits of consumers. As this study will look at both generation X and generation Y, the literature and findings will provide context on influencing factors that explain the behaviour displayed by the relevant cohort, when faced with different buying situations in the organic cosmetics category.

2.3. Green Consumption

Fonseca-Santos, Correa, and Chorilli (2015) found that the new development of raw materials, products, people, environment, and waste management, was because of sustainability. The concern about the waste of natural resources has impacted consumer behaviour, which has created a rising interest in natural products and biodiversity. This interest is displayed in individuals who are named 'green consumers'. A green consumer displays effective mindfulness

towards the environment and sustainability and has a predisposition towards products with organic and natural ingredients. In their search for green products, they consistently lookout for products with components considered 'green' from conception to manufacturing. Below are additional characteristics of a green consumer:

- Their most significant concern in product characteristics (other than intrinsic), is the environmental impact of consumption and production, in line with preserving the environment;
- Preference for products with a simple packaging design that is reusable, recyclable, biodegradable, or returnable;
- There is an increased preparedness to purchase cosmetics at higher prices;
- Green consumers avoid consuming products that are derived from animals or endangered flora;
- Green consumers are wary of the products they consume, thus prioritising the consumption of safer products for themselves and the environment.

While consumers value social and environmental responsibility, green products provide several advantages to satisfy customer expectations - mainly centred on causing less damage and minimising impact to the environment. These advantages include reduction of the use of raw materials and packaging, manufacturing multiple utility products for more efficiencies, developing reusable products with recycled and biodegradable materials, developing products that are less harmful to the environment and an individual's health, which can be incinerated and converted to fertiliser (Fonseca-Santos *et al.,* 2015). However, Ahmad and Omar (2018) assert that social norms and media exposure are significant motivators in ecologically responsible behaviour, suggesting that consumers place much focus on peer recommendations and current trends. The information an individual receives about green products in their networks or social media can either encourage green consumption or taint their view of green offers. This perceived social pressure makes it important to evaluate the influence of subjective norms on purchase intention of organic personal care products, to understand the extent consumers are persuaded by salient beliefs.

Peattie (2010) defines green consumption as the behaviours of individuals who display concern and closely observe the environmental outcomes of those ecological behaviours. The notion of green consumption concerns behaviours assumed to be environmentally beneficial as a reflection of pro-environmental motivations or intentions (Young, Hwang, McDonald, Oates, 2010). The theory of green consumption emerged from Fisk's *Theory of Responsible* Consumption, which focused on analysing an 'ecological concerned consumer' alongside responses to advertising and labelling information, recycling, and energy-saving (Peattie, 2010). Peattie (2010) speaks of flaws in research on green consumption, which focuses on green consumption behaviours and public policy goals that emphasise consumers' needs to purchase more ecological products rather than focusing on the need for consumption reduction. Such does not explicitly tackle consumerist lifestyles within industrialised countries. However, it potentially perpetuates overconsumption by lessening consumer guilt towards an environmental impact. This makes it vital to do a further investigation to assess whether the same exists for organic personal care products in the South African market.

According to Connolly and Prothero (2008), the lack of financial means in relation to perceived higher prices of organic cosmetics has frequently been an essential factor impeding green consumption. Shafira and Mayangsari (2020) further support this statement using findings from a study conducted on Malaysian consumers. There is a higher interest in purchasing organic personal care products only when they are on special offers or at discounted prices. According to Shafira and Mayangsari (2020), another hindering factor towards the purchase of organic personal care products is brand reputation. According to Chen and Chang (2013), due to the increase in greenwashing, consumers have less trust in organisations as a result of doubt created around brand product certification and 'natural' or 'green' claims. Thus, consumers prioritise knowing the brand well before purchasing an organic personal care product (Shafira & Mayangsari, 2020).

According to Johnstone and Tan (2015), greenwashing refers to the overstating of products' environmental claims that are non-existent. These non-existent or barely existing environmental benefits can lead to a decline of green trust, causing green reservations among consumers. These green reservations explain the cynical attitude that consumers display about green claims

organisations make about their products that clearly do not exhibit these benefits (Strauss & Kleine Stuve, 2016). Strauss and Kleine Stuve (2016) further mention that organisations should not partake in greenwashing, as it directly influences a consumer's intention to purchase organic personal care products and affects their long-term purchase behaviour.

2.4. Generational Cohorts X and Y

Cape Town's 2020 population is estimated to be at 4,617million(mn), with a 2.4% annual growth rate change from the last South African census in 2011 (StatsSA, 2020). When broken down further to ethnic and racial compositions from the 2011 census, it is reported as 42.4% Coloured; 38.6% Black; 15.7% White; 1.4% Asian or Indian; and 1.9% Other. Furthermore, Generation X and Generation Y reported 20.7% (955,719) and 33.8% (1,560,546), respectively, out of the total Cape Town population of 4,617mn (StatsSA, 2020). According to Jiri (2016), generation X constitutes individuals born between 1965 and 1976, identified by significant life events, technologies, global phenomena, or economic transition periods. This categorisation by specifics such as age ranges in the year of birth shapes their values, cultural norms, and personalities (Li, 2015). Fauzi and Hashim (2015) highlight that adopting psychographic variables to assess green purchase behaviour proved to be more effective, more so amongst generation X. According to Reisenwitz and Iyer (2009), generation X individuals are risk-averse, brand loyal, and are rarely optimistic and idealistic.

Jiri (2016) further goes on to define generation Y as individuals born between 1977 and 1995, commonly referred to as the *Millennial Generation.* This group of people seems to display more assertiveness, confidence, and a better inclination to fields of digital technology (Smith & Nichols, 2015). In the workplace, Generation Y seems to display traits that equip them better for leadership. Still, the benefits of employing these individuals manifest when organisations fully understand these individuals' characteristics and their look at life in general. Furthermore, Synodinos and Bevan-Dye (2014) found that Generation Y are individuals that choose to raise awareness and show support for organisations that helps communities and the environment by contributing in a sustainable manner.

For this study, discussions by Cherrez-Ojeda, Mata, Vanegas, Felix, Bernstein, Jiménez, and Gavilanes (2020) on generational cohorts are utilised for classification purposes. Cherrez-Ojeda *et al.* (2020) assert that individuals that belong to generational cohort Z (age <24 years) and Y Generations (aged 24-38 years) in comparison to those older, such as Generation X (aged 39-53 years). Information and Communication Technologies (ICT) are growing as a platform providing healthcare-related services. Cherrez-Ojeda *et al.* (2020) found that 72% of patients search and place reliance on online medical information to a certain extent before and after seeking medical consultations. Further results presented by Cherrez-Ojeda *et al.* (2020) displayed that Gen Z and Millennials have the highest overall use of ICT's, which they use to seek medical information online, then seeking validated content from healthcare advisers, i.e., medical doctors, dieticians. These could be platforms to inform consumers of their product knowledge and usage benefits for organic personal care products.

Amongst generation X and generation Y, it's imperative to understand their level of awareness and consumption patterns of cosmetics, as this relates to the desire to restore, preserve, and improve beauty (Ansorge-Schumacher & Thum, 2013). According to Euromonitor International (2011), difficult economic, environmental conditions influence consumers' buying decisions in South Africa's cosmetic products. Using this population group in the study will facilitate a comparison of factors that influence the purchase intention towards organic personal care products. Amongst these two segments, this study will also assist in establishing marketing communication efforts that will enable the repurchase of organic personal care products and the conversion of non-purchasing consumers into purchasing (Adels, 2018).

Lee (2020) found that younger adults display a higher awareness towards environmental issues, and therefore have a more optimistic attitude towards green products. However, previous research found contradictory evidence pointing to the fact that these younger adults do not support environmental regulations and are less observant of eco-labelling than older consumers. Lee (2020) also attributed the study's findings to the monetary resources of these younger consumers and that they lack the capability to practice sustainable consumption based on their current lifestyle. Hence, Generation Z was not chosen for this study.

Whilst there is still a belief based on statistics in some end markets, that the female demographic is higher in the cosmetics market, the significant increase in men's consumption of cosmetics is evidence that the focus on physical appearance and male grooming is growing. Ilunga (2018) states that marketers have found a great opportunity in Generation Y and have thus made action on focusing more on this large group of consumers. Synodinos and Bevan-Dye (2014) further support this by highlighting the South African generation Y as a crucial target consumer to propel the growth of green evolution, as it represents the future of the environment and environmentalism. Amongst these 'millennials', the increase of women in the workplace, the growing middle-class, and increasing demand for grooming products has enabled further development in South Africa's cosmetics market (Ilunga, 2018). Even with the volatilities and downward economic fluctuations in the country, South Africa's cosmetics market is thriving.

2.5. Organic Personal Care Products

In understanding the category of organic personal care products, it is essential to unpack the difference between the terms 'organic' and 'natural'. According to Fonseca-Santos *et al.* (2015), organic refers to products that have at least 95% formulation components (minus water), that constitute raw materials that follow strict standards or protocols of organic production, extraction, purification, and processing. These components may be obtained from certificated crops and extraction and essentially are biodegradable as well as ensuring they preserve natural chemical characteristics. The balance of the formulation components (5%) may constitute water, natural raw materials, from agriculture or non-certified extracted organic formulations. On the other hand, classifying a product as 'natural' simply means the formulation components is composed of natural raw materials, certified or not. Natural raw material can not automatically be classified as 'organic', as the raw materials are often produced in conventional conditions and do not always adhere to the criteria of organic production.

Santos (2012) asserted that more businesses were entering the natural and organic beauty industry, as launching these products differentiates themselves from competitors and improves innovation and sustainability results. The beauty industry's ongoing evolution has introduced

innovations that have radically shifted individuals' attitudes and consciousness towards eco-friendly cosmetic and personal care products. These transformations are seen in the composition of perfumes and how their usage has evolved. The early 19th century saw it mainly being consumed orally and as a remedy when contrasted to the current mass production and synthetic components. Personalities introducing innovations in the beauty industry included Max Factor, Eugene Rimmel, Elizabeth Arden, Helina Rubenstein, and Eugene Schueller, launching new concepts, ideas, and revolutionary products.

When looking at the history of cosmetics, the use of cosmetics was seen commonly seen amongst the Egyptian people, where the Egyptian queen would immerse herself in goat's milk to make her skin softer (Barros & Barros, 2020). From the teachings passed on by the Egyptians, the era of 400 B.C. was when the 'father of medicine', Hippocrates, introduced the study of dermatology – using clay cosmetics or better known as 'beauty masks' (Barros & Barros, 2020). The advancement of cosmetology was seen amongst the Romans and Greeks with the formation of cooling ointment and cold cream emulsions (Barros & Barros, 2020). According to González-Minero and Bravo-Díaz (2018), in the passing of Egyptian pharaohs, bouquets of rosemary were placed on their tombs to perfume their send-off to Hades (known as the Greek god of the underworld). In the same era, it was also believed that healing plants possessed spiritual essences with supernatural powers. (González-Minero & Bravo-Díaz, 2018). Centuries later, with ethnobotanical knowledge and adapted traditional cosmetic use, a significant modification in natural resources and certain effective plants has been done to accommodate the increasing focus on health, skincare, and physical appearance.

The beauty and personal care industry currently benefit from a resilient market despite the economy's conditions (Ilunga, 2018). Zhang and Zhou (2019) assert that the rise in global media reports on sustainability contributes to the consumer awareness of environmental, economic, and social concerns. The cosmetic industry displays a high demand for resources that are not sustainable environmentally, socially, and economically, thus serves as a significant reason for the consumer shift to green products (Bom *et al.*, 2019). Consumers assume various classifications are associated with 'organic cosmetics' (Matic & Puh, 2016). These include product quality, long-lasting, medical advice, skin protection, aroma, and the method of sourcing

products. Typically, this comes across product categories such as skincare, haircare, decorative cosmetics, toiletries, feminine hygiene, and oral care (Matic & Puh, 2016).

Bom *et al.* (2019) found that the sustainability of organic personal care products lies with the extent to which the 3R's (Reuse, Reduce, and Recycle) are applied. When looking at the adverse effects cosmetic packaging and waste of materials have on the environment, these 3R's are mandatory in the various chain levels within the product category (Csorba & Boglea, 2011). The previous point highlights the increased importance of organisations incorporating or investing in sustainable and environmentally conscious practices in their marketing strategies and policies. In doing so, organisations should be mindful of water consumption, carbon emissions, ethical sourcing, packaging, and waste generation as environment impacting factors. The social factors that influence these sustainable practices include investing in education and training in local communities, which are imperative in improving supply chain management (Girotto, 2013).

Cosmetic organisations have seen the importance of investing more in research and innovation to develop more sustainable practices. These include reducing carbon emissions, using alternative energy sources, and products designed with sustainable packaging – resulting in a lower negative impact on the environment. Sustainability is a highly complex process that entails finding policy frameworks to ensure consumers' protection while safeguarding the environment and animals (Girotto, 2013). Moreover, consumers now look beyond the product, where they look at the producer and place high importance on what the business is doing to promote social welfare (Santos, 2012). Whilst consumers change their behaviour to resemble environmental consciousness, they expect the same in companies by investing more in sustainable practices (Santos, 2012). In reaching an adequate standard of sustainability, fair trade practices of raw materials in personal care products have become essential for cosmetic organisations. This practice owes to the rising consumer demand for eco-friendly, natural, and sustainable personal care products, which businesses also incorporate in their strategy, products' sourcing, and production processes (Girotto, 2013).

The heightened consumer demand has created an opportunity for eco-friendly consumption, as environmental protection has increased as a global ecological concern (Yeon Kim & Chung,

2011). The beauty market has seen a significant transformation in the past two decades in the economic, social, and cultural aspects in various parts of the world. Han (2018) asserts that the rise in consumer income and urbanisation has made it a profitable industry with immense competition. Global consumption in the beauty industry has shown a stable and continuous growth of 4.5% a year: an approximate annual growth of 3-5% even in unfavourable market conditions (Lopaciuk & Loboda, 2013). Borel-Saladin and Tulok (2013), conducted research that displayed key conditions of the South African beauty and personal care market, which include:

- The resilience of a market with weakened economic growth;
- A positive outlook for beauty products on digital platforms;
- The good performance of economy brands in markets with consumers that have limited spending power; and
- The introduced innovations of packaging that offers savings in restrictive markets.

The beauty/personal care product industry constitutes five segments - skincare, haircare, decorative cosmetics, fragrances, and toiletries (Lopaciuk & Loboda, 2013). Within these five segments, brands sub-divide their offerings into mass-produced and premium segments, of which many of these premium segment sales are seen in the developed markets (Barbalova, 2011). According to Zota and Shamasunder (2017), women aged between 18-34 years purchase more than ten beauty products each year. Initially, this represents the age group where an increased rate of women are entering the workforce. For men, a study was done in France on their usage of grooming products – focusing on the main benefits such as slowed ageing process and maintenance of health being the main drivers of natural grooming product consumption (Ghazali, Soon, Mutum, Nguyen, 2017).

Organic cosmetic brands that have been made available in SA include SKOON. SKOON is a South African cosmetics manufacturer based in Cape Town that adopts clean manufacturing practices and natural formulating practices. The cruelty-free brand draws a hard line on waste and strictly partners with suppliers who provide no-animal-testing declarations. Another brand available in SA is Organyc - an Italian brand that produces 100% organic cotton products for women that are naturally absorbent, renewable, and sustainable. This brand has offerings such as pads, tampons, pantyliners, facial wipes, cotton balls, cotton buds, intimate care washes, baby

cotton squares, and baby wipes. In addition, other natural personal care product brands that are available in stores such as Clicks Pharmacies, Dis-Chem Pharmacies, Faithful to Nature health shops, and online retailers include Love My Hair, Africa Organics, Nativechild, Naturals Beauty, My Natural Hair, and various other brands. These brands focus on providing consumers with eco-friendly products that are cruelty-free and are less harmful to the health of consumers and the environment.

Another successful innovating organisation that has evolved in various stages in the past century is L'Oreal. Withisuphakorn, Batra, Parameswar, and Dhir (2019) highlight the efforts by L'Oreal in sustainability, which include four action points; reducing environmental footprint; respecting biodiversity; optimising packaging; and zero deforestation. For instance, brands in the L'Oreal Paris portfolio that have extended their product line to explore sustainable beauty is Garnier; focusing mainly on establishing ground-breaking green innovations in beauty, green science, sourcing and manufacturing of materials, and packaging (Perakis-Valat, 2019). Other sustainability efforts by the L'Oreal group can be seen in relation to the paper, cardboard, and wooden packaging, where they have set a target of only using materials sourced from responsibly managed forests that do not undermine biodiversity (Bom *et al.,* 2019). Another brand that adopted and implemented a successful strategy is Lush; the brand focuses on handmade cosmetics, with a concept of 'no packaging' as a representation of the brand's packaging. Whilst most organisations view packaging as a representation of image and brand, Lush, however, applies the concept of selling approximately 35% to 70% of their products with no packaging. (Bom *et al.,* 2019).

It is imperative to understand what natural and organic personal care products are and what product attributes have been included in these offerings in exploring organic personal care products. Recker and Saleem (2014) state that 'organic' products are offers that provide:

- More sustainable solution;
- Minimal impact on the environment;
- Aim not to inflict harm on consumer health;
- Have been produced according to ethical, regulated, and socially responsible standards;
- Avoid unnecessary animal testing and are cruelty-free.

According to Ghazali *et al.* (2017), organic personal care products are prepared from farmed ingredients without including insecticides, artificial fertilizers, sewage waste, or genetically modified chemicals. Growing consumer awareness of such processes are deemed favourable, as it steers away from the hazard of synthetic chemicals (Onel, 2017). In the organic personal care product category, some of the concerns that resonate with consumers include the potential negative impact on environmental health and the chemicals used in consumers' manufacturing process. The notion of using organic products focuses on offerings that are environmentally friendly in comparison to conventional products (Van Loo, Diem, Pieniak, & Verbeke, 2013).

Han and Chung (2014) found that society has transitioned to become full of consumers that prioritise beauty, hygiene, and the desire for aesthetic but healthy appeal, making a significant impact on the beauty industry's growth. Currently, personal care products are an essential daily product for both men and women. Although conventional personal care products are designed for external contact with the human body to maintain cleanness, care, scent, or enhancement of aesthetical appeal, exposure to the chemical ingredients may have negative long-term side-effects (Bauer, Heinrich, & Schafer, 2013; Rybowska, 2014). Therefore, the availability of organic personal care products seeks to promote an environmentally conscious lifestyle for the consumer.

In assessing German consumers' underlying motives to purchase organic personal care products, several factors were identified as significant contributors to mistrust. The factors that lead to mistrust for the product category include perceived higher price, minimal availability, perceived inferior quality of the offer, lack of product attribute information or misunderstanding product ingredients' breakdown, and natural or organic claims (Recker & Saleem, 2014; Chen & Chang, 2013). Moreover, this has led to consumers' view that it is safer to not purchase offers with organic ingredients' claim due to scepticism than to worry about the hazard of the ingredients included for a higher price (Shafira & Mayangsari, 2020).

In understanding what some of the impeding reasons for consumers to purchase organic personal care products are, Shafira and Mayangsari (2020) have unpacked the following through consumer research on Malaysian consumers:

- Usage Barriers: Availability and awareness are vital reasons consumers do not use organic personal care products. There are seldom marketing campaigns or initiatives around organic personal care products in the audience at large; thus, consumer education in this product category is minimal. Perceptions of limited product range and product information are a hindrance to purchasing intention towards this category;

- Value Barriers: Consumers assess products' utility to gauge desirable end states and whether the offer will provide the promised benefits or represent a worthy purchase. In this process, consumers will weigh the performance of innovation and monetary value to gauge whether their performance-to-price expectation is met. A change in consumption would occur. High costs and extra time are significant challenges in the transaction's execution, and in weighing value, as opposed to conventional personal care products;

- *Risk Barriers*: Product certification, labelling details, and country of origin are motives that lead to scepticism amongst consumers in purchasing organically grown goods. Consumers have been found to have doubts about purchasing organic personal care products due to low trust in local manufacturers for local brands;

- *Tradition Barriers*: Considering the trend to use non-toxic and environmentally friendly products, consumers still find satisfaction in using conventional products with synthetic materials due to routine and habits. Consumers then find the switch from conventional cosmetics to organic cosmetics slightly challenging – considering consumers who lack the necessary information about the difference between the offers;

- *Image Barriers*: Consumers find complexity in distinguishing between the organic personal care offers and non-organic personal care offers due to the low-quality differentiation amongst the two offers. Therefore, this acts as a barrier to the overall image of the organic personal care product category.

Liobikienė and Bernatonienė (2017) found in an analysis of green purchase behaviour that there is a general environmental awareness among the interviewed respondents. Still, the main barrier to not buying green products is affordability. However, further evidence shows that a consumer

with higher satisfaction with organic beauty products, will pay a more considerable amount of money for the product again (Nguyen, Nguyen, & Vo, 2019). Nguyen *et al.* (2020) assert that in addition to customer satisfaction, another stimulant to consumer's positive attitude towards organic produce is safety consciousness. International anti-counterfeiting and organic certification stamps further enhance product safety consciousness, as this emphasises that saleable products have accounted for consumer safety.

2.6. Organic Cosmetic Certification

In previous studies, authors noted that various cosmetic products contain controversial ingredients that have not gone through safety assessments which prove strict adherence to regulation to the public (Annis, 2011). Ecocert is an audit and certification organisation for organic products globally. Having been around for more than 30 years, it specialises in authenticating sustainable practices and certifying organic claims on products. Public authorities and legislation play a key role in governing the activities of this organisation. Ecocert, alongside Afrisco, serve as organic certifiers for food, cosmetics, and textiles to various end-market standards. Ecocert sets a requirement level superior to the regulation that governs conventional cosmetics. This validates that specific practices were followed, ensuring full adherence to environmental impacts, promotion of natural substances of a required ecological standard and superior quality, as well as respect for the consumer – throughout the production line.

As also stated by Nguyen, Nguyen, and Vo (2019), Ecocert permits only two levels of claims, and these are the details for each:
1. *Ecological cosmetics* – These cosmetics should constitute approximately 95% of ingredients with natural origin, of which 5% is representative of the total number of compounds and 50% of vegetal ingredients.
2. *Organic cosmetics* – These cosmetics should constitute approximately 95% of ingredients from natural origin, of which 10% is representative of the total number of compounds and 95% of vegetal ingredients.

Ecocert Cosmos is the specialist for cosmetic organic and natural standards certification, which provides approval for commercialisation worldwide. The recipients legible for this organic certification constitute producers and manufacturers of raw materials, and any member of the cosmetics sector. Cosmos prioritises human health by assuring environmentally friendly production and processing of cosmetics. It also regulates based on the inspections carried out for the below:

- Green chemical concept development;
- The use of natural resources responsibly;
- Respect of biodiversity;
- Biodegradable packaging.

What is key to adhere to for manufacturers to get the correct labelling on their products in accordance with the international Cosmos, is transparency and providing consumers information on the content in the ingredients displayed on the natural and organic products. The teams in Cosmos verify these products from composition to processing and packaging.

2.7. Theoretical Framework

The following section explores various frameworks that have been taken from previous authors and used to build onto this study's conceptual framework. In order to link these frameworks to this study's research aims and objectives, the developed theories such as the TPB model, Yeon Kim and Chung's model, Green Trust in Chen's Drivers of Brand Equity, and Purchased Intention, will be outlined to better understand the factors that influence purchase intention towards organic cosmetics.

2.7.1. Purchase Intention

According to Wu, Yeh, and Hsiao (2011), previous authors have used purchase intention as a measure to estimate and predict consumer behaviour. Purchase intention refers to the likelihood of a consumer willing to purchase or plan to buy an offering in the future. Hartmann and Apaolaza-Ibáñez (2012) and Mohammad (2017) assert that as a consumer's intention to purchase

increases, the possibility of a purchase being made increases too. In the TPB model, an individual's desire to perform a specific behaviour is denoted as behavioural intention – representing a link between what people' think and say' and their '*actual'* behaviour (Beck & Ajzen, 1991). Also, the stronger the individual's intention to act, the more likely they will act out the predicted behaviour (Khare, 2015). However, in Finisterra do Paco and Raposo's (2010) study analysing Portuguese consumers' green buying behaviour, findings showed that environmental concerns did not match or translate into environmental-friendly behaviour.

Intention to purchase remains a crucial predictor of consumer behaviour in all product categories (Matic & Puh, 2015). The intention to purchase green products has been conceptualised as the willingness and the likelihood an individual may prefer environmentally friendly products that provide ecological benefits over conventional products (Bian & Forsythe, 2012). In the context of green personal care products, there is incongruence between the intention to purchase and the actual purchase of these products (Caruana, Carrington, Chatzidakis, 2016). According to Chin, Jiang, Mufidah, Persada, & Noer (2018), the price remains a significant barrier in intention to purchase green cosmetics amongst Indonesian consumers, as they deem green cosmetics to be more expensive than conventional cosmetics. Rybowska (2014) asserts that this comes from consumers weighing trade-off benefits, with a significant association with luxury items, based on high pricing and low availability consumer perceptions. Thus, for this study, using intention to purchase organic personal care products as a dependent variable will indicate the likelihood of organic personal care product purchase behaviour.

2.7.2. Yeon Kim and Chung Model
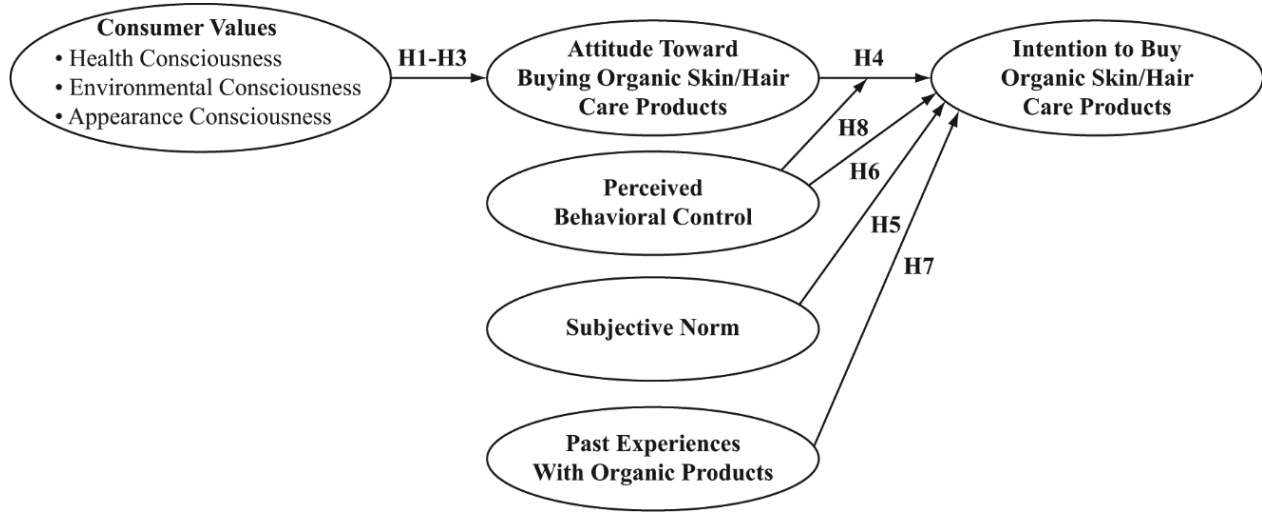
Figure 2.1: Research model of Yeon Kim & Chung's Consumer purchase intention for organic personal care products (2011)

Figure 2.1 illustrates the eight hypotheses developed for a study exploring consumer purchase intention for organic skin and hair care products in the United States of America. According to Yeon Kim and Chung (2011), health values impact the attitude (H4) towards organic personal care products, environmental values, and consciousness of one's appearance. Yeon Kim and Chung (2011) also analysed consumers' intention to purchase organic skin and hair care products through predictors such as perceived behaviour control, subjective norms, and past experiences. Consumers with higher perceived behaviour control (H6) have increased intention due to more money, time, and skills – allowing them to engage in specific behaviour due to the increased intention. Subjective norms (H5) refer to behavioural traits resulting from an individual's perceived social pressure.

Past experiences (H7) that consumers have with green products also determine their future engagement and purchase of natural skin and hair care products (Yeon Kim & Chung, 2011). Product perception acts as a critical indicator of future purchase intention. Yeon Kim and Chung (2011) also added that perceived behaviour control served as a moderating variable to the relationship between attitude towards and the intention to purchase skin and hair care products.

They derived this from considering factors such as making the actual purchase and repeat purchasing. Moreover, price perceptions represented a moderating variable to purchase intention, even though consumers may have a positive attitude towards organic personal care products (Ghazali *et al.,* 2017). Yeon Kim and Chung (2011) assert that health consciousness refers to the individuals who place significant importance on their wellbeing and display engagement in healthy behaviours. Globally, marketers have latched onto the increasing trend of consumer transitions to their desire to live a healthy life and consume products that inflict less harm on the environment and their bodies.

Yeon Kim & Chung (2011) have defined value in various contexts as the guiding principles, goals, and standards fundamental in an individual's belief system. A consumer is influenced by these values, forming an attitude that guides them in navigating objects that will grant them satisfaction aligned to their values. The behaviour shown by consumers echoes their value systems. Research shows consumers influenced by various values will display different behaviours towards organic personal care products, more so those that have previously engaged or have had experience with this specific product category (Strauss & Kleine Stüve, 2016). The researcher assessed consumer values by measuring health consciousness, appearance consciousness, and environmental consciousness for this study. These constructs will constitute three items that have been modified for this study and taken from Yeon Kim & Chung (2011) and Strauss & Kleine Stüve (2016).

Therefore, the following hypotheses are proposed.

H1a: Health Consciousness will positively influence consumer attitude towards purchasing organic personal care products for generation X.

H1b: Health Consciousness will positively influence consumer attitude towards purchasing organic personal care products for generation Y.

H2a: Appearance Consciousness will positively influence consumer attitude towards purchasing organic personal care products for generation X.

H2b: Appearance Consciousness will positively influence consumer attitude towards purchasing organic personal care products for generation Y.

H3a: Environmental Consciousness will positively influence consumer attitude towards

purchasing organic personal care products for generation X.

H3b: Environmental Consciousness will positively influence consumer attitude towards purchasing organic personal care products for generation Y.

2.7.3. Theory of Planned Behaviour
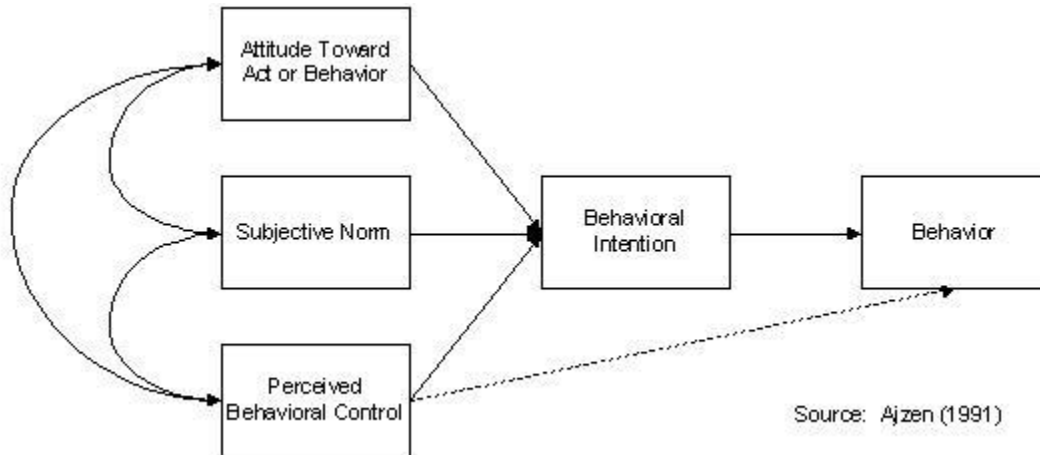
Figure 2.2: Research model of Ajzen Theory of Planned Behaviour (1991)

Ajzen (1991) developed a Theory of Planned Behaviour (TPB) model to analyse a consumer's behaviour using subjective norms, perceived behaviour control, and attitude as predictors of behavioural intentions. **Figure 2.2** illustrates the TPB model that was constructed as an amendment to the Theory of Reasoned Action (TRA), in which an antecedent variable referred to as perceived behavioural control was added, to assess the likelihood of a behaviour to be performed (Beck & Ajzen, 1991). In understanding human behaviour, the way an individual processes information readily available facilitates biological and environmental factors on their behaviour (Montano, & Kasprzyk, 2015).

- Consumer Attitudes

Consumer attitudes are predictors of belief and behavioural intentions (Shaari & Kuan, 2017). Research shows that attitudes are representative of transformation, where consumer tendency to adopt a specific behaviour is displayed by their beliefs of the phenomena (Ahmad, 2018). The evaluation of this behaviour looks at the extent to which a consumer may show a strong likeability or dislike towards a specific attribute (Khare, 2015). Before making a purchase decision, such consumer attitudes may be influenced by price perceptions (Yeon Kim & Chung,

2011). For green products, consumers seek knowledge from past experiences, word-of-mouth, media channels or social networking sites, and various other platforms. This then serves as a medium of education to the consumer, leaving them with multiple alternatives to choose from.

Consumers that are aware of the benefits derived from organic personal care products may find these offerings favourable. However, Shaari and Kuan (2017) found that in a study assessing consumer attitudes on purchase intention of organic products amongst Thai and Cambodian consumers, only Thai consumer intention was significantly influenced by attitude. Shaari and Kuan (2017) highlight the reason for this being that Cambodian consumers displayed the same attitude for both organic and conventional products, hence a low significance in the relationship between attitude and intention to purchase organic products amongst those consumers. Rybowska (2014) investigated factors influencing the decision to buy organic cosmetics amongst Polish female consumers and found that the market's price and availability significantly influenced consumer attitudes toward ecological cosmetics. Also, the study results indicated that a familiar individual's recommendations mostly influence consumers who buy ecological cosmetics.

According to Recker and Saleem (2014), consumer behavioural responses are an expression of consumer attitudes. Moreover, various value systems, standards, and life inspirations influence consumers' different behaviours towards organic personal care products (Yeon Kim & Chung, 2011). Based on these attitudes, environmental concern is a significant predictor of behaviour towards purchasing organic personal care products (Zhang & Zhou, 2019). However, attitudes vary from consumer to consumer. One needs to factor in internal (Psychological and emotional needs) and external factors (family and peer preferences, social, and cultural status), which may also still be influenced by eco-marketing strategies and attractive promotions (Lin, Yang, Hanifah, & Iqbal, 2018). Thus, the following hypotheses have been formulated based on the above literature.

H4a: Consumer attitudes influence purchase intention towards organic personal care products positively for generation X.

H4b: Consumer attitudes influence purchase intention towards organic personal care products positively for generation Y.

- Perceived Behavioural Control

Paul, Modi, and Patel (2016) refer to perceived behavioural control as the past experiences or anticipated obstacles reflected by an individual in the behaviour they display. The ease and difficulty represent an individual's ability to perform this act – evaluated through the resources and capabilities one owns. Adels (2018) asserts that perceived behavioural control encompasses control beliefs where individuals perform a specific behaviour based on the granted access to all the required resources. Availability of resources such as time, financial capabilities, trust, packaging, and availability significantly influences the tendency for a particular behaviour to occur (Shaari & Kuan, 2017; Strauss & Kleine Stüve, 2016). For the current study, the researcher assessed perceived behavioural control by examining consumer knowledge about ecological or organic personal care products and the likelihood of adoption.

According to Strauss and Kleine Stüve (2016), purchase behaviour is impacted significantly by perceived behavioural control in the form of perceived price, perceived time, perceived knowledge or other factors. Moreover, a positive attitude alone is not sufficient for buying sustainable products. When looking at organic personal care products, resources such as price, time, money, and availability can influence consumers' perception of control towards purchasing organic cosmetics (Yeon Kim & Chung, 2011). Moreover, another impactful influencing factor is availability, as consumers perceive purchasing natural personal care products as challenging due to the lack of availability in their nearby stores (Adels, 2018; Strauss & Kleine Stüve, 2016).

Rybowska (2014) asserts that respondent feedback from a study done on Thai and Cambodian consumers in Poland showed that others' opinions often guide perceived behavioural control towards organic personal care products. The influence of others' opinion was further explained by a demonstrated interest among respondents in ecological products – providing a gentleness to the skin, lower amounts of preservatives, and better quality. Paul, Modi, and Patel (2016) found a positive link between perceived behavioural control and intention in the context of recycling, conservation, green hotels, organic foods, and ecological products in general. Perceived behavioural control was found to be the second strongest predictor of intention in green product

purchasing. Thus, from the abovementioned literature, the following hypotheses have been formulated.

H5a: Perceived behavioural control positively influences the intention to purchase organic personal care products for generation X.

H5b: Perceived behavioural control positively influences the intention to purchase organic personal care products for generation Y.

- Subjective Norms

Strauss and Kleine Stüve (2016) state that subjective norms are the behavioural traits resulting from an individual's perceived social pressure. A further explanation of subjective norms constitutes social norms that oppose or support specific behaviour, as per societal standards. An individual is influenced by the perceptions their significant others have of whether they should or should not perform certain behaviours. These pressure factors in the individual's motivation to succumb to such expectations mediate the relationship between these salient beliefs and green consumerism (Adels, 2018).

Yeon Kim and Chung (2011) found a significant relationship between green consumerism and subjective norms in purchasing organic cosmetics. Green consumerism refers to individuals who practice their environmental values by purchasing and supporting businesses with established eco-friendly brand identities (Todd, 2004). Consumers' environmental consciousness involves a specific ethical orientation, often invoked by a moral imperative or consideration in their self-identities – influencing their intentions and behaviours.

Todd (2004) suggests that the way individuals think about resources and the way they consume, is influenced by environmental aesthetics. Moreover, environmental aesthetics encompass an ethical sense of beauty, which acts to preserve the value of the environment. When looking at organic personal care products, green consumerism evaluates the product performance in the view of its beauty and health-promoting properties and considers environmental sustainability (Souza, 2019). Todd (2004) found in an environmental consciousness analysis amongst The Body Shop, Burt's Bee's Inc, and Tom's of Maine Inc; the products they produce enhance the

aesthetical appearance of the consumer as well as the wellbeing of the environment. The core focus of these businesses is on ecological integrity and personal appearance, a convergence of ethics and aesthetics in creating refined environmental ethics for green consumerism (Todd, 2004). Therefore, hypotheses have been formulated as follows.

H6a: Subjective norms positively influence the intention to purchase organic personal care products for generation X.

H6b: Subjective norms positively influence the intention to purchase organic personal care products for generation Y

2.7.4. Chen's Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust Research Framework
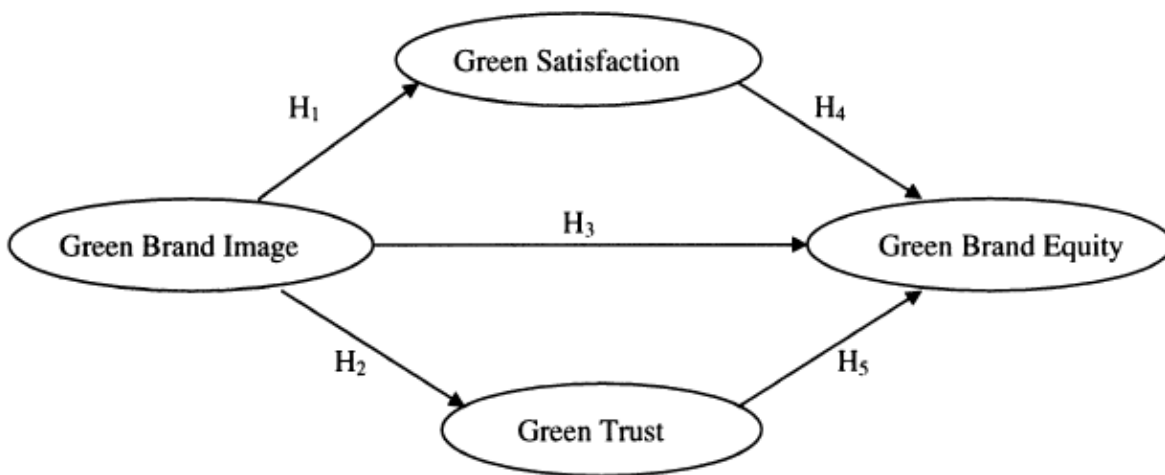
Figure 2.3: Research model of Chen's Drivers of Green Brand Equity (2010)

- Green Trust

Chen (2010) refers to green trust as consumer willingness to have a certain dependency on the offers purchased that they perceive to have ethical values. These organic brands' ethical performance has a significant influence on consumer trust – 'green trust' (Mhlophe, 2016). Consumers' openness to green marketing and the consumption of green products is significantly influenced by green trust. Brands that advertise products with confusing and false green claims tend to mislead consumers (Mhlope, 2016). This exaggeration and emphasis on these products'

environmental value cause consumers not to trust their products and deters the added benefits from green products. According to Nguyen, Phan, and Le (2017), consumer unwillingness to trust 'green' product claims by organisations is due to overemphasis of the product's environmental performance. Chrisjatmiko (2018) further supports the previous statement by mentioning that green trust assists in increasing customer loyalty to consuming green products.

Chen and Chang (2013) found that ethical sourcing of product ingredients has become an area of concern to consumers. The behaviour shown by these green consumers echoes the transition away from conventional products and more towards organic products consumption. In the transition to more eco-friendly product usage, businesses establish green marketing positioning strategies to build consumer trust and relationships with consumers (Chen, 2010). Maggioni *et al.* (2013) suggest that consumers who trust a brand or product assume a high probability due to positive evaluation, based on the belief that the trusted brand or product is reliable and responsible, ensuring exchange obligations are fulfilled. According to Lee (2020), this mediates the buyer and seller relationship, which lowers the risk perceived by the consumer and increases the likelihood of a purchase transaction being completed.

Due to the increase in environmentalism across the globe, more consumers now display an increased likelihood to pay for green products with a higher price (Chen, 2010). Consumers' attitudes show this consumer environmentalism to purchasing products with minimal detriment to the environment, compelling organisations to create green marketing strategies to satisfy consumer environmental needs and wants (Lam, Lau, & Cheung, 2016). Moreover, Chen (2010) considers these trends amongst ecological consumers and suggests organisations should aim to develop green marketing strategies that will reward them with:

- *Enhanced product value;*
- *Seeking new markets and opportunities;*
- *Improved corporate image;*
- *Compliance with environmental pressures;*
- *Gain a competitive advantage;*
- *Increase their profitability.*

Recker and Saleem (2014) suggest that a key reason consumers do not purchase organic personal care products is the confusion in labelling products. Consumers further explained that a brand labelled '*natural*' and '*organic*' are claims and an excuse to charge them higher prices. Sharifa and Mayangsari (2020) noted that this stems from a lack of regulation. A significant number of products are introduced in the market with a natural or organic claim, thus becoming a barrier to organic personal care consumption. As discussed earlier, these practices are referred to as 'Greenwashing,' as these organisations with misleading claims around the environmental functionality of their offers disregard the importance of adhering to ecological regulation (Chen & Chang, 2013). Hence, the lack of transparency creates mistrust, and consumers become sceptical of product attributes – leading to minimal purchases of organic personal care products. Thus, green trust from **Figure 2.3**, has been translated to the following hypothesis.

H7a: Green trust positively influences the intention to purchase organic personal care products for generation X.

H7b: Green trust positively influences the intention to purchase organic personal care products for generation Y.

2.8. Conceptual Framework
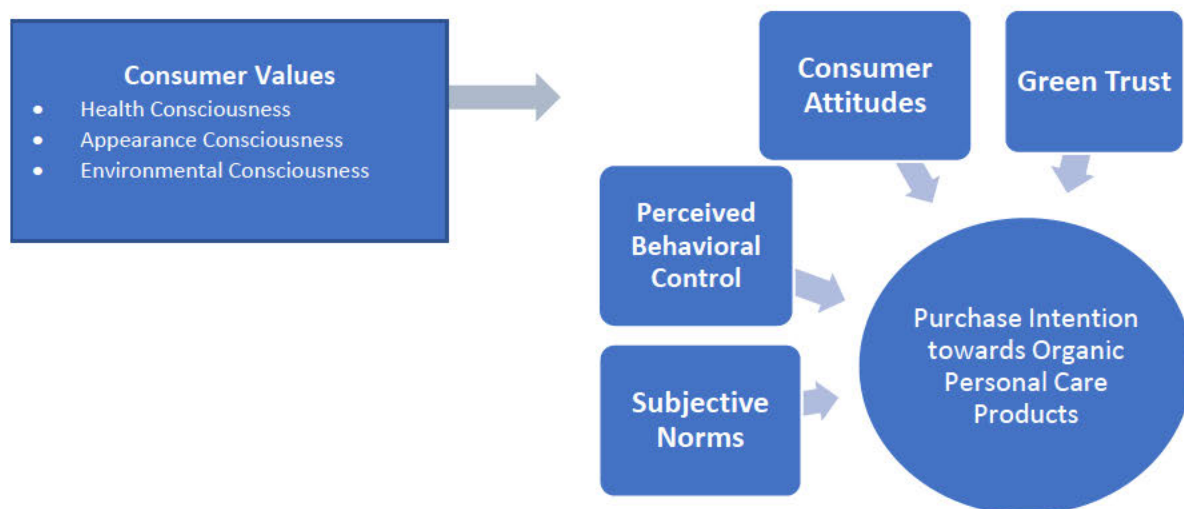
Figure 2.4: Conceptual Research Model

In the above **Figure 2.4**, a conceptual framework that drew from preceding literature, was developed. To outline the theories that were included in forming the above conceptual

framework; the TPB model, Yeon Kim & Chung model, and Chen's Green Trust in Drivers of Brand Equity model were modified to create **Figure 2.4**. The researcher depicted this conceptual framework to assess the level of influence these factors have on intention to purchase organic cosmetics.

This chapter discussed the green consumption in depth, looking at the consumer behaviour amongst the chosen target group, generation X and Y. It further went on to unpack the cosmetic industry, starting from its evolution and how the shift to green consumption translated to organic personal care product consumption. Thereafter, the theoretical framework of purchase intention was discussed, looking at the Yeon Kim and Chung model, thereafter the Theory of Planned Behaviour, and lastly, Chen's model for Green Trust.

Chapter 3: Research Methodology

3.1. Introduction

Following the chapter where the researcher presented literature on organic personal care products and a conceptual framework, this section elucidates collecting data, and the approach adopted to achieve the study's objectives. It will outline the type of research design chosen by the researcher. It will also describe the methods used to collect and analyse data and justify the selection of each. After that, the researcher will address issues related to the ethical conduct and quality of the research.

3.2. Research Design

Research design provides a rationale that connects the study's purpose to the techniques for exact information gathering and investigation to draw findings from the information (Kumar, 2019). This study adopted a quantitative research approach; thus, a descriptive research design was followed. Descriptive research studies constitute described variables in a researcher's scenario of interest (Sekaran & Bougie, 2016). This descriptive research approach helps the researcher ascertain associations among variables to describe populations, events, behaviour, or situations (Sekaran & Bougie, 2016).

One of the main reasons the researcher selected a quantitative research approach for this study was to clearly communicate objective data using statistical analyses and numbers (Sekaran & Bougie, 2016). Quantitative research transforms information into numbers using statistical analyses, enabling the researcher to produce a comprehensive explanation of the factors that influence the purchase intention of organic personal care products in South Africa. On the other hand, qualitative data involves understanding the deeper consumer behavioural meanings forming part of the research subject, which often consists of texts, such as interviews/focus group transcripts, questionnaires, field notes, or observation results (Kumar, 2019). The selection of a quantitative research approach arose from the need to ascertain the magnitude of the variation of the organic personal care product industry in South Africa. As opposed to qualitative studies, this research approach was to quantify the extent of the association and effect of the different variables (Kumar, 2019).

This study used primary data, which is original data collected for this specific research topic – increasing the accuracy of the data collected to achieve this study's objectives (Sekaran & Bougie, 2016). According to Ilunga (2018), secondary data looks at previously gathered information, mainly taken from other studies, and constitutes journal articles, organisations, and government records. The advantages of using secondary data are ease of accessibility and are not as time-consuming as primary data. The disadvantages of using secondary data are that it was initially used for another purpose; thus, interpretation of the current research problem might be complicated in exploratory studies (Hox & Boeije, 2005). However, some of the disadvantages of using primary data include cost and time (Kumar, 2019).

3.3. Target Population

The target population constitute all individuals from which the sample may be drawn. A sample is the subset of the population targeted for the study (Sekaran & Bougie, 2016). For this study, individuals in generation X and generation Y were selected. Generation X constitutes individuals that were born between 1965 and 1979. Generation Y are individuals referred to as 'millennials,' that were born between 1980 and 1994. Matic and Puh (2015) assert that demographic factors are the most significant influencers on the purchase intention of eco-cosmetic products – increasing the tendency to be more concerned about green issues. The researcher chose Generation X to assess the openness towards green information amongst individuals in this age group (Martić Kuran & Mihić, 2014). In support of understanding green behaviour amongst generation Y, Euromonitor International (2019) found that young middle- and high-income consumers who patronize The Body Shop brand in South Africa were moving away from colour cosmetics. This target group was noted to prefer sustainable cosmetic ranges and embrace healthy skin comfort in 2019. Such purchase behaviour is also displayed by cosmetic brands targeting young, highly educated, and digitally engaged audiences.

3.4. Sample Size and Sampling Method

A sample is established as a group selected/subset from the population for observation in a study (Saunders, Lewis, & Thornhill, 2009). Individuals extracted from the population and chosen for a study are called participants (Sekaran & Bougie, 2016). As the study used online surveys for

data collection, respondents' selection will use a two-fold approach. Firstly, convenience sampling was adopted to select a sample of 150 from the researcher's network. The researcher chose this network based on the inclusion criteria of personal, family, or members in the researcher's professional/work setting, displaying an understanding of benefits derived from eco-friendly and natural product consumption (Kumar & Ghodeswar, 2015; Mkhize, 2017).

Convenience sampling is a non-probability sampling technique that involves choosing respondents or participants that are easily accessible and to the suitability of the researcher (Saunders, Lewis, & Thornhill, 2009). This sampling method prompts the most easily accessible individuals as subjects for the study quickly and inexpensively. A flaw in this method is the inability to generalise to the rest of the population due to the bias introduced upon each of these respondents' selection. Sekaran and Bougie (2016) refer to generalisability as the degree to which we can apply the study's findings to the target population used in the study. After that, the researcher implemented the snowball technique in the second phase of respondent recruitment; the respondents who had already completed the survey were requested to distribute the online survey link to their peers for completion.

3.5. Data Collection

3.5.1.   Data Collection Instrument

Data collection was conducted using a self-administered online survey link to Google Forms, with closed-ended questions. Google Forms enables the collection of research responses and organises respondent answers in a neat format, displaying data in real-time using charts, which enables the researcher to further analyse the data by viewing it in excel sheets (Nguyen *et al*., 2019). Strauss and Kleine Stüve (2016) assert that online surveys with closed-ended questions were better and easy for respondents to understand and complete, as the survey answers were restricted to a few possible choices. The survey adopted a Likert Scale of 5 points (*Highly Disagree, Disagree, Neutral, Agree, Highly Agree)* – Highly Disagree represented by 1, to Highly Agree represented by 5. Online surveys are inexpensive, convenient for both researcher and respondents, and have a global reach (Adels, 2018). The ease in administering this type of data collection instrument also enabled the automatic processing of findings on statistical

software Statistical Package for the Social Sciences (SPSS) version 27, making it much more efficient (Strauss & Kleine Stüve, 2016; Sekaran & Bougie, 2016). The researcher and other respondents' absence help reduce the occurrence of a social desirability bias (Adels, 2018). However, respondents who complete the survey should all have a certain degree of computer literacy, considering the possible high non-response rate as a result of the data collection instrument chosen (Sekaran & Bougie, 2016).

The instrument created for this study included constructs that were measured using items taken from previous studies. The survey constitutes four sections: a section introducing the study, a section outlining all ethical considerations along with the request for consent to participate, a section assessing demographic variables, namely age, gender, generational cohort, ethnicity, and a section with the core questionnaire. Starting with the demographic variables was vital in getting an overall view of the research sample and its representation of the population. After the core questionnaire, the respondent was requested to fill in their annual income. Sekaran and Bougie (2016) mention that the inclusion of an income variable may leave respondents uncomfortable to answer early in the survey; thus, they have suggested including it at the end and explain the importance of adding it at the end as a researcher alleviating the unease in respondents disclosing income information upfront.

The core questionnaire (refer to appendix 1) constitutes questions about each construct items represented in the research framework from consumer values (health consciousness, appearance consciousness, environmental consciousness) and the TPB model with the inclusion of green trust to assess the influence on purchase intention towards organic personal care products. These have been broken down and illustrated below.

- *Health Consciousness*: 3 items taken from Yeon Kim & Chung (2011) and Strauss & Kleine Stüve (2016) – *I take actions to improve my health; I reflect on my health a lot; I am usually aware of my health*.

- *Appearance Consciousness*: 3 items taken from Yeon Kim & Chung (2011) and Strauss & Kleine Stüve (2016) – "What I look at is an important part of who I am; I should do

whatever I can to always look my best; One of the last things I do before I leave my house is to look in the mirror and check whether I am presentable".

- **Environmental Consciousness**: 3 items taken from Yeon Kim & Chung (2011) and Strauss & Kleine Stüve (2016) – "When I think of the ways industries are polluting the environment, I get frustrated and angry; I have switched certain products for ecological reasons before; I am willing to ride a bicycle or take a bus to work in order to reduce air pollution."

- **Consumer Attitudes**: 6 items taken from Adels (2018) – I am favourable towards organic cosmetics; I consider organic cosmetics as good; I regard organic cosmetics as valuable; I do not consider organic cosmetics as important; "I believe that organic cosmetics can be good for my skin; I believe that organic cosmetics are less harmful to the environment than conventional cosmetics."

- **Subjective Norms**: 5 items taken from Adels (2018) – "My friends and family would rather buy organic cosmetics than conventional cosmetics; People whose opinion I value would want me to purchase organic cosmetics; My family and friends think that I should purchase organic cosmetics instead of the conventional cosmetic; People in my surrounding purchase organic cosmetics instead of conventional cosmetics; My friends and family would approve purchasing organic cosmetics."

- **Perceived Behavioural Control**: 4 items taken from Adels (2018) – "I can buy organic cosmetics whenever I want to; I can buy organic cosmetics wherever I want to; Organic cosmetics are available in shops near my neighbourhood; I am confident that I am able to purchase organic cosmetics if I would want to."

- **Green Trust**: 5 items taken from Chen (2010) – "I feel organic personal care products' environmental commitments are generally reliable; I feel organic personal care products' environmental performance is generally dependable; I feel organic personal care products' environmental argument is generally trustworthy; Organic personal care products' environmental concern meets my expectations; Organic personal care products' keep promises and commitments for environmental protection."

- **Purchase Intention**: 4 items taken from Adels (2018) – "I am planning to regularly purchase organic cosmetics in the future; the next time I purchase cosmetics, it is likely

that I will choose organic cosmetics; I have the intention to purchase organic cosmetics in the next weeks; It is likely that I will continue purchasing organic cosmetics."

3.6. Data Quality Control

According to Sekaran and Bougie (2016), data quality control refers to an approach used to ensure the study utilised techniques that measure consistency throughout the study – analysing reliability and validity of the data.

- Reliability and Validity

Reliability refers to the uniformity and dependability of each construct measuring the instrument established for the study (Sekaran & Bougie, 2016). It further looks at whether the data collection techniques adopted for the study yielded consistent findings when other observers adopted similar measurement techniques (Saunders, Lewis, & Thornhill, 2009). When looking at the online survey tool used, it was standardised to provide easily comparable data, as the researcher remained external during the research process – ensuring reliability. To ensure reliability, the researcher ran a reliability coefficient test of the constructs, namely Cronbach's Alpha Test (α), to test the stability and the average correlation amongst the constructs (Sekaran & Bougie, 2016). Concordia (2018) highlights Cronbach's coefficient value which indicates the level of reliability of the constructs:

- For α values above 0,90, constructs display excellent reliability;
- For α values between 0.70 and 0.90, constructs display high reliability;
- For α values between 0.50 and 0.70, constructs display moderate reliability;
- For α values lower than 0.50, constructs display low reliability.

Validity is the extent to which a measuring instrument assesses the intended items accurately. Factor Analysis was run on SPSS, then illustrated subsequently in the discussion of findings to ensure validity. Factor Analysis was conducted as a multivariate system that affirms the elements of the idea that have been operationally characterised, just as demonstrating which of the things are most suitable for each measurement (Sekaran & Bougie, 2016). In testing the goodness of

the study's measures and ensuring the measurement of the correct variables, concept validity evaluates the degree to which sufficient items fit into the concept (Sekaran & Bougie, 2016). In the study, concept validity has been ensured by taking scales and scale items from previous authors that researched the same focus area and have been implemented in this piece of research.

3.7. Data Analysis

Saunders *et al*. (2009) state that quantitative data analysis techniques assist in exploring, describing, and evaluating trends and relationships within the data. Saunders *et al.* (2009) add that it is the process of interpreting raw data to collate conclusive information. Once data collection had been completed using Google Forms, the researcher exported the data onto an excel output file to analyse using SPSS. The data management and analysis program, SPSS, was used to disseminate, test, and illustrate the findings of the study (Sekaran & Bougie, 2016). SPSS is an adaptable and responsive program that assists researchers to conduct statistical tests. Analysis of results reported on testing that was done to measure the reliability of constructs are referred to as the Cronbach's Alpha Test. The Cronbach's Alpha Test is a reliability coefficient test aimed at indicating how positively correlated the test items are to one another (Saunders *et al.*, 2009).

The researcher ran utilised a factor analysis multivariate technique on SPSS to ascertain the framework's dimensions have been operationally defined and determine whether each item was appropriate for each construct in the study (Sekaran & Bougie, 2016). The Cronbach's Alpha is a trial of the consistency of respondents' responses to every one of the multipoint-scaled variables in measure. The higher the coefficients and closer to 1, the better the items' consistency (Sekaran & Bougie, 2016). Furthermore, the researcher tested the objectives using correlation analyses and multiple regression analyses. Hereby, the use of correlation tests was to assess relationship strength between the variables in the study and determine the direction (Sekaran & Bougie, 2016). In addition, the multiple regression tests provide a detailed analysis of the interrelationship between the study's variables (Strauss & Klein-Stuve, 2016).

3.8. Ethical Considerations

The researcher followed all UKZN Research Ethics Requirements and obtained ethical clearance before collecting data from respondents, as well as for an amendment to the research instrument. UKZN's Ethics Committee played an important role in assessing the study's consistency and permissibility - ensuring it does not infringe on individuals' rights. Furthermore, the researcher ensured that the informed consent approved by the Ethics Committee was embedded in the actual survey, as well as a 'consent to participate' to attain the approval of their participation and inform them that they can withdraw from the study at any time. Consent forms seek to assure respondents that their information will be kept private and that the survey is voluntary.

Respondents were not required to state their names during the completion of the survey, as the researcher ensured anonymity throughout the study. The researcher guaranteed respondent privacy and did not share participant data with other parties except the supervisor and external examiners deployed by the University of KwaZulu-Natal. Furthermore, no information or data findings were fabricated, falsified, or misrepresented.

In summary, this chapter looked at the research design and the approach to measuring the study's objectives. Post outlining the overall justifications for adopting a quantitative approach for this research, sampling techniques, population details and data analyses used were discussed. Lastly, data quality and ethical considerations were discussed in detail.

Chapter 4: Findings & Analysis

4.1. Introduction

In this chapter, an overview of the statistical tests used to report on findings from the research are presented. In answering the overall research question, purchase intention was tested by looking at the overall correlation and relationship between health consciousness, appearance consciousness, environmental consciousness, green trust, consumer attitudes, subjective norms, and perceived behavioural control. The chapter briefly describes the approach used to gather the data for the analysis as well as the tests used to interpret the results. The results herein are presented with reference to the questionnaire items used to measure the study's objectives.

4.2. Demographics

The following section elucidates the description of the sample by demographics such as gender, ethnicity, education, income, and most importantly, the generational cohort. In total, the online survey link was distributed to 156 respondents. However, only 123 was used for analysis, as some did not meet the age requirement (by generation X and generation Y), therefore it was not considered for further analysis.

4.2.1. Gender

Table 4.1: Gender of Respondents

	N	%
Male	49	39.8
Female	74	60.2
Total	**123**	**100**

Of the 123 responses used for further analysis, 60.2% were female (n=74) and 39.8% were males (n=49). Mkhize (2017) suggests that higher responsiveness from women in studies on green consumption is because of females having more opinions than men on organic products.

4.2.2. Ethnicity

Table 4.2: Ethnicity of Respondents

	N	%
Black	74	60.2
White	18	14.6
Coloured	26	21.1
Indian	4	3.3
Other	1	0.8
Total	**123**	**100**

The sample's majority ethnic group indicated by the analysis were Black respondents with 60.2% (n=74). In addition, coloured respondents were the second most present in the sample, with 21.1% (n=26). The least represented ethnic group in the sample were Indian respondents with only 3.3% (n=4), with one individual classifying as other (0.8%). The respondents reported were mostly Black individuals, as the researcher adopted a snowballing sampling technique, where respondents forwarded the survey link to individuals in their network.

4.2.3. Education

Table 4.3: Education of Respondents

	N	%
High school	22	17.9
Bachelor's degree	47	38.2
Master's degree	17	13.8
Postgrad qualification	24	19.5
Other - Diploma/Higher certificate	13	10.6
Total	**123**	**100**

The majority of the responses came from respondents who have Bachelor's Degrees (38.2%) and Postgraduate qualifications (19.5%) as their highest qualification attained. This signifies that more than 50% of the respondents that partook in the study have a relatively high educational level.

4.2.4. Income

Table 4.4: Income of Respondents

	N	%
R1 – R9,600	9	7.3
R9,601 - R38,200	20	16.3
R38,201 - R153,800	12	9.8
R153,801 - R614,400	47	38.2
R614,401 - R2,457,600	34	27.6
R2,457,601+	1	0.8
Total	**123**	**100**

More than 60% of the respondents earn between R153,801 and R2,457,601 per annum. This suggests that most of the respondents in the study are either employed or self-employed, earning a reasonable income each year.

4.2.5. Generational Cohort

Table 4.5: Respondents by Generation

	N	%
X	33	26.8
Y	90	73.2
Total	**123**	**100**

The above **Table 4.5** is of importance to the study as it ties into the objectives of analysing factors that influence purchase intention of organic personal care products amongst generation Y and generation X. Among generation Y, most responses came from 'millennials, as the cohort is commonly referred to, with 90 responses used for further analysis (73.2%). The generation with the least responses came from generation X, returning 33 responses valid for analysis (26.8%).

4.3. Descriptive Statistics

Table 4.6: Descriptive Statistics of Items on Consumer Values

N=123	Mean	Standard Deviation
Health Consciousness: reflection	3.18	0.736
Health Consciousness: awareness	3.15	0.686
Health Consciousness: active improvement	3.13	0.859
Appearance Consciousness: importance	3.2	0.685
Appearance Consciousness: perfection	2.93	0.822
Appearance Consciousness: mirror	2.88	1.068
Environmental Consciousness: emotions	2.89	0.842
Environmental Consciousness: purchase	2.27	0.95
Environmental Consciousness: preference to ride bike to work	1.87	1

Table 4.6 reports on the findings of the descriptive statistics run on consumer value items, which are health consciousness, appearance consciousness, and environmental consciousness. **Table 4.21** can be found in **Appendix 4**, where descriptive statistics have been broken down by construct, looking at the results by generation X and generation Y. In the above health consciousness items, the mean values were all above three which indicate a high level of health consciousness. In the items that measured appearance consciousness, one item was above the mean of 3, with two items slightly under the mean of 3. This suggests that respondents are relatively conscious of their appearance and care about the way they look. Lastly, the environmental consciousness items were all below 3, suggesting that respondents are moderately mindful of the environment and the impact their purchasing behaviour has on the environment.

Table 4.7: Descriptive Statistics of Items on Consumer Attitudes

N=123	Mean	Standard Deviation
Attitude: organic cosmetics' benefits to the environment	3.01	0.815
Attitude: benefits of organic cosmetics	2.93	0.759
Attitude: organic cosmetics product function	2.89	0.738
Attitude: organic cosmetics value	2.88	0.742
Attitude: favour organic cosmetics	2.85	0.82
Attitude: don't consider organic cosmetics	1.2	0.757

In the above **Table 4.7**, five out of the six consumer attitudes' items were above the mean value of 2.8. The sixth consumer attitudes item reported a mean value of 1.2. However, the statement opposes organic product consumption. Therefore, the mean values of the above items indicate that respondents display a positive attitude towards organic consumption.

Table 4.8: Descriptive Statistics of Subjective Norm Items

N=123	**Mean**	**Standard Deviation**
Subjective Norms: approval from friends and family on buying organic cosmetics	2.68	0.761
Subjective Norms: influence of others in my purchase of organic cosmetics	2.35	0.878
Subjective Norms: peers purchase organic cosmetics	2.14	0.782
Subjective Norms: friends and family purchase/prefer organic cosmetics	2.07	0.96
Subjective Norms: family and friends influence to purchase organic cosmetics	1.96	0.918

For the above subjective norm items in **Table 4.8**, the mean values reported between 1.96 and 2.68, indicating that for the above construct, most respondents neither agreed nor disagreed with the statements.

Table 4.9: Descriptive Statistics of Perceived Behavioural Control and Green Trust Items

N=123	**Mean**	**Standard Deviation**
Perceived Behavioural Control: Confidently buy organic cosmetics if wanted	2.95	0.676
Perceived Behavioural Control: buy organic cosmetics whenever	2.58	0.905
Perceived Behavioural Control: organic cosmetics available nearby	2.57	0.933
Perceived Behavioural Control: buy organic cosmetics wherever	2.33	0.979
Green Trust: organic cosmetics environmental commitments are reliable	2.66	0.675
Green Trust: organic cosmetics environmental performance's dependable	2.6	0.674
Green Trust: organic cosmetics environmental argument's trustworthy	2.59	0.664
Green Trust: organic cosmetics environmental concerns meet expectations	2.49	0.592
Green Trust: organic cosmetics keep promises/commitments for environmental protection	2.45	0.617

The mean values for items measuring both perceived behavioural control and green trust in the above **Table 4.9** were all above the mean value of 2 (lowest mean value of 2.33) but did not exceed the value of 3 (highest mean value of 2.95). This indicates that respondents tended to

agree with the statements for both constructs.

Table 4.10: Descriptive Statistics of Purchase Intention Items

N=123	Mean	Standard Deviation
Purchase Intention: next cosmetic purchase is organic	2.38	0.91
Purchase Intention: intend to regularly buy organic cosmetics	2.33	0.902
Purchase intention: likelihood of continued repurchase of organic cosmetics	2.33	0.911
Purchase Intention: intend to buy organic cosmetics soon	2.18	0.932

From the above four items used to measure intention to purchase organic personal care products, all mean values were slightly above 2, suggesting that respondents displayed a moderate inclination to purchase organic personal care products in the future. When assigning a timeframe to the purchase, the mean value tended to decrease (m=2.18).

4.4. Reliability and Validity

In measuring the internal consistency or reliability of the various constructs in the study, Cronbach's Alpha (α) tests were conducted. In addition, to assess the loadings for the construct items, a Principal Component Analysis (PCA) was conducted. Strauss and Klein Stuve (2016) suggest that PCA analysis is best suited as issues of factor ambiguity were not encountered, which commonly occurs with factor analysis. These results are presented in **Table 4.11**.

Table 4.11: Cronbach's Alpha and Principal Component Analysis

Constructs	Cronbach's α & PCA	Source
Health Consciousness	α= 0.693	
I take actions to improve my health	Component 1=0.706	Yeon Kim & Chung (2011) and Strauss & Kleine Stüve (2016)
I reflect on my health a lot	Component 1=0.893	
I am usually aware of my health.	Component 1=0.774	

Appearance Consciousness	α=0.677	
What I look is an important part of who I am	Component 2=0.817	Yeon Kim & Chung (2011) and Strauss & Kleine Stüve (2016)
I should do whatever I can to always look my best	Component 2=0.8170	
One of the last things I do before I leave my house is to look in the mirror and check whether I am presentable	Component 2=0.741	

Environmental Consciousness	α=0.705	
When I think of the ways industries are polluting the environment, I get frustrated and angry	Component 3=0.845	Yeon Kim & Chung (2011) and Strauss & Kleine Stüve (2016)
I have switched certain products for ecological reasons before	Component 3=0.802	
I am willing to ride a bicycle or take a bus to work in order to reduce air pollution	Component 3=0.742	

Consumer Attitudes	α=0.631	
I am favourable towards organic cosmetics	Component 4=0.826	Adels (2018)
I consider organic cosmetic as good	Component 4=0868	
I regard organic cosmetic as valuable	Component 4=0.883	
I do not consider organic cosmetic as important	Component 4=-0749	
I believe that organic cosmetics can be good for my skin	Component 4=0.778	
I believe that organic cosmetics are less harmful to the environment than conventional cosmetics.	Component 4=0.695	

Subjective Norms	α=0.793	
My friends and family would rather buy organic cosmetic than conventional cosmetics	Component 5=0.762	Modified from Adels (2018) and Yeon Kim & Chung (2011)
People whose opinion I value would want me to purchase organic cosmetics	Component 5=0.821	
My family and friends think that I should purchase organic cosmetics instead of conventional cosmetic	Component 5=0.844	
People in my surrounding purchase organic cosmetics instead of conventional cosmetics	Component 5=0.657	
My friends and family would approve purchasing organic cosmetics	Component 5=0.593	

Perceived Behavioural Control	**α=0.691**	Adels (2018)
I can buy organic cosmetics whenever I want to	Component 6=0.815	
I can buy organic cosmetics wherever I want to	Component 6=0.812	
Organic cosmetics are available in shops near my neighbourhood	Component 6=0.599	
I am confident that I am able to purchase organic cosmetics if I would want to	Component 6=0.646	
Green Trust	**α=0.829**	Modified from Chen (2010)
I feel organic personal care products' environmental commitments are generally reliable	Component 7=0.844	
I feel organic personal care products' environmental performance is generally dependable	Component 7=0.77	
I feel organic personal care products' environmental argument is generally trustworthy	Component 7=0.832	
Organic personal care products' environmental concern meets my expectations	Component 7=0.653	
Organic personal care products' keep promises and commitments for environmental protection	Component 7=0.744	
Purchase Intention	**α=0.919**	Adels (2018)
I am planning to regularly purchase organic cosmetics in the future	Component 8=0.915	
The next time I purchase cosmetics, it is likely that I will choose organic cosmetics	Component 8=0.897	
I have the intention to purchase organic cosmetics in the next weeks	Component 8=0.881	
It is likely that I will continue purchasing organic cosmetics	Component 8=0.898	

All constructs were considered for testing scale reliability. **Table 4.11** demarcates that all alpha values were close to or above 0.7, which indicates that they capture the same underlying construct. These alpha values have met the acceptable alpha of 0.6 and can therefore be considered reliable (Strauss & Kleine Stuve, 2016). A recap of all items used per construct have been included in **Table 4.11** along with the PCA values. Running the PCA test allowed for a single item with the highest variance to be selected per construct for further analysis.

All the items that were measured for reliability reported a Cronbach's score of α>0.63, which meets the criteria of an acceptable α score of 0.6 that indicates reliability. Health consciousness was measured through three construct items. When looking at the reliability of the construct, Cronbach's alpha reported a score of α = .693, indicating that the construct was reliable. Appearance consciousness was measured through three construct items. When looking at the reliability of the construct, Cronbach's alpha reported a score of α = 0.67, indicating that the construct was reliable. Environmental consciousness was measured through three construct items. When looking at the reliability of the construct, Cronbach's alpha reported a score of α = 0.705, which signifies that the construct was reliable. Consumer attitudes were measured through six construct items. When looking at the reliability of the construct, Cronbach's alpha reported a score of α = 0.631, indicating that the construct was reliable as it is slightly above the acceptable α score of 0.6. Subjective norms were measured through five construct items. When looking at the reliability of the construct, Cronbach's alpha reported a score of α = 0.793, which indicates that the construct was reliable.

Perceived behavioural control was measured through four construct items. When looking at the reliability of the construct, Cronbach's alpha reported a score of α = 0.691, which is above an acceptable Cronbach α of .6, indicating that the construct was reliable. Green trust was measured through five construct items. When looking at the reliability of the construct, Cronbach's alpha reported a score of α = 0.829, thus signifies that the construct has high reliability. Lastly, purchase intention was measured through four construct items. When looking at the reliability of the construct, Cronbach's alpha reported a score of α = 0.919, indicating that the reliability of this variable was high. When looking at the eigenvalues of each construct, all had an eigenvalue greater than 1, which accounted for 52.5% to 80.58% of the variance.

4.5. Correlation Analyses

In measuring the strength and direction of a linear association between two constructs, a Pearson correlation coefficient analysis was conducted. The correlation coefficient assists in assessing

whether there is a positive, a negative, or no association between the two variables. A positive association is denoted by correlation coefficient values greater than 0. A negative association is denoted by correlation coefficients less than 0, whereas a value of 0 signifies that there is no association between the two constructs.

Table 4.12: Correlation Analysis for Generation X

	Purchase Intention	Health Consciousness	Appearance Consciousness	Environmental Consciousness	Consumer Attitudes	Subjective Norms	Perceived Behavioural Control	Green Trust
Purchase Intention	1	0.275	0.109	0.438	**0.565****	**0.804****	0.197	**0.519**
Health Consciousness	0.275	1	0.399	0.271	0.206	0.146	0.081	0.308
Appearance Consciousness	0.109	0.399	1	0.083	**-0.024**	0.215	0.095	0.184
Environmental Consciousness	0.438	0.271	0.083	1	**0.473****	0.317	0.13	0.518
Consumer Attitudes	**0.565****	0.206	-0.024	**0.473****	1	0.429	0.158	0.581
Subjective Norms	**0.804****	0.146	0.215	0.317	0.429	1	0.255	0.319
Perceived Behavioural Control	0.197	0.081	0.095	0.13	0.158	0.255	1	0.176
Green Trust	**0.519****	0.308	0.184	0.518	0.581	0.319	0.176	1

Notes: N=33 *p<.05, **p<.01

Table 4.13: Correlation Analysis for Generation Y

Gen Y	Purchase Intention	Health Consciousness	Appearance Consciousness	Environmental Consciousness	Consumer Attitudes	Subjective Norms	Perceived Behavioural Control	Green Trust
Purchase Intention	1	0.008	-0.067	0.369	**0.594****	0.31	0.299	**0.365****
Health Consciousness	0.008	1	0.426	0.151	0.044	-0.112	0.049	-0.017
Appearance Consciousness	-0.067	0.426	1	-0.082	**-0.068**	-0.111	0.18	-0.077
Environmental Consciousness	0.369	0.151	-0.082	1	**0.465****	0.119	0.057	0.202
Consumer Attitudes	**0.594****	0.044	-0.068	**0.465****	1	0.331	0.286	0.436
Subjective Norms	0.31	-0.112	-0.111	0.119	0.331	1	-0.004	0.129
Perceived Behavioural Control	0.299	0.049	0.18	0.057	0.286	-0.004	1	0.267
Green Trust	**0.365****	-0.017	-0.077	0.202	0.436	0.129	0.267	1

Notes: N=90 *p<.05, **p<.01

Looking at the results of the correlation analysis on both generation X and Y, we need to refer to

the objectives of the study to ascertain the strength and direction of the relationships and whether an association exists between the said variables. For generation X, the strongest correlation prevalent in the dataset is between subjective norms and purchase intention with r=0.804 and p<.01. The second correlation noted is between consumer attitudes and purchase intention, with a correlation of r=0.565 and p<.01, which signifies an essential to strong correlation. Another relationship to note is environmental consciousness and consumer attitudes, with r=0.473 and p<.01, which indicates a weakly to a moderately positive correlation. Another essential to strong correlation is between green trust and purchase intention, with r=0.519 and p<.01. Moreover, it is imperative to highlight that no association exists between appearance consciousness and consumer attitudes, with a weakly negative association r=-0.024.

For generation Y, the strongest correlation to note is between consumer attitudes and purchase intention, with r=0.594 and p<.01 indicating a moderate positive correlation. Much like generation X, environmental consciousness and consumer attitudes, there is a weakly to moderately positive correlation with r=0.465 and p<.01. Also, between green trust and purchase intention, a medium to essential positive correlation exists with r=0.365 and p<.01, indicating a significant relationship. Lastly, between appearance consciousness and consumer attitudes, a weakly negative correlation can be noted with r=-0.068.

4.6. Regression Analysis Assumptions

Skewness and Kurtosis tests for normality, with values ranging between -3.0 to 3.0 as indicating normality. Assumption met as data observed normality, indicating that it was normally distributed. To test the presence of multicollinearity, Tolerance and Value Inflation Factor (VIF), indicated the absence of collinearity. Thus, the little or no multicollinearity between the different variables' assumptions was met due to lack of collinearity. Tolerance was above 0.01, and VIF was below 10. Homogeneity of variance using Levene's Test (p>0.05) indicated homogeneity of variance. Therefore, the assumption of equal variances amongst generation X and generation Y met on most variables of the model that had p>0.05.

Table 4.14: R^2 of Consumer Values

Generation	R	R Square	Adjusted R Square	Std. Error of the Estimate
X	.491^a	0.241	0.162	0.665
Y	.467^a	0.218	0.19	0.675

a. Predictors: (Constant), Environmental_Consciousness, Health_Consciousness, Appearance_Consciousness
b. Dependent Variable: Consumer_Attitudes

Table 4.15: Multiple Linear Regression Analysis for Generation X and Y

Generation	R	R Square	Adjusted R Square	Std. Error of the Estimate
X	.871^a	0.76	0.692	0.502
Y	.645^a	0.416	0.366	0.714

a. Predictors: (Constant), Consumer_Attitudes, Subjective_Norms, Perceived_Behavioural_Control, Green_Trust
b. Dependent Variable: Purchase_Intention

Model summaries in **Table 4.14**, indicate that generation X resulted in R^2=.241, which indicates that the model explains 24.1% variance in consumer attitudes in response to the interactive change in independent variables. For generation Y on the other hand, R^2=.218 which indicates that the model explains 21.8% variance in consumer attitudes in response to the interactive change in independent variables. For generation X in the above **Table 4.15**, generation X R^2=.76, which indicates that the model explains 76% variance in purchase intention in response to the interactive change in independent variables. For generation Y, R^2=.416 which indicates that the model explains 41.6% variance in purchase intention in response to the interactive change in independent variables. Analysis of Variance (ANOVA) for generation X and generation Y models is $p<0.05$, which signifies that the model is fit for predicting targeted relationships.

Table 4.16: Consumer values regression coefficients for generation X

Gen X	ß	t-value	Sig.
Environmental_Consciousness	0.447	2.657	0.013
Health_Consciousness	0.13	0.712	0.482
Appearance_Consciousness	-0.113	-0.64	0.527

a. Dependent Variable: consumer attitudes

Table 4.17: Consumer values regression coefficients for generation Y

Gen Y	ß	t-value	Sig.
Environmental_Consciousness	0.466	4.764	0
Health_Consciousness	-0.016	-0.149	0.882
Appearance_Consciousness	-0.023	-0.218	0.828

a. Dependent Variable: consumer attitudes

Table 4.18: Regression coefficients for generation X

Gen X	ß	t-value	Sig.
Consumer_Attitudes	0.102	0.762	0.453
Subjective_Norms	0.7	6.069	0
Perceived_Behavioural_Control	-0.037	-0.362	0.721
Green_Trust	0.205	1.551	0.134

a. Dependent Variable: purchase intention

Table 4.19: Regression coefficients for generation Y

Gen Y	ß	t-value	Sig.
Consumer_Attitudes	0.388	3.466	0.001
Subjective_Norms	0.148	1.634	0.106
Perceived_Behavioural_Control	0.159	1.721	0.089
Green_Trust	0.103	1.079	0.284

a. Dependent Variable: purchase intention

When looking at the consumer values in **Table 4.16** and **4.17**, only one hypothesis could be supported. With beta value of 0.466 and $p<0.01$, indicating that environmental consciousness is the variable with a significant contribution to the dependent variable consumer attitudes amongst generation Y; the rest of the consumer values signify no unique contribution to consumer attitudes. Of the hypotheses that could be supported, generation X (**Table 4.18**) standardised beta value is 0.7 $p<0.01$ only for subjective norms, whereas beta value is 0.388 and $p<0.01$ for consumer attitudes only amongst generation Y (**Table 4.19**). A unit change in subjective norms, results in a 70% change in purchase intention for generation X (**Table 4.18**), whereas unit change in consumer attitudes results in a 38.8% change in purchase intention for generation Y (**Table 4.19**).

Table 4.20: Summary of Hypotheses

Hypothesis	Generation X	Generation Y
H1a/b: Health Consciousness will positively influence consumer attitude towards purchasing organic personal care products	Not supported	Not supported
H2a/b: Appearance Consciousness will positively influence consumer attitude	Not supported	Not supported

towards purchasing organic personal care products		
H3a/b: Environmental Consciousness will positively influence consumer attitude towards purchasing organic personal care products	Supported	Supported
H4a/b: Consumer attitudes influence purchase intention towards organic personal care products positively	Not supported	Supported
H5a/b: Perceived behavioural control positively influences the intention to purchase organic personal care products	Not supported	Not supported
H6a/b: Subjective norms positively influence the intention to purchase organic personal care products	Supported	Not supported
H7a/b: Green trust positively influences the intention to purchase organic personal care products	Not supported	Not supported

This chapter provided a breakdown of the statistical analyses that were carried out post the completion of data collection. It started with reporting on the descriptive statistics of the overall results, thereafter, breaking it down by generation X and Y. The researcher further went onto reporting the inferential statistical analyses completed to measure the hypotheses and objectives of the study. The next chapter will focus on linking all the study's findings back to literature and reporting on whether the study's objectives were achieved.

Chapter 5: Discussion of Findings

5.1. Introduction

This research was conducted to test the influence of various independent variables on the intention of consumers to buy organic personal care products. These predictor variables included consumer values (environmental consciousness, appearance consciousness, and health consciousness), consumer attitudes, subjective norms, perceived behavioural control, and green trust. The first test looked at the relationship between the consumer values and attitude towards organic personal care products, thereafter, looked at the TPB model with the inclusion of green trust, and the overall correlation to purchase intention. The next few paragraphs unpack the findings from all analyses done, in a detailed discussion, and will be contrasted to results found in existing literature. The format which the discussion will follow will be based on the study's objectives.

5.2. Findings Relating to Objectives

Objective 1: Subjective Norms

To assess the impact subjective norms have on the purchase intention towards organic personal care products amongst generation X and generation Y in Cape Town

To recap the items for subjective norms, questions 16-20 posed, *My friends and family would rather buy organic cosmetics than conventional cosmetics, People whose opinion I value would want me to purchase organic cosmetics, My family and friends think that I should purchase organic cosmetics instead of conventional cosmetic, People in my surrounding purchase organic cosmetics instead of conventional cosmetics, My friends and family would approve purchasing organic cosmetics.*

From the results of the correlation analysis, a strong association exists between subjective norms and purchase intention amongst generation X, with $r=0.804$ at $p<.01$. Much the same for generation Y, with $r=0.31$ and $p<.01$, indicating that a linear relationship also exists between

subjective norms and purchase intention amongst generation Y. In assessing the extent subjective norms influence purchase intention, generation X resulted in β=0.7 and p<.01, which explains that subjective norms account for 70% of the variance in purchase intention. This indicates that subjective norms is a significant predictor in the intention to purchase organic personal care products amongst individuals born between 1965 and 1979. For generation Y, β=0.148 and p>.05 shows that subjective norm account for 38.8% of the variance in the purchase intention variable. However, it does not make a significant contribution to the prediction of purchase intention amongst 'millennials. Therefore, hypothesis 6b had to be rejected and hypothesis 6a could be supported. Hypothesis 6a supports the findings from Yeon Kim and Chung (2011), and Strauss and Klein Stuve (2016).

Objective 2: Consumer Attitudes

To identify the influence consumer attitudes have on purchase intention towards organic personal care products amongst generation X and generation Y in Cape Town

For the items that measured consumer attitudes, questions 10-15 posed *I am favourable towards organic cosmetics; I consider organic cosmetic as good, I regard organic cosmetic as valuable, I do not consider organic cosmetic as important, I believe that organic cosmetics can be good for my skin, I believe that organic cosmetics are less harmful to the environment than conventional cosmetics.*

Looking at the consumer attitudes variable, the correlation analysis suggests that a relationship between purchase intention exists for both generation X and generation Y. When looking at the correlation between consumer attitudes and purchase intention, r=0.565 with p<.01, this indicates that there is a significant association between the two variables for generation X. For generation Y, consumer attitudes have the strongest correlation with purchase intention, with r=0.594; p<.01. In examining the extent to which consumer attitudes influence purchase intention, regression analysis amongst generation X resulted in β=0.102 and p>0.05. This indicates that consumer attitudes are not a significant predictor of intention to purchase organic personal care products. However, generation Y consumer attitudes make a significant contribution to the prediction of intention to purchase organic cosmetics, with β=0.388; p=.001 explaining 38.8% variance.

These results are supported by the findings of Yeon Kim and Chung (2011), Strauss and Klein Stuve (2016) and Adels (2018), but only in the case of generation Y. This means, the 'millennials' attitudes or view of organic consumption strongly predict their inclination to become adopters of organic personal care products. Thus, hypothesis 4a had to be rejected, and only hypothesis 4b could be supported.

Objective 3: Perceived Behavioural Control

To evaluate the influence of perceived behaviour control on the purchase intention towards organic personal care products amongst generation X and generation Y in Cape Town

To recap the items for perceived behavioural control, questions 21-24 posed *I can buy organic cosmetics whenever I want to, I can buy organic cosmetics wherever I want to, Organic cosmetics are available in shops near my neighbourhood, I am confident that I am able to purchase organic cosmetics if I would want to.*

Based on the findings from the correlation analysis, it can be concluded that a linear relationship between perceived behavioural control and purchase intention does not exist amongst generation X, with r=0.197 and p>.05. However, r=0.299 with p<.01 shows that a linear relationship exists between perceived behavioural control and purchase intention for generation Y. In evaluating the influence towards intention to purchase amongst generation X respondents, β=-0.037 and p>.05, indicating that perceived behavioural control is not a predictor for purchase intention. When looking at generation Y, β=0.159 and p>.05, indicating that much like generation X, perceived behavioural control is not a significant enough variable to consider as an influencing factor towards purchase intention of organic cosmetics. These findings for perceived behavioural control were contradictory to those of Yeon Kim & Chung (2011) and Strauss and Klein Stuve (2016), where perceived behavioural control was a significant predictor in purchase intention towards organic cosmetics. Therefore, both hypothesis 5a and 5b could not be supported.

Objective 4: Health Consciousness

To determine the influence of health consciousness on consumer attitudes in the purchase of organic personal care products amongst generation X and generation Y in Cape Town

The items used to measure health consciousness were posed as questions 1-3 as, *I take actions to improve my health, I reflect on my health a lot, I am usually aware of my health.*

When looking at the regression results, these are supported by the findings from the correlation analysis. With r=0.206 at p>0.05 for generation X and r=0.044 at p>0.05 for generation Y, both hypothesis 1a and 1b could not be supported, as generation X beta value is 0.13 at p>0.05 and generation Y beta value at -0.016 at p>0.05. This means health consciousness had no significant contribution to consumer attitude amongst both targeted groups. These findings are contradictory to those of Yeon Kim and Chung (2011) and Strauss and Klein Stuve (2016), which reported that health consciousness is a significant contributor to consumer attitudes of Malaysian and German respondents.

Objective 5: Appearance Consciousness

To determine the influence of appearance consciousness on consumer attitudes in the purchase of organic personal care products amongst generation X and generation Y in Cape Town

For the items measuring appearance consciousness, questions 4-6 posed *What I look is an important part of who I am, I should do whatever I can to always look my best, One of the last things I do before I leave my house is to look in the mirror and check whether I am presentable.*

Much like health consciousness results, the regression analysis reported figures that are in support of the findings from the correlation results for both groups in. For generation X, r=-0.024 at p>0.05 with a beta value of -0.113 at p>0.05, and generation Y with r=-0.068 at p>0.05 alongside a non-significant (p>0.05) beta value of -0.023. This indicates that appearance consciousness has not significant contribution to consumer attitudes amongst both groups. Strauss and Klein Stuve (2016) are in support of these findings, as they found appearance consciousness to make no great contribution to attitudes. Thus, hypotheses 2a and 2b could not be supported.

Objective 6: Environmental Consciousness

To determine the influence of environmental consciousness on consumer attitudes in the purchase of organic personal care products amongst generation X and generation Y in

Cape Town

To recap the items for environmental consciousness, questions 7-9 posed *When I think of the ways industries are polluting the environment, I get frustrated and angry, I have switched certain products for ecological reasons before, I am willing to ride a bicycle or take a bus to work in order to reduce air pollution.*

The correlation analysis results are supported by the regression findings. Firstly, a strong association between health consciousness and consumer attitudes exists for both groups, with generation X r= 0.473 at p<0.01, and generation Y r=0.465 at p<0.01. This is further supported by a beta value for generation X of 0.447 at p<0.05 and generation Y beta value of 0.466 at p<0.01. These results can be supported by the findings from Yeon Kim and Chung (2011) and Strauss and Klein Stuve (2016), with environmental consciousness significantly contributing to the consumer attitudes of respondents in purchasing organic cosmetics. Therefore, both hypothesis 3a and hypothesis 3b can be supported.

Objective 7: Green Trust

To investigate the role of green trust on the purchase intention towards organic personal care products amongst generation X and generation Y in Cape Town

Firstly, to outline the items for green trust, questions 25-29 posed *I feel organic personal care products' environmental commitments are generally reliable, I feel organic personal care products' environmental performance is generally dependable, I feel organic personal care products' environmental argument is generally trustworthy, Organic personal care products' environmental concern meets my expectations, Organic personal care products' keep promises and commitments for environmental protection.*

When looking at the correlation between green trust and purchase intention amongst generation X, r=0.519 with p<.01, indicating that there is a significant association between the two variables. For generation Y, a linear relationship exists between green trust and purchase intention, with r=0.365; p<.01. Amongst generation X, β=0.205 and p>0.05, which signifies that green trust is not a significant predictor of intention to purchase organic personal care products. Much the same for generation Y, with a non-significant beta value of β=0.103 and p>.05. This is

contradictory to the findings by Strauss and Klein Stuve (2016), where trust had a large positive effect on purchase intention towards organic cosmetics. Therefore, both hypothesis 7a and 7b could not be supported.

When unpacking constructs from the TPB model, Strauss and Klein Stuve (2016) assert that consumer attitudes towards certain behaviour are formed by behavioural beliefs. This is evident in the results above, where consumer attitudes are a significant influence in purchase intention amongst millennials, and not necessarily for generation X. In addition, Yeon Kim and Chung (2011) found that subjective norms is a significant predicting factor in the intention to purchase organic personal care products, which this study's results attest to when looking at subjective norms results amongst the generation X individuals.

Whilst subjective norms and consumer attitudes were the strongest influencing factors of purchase intention towards organic cosmetics amongst generation X and generation Y, respectively, one can still note that there is incongruent behaviour displayed in consumers' perception of 'green' consumption, and their actual green purchasing behaviour. This could emerge from not physically seeing the negative effects of products that do not communicate environmentally friendly benefits. Also, another reason could be that the consumer does not have first-hand experience of negative consequences from not using organic personal care products. Lastly, another common reason could be that a consumer does not necessarily view organic personal care products and conventional personal care products significantly different to each other.

This chapter provided a detailed discussion of the study's results in relation to the objectives. When looking at the study's objectives, each of the results were discussed in relation to the literature and what previous studies with the same subject matter reported. It further summarized the study's hypotheses to report which were supported or rejected. The following chapter will provide a general overview of the study, looking at recommendations to marketers on organic cosmetic consumption and directions for future research. It will also outline the limitations that arose in the study and provide key take-outs to summarise the study.

Chapter 6: Recommendations, Limitations, and Final Conclusion

6.1. Introduction

This chapter seeks to provide various recommendations derived from the study. These recommendations are focused on providing marketers with ways of using the research model to increase the purchase of organic cosmetics and the intention to purchase. It will further illustrate the limitations faced by the researcher for future research. Thereafter, it will summarise key take-outs and provide an overall conclusion to the study.

6.2. Recommendations

The results present significant differences between the two groups targeted in the study. In view of the new theoretical findings presented, there are several things that marketers should consider regarding organic personal care product consumption.

- Firstly, as subjective norms are a significant predicting variable on intention to purchase organic personal care products amongst generation X. Marketers could investigate creating campaigns that use role-models within that age group as ambassadors. As this age group is highly influenced by peers, this will assist in emphasising 'pro-ageing' using organic cosmetics, and to embrace their natural beauty at every age. This type of messaging and strategy will not only highlight the benefits of using organic cosmetics within their reference groups but will replace 'anti-ageing' claims with positive imagery around healthy ageing.

- When referring to the findings of the consumer values, where environmental consciousness is the only significant contributing variable on consumer attitudes, it is suggested that brands look at fully recyclable packaging solutions. Brands can look at exploring refillable packaging to address consumer sustainability concerns, and work towards winning top of mind share. This will also need to be coupled with clearer on-pack communication – conveying hard facts about the product benefits and contents that a consumer will understand, as confusing or non-detailed information on products can be

a barrier. These marketing efforts would also need to be consistent with in-store point-of-sale material.

- Looking at the result of consumer attitudes being the most significant predictor of purchase intention towards organic cosmetics amongst 'millennials' (generation Y), an important aspect is influencing the green purchasing behaviour of the South African youth. With the known characteristics of Generation Y encouraging others to support sustainability causes, and mostly their peers, marketers should use social media platforms to communicate to this cohort, with the adoption of influencer marketing. Millennials are significantly motivated to prioritise beauty and wellbeing issues, as pressures of busy lifestyles increase, thus brands could leverage on influencer marketing to South African consumers, as it embodies the connection and relevance, they have to these individuals in their age groups. Due to the continued depletion of natural resources, marketers should rethink their communications strategies and use environmentalists to promote organic cosmetics to Generation Y on social media, to facilitate immediate and wide-scale communication, and ensure the survival of the environment. As mentioned by Mkhize (2017), social media platforms are where individuals share reviews on items they like and have purchased, the researcher recommends this platform be used to generate interest and promote consumer education on benefits sought from organic cosmetics.

- In order to build green trust, it is important for marketers to note that consumers can be hasty to critiquing marketing campaigns with false claims of green and should therefore stay away from greenwashing (Strauss & Klein Stuve, 2016). Certainly, consumer predispositions and attitudes change over time. It is mandatory that manufacturers prioritise clear communication of product contents and eco-labelling by government and regulatory institutions – this would also need to be coupled with detailed and clear information on the packaging. Unethical green marketing practices result in consumer myopia towards overall sustainable marketing practices, which negatively impact their green purchasing behaviour. While recognising the benefits of communicating green consumption to all consumers, Mkhize (2016) emphasises the importance of organic labelling and certification to enhance trust.

- Brands need to leverage on current consumer brand loyalty and brand love for existing brands and introduce line extensions within the food and beauty category, that are organic

certified and prioritise reducing waste. Green consumers want to buy clean products and patronise brands with long-term sustainable solutions. Competing in the 'organic' sector, could potentially enable brands to overcome barriers such as familiarity and awareness of the brand amongst consumers, and leverage on the existing brand to build awareness and brand equity of the new sustainable offerings.

- Lastly, an effort should be made by marketers to educate both the Generation X and Y cohort of the benefits sought from organic personal care products, as opposed to using conventional personal care products. For instance, perceived behavioural control could be prompted by portraying how individual ecological efforts contributes to overcoming environmental challenges.

6.3. Limitations

Despite various interesting results that emerged from the study, a key limitation prevalent throughout the process of the research was the achieved sample size of 123. Given that the desired sample size was 150, a potential explanation for not reaching the full sample included a low response rate accompanying the chosen data collection instrument. Respondents might have perceived the survey to be too long and dropped out before completing the full survey (Adels, 2018). Another possible reason could be the interest in the subject matter, resulting in respondents not understanding the questions in a correct manner, therefore just completing of consideration for the researcher (Strauss & Klein Stuve, 2016). This could have significantly impacted the results of the study. Specifically, in administering an online survey, there is an exclusion of those without internet or email from the study, therefore introducing a bias.

Another limitation on the sample size, was the uneven sample size distribution for the study's targeted groups. Generation X and Y had 90 and 33 respondents, respectively, which made it challenging for the researcher to make a direct comparison. When looking at the lack of generalisation to the entire population by the achieved sample size for the study, Hill (1998) outlines the following Rule of Thumb by Roscoe in justifying an adequate sample size for research.

1. A sample size between 30 and 500 are recommended for most research.
2. The rule of thumb for samples broken down into sub-samples states that each category should have a minimum sample size of 30.
3. When conducting multivariate research (constitute multiple regression analyses), the chosen sample size ought to be ten times as large as the number of variables in the study. Therefore, given that the sample size achieved was largely by the above rule of thumb, the achieved sample size of 123 is still regarded as acceptable. The benefit of having achieved this sample, assisted in providing an idea on the current organic personal care product purchase behaviour within South Africa. Therefore, it is suggested that future researchers gather larger sample(s) to facilitate a definitive generalisation. This study implies that producers of green products must be able to convey their green message to the intended target market, especially when these groups are actively engaged in environmental practices and issues.

6.4. Future Research

In combatting the challenges of low response rate and the need for clarity on questions that come with online surveys, the data collection method could be twofold. This twofold approach would include an online survey as well as an offline survey to be conducted in mall-intercept method. Unfortunately, due to the current Covid-19 pandemic, it was advisable for the researcher to collect data using online survey links. Moreover, as the study considered only two generational cohorts, future researchers should consider a nationwide survey covering samples from other generation groups. That would allow for the research results to be more significant in making a generalisation. In addition, researchers should aim to get even sample sizes of all targeted groups in a study, for the purchase behaviour of either groups to be comparable. Gender-based insights of different factors influencing purchase intention towards organic cosmetics could help marketers tailor marketing material and campaigns for targeted groups.

Furthermore, as the most significant predictors of purchase intention for generation X and Y were subjective norms and consumer attitudes, respectively, future research could look at investigating the influence of other potential variables that could influence the green purchase

behaviour towards organic personal care products. In addition, as the researcher only looked at the influence the independent variables had on the dependent variables, it would also be recommended to test the influence the independent variables have with each other, for marketers to get a better understanding of the organic cosmetic buyer. Lastly, one way to assess the influencing variables on purchase intention would be to separate the targeted groups into purchaser and non-purchaser of organic personal care products.

6.5. Final Conclusion

In summary, the overarching research question that was a motivating reason in conducting this study was: *What factors influence the intention to purchase organic personal care products amongst generations X and Y in Cape Town, South Africa?* When looking at South Africa's growth of sustainable consumption over the years, steady growth is noted in sectors such as organic foods and renewable energy. It cannot be denied that with the rise in environmental concern, the same trend can be noted in the organic cosmetics industry, with consumers looking for alternative sustainable offers, that cater on consumer's holistic wellness. As consumers continue to base personal and shopping decisions on information gathered on social media, it makes it imperative for consumers to receive clarity and transparency on marketing communications, specifically around the benefits sought from organic personal care products. Health is the future of beauty.

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8. Appendices

Appendix 1: Questionnaire

Section 1: Introduction of Study

Date: 23/06/2021

Greetings,

My name is Mbali Noluthando Mhlamvu from Harding, KwaZulu-Natal, and I am currently enrolled in the University of KwaZulu-Natal, Pietermaritzburg Campus. I am completing my Master of Commerce (Coursework) in Marketing, under the College of Law and Management Studies in the School of Management, Information Technology & Governance.

You are being invited to consider participating in a study that involves the investigation of consumer attitudes towards organic cosmetic consumption. The aim and purpose of this research is to understand the factors affecting intention to buy organic personal care products: looking specifically at generations X & Y in Cape Town. The study is expected to include 150 participants in the City of Cape Town (including surrounding areas). It will require respondents to fill in an online survey that is accessible via a link to a Google forms questionnaire. The duration of your participation, if you choose to participate and remain in the study, is expected to be 10 – 12 minutes. The study is self-funded.

The study may involve the following discomforts such as disclosure of personal income. I hope that the study will provide the following benefits: close the research gap of information availability in the organic personal care product industry in South Africa, and increase the level of education around benefits sought from organic cosmetic consumption. The study will provide no direct benefits to participants.

Kindly note that this piece of research will not involve any detriment or pose risks to the respondent, nor shall any compensation be provided for the completion of the survey. Should

you feel any potential risk in your involvement in this study, kindly notify me by contacting the below mentioned contact details. This study has been ethically reviewed and approved by the UKZN Humanities and Social Sciences Research Ethics Committee (approval number HSSREC/00002458/2021). In the event of any problems or concerns/questions you may contact myself or my supervisor, Dr Soni, at 0715986948 (email mimzimhlamvu@gmail.com) and 0829721998 respectively, or the UKZN Humanities & Social Sciences Research Ethics Committee, contact details as follows:

HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION
Research Office, Westville Campus
Govan Mbeki Building
Private Bag X 54001
Durban 4000
KwaZulu-Natal, SOUTH AFRICA
Tel: 27 31 2604557- Fax: 27 31 2604609
Email: HSSREC@ukzn.ac.za

Your participation in the study is voluntary and by participating, you are granting the researcher permission to use your responses. You may refuse to participate or withdraw from the study at any time with no negative consequences. Your anonymity will be maintained by the researcher and the School of Management, I.T. & Governance and your responses will not be used for any purposes outside of this study. All data, both electronic and hard copy, will be solely used for research purposes. Moreover, respondent data will be securely stored during the study and archived for 5 years. After this time, all data will be destroyed. If you have any questions or concerns about participating in the study, please contact me or my research supervisor at the numbers listed above

NB: If you desire to receive feedback of the complete study, you are most welcome to contact me. Above are my contacts details both cell phone and email address.

Sincerely

Mbali Noluthando Mhlamvu

Section 2: Consent to Participate

I have been informed about the study entitled Factors Affecting Intention to Buy Organic Personal Care Products: A Comparison of Generations X & Y in Cape Town by Mbali Noluthando Mhlamvu. I understand the purpose and procedures of the study. I have been given an opportunity to ask questions about the study and have had answers to my satisfaction. I declare that my participation in this study is entirely voluntary and that I may withdraw at any time without affecting any of the benefits that I usually am entitled to. If I have any further questions/concerns or queries related to the study I understand that I may contact the researcher at 0715986948. If I have any questions or concerns about my rights as a study participant, or if I am concerned about an aspect of the study or the researchers then I may contact:

HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION

Research Office, Westville Campus

Govan Mbeki Building

Private Bag X 54001

Durban 4000

KwaZulu-Natal, SOUTH AFRICA

Tel: 27 31 2604557- Fax: 27 31 2604609

Email: HSSREC@ukzn.ac.za

Would you like to participate?

❍Yes

❍ No

Section 3: Demographics

I. Gender: ❍Female   ❍ Male   ❍Prefer Not to Disclose

II. Generation Group: ❍ GenX (1965-79)   ❍ GenY (1980-95)   ❍GenZ (1996<)   ❍ Other

III. Race: ○African   ○White   ○Coloured   ○ Indian/Asian   ○Other

IV. Highest Level of Education: ○ Less than High School ○ High School ○ Bachelor's Degree

○ Master's Degree   ○ Doctoral Degree   ○ Professional Degree

Section 4: Core Questionnaire

Question	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
1. I take actions to improve my health					
2. I reflect on my health a lot					
3. I am usually aware of my health					
4. The way I look is an important part of who I am					
5. I should do whatever I can to always look my best					
6. One of the last things I can do before I leave my house is to look in the mirror and check whether I am presentable					
7. When I think of the ways industries are polluting the environment, I get frustrated and angry					
8. I have switched certain products for ecological reasons before					
9. I am willing to ride a bicycle or take a bus to work in order to reduce air pollution					
10. I am favourable towards organic PCP					
11. I consider organic PCP as good					

12. I regard organic PCP as valuable					

13. I do not consider organic PCP as important					
14. I believe that organic PCP can be good for my skin					
15. I believe that organic PCP are less harmful to the environment than conventional PCP					
16. My friends and family would rather buy organic PCP than conventional PCP					
17. People whose opinion I value would want me to purchase organic PCP					
18. My family and friends think that I should purchase organic PCP instead of conventional PCP					
19. People in my surroundings purchase organic PCP instead of conventional PCP					
20. My friends and family would approve purchasing organic PCP					
21. I can buy organic PCP whenever I want to					
22. I can buy organic PCP wherever I want to					
23. Organic PCP are available in shops near my neighbourhood					
24. I am confident that I can purchase organic PCP if I would want to					
25. I feel organic PCP environmental commitments are generally reliable					
26. I feel organic PCP environmental performance is generally dependable					
27. I feel organic PCP environmental argument is generally trustworthy					
28. Organic PCP environmental concern meets my expectations					

29. Organic PCP brands keeps promises and commitments for environmental protection					
30. I am planning to regularly purchase organic PCP in the future					
31. The next time I purchase cosmetics, it is likely that I will choose organic PCP					
32. I have the intention to purchase organic PCP in the upcoming weeks					
33. It is likely that I will continue purchasing organic PCP					

V. Annual Income: ○R1 - R9,600 ○R9,601 - R38,200 ○R38,201 - R153,800 ○R153,801 - R614,400 ○R614,001 - R2,457,600 ○R2,457,601+

Appendix 2: Informed Consent

UKZN HUMANITIES AND SOCIAL SCIENCES RESEARCH ETHICS COMMITTEE (HSSREC)

APPLICATION FOR ETHICS APPROVAL
For research with human participants

Information Sheet and Consent to Participate in Research

Date: 23/06/2021

Greetings,

My name is Mbali Noluthando Mhlamvu from Harding, KwaZulu-Natal, and I am currently enrolled in the University of KwaZulu-Natal, Pietermaritzburg Campus. I am completing my Master of Commerce (Coursework) in Marketing, under the College of Law and Management Studies in the School of Management, Information Technology & Governance.

You are being invited to consider participating in a study that involves the investigation of consumer attitudes towards organic cosmetic consumption. The aim and purpose of this research is to understand the factors affecting intention to buy organic personal care products: looking specifically at generations X & Y in Cape Town. The study is expected to include 150 participants in the City of Cape Town. It will require respondents to fill in an online survey that is accessible via a link to a Google forms questionnaire. The duration of your participation, if you choose to participate and remain in the study, is expected to be 10 – 12 minutes. The study is self-funded.

The study may involve the following risks and/or discomforts such as disclosure of personal income, etc. We hope that the study will create the following benefits; close the research gap of information availability in the organic personal care product industry in South Africa and increase the level of education around benefits sought from organic cosmetic consumption. The study will provide no direct benefits to participants.

Kindly note that this piece of research will not involve any detriment or pose risks to the respondent, nor shall any compensation be provided for the completion of the survey. Should you feel any potential risk in your involvement in this study, kindly notify me by contacting the below mentioned contact details.

This study has been ethically reviewed and approved by the UKZN Humanities and Social Sciences Research Ethics Committee (approval number HSSREC/00002458/2021).

In the event of any problems or concerns/questions you may contact myself or my supervisor, Dr Soni, at 0715986948 (**email** mimzimhlamvu@gmail.com) and 0829721998 respectively, or the UKZN Humanities & Social Sciences Research Ethics Committee, contact details as follows:

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Durban 4000   KwaZulu-Natal, SOUTH AFRICA

Tel: 27 31 2604557- Fax: 27 31 2604609

Email: HSSREC@ukzn.ac.za

Your participation in the study is voluntary and by participating, you are granting the researcher permission to use your responses. You may refuse to participate or withdraw from the study at any time with no negative consequence. Your anonymity will be maintained by the researcher and the School of Management, IT. & Governance and your responses will not be used for any purposes outside of this study.

All data, both electronic and hard copy, will be solely used for research purposes. Moreover, respondent data will be securely stored during the study and archived for 5 years. After this time, all data will be destroyed.

If you have any questions or concerns about participating in the study, please contact me or my research supervisor at the numbers listed above.

NB: If you desire to receive feedback of the complete study, you are most welcome to contact me. Above are my contacts details both cell phone and email address.

Sincerely

Mbali Noluthando Mhlamvu

CONSENT TO PARTICIPATE

I have been informed about the study entitled Factors Affecting Intention to Buy Organic Personal Care Products: A Comparison of Generations X & Y in Cape Town by Mbali Noluthando Mhlamvu.

I understand the purpose and procedures of the study.

I have been given an opportunity to ask questions about the study and have had answers to my satisfaction.

I declare that my participation in this study is entirely voluntary and that I may withdraw at any time without affecting any of the benefits that I usually am entitled to.

If I have any further questions/concerns or queries related to the study I understand that I may contact the researcher at 0715986948.

If I have any questions or concerns about my rights as a study participant, or if I am concerned about an aspect of the study or the researchers then I may contact:

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4000

KwaZulu-Natal, SOUTH AFRICA

Tel: 27 31 2604557 - Fax: 27 31 2604609

Email: HSSREC@ukzn.ac.za

_____   _____
Signature of Participant   Date

_____   _____
Signature of Witness   Date
(Where applicable)

_____   _____
Signature of Translator   Date
(Where applicable)

Appendix 3: Generation X and Y descriptive statistics

Group one: Gen X

Group two: Gen Y

Table 4.21: Descriptive Statistics per Generation

N=33		
N=90	**Mean**	**SD**
Constructs		
Health Consciousness	3.09	0.947
	3.21	0.645
Appearance Consciousness	3.09	0.805
	3.23	0.637
Environmental Consciousness	2.3	0.984
	2.26	0.943
Consumer Attitudes	2.82	0.727
	2.9	0.75
Subjective Norms	2	0.901
	1.94	0.928
Perceived Behavioural Control	2.67	0.816
	2.54	0.938
Green Trust	2.64	0.653
	2.67	0.687
Purchase Intention	2.15	0.906
	2.4	0.897

Appendix 4: Ethical Clearance

UNIVERSITY OF ™
KWAZULU-NATAL
INYUVESI
YAKWAZULU-NATALI

08 March 2021

Miss Mbali Noluthando Mhlamvu (214566599)
School Of Man Info Tech & Gov
Pietermaritzburg Campus

Dear Miss Mhlamvu,

Protocol reference number: HSSREC/00002458/2021
Project title: Factors affecting intention to buy organic personal care products: a comparison of generations X &
Y in Cape Town
Degree: Masters

Approval Notification – Expedited Application

This letter serves to notify you that your application received on 18 January 2021 in connection with the above,
was reviewed by the Humanities and Social Sciences Research Ethics Committee (HSSREC) and the protocol has
been granted **FULL APPROVAL**.

Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent
Form, Title of the Project, Location of the Study, Research Approach and Methods must be reviewed and
approved through the amendment/modification prior to its implementation. In case you have further queries,
please quote the above reference number. PLEASE NOTE: Research data should be securely stored in the
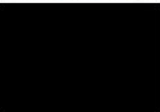discipline/department for a period of 5 years.

This approval is valid until 08 March 2022.
To ensure uninterrupted approval of this study beyond the approval expiry date, a progress report must be
submitted to the Research Office on the appropriate form 2 - 3 months before the expiry date. A close-out report
to be submitted when study is finished.

All research conducted during the COVID-19 period must adhere to the national and UKZN guidelines.

HSSREC is registered with the South African National Research Ethics Council (REC-040414-040).

Yours sincerely,

Professor Dipane Hlalele (Chair)

/dd

UNIVERSITY OF
KWAZULU-NATAL
INYUVESI
YAKWAZULU-NATALI

18 June 2021

Miss Mbali Noluthando Mhlamvu (214566599)
School Of Man Info Tech & Gov
Pietermaritzburg Campus

Dear Miss Mhlamvu,

Protocol reference number: HSSREC/00002458/2021
Project title: Factors affecting intention to buy organic personal care products: a comparison of generations X & Y in Cape Town

Approval Notification – Amendment Application

This letter serves to notify you that your application and request for an amendment received on 07 2021 has now been approved as follows:

- To include informed consent document to questionnaire

Any alterations to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form; Title of the Project, Location of the Study must be reviewed and approved through an amendment /modification prior to its implementation. In case you have further queries, please quote the above reference number.

PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years.

All research conducted during the COVID-19 period must adhere to the national and UKZN guidelines.

Best wishes for the successful completion of your research protocol.

Yours faithfully

....
Professor Dipane Hlalele (Chair)

/dd

Humanities & Social Sciences Research Ethics Committee
UKZN Research Ethics Office Westville Campus, Govan Mbeki Building
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Website: http://research.ukzn.ac.za/Research-Ethics/
Founding Campuses: ■ Edgewood ■ Howard College ■ Medical School ■ Pietermaritzburg ■ Westville

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