

# From Attitude to Action: Exploring the Pathway to Purchase In Organic Skincare Products

## Abstract

Assessing consumer attitudes towards organic skincare products is crucial in today's competitive market. As people become more conscious of synthetic substances, animal suffering, and environmental impacts, the appeal of organic skincare is greater than ever. This paper investigates how consumer attitudes regarding organic skin care products translate into purchase intentions and subsequent shopping behaviour. The research emphasises the impact of health, environmental, and appearance consciousness on customer attitudes towards organic skin care products. The study investigates the influence of experience and subjective standards in regulating the relationship between buy intention and purchase conduct. Data was collected by random sampling. There were 498 valid replies to the survey. The Hayes process approach, psychometric characteristics, and hypothesis testing addressed the study's research concerns. SPSS 25 and AMOS 22 are used to analyse the data. According to the study, health, environmental, and appearance consciousness are precursors to attitudes towards organic skin care products. When an attitude is created, it is converted into buying intention, which leads to actual behaviour. Past experience plays a substantial moderating impact on purchasing intention and behaviour. Subjective norms, on the other hand, fail to moderate the same relationship. The limitations and future scope of the study are discussed further in the paper's body.

## Keywords

Health consciousness • Environmental consciousness • Appearance consciousness • Consumer attitude • Purchase intention • Past experience • Subjective norms

## Review Article

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## Introduction

Pursuing glowing and healthy skin has resulted in a thriving skincare sector today. Organic skincare products have become a symbol of health-conscious beauty among many choices [1]. As awareness of synthetic ingredients, animal suffering, and environmental effects grows, the temptation of organic skincare is stronger than ever [2]. This study aims to elucidate the complex process by which attitudes towards organic skincare products are formed and how these attitudes contribute to purchase intentions and actual purchasing behaviour, offering valuable insights into the dynamic relationship between consumer choices and the ever-changing landscape of the cosmetics industry.

Assessing consumer attitudes regarding organic skincare products is critical in today's competitive economy [3]. This research sets out on a journey of consumer insights that will hold the key to deciphering the ever-changing dynamics of the beauty market. This undertaking is motivated by three factors. It tackles the requirement of catering

to health-conscious customers whose discriminating tastes drive demand for organic skincare solutions [4]. With rising concerns about synthetic chemicals hidden in traditional beauty regimens, people are increasingly opting towards organic alternatives [5]. Second, this research looks into the significant impact of environmental consciousness on consumer attitudes. Consumers seek products that align with their sustainability ethos in an era of increased environmental awareness [6]. By unravelling the subtle interplay between these attitudes and consumer preferences, brands may make educated decisions about sustainable sourcing, manufacturing methods, and environmentally friendly packaging solutions. Finally, it is critical to investigate the role of appearance consciousness. Consumers are increasingly looking for goods promising health benefits and physical appearance upgrades in an age where aesthetics play an important role in self-expression [7]. Researching how appearance concerns impact consumer attitudes in the intensely competitive beauty sector attracts a broader consumer base and galvanises sales.

The study delves deeper into the root cause of consumer attitudes regarding organic skincare products, deepening the curiosity by investigating how these attitudes transform into concrete purchase intentions, eventually resulting in practical purchasing behaviour. This shift is a critical point at which perception becomes action, and it is here that we discover the intricacies of consumer decision-making.

## Objectives

- To explore how does consumer attitude towards organic skin care products transform into purchase intention and subsequent purchasing behaviour.
- To understand the impact of health consciousness, environmental consciousness, and appearance consciousness on consumer attitude towards organic skin care products.
- To understand the moderating role of past experience and subjective norms between purchase intention and purchase behaviour.

## HYPOTHESIS FOR THE STUDY

H1: Health consciousness significantly impacts consumer's attitude towards organic skin care products.

H2: Environmental consciousness significantly impacts consumer's attitude towards organic skin care products.

H3: Appearance consciousness significantly impacts consumer's attitude towards organic skin care products.

H4: Attitude towards organic skin care products significantly impacts purchase intention of an individual.

H5: Purchase intention of an individual significantly impacts their purchase behaviour towards organic skin care products.

H6: Past experience moderates the relationship between Purchase intention and purchase behaviour towards organic skin care products.

H7: Subjective norms moderates the relationship between Purchase intention and purchase behaviour towards organic skin care products.

Based on the hypotheses mentioned, the study develops a framework as shown in Figure 1.

## RESEARCH METHODOLOGY

### Data Collection

The data collection methodology used in this study comprises a meticulously structured questionnaire that has been methodically prepared to measure various aspects of customer attitudes towards organic skin care products. A random sampling strategy has been carefully followed to assure the robustness and representativeness of the sample, corresponding with the specific criteria germane to the research objectives in this scholarly endeavour. In addition, a pilot study was carefully carried out to validate the efficacy of the questionnaire. This methodological

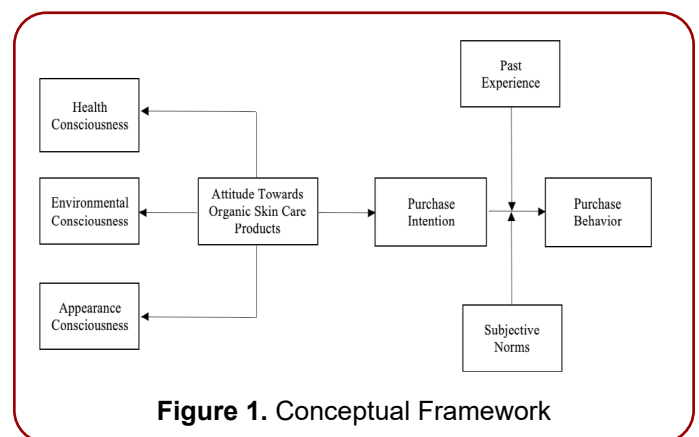


Figure 1. Conceptual Framework

decision demonstrates our dedication to data quality and the reliability of the study instrument. A dual-pronged approach involving online and offline mediums has been systematically performed to optimise respondent involvement and increase survey reach. The questionnaire link has been shared online, and physical copies have been dispersed in select shopping centres within the Delhi-NCR region. This thorough method resulted in a sizable dataset of 498 valid responses, showing a commendable response rate of roughly 83%. The data-gathering phase was systematically carried out across three months, beginning in July 2023 and concluding in September 2023, ensuring a comprehensive and temporally robust dataset for the analysis.

### Measurement tools

All constructs are evaluated using several items on a seven-point Likert scale (1 = 'Strongly disagree' to 7 = 'Strongly agree'). Health consciousness is measured using four questions developed [8]. Environmental consciousness is measured using a three-item scale created [9]. The statements of appearance consciousness are based on [10] three-item scale. Taylor & Todd's (1995) study yielded a three-item customer attitude scale. The five statements [11] measure purchase intention. Buying behaviour is measured using four statements by [12]. Past experience and subjective norms are measured using four and three statements [13, 14]. Two marketing professors at a prestigious business school in New Delhi, India, agreed that the instrument's content validity was enough for data collection [15]. In addition, 50 participants were examined using the internal consistency approach, i.e. Cronbach's alpha [16]. For all measurement scales, the "Cronbach's Alpha" value exceeded the suggested threshold of 0.7 [17]. These methods yielded satisfactory validation results for the data collection tools.

## RESULTS

To investigate the presented hypothesis and framework, various analysis methodologies are applied. Psychometric attributes (reliability and validity of assessment tools), hypothesis testing, and the Hayes process approach were employed to address the study's research problems. SPSS 25 and AMOS 22 are used to analyse the data. The statistical findings are discussed in greater detail below.

### Validity and Reliability analysis of measurement

Key model statistics show that all endogenous variables are modelled simultaneously, with CMIN ( $\chi^2$ ) = 336.298, degree of freedom (df) = 181, and CMIN/df ( $\chi^2$ /df) = 1.858, all of which are less than the criterion of 4 [18]. Goodness of fit (GFI=0.931, AGFI=0.912, IFI=0.971, NFI=0.939, CFI=0.971) and badness of fit indices (RMR=0.080, RMSEA=0.045, ECVI=1.031) are within range, indicating that the model has a good fit and psychometric properties can be interpreted. Cronbach's alpha, which measures scale reliability, suggests that all items have an internal consistency of 0.8 or higher (Table 2).

To establish validity, the average variance extracted (AVE), construct reliability (CR), and maximum shared variance (MSV) are utilised [19]. CR and AVE values must exceed the permitted limits of 0.7 and 0.5 for model convergent validity [20]. The MSV value for each dimension should

Descriptors		Percentage
Employment Status	Paid Employment	61
	Self-employed	5
	Retired	7
	Home-makers	27
Marital Status	Married	68
	Unmarried	32
Age Group	18-22	11
	23-27	29
	28- 32	31
	33-37	13
	38-42	10
	42 and above	6
Education	Senior Secondary	3
	Graduate	63
	Post Graduate	27
	Other	7
Prior Experience of organic skin care products	Yes	91
	No	9

**Table 1.** Demographics

be less than the AVE value for that dimension to show discriminant validity [21], indicating that all eight latent variables are distinct (Table 2). According to statistical values, all eight latent variables fully characterise their observed statements [22]. Table 3 depicts the construct-wise measurement statements and their related factor loadings, the bulk of which are well within the permissible level (more than 0.5). Statements with factor loadings less than 0.5 have been “Deleted”.

## Hypotheses Result

**Path Analysis:** A structural equation model (Table 4) is utilised for the analysis to validate the hypotheses. The present research conducts a comprehensive evaluation to determine the impact of customer attitude towards organic skin care products on purchase intention and eventually buying behaviour. Analysis shows a model fit: CMIN ( $\chi^2$ )= 336.298, df=181,  $\chi^2$ /df=1.858, goodness of fit indices (GFI=0.931, AGFI=0.912, NFI=0.939, CFI=0.971), badness of fit indices (RMR=0.080, RMSEA=0.045) which are also significant based on their standard values for acceptance (Hair et al., 2012).

This research aims to identify the factors that shape customers’ purchase behaviour regarding organic skincare products. The research looks at various direct links between essential concepts. To begin, three hypotheses are tested to highlight the components of attitude formation towards organic skincare products. The first hypothesis investigates the association between health consciousness and attitudes towards organic skin care products, demonstrating a statistically significant ( $p<0.05$ ) link with a significant regression weight ( $b=0.454$ )

and CR value (10.088). Similarly, the second hypothesis investigates the association between environmental consciousness and attitudes towards organic skin care products, finding a significant relationship ( $p<0.05$ ) with a significant regression weight ( $b=0.530$ ) and CR value (12.926). The third hypothesis investigates the association between appearance consciousness and attitudes towards organic skin care products, revealing a significant ( $p<0.05$ ) relationship with a significant regression weight ( $b=0.427$ ) and CR value (12.939). As a result, three constructs—health consciousness, environmental consciousness, and appearance consciousness – emerge as precursors to creating attitudes towards organic skincare products.

The study then explores how customers’ attitudes towards organic skincare products influence their purchase intentions, which constitutes the fourth hypothesis. With a significant regression weight ( $b=0.665$ ) and CR value (11.875), the study reveals a robust and significant ( $p<0.05$ ) link between attitude formation and purchase intention. Finally, the fifth hypothesis investigates the direct relationship between purchase intention and actual purchasing behaviour to understand how intentions influence customer purchasing behaviours. This research demonstrates a statistically significant ( $p<0.05$ ) link between purchase intention and purchasing behaviour, with a significant regression weight ( $b=0.337$ ) and CR value (8.219). These findings add to a better understanding of the factors that influence customer behaviour in the organic skincare product market. All the statistical results are presented in Table 4 and diagrammatically in Figure 2.

**Moderation Analysis:** The moderation analysis revealed in Table 5 that “Past Experience” had a strong and

	Mean	Std. Dev.	$\alpha$	CR	AVE	HC	PI	PB	PE	AC	EC	SN	ATT
HC	5.89	1.3	0.883	0.884	0.719	0.848							
PI	5.5	1.39	0.912	0.913	0.677	0.16	0.823						
PB	5.76	1.25	0.881	0.881	0.65	0.364	0.246	0.806					
PE	5.21	1.47	0.846	0.848	0.584	0.116	0.249	0.221	0.764				
AC	5.18	1.47	0.892	0.892	0.733	0.37	0.126	0.258	0.08	0.856			
EC	5.78	1.6	0.864	0.866	0.683	0.243	0.204	0.243	0.124	0.267	0.826		
SN	5.22	1.23	0.903	0.904	0.759	0.231	0.128	0.223	0.035	0.243	-0.022	0.871	
ATT	5.63	1.3	0.872	0.873	0.697	0.361	0.203	0.297	0.124	0.325	0.332	0.165	0.835

**Table 2.** Convergent and Discriminant Validity

Items	Statements	Factor loading
Health Consciousness	In general, I pay attention to my instincts concerning my health	0.837
	I pay attention to how I feel physically during the day	0.875
	I think frequently about my health	0.871
	I am aware of any alterations in my health	Deleted
Environmental Consciousness	When I consider how industries pollute the environment, I become dissatisfied and enraged	0.86
	I believe consuming natural personal care products is really good for the environment	0.886
	The overall impression I receive from organic personal care products puts me in an environmentally conscious mentality	0.834
Appearance Consciousness	My looks portray my personality	0.864
	I must do everything in my power to always look my best	0.881
	Ageing will render me less appealing	0.881
Attitude Towards Organic Skin Care Products	Buying organic cosmetics appeals to me	0.86
	It's an excellent idea to get organic cosmetics	0.861
	I have a favourable attitude toward purchasing organic cosmetics	0.849
Purchase Intentions	The availability of up-to-date information assists me in making sound purchasing decisions	0.862
	A wide selection of high-quality information assists me in making sound purchasing decisions	0.87
	In the future, I aim to purchase organic items	0.865
	I am continuously looking for additional organic products for my family's requirements	0.822
	I plan to seek organic products, even if I have to go outside the city	0.818
Purchase Behavior	I am a regular purchaser of organic products	0.797
	Despite the availability of conventional alternatives, I continue to purchase organic items	0.842
	I don't bother spending a higher price for organic things	0.856
	Prior to purchasing a product, I strive to learn about its environmental impact	0.822
Past Experience	I've had a great experience with organic products	0.816
	I am quite pleased with my use of organic items	0.852
	I bought and consumed a variety of organic items	0.832
	Because of its uniqueness, I bought and consumed organic products	0.769
	My close friends and family buys organic skin care products	0.892
Subjective Norms	My loved ones expect me to purchase more organic skin care products for them	0.91
	Many individuals have convinced me that I should buy organic items in order to live a healthier life	0.9

**Table 3.** Factor Loadings

considerable role as a moderator in the link between “Purchase Intention” and “Purchasing Behaviour” for organic skincare products. The “Past Experience” (PE) coefficient is 0.9239, meaning that for every unit increase in past experience, there is a 0.9239 rise in purchase behaviour. This effect was statistically significant ( $p = 0.0000$ ), emphasising the impact of people’s past experiences on their purchasing behaviour. Furthermore, the interaction term “Int\_1” added complexity, which had a detrimental impact on purchasing behaviour. A unit increase in this term resulted in a 0.1466 drop in purchasing behaviour, which was statistically significant ( $p = 0.0000$ ), illustrating the complex interplay between purchase intention and purchasing behaviour, especially in the presence of the moderator “Past Experience.” Overall, these results emphasise the importance of considering past experiences when analysing and predicting customer behaviour in the organic skincare product area.

In contrast, the moderation analysis in Table 6 investigated the effect of “Subjective Norms” as a moderator in the similar link between “Purchase Intention” and “Buying Behaviour.” According to the findings, the moderating influence of “Subjective Norms” appeared to be rather restricted and statistically insignificant. Both “Purchase Intention” (PI) and “Past Experience” (PE) exhibited coefficients of 0.1595 and 0.1329, indicating minor influences on purchasing behaviour. However, neither of these effects was statistically significant ( $p > 0.05$ ), implying that the presence of “Subjective Norms” may not have a substantial effect on the link between purchase intention and purchasing behaviour in the context of organic skincare products. The interaction term “Int\_1” has a modest beneficial impact on purchasing behaviour, but this effect is not statistically significant ( $p = 0.7572$ ), indicating that the moderating role of “Subjective Norms” may not be relevant in this specific consumer behaviour scenario. These findings imply that additional factors or

Hypothesis	Relationship	Estimate	S.E.	C.R.	p-Value*	Label
H1	Health Consciousness→ Attitude Towards Organic Skin Care Product	0.454	0.045	10.088	***	Supported
H2	Environmental Consciousness Attitude Towards Organic Skin Care Product	0.53	0.041	12.926	***	Supported
H3	Appearance Consciousness→ Attitude Towards Organic Skin Care Product	0.427	0.033	12.939	***	Supported
H4	Attitude Towards Organic Skin Care Product→Purchase Intention	0.665	0.056	11.875	***	Supported
H5	Purchase Intention→ Buying Behavior	0.337	0.041	8.219	***	Supported

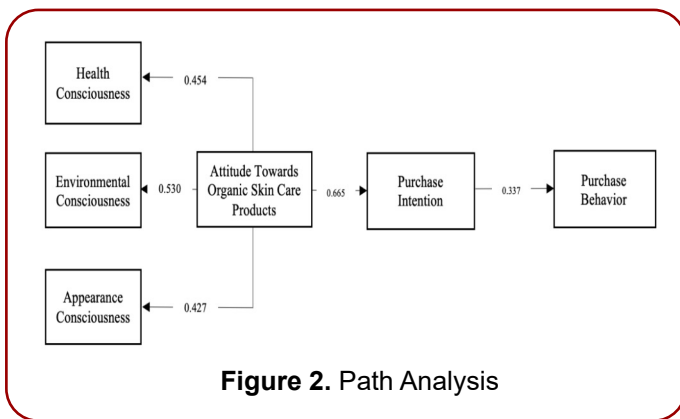
**Table 4.** Hypothesis Result

	Coeff	SE	t	p	LLCI	ULCI
Constant	0.6751	0.654	1.0323	0.3025	-0.6104	1.9607
PI	0.8228	0.1262	6.5198	0	0.5747	1.0708
PE	0.9239	0.1485	6.2209	0	0.6319	1.2158
Int_1	-0.1466	0.0277	-5.2922	0	-0.2011	-0.0922
* Outcome Variable: Buying Behaviour (R-sq.= 0.1624, p-value=0.0000)						

**Table 5.** Moderation Analysis (Past Experience)

	<b>Coeff</b>	<b>SE</b>	<b>t</b>	<b>p</b>	<b>LLCI</b>	<b>ULCI</b>
Constant	3.8773	0.939	4.129	0	2.0315	5.7231
PI	0.1595	0.1708	0.9338	0.3509	-0.1762	0.4952
PE	0.1329	0.1905	0.6975	0.4858	-0.2415	0.5072
Int_1	0.0106	0.0343	0.3093	0.7572	-0.0568	0.078
*Outcome Variable: Buying Behaviour (R-sq.= 0.1173, p-value=0.0000)						

**Table 6.** Moderation Analysis (Past Experience)



**Figure 2.** Path Analysis

modifiers may need to be investigated to better understand the dynamics of purchasing behaviour in this environment.

## DISCUSSION

Marketers have been searching for answers to certain questions for a long time. Why does a consumer react in a certain way? What motivates them to buy? There is no simple answer to such questions. One needs to understand basic consumer behaviour factors [23]. The present research is an attempt in the same direction. The findings suggest that while buying organic skin care products, consumers' attitude is formed by being health, environment and appearance conscious. These precursors act as motivating factors to develop the intention to buy organic skin care products. Once an intention is developed, a consumer is highly likely to buy the product. Furthermore, a consumer's past experience can potentially change the final buying behaviour. The findings contribute to the existing body of research and have practical significance for organic skin care brands trying to improve customer relationships.

To identify the antecedents of consumers' attitudes towards organic products (skincare), the statistical results came out with health consciousness (H1), environment

consciousness (H2) and appearance consciousness (H3). All three results corroborate with the findings [24, 25]. Identifying these elements as important predictors of Indian women customers' views towards organic skincare products demonstrates a multidimensional approach to consumer behaviour in this sector. For instance, Indian women have become more health-conscious [26]. With growing worries about the detrimental effects of artificial substances in skincare products, the desire for organic alternatives corresponds with the need for healthier, safer choices [27]. Second, in a nation where environmental pollution and waste management are becoming more evident, customers seek items that correspond with their environmental ideals [28]. Organic skincare products are frequently marketed as eco-friendly and sustainable, appealing to environmentally conscious consumers. Finally, the need to preserve and improve one's physical attributes is firmly ingrained in Indian women, who are eager to invest in goods that promise to improve the appearance of their skin. Organic skincare products, frequently seen as natural and capable of producing apparent benefits, cater to this appearance-conscious clientele [29].

The statistical analysis provides evidence for a direct and significant relationship between attitude towards organic skin care products and purchase intention (H4). This finding is in congruence with [30]. Consumers' preference for natural and risk-free ingredients, rising health and safety concerns in traditional skin care products, ethical and environmental issues, as well as trust in the effectiveness of organic skincare, all lead to positive attitudes and purchase intentions. Data analysis shows another positive association between purchase intention and consumers' purchase behaviour towards organic skin care products (H5). Purchase intention [31] is a powerful predictor of purchase behaviour. When customers demonstrate a desire to purchase organic products (skincare), they

are more likely to follow through. Emphasise [32] the relevance of perceived value and satisfaction in decision-making. Consumers with favourable intentions towards organic skincare products are inclined to be satisfied with their purchases, demonstrating the positive relationship between intention and behaviour.

Finally, the statistical evidence for past experience (H6) as a moderator between purchase intention and purchase behaviour gives a significant result. However, subjective norms (H7) fail to act as a moderator between the same relations. Past experience is a well-known influencer on purchasing behaviour because it forms buyers' trust in their intentions. According to empirical studies such as [33], persons with favourable past experiences with a product are likelier to turn their intentions into real purchase behaviours. The inability of subjective norms to operate as a moderator in the same connection, on the other hand, may be linked to the intricate nature of consumer decision-making. While subjective norms or social pressures can impact purchase intentions [34, 35], their impact on purchasing behaviour is unclear. The present study gives statistical evidence of subjective norms not moderating the relation between intention and behaviour.

## IMPLICATIONS

### Theoretical Implications

The research findings contribute to the literature on consumer behaviour and marketing by providing insights that researchers and scholars can use in various ways [36-40]. This research adds to understanding the elements influencing customer attitudes towards organic skincare products. It adds complexity to the multidimensional [41-52] consumer behaviour research approach by highlighting health, environmental, and appearance consciousness as major antecedents. Academics can use these findings to create more complete models and theories incorporating these dimensions in different consumer scenarios.

Furthermore, the positive relationship between customer attitudes and purchase intentions is consistent with earlier studies, demonstrating the strength of this relationship. Researchers can use the information to delve deeper into the factors underlying this association, such as the function of trust, product efficacy, and brand reputation. Furthermore, this link emphasises the need for marketing

initiatives to improve consumer attitudes to drive purchase intentions ultimately. In addition, the study's finding of a positive relationship between purchase intentions and actual purchasing behaviour confirms [53, 54] demonstration of the predictive ability of purchase intention. This discovery allows academicians to investigate this relationship in various consumer contexts and industries, adding to a better knowledge of consumer decision-making processes.

Finally, the study's finding of experience as a strong moderator offers a more nuanced view of the function of trust and familiarity in customer behaviour. Researchers can expand on this by examining the conditions under which experience [55-61] influences buying behaviour and investigating its applicability in other product categories. On the other hand, the lack of support for subjective norms as a moderator underlines the need for greater investigation into the complicated nature of social impacts on consumer behaviour.

### Managerial Implications

The study's findings have important managerial implications for brands in the organic skincare product market [62]. Managers can use this knowledge strategically to increase consumer engagement and boost brand performance. To begin, marketers may effectively communicate the health advantages, eco-friendliness, and aesthetic upgrades of their products by aligning marketing tactics with the recognised antecedents [63] of consumer attitudes - health consciousness, environmental consciousness, and appearance consciousness. Transparent ingredient sources and comprehensive testing for safety and effectiveness can be critical in developing a favourable [64] customer perception. Furthermore, a concentrated effort to improve product information, such as ingredient sourcing, certifications, and environmental effects, allows consumers to make better choices. Using enticing marketing campaigns, special deals, product bundles, and loyalty programmes to capitalise on purchase intents can further boost consumer [65-71] involvement. Recognising the importance of past experiences, businesses should give high-quality products and great customer service constantly to drive repeat purchases and create loyalty. While subjective norms may not be significant modifiers, firms should remain aware of the nuances of social influences on purchasing intentions.



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