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“Consumer Buying Behavior: Organic Cosmetics versus Non-Organic Cosmetics”

Sabahat Shakeel*, Emadul Karim**

ABSTRACT

The main objective of this research study is to analyze the factors that affect the consumer buying behavior for organic and non-organic cosmetics. Therefore, this study is further divided into two sub research. One research studies the factors that affect consumer buying behavior for organic cosmetics whereas the other research assesses factors that impact consumer buying behavior for non-organic cosmetics. Most factors that affect both organic and non-organic cosmetics are the same, but some are different considering the variation between the two types of cosmetics under consideration. Consumer buying behavior is a topic of significant importance to marketers and to businesses as well. It is crucial to understand how consumer buying behavior functions. This research study was conducted through the collection of both primary and secondary data. Primary data was gathered through questionnaires whereas the secondary data was gathered mainly for the literature review through various sources which were mostly available on the web such as online published articles, books, and online journals. The primary data collected was fed into the SPSS software to run various tests. The hypotheses stated at the beginning of the research were tested. The results showed that not all hypotheses were accepted in both the studies. Recommendations have been suggested for each independent variable at the end of the study for consideration.

Keywords: *Consumer Buying Behavior, Organic Cosmetics, Non-Organic Cosmetics, Brand Name, Health Consciousness, Environmental Consciousness, Attractiveness Consciousness, Store Environment, Product Price, Product Quality and Product Promotion.*

INTRODUCTION

The real estate sector in Pakistan is one of the most lucrative industries in the world with returns growing higher every year, even considering the unstable political conditions that prevail over the country due to the abundant corruption among numerous sectors in the country. Real estate sector is no exception to this sad reality.

The focus of the research is to find out the differences between the buying behaviors of consumers for organic and non-organics cosmetics products. The awareness regarding the negative aspects of the skin and human health by using non-organic cosmetics products has increased (Yaacob & Zakaria, 2011). The awareness regarding the cruelty of animals for product testing is also increasing regularly and companies along with customers are feeling the need for being more responsible towards living beings and the environment. By realizing the importance of this awareness, companies have started to come up with the idea of green products in cosmetics (Mazar & Zhong, 2010). Green products are those products that are not harmful to human health as well as for the environment.

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Green products do not include any raw materials or any process of manufacturing the product that is harmful to any living being and environment. The manufacturing, the usage and the expiration of organic cosmetics or products do not provide a harmful impact on the environment. Organic or green products are developed using agricultural ingredients which is created naturally without using any artificial fertilizers and pesticides (Chen & Chai, 2010).

The chemists of the cosmetics industry had work hard to find out the organic material that can be used for beautification products. Along with materials, the organic processes are also identified especially by eliminating the concept of animal testing and come up with a cruelty-free testing concept. The chemists were successfully able to achieve the ambition of organic cosmetics. It is important to understand that the selection of organic raw material is important for cosmetics production. The wrong selection can also be harmful to health as the chemist must identify that if the organic material is favorable for human skin or not (Chaudhri & Jain, 2014). The concept of organic cosmetics was not found anywhere a few decades back, but the gradual and continuous emphasis of eco-friendly companies and chemists has increased the awareness. The first movers were not only able to increase awareness but convince the customers to use organic cosmetics. Currently, this is a massive debate in the companies and the whole industry is focusing towards shifting to organic cosmetics which is the evidence of the exceptional success of organic cosmetics campaign. The most important thing about organic cosmetics is that they are affordable for consumers to buy that are already buying non-organic cosmetics. This affordability factor of organic cosmetics makes it more attractive and feasible for customers to purchase and use (Rawat & Garga, 2012).

Consumers are shifting their focus from non-organic cosmetics to green cosmetics for a better lifestyle with beauty. The concept of ethical consumers has emerged with an immense awareness and pace which has created a shift in the market from non-organic to organic products even in the cosmetics industry. Along with organizations, the consumers are also becoming more environmentally conscious and favor to purchase the product that is environmentally friendly. The habits and lifestyles of consumers in Europe are tilting towards environmentally friendly products (Mintel, 2019). The Organic Monitor (2012) has observed this trend even in Asian countries and the consumers are shifting focus towards green products in cosmetics. The growth of the Malaysian organic cosmetic market is 9.7% from 2014-2018 which shows the massive turn around (Organic Monitor, 2012).

The concept of green cosmetics has become a primary concern for beauty companies due to the consciousness of people towards their health, skin, living beings, and the environment. There have been several products that were harmful to living beings and the environment and it is becoming difficult for companies to overcome those ways and come up with organic products and processes (Green Choices, 2019). The concept of cruelty-free testing also comes under the topic of organic cosmetics which do not allow testing of animal for cosmetics (Csorba & Boglea, 2011).

Like any other product, understanding of consumer behavior is a major factor for companies to become successful. The company that can understand consumer behavior better than its competitors is growing, expanding and enjoying a competitive edge which is difficult to overcome (Kaufmann, Panni, & Orphanidou, Factors affecting consumers' green purchasing behavior: An integrated conceptual framework, 2012). Companies are spending efforts and money to identify the buying patterns of organic cosmetics consumers in the market (Lin, Yang, Hanifah, & Iqbal, 2018). The companies are conducting research to find out the point of difference in consumers with organic versus consumers with non-organic cosmetics purchases (Cervellon, Rinaldi, &

Wernerfelt, 2011). The trend of companies has shifted towards organic cosmetics not just because of the increasing customer awareness and buying behavior but many companies around the world consider it their responsibility to produce eco-friendly products causing no harm to living being and environment (Philippe, Didillon, & Gilbert, 2012).

Therefore, the research questions are given as under:

Research Questions:

The main research questions were:

1. What is the relationship between Brand Name and Consumer Behavior towards Organic Cosmetics?
2. What is the impact of Health Consciousness on Consumer Behavior towards Organic Cosmetics?
3. What is the effect of Environmental Consciousness on Consumer Behavior towards Organic Cosmetics?
4. What is the impact of Appearance Consciousness on Consumer Behavior towards Organic Cosmetics?
5. What is the effect of Store Environment on Consumer Behavior towards Organic Cosmetics?
6. What is the relationship between Brand Name and Consumer Behavior towards Non-Organic Cosmetics?
7. What is the impact of Product Quality on Consumer Behavior towards Non-Organic Cosmetics?
8. What is the effect of Product Price on Consumer Behavior towards Non-Organic Cosmetics?
9. What is the impact of Product Promotion on Consumer Behavior towards Non-Organic Cosmetics?
10. What is the effect of Store Environment on Consumer Behavior towards Non-Organic Cosmetics?

Objectives of the study:

This study was carried out under the following specific objectives:

1. To find out the relationship between Brand Name and Consumer Behavior towards Organic Cosmetics.
2. To determine the impact of Health Consciousness on Consumer Behavior towards Organic Cosmetics.

3. To analyze the effect of Environmental Consciousness on Consumer Behavior towards Organic Cosmetics.
4. To understand the impact of Appearance Consciousness on Consumer Behavior towards Organic Cosmetics.
5. To understand the effect of Store Environment on Consumer Behavior towards Organic Cosmetics.
6. To clarify the relationship between Brand Name and Consumer Behavior towards Non-Organic Cosmetics.
7. To analyze the impact of Product Quality on Consumer Behavior towards Non-Organic Cosmetics.
8. To determine the effect of Product Price on Consumer Behavior towards Non-Organic Cosmetics.
9. To find out the impact of Product Promotion on Consumer Behavior towards Non-Organic Cosmetics.
10. To understand the effect of Store Environment on Consumer Behavior towards Non-Organic Cosmetics.

Hypotheses:

H₁: There is a significant impact of Brand Name on Consumer Behavior towards Organic Cosmetics.

H₂: There is a significant impact of Health Consciousness on Consumer Behavior towards Organic Cosmetics.

H₃: There is a significant impact of Environmental Consciousness on Consumer Behavior towards Organic Cosmetics.

H₄: There is a significant impact of Appearance Consciousness on Consumer Behavior towards Organic Cosmetics.

H₅: There is a significant impact of Store Environment on Consumer Behavior towards Organic Cosmetics.

H₆: There is a significant impact of Brand Name on Consumer Behavior towards Non-Organic Cosmetics.

H₇: There is a significant impact of Product Quality on Consumer Behavior towards Non-Organic Cosmetics.

H₈: There is a significant impact of Product Price on Consumer Behavior towards Non-Organic Cosmetics.

H₉: There is a significant impact of Product Promotion on Consumer Behavior towards Non-Organic Cosmetics.

H₁₀: There is a significant impact of Store Environment on Consumer Behavior towards Non-Organic Cosmetics.

LITERATURE REVIEW

The realm of benefits for the famous brand names and non-famous brand names are distinct. The famous brand names have a beneficial edge in product dissemination over the non-famous brand names. Although, there are still many brands present in the marketplace which are non-familiar to the consumers. However, consumers are more likely to trust in famous brand name (Khraim, 2011). The brand names become symbols which then carry the potential to possess attributes and ideas that are associated with products. The brand names are likely to produce a positive attitude of consumers towards the product. This attitude is either developed by the sounds associated with the brand name or by its promotion and individual usage. A brand name evolves and lives in the minds and hearts of potential clients (Alhedhaif, Lele, & Kaifi, 2016).

In his research, Mohammadzadeh (2015) stated that, "Legendary brand names can distribute product profit and guide them to higher rememberness of advertised benefits than non-famous brand names." The brand names withhold a trust, it is a picture that although is a time-consuming process, but they are trusted and liked by its consumers. Likewise, the expansion of the brand product holds a significant place in this time-intensive process because it builds the roots of the image of brand. Brand product can also act as a manipulator, and a magnet to attract customers and increase the sale of the products (Mohammadzadeh, 2015).

Parmar (2014) says that brand names attract the customers and help in creating a repeated purchase behavior. For instance, in beauty products people are more prone to buy Loreal, Lakme, and Garnier, than a non-famous brand name product. Despite being a time consuming and expensive process, it does not only create the brand identity but also increases the likeness of the product and its sale for a longer period. Consumers look at the product from an overall perspective before buying it. Their confidence is positive when that product represents a brand name it helps the consumer to recall the satisfied experience and use of product (Parmar, 2014).

The consumers that are health conscious looks for the product that promotes well-being and healthy life (Newsom, McFarland, Kaplan, Huguet, & Zani, 2005). The consciousness of the current day consumers is more prone to healthy life, and they engage in activities that are healthier (Kim & Chung, 2011). For instance, in case of female beauty products behavioral patterns are evident of their health consciousness. They purchase products based on the attributes of the products and hence, they are more indulged in buying natural beauty products that may not affect their skin. Hence, health and environmental consciousness show consumers' product attitudes and shopping behavior. Female's desire and strongly look for products whose composition does not involve chemicals. To improve the look and look young they are more prone to buy chemical-free products. Before buying products, the consumers with health consciousness consider products that are safe for skin and body which is why they analyze the ingredients of the products before buying it. They only buy those products that are tagged with brand names. It is also important to note that these concerns are more legit for those who are more health conscious (Kim & Chung,

2011). On the contrary, in their research, Tarkiainen and Sundqvist (2005) show that in case of beauty products health-conscious consumers are not influenced by brand products and ingredients.

Matić and Puh (2016) found out that the consumers have a positive attitude towards the natural cosmetic products especially towards new brands and therefore, there is a need for the natural cosmetic products to be more assertive in marketplace. The natural products should likewise focus on the health-related benefits of the beauty products and cosmetics. These natural products and beauty care products must also outline strategies to expand the products in the market as a young brand that can help in gaining advantages. Afonso, Gavilán, Gonçalves and de Madariaga (2017), in research, analyze the perception of the color in consumer's psychology. It outlines that the products with green color are usually considered by the people as safer and healthier or associated with more health benefits. Hence, the green products are more likely to get market benefits. Therefore, many tactics should be implemented by the managers and a line of demarcation must be created for the consumers in case of green products and conventional ones (Afonso, Gavilán, Gonçalves, & de Madariaga, 2017).

Environmental consciousness represents one's degree of emotional attachment to environmental issues. There are three factors that are co-related by the concerns of the environment. These factors include:

- Egoistic
- Altruistic
- Bio-spheric

Egoistic factors are related with the self, those altruistic are related to the other people and biospheric are related to biosphere. The environmental consciousnesses like health consciousness are related to the concerns of people towards environment. Due to the global climate crisis, the consumers are becoming aware of buying products that are environmentally friendly. Hence, their buying decisions are eco-friendly. To improve environment, they are likely to change their buying patterns. Due to the consumer attitude towards products that are environmentally friendly, many companies producing toiletries and cosmetic products are reducing the use of pesticides and chemicals or 16 animals testing to avoid the destruction of the environment. The behavior of the consumers towards the green products and their attitude towards the environment strongly influence the buying behavior (Ishaswini & Datta, 2011).

The health and environmental consciousness are significantly interrelated for the consumers of the current age. It has been concluded by the study of Kim and Seock (2009), that consumers nowadays prefer those products that are healthy and eco-friendly at the same time. The two critical reasons that are affecting the consumption of the product for environmentally conscious people are the health and environment issues and both operate simultaneously. Hence, the consumers are guided by these factors which share their buying behaviors. Schifferstein and Ophuis (1998) point out the reasons behind these motivations of the consumers. This ideology of the well-being of the individual and the state of the environment is similar in its nature. The consumers distinguish between the natural beauty products and the conventional beauty products because they consider the health and environmental consciousness as significant. Such behavior also depends on the knowledge of the consumers regarding these concerns of health and environment. Those consumers who have knowledge and concerns regarding the

environment become significant consumers that impact the buying of the product that are less harmful to the environment or have a major impact on the health and the environmental issues. Such consumers seek information regarding the product or its attributes and how can it affect the environment (Schifferstein & Ophuis, 1998).

Moreover, according to Kapogianni (2015), the promotion can play a positive role in such cases where the advertisement should be presented in such a way that communicates the benefits of the organic cosmetics that are good and healthy for the environment and hence, they can attract more customers by using this tactic. The organic products and their benefits must be highlighted by the promoters for stimulating the behavior of the customers. Hence, they should be shown that the personal care products are eco-friendly. Such positive promotions can build a positive attitude of the people towards the products that are at first of good quality secondly, they are environmentally safe (Kapogianni, 2015).

Now, in case of well-aware consumers, the brand owners must advertise the product with all the details and every labeling of the product so that the customers may easily get attracted towards the product and does not need to search out further. This product requires effective integrated marketing campaign. The market research is very important to fulfill the need so the consumers and which is why it is crucial for firms to remain competitive (Eze, Tan, & Yeo, 2012). The knowledge is the key influencer of the consumer buying behavior. It is because it indulges the knowledge of the product into the model. Ghazali, Soon, Mutum and Nguyen (2017) identified knowledge as the key buying behavior of the consumer.

The purchase of the organic product and the decision-making process of the consumer are directly influenced by the knowledge of the product. The product quality and function is judged by the intrinsic product knowledge if one has the high product knowledge. The extrinsic cues are analyzed by those consumers who do not have a high knowledge base. In such case the cues are based on price and brand. Research by Park, Mothersbaugh and Feick (1994) categorizes the knowledge into three distinct categories; subjective, objective and knowledge based on experiences. Further it defines the subjective knowledge as the one that has been experienced by the consumers primarily or by subjective use of the product. Objective knowledge relates to the information of the product that has been offered by the managers or marketers. Experience based knowledge is the one that is gained by the experience of the users from the previous usage (Park, Mothersbaugh, & Feick, 1994).

With regards to natural substances, numerous investigations bolster the view that item information impacts shopper dispositions toward such nourishments and straightforwardly decide their choices or goals, along these lines improving natural sustenance utilization. Furthermore, Gracia and De Magistris (2008) found that natural information which can impact frame of mind won't just improve the probability of purchasing natural substances yet will likewise build the dimension of utilization among existing buyers. Abstract information was found to impact shoppers' decision, as they are enlivened to act as indicated by the learning they hold (Gracia & De Magistris, 2008).

The purchase intention is significantly impacted by the quality products, says Anjana (2018) in her research. The enhancement in the quality of the products affects the consumer behavior positively because the continuous improvement enhances the customer satisfaction. The research by Zeeshan (2013) analyzes the quality as an important factor of stimulating the competitive

advantage. A similar view is recorded in the study of Tariq, Nawaz, Nawaz and Butt (2013), who say that quality should be improved with every new production. According to Chi, Yeh and Huang (2009), the product quality significantly affects the demands and purchasing intention of the customers. The intention or buying behavior of the consumers is more towards high quality product than low quality product. Buying decision is directly proportional to the quality of the product. A number of research have outlined the positive relationship of the consumers with the quality products (Chi, Yeh, & Huang, 2009).

Desai (2014), in research, stated that the customers wait for the brand during non-availability which is why the consumers before purchasing cosmetic products consumers are found to be more quality conscious. The quality of the beauty product turns the women to be loyal towards the brand (Desai, 2014).

Price is a marketing element that determines the selling or buying of the product. It is important to note that those consumers who have trust in the product are willing to spend huge amounts of money on the name of the brand or on the products that they are loyal with. This thinking pattern is also supported by their conception that the expensive the product is the good in quality it would be as comparison to the cheap products. Keller perceived that the buying behavior of the consumers is not likely to be affected by the pricing of the product (Keller, 2003).

However, an average customer is affected by the price and not concerned by brand loyalty, but loyal customers are willing to pay premium price. Khan, Ghauri and Majeed (2012), in their research, have outlined the psychology of the customers stating that the customers are prone to compare the prices of their favorite brand with that of their alternative brands to affirm their faith and loyalty with their favorite brands because of the benefits that they get. This comparison with other products also helps in building the satisfaction of the customers. This study observed that the consumers do not care for the high prices if the perceived benefits are being provided and are more than the product cost (Khan, Ghauri, & Majeed, 2012).

According to Connelly (2013), there are certain types of products in the market based on which customers pay for the product. The customers who prefer organic products are not very price conscious and they pay high price for organic products based on their preferences. However, there are consumers who are not willing to pay a good amount for such products and they go for inorganic products. Moreover, the market of Suave and Aveda cannot be compared as the consumers of Aveda are willing to pay premium prices for organic products (Connelly, 2013).

The demand of organic products has been increasing and the customers are willing to pay premium prices for such products. The biggest market of natural cosmetics, Far East, made a sale of around 8.5 billion dollars in 2010. The green cosmetics are a source of revenue for a lot of companies. Moreover, such European green cosmetics hold a greater value in Far East (Salo, 2014).

The promotion of the product involves a series of activities that helps in product's communication or brand's awareness for the consumers. The promotion efforts of the products are supported by many psychologists. These tactics of promotion help the organizers to attract, induce and promote products in the competitive marketplace. In research by Clow (2010), the significance of promotion is underlined as an important marketing strategy to increase sale and promote the brand name and to enhance the sale of the product.

Kaufmann, Vrontis and Manakova (2012) stated that marketers can construct meaningful expression out of the purchase behavior of the consumer which helps them to develop promotional strategies. One of the most effective segmentation for natural beauty market is health and environmental consciousness. Other than favorite shopping venues other features such as health food stores, grocery stores and loyalty of customers are also important (Kaufmann, Vrontis, & Manakova, 2012).

Rokeach (1973) stated that every person in this world has a different perception, and each consumer is different from the other. The values, goals and standard of living is varying from person to person. However, the purchasing power and purchasing intention also differs. As the concept of LOHAS (Lifestyle of health and sustainability) is increasing the consumers are switching from conventional products to organic products. The green products are considered as a symbol of healthy lifestyle people are now preferring organic food and organic beauty products (Rokeach, 1973).

A common practice amongst the women of the world is the use of cosmetics. However, the usage of cosmetics has an adverse effect on the health of the women. According to the figures the usage of conventional cosmetic product in college women is around (88.2%, n=231) and around (16.4%, n=43) women use organic cosmetics. Moreover, the study depicts that majority of the respondent's uses 1-8 product of cosmetic on daily basis. Moreover, the usage of the product is lower than that of the previous literature which was between 9-20 products per women (Annis, 2011).

METHODOLOGY

This study aims to differentiate the factors affecting consumer behavior towards organic and non-organic cosmetic products. Based on this, the sample is collected from cosmetic users from Karachi, the largest metropolitan city of Pakistan. The researcher mainly approached respondents from the DHA and Clifton areas of Karachi.

Since this study is targeted at consumers of cosmetic products, the sample predominantly comprises of respondents belonging to the female gender. However, females from various age groups are considered for this study. There is also a variety of respondents from different educational and occupational backgrounds.

This study focuses on the consumers of cosmetic products in Karachi, and therefore the population of the study has been selected the same. Alvi (2016), in his study, stated two types of sampling methods: namely probability and non-probability sampling. While the former is an expensive process and is very time consuming, since this is academic research, and time and budget of the researcher is very limited, the researcher has decided to carry out non-probabilistic method of sampling.

In particular, the sampling technique applied by the researcher is convenience sampling, which involves the researcher to pick respondents according to her convenience and reach. For this purpose, the researcher not only distributed printed questionnaires, but also emailed e-questionnaires to friends, family, and acquaintances who the researcher knew were consumers of cosmetic products.

According to Creswell (2011), if the target population of a research exceeds 100,000, then the minimum sample size required for a reliable analysis is 385 respondents (Creswell, 2011). Therefore, in accordance with Creswell's findings, the researcher has set her sample size to 400 respondents. This will ensure that the results acquired from this sample will be generalizable to the entire population of the study.

Research is of two types: qualitative and quantitative research. While qualitative research is based on producing results that do not involve any statistical procedures (Strauss & Corbin, 1998), quantitative research involves the collection of quantifiable data, which is statistically analyzed to reach a result that explains a phenomenon (Aliaga & Gunderson, 2000).

The researcher has chosen the quantitative research type for this study to conduct a comparative study to see what factors influence consumer behavior towards organic and non-organic cosmetics, and by how much. The approach used by this quantitative research is the hypothetico-deductive approach. This is a scientific approach which involves testing hypotheses statistically, and from the results of the tests the researcher makes deductions of whether the results of the sample apply to the entire population or not (Hayes, 2000).

The research begins with the introduction to the topic, followed by research objectives and hypotheses development. In chapter two, past relevant research is studied extensively. Chapter three describes the methodology used in the study, while the analysis is done in chapter four. Chapter five represents the results of the study, which are discussed, and a conclusion is reached, followed by recommendations suggested by the researcher.

This research is divided into two parts. In the first part, the researcher attempts to determine the factors that influence consumer behavior towards organic cosmetics. Figure 1 represents the conceptual framework of the first part of the research.

The second part involves analyzing the factors that influence consumer behavior towards non-organic cosmetics. Figure 2 illustrates the conceptual framework for part two of the study.

The reason for conducting a dual study was to provide a comparative analysis to determine which factor was most important in influencing consumer behavior of organic cosmetics as well as non-organic cosmetics.

Figure 1: Conceptual Framework (Part 1)

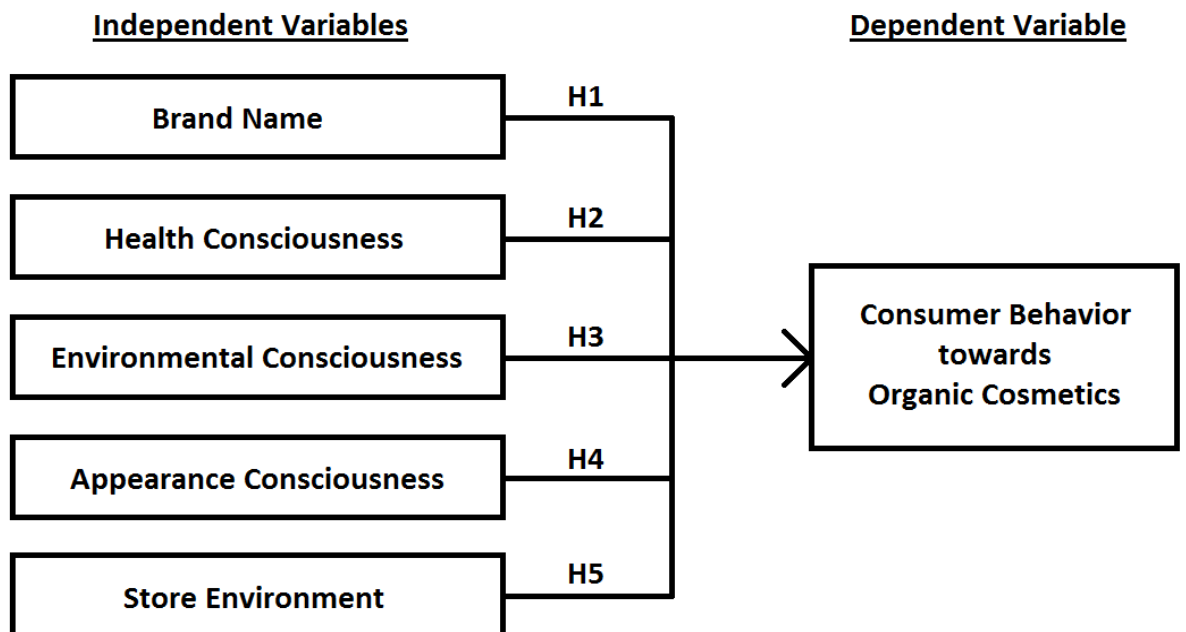
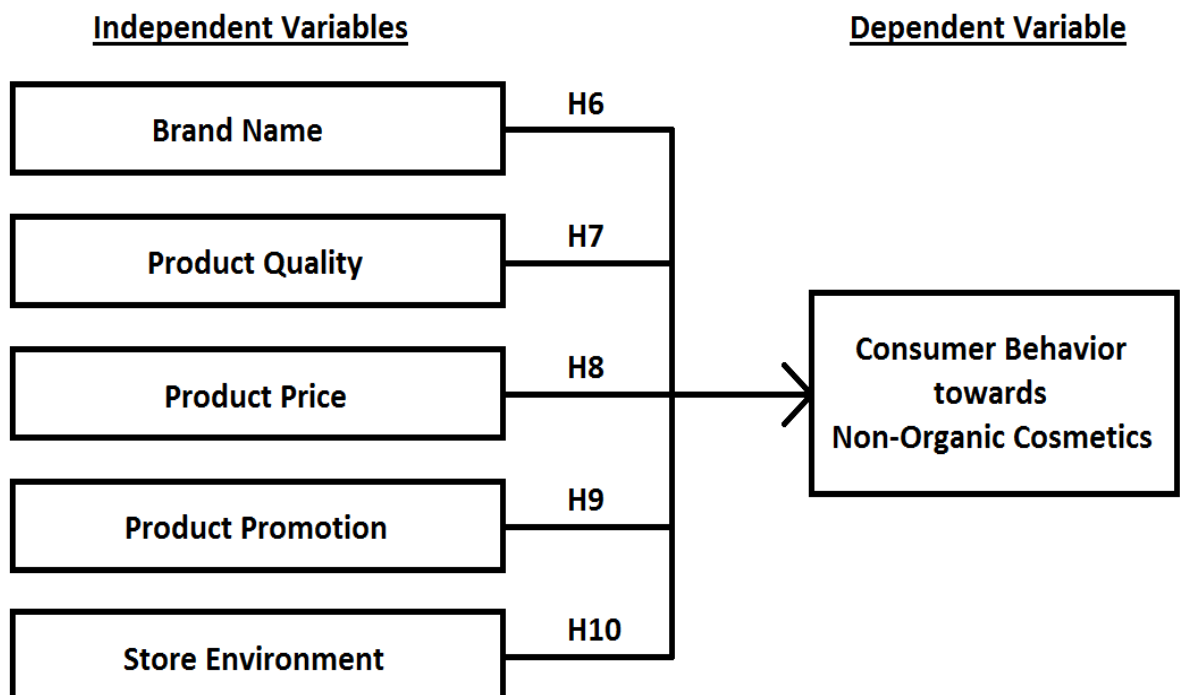


Figure 2: Conceptual Framework (Part 2)



The instrument used to collect primary data was the close-ended questionnaire. The questionnaire consisted of 36 questions. Questions were basically statements, to which the respondents had to respond according to their level of agreement to the statements. The responses were fixed based on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The literature review was prepared using secondary data obtained from past research done on the subject.

Primary and Secondary data both are adopted as sources of data in this research. The primary data was gathered through conducting surveys which included giving out, collecting, and tabulating close-ended questionnaires that were formed based on a 5-point Likert scale. This research was conducted on the organic and non-organic makeup industry. Archival research was collected for the secondary data, utilizing the internet as a source. There has been a significant increase in the demand for makeup and consumers are now also considering switching towards organic makeup products. Hence, factors affecting consumer behavior towards both organic as well as non-organic makeup products are being taken into consideration in this research.

When results of research remain consistent over a certain period, it is known as reliability, as stated by a study conducted by Joppe (2000). If the survey results remain the same when tested again, then the study is thought of as reliable. The Cronbach's Alpha reliability test is run to check the reliability of the research instrument. If the value of the Cronbach's Alpha is more than 0.6, it is thought to be reliable.

Validity displays how true the results of the quantitative research are. Validity is exclaimed as 'construct validity' as suggested by Wainer and Braun (1988). Construct is referred to as a separate hypothesis that suggests how, and which data will be collected. The questionnaire's validity can be tested through the careful examination of the questions it contains. The questions must ask for information that covers the void in the research gap and fulfils the objectives of the study.

DATA ANALYSIS, FINDINGS, AND DISCUSSION

Reliability Analysis

Reliability test is done using Cronbach's Alpha as it is the most common measure of internal consistency (reliability). It is used because the survey is conducted by using Likert Scale. A Cronbach's Alpha value over 0.6 suggests that the data is reliable.

Table 1: Reliability Test (Study 1)

Variables	Items	Cronbach's Alpha
Brand Name	3	0.855
Store Environment	3	0.742
Health Consciousness	3	0.785
Environmental Consciousness	3	0.747
Appearance Consciousness	3	0.784
Consumer Buying Behavior	3	0.804

The Cronbach's Alpha value of Brand Name is 0.855, Store Environment is 0.742, Health Consciousness is 0.785, Environmental Consciousness is 0.747, Appearance Consciousness is 0.784 and Consumer Buying Behavior is 0.804. Since Cronbach's Alpha values of all variables are above 0.6, the instrument of this study is reliable.

Pearson's Correlation

The Pearson correlation coefficient is also referred to as Pearson's r. The Pearson product-moment correlation coefficient is a measure of the linear correlation between two variables. The Correlation Matrix below shows the relationship of each independent variable with the dependent variable.

Table 2: Correlation Matrix (Study 1)

		Correlations					Consumer Buying Behavior
		Brand Name	Store Environment	Health Consciousness	Environmental Consciousness	Appearance Consciousness	
Brand Name	Pearson Correlation	1	.265**	.228**	.008	.593**	.491**
	Sig.		.000	.000	.889	.000	.000
	N	300	300	300	300	300	300
Store Environment	Pearson Correlation	.265**	1	.266**	.207**	.317**	.117*
	Sig.	.000		.000	.000	.000	.044
	N	300	300	300	300	300	300
Health Consciousness	Pearson Correlation	.228**	.266**	1	.243**	.497**	.365**
	Sig.	.000	.000		.000	.000	.000
	N	300	300	300	300	300	300
Environmental Consciousness	Pearson Correlation	.008	.207**	.243**	1	.100	.020
	Sig.	.889	.000	.000		.083	.729
	N	300	300	300	300	300	300
Appearance Consciousness	Pearson Correlation	.593**	.317**	.497**	.100	1	.537**
	Sig.	.000	.000	.000	.083		.000
	N	300	300	300	300	300	300
Consumer Buying Behavior	Pearson Correlation	.491**	.117*	.365**	.020	.537**	1
	Sig.	.000	.044	.000	.729	.000	
	N	300	300	300	300	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The correlation matrix in table 2 shows the relationship between all variables. Brand Name has a Correlation Coefficient of 49.1% with Consumer Buying Behavior at a p-value of 0.00 which indicates that there is statistically significant relationship between Brand Name and Consumer Buying Behavior. Store Environment has a Correlation Coefficient of 11.7% with Consumer Buying Behavior at a p-value of 0.044 which indicates that there is statistically significant relationship between Store Environment and Consumer Buying Behavior. Health Consciousness has a Correlation Coefficient of 36.5% with Consumer Buying Behavior at a p-value of 0.00 which indicates that there is statistically significant relationship between Health Consciousness and

Consumer Buying Behavior. Environmental Consciousness has a Correlation Coefficient of 2% with Consumer buying behavior at a p-value of 0.729 which indicates that the relationship between Environmental Consciousness and Consumer Buying Behavior is not statistically significant. Appearance Consciousness has a Correlation Coefficient of 53.7% with Consumer buying behavior at a p-value of 0.00 which indicates that there is statistically significant relationship between Appearance Consciousness and Consumer Buying Behavior.

Based on these results, we can accept the hypotheses H1, H2, H3 and H5. However, the hypothesis H4 is rejected due to the p-value of Environmental Consciousness being greater than 0.05.

Regression Analysis: Model Summary

Table 3: Model Summary (Study 1)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.602 ^a	.363	.352	.53933

a. Predictors: (Constant), Appearance Consciousness, Environmental Consciousness, Store Environment, Health Consciousness, Brand Name

Model Summary shows R value of .602 which demonstrated strong correlation between the independent variables and dependent variables. R Square value of .363 explains that 36.3 percent changes in Consumer Buying Behavior are explained by the changes in the predictors.

Regression Analysis: ANOVA

Table 4: ANOVA (Study 1)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.710	5	9.742	33.492	.000 ^b
	Residual	85.516	294	.291		
	Total	134.226	299			

a. Dependent Variable: Consumer Buying Behavior
 b. Predictors: (Constant), Appearance Consciousness, Environmental Consciousness, Store Environment, Health Consciousness, Brand Name

The ANOVA table shows F-value of 33.492 and a p-value of 0.00. Therefore, the analysis can be said statistically significant as F-value is greater than 4 and p-value is less than 0.05.

Regression Analysis: Coefficients

Table 5: Coefficients (Study 1)

Model	Coefficients ^a		Standardized Coefficients Beta	T	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	1.706	.314		5.428	.000
Brand Name	.263	.053	.293	5.003	.000
Store Environment	-.137	.070	-.099	-1.962	.051
Health Consciousness	.155	.048	.179	3.227	.001
Environmental Consciousness	-.031	.041	-.036	-.744	.457
Appearance Consciousness	.322	.068	.309	4.709	.000

a. Dependent Variable: Consumer Buying Behavior

Table 5 shows the regression coefficients of each independent variable with Consumer Buying Behavior. Brand Name has a Beta value of 0.263 with a t-value of 5.003 and a p-value of 0.00, indicating that Brand Name has positive significant impact of 26.3% on Consumer Buying Behavior. Store Environment has a Beta value of -0.137 with a t-value of -1.962 and p-value of 0.051, indicating that Store Environment has a negative, but insignificant impact of -13.7% on Consumer Buying Behavior. Health Consciousness has a Beta value of 0.155 with a t-value of 3.227 and p-value of 0.001, indicating that Health Consciousness has positive significant impact of 15.5% on Consumer Buying Behavior. Environmental Consciousness has a Beta value of -0.031 with a t-value of -0.744 and p-value of 0.457, indicating that Environmental Consciousness has a negative, but insignificant impact of -3.1% on Consumer Buying Behavior. Appearance Consciousness has a Beta value of 0.322 with a t-value of 4.709 and p-value of 0.000, indicating that Appearance Consciousness has positive significant impact of 32.2% on Consumer Buying Behavior.

In conclusion, the variables Brand Name, Health Consciousness, and Appearance Consciousness have significant positive impact on Consumer Buying Behavior because the t-values of these variables are greater than +2 and p-values are less than 0.05. However, the remaining variables: Store Environment and Environmental Consciousness have an insignificant negative relationship with Consumer Buying Behavior because the t-values of these variables are less than -2 and p-values greater than 0.05.

Study 2 – Organic Cosmetics

Reliability Analysis

Reliability test is done using Cronbach's alpha as it is the most common measure of internal consistency (reliability).

Table 6: Reliability Test (Study 2)

Variables	Items	Cronbach's Alpha
Brand Name	3	0.784
Store Environment	3	0.778
Product Promotion	3	0.749
Product Quality	3	0.839
Product Price	3	0.909
Consumer Buying Behavior	3	0.730

Table 6 shows reliability of the instrument relating to the non-organic cosmetics. The Cronbach's Alpha value of Brand Name is 0.784, Store Environment is 0.778, Product Promotion is 0.749, Product Quality is 0.839, Product Price is 0.909, and Consumer Buying Behavior is 0.730. Since the Cronbach's Alpha values of the variables are greater than 0.06, the instrument is considered to have internal consistency.

Pearson's Correlation

The Pearson correlation coefficient also referred to as Pearson's r , the Pearson product-moment correlation coefficient is a measure of the linear correlation between two variables. Below Correlation Matrix shows the relationship of each independent variable with dependent variable.

Table 7: Correlation Matrix (Study 2)

		Correlations					Consumer
		Brand	Store	Product	Product	Product	Buying
		Name	Environment	Promotion	Quality	Price	Behavior
Brand Name	Pearson Correlation	1	-.064	.391**	.157**	.398**	.360**
	Sig. (2-tailed)		.268	.000	.006	.000	.000
	N	300	300	300	300	300	300
Store Environment	Pearson Correlation	-.064	1	.111	.080	.020	.019
	Sig. (2-tailed)	.268		.054	.165	.736	.746
	N	300	300	300	300	300	300
Product Promotion	Pearson Correlation	.391**	.111	1	.208**	.625**	.426**
	Sig. (2-tailed)	.000	.054		.000	.000	.000
	N	300	300	300	300	300	300
Product Quality	Pearson Correlation	.157**	.080	.208**	1	-.001	.179**
	Sig. (2-tailed)	.006	.165	.000		.981	.002
	N	300	300	300	300	300	300
Product Price	Pearson Correlation	.398**	.020	.625**	-.001	1	.459**
	Sig. (2-tailed)	.000	.736	.000	.981		.000
	N	300	300	300	300	300	300
Consumer Buying Behavior	Pearson Correlation	.360**	.019	.426**	.179**	.459**	1
	Sig. (2-tailed)	.000	.746	.000	.002	.000	
	N	300	300	300	300	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

The Correlation Matrix represents the relationship of each independent variable with dependent variable. Brand Name has a Correlation Coefficient of 36% with Consumer Buying Behavior at a p-value of 0.00, which indicates that Brand Name has statistically significant relationship with Consumer Buying Behavior. Store Environment has a Correlation Coefficient of 19% with Consumer Buying Behavior at a p-value of 0.746, which indicates that Store Environment does not have a statistically significant relationship with Consumer Buying Behavior. Product Promotion has a Correlation Coefficient of 42.6% with Consumer Buying Behavior at a p-value of 0.00 which shows that there is statistically significant relationship between Product Promotion and Consumer Buying Behavior. Product Quality has a Correlation Coefficient of 17.9% with

Consumer Buying Behavior at a p-value of 0.002 which indicates that there is significant relationship between Product Quality and Consumer Buying Behavior. Product Price has a Correlation Coefficient of 45.9% with Consumer Buying Behavior at a p-value of 0.00 which means Product Price has a statistically significant relationship with Consumer Buying Behavior.

Regression Analysis: Model Summary

Table 8: Model Summary (Study 2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.531 ^a	.282	.270	.66317

a. Predictors: (Constant), Product Price, Product Quality, Store Environment, Brand Name, Product Promotion

The above table shows the fitness of the model. According to the Model Summary R value of .531 indicates that there is strong correlation between the independent variables and dependent variables. R Square value of .282 indicates that 28.2% changes in Consumer Buying Behavior are described by the changes in the predictors.

Regression Analysis: ANOVA

Table 9: ANOVA (Study 2)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.877	5	10.175	23.137	.000 ^b
	Residual	129.299	294	.440		
	Total	180.176	299			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Product Price, Product Quality, Store Environment, Brand Name, Product Promotion

The ANOVA Table represents a higher F-value of 23.137 with a p-value of 0.00. Hence, according to the results, the analysis is statistically significant because F-value is greater than 4 and p-value is less than 0.05.

Regression Analysis: Coefficients

Table 10: Coefficients (Study 2)

Model		Coefficients ^a		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	.540	.398		1.357	.176
	Brand Name	.179	.061	.162	2.914	.004
	Store Environment	-.004	.070	-.003	-.061	.952
	Product Promotion	.148	.067	.147	2.196	.029
	Product Quality	.148	.062	.123	2.379	.018
	Product Price	.277	.060	.303	4.584	.000

a. Dependent Variable: Consumer Buying Behavior

Brand Name has a Beta value of 0.179 with a t-value of 2.914 and a p-value of .004, indicating that Brand Name has a significant positive impact of 17.9% on Consumer Buying Behavior. Store Environment has a Beta value of -.004 with a t-value of -.061 and a p-value of 0.952, indicating that Store Environment has a negative, but insignificant impact of -0.4% on Consumer Buying Behavior. Product Promotion has a Beta value of 0.148 with a t-value of 2.196 and p-value of 0.029, indicating that Product Promotion has a significant positive impact of 14.8% on Consumer Buying Behavior. Product Quality has a Beta value of 0.148 with a t-value of 2.379 and a p-value of 0.018, indicating that Product Quality has a significant positive impact of 14.8% on Consumer Buying Behavior. Product Price has a Beta value of 0.277 with a t-value of 4.584 and a p-value of 0.00, indicating that Product Price has a significant positive impact of 27.7% on Consumer Buying Behavior.

Therefore, Brand Name, Product Promotion, Product Quality and Product price have a significant positive relationship with Consumer Buying Behavior because the t-values of these variables are greater than +2 and p-values are less than 0.05. However, Store Environment has a negative, but insignificant relationship with Consumer Buying Behavior because the t-value is less than -2 and p-value is greater than 0.05.

CONCLUSION

This research study comprises of two sub research; one study evaluates the factors that affect the consumer buying behavior of organic cosmetics whereas the other research assesses the factors that affect the consumer buying behavior of inorganic cosmetics. This study aids in analyzing factors that affect the consumer buying behavior pertaining to the cosmetics industry. The main factors considered in the first study that is studying the consumer buying behavior for organic cosmetics are brand name, health consciousness, environmental consciousness, appearance consciousness and lastly, the store environment. The other factors considered that

have an impact on the customer buying behavior of non-organic cosmetics are brand name, product quality, product price, product promotion and lastly, the store environment. The impact of each variable was tested one the dependent variable for both organic and inorganic cosmetics individually.

In the first study concerning the consumer buying behavior for non-organic cosmetics the data for all variables was considered reliable but only three out of five hypotheses were rejected and two were accepted. Brand name, health consciousness and appearance consciousness have a significant impact on the buying behavior on organic cosmetics, but store environment and environment consciousness do not have an impact on the consumer buying behavior for organic products. In the second study concerning the consumer buying behavior for organic cosmetics the data for all variables was considered reliable. However only one hypothesis of the five (store environment) was rejected and the others were accepted.

The following recommendations have been framed and recommended based on the research studies findings. These recommendations focus on how factors can be improved upon to encourage a more positive consumer buying behavior.

The following recommendations have been made:

Brand Name: A good brand name plays a vital role in influencing the consumer buying behavior especially in the non-organic cosmetics industry. It should be aesthetically pleasing to look at and easy to pronounce. The name should also be such that it shows what the company is about.

Health Consciousness: Health consciousness is a factor that is important when it comes to influencing consumer-buying behavior in the non-organic cosmetic industry. The customers want products that either preserve their natural skin or make it more appealing so they look for companies that sell products that do all those things without any harmful effects so companies that sell non-organic cosmetics need to keep in mind that the ingredients that they use are non-toxic and will not damage the skin.

Environmental Consciousness: Non-organic cosmetic companies need to figure out ways to be more environmentally friendly so that customers that environment consciousness can be pleased. This will be done by make the process of manufacturing and packaging more eco-friendly for example using less harmful containers like wood and recyclable plastic. Through the adoption of these techniques, companies that sell non-organic cosmetics can create a positive consumer buying behavior.

Appearance Consciousness: Appearance conscious customers especially in terms of the non-organic cosmetic industry want products that will make their skin look better so that they feel good about themselves. Therefore, companies need to figure out ways to satisfy this need of the customer without the use of such chemicals that can cause damage to the skin after prolonged use. They can use non-organic alternatives that help people feel good about their appearance and

not have damaged skin as a result.

Store Environment: Store environment is one of the major factors that influence consumer-buying behavior in the non-organic cosmetic industry. The ambience of the store needs to compliment the overall message of the company. The smell of the store should also be very pleasant so that the customers have a nice time while looking through. The sales staff needs to be trained professionally so that they can help the customers with the queries that they may have.

Product Quality: Product quality is one of the most important factors that help to influence a positive consumer buying behavior in the non-organic cosmetic industry. The use of superior quality ingredients that have been tested to have no harmful effects by prolonged use is necessary for companies to gain an advantage on their customers.

Product Price: Product price plays a crucial role in influencing the customer buying behavior in the non-organic cosmetic industry. Through efficient ways of manufacturing and selling companies can cut costs by not compromising on quality. This will help in lowering the overall price of the products thus helping the buying behavior of customers.

Product Promotion: Product promotion in the non-organic cosmetic industry can be very important in terms of consumer buying behavior. Promotion through advertisements online and offline can be extremely beneficial, celebrity endorsements can be very helpful as they can provide authenticity and create a positive brand image about the company.

This study has certain limitations. Since it is academic research, there were time limitations as it had to be submitted during a certain period. Secondly, there were limited financial resources. Thirdly, this only pertains to the make-up industry.

This research study only helps decipher and study the consumer-buying behavior pertaining to the organic and inorganic make-up industry in Pakistan. Only a few factors that affect consumer-buying behavior (namely ten) have been selected in this research study. Therefore, it does not take into consideration all the factors that affect consumer-buying behavior.

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