

Research Article

Consumers Purchase Intention Towards Organic Beauty Products Among Women in Malaysia

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ABSTRACT

The objective of this research is to investigate the determinants of consumer purchase intention towards organic beauty products by examining the influence of green ads, trust, attitude, and green knowledge. Using a quantitative method this study employs an online questionnaire survey of women in Malaysia. 384 data had been collected using purposive sampling and analyzed using the SPSS 28 version. The results showed that there were significant positive correlations between green ads, trust, attitude, and green knowledge with consumer purchase intention. The significance of this study is the expansion of knowledge on the factors that lead to women's purchase intention towards organic beauty products. Future research can expand this study by investigating other factors using qualitative methods and different respondents.

Keywords: Green Ads; Trust; Attitude; Green Knowledge; Purchase Intention

INTRODUCTION

Organic beauty products can be classified as 'experience goods' because consumers generally learn about their quality and attributes during the pre-purchase and pre-consumption. The market for organic beauty products was estimated to be worth over USD 34.5 billion in 2018. It is expected to increase at a compound annual growth rate of 5.2% from 2018 to 2027 when it is expected to reach USD 54.5 billion. Consumers are more aware of the negative consequences of beauty products loaded with inorganic material because using personal care products is a common practice (Al Mamun et al., 2018; Rani et al., 2018). Since organic beauty products help protect human skin while having a less negative impact on the environment, many women in particular feel compelled to buy them (Khan et al., 2021). Sometimes, even non-users of organic beauty products (people who have never used organic beauty products)

purchase organic beauty products (Munerah et al., 2021). Thus, helping the organic beauty product industries increase sales rate.

Even though the organic beauty market is still in its infancy, researchers who are more interested in this issue have found a wide range of factors that affect consumers' intentions to purchase organic beauty products. Based on Kim and Chung (2011), health consciousness partially supported the consumers' purchase intention toward organic beauty products among women. Only a few studies, particularly in the context of developing economies, have focused on the theoretical frameworks that predict consumers' propensity to buy organic beauty products (Ghazali et al., 2017; Suphasomboon et al., 2022).

Therefore, this study aims to investigate the determinants of consumer purchase intention toward organic beauty products among women in Malaysia. The outcomes of this study were useful for the researchers to understand the relationship between consumers and organic beauty products. The objective of this research is to investigate the relationship between green ads, trust, attitude, and green knowledge toward organic beauty product purchase intention among women.

LITERATURE REVIEW

Underpinning Theory

The Theory of Planned Behavior (TPB) (Ajzen, 1991) discusses and identifies the factors that predict a person's intentions and behavior. The basis for behavior according to the TPB where attitude, subjective norms, and perceived behavioral control affect intention and eventually affect behavior (Ajzen, 1985). TPB is selected as the theoretical framework for anticipating behavioral intention (Ajzen, 1980) and it is one of the most important theories for predicting psychological and behavioral conditions. Additionally, Chen (2017) has combined several other variables including trust in the TPB. Chen (2017) adds two link paths from the subjective norm and perceived behavioral control to attitudes toward non-remunerated blood donations to the TPB's basic model, integrating elements like perceived risk, trust in blood-collection organizations, and blood donation experience.

Attitude is a belief, either positive or negative, and an assessment of a certain behavior. According to Ajzen (1991), an individual is more likely to engage in a particular action if they have a positive attitude about it. The subjective norm is the behavior that a person accepts as normal because of peer pressure and perceivable behavioral standards. Perceived behavioral control occurs when an individual's motivation is affected by how they perceive the difficulty or simplicity of a certain behavior.

According to Vazifehdoust et al. (2013), consumers' decisions to purchase green products are affected by a variety of factors, including product quality, green labeling, green advertising, and environmental sensitivity. Green purchase intention is significantly impacted by environmental awareness and concerns (Aman et al., 2012). Green purchasing behavior is positively influenced by environmental awareness, green product attributes, green marketing strategies, and green costs (Boztepe, 2012). Thus, TPB is well-designed and appropriate for characterizing behavioral patterns, according to Kalafatis et al. (1999).

Environmental concerns and environmental knowledge are important elements that affect customers' decisions to buy organic products, claim Paul et al. (2016) and Yadav et al. (2016).

As a result, it's critical to produce goods that satisfy customers in terms of cost, functionality, quality, and environmental concerns (Vazifehdoust et al., 2013). Research on environmentally friendly consumption is a topic of recent studies, and Gilg et al. (2005) claim that additional data is still required to fully understand how environmental concerns affect green consumption.

Green Ads

Green advertising emphasizes the connection between services and products, and the environment, encourages eco-friendly living, and conveys a great image of collective environmental stewardship (Banerjee et al., 1995). Green advertising can influence consumers' purchasing intentions by fostering consumer trust and raising knowledge of organic products (Fuerst et al., 2016; Rahmi et al., 2017). Along with promotional tactics, brand value is created by cultivating customer trust (Rizomyliotis et al., 2021) this influences consumers' buying intentions for organic beauty products (Jayaram et al., 2015). Although lots of products with organic labels are inexpensive, consumers are less likely to trust goods without a strong green label. According to Jaiswal et al., (2018), consumers assess organic beauty products depending on the products' details, environmental, and green packaging. However, women's desire to buy organic beauty products is harmed by their misgivings about green social media advertising. Thus, during the research process, green advertisements have a favorable effect on consumers' trust in organic beauty products. Consumer perceptions of organic beauty products are positively impacted by green advertising.

- H1 There is a positive relationship between green ads with consumer purchase intention toward organic products.

Trust

Trust is an emotional brain state, not merely a behavioral expectation, and it is an essential component of all human connections, including love relationships, family life, corporate operations, politics, and medical procedures (Thagard, 2018). Previous research has shown that trust appears to have an impact on the choice to choose a renewable power source. Customer trust is one of the factors that influence behavior related to customer perceptions of the company's organic goods (Lavuri et al., 2022). According to Wang et al. (2022), trust can reduce a consumer's potential risk while increasing the possibility of purchasing at the time of transaction processing. Trust minimizes the possibility that an exchange relationship would act opportunistically, increases transaction worth, and increases the likelihood that a purchase will be made (Wang et al., 2022). According to Lavuri et al. (2022), when customers trust in the offerings and believe that the organic items are eco-friendly, they will expand a favorable purchase intention.

- H2 There is a positive relationship between trust and consumer purchase intention toward organic products.

Attitude

In general, attitudes are mental states, and implicit attitudes are distinct from explicit attitudes on two fronts: they are automatic and not discoverable through introspection (Machery, 2016). According to Tewary et al., (2021), environmental and health concerns have a substantial influence on young working women's attitudes toward buying organic cosmetic products. According to Tarkiainen et al., (2005), there is a positive relationship between the attitude toward purchasing organic beauty products and the intention to buy them. According to Khan

(2021), the positive relationship between attitude and purchase intention is strengthened by customer involvement.

- H3 There is a positive relationship between attitude and consumer purchase intention toward organic products.

Green Knowledge

Green product knowledge refers to a customer's subjective comprehension of a green product's environmental features and environmental implications. Customers' attitudes and behaviors may be at odds if they are unaware of green products (Wang et al., 2019). Knowledge about the brand and the product is a key factor in the intention to buy green products (Limbu et al., 2022). Consumers' opinions about purchasing eco-friendly cosmetics are positively impacted by their understanding of sustainable personal care goods, which in turn influences their propensity to do so. In other words, a young female consumer's power to buy green cosmetics increases with her level of awareness about green cosmetics. Higher knowledge concerning green cosmetics is likely to increase the intention to buy green cosmetics.

- H4 There is a positive relationship between green knowledge and consumer purchase intention toward organic products.

Research Framework

A conceptual framework describes the significant determinants of consumer purchase intention toward organic beauty products by using references from the literature review. Figure 1.1 depicts the conceptual framework for this study. Green ads, trust, attitude, and green knowledge are the four independent variables. The dependent variable is the purchase intention toward organic beauty products among women in Malaysia.

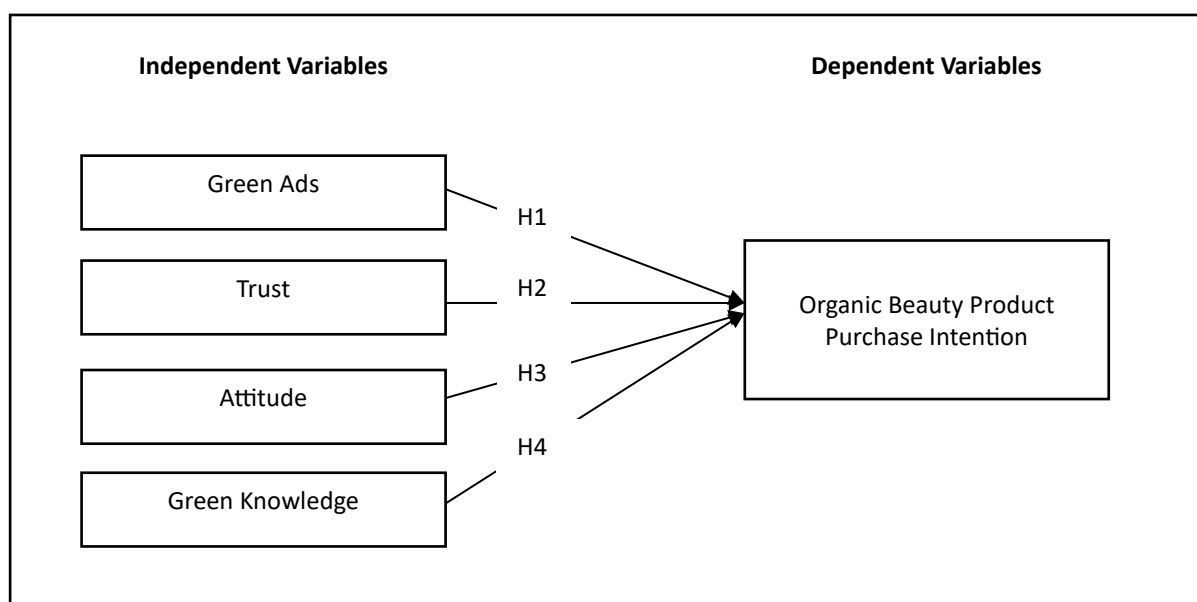


Figure 2. Conceptual Framework of Organic Beauty Product Purchase Intention

METHODOLOGY

To achieve the objectives, this study employed a quantitative method using an online questionnaire survey to gather information on consumer purchase intention toward organic beauty products among women in Malaysia. Data was collected using a five-point interval scale for respondents to choose from. The questionnaire was distributed to Malaysian women consumers (18 years and above) who have used organic beauty products at least once. The questionnaire was collected through online surveys to reach the targeted respondents. Using non-probability sampling (or non-random sampling) offers a variety of sample selection procedures, the majority of which incorporate an element of subjective judgment. Furthermore, with the increasing expansion of online questionnaires, non-probability samples have become significantly more widespread (Saunders et al., 2019). In this study, purposive sampling will be used as a technique to find and collect the respondent. The collection of information from specific individuals relevant to the study who are easily available to supply it is referred to as purposive sampling (Sekaran et al., 2016).

FINDINGS

384 data were gathered and analyzed using Statistical Package for Social Sciences (SPSS) version 28.0 for descriptive, reliability, and correlation analysis. Findings from the data show most of the respondents' ages ranged from 18 to 25 years old (38.8%) followed by those between 24 and 34 years old (38%), (18.3%) are those between 35 and 54 years old, and (4.9%) only respondents are those over 55 years old. In terms of race, the majority of the respondents are Malays (71.9%), followed by Indians (17.9%), and Chinese (9.6%). Most of them are single (64%) and only (35.4%) are married. Regarding occupation, students (38%) are the highest occupation response who use organic beauty products, followed by private employees (31.5%), government employees (18%), and self-employed (7.6%), with others (4.9%) being the lowest. More respondents with a degree (61.7%) than respondents with a diploma (27.9%). Only (7.6%) of the respondents had their SPM, while others (2.9%) had no formal education. Most of the respondents with the highest monthly incomes were between RM1001 and RM4000 (88.3%), and the lowest were respondents with a monthly income of RM10,000 and above (0.5%). Lastly, the majority of respondents responded they have experience using organic beauty products (86.7%), compared to only 13.3% of those who did not.

Table 1. Demographic Profile

Characteristics	Frequency	Percentage (%)
Age		
18-24 years old	149	38.8
25-34 years old	146	38
35-44 years old	34	8.9
45-54 years old	36	9.4
55 years old and above	19	4.9
Race		
Malay	276	71.9
Indian	67	17.4
Chinese	37	9.6
Others	4	1

Marital Status		
Single	246	64
Married	136	35.4
Others	2	0.5
Occupation		
Student	146	38
Government Employee	69	18
Private Employee	121	31.5
Self-employed	29	7.6
Others	19	4.9
Education Level		
SPM	29	7.6
Diploma	107	27.9
Degree	237	61.7
Others	11	2.9
Monthly Income		
RM1000 and below	29	7.6
RM1001-RM4000	147	88.3
RM4001-RM6000	36	9.4
RM6001-RM8000	29	7.6
RM8001-RM10,000	8	2.1
RM10,001 and above	2	0.5
None	133	34.6
Experience by Using Organic Beauty Products		
Yes	333	86.7
No	51	13.3

Descriptive Analysis

Table 2 depicts the descriptive analysis of each item in the variables under study. The mean scores were used to determine the levels of agreement for each variable. A mean score of 2.49 or less was considered "low", a mean score of 2.50 to 3.49 was considered "moderate", and 3.50 or more was considered "high".

Table 2. Descriptive Analysis

Variables	Items	Mean	Standard Score
Green Ads	I think that green advertising can raise awareness about the importance of organic beauty products.	4.5625	0.69406
	I believe using green advertising could help make organic beauty products more well-known to many people.	4.5573	0.68314
	I think that green advertising makes me more environmentally aware.	4.5443	0.70294
	I believe green advertising makes me more likely to buy organic beauty products.	4.4792	0.78136
	I believe that green advertising can help to promote organic beauty products.	4.5026	0.73694

	I believe that green advertising can be beneficial to organic beauty products.	4.5391	0.68060
Trust	I trust there are no dangerous chemical residues in organic beauty products.	4.1849	0.83630
	I trust the idea of using organic beauty products.	4.2812	0.70734
	I trust that using organic beauty products has a beneficial effect on health.	4.2604	0.72255
	I trust buying organic beauty products is a trustworthy choice.	4.2734	0.74450
	I trust using organic beauty products helps me live a healthy life.	4.2266	0.77374
	I trust the use of ingredients in organic beauty products.	4.2318	0.76198
Attitude	I'm aware of organic beauty products and use them.	4.1849	0.86092
	I believe it is a terrific idea to give my family, friends, and acquaintances organic beauty products.	4.4010	0.71944
	I consciously prefer to use organic beauty products.	4.3307	0.75962
	I recommend to my friends and family regarding the organic beauty products.	4.3151	0.81255
	I believe using organic beauty products makes my skin look healthy and glowing.	4.2552	0.77660
	I always do a pricing check before purchasing any organic beauty products.	4.2786	0.77018
Green Knowledge	I know a lot about organic beauty products.	3.9557	0.93698
	I am familiar with the green terms in organic beauty products.	4.0391	0.90316
	I am conscious of the advantages and qualities of organic beauty products.	4.1745	0.78715
	I think that I am more knowledgeable in understanding organic beauty products compared to other products.	3.9816	0.95817
	I believe that women who are pregnant or nursing can safely utilize organic beauty products.	4.1641	0.78939
	I believe that green knowledge can help me to identify organic beauty products and animal-based products.	4.1563	0.77934
Purchase Intention	I am willing to purchase organic beauty products while shopping.	4.0417	0.87216
	I'm going to start buying organic beauty products.	4.1406	0.77562
	I will purchase more organic beauty products.	4.0495	0.82718
	I'm willing to spend more money on organic beauty products.	3.8724	1.01779
	I will purchase organic beauty products to protect the environment.	4.2292	0.6890
	I would like to purchase organic beauty products as soon as I run out of them.	4.1198	0.80548

The maximum mean value for items in green ads was 4.5625, where respondents strongly agreed that “*green advertising can raise awareness about the importance of organic beauty products*”. While item for the trust variable, that received the highest mean score of 4.2812 was “*I trust the idea of using organic beauty products*”. According to the independent variable's mean and standard deviation analysis of attitude, respondents highly agreed with the statement “*I believe it is a terrific idea to give my family, friends, and acquaintances organic beauty products*” with the highest mean of 4.4010. The statement “*I am conscious of the advantages and qualities of organic beauty products*” had the highest mean value of 4.1745 on the independent variable of green knowledge. Finally for the measurement of the dependent variable of purchase intention towards organic beauty products, the item “*I will purchase organic beauty products to protect the environment*” had the highest mean value.

Reliability Test

Cronbach's alpha coefficient values for the independent and dependent variables in this study are shown in Table 3 to demonstrate their reliability. The reliability of all variables under study was supported by the value of Cronbach's alpha coefficient above 0.9. Trust has the highest Cronbach's alpha value, which is 0.958, followed by purchase intention towards organic beauty products among women in Malaysia with the value of 0.953. The third highest was green ads with a value score is 0.950, followed by green knowledge with a value of 0.943. Attitude had the lowest Cronbach's alpha score which is 0.936. As a result, measurements for all variables are reliable.

Table 3. Reliability Test

Variable	Number of Items	Cronbach's Alpha coefficient	Strength of Association
Green Ads	6	.950	Excellent
Trust	6	.958	Excellent
Attitude	6	.936	Excellent
Green Knowledge	6	.943	Excellent
Purchase Intention	6	.953	Excellent

Pearson Correlation

The strength of the association between the dependent variables (purchase intention) and independent variables (green ads, trust, attitude, and green knowledge) was assessed using the Pearson correlation test. The interpretation of the correlation coefficient is shown in the Table 4.

TABLE 4. Pearson Correlation Analysis

Hypothesis	Pearson Correlation	p-value	Interpretation	Result
H1: There is a positive relationship between green ads and consumers' purchase intention towards organic beauty products.	0.527	0.000	Moderate (positive)	Accepted
H2: There is a positive relationship between trust and consumers' purchase intention towards organic beauty products.	0.680	0.000	Moderate (positive)	Accepted
H3: There is a positive relationship between attitude and consumers' purchase intention towards organic beauty products.	0.703	0.000	Strong (positive)	Accepted
H4: There is a positive relationship between green knowledge and consumers' purchase intention towards organic beauty products.	0.785	0.000	Strong (positive)	Accepted

Table 4 shows the results of the Pearson correlation analysis to evaluate the relationship between the independent variables and the dependent variable. The correlation between green ads and customer's purchase intention of organic beauty products is positively significant with a correlation value of 0.527 and a *p*-value below the 0.01 level. The *p*-value was 0.000, which

is less than the significance threshold of 0.01. A positive significant association between trust and purchase intention toward organic beauty products with a correlation value of 0.680 and a p -value below the 0.01 level. Attitude also had a substantial positive correlation with 0.703 and the p -value was 0.000, which is less than the significance level of 0.01. A significant positive relationship between attitude and customer purchase intention for organic beauty products was found, with a correlation value of 0.703. Furthermore, for green knowledge, there were positive significant values of correlation of 0.785 with the p -value of 0.000, which is less than the 0.01 level of significance. Thus, the findings showed the positive impact of green ads, trust, attitude, and green knowledge on customer purchase intention.

CONCLUSION

This research investigates the determinants of consumer purchase intention for organic beauty products, focusing on the influence of green ads, trust, attitude, and green knowledge among women in Malaysia. Findings of the research show environmental awareness and knowledge play a crucial role in consumers' decisions to purchase organic beauty products. Understanding the relationship between green ads, trust, attitude, and green knowledge helps in promoting environmentally friendly consumption and sustainable personal care choices. The study contributes to the limited research on the theoretical frameworks predicting consumers' propensity to buy organic beauty products, especially in developing economies. Future research could explore cultural variations in consumer perceptions and purchase intentions toward organic beauty products. Given the increasing role of online platforms, future research could delve into the impact of digital marketing, social media, and influencers on consumer perceptions and purchase intentions. In conclusion, this research sheds light on the determinants of consumer purchase intention toward organic beauty products among women in Malaysia, contributing valuable insights for both industry practitioners and academic researchers.

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