



RESEARCH ARTICLE

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ROLE OF MARKETING CUES IN AFFECTING ATTITUDE TOWARDS ORGANIC & SUSTAINABLE COSMETICS: VALUES AS MODERATORS

***Dr. Shveta Kalra**

Assistant Professor, Satyawati College, University of Delhi

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ABSTRACT

Sustainability is based on a simple procedure: Everything that we need for our survival and well being depends directly or indirectly on our natural environment. Being sustainable allows a business to choose what part of product contributes to the goal of sustainability- ingredients, the process of production, packaging, shipping and anything else that may fit in the 12 principles of green chemistry. Global organic and sustainable skin care market is poised to reach US \$ 22 billion by 2024 and it's the conscious consumer who is powering this staggering growth. Nielsen study on "Green Generation" in 2015 observed that sustainability is a priority for the new generation of millennials when it comes to shopping. Green and sustainable cosmetics are defined as cosmetic products using natural ingredients produced from renewable raw materials. There are four different ways to describe sustainability in cosmetics: Ethical sourcing of natural raw materials; cosmetic production (energy and water consumption, waste management); packaging (compostable, bio-degradable, recyclable); and bio-degradability of the finished product. While evaluating certain products, consumers often use evaluative cues which can be categorized as intrinsic and extrinsic. Based on a sample size of 120 respondents, the study attempts to check the role of cues in affecting attitude towards sustainable cosmetics. The paper also checks the moderating effect of four consumer values i.e. openness to change, conservation, self enhancement and self-transcendence in affecting cues role on sustainable cosmetics evaluation. Role of demographics on attitude towards sustainable cosmetics was also studied in the paper.

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INTRODUCTION

Sustainability is based on a simple procedure: Everything that we need for our survival and well- being depends directly or indirectly on our natural environment. Sustainability creates and maintains the conditions under which humans and nature can exist in productive harmony that permits fulfilling the social, economic and other requirements of present and future generations. Being sustainable allows a business to choose what part of product contributes to the goal of sustainability-ingredients, the process of production, packaging, shipping and anything else that may fit in the 12 principles of green chemistry. Nielsen study on "Green Generation" in 2015 observed that sustainability is a priority for the new generation of millennials when it comes to shopping.

Over the past decade, sustainability and ethical conduct have begun to matter in fashion (Emberley, 1998; Moisaner and Personen, 2002); companies have realized that affordable and trend sensitive fashion, while typically highly profitable, also raises ethical issues (Aspers and Skov, 2006). Seidman (2007) states that 'sustainability is about much more than our relationship with the environment; it's about our relationship with ourselves, our communities and our institutions'. Contentious chemicals in personal care formulations, resource and carbon management and packaging impacts were stated as key concerns facing the cosmetic industry in Asia Pacific and European Editions of the Sustainable cosmetics summit (2016). To a layman, organic, natural, sustainable, bio, eco products mean almost same. However, difference exists in certification labels and ingredients formulation. Organic cosmetics are created from ingredients which have been certified as organic by one of the numerous certifying institutions that operate worldwide. The ingredients in these

*Corresponding author: Dr. Shveta Kalra,
Assistant Professor, Satyawati College, University of Delhi

products are organically farmed and are always guaranteed to be pesticide free and not genetically modified. The production of organic products should include cultural, biological and mechanical practices that foster cycling of resources, promote ecological balance, and conserve bio-diversity. In order for a cosmetic product to be called (and certified) as an organic cosmetic product, it must contain at least 95% of ingredients of an organic origin whereas the remaining percent are for example minerals. With respect to cosmetics industry, *green and sustainable cosmetics* are defined as cosmetic products using natural ingredients produced from renewable raw materials. Bio-based oleochemicals derived from renewable plant and bacteria sources are the crux of the green cosmetics movement. A product is considered “*natural*” when it contains ingredients that are sourced from nature and not created synthetically. Also they don’t include ingredients such as petrochemicals, parabens, sodium lauryl and laureth sulfates, phthalates, synthetic dyes, synthetic colors and fragrances. There are four different ways to describe sustainability in cosmetics: Ethical sourcing of natural raw materials; cosmetic production (energy and water consumption, waste management); packaging (compostable, bio-degradable, recyclable); and bio-degradability of the finished product.

Global organic and sustainable skin care market is poised to reach US \$ 22 billion by 2024 and it’s the conscious consumer who is powering this staggering growth. A report by Euromonitor International (2016) reveals that over half of Indian consumers reported “*natural or organic*” features that influence their hair and skin care purchase decisions. About 71% of consumers surveyed said that they would pick up a face cream or lotion provided it claimed to be “*natural*”, 38% said they would buy a shampoo or hair oil if it was made with botanical ingredients. The research report also states that by 2019, India will emerge as a primary growth market. Within skin care, there is a growing trend that is veering towards natural and organic products infused with “*pure*” ingredients. In India, Industry estimates reveal that organic skin care market is likely to grow two-fold in the next 5 years and cross the mark of Rs. 1000 crores by 2020. Consumers often use evaluative cues (intrinsic and extrinsic) when forming their overall evaluation of product quality; although consumers’ opinion and perceptions of quality levels are not totally objective as there appears to be traces of subjectivity (Bredahl, 2003). One of the most widely used concepts in the study of brand preferences is the Cue utilization theory. The theory proposes that product’s cues in decision making could be derived from the actual physical product (Intrinsic Cue) or from product related attributes apart from the physical product (i.e. Extrinsic Cue). Information cues can reside at different levels of marketing strategy in product packaging, price, warranties, distribution outlets and country of origin (COO). Intrinsic cues involve the physical composition of the product which are consumed as the product is consumed (Zeithaml, 1988). Extrinsic product cues bear relation with the physical product but they don’t form part of the product. Extrinsic cues such as price, packaging provide quality, emotional appeal and/or value signals to information deficient consumers across brands (Kardes, Cronley, Kellaris and Posavac, 2004).

Lee and Lou (1996) further explain that extrinsic cues tend to be more general and can be applied to a wide range of products, rather than being specific to a particular product. Extrinsic cues are potentially important when intrinsic cues are difficult to evaluate perhaps because product inspection is pre-

included (Olson, 1977). Moreover, extrinsic quality cues are especially useful for marketing activities because they can be changed without the need to modify the physical product (Oude Ophuis and Van Trijp, 1995). Extrinsic quality cues such as place (availability), promotion and packaging as well as the intrinsic quality cue appearance also influence consumer attitudes toward organic products (Roddy *et al.*, 1994; Thompson and Kidwell, 1998; Magnusson *et al.*, 2001; Yue *et al.*, 2006).

Objectives

- The present study attempts to check the impact of extrinsic cues i.e. brand value, country of origin, place (availability), price, packaging and labeling, dermatologist recommendation and intrinsic cues on attitudes towards organic cosmetics.
- The study aims to predict the role of consumer’s values (i.e. openness to change, conservation, self-transcendence and self-enhancement) in moderating the relation between evaluation and attitude towards organic and sustainable cosmetics.
- The study also checks if attitude towards organic and sustainable cosmetics differs across demographic variables.

Literature Review

Brand Name: Marketers use brand names as a strategy to effectively differentiate products from the competition (Alexander, 2009). Brand name have been found to be an important cue to evaluate the authenticity of marketing offerings (Groves, 2001; Beverland, 2006; Zainol and Cheah, 2012; McAuley and Pervan, 2014). According to Vieceli and Valos (2000), the perception level of the customer is affected by the brand value of the company. Brand name could be treated as state or situation of brand that defines its image within the market among the customers. According to Schiffman and Kanuk (2010), innovation level, performance and satisfactory services are certain aspects that determine the brand value of product. In case of organic beauty products, there is a huge requirement of ensuring that the term ‘organic’ or ‘natural’ is itself a brand that indicates the uniqueness and something new within the market. It is therefore proposed that H₁: Brand name influences attitude towards organic cosmetics.

Country of origin (COO)

Country of origin has influence on consumer’s minds as much as brands, price and quality (Ahmed and d’Astous, 2008). According to Han and Terostra (1988, cited in Amine and Shin, 2000), COO has greater effect on consumer attitude than brand name because even a well known brand can’t change negative attitude of customers towards the products made in a developing country.

Knight and Calantone (2000) suggested that consumer perceptions of a product’s COO image are based on three components:

- (a) Cognition which includes knowledge about specific products and brands;
- (b) Affect or favorable attitude about home country’s goods;

- (c) Conation that are related to ultimate purchase behavior with the sourcing country.

Han (1989) explained consumers' behavior towards COO image through Halo model. It occurs when consumer is unfamiliar with the foreign products or has low knowledge of the products. COO image influence consumer to have product attribute belief and which, in turn, influences attitude towards the product. It is, therefore, hypothesized that

H₂: COO influences consumer's attitude towards organic cosmetics.

Price as an extrinsic cue: Consumers tend to believe that there is a natural ordering of products according to a price scale where higher quality products are more expensive and products of lesser quality are cheaper (Monroe, 1976; Dickson and Sawyer, 1990; Bredahl, 2003; Glitsch, 2000; Jover *et al.*, 2004; Kardes *et al.*, 2004). This price quality relationship also known as "price reliance schema" reflects consumers' strongly held view that "you get what you pay for" (M. Lee and Lou, 1996). Price has a positive effect on consumers' quality perception (Chang and Wildt, 1994, 1996). Consumers who have a positive price/quality schema prefer higher priced products (Veeck and Burns, 1995). Since organic and sustainable cosmetics generally have a high price, it is hypothesized that price impacts attitude towards organic cosmetics in a positive way.

H₃: Price influences attitude towards organic cosmetics.

Packaging and Labelling: Product packaging is used as a strategic tool to reinforce brand image reflecting emotional benefits and feelings associated with brand consumption (Pickton and Broderick, 2005; Underwood, 2003). Packaging may enhance a consumer's affective self-affinity reflecting a positive affective congruence between the package and his/her identity (Aspara *et al.*, 2008; Pickton and Broderick, 2005).

Product packaging develops a dialogue by attracting, intriguing, arousing unconscious aspirations, informing, reminding, involving, entertaining and above all, persuading (Smith and Taylor, 2002) and acts as the biggest medium of communication (Peters, 1994; Rettie and Brewer, 2000). Consumers may develop an affective self-affinity (Aspara *et al.*, 2008) with the brand in general and a package in particular which can influence behaviors such as word of mouth. Product packaging may change product perception. Smith (1990) found that people select one product over another because of environmentally friendly packaging. People pursue a new life-style through the choice of materials in packaging and the appearance of products (Bird, 2008). Edgar (2008) found that companies also have been looking beyond product formulations and looking more at eco-friendly packaging using bio-degradable plastics or recyclable glass as more consumers are looking for products and brands that are positioned to be as green as possible and explore more eco-friendly alternatives in packaging.

In a study by Dragan and Petrescu (2013), it was found that consumers' tendency to buy more certified organic skin care with eco-friendly packaging increases alongwith an increase in income and not according to their educational attainment.

Certification label or logo informs the consumer on the type of production and ingredient pattern as well as environmental sustainability (Rahbar, E. and Wahid, N.A., 2011) and

influence their purchase decision making. Labeling may reinforce the perception of product quality, conveying messages from the company and encouraging consumers to purchase a product. There are three main categories in natural cosmetics logos used in spas: sustainable, organic and natural (Korink, I., 2013). Sustainable logos consider the whole life cycle of a product and natural and organic ingredient. Organic labels have standards for evaluating the environmental influence of the ingredients of a product whereas Natural labels look at the renewable sources (Golden, 2013). In a study by Brit'ny J. Hawkins (2014), it was found that 74% of respondents agreed that all natural/organic seals/ logos influence their decision of a product. According to a report by Organic Monitor (2007), consumers concern about synthetic chemicals in beauty products is the major driver of growth in the natural personal care market with 89% of beauty product buyers stating this as a critical factor in their purchase decision. On the basis of above discussion, the following hypotheses are proposed.

H₄: Packaging of organic cosmetics influences consumer's attitude.

H₅: Labeling of organic cosmetics influences consumer's attitude.

Dermatologist recommendation: Doctor's recommendation is actually an expert advice that injects lots of confidence among the consumers regarding the organic beauty products. A study by NPD found that 42% of US female skin care users are 18 and older; look for products that are made from natural ingredients and 28% of female skin care users are 18 and older, prefer brands that have a physician/doctor endorsement (NPD Group/Inc., 2008). Therefore, it is hypothesized that

H₆: Consumer's attitude towards organic cosmetics is influenced by dermatologist recommendation.

Availability (Place) and Advertising: According to Michaelidou and Hassan (2008), the availability of the product is another dimension that also affects the customer perception regarding the product. Availability is one of the major element that has a direct connection with the customer perception level. Some researchers also provide the fact that advertisement campaign and other sources of media communication work equally significant with the element of availability of product (Kalafatis *et al.*, 1999). If the product is available at big stores and outlets, then it provides confidence to the customer about the product because they have trust on the retailer rather than the product manufacturer. Brit'ny J. Hawkins (2014) asserts that organic/all natural product manufacturers should keep in mind that accessibility plays a major role in consumer satisfaction. Advertising is an important element of promotion mix (Khan, 2006). Past research defined four main concerns to promote green products including consumer attitudes towards advertising, credibility of environmental messages, credibility of the brand and consumer attitudes towards green messages (Phau and Ong, 2007). Consumer trust and product awareness could be improved by media and advertising. As advertising brings communication between products and environmental issue, it will be easier to win consumers' trust. The credibility of messages and advertising becomes a key element in generating product success as consumers are more willing to trust advertisement with altruistic messages (Paolo *et al.*, 2009). The development of internet usage has lead to the creation of new opportunities for advertisements to target a higher audience of people with less effort (Estrada-Jimenez *et*

al., 2017). Successful advertising and message should follow three steps which involves creating attention to consumers, creating positive attitudes towards behavioral situation and transforming positive attitudes into behavior (Signe and Clifford, 2005). Therefore, it is hypothesized that availability and advertising has positive impact on attitude towards organic and sustainable cosmetics.

H_{7.1}: Availability positively influences consumer's attitude towards organic and sustainable cosmetics.

H_{7.2}: Advertising positively impacts consumer's attitude towards organic and sustainable cosmetics.

Intrinsic Cues: Intrinsic cues are defined as being part of the nature of something (Longman Dictionary, 2004). It can be any product characteristic inherent in the product itself such as engine capacity for a car or flavor for a soft drink. They represent product related attributes that form part of the product and can't be altered in any way without tampering with properties of the product. Besides, they are consumed alongside the product. There is higher reliance on intrinsic cues instead of extrinsic cues in pre-purchase situations when intrinsic attributes serve as search attribute rather than experience attributes and/or when intrinsic attributes have high predictive value (Zeithaml, 1988). Aqueveque (2006) assert that intrinsic cues should be given more credence in judging quality because they have higher predictive value than extrinsic cues. Monroe and Krishnan (1985) have shown that intrinsic cues are likely to have a greater impact on product evaluations than extrinsic cues. Agarwal and Malhotra (2005) indicate that intrinsic cues are a contributing factor towards purchase intention. Intrinsic quality cue appearance influences consumer attitudes towards organic products (Magnusson *et al.*, 2001). The following hypothesis is therefore proposed.

H₈: Intrinsic cues affect consumer's attitude organic cosmetics.

Attitude towards organic cosmetics: Attitude is a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor (Eagly and Chaiken, 1993). Attitude is seen by many researchers as having three components: affect, cognition and behavior. This tripartite model of attitude views cognitive, affective and behavioral processes as being responsible for the formation of attitudes but also as expressions of them (Breckler, 1984; Zanna and Rempel, 1988). Attitudes are largely based on values which are considered to be more stable than attitude and act as their building blocks (Eagly and Chaiken, 1995). Values can influence the formation of consumers' behavior by guiding them to look for objects that satisfy their values (Poortinga *et al.*, 2004).

Values: Values are long term beliefs that particular behavior is desired and good, simultaneously assessing the environment (Picke-Baker and Ozaki, 2008). They serve as major principles in life to distinguish desirable and undesirable goals and behavior. Values are generally understood as extremely stable constructs and therefore, they serve as better predictors of behavior over extended periods of time (Krystallis *et al.*, 2008). The various value systems identified in research are Rokeach's value system (RVS), Schwartz theory about values (Schwartz, 1994; Schwartz and Sagiv, 1995) and Kahle's List of values (LOV) (Kahle and Kennedy, 1989; Kahle *et al.*, 2000). These measurement systems are all based on the

assumption that people can be segmented on the basis of their personal values. All three systems propose universal values which can be identified across borders and cultures (Kahle and Kennedy, 1989; Schwartz, 1994; Schwartz and Sagiv, 1995; Kahle *et al.*, 2000). LOV is posited to contain 9 core American values i.e. self-respect, security, warm relationship with others, self-fulfillment, a sense of accomplishment, being respected, a sense of belongingness, fun and enjoyment and excitement (Beatty *et al.*, 1985:186). Rokeach value system (RVS) is a values classification which includes 18 terminal values or end states which describe the individual's desired end state of existence and includes such conditions as leading an exciting life, family security, happiness, social recognition and salvation and 18 instrumental values which relate to modes of conduct and includes such characteristics such as ambition, independence, logic and responsibility. Schwartz reasoned that since values are motivational goals, basic human values might be derived by considering the most basic needs of human beings which he divides into 3 fundamental categories: our biological needs as individuals, our need to coordinate our action with others and the need of groups to survive and flourish. Each basic value is described in terms of its motivational goals. Schwartz's theory of basic human values recognizes 10 universal values which can be organized in 4 higher order groups. Each of the 10 universal values has a central goal that is the underlying motivator. The 4 higher order groups are:

- (a) Openness to change- It includes (i) self-direction (i.e. independent thought and action-choosing, creating and exploring; (ii) Stimulation (i.e. excitement, novelty and challenge in life).
- (b) Self Enhancement includes (i) Hedonism (i.e. pleasure or sense of gratification for oneself); (ii) Achievement (i.e. personal success through demonstrating competence according to social standards); (iii) Power (i.e. social status and prestige, control or dominance over people and resources).
- (c) Conservation includes (i) Security (i.e. safety, harmony and stability of society of relationships and of self); (ii) Conformity (i.e. restraint of actions, inclinations and impulses likely to upset or harm others and violate social expectations or norms); (iii) Tradition (i.e. respect, commitment and acceptance of customs and ideas that one's culture or religion provides).
- (d) Self-transcendence includes (i) Benevolence (i.e. preserving and enhancing the welfare of those with whom one is in frequent personal contact); (ii) Universalism (i.e. understanding, appreciation, tolerance and protection for the welfare of all people and for nature).

Values can lightly or more strongly oppose each other which has led to the organization of the values in a circular structure along 2 bipolar dimensions. The first dimension is openness to change vs. conservation which contrasts independence and obedience. The second dimension is self-enhancement vs. self-transcendence and is concerned on the one side with the interests of one self and on the other side of the welfare of others. Slimak and Dietz (2006) found that the more a respondent holds to altruistic (i.e. self-transcendence) values, the more concerned he or she is about ecological risks such as pesticides, genetically engineered crops, persistent and toxic organic pollutants (chemicals) among others.

Consumers' with person focused orientations such as self-transcendence will be more adaptive to new consumption patterns (Schwartz, 1994). In a study by Hansen *et al.* (2012), it was found that consumers' attitude towards willingness to purchase free of cosmetics seem to be value driven. Two values viz. self-transcendence ($\beta=0.28$) and self-enhancement ($\beta=-0.21$) significantly influence attitude towards free of cosmetics. Also, Hedlund (2011) found that self-transcendence positively affects pro-environmental attitudes and behaviors. Poortinga *et al.* (2004) reported a negative relationship between the self-enhancement value dimension and environmental concern. Free of products are more compatible with consumers emphasizing openness to change and less compatible with consumers emphasizing conservation. It is, therefore, assumed that the knowledge of transforms in positive attitude positively if a person is more open to change, has more altruistic values (self-transcendence) and negatively if a person is more concerned about himself (self-enhancement) and is more conserved in nature. The following hypotheses are proposed in regard to the present study on the basis of above discussion.

H_{9,1}: The impact of evaluation on attitude towards organic cosmetics is positively moderated by openness to change value.

H_{9,2}: The impact of evaluation on attitude towards organic cosmetics is positively moderated by self-transcendence value.

H_{9,3}: The impact of evaluation on attitude towards organic cosmetics is negatively moderated by conservation value.

H_{9,4}: The impact of evaluation on attitude towards organic cosmetics is negatively moderated by self-enhancement value.

Straughan and Roberts (1999) also indicated that demographic variables such as age and gender were significantly correlated with ecologically conscious consumer. According to a study by Mihic and Kursan (2014), demographic characteristics of croatian consumers such as marital status, age and household income have significant impact on the intention to purchase organic food. Also, female and young population is more likely to have a positive attitude toward organic product (Magnusson *et al.*, 2001). Zelezny *et al.* (2000) based on the sample of four countries from Europe has shown that females are more environmentally concerned and thus, are more likely to purchase environmentally sound products. A study conducted in Portugal has also found a relationship between age and orientation toward organic product (Finisterra do Paco *et al.*, 2009). On the basis of above discussion the following hypothesis are proposed.

H_{10,1}: Attitude towards organic cosmetics differs across age.

H_{10,2}: Attitude towards organic cosmetics differs across gender.

H_{10,3}: Attitude towards organic cosmetics differs across educational qualification.

H_{10,4}: Attitude towards organic cosmetics differs across working status.

H_{10,5}: Attitude towards organic cosmetics differs across marital status.

H_{10,6}: Attitude towards organic cosmetics differs across income.

H_{10,7}: Attitude towards organic cosmetics differs across information level of consumers.

Table 1. Demographic Variables

Age	F	%	Gender	f	%	Occ status	f	%
15-18	13	10.8	Male	22	18.3	Salaried	41	34.2
18-25	73	60.8	Female	98	81.7	Self employed	13	10.8
25-35	21	17.5		120	100	Student	65	54.2
35-45	8	6.7				others	1	8
45-55	3	2.5					120	100
55 & above	2	1.7	MS	f	%	Educational Qualification	f	%
	120	100	Married	25	20.8	Upto 12 th	40	33.3
			single	95	79.2	Graduate	34	28.3
				120	100	Post graduate	31	25.8
No. of cosmetics	f	%	Time usage	f	%	Professional	7	5.8
< 4	92	76.7	< 5 years	70	58.3	Others	8	6.7
4-8	22	18.3	5-10	29	24.2		120	100
8-12	2	1.7	10-15	9	7.5	Frequency of purchase (skin care)	f	%
12-16	4	3.3	15-20	5	4.2	More than once a month	17	14.2
	120	100	20-25	7	5.8	Once a month	37	30.8
				120	100	Once every 3 months	30	25
Frequency of purchase (hair care)	f	%				Once every 6 months	4	3.3
Daily	9	7.5				Once a year	14	11.7
More than once a week	12	10				anytime	18	15
Once a week	16	13.3					120	100
Once in 2 weeks	16	13.3						
Once in a month	65	54.2						
anytime	2	1.7						

Demographics based: Various researchers (Wandel and Bugge, 1997; Magnusson *et al.*, 2001) assert that organic food attitudes are mainly influenced by gender, age, income, level of education and presence of children in the household. Women are more concerned about green issues than men and are more likely to engage in pro-environmental behaviors (Zelezny *et al.*, 2000). This gender difference seems to emerge also in the youngest group of population and in a cross cultural context (Hunter *et al.*, 2004). Ruiz *et al.* (2001) argued that gender plays an important role in being an environmentally conscious consumer.

Research Methodology

A structured questionnaire was used to elicit responses from 120 respondents using convenience sampling technique. Demographics i.e. age, gender, educational qualification, working status, marital status were measured first. Then Information level of respondents, frequency of using cosmetics, frequency of buying cosmetics (skin care and hair care), number of cosmetics used each day and top of mind recall were measured. In the next section responses for intrinsic cues, extrinsic cues (brand name, country of origin,

place, price, advertising, packaging and labeling, doctor's recommendation) and Schwartz values (openness to change, conservation, self transcendence and self enhancement) were measured. Around 60.8% of respondents are in the age group 18-25 years and 21% are in the age group 25-35 years. Around 58.3% of respondents have been using cosmetics for less than 5 years. 30.8% purchase skin care cosmetics once a month and 54.2% respondents purchase hair care products once a month. The summary of demographic based results are presented in the table above.

Survey Instrument

7 point Likert scales have been used to measure the items with options like Strongly Disagree=1, Disagree=2, Little Disagree=3, Neutral=4, Little Agree=5, Agree=6, Strongly Agree=7. For measuring intrinsic cues and extrinsic cues (i.e. brand name, country of origin, price, packaging and labeling, availability, price, doctors recommendation, evaluation), attitude towards organic and sustainable cosmetics) and values, scales have been taken from previous literature.

Table 2. Statements

	Statements	Source
Brand Name	I always keep this brand name in my consideration set. The brand always outperforms other brands of this category. This brand has unique features which can't be found in other brands. This brand is more concerned about customers. This brand has attractive attributes than other brands. I am impressed by this brand's image Owning this brand makes other people envious.	Parvin and HumayunKabir (2006)
Evaluation	I know a lot about organic cosmetics I know a little about what "organic" means I have heard of organic, but I am not sure what it means. I don't know about what organic means at all.	
Intrinsic Cues	Organic cosmetics have a pleasant texture. Organic cosmetics looks nice Organic cosmetics smells nice Organic cosmetics are in fashion Organic cosmetics are safe for skin Organic cosmetics are good for health. They are not tested on animals. There is no irradiation in the end product. There is no animal derived ingredient used in the product. Organic cosmetics have vegetable ingredient. There is no synthetic fragrances and colors. Ingredients of organic cosmetics are manufactured by environmentally friendly processes. Organic cosmetics have no synthetic chemicals. Ingredients used are derived from renewable sources. There are no genetically modified ingredients There are no petroleum derived products (mineral oils). There are no silicone oils. Organic cosmetics are paraben free (synthetic preservatives) They are concerned about animal welfare They are concerned about environment A part of the product comes from natural ingredient	Korink, I. R. (2013)
Country of Origin (COO)	When buying expensive items like car, LED or refrigerator, I always seek to find out what country the product was made in. I feel that it is important to look for a country of origin (COO) information when deciding which organic cosmetic product to buy. To make sure that I buy the highest quality product or brand, I look to see what country the product was made in. If I have little experience with a product, I search for COO information about the product to help me make a more informed decision. I refuse to purchase a product without knowing its COO. When purchasing a product, I believe COO will determine the technological sophistication of the product. When I am buying a new product, the COO is the first piece of information that I consider. A product's COO doesn't determine the quality of the product. When buying a cosmetic product that has a risk of affecting one's health, a person should always look for the COO. Its less important to look for COO when buying a product that is less expensive such as a shirt. Seeking COO information is less important for inexpensive goods than for expensive goods. I find out a product's COO to determine the quality of a product. To purchase a product that is acceptable to my family and my friends, I look for the product's COO. I look for COO to choose the best cosmetic product available in a product class.	Shahzad, Amna (2014)
Packaging	For me, packaging listed with complete information is important. The packaging of organic cosmetic has natural color. The packaging of organic cosmetics can be recycled. The packaging of organic cosmetics has natural elements pictures i.e. fruit, flower, leaves, plants. It is important that a cosmetic product's packaging has a "no animal testing" logo on it. I am conscious of the ingredients in the cosmetic products labeled as organic/natural/eco-friendly. Cosmetic products with natural colors attract me.	
Labelling	I always look at the back of the cosmetic product to read the listed ingredient of a cosmetic product labeled as organic/natural/eco-friendly. I always look in for govt. seal of certification like ISO-9000 when selecting and buying a product advertised to be organic/natural/eco-friendly. I understand the environmental phrases and symbols on a product package.	Fuhrmeister, Amy K. (2012)
Price	Organic cosmetics are more expensive than cosmetics which contain chemicals. The price of organic cosmetics is equal with the benefits. A high price represents good quality.	

Doctors Recommendation	When I see the phrase Dermatologist tested on a cosmetic product label, I can be sure that: Cosmetics are safer in the eyes of doctor. The cosmetic product will clear up my skin. The cosmetic product has been tested for safety and has passed those tested.	Oller, Lori (2007)
Place (Availability)	The phrase 'Dermatologist tested' on a label doesn't necessarily mean anything specific related to the product. I buy organic skin care products that are sold in department stores. I buy organic cosmetics that are sold in pharmacies. I buy organic cosmetics that are sold in personal shops viz. bodyshop, Lotus herbals). I buy organic cosmetics from dermatologists.	
Advertising	Advertising in print media (viz. magazines, newspaper, brochure etc.) interests me to buy a cosmetic product. Advertising in social media (viz. twitter, facebook) interests me to buy a organic cosmetic product. TV ads interests me to buy organic cosmetics. Samples given interests me to buy organic cosmetics. Free gifts attract me to buy organic cosmetics. Sales person explanation interests me to buy to organic cosmetics.	
Attitude	I like the idea of purchasing organic cosmetics. Purchasing organic cosmetics is a good idea. I have a favorable attitude towards purchasing organic cosmetics.	Maria, Kapogianni (2011)

Table 3. Reliability Analysis

	Number of items	Cronbach's Alpha
Brand Name	7	0.726
Intrinsic cues	21	0.853
Country of origin	14	0.867
Packaging	5	0.745
Labeling	5	0.865
Dermatologist recommendation	4	0.683
Price	3	0.598
Advertising	6	0.879
Availability	4	0.727
Attitude	3	0.739

Table 4. Regression Model

Model	R	R ²	Adjusted R ²
	0.91	0.84	0.83

Predictors: IC, COO, brand name, price, place, PL1, PL2, advertising, doctor's recommendation

Table 5. Multiple Regression Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.436	.318		1.369	.17
	Brand name	.143	.061	.143	2.358	.02
	Intrinsic cues	.123	.053	.143	2.322	.02
	Price	.227	.063	.258	3.628	.00
	Availability	.188	.067	-.179	-2.813	.00
	Country of origin	.050	.064	.055	.776	.43
	Packing	.203	.080	.226	2.531	.01
	Dermatologist recommendation	.002	.040	-.003	-.061	.95
	Advertisement	.045	.047	.044	.965	.33
	Labelling	.259	.051	.283	5.105	.00
	Evaluation	.173	.065	.200	2.670	.00

Dependent Variable: Attitude towards organic and sustainable cosmetics

Reliability

Reliability of the items was tested with the help of cronbach's alpha, the value of which are given in table.

RESULTS AND DISCUSSIONS

Multiple Regression was run to check the impact of intrinsic and extrinsic cues on attitude towards organic cosmetics, the results of which are provided. The coefficient of R² is 0.84 in the above table which indicates that all the independent variables i.e. intrinsic cues and various extrinsic cues account for 84% of the variance in attitude towards organic and sustainable cosmetics. These cues statistically significantly predicted Attitude towards organic cosmetics. F (13,119)=49.45 (p<0.05).

As shown in Table 1.5, Attitude towards organic cosmetics is influenced majorly by labeling followed by price, packing, availability, evaluation, brand name and intrinsic cues since p-values for these variables is less than 0.05. This supports H1, H3, H4, H5, H7 and H8. H2, H6 and H7.2 are not accepted since p-values are greater than 0.05 suggesting that country of origin, dermatologist recommendation and advertisement are insignificant in explaining the attitude towards sustainable and organic cosmetics. One way ANOVA was run to check the effect of demographics on consumer's attitude towards organic cosmetics, the results of which are presented in the table. Attitude towards organic cosmetics differs across age, working status, gender. As shown in the table, it is highest for respondents falling in the age group 25-35 years followed by 35-45 and 15-18 years. It is more for females than for males.

Table 6. ANOVA Results: Demographics based

Age	N	Mean	F	Sig.	Income	N	Mean	F	Sig.
15-18	13	5.98	3.67	0.00*	Upto 3 lacs	23	5.70	1.64	0.15
18-25	73	5.87			3-6 lacs	47	5.74		
25-35	21	6.20			6-9 lacs	36	5.61		
35-45	8	5.99			12-15 lacs	9	5.37		
45-55	3	4.66			15 lacs & above	5	5.67		
55 & above	2	6.00							
	120					120			
Working status	N	Mean	F	Sig.	Marital Status	N	Mean	F	Sig.
Working	56	5.75	3.652	0.02*	Married	25	5.68	6.06	0.01*
Non-working	64	5.58			Single	95	6.00		
	120					120			
Gender	N	Mean	F	Sig.	Occupational Status	N	Mean	F	Sig.
Male	22	5.50	5.029	0.02*	Salaried	41	5.26	2.67	0.05**
Female	98	5.70			Self-Employed	13	5.20		
	120				Professional	65	4.77		
					Others	1			
						120			
Educational Qualification	N	Mean	F	Sig.	Information level	N	Mean	F	Sig.
Upto 12 th	40	5.85	2.12	0.08**	Very well informed	22	5.04	2.12	0.08**
Graduate	34	5.97			Informed	43	4.97		
Post Graduate	31	6.04			Somewhat informed	52	4.8		
Professional	7	6.18			uninformed	2	7		
Others	8	5.41				1	6		

*significant at 0.05 level, **significant at 0.10 level

Table 7. Regression Results

Model	R	R ²	Adjusted R ²	R ² Change	F change	Sig. F change	F	Sig.
1	0.61	0.37	0.36	0.37	39.37	0.00	39.38	0.00
2	0.65	0.46	0.38	0.05	1.49	0.2	9.30	0.00
3	0.73	0.53	0.46	0.10	3.21	0.01	3.21	0.01

Table 8. Regression

	Unstd. B	Std. Error	Std. Beta	Sig.
Constant	4.76	0.09		
Evaluation	0.50	0.08	0.67	0.00
Openness	-0.15	0.08	-0.15	0.09
Conservation	0.18	0.09	0.23	0.06
Self Enhancement	-0.16	0.13	-0.16	0.24
Self transcendence	-0.007	0.11	-0.00	0.95
Int_openness	-0.17	0.07	-0.26	0.02
Int_con	-0.11	0.07	-0.25	0.13
Int_self-transcendence	-0.007	0.09	-0.01	0.9
Int_self-enhancement	-0.256	0.12	3.57	0.03

Also, attitude is more for working than for non-working and more for single than for married respondents. Attitude differs across occupational status but not for income level of respondents. Attitude differs across educational qualification with the highest for professionals followed by post graduates and then graduates. Attitude also differs across information level of consumers. The results supports H10.1, H10.2, H10.3, H10.4, H10.5, and H10.8. As income level results are insignificant, H10.7 is not accepted.

Values as moderators

To check the moderator impact of four consumer values viz. openness to change, conservation, self-transcendence and self-enhancement on the impact of evaluation on attitude towards organic cosmetics, hierarchical multiple regression was run, the results of which are provided in the table. The results given above in the table show that Schwartz values moderate the relation between evaluation and attitude towards organic and sustainable cosmetics. The results of individual values support only H_{9,4} i.e. only self-enhancement negatively moderates the relation between evaluation and attitude towards organic and sustainable cosmetics. H_{9,1}, H_{9,2}, H_{9,3} are not accepted.

Findings and Implications

The present study indicates that brand name, intrinsic cues, price, availability (place), packaging, labeling, and evaluation positively impacts attitude towards organic and sustainable cosmetics. Country of origin, dermatologist recommendation, and advertisement were not found to impact attitude towards organic and sustainable cosmetics. People don't differentiate between organic cosmetics made in India or outside India as long as they have a brand and have organic logo, are easily available and they come in eco-friendly packing. As cosmetic products are applied directly on face and hair, brand is a symbol of trust and quality (Salo, 2014). The second objective was to study the moderating impact of values in the relation between evaluation and attitude towards organic and sustainable cosmetics. Only self-enhancement value negatively moderates the relation between evaluation and attitude towards organic and sustainable cosmetics. Attitude differs across age, working status, gender, occupational status, informational level of respondents and education level. The study has implications for marketers and policy makers as well. Since labeling, price, packaging, availability, evaluation, brand name, intrinsic cues significantly affect attitude towards

organic and sustainable cosmetics, therefore these factors should be given due weightage in formulating communication strategies. People in the age group of 25-35 years, who are post graduates, professionals and females should be given more focus in making advertising strategies for organic and sustainable cosmetics. There is emergent need to make people think more about environment safety through advertising appeals.

Limitations and Directions for future research: The study is confined to Delhi only. The limitations of relatively small sample size point out the necessity to carry the research with larger sample size taking into account other geographic location. The study highlights the role of cues in affecting the attitude towards organic cosmetics. More variables could be researched in future such as psychology, corporate social responsibility, reference groups and product quality, social media, social value in consumers eyes. The present study checks the role of Schwartz values only as moderators. Future research can be done to check if values meaningfully explains the reason of consumer preference at category, product variant and brand level. Gender difference in values can also be studied further. Further research can be done to study the guiding factors towards purchase intention behind organic and sustainable cosmetics i.e. amongst values and cues which overrides in affecting attitude and thus purchase intention.

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