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C O N T E N T S

Purchase Intention of Organic Cosmetics: The Value-Behaviour-Norms (Vbn) Model

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Abstract

The global demand for organic cosmetics has risen significantly in recent years, fuelled by increasing consumer awareness of health, environmental sustainability, and ethical consumption. Organic cosmetics are said to be safer and more sustainable than traditional beauty products because they are made with natural components grown without the use of artificial chemicals, pesticides, or genetically modified organisms and created using eco-friendly methods. These products prioritize skin safety, ethical ingredient sourcing, and environmental sustainability. In contrast to traditional cosmetics, organic substitutes frequently have certificates that guarantee compliance with stringent environmental and health requirements. This change in consumer preferences is indicative of the growing trend toward ethical beauty norms and sustainable consumption. Therefore, understanding the elements that affect consumers' intentions to purchase these products has emerged as a crucial area of interest for marketers. In the context of organic cosmetics, purchase intention is largely influenced by personal values, social norms, environmental awareness, and belief in product claims. This study aims to determine how VBN (Value-Behaviour-Norms) theory is a valuable foundation for identifying the primary factors driving consumers' choices to buy organic cosmetics. Data from a purposive sample of 230 customers was gathered using a questionnaire, and the analysis was conducted with SPSS Amos. The results of SEM analysis supported the VBN model. The study's findings reveal that altruistic value, hedonic value, personal norms and attitude play a significant role in influencing consumer purchasing intention, serving as a key element of trust in the decision-making process for purchasing organic cosmetics. Furthermore, age had no obvious effect on the intention to purchase organic cosmetics. However, gender has a considerable impact on purchasing patterns in this context. These factors underscore the importance for brands to prioritize eco-friendly practices and clear communication to attract eco-conscious consumers. The results provide valuable insights for marketers aiming to engage socially responsible audiences and support the adoption of sustainable, pro-social consumption habits.

Keywords: Organic Cosmetics, Purchase Intention, VBN Model, Altruistic Value, Hedonic Value.

Introduction

The usage of organic cosmetics has a long history in India that goes back many centuries. The use of natural components for skincare and cosmetic purposes has long been stressed by traditional Indian medical systems such as Ayurveda and Siddha. These methods have impacted the growth of organic cosmetics in India, which are becoming more and more well-liked as people are becoming increasingly aware of the benefits of using natural ingredients and being sustainable. The use of several plants and botanicals for cosmetic purposes is mentioned in ancient Ayurvedic writings.

Global sales of beauty products are anticipated to reach US$673.70 billion by 2025, growing at a predicted rate of 3.35% annually (Statista, 2025). To preserve the environment and emphasize the value of maintaining one's own health, consumers must change their purchasing habits from conventional to more environmentally friendly options (Ali et al., 2023). Customers are starting to discuss the use of artificial ingredients in cosmetics (Tengli and Srinivasan, 2022). Consequently, environmental sustainability is gaining increasing importance, driving the rise of sustainable consumerism across various industries, including the beauty sector. The demand for green cosmetics has increased globally due to consumer health concerns and the need for ethical and ecological production methods (Nguyen et al., 2024). Being more aware of how their behaviour affect the environment, green consumers in particular are essential in encouraging sustainable behaviour (Barbu et al., 2022). With the growing awareness of environmental protection, customers are actively seeking and buying more environmentally friendly items. For this reason, companies have entered the field of sustainable marketing and studied buyer sentiments towards environmentally friendly goods (Cheah & Phau 2011). Since eco-friendly products are more specialized and costly than conventional ones, more marketing work is needed for green body and beauty care products (Krissanya et al., 2023).

Despite the growing popularity of organic products, little research has been conducted to examine the factors influencing Indian customers' willingness to purchase them. Although research conducted in Western markets has shed light on consumer behaviour with regard to organic products, a closer look at these elements in the Indian

context is necessary due to the distinct cultural, economic, and social dynamics of the Indian market. Businesses seeking to take advantage of this expanding market segment must comprehend the reasons behind Indian customers' preference for organic cosmetics. Additionally, it can aid in developing more compelling marketing strategies that resonate with the values and interests of the target audience.

To better understand these aspects, this study makes use of the VBN (Value-Belief-Norm) Theory's dimensions. Therefore, this study seeks to address a gap in the literature and provide insightful information for both academics and business. The study also enhances the broader understanding of consumer behaviour in emerging markets, particularly in relation to environmentally friendly consumption. As a result, the study's primary goal is to examine the underlying relationships between hedonistic and altruistic values, personal norms, and green buying intentions in the Indian cosmetics industry. The secondary objective is to examine whether differences in gender and age impacts purchase intention of sustainable cosmetics.

Review of Literature
Various studies have explored what motivates consumers to purchase organic and green cosmetics.

Altruistic value
Altruistic consumption is characterized as a forward-thinking approach in which businesses consciously prioritize ethics, social responsibility, and sustainable development in the global trade landscape. This model integrates corporate operations with the values of fairness and equity, aiming to shift away from traditional profit-driven strategies. Altruistic values are characterized by a concern for others and their surroundings (Swami, Chamorro-Premuzic, Snelgar, & Furnham, 2010). According to Prakash et al. (2019), the altruistic value has a greater impact on youthful, environmentally conscious consumers' attitudes toward and support for eco-friendly packaging items. A study by Yadav (2016) found that young Indian buyers' intentions to purchase organic food are influenced by both altruistic and egoistic ideals. When buying organic food, they take the environment into account in addition to the health advantages for themselves. Greater levels of environmental concern are associated with an increase in unconditional environmentally friendly purchases (Sharma & Foropon, 2019). Therefore, we derive the following hypothesis:

H1: Altruistic value significantly influences personal norms.

Hedonic value
Those who value those aspects of pleasure are known as hedonists. Hedonic values are crucial in environmental research and treatments that try to encourage green practices incorporating the effects of hedonistic behaviour, as these can function as obstacles to changing behaviour (Steg et al., 2014). Under certain conditions, hedonistic and materialistic values might result in ecologically good conduct (Tolppanen & Kang, 2020). Hedonistic and self-centered values lead individuals to concentrate on specific aspects of the situation and lead to various actions, according to Steg et al. (2014), who support this viewpoint. Purchase intention was found to be highly influenced by all aspects of hedonic purchasing value, including the demand for enjoyment, novelty, escape, social contact, and praise from others (Dey & Srivastava, 2017). Therefore, a consumer's inclination to buy a thing increases with its hedonic value. Building on the above discussion, we hypothesize that:

H2: Hedonic value significantly influences personal norms.

Personal Norms
Personal norms (PN), which are used to explain self-expectations for particular acts in particular situations, are defined as "an individual's perception of a moral obligation to execute or abstain from particular actions" (Ateş, 2020). People who follow strict social and personal norms are more likely to exhibit sustainable consumption patterns (Kim and Seock, 2019). Jaini, Quoquab, Mohammad, & Hussin (2020) affirms that green purchase behaviour is significantly impacted by personal norm. According to Chaudhary and Bisai (2018), personal norms are thought to be a better fit for understanding environmentally responsible behavior. Another study by Borusiak et al. (2020) shown that Green Purchase Intention is significantly impacted by Personal Norms.

Hence, we assume that:

H3: Personal norms significantly influence attitude.

Attitude
As defined by Fishbein and Ajzen (1975), attitude toward behaviour refers to "a learned disposition to respond to an objective in a consistently favourable or unfavourable manner." Since consumers usually buy products, they find engaging as well as beneficial, prior research has demonstrated that attitudes can be powerful predictors of purchase decisions (Fennis & Stroebe, 2016). The millennial buyers' attitude influences their purchase intention towards green cosmetics (Chhetri, Fernandes, & Baby, 2021). According to Ali, Usama Javed, Ali, and Zahid (2023) attitude favourably influences male customers' intentions to buy sustainable cosmetics. Indriani et al. (2019) found that attitudes fully mediate the association between environmental literacy and intentions to make sustainable buying. Therefore, we formulated the following hypothesis:

H4: Attitude significantly influences organic cosmetic purchase intension.

Theoretical Framework

The VBN (Value-Belief-Norms) theory is applied in this study which was proposed by Stern and associates and has been widely applied to understand various pro-environmental practices, including green purchasing. This theory describes how a person's values, beliefs, and social norms might affect their behaviour. According to the VBN Theory, people's conduct is shaped by three levels of motivational factors: norms, beliefs, and personal values. Personal values are ideas that represent what an individual believes to be significant in life, such as environmental preservation. Beliefs, like the conviction that climate change is a major issue, are cognitive representations of an individual's perception of reality. Norms are societal expectations that govern conduct: for example, recycling is a community norm.

According to the VBN Theory, an individual is more inclined to adopt eco-friendly attitudes and act in ways that support the environment when their personal values coincide with pro-environmental objectives. These constructive ideas can subsequently result in the creation of environmental standards, which can strengthen and maintain pro-environmental conduct. Figure 1 illustrates the conceptual model proposed for the research and its hypotheses.

Using VBN theory, Moharam (2023) emphasized how sustainability, ethical principles (such as cruelty-free practices), and health consciousness influence green buying behaviour. Long et al. (2024) found that raising awareness through certification and resolving social variables may encourage Generation Z to use green cosmetics more frequently. gender and age play significant moderating roles, highlighting the need for tailored marketing and policy interventions in Asian cultural settings. Quoquab, Jaini, and Mohammad (2020) applied VBN theory and discovered that age and gender play substantial moderating roles in green purchasing behaviour, highlighting the need for tailored marketing and policy interventions in Asian cultural settings. In another research by Jaini, Quoquab, Mohammad, and Hussin (2020), green purchase behaviour in the Malaysian cosmetics market is primarily driven by environmental knowledge, concern, and trust, mediated by a positive attitude toward green products. According to Najm et al., (2023), the purchase intent of organic skincare products is strongly determined by natural packaging, with ethnicity functioning as a moderator and consumer views acting as a mediator. Figure 1 illustrates the conceptual framework of the study.

Figure 1: Conceptual model
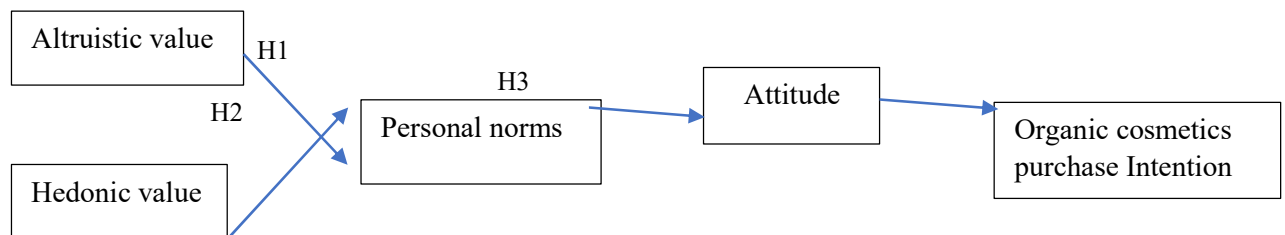
Materials and Methods

The study is conducted in the Palakkad district of Kerala, employing quantitative research method. Recently there is a notable growth of local businesses in the organic beauty and skincare sector in Palakkad. The district's growing urbanization and cultural trends toward sustainable consumption offer a unique chance to research behavioural patterns and purchasing intention. To choose sample respondents who used green cosmetics, the snowball sampling technique was used. Initially a small group of known consumers who have used and are regular users of green cosmetics was identified and invited to participate. These participants recommended other organic cosmetic users in their network which enabled the researcher to expand the sample size progressively. The period of the study was January 2024 to July 2024 by using primary and secondary data. The size of the sample was determined based on the guidelines provided by Hair et al. (2010). He typically advises keeping the ratio of observations to objects under analysis at least 5:1 when calculating sample size. The minimal sample size needed for this study, with 20 items in the questionnaire, was determined to be 100 (20 × 5). Nevertheless, the study's actual sample size was larger than the required minimum. In order to collect data, 270 questionnaires were distributed to respondents; 253 of these were returned. Of the responses, 23 were not complete since each case had missing values. These were not considered for further analysis. Thus, 230 is the final sample size with a 93% response rate.

A well-designed questionnaire was developed to gather data from organic cosmetic stores and social media platforms focused on sustainable living. The questionnaire was divided into two sections. The first section focused on the demographic factors of the respondents, while the second section was designed to examine the various aspects of green cosmetics purchase decision, adopted from previous studies. Some of the measurement items were selected based on their relevance to the constructs under investigation and their alignment with the study objectives. The items were assessed using a five-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5). Data analysis was conducted using SPSS AMOS, and reliability and validity tests were performed to ensure internal consistency for every factor. One way ANOVA and independent sample t-test were also employed

to identify group-based differences in consumer purchase intention based on age group and gender. The research was further supported by secondary data sourced from journals, books, and websites.

The demographic characteristics of the respondents were analyzed based on age, gender, income, educational qualification, and occupation, with the results presented in Table 1. The majority of respondents (59%) fall within the 21-40 years age range. In terms of gender, 77% are female, while only 23% are male. Regarding income, 45% of respondents earn below Rs. 25,000, and 45% are graduates. As for occupation, 1% of respondents are agriculturalists, 5% do their own business, 10% of them are employed in private sector, 20% are government employees and the remaining 64% of the respondents are do not fall any of these categories.

Table No. 1: Demographic profile of the respondents

Demographic Profile of the Respondents	No of respondents (n=230)	Percentage %
Age		
Up to 20 Years	81	35%
21-40 years	135	59%
Above 40 Years	14	6%
Gender		
Male	53	23%
Female	177	77%
Marital status		
Married	171	31%
Unmarried	56	68%
Divorced	3	1%
Educational status		
School level	16	7%
Plus two	4	2%
Graduate	104	45%
Post-graduate	72	31%
Professional Degree	34	15%
Occupation		
Agriculturist	2	1%
Business	11	5%
Government employee	24	10%
Private employee	45	20%
Others	147	64%
Monthly Income		
Below Rs.25,000	103	45%
Rs.25,000-Rs.50,000	62	27%
Rs.50,000-Rs.100,000	31	13%
Above Rs.100,000	34	15%
Organic cosmetics shopping frequency		
Occasionally	115	50%
Weekly	43	19%
Fortnightly	23	10%
Monthly	49	21%
Amount spend for purchasing cosmetics per month.		
Up to Rs.1000		
Rs.1001 − Rs. 2000	161	70%
Rs.2001- Rs. 3000	52	23%
Above Rs. 3000	10	4%
Area of Residence	7	3%
Rural		
Urban	84	37%
Semi-Urban	74	32%
	72	31%

Source: Primary Data

Results and Analysis

The conceptual framework and model hypothesis were validated through the use of Structural Equation Modelling with SPSS AMOS. AV, HV, PN, and AT are the independent variables, and PI is the dependent variable. In the

first stage, the measurement model was assessed for its validity and reliability, with the results presented in Tables 2 and 3.

The internal consistency of the components was assessed using Cronbach's alpha and composite reliability (Table 2). These two have widely recognized values of 0.7, according to Fornell and Larcker (1981). While the HV has the greatest Cronbach alpha value (0.972), the PI has the lowest (0.859), which is beyond the acceptable threshold of 0.7 as suggested by Nunnally and Bernstein (1994). Each composite reliability index exceeds the necessary 0.70 cutoff. As a result, the constructs have sufficient internal consistency.

Discriminant validity was assessed following the guidelines proposed by Fornell and Larcker (1981). For every construct (Table 2), the squared correlations between any two constructs are lower than the square root of the AVE. This proves the variables' incompatibility and uniqueness.

Table No. 2: Reliability statistics

Constructs	Factors	Factor Loadings	Cronbach's Alpha	Convergent Validity (AVE)	Discriminant Validity	Composite Reliability (CR)
Altruistic Value	AV1	.977	0.968	0.946	0.973	0.981
	AV2	.976				
	AV3	.965				
Hedonic Value	HV1	.980	0.972	0.939	0.969	0.979
	HV2	.965				
	HV3	.962				
Personal Norm	PN1	.976	0.968	0.938	0.968	0.978
	PN2	.974				
	PN3	.955				
Attitude	AT1	.957	0.927	0.871	0.933	0.953
	AT2	.954				
	AT3	.887				
Purchase Intention	PI1	.905	0.859	0.786	0.886	0.917
	PI2	.888				
	PI3	.866				

Source: Computed data

The significance of the model's parameters is assessed using the p value and path coefficient that are acquired using the SPSS Amos program. If the standardised path coefficient is at least .50 and the p value is less than .01, the association is statistically demonstrated to be significant. Figure 2 and Table 3 display the results of the hypothesis and model fit tests.

Figure 2: Structural Equation Model
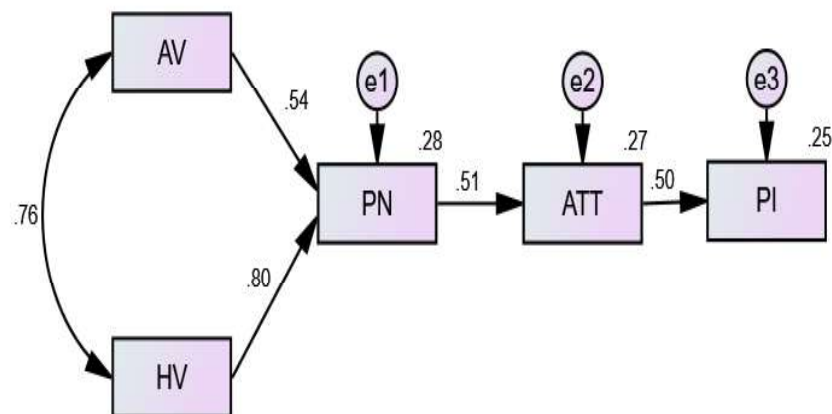
Table No. 3: Path analysis of structural model

Hypotheses	Path	Path Co-efficient	P value	Results
H1	AV→ PN	.54	.000	Supported
H2	HV → PN	.80	.000	Supported
H3	PN → ATT	.51	.000	Supported
H4	ATT → PI	.50	.000	Supported

Source: Computed data

The results of the structural equation model and hypothesis testing (Figure 2, Table 3) validated all of the hypotheses (H1, H2, H3, and H4), with path coefficients of.54,.80,.51, and.50, respectively.

Table No. 4: Goodness of fit statistics for measurement model

	Model values	Suggested values
CMIN	6.860	-
DF	5	-
CMIN/DF	1.372	≤ 3
RMSEA	.033	$\leq .05$
AGFI	.976	$\geq .90$
GFI	.992	$\geq .90$
CFI	.997	$\geq .90$

Source: Computed data

The RMSEA value normally falls between 0 and 1, as Table 4 illustrates. A good fit is indicated by a number less than 0.05, an acceptable fit by a value between 0.05 and 0.08, and a poor fit by a value greater than 0.10. RMSEA of 0.033 suggests an acceptable fit, as it is below the 0.05 threshold and within the reasonable range. An AGFI of 0.976 is also considered good, as values above 0.90 are typically seen as indicating a good fit. GFI values range from 0 to 1, where a value nearer 1 indicates a better fit. Given that it is higher than the usual cutoff of 0.90, a GFI of 0.992 indicates a strong fit. The majority of fit indices (GFI, AGFI, CFI, and RMSEA) demonstrate how well the model fits the data.

One - Way ANOVA between age groups and purchase intention

A one-way ANOVA was conducted to examine whether purchase intention differ significantly across three age groups of organic cosmetic users. The null hypothesis (H0) was: There is no significant difference in purchase intention among the different age groups. Table 5 revealed high purchase intention levels across all age groups. The mean score was highest among respondents above 40 years old (M = 4.43, SD = 0.76), followed by those aged 21–40 (M = 4.36, SD = 0.73), and up to 20 years old (M = 4.26, SD = 0.76). The ANOVA table indicated that the differences in purchase intention between groups were not statistically significant, $F (2, 227) = 0.563$, p = 0.574. This suggests that age does not significantly influence purchase intention among respondents in this study.

Table No. 5: Descriptive Statistics

Age Group	N	Mean	SD
Upto 20	81	4.26	.755
21 - 40	135	4.36	.728
Above 40	14	4.43	.756
Total	230	4.33	.737

Source: Computed Data

Table No. 6: Analysis of variance -Age wise comparison of purchase intention.

Source of Variation	Sum of Squares (SS)	Degree of Freedom (df)	Mean Square (MS)	F-Statistic	p-Value
Between Groups	.626	2	.313	.563	.574
Within Groups	123.917	227	.546		
Total	124.543	229			

Source: Computed Data

Table 7: Post-hoc results- Tukey's Test Table

Comparison	Mean Difference	Tukey Statistic	Critical Value	Significant
Up to 20 vs 21-40	−0.096	.624	>.05	No
Up to 20 vs Above 40	−0.169	.708	>.05	No
21 − 40 vs Above 40	−0.073	.934	>.05	No

Source: Computed Data

Post hoc comparisons using the Tukey test indicated that the mean purchase intention did not differ significantly between any pair of age groups. Specifically, the differences between respondents aged up to 20 and 21–40 (p = 0.624), up to 20 and above 40 (p = 0.708), and 21–40 and above 40 (p = 0.934) were all non-significant. This supports the ANOVA result and the null hypothesis was accepted indicating no meaningful behavioural distinction in purchase intention across age groups.

Independent Sample t- test

To determine whether there is any behavioural distinction between the two genders of organic cosmetic users (male and female), an independent sample t test was also conducted. So, we hypothesised that there is no significant difference in the mean values of the purchase intention between the two groups. Levene's test confirmed that the assumption of equal variances was met (F= 0.586, p = 0.445). The results indicated a statistically significant difference in purchase intention between the groups, t (228) = 2.297, p = 0.023. Specifically, males (M = 4.53, SD = 0.70) reported significantly higher purchase intention than females (M = 4.27, SD = 0.74). The mean difference was 0.263, with a 95% confidence interval ranging from 0.037 to 0.488.

Discussion

The current study provides a comprehensive guide to green buying intentions based on the association between the variables Altruistic value (AV), Hedonic value (HV), Personal norms (PN), and Attitude (AT) of people with green purchase intension (PI). This study enhances the literature by exploring and validating the effect of VBN variables: values, behaviours, and norms on sustainable buying decision. The empirical findings disclose that hedonic value, altruistic value, personal norms and attitude of people positively influences the intention to purchase organic cosmetics. These results support VBN Theory.

The study emphasizes the relevance of altruistic value in influencing consumer behaviour towards eco-friendly cosmetics. This is congruent with prior research of Cherian (2023) who found that pro-environmental behaviour and green purchase intention is positively and significantly impacted by altruistic values. In another study, Pop et al. (2020) found that altruism has a beneficial influence on consumers' perceptions of environmentally friendly cosmetics. So, the marketers can collaborate with influencers who are passionate about sustainability and altruistic values to authentically promote the brand. Moreover, they can emphasize eco-friendly sourcing, cruelty-free testing, and sustainable manufacturing processes in marketing materials.

Our research also revealed that the intention to buy organic cosmetics was strongly influenced by hedonic value. Buying experiences and trends can have a beneficial effect on customers who prefer organic cosmetics. This is in line with Steg et al (2014), who affirms that hedonic value results significantly increase the propensity to make green purchases. In another study by Handayani, Musnaini, & Praditya (2020), hedonic impulses drove consumer interest in purchasing at contemporary retail malls. Marketers can position organic cosmetics as part of a broader self-care and wellness routine, appealing to consumers' desire for balance and relaxation. Also, they can highlight the luxurious textures, pleasant fragrances, and natural colours of organic cosmetics to attract customers.

We also found that personal norms influence attitude of consumers to purchase green cosmetics. This is consistent with the survey of Munerah et al. (2021) among Malaysian consumers who found that purchase intentions for green cosmetics were significantly predicted by societal and personal norms. Green consumer behaviour was considerably impacted by a value-induced personal norm (Quoquab et al.,2020). Another study by Prakash and Pathak (2017) found that purchasing intentions for eco-friendly packaging are significantly influenced by personal norms. Hence marketers can promote the idea that choosing organic cosmetics is a way for consumers to act in alignment with their personal ethics and make a positive environmental impact to enhance sales. Marketing strategies could include use of clear labelling to demonstrate honesty and trustworthiness, such as "100% natural," "free from harmful chemicals," and "sustainably sourced." Moreover, discuss how using organic cosmetics reduces the consumer's carbon footprint, contributes to biodiversity, or reduces plastic waste, reinforcing the idea that personal purchase decisions can lead to long-term positive change.

It was further revealed that attitude influences buying intention of green cosmetics. This corresponds to the study by Akter and Islam (2020) who confirms that favourable attitudes towards sustainable products significantly drive buying intentions. In another study by Ahsan and Ferdinando (2023) purchasing intentions towards green

cosmetics and attitudes are significantly correlated. Hence marketers should aim to shape positive consumer perceptions by highlighting benefits and reinforcing favourable beliefs about organic cosmetics. Advertisements can emphasize that organic cosmetics are free from harmful chemicals, ensuring they are safer for the skin. Our research also revealed a statistically significant correlation between gender and the desire to purchase eco-friendly cosmetics. This is in consistent with Matić and Puh (2016) who found that consumer buying intentions are influenced by gender and their propensity to buy new natural cosmetics brands. According to Ruiz et al., (2000), gender has a significant impact on a consumer's environmental consciousness. In another study by Shimul et al., (2022), gender is an important factor in the framework of natural and eco-friendly purchasing practices. Overall, the research contributes to the expanding knowledge base on organic cosmetics consumption behaviour, emphasizing the relevance of theoretical frameworks like the VBN model in understanding consumer behaviour in emerging markets like India.

Managerial Implications

This study establishes a theoretical framework for analyzing consumers' intentions to purchase eco-friendly cosmetics using the VBN model. It specifically enhances our knowledge of how hedonic value, altruistic value, attitude and personal norms influence the buying intention of green cosmetics. The strong connection between altruistic value and buying intention highlights the need to prioritize strategies that emphasize certifications or claims related to fair trade practices and cruelty-free production. To build trust, marketing managers can adopt greater transparency by providing detailed information about sourcing, production processes, and ingredient origins.

Our results show that hedonic value and green buying intention are positively correlated. To capitalize on this, marketers can implement personalized marketing strategies that make consumers feel special and valued. Additionally, organizing DIY organic cosmetic workshops can provide a hands-on and interactive product experience, fostering deeper engagement. Emphasizing rare or premium organic ingredients, such as argan oil or sea buckthorn, and highlighting their luxurious benefits can further enhance the appeal of green cosmetics to hedonic-driven consumers.

Our study also revealed that organic personal norms have a significant impact on consumer buying decisions. Therefore, marketing strategies should focus on campaigns that encourage consumers to view their purchases as meaningful contributions to environmental and societal well-being. Personalization can be integrated by rewarding consumers for sustainable actions, such as recycling packaging or making repeat purchases of eco-friendly products. Collaborating with influencers who advocate ethical and responsible living can further reinforce personal norms and inspire environmentally conscious purchasing behaviours. Marketers should focus on crafting strategies that effectively shape consumers' attitudes toward organic cosmetics, as attitude is a key predictor of purchase intention. Sharing positive testimonials and success stories from satisfied customers can help strengthen favourable attitudes. Additionally, marketers can run campaigns to dispel common misconceptions, such as the belief that organic products are less effective or excessively priced. Also, tailoring marketing strategies based on gender helps enhance relevance, engagement, and ultimately, purchase intention. Offering a diverse range of products at varying price points can further expand their appeal to a wider audience.

Conclusion

The purpose of this study was to investigate the variables influencing customers' intentions to purchase eco-friendly cosmetics in Palakkad district, utilizing a sample of 230 individuals. The research model incorporated variables derived from the VBN (Value-Belief-Norm) Theory. The results validated all four study hypotheses, confirming the robustness of the proposed model in understanding green cosmetics purchase behaviour. The study brought to light that hedonic value, altruistic value, personal norms, and attitude significantly influence green cosmetics purchase intention, supporting the theoretical framework derived from the VBN model. The study represented hedonic value as the most significant factor which influences organic cosmetic purchase intention. These results emphasize how crucial it is to use ethical marketing techniques that prioritize fair trade and sustainability, aligning with consumer values and personal norms. Ultimately, this study advances our comprehension of sustainable consumption behaviour and offers actionable insights for promoting green products.

Limitations and Directions for Future Research

The current research provides a solid foundation for future investigation. However, it entails specific limitations. Firstly, the sample size is comparatively small. Secondly, the study is confined to the Palakkad district, reflecting the perspectives of the urban youth in India. Additionally, the use of snowball sampling limits the generalizability of the findings. Lastly, the study could be further refined by employing different statistical tools for analysis.

Future research could explore other factors influencing purchase intention of organic cosmetics in a different region. Focusing on specific age groups and broadening the scope of research could provide valuable insights, benefiting companies in the long term.

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