# Influence of Perceived Value and Personal Values on Consumers Repurchase Intention of Natural Beauty Product

Siti Nor Bayaah Ahmad[#1], Azizah Omar[*2]

[#1]*Asia Graduate School of Business*
*UNITAR International University*
[1]*ctnor11@unitar.my*

[*2]*School of Management*
*Universiti Sains Malaysia*
[2]*aziemar@usm.my*

**Abstract**— *Consumers concern on health and environment has been remarkable increasing recently. With vaguer product status especially on its impact on human body and health, consumers shifted to a more health option in which products that were produced from natural ingredients. Understanding the consumers' concern for their health and wellbeing should be the guideline for marketers in strategizing the marketing tactics. Besides the growing emphasis on external appearance, consumers concerned on health and the environment has appeared as a recent consumer drives. This study aims to investigate the consumers' perspective in relation to consumers perceived value and personal values when it comes to their decision to repurchase the same brand of natural beauty products. 300 questionnaires were distributed among the users of natural skin care products with 226 were returned and usable. The study findings indicated that functional value contributed the highest with $\beta = 0.398$ and $p = 0.00$, followed by environment consciousness, with $\beta = 0.293$ and $p = 0.000$ and health consciousness $\beta = 0.264$ and $p = 0.00$. Practically, the findings helped marketers to be creative when promoting the beauty products by emphasizing on ecological beauty or product safety to feed into the women's attitude toward natural beauty products. Having a thoughtful mind on the factors that driven the intention of these women consumers will aid in designing a message with better persuasion.*

**Keywords**— *Natural Beauty Products, perceived values, personal values, cosmetic, repurchase intention*

## 1. Introduction

Consumers interest towards products which were produced using natural ingredients is growing in demand nowadays [1]. Ingredients made from natural substance are used to produce many other products from medicine to supplements food as well as personal care and beauty products [2]. Beauty products designed using natural ingredients, are continually increasing in the market and has becoming a trend among consumers who are inclined towards healthier lifestyle [3]. However, before consumer starts to have greater concern of beauty product on their body and health, beauty products are known for its perceived values such as its functional value, symbolic value and experiential value [4]. Quality for instance has a great meaning to the consumers, and normally higher quality will reflect a greater price where the beauty products are packed under a trusted brand name [5]. Typically, consumers create a sense of belonging with a brand through experience and the brand will symbolized the person's personality and identity [6].

In addition, [7] and [8] have mentioned that human body is an important part of a person that display a person's physical wealth. A health body can be achieved with consuming the right food and applying a non-chemical product onto the skin. When human see their body as representing themselves, thus the concern on one physical appearance has become the reasons in consuming beauty products [9]. Besides the concern on self-appearance by selecting trusted beauty products, consumers also concerned on the environment. Hence, consumers started to believe that beauty products produced in a more naturally methods has a higher standard of quality [10]. These natural beauty products are assumed to contain less synthetic chemicals, compared with conventional products [11].

Present study focuses on imported brands of natural beauty products that are available in the Malaysia market such as Origin, Yves, Rocher,

117

Int. J Sup. Chain. Mgt                                              Vol. 7, No. 2, April 2018

Juice Beauty and L'Occitance, Garnier Bio Active, Yes to Carrots, Skin Food, and many more. With the information shared from social media and websites, consumers have becoming more concerned in beauty product components, which resulted in natural beauty market to grow faster than the conventional beauty market [12]. From a sociological point of view, researchers have suggested that consumers' concern for environment has been an ethical consideration of some consumption practices [13]. In the beginning research on consumption, it was proposed that the theory of sign value, environmentally friendly consumption is a sign indicating morality and ethics in the social context [14]. These advancements have created the introduction of green marketing [3]. Ever since then, the communities have begun to be more conscious about the environment. Along with expanding demand from market, the production and supply chain processes were forced to make improvements towards greener movement. In today's business world, growing environmentally friendly products have turned into an essential business and marketing strategy, which is not, constrained to the general features of the products. In addition, the perception that consumers have towards these organic products was also reflected by their personal values.

The expectation of this research is to find the purposes for recognize the influence of perceived value and personal value on consumer repurchase intention towards organic beauty products. Due to previous studies, a few researchers have analysed the impact of value on customers' purchase intentions [15]; [16]. Past studies have indicated to the positive relationship among service quality and perceived value [17] which has been shown to bring about reliability among the customers. Similarly, researches demonstrated the positive relationship in most cases between these two variables [18] [19]. Many research additionally discovered direct relationship of perceived value with word-of-mouth communication and repurchase intentions [15].

Hence, diverse country has diverse opinion toward the organic beauty products suggestion and therefore, they have different purchase intention. Implying that the repurchase intention is varied depend on values that influenced. Hence the research designed to compare between perceived value and personal value on organic beauty products repurchase intention in Klang Valley. Accordingly, there is presently unevenness between the increasing use of natural beauty products in the marketplace and due to the limited research consideration paying attention on personal value on this organic beauty products type, this research study intended to take initiative to fill the gap by conduct research in Klang Valley, Malaysia.

The main objective of this study is to examine the impact of perceived values and personal values on consumers repurchase decision on natural beauty products. Furthermore, this study looks at how perceived values such as functional, experiential and symbolic and personal values such as health consciousness, environment consciousness and appearance consciousness that would influence consumers repurchase intentions of natural beauty products.

## 2.    Literature Review

According to [20], state that the beauty industry is a very innovative, lucrative and quick paced industry where product innovation is the key to achievement. Beauty products come in many forms, ranging from powders, body makeup, soap, shampoo, and toothpaste. According to [21], the driving pattern for eco-conscious beauty is actually derived from consumer passion on natural, environmentally responsible-ingredients and organic-food movement. However, at present there are no mandated standards defining organic when it comes to beauty care products.

Due to increasing environmental consciousness, the organic cosmetics are facing exponential development [22]. The utilization of organic cosmetics and toiletries manufactured from herbs and plant extracts has been popular in many developed countries. In Asia, in response to consumer's rising demand for cosmetic products with natural origins and anti-aging functions, herbal medicinal cosmetic has been created by some multinational firms [23]. Cosmetics that constitute of organic ingredients can be categorised as ecological products, thus the process of marketing such products may be clarified as green marketing.

118

Int. J Sup. Chain. Mgt                                          Vol. 7, No. 2, April 2018

In this study, the theory of consumption values is used as the principle underpinning theory for the current study. The theory contributes in understanding consumer choice behaviour, addressing the matters what and why consumers purchase or decide not to purchase, is depending on variety of values [24]. Values are an important predictor of behaviour because consumer decide to make a purchase after they have considered various consumption values such as pleasure, superiority, and cost and benefits trade-offs [25]. This current study conducts three perceived values that influence on purchase intention such as functional value, experiential value and symbolic value.

The consumer's perceived value is a standout amongst most significant determiners of a consumer's purchase intention, and decision [14]. Despite the fact, research has demonstrated that the conceptualization and estimation of this formation is complex, thus if the consumer perceived the value of a particular products or services is high, therefore, their chances of making a purchase will also be high [26]. Past studies have indicated that the product value perceived by the consumer is numerous with additional of mental component. Value perceived by the consumer is not only signifies the image that exists in the mind of the person about the manufacturing company, but also includes on how the company is capable to send the right communication message to the consumers' minds [27].

Personal value gives an internal reference to what is good, beneficial, important, valuable, excellent, desirable and helpful. Values create behaviour and help solve basic human issues for survival by comparative rankings of value, the results of which give answers to inquiries of why individuals do what they do and in what order they choose to do them. According to [28], values are referred as beliefs about s person's desire, choices that is above circumstances, guided by relative importance. Personal values of consumer's serve as an important consideration in making decision such as on brand purchase [29] (Ajitha & Sivakumar, 2017). Accordingly, there are three types of values that may affect a person's personal value towards purchase intention such as health consciousness, environmental consciousness and appearance consciousness.

### 2.1    Perceived Value

The first value dimension is perceived functional value that is derived by product safety, uniqueness, usability, reliability and durability. This aspect is to be explored further by taking into consideration the use of recyclable packaging, eco-friendly materials and organic ingredients (Kapferer, 2012)[30]. When consumer make preferences, it was indirectly influence by the functional value as accordance to financial pragmatic theory. This theory recommends that consumer make a choice to get most amazing benefit based on a circumstance. A consumer who is about to decide to purchase or not to purchase by looking into the decision on whether a consumer needs the elements of that product or not [25]. If the functional value fulfils a consumers' requirements for the product's quality and capacities, thus it helps purchasers to fulfil their desires. Decision-making is based on the consumers' functional value demands, in which when the perception of product's functional value is higher, the stronger consumer's purchase intention will be.

Secondly, the emotional or symbolic value which refers to the social approval, self-expression and social approval, conspicuousness value and prestige value.   The assumption that based on symbolic value, a product is perceived as a benefit by consumers has been generally acknowledged for quite a while. Segments, for example the significance that is associated with the product and the image of the product can be viewed as bases for the description of symbolic value [25]. Understanding and evaluating symbolic values is much more difficult than the functional value because symbolic value arises when individuals or groups associate the same meaning with a product and offer the significance. Therefore, in can be claimed that the concept of symbolic value emerges because of a socializing process.

Symbolic values are also important for consumers have pushed themselves based on the roles they hold in the society (Fajardo & Tsiros, 2016)[31]. Consumer's purchase a product to be accepted by a certain social group or by conforming to social norms. Consumers can accomplish self-improvement and access to social value through the reference groups they seek to be a part of and consumption behaviour. Consumers can recognize themselves with the reference group through similar consumption pattern or impression

119

Int. J Sup. Chain. Mgt                                                Vol. 7, No. 2, April 2018

to that group. Accordingly, the higher the symbolic value that consumers perceive, the stronger will be the decision to purchase.

Finally, the experiential value, when the association are linked to consumer feelings, experienced while consuming a goods or services. These ethical oriented consumers are expected to think that not only the effect of purchase has on themselves (with reference to social group) but also on the world around them [32]. Experiential values are considered as the benefits perceived from a product in relation to the person emotions. This value is associated to the reactions consumers expressed against the products [33]. Experiential values can materialize in a positive way such as being loyal to a preferred brand or in negative ways such as negative word-of-mouth [25]. In some situation, emotional judgment is a fastest predictor, thus consumers will shape the general assessment of a product or service based on the emotional clues at that point of time. In short, he more positive is the evaluation, the more probable that purchase intention will originate.

*H1: There is a relationship between functional value and purchase intention for organic beauty products.*
*H2: There is a relationship between symbolic value and purchase intention for organic beauty products.*
*H2: There is a relationship between experiential value and purchase intention for organic beauty products.*

### 2.2    Personal Values

Personal value gives an internal reference to what is good, beneficial, important, valuable, excellent, desirable and helpful. Values create behaviour and help solve basic human issues for survival by comparative rankings of value, the results of which give answers to inquiries of why individuals do what they do and in what order they choose to do them. In this research, there are three personal values that may affect personal value towards purchase intention such as health awareness, environmental consciousness and appearance consciousness.

First personal values, which is health consciousness involved in providing direction to individual in the decision to engage in healthy behaviours [34]. Being health conscious, consumers are thinking on how to move forward in

their live at the same time to maintain a healthy lifestyle [35]. For instance, consumers who are highly concerned with health and safety may place a high evaluation on the product ingredients before making any consumption as compared to those low health consciousness [16]. In another example, a brand Aveda has put up a slogan that emphasized on product safety associating the health issue, such as "Would you moisturize with petroleum? What you put on your body should be as healthy and natural as what you'd put into it" (as cited in [36]. The slogan asserts that what individuals apply topically to their bodies is as important as what they eat. Since natural beauty products are known to exclude chemical ingredients such as sodium laureth sulfate (SLS), diethanolamine (DEA), preservatives derived from formaldehyde, mineral oil, and other non-sustainable ingredients that cause dermatitis and cancer [37], it is contended that a consumer's health consciousness is positively related to his/her attitude toward purchasing organic skin/hair care products.

Secondly, environmental consciousness has guides individual to make consumption choices on a greener perspective [38]. Consumes that are environmentally conscious will tend to change their purchasing behaviours to assist the environment [39]. Confronting issues encompassing environmental damage from unsafe substances and animal testing of ingredients and/or completed products, the personal care industry has created organic products produced without the utilization of pesticides, synthetic chemicals, and animal testing [40]. In addition, a few companies have utilized recyclable packaging, which also reflects concern about disposal issues hence environmental concern is an important determinant of consumer behaviour toward organic products [20]. It is normal that a consumer's environmental awareness is emphatically identified with intention toward purchasing organic beauty products.

The third personal values, appearance consciousness drives individuals to be interested in cosmetics and clothing that express or change their images [41]. Consumption of personal care products is an acquiring expectation that fulfils one's requirements for beauty and care of one's general appearance [42]. Some individuals who strongly desire to maintain and keep up a youth loo and enhance their appearances have been searching for chemical-free personal care products

120

Int. J Sup. Chain. Mgt                                                                                          Vol. 7, No. 2, April 2018

[43]. For example, hair loss and pimples, which are caused by pollutants and chemicals, impact an individual's appearance. It has been demonstrated that organic hair care products can help reduce scalp irritations, support hair growth, and keep hair healthy with plant-based ingredients such as grape seeds and rosemary, and that organic skin care products can help nourish and protect skin from irritants [44].

*H4: There is a relationship between health awareness and purchase intention for organic beauty products.*
*H5: There is a relationship between environment consciousness and purchase intention for organic beauty products.*
*H6: There is a relationship between appearance consciousness and purchase intention for organic beauty product.*

## 3.      Methodology

Population is a whole group of people, occasions or things of premium that should be examined and surveyed in a research. The process should start with focusing on the suitable target population. In this manner, the respondents of this research will be Malaysia's who age is 20 years old above. The purpose behind focusing on this group is because they are possible to buy environmentally sensitive products. Furthermore, this group of people represents the possible to purchasing organic beauty products which they think will minimize unsafe of environment.

Based on the research, primary and secondary data are sorts of data that was gathered. Primary data utilize to test hypothesis and it gathering technique is from survey information accumulation. Secondary data for develop the hypothesis while journals through web were gathered to support research study. The reason of the questionnaire is to sum up from a sample to a population to make inferences about the characteristics of the population. Mainstream approaches to gather primary data include surveys, interviews, observations and focus groups, which can demonstrate the direct relationship amongst consumers and their intention to purchase organic beauty products. This research, a self-administrated survey will be utilized to accumulate primary data. The intention of consumers for purchase organic beauty products can be recognized by the questionnaire.

*3.1 Demography Profiling*

The demographic profile of the respondents has been identified by this study. There are six questions were asked under the respondent's demographic section which is included of gender, age, education level, marital status, employment status and income status and the demographic profile was derived from 226 total number of respondents.

Referring to the findings, majority of the respondents are female with 75.2. Most of the respondents are from the age of 20 to 30 years old. They are educated and earn within RM 3001-RM4000. They constantly buy and use natural beauty products in their regular lives. However, the results also showed that most of them are conscious of the existence of natural beauty products and they prefer to buy the natural beauty products from specialty store that carries specific product categories of natural beauty products

## 4.      Results

Partial Least Squares (PLS) analysis technique using SmartPLS 3.0 software was used to analyse the research model [45]. Based on the suggested two-stages analytical procedures by [46], the researcher tested the measurement model reliability of the measures) followed by an examination of the structural model [47] [48]. Bootstrapping method was used to test the significant path coefficients and the loadings.

### 4.1     *Measurement Model Evaluation*

Two types of validity were engaged to evaluate the measurement model. The first known as the convergent validity followed by discriminant validity. In the case of convergent validity, it is a measurement model that is examining the loadings, average variance extracted (AVE) and also the composite reliability [49]. As suggested by [47], the loadings were all higher than 0.7, the composite reliabilities were all higher than 0.7 and the AVE were also higher than 0.5 (refer Table 1).

Table 1: **Convergent Validity of Measurement Model**

121

Int. J Sup. Chain. Mgt                                    Vol. 7, No. 2, April 2018

| CONSTRUCTS | ITEMS | LOADINGS | AVE | CR |
|---|---|---|---|---|
| Functional Value | FV1 | 0.762 | 0.695 | 0.872 |
|  | FV2 | 0.871 |  |  |
|  | FV3 | 0.863 |  |  |
| Experiential Value | EV1 | 0.85 | 0.786 | 0.88 |
|  | EV3 | 0.923 |  |  |
| Symbolic value | SV2 | 0.843 | 0.759 | 0.904 |
|  | SV3 | 0.938 |  |  |
|  | SV4 | 0.829 |  |  |
| Health Consciousness | HC1 | 0.799 | 0.697 | 0.873 |
|  | HC3 | 0.921 |  |  |
|  | HC4 | 0.777 |  |  |
| Environment Consciousness | EC1 | 0.808 | 0.666 | 0.888 |
|  | EC2 | 0.895 |  |  |
|  | EC3 | 0.804 |  |  |
|  | EC4 | 0.751 |  |  |
| Appearance Consciousness | AC2 | 0.801 | 0.626 | 0.833 |
|  | AC3 | 0.693 |  |  |
|  | AC4 | 0.869 |  |  |
| RePurchase Intention | RePI1 | 0.896 | 0.747 | 0.898 |
|  | RePI2 | 0.929 |  |  |
|  | RePI3 | 0.758 |  |  |

Note: Functional Value 4, Experiential Value 2, Experiential Value 4, Symbolic Value 1, Health Consciousness 2, and Appearance Consciousness 1, were deleted due to low loadings

The discriminant validity of the measures was tested according to [50] criterion of comparing the correlations between constructs and the square root of the AVE for the construct (Refer to Table 2). Based on Table 3, the square root of the AVEs as characterized by the bolded values on the diagonals were greater than the corresponding row and column values (correlation between constructs) representing the measures were discriminant.

Table 2: **Discriminant Validity of Measurement Model**

|  | Appearance | Environment | Experiential | Functional | Health | RePI | Sy |
|---|---|---|---|---|---|---|---|
| Appearance | **0.791** |  |  |  |  |  |  |
| Environment | -0.437 | **0.816** |  |  |  |  |  |
| Experiential | -0.275 | 0.715 | **0.887** |  |  |  |  |
| Functional | -0.308 | 0.751 | 0.724 | **0.834** |  |  |  |
| Health | 0.493 | -0.358 | -0.262 | -0.183 | **0.835** |  |  |
| RePI | -0.319 | 0.73 | 0.644 | 0.735 | -0.279 | **0.864** |  |
| Symbolic | 0.614 | -0.381 | -0.202 | -0.309 | 0.277 | -0.3 | **0.8** |

*Note: Values on the diagonal (bolded) represent the square a root of AVE while the off-diagonals represent the correlation*

## 4.1     Structural Model Evaluation

The structural model is completed by calculating $R^2$, beta and the equivalent t-value [47]. A bootstrapping procedure with 5000 resamples was also applied. As according to [47] this study also reported on the predictive relevance ($Q^2$) and effect sizes ($f^2$). The analysis was done by looking into the factors contributing towards purchase intention of natural beauty products. Based on the result, personal values (Appearance Consciousness, Environmental Consciousness, and Health Consciousness) and perceived value (Functional Value, Experiential Value, and Symbolic Value)

explaining 63% of the variance in Purchase Intention.

In this study, only three factors were confirmed as the major predictor of purchase intention. Environment consciousness (B=0.293, p<0.01), health consciousness (B=0.264, p<0.01), and functional value (B=0.398, p<0.01) was positively related to consumers' purchase intention of organic skincare product. Among the three, functional value is the strongest predictor, followed by environment consciousness, and health consciousness, and thus supporting hypotheses H1, H2, and H3 of this study. The result of the structural model analysis (hypothesis testing) is summarized in Table 4. The result of the structural model analysis (hypothesis testing) is summarized in Table 4. The $R^2$ value of 0.63 was higher than the 0.35 (substantial) value suggested by cohen (1988).

The study also measured effect sizes (f2) as recommended by [51]. [47] proposed that the change in the $R^2$ value should also be studied. The method suggested is to examine the $R^2$ change when a specified exogenous construct is absent from the model. As suggested by [52], the standard to measure the magnitude of the effect size is 0.02 (small), 0.15 (medium), and 0.35 (Large). Looking at the $f^2$ value in Table 3, it can be perceived that the relationship of all significant predictors was ranged from small to large. In addition, we also calculated the predictive relevance of the model by using the blindfolding procedure. According to [53] and [54] blindfolding is a sample reuse technique that remove every $d$th data point in the endogenous construct's indicators and estimates the parameters with the remaining data points. Furthermore, Hair et al (2014) stated that if the value of $Q^2$ is larger than 0 the model has predictive relevance for a certain endogenous construct and otherwise if the value is less than 0. From Table 4 we can see that all the $Q^2$ values are more than 0 (0.325) suggesting that the model has sufficient predictive relevance.

**Table 3: Result of the Structural Model Analysis (Hypotheses Testing)**

| | Relationship | Std BETA | Std Error | t-value | Decision | R2 | F2 | Q2 |
|---|---|---|---|---|---|---|---|---|
| H1 | Appearance Consciousness -> Repurchase Intention | 0.032 | 0.054 | 0.586 | Reject | 0.63 | 0.001 | 0.325 |
| H2 | Environment Consciousness -> Repurchase Intention | 0.293 | 0.083 | 3.515 | Support | | 0.098 | |
| H3 | Health Consciousness -> Repurchase Intention | 0.264 | 0.053 | 2.249 | Support | | 0.065 | |
| H4 | Functional Value -> Repurchase Intention | 0.398 | 0.078 | 5.095 | Support | | 0.151 | |
| H5 | Experiential Value -> Repurchase Intention | 0.177 | 0.067 | 2.634 | Reject | | 0.008 | |
| H6 | Symbolic value -> Repurchase Intention | 0.009 | 0.056 | 0.165 | Reject | | 0.001 | |

## 5.       Conclusion and Recommendation

This research helps to understand how Malaysia consumers perceived value and personal value on purchasing organic beauty products. By the result of significant for functional value on organic beauty products, marketers can target the scale of economies by standardizing their strategy on organic beauty products. Marketers could benefit from information about the differences in constituent organic beauty products perceptions and customize or standardize their marketing strategy accordingly. Since that, marketers should attempt to attract consumers towards purchasing of organic beauty products by using infomercials and sales promotion. Furthermore, marketers must adopt some innovative advertising tools and create organic slogan to impress the organic customers.

This research is only describing the perceived value and personal value by respondents towards organic beauty products in general, while each brand might have differences in terms of products attributes, personality, price, etc. The limitation of this research is the data collection that was conducted in one location it was Klang Valley, Malaysia. Moreover, this study was involved on small sample size highlights the necessity to extend this research to a larger and geographically more diversified sample of consumers.

The results of this research may not be applicable to other categories products as current study focuses on organic beauty products. Hence for future research, researcher need to refine with a variety of product categories studied to obtain greater generalisation. Besides that, as an upcoming study may determine the effect of the tenure of consumer-brand relationship on organic beauty products. Moreover, future research could also evaluate the role of rarity of brand, new versus established organic beauty products, brand attachment and commitment in shaping organic beauty products perceptions in the Malaysia country. In addition, the future research should

consider other variables, such as social norms, value orientation, and past experiences.

In past researches gave mixed results regarding the effect of perceived value and personal value on purchase intention of organic beauty products. The study's findings indicate both significant and not significant relationship, it means that our in-depth understanding of the effect of these values on organic beauty products consumption remains to some extent elusive. This research, by simultaneously modelling functional value, experiential value, symbolic value, health awareness, environment consciousness and appearance consciousness towards purchase intention of organic beauty products, gives useful insight into various important antecedents of organic beauty products purchase behaviour of Klang Valley, Malaysia consumers. The results shown, functional value, health consciousness, and environment consciousness are the most important factor on purchasing of organic beauty products.

An understanding of consumer values may have implication on public policy implementation. Designing the right message will be resonate with different market segment thus aiding in pursuing the target market with better persuasion. In addition, future research might help natural beauty products retailers to understand how consumer values influence attitude toward the brand and the retailer. It could be suggested the establishing a positive attitude toward the retailer might play an important role in increasing consumers' product purchase as well as enhancing store preferences. It is also suggested that retailers should develop effective marketing strategies emphasizing on ecological beauty or product safety to satisfy the values of potential consumers. It is recommended that retailers might want to change consumers' perception of higher price to affordable prices using multiple marketing strategies (such as discount, viral video, new product development), which would make any consumers believe that they are capable to buy the natural beauty products

## References

[1]   Łopaciuk, A., & Łoboda, M. (2013). Global Beauty Industry Trends in the 21st Century. *Knowledge Management & Innovation Knowledge and Learning*, 1079–1087.

[2]   Batraga, A. (2015). Cosmetics brand equity

formulation in awareness of Latvian consumers, *9370*(3), 155–169. https://doi.org/10.15181/rfds.v16i3.1129.

[3] Bodur, H. O., Gao, T., & Grohmann, B. (2014). The Ethical Attribute Stigma: Understanding When Ethical Attributes Improve Consumer Responses to Product Evaluations. *Journal of Business Ethics, 122*(1).

[4] Stokburger-sauer, N., Ratneshwar, S., & Sen, S. (2012). Drivers of consumer – brand identification. *Inernational Journal of Research in Marketing*, *29*, 406–418.

[5] Zeithaml, V. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, *52*(3), 22.

[6] Parvin, N., & Chowdhury, M. (2006). Consumer Evaluations of Beautification Products: Effects of Extrinsic Cues. *Asian Academy of Management Journal*, *11*(2), 89–104.

[7] Yadav, R., & Pathak, G. S. (2016). Intention to purchase organic food among young consumers: Evidences from a developing nation. *Appetite*, *96*, 122–128.

[8] Kessler, R. (2015). Cosmetic changes. *Environmental Health*, *123*(5), 120–127. https://doi.org/10.1038/scientificamerican1010-10

[9] Guthrie, M. F., & Kim, H. (2008). The relationship between consumer involvement and brand perceptions, *17*(July), 114–133. https://doi.org/10.1057/bm.2008.28

[10] Chen. (2011). The joint moderating effect of health consciousness and healthy lifestyle on consumers' willingness to use functional foods in Taiwan. *Appetite*, *57*(1), 253–262. https://doi.org/10.1016/j.appet.2011.05.305

[11] Hassali, M. A., Al-Tamimi, S. K., Dawood, O. T., Verma, A. V., & Saleem, F. (2015). Malaysian Cosmetic Market: Current and Future Prospects. *Pharmaceutical Regulatory Affairs*, *4*(4), 1000155.

[12] Bergh, V. Den. (2016). Is Green Product Purchasing an Innovative or Conspicuous Behavior ?, *44*(1), 29–44. https://doi.org/10.2224/sbp.2016.44.1.29

[13] Nga, J. K. H., & Soo, N. W. M. (2010). The Influence Of Personal Attributes On Perceptions Of Economic, Social And Environmental Dimensions Of Sustainability. *Journal of Global Business and Economics*, *1*(1), 99–119.

[14] Jayanti, R. K., & Rajeev Gowda, M. V. (2014). Sustainability dilemmas in emerging economies. *IIMB Management Review*, *26*(2), 130–142. https://doi.org/10.1016/j.iimb.2014.03.004

[15] Cervellon, M.-C. (2013). Conspicuous conservation Using semiotics to understand sustainable luxury. *International Journal of Market Research*, *55*(5), 695–718. https://doi.org/10.2501/IJMR-2013-030

[16] Doval, J., Singh, E. P., & Batra, G. S. (2013). Green Buzz in Luxury Brands. *Review of Management*, *344*(3), 5–14.

[17] Gherghina, L. (2005). The importance of image and communication of a brand or trademark positioning. *Faculty of Economics*, *101*(4), 1–6.

[18] Kainth, J. S., & Verma, H. V. (2016). Consumer Perceived Value : Construct Apprehension and its Evolution, (January 2011).

[19] Ulaga, W. (2001). Customer Value in Business Markets. *Industrial Marketing Management*, *30*, 315–319. https://doi.org/10.1016/S0019-8501(01)00151-1

[20] Constantin, B., & Alina, C. (2006). Competitiveness And Performance On The Cosmetics Market Grigore Ana-Maria. *Cosmetics*, 681–687.

[21] Oliver, J. (2013). Promoting sustainability by marketing green products to non-adopters. *Gestion 2000*, 77–86.

[22] Sima, V. (2014). Green Behaviour of the Romanian Consumers.: EBSCOhost, (3), 77–90.

[23] Republic, C. (2007). Multiple Attribute Decision Making Methods Applied in Evaluation of Corporate Social Responsibility, 541–550.

[24] Villagra, N., & López, B. (2013). Analysis of values and communication of the Responsible Brands. Corporate Brand strategies for sustainability. *Análisis de Los Valores Y La Comunicación de Las Marcas Responsables.*, *26*(1), 197–222.

[25] Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why We Buy What We Buy. *Journal of Business Research*, *22*, 159–171.

[26] Dall'Olmo Riley, F., Pina, J. M., & Bravo, R. (2015). The role of perceived value in vertical brand extensions of luxury and premium brands. *Journal of Marketing Management*, *31*(7–8), 881–913.

[27] Sweeney, J., & Soutar, G. (2001). Consumer perceived value: the development of a multiple item scale. *Journal of Retailing*, *77*(2), 203–220.

[28] Schwartz, S. H. (1994). Are There Universal Aspects in the Structure and Contents of Human Values? *Journal of Social Issues*, *50*(4), 19–45. https://doi.org/10.1111/j.1540-4560.1994.tb01196.x

[29] Ajitha, S., & Sivakumar, V. J. (2017). Understanding the effect of personal and social value on attitude and usage behavior of luxury cosmetic brands. *Journal of Retailing*

124

Int. J Sup. Chain. Mgt                    Vol. 7, No. 2, April 2018

and Consumer Services, 39(April), 103–113. https://doi.org/10.1016/j.jretconser.2017.07.009

[30]  Kapferer, J. N. (2012). Abundant rarity: The key to luxury growth. Business Horizons, 55(5), 453–462.

[31]  Fajardo, T. M., & Tsiros, M. (2016). The Contingent Nature of the Symbolic Associations of Visual Design Elements : The Case of Brand Logo Frames, 43. https://doi.org/10.1093/jcr/ucw048

[32]  Jamal, A., Khan, M. S., & Tsesmetzi, M. S. (2012). Information cues roles in product evaluations: The case of the UK cosmetics market. Journal of Strategic Marketing, 20(3), 249–265. https://doi.org/10.1080/0965254X.2011.643919

[33]  Khan, I., & Rahman, Z. (2015). A review and future directions of brand experience research. International Strategic Management Review, 3(1–2), 1–14. https://doi.org/10.1016/j.ism.2015.09.003

[34] Michaelidou, N., & Hassan, L. M. (2008). The role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food. International Journal of Consumer Studies, 32(2), 163–170. https://doi.org/10.1111/j.1470-6431.2007.00619.x

[35]  Chen. (2011). The joint moderating effect of health consciousness and healthy lifestyle on consumers' willingness to use functional foods in Taiwan. Appetite, 57(1), 253–262. https://doi.org/10.1016/j.appet.2011.05.305

[36]  Muise, A., & Desmarais, S. (2010). Women's perceptions and use of "anti-aging" products. Sex Roles, 63(1), 126–137. https://doi.org/10.1007/s11199-010-9791-5

[37]  Norudin, M., Desnika, MA., Rafi, M. (2010). Cosmetic usage in Malaysia, understanding the major determinants affecting the users. International Journal of Business and Science, 1(3), 273.

[38]  Bartels, J., & Onwezen, M. C. (2014). Consumers' willingness to buy products with environmental and ethical claims: The roles of social representations and social identity. International Journal of Consumer Studies, 38(1), 82–89. https://doi.org/10.1111/ijcs.12067

[39]  Cosmetics Europe. (2012). Good Sustainability Practice for the Cosmetics Industry, 1–32. Retrieved from http://www.unipro.org/documenti/it_old/documenti/comunicazioni/Pubblicazioni/LineeGuida/goodsustainabilitypractice/GSP_Brochure.pdf

[40]  Pervin, S., Ranchhod, A., & Wilman, M. (2014). Trends in cosmetics purchase: Ethical

perceptions of consumers in different cultures. A cross country comparative study between South Asian and Western consumers. Journal of Customer Behaviour, 13(1), 57–72.

[41]  Forman, D. (2010). Second nature and spirit: Hegel on the role of habit in the appearance of perceptual consciousness. Southern Journal of Philosophy, 48(4), 325–352. https://doi.org/10.1111/j.2041-6962.2010.00037.x

[42]  Shah, S. A. M., & Amjad, S. (2015). Examining Moral Philosophy , Self-conscious Emotions and Behavioral Intention among Consumers of Pakistan. Journal of Business & Economics, 7(1), 71–102.

[43]  Yousaf, U., Zulfiqar, R., Aslam, M., & Altaf, M. (2012). Studying brand loyalty in the cosmetics industry. Scientific Journal of Logistics, 8(4), 327–337. Retrieved from http://www.logforum.net

[44]  Nikolova, H. D., & Inman, J. J. (2015). Healthy Choice: The Effect of Simplified POS Nutritional Information on Consumer Food Choice Behavior. Journal of Marketing Research, 2437(November), 150313091947009. https://doi.org/10.1509/jmr.13.0270

[45]  Hair, Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. The Journal of Marketing Theory and Practice, 19(2), 139–152. https://doi.org/10.2753/MTP1069-6679190202

[46]  Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. Psychological Bulletin, 103(3), 411–423. https://doi.org/10.1037/0033-2909.103.3.411

[47]  HairJr., J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). Multivariate Data Analysis.

[48]  Ramayah, T., Yeap, J. A. L., & Ignatius, J. (2013). An Empirical Inquiry on Knowledge Sharing Among Academicians in Higher Learning Institutions. Minerva, 51(2), 131–154. https://doi.org/10.1007/s11024-013-9229-7

[49]  Gholami, R., Sulaiman, A. B., Ramayah, T., & Molla, A. (2013). Senior managers' perception on green information systems (IS) adoption and environmental performance: Results from a field survey. Information & Management, 50(7), 431–438. https://doi.org/10.1016/j.im.2013.01.004

[50]  Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. Journal of Marketing Research, 18(1), 39. https://doi.org/10.2307/3151312

[51]  Sullivan, G. M., & Feinn, R. (2012). Using

125

Int. J Sup. Chain. Mgt                                                    Vol. 7, No. 2, April 2018

Effect Size—or Why the *P* Value Is Not Enough. *Journal of Graduate Medical Education*, *4*(3), 279–282. https://doi.org/10.4300/JGME-D-12-00156.1

[52]    Cohen, E. (1988). Authenticity and commoditization in tourism. *Annals of Tourism Research*, *15*(3), 371–386. https://doi.org/10.1016/0160-7383(88)90028-X

[53] Chin. (1998). Issues and Opinion on
 Structural Equation Modeling. *MIS Quarterly*, *22*(1).

[54]   Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: updated guidelines. *Industrial Management & Data Systems*, *116*(1), 2–20. https://doi.org/10.1108/IMDS-09-2015-0382