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Drivers of repurchase intention for organic and natural cosmetics in India

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Abstract

Purpose: The Purpose of the study is to develop a framework to explore the influence of perceived quality, emotional value, and green perceived risk on repurchase intention. This paper aims to clarify the role of perceived value in enhancing the repurchase intention

Design/Methodology/Approach: The paper opted for a descriptive study using a close-ended and structured questionnaire. A total of 210 questionnaires were found fit for analysis. The respondents are Indian consumers who have used natural and organic cosmetics. This research employs an empirical study to verify the hypothesis and explore its managerial implications. Structural Equation Modelling (SEM) is applied to verify the research framework.

Findings: The interrelationship among quality, superiority, acceptability, and confidence enhances repurchase intention. Emotional value plays a significant role in predicting willingness to buy. This investigation proves that green perceived risk has a negative association with perceived value.

Practical Implications: The purchase of organic and natural cosmetics is significantly influenced by the pursuit of a healthy lifestyle and environmental awareness. Customers are far more likely to purchase a product if they are familiar with its uses and feel that it is fit for their bodies.

Originality/Value: The paper extends erudite knowledge and literature in the field of consumer behaviour toward organic and natural cosmetics.

Keywords: Perceived quality, emotional value, green perceived risk, perceived value

Introduction

Consumers are constantly looking for the absence of certain chemicals that concerned them. Organic and natural cosmetics have lesser side effects than those conventional products. This factor is one of the reasons fueling the demand for organic and natural cosmetics. Consumer inclination, growing disposable income, the emergence of online retail, and rising consumer awareness towards organic ingredients is a big force in this behavior.

Customers are searching for information regarding a product's environmental performance since it will emotionally draw them to it. Companies should offer consumers trustworthy information to lower their perceived risk because the community is keen to buy green goods with enough reliable evidence. According to this study, companies must raise perceived quality, value, and emotional value while decreasing perceived risk to improve repurchase intention. Three constructs are proposed in this study: perceived quality, emotional value, and perceived risk for the environment. To further explain the implications of repurchase intention, it includes the idea of perceived value proposed by (Moliner *et al.* 2007)^[33] into an integrative framework. The repurchase intention of organic and natural cosmetics is more significant for firms under prevalent consumer conservatism. The present research develops a research framework that can help recover the repurchase intention through the four determinants: perceived quality, perceived value, green perceived risk and emotional value.

Consumers are continuously searching for compounds that aren't present that worry them. Cosmetics that are organic and natural have fewer adverse effects than those that are conventional. One of the factors driving the desire for natural and organic cosmetics is this one. This behavior is greatly influenced by consumer predilection, increased disposable income, the rise of internet retail, and expanding consumer awareness of organic ingredients.

Literature review and hypothesis development

According to Tsiotsou (2016)^[46], perceived quality refers to how the consumer perceives the product's quality.

Perceived quality is crucial in creating a favorable attitude towards organic food, which raises perceived value. (Boris Snoj *et al.*, 2004; O'Fallon, Gursoy, & Swanger; Teng & Wang; Konuk, 2007) [41, 35]. According to Zeithaml (1988) [51] and Torjusen, Lieblein, Wandel, and Francis (2001) [45], perceived quality is a measure of how consumers perceive a product's overall superiority. Hence, this study arrived at the following hypothesis

H₁ – Greater the perceived quality, the greater would be the perceived value.

The economic value of feeling is how Barlow and Maul (2000) [5] defined emotional value. The emotional value assesses the perceived utility that customers identify with a good or service's capacity to change their emotional state (Sheth *et al.*, 1991) [38]. Businesses must give each of their customers an emotionally engaging experience if they want to remain competitive in today's environment. Consumers evaluate a product in terms of both its functional and emotional value, according to Sweeney C. and Soutar (2001) [43] research. According to Mackay (1999) [30], respondents agree that their purchases of recycled goods are helping the environment. The second hypothesis is established

H₂: Greater the emotional value, the greater would be the perceived value

The consumer's expectation of losses related to the transaction may be termed as perceived risk. The potential effects of making the wrong option are linked to perceived risk. According to a study by Chen, Y. S., and Chang, C. H. (2012) [11], the perceived risk associated with going green is inversely related to customers' willingness to become green

and their level of trust in the industry. Rather than focusing on their green demands, consumers are eager to reduce the perceived risk they face from being green. (Gregg and Walcak, 2008) [18]. Along with severe international environmental legislation and consumer environmental risk, sustainable confidence and intention to purchase can both improve with an increase in perceived importance for the environment. Consequently, the research supports the third hypothesis.

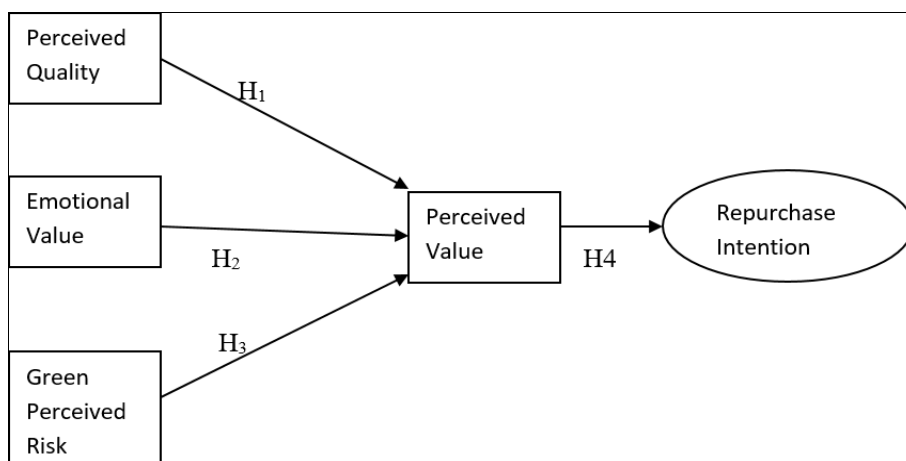
H₃: Perceived value and green perceived risk are negatively correlated.

Perceived value is crucial for influencing future purchase intentions as well as for maintaining long-term client connections (Zeithaml, 1988; Zhuang *et al.*, 2010) [51, 52]. The link between overall benefits acquired and consumer efforts or sacrifices is determined by the perceived value (Hansen, Samuelsen & Silseth, 2008) [21]. According to Swati Singh and Swati Alok (2021) [39], the main cognitive goal of marketing is to promote customers to return. The fourth hypothesis is confirmed as a result.

H₄: Greater the perceived value, the greater would be Repurchase Intention.

Structure of the study

This study establishes the research framework as depicted in Fig 1. This study's goal is to investigate the impact of three variables namely perceived quality, emotional value, and green perceived risk on perceived value and further how perceived value affects the dependent variable, repurchase intention.



Source: Authors Compilation

Fig 1: Structure of the study

Methodology and Analysis

Sampling Technique

The analytical component of the investigation is the final consumer. The period of the study is January 2023 to December 2023. The structured questionnaire was distributed among Indian consumers. Questionnaires were randomly distributed through e-mail and various other social media. India's growing market for natural and organic cosmetics is a suitable target for two reasons. First, there has been a paradigm shift from the use of chemical beauty products to natural ones. People are steadily growing against the benefits of the latter product. Second, there is an increase in awareness of the hazards posed by synthetic chemicals and this has contributed to consumers

understanding and appreciation of the connection between health and natural products. This study based on feedback from Indian consumers can serve as an invaluable resource for other rising markets. A total of five hundred questionnaires were sent to the consumers who were sampled. A total of 210 questionnaires were found fitting for analysis and the respondent rate is 42 percent.

The Measurement of Constructs

Published and validated scales was used by the researcher used for data collection. Responses were gathered using a 5-point Likert scale that ranged from strongly disagree (1) to strongly agree (5). The five constructs and the observable variables are given below in Table No. 1.

Table 1: Constructs, Observable Variables, and References

Constructs	Observable Variables (Or Items from the Scale)	Authors
Perceived Quality (PQ)	PQ1 - I believe organic and natural cosmetics are of high quality PQ2 - I believe organic and natural cosmetics are a superior product PQ3: I think organic and natural cosmetics are of outstanding quality. PQ4 - Organic and natural cosmetics are of higher quality than other varieties. PQ5: Organic and natural cosmetics are of high grade. PQ6 - The quality of natural and organic cosmetics is excellent. PQ7 - I feel more confident that the cosmetics I use are healthy when they are organic and natural.	Singh, Swati, and Swati Alok. (2021) [39]
Perceived Value (PV)	PV1: My spending (proposed spending) on natural and organic cosmetics is (would be) money well spent. PV2: The benefits I would derive from using organic and natural cosmetics would more than offset the cost I would incur to acquire them. PV3: The adage "You get what you pay for" holds for organic and natural cosmetics. PV4 - Natural and organic cosmetics are/would be an excellent investment PV5: I'm willing to pay a little bit extra for natural and organic cosmetics that don't compromise the health of my skin.	Singh, Swati, and Swati Alok. (2021) [39]; De Toni & Mazzon (2013) [15]
Repurchase Intention (RI)	RI 1: I'll resume using organic and natural cosmetics. RI 2: Over the following few years, I'll buy more of these organic and natural products. RI 3 - When making subsequent cosmetics purchases, I'll consider these organic and natural options first. RI 4: I want to increase the amount of natural and organic cosmetics I use. RI 5 - I will promote the use of organic and natural cosmetics among my friends, neighbours, and family.	Singh, Swati, and Swati Alok. (2021) [39];
Emotional Value (EV)	EV1-Organic and natural cosmetics product is the one that I would enjoy EV2-Organic and natural cosmetics products would make me want to use It EV3-Organic and natural cosmetics product is one that I would feel relaxed about using EV4-Organic and natural cosmetics products would make me feel good EV5-Organic and natural cosmetics products would give me pleasure	Soutar, G. N & Sweeney, J. C., (2001) [43].
Green Perceived Risk (GPR)	GPR1: There's a potential that this organic and natural cosmetics product will perform poorly in terms of the environment. GPR2 - There's a possibility that the environmental design of this organic and natural cosmetics product won't function as intended. GPR3-If you use this organic and natural cosmetics product, there's a potential you could suffer an environmental loss or penalty. GPR4-There is a possibility that using this all-natural and organic cosmetic will have a detrimental impact on the environment. GPR5: Using this natural and organic cosmetics product might diminish your standing as a green consumer.	Chen, Y. S., & Chang, C. H. (2012) [11].

Table 2: Construct Reliability and Validity

Items	Mean	SD	Factor Loading	Average Variance	Composite Reliability	Cronbach'a
Perceived Quality				.50	.89	.838
PQ1	2.0143	.93050	.708			
PQ2	2.0524	.89235	.728			
PQ3	2.1190	.86402	.804			
PQ4	2.0810	.93733	.728			
PQ5	2.0571	.86758	.701			
PQ6	2.1476	.89235	.695			
PQ7	2.0048	.89388	.705			
Perceived Value				.50	.77	.883
PV1	2.1905	.94939	0.716			
PV2	2.2286	.85568	0.7			
PV3	2.2286	.97094	0.662			
PV4	2.1524	.87802	0.628			
Repurchase Intention				.53	.87	.886
RI1	2.0905	.87845	.701			
RI2	2.3095	1.01868	.724			
RI3	2.2238	1.03637	.654			
RI4	2.3095	.98038	.624			
RI5	2.2190	1.02580	.821			
Emotional Value				.50	.83	.921
EV1	2.1286	.85708	.745			
EV2	2.2344	.98915	.654			
EV3	2.1571	.91195	.733			
EV4	2.2190	1.13644	.681			
EV5	2.2714	.96228	.701			
Green Perceived Risk				.54	.78	.848
GPR1	3.0333	1.01841	.685			
GPR2	3.0857	1.09032	.804			
GPR3	3.3571	1.12010	.706			

Source: Data derived from the survey

Analysis and Results

Result of Measurement Model

31.6% fell in the age range of 25–30 years, while 43.1% were in the 20–25 year age bracket. 64.5% of respondents are single, and 51.7% hold graduate degrees. The range of income is between 20,000 and 60,000 rupees.

The highest mean of perceived quality is 2.14 (PQ6: 2.14 and standard deviation: .523) whereas the lowest mean was 2.00 (PQ7: 2.00 and standard deviation: 0.638). The highest mean of perceived value is 2.22 (PV2: 2.22 and standard deviation: .718) whereas the lowest mean was 2.15 (PV4: 2.15 and standard deviation: 0.628). The highest mean of repurchase intention is 2.309 (RI2: 2.309 and standard deviation: .686) whereas the lowest mean was 2.09 (RI1: 2.09 and standard deviation: 0.784). The highest mean of emotional value is 2.271 (EV5: 2.271 and standard deviation: .622) whereas the lowest mean was 2.12 (EV1: 2.12 and standard deviation: 0.570). The highest mean of green perceived risk is (GPR3: 3.357 and standard deviation: .620) whereas the lowest mean was 3.033 (GPR 1: 3.033 and standard deviation: 0.841).

To evaluate the items for each construct, confirmatory factor analysis (CFA) was performed. The factor loading values above 0.5 were retained for further analysis. This resulted in the elimination of one item in perceived value and two items in green perceived risk respectively. Table No. 2 shows the assessment findings of the measurement model. The factor-loading items range from 0.624 to 0.821. The values of AVE, composite reliability, and Cronbach’s α also above the threshold values of 0.5, 0.7, and 0.7 respectively for all the constructs.

The values given in Table No. 3 indicate discriminant validity. It shows that the measurement that is not supposed to be related are unrelated. (Fornell and Larcker, 1981; Campbell and Fiske, 1959) [17, 9]. The structural model is assessed in the second stage as the measurement model is found to be reliable and valid.

Table 3: Discriminant Validity

	PQ	PV	EV	GPR	RI
PQ	0.707				
PV	0.505	0.707			
EV	0.516	0.461	0.707		
GPR	0.043	0.33	0.081	0.734	
RI	0.557	0.501	0.507	0.101	0.728

Source: Data derived from the survey

The Result of the Structural Model

Table 4: Adjustment Indexes of Structural Value

Chi-square	DF	CMIN/DF	RFI	NFI	IFI	TLI	CFI	RMSEA
990.646	249	3.978	.877	.808	.921	.829	.819	.04

Source: Data derived from the survey

The adjustment indices are at or near the level suggested in the literature. Consideration of estimated regression coefficients was used for hypothesis testing. In this study, every path computed is significant, and every hypothesis is supported. The covariance residuals are negligible, and the center is very close to zero. Table 5 depicts the results of the hypothesis testing.

Table 5: Testing of Hypothesis

	β value	Standard error	Critical ratio	P value
Greater the perceived quality, the greater would be the perceived value.	.898	.089	10.055	***
Greater the emotional value, the greater would be the perceived value	.450	.050	8.916	***
Perceived value and green perceived risk are negatively correlated.	.101	.032	3.203	.001
Greater the perceived value, the greater would be Repurchase Intention.	0720	.081	8.916	***

Source: Data derived from the survey

Discussions and implications of the study

Greater the perceived quality, the greater would be the perceived value.

The test’s findings indicate that the perception of worth is positively impacted by the perceived level of quality. The perceived worth of the respondents would rise in proportion to their assessed quality. Perceived quality is consumers’ overall dedication and satisfaction. Perceived quality is the consumer’s opinion about the overall quality or image of the product and it is more skewed toward the customer experience. Customers are willing to pay more for organic and natural cosmetics that do not harm their skin. Thus quality, superiority, acceptability, and confidence perform a significant role in increasing the perceived value of the customers. This interrelationship ultimately increases the repurchase intention. A similar result has been obtained by Yaacob & Zakaria (2011) [50], Mahesh (2013) [31], and Shahira *et al.*, (2016) [4]. The study has also shown that the perceived advantages of natural and organic cosmetics much outweigh any financial costs incurred.

Greater the emotional value, the greater would be the perceived value

It has been proved that emotional value and perceived value

are significantly and positively correlated. This study demonstrates that using natural and organic cosmetics should make one feel at ease and good. This indicates that when consumers have a strong emotional attachment to an organic and natural cosmetic, the perceived value would rise and this would strengthen the desire to repurchase. Emotional value plays a significant role in predicting willingness to buy, which explains why perceptions of quality had a specific expectation of people’s expectations of problems. Sweeney and Souter (2001) [43] obtained comparable outcomes. According to Shahira Ariffin *et al.* (2016) [4], perceived quality has a significant role in modulating the effect of emotional value on repurchase intention, as opposed to emotional value itself.

Green perceived risk and perceived value are negatively correlated.

A fallacious assumption of damage underlies green perceived risk that has the potential to have a big impact on consumer behavior. (Mitchell 1992, 1999) [32] Green perceived risk is defined as the anticipation that purchasing will have harmful environmental effects. (Peter and Ryan 1976) [37]. This investigation proves that green perceived risk has a negative association with perceived value. If the

customer feels that the organic and natural cosmetics products would damage their green reputation and negatively affect the environment, the perceived value will significantly decrease. The increase in the perceived value must be met with environmental regulation and consumer environmentalism. As far as organic and natural cosmetics is concerned, consumers find it more challenging to judge a product's usefulness before or until they have used it. Any distress or displeasure in the customer experience for environmental performance and design would affect the perceived value of organic and natural cosmetics. Similar results have been obtained by Gregg and Walczak (2008)^[18], Kalafatis and Pollard (1999)^[22], and Chen and Chang *et al.*, (2012)^[11].

Greater the perceived value, the greater would be Repurchase Intention

This hypothesis is supported by the structural model. This study supports the hypothesis. The likelihood of repurchasing improves by 0.720 for every increase in the perceived value of one. Therefore, consumers would choose organic and natural cosmetics first, boosting the amount of consumption of those products. The consumer would be encouraged to tell their friends, neighbors, and relatives about their experience given the strong correlation between perceived value and repurchase intention. According to this report, businesses must provide customers with genuine environmental benefits. Some companies appear to overstate how functional their products are, making customers feel very risky about using their eco-friendly cosmetics. To boost the emotional value, perceived value, and intention to repurchase organic and natural cosmetics, companies must therefore lower the perceived green risk of their products.

It is significant that as the cosmetics sector develops and matures, perceived worth becomes increasingly important. Further, it is noted that perceived superiority, emotional value, and green perceived risk equally contribute to the repurchase intention. Organizations should be able to remarket organic and non-organic cosmetics. Communication relating to the environment and health can be initiated by the organization to enhance the perceived quality and emotional value. Firms should reduce the gap between objective and perceived quality as well as value. This requires that the firms view quality and value the way the consumer does. Marketers must take efforts to track the perception over time and align product and promotion strategies at various consumers' touch points. Another important observation was obtained with emotional value. Results reveal that emotional value also contributes to enhancing consumers' perceived value for organic and natural cosmetics. The study reveals that emotions allow customers to re-evaluate their consumption and environmental value. Consumers with higher emotional value are likely to pay a high price if they feel that this sacrifice would contribute to a healthy environment. The findings reveal that perceived risk may alter the perceived value. Companies must provide genuine information so that consumers are not skeptical about the presence of green ingredients. One of the reasons is that consumers will repeat the purchase if they are satisfied with the overall benefits. Perceived value encompasses both skin health consciousness and environmental consciousness. Marketers must take into account both of these aspects to spread more information about the environmental and health benefits of

using organic and natural cosmetics.

Studying consumers' plans to repurchase organic and natural cosmetics in the Indian market was the main goal of this study. The relationship between perceived quality, emotional value, perceived risk for the environment, perceived value, and intention to repurchase was investigated. In India, there is a growing market for organic and natural cosmetics. First of all, the consumer survey revealed that a sizable portion of customers are still unaware of organic cosmetics. Out of 210 respondents, almost 70 (33.3%) were unaware of or had never purchased organic cosmetics. Therefore, marketers may employ a variety of successful techniques to raise consumer knowledge of the popularity, characteristics, and applications of organic cosmetics. Organic and natural cosmetic is an emerging industry in India. The purchase of organic and natural cosmetics is significantly influenced by the pursuit of a healthy lifestyle and environmental awareness. Consumer competence and understanding of the product are key factors in raising repurchase intentions. Customers are far more likely to purchase a product if they are familiar with its uses and feel that it is fit for their bodies. Therefore, the producer must thoroughly verify the production process to ensure that organic cosmetics always have excellent properties such as organic and natural components, with no synthetic chemical medications while keeping environmental concerns as their top priority, manufacturers should concentrate more on providing more individualized and non-allergic products. To ensure user and environmental safety, organic and natural certification marks should be highlighted. Although "appearance and beauty is related to cosmetics, more and more customers are expecting their cosmetics to be "justifiable "environmentally friendly," and "ethical." Natural and organic cosmetics is not only dedicated the well-being of people but also the preservation of the natural world and its diversity.

Limitations, and direction for future research

The composition and survey processes of the paper also have some limitations. It does not include all the elements that might influence customers' intentions to repurchase organic and natural cosmetics, such as pricing, brands, and marketing tactics. The samples were taken using practical sampling methods. It might not encompass all market segments. To gain additional insight into organic and natural cosmetics, future studies may concentrate on cross-sectional and experimental research designs.

Conclusion

Underscores that perceived quality strongly influences perceived value across organic and natural cosmetics. Higher perceived quality enhances perceived worth, motivating consumers to pay more and repurchase. Emotional value similarly boosts perceived value, fostering repurchase intention. Conversely, green perceived risk negatively impacts perceived value, highlighting the need for transparent environmental communication. As the cosmetics market evolves, aligning consumer perceptions with objective quality and value becomes pivotal. Future research should explore additional factors like pricing and branding to refine strategies that promote sustainability and consumer satisfaction in this growing sector.

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