

Factors Influencing Repurchase Intention of Organic and Natural Cosmetics for Sustainable Development

Malar Mathi Krishnan^{1*}, A. Manimekalan² and Kanipriya Radhakrishnan³

¹Professor, Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore, Tamil Nadu, India; malarmathi6505@gmail.com, malarmathi@buc.edu.in, mathijj@yahoo.com

²Professor and Head, Department of Environmental Sciences, Bharathiar University, Coimbatore, Tamil Nadu, India; manimekalan@gmail.com; manimekalan@buc.edu.in

³Research Assistant, Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore, Tamil Nadu, India; kani5rks@gmail.com

Abstract

The main purpose of the study is to develop a framework to investigate the factors influencing the perceived quality and repurchase intention of organic and natural cosmetics. A total of 210 respondents participated in the survey. The results confirm the positive relationship between perceived quality and repurchase intention. Environmental awareness does not affect the perceived quality and repurchase intention. Structural Equation Modeling (SEM) is applied in this study to verify the research framework. Increased perceived value, emotional value, perceived quality and low green perceived risk will lead to increased repurchase intention of organic and natural cosmetics.

Keywords: Emotional Value, Environmental Awareness, Green Perceived Risk, Organic And Natural Cosmetics, Perceived Quality, Perceived Value, Repurchase Intention

1. Introduction

Natural and organic cosmetics are greatly influencing the purchase decision and changing the cosmetics panorama. Strong eco-credentials, cruelty-free beauty products and increasing consumer awareness about the benefits are some of the important factors driving the growth of organic and natural cosmetics. Consumers' interest in healthy skin and beauty is accompanied by sustainable environmentally friendly products with ethical quality. As per the purchase report, India is one of the fastest-growing cosmetics markets. India's cosmetics market was valued at USD 13191.23 million in FY 2020 and its forecast grows at a double-digit CAGR of 16.39 % through FY 2026 to reach US dollar 28985.33 million by FY 2026. (Source: Techsci Research Jan-2021). According to the analysis

of Future Market Insights (FMI), the organic makeup category is expected to reach an approximate 27.6% market share by 2031. Cosmetics in general are a high-involvement and low-frequency purchase and the focus is different. The objective of this study is to propose and test a theoretical model that introduces the factors influencing the repurchase intention of organic and natural products. This study takes into account the effect of perceived value, emotional value, green perceived risk, and environmental awareness on perceived quality and in turn on repurchase intention. The result of the study expects to provide useful insight into the consumer's repurchase intention towards organic cosmetic products, identify the level of significance of these factors and the impact of perceived quality on repurchase intention. This article is organized

*Author for correspondence

as follows: the review of the literature discussed serves as the foundation for establishing a conceptual model and hypothesis. Then the study describes the research methodology. The statistical tools used for analysis are descriptive statistics, reliability and validity of the measurement model and Structural Equation Modeling (SEM).

2. Literature Review and Hypothesis Development

Hellier *et al.*, 2003, stated that perceived value is the customers' overall appraisal of the net worth of the services, which is based on the customers' assessment of what is received (benefits provided by the services), and what is given (costs or sacrifice in acquitting and utilising the services). Pappu (2005) defined that perceived quality is not the actual quality of the product or services, but it is the mental judgement of the consumer about the overall quality of the product or services. Zeithaml (1988) stated that value is more individualistic and personal than quality therefore it is a higher-level concept than quality. Perceived quality and perceived value are closely related and high perceived quality leads to high perceived value. Quality appears to be factored into the implicit and explicit valuation of a product by many consumers (Dodds and Monore 1985; Sawyer and Dicson 1984). Based on the literature findings we posit:

H₁: Perceived value has a positive effect on perceived quality

Increasing environmental awareness leads to a rise in demand for environmentally-friendly business practices (Plavini Punyatoya, 2014). Many studies have found that environmental awareness, environmental knowledge and green behaviour have a positive relationship (G. G. H. Ma *et al.*, 2018; Kollmuss and Agyeman, 2002; Vining and Ebreo, 1990). Environmental awareness is knowing the condition of surroundings (G. G. H. Ma *et al.*, 2018). Kollmuss and Agyeman, 2002, defined Environmental Awareness as knowing the impact of human behaviour on the environment. Vining and Ebreo (1990) Suggested that there is a positive relationship between environmental knowledge and green behaviour. I Gede Budi Astawa (2021) concluded in their study that variables of brand awareness and perceived quality have a positive and significant influence on repurchase intention. Further,

they added that perceived quality also plays a significant role as a mediator of the influence of brand awareness on repurchase intention. The positive correlation between perceived quality and green awareness was highlighted by Alamsyah. D. P (2018). The measurement related to environmentally friendly products such as origin, label, variety, colour etc., influences the perceived quality and customer behaviour plays an influential role in green awareness (Alamsyah *et al.*, 2019; Alamsyah & Mohammed, 2019; Rashid, 2009; Alamsyah *et al.*, 2020). Based on the findings, it is possible to postulate the second hypothesis:

H₂: Environmental awareness has a positive effect on perceived quality

Yang (2010) suggested in his study that perceived quality can create a feeling of love for the brand. Sengguruh Nilowardono *et al.*, (2020) state that if a company wants to get an emotional response and attachment to brands from customers, then the brand should have high quality. Perceived quality is a consumer's evaluation of a product or brand. Shahira Ariffin *et al.*, (2015) from their study concluded that emotional value is found to have a significant relationship with perceived quality. And further, they added that the emotional value factor was mediated by the perceived quality and then leads to stronger repurchase intention. When there is emotional value in green products then the customer would further perceive the quality changes, which strengthens their recognition of quality. Authors in their study stated that a higher perception of quality leads to a higher perception of functional, emotional and social value (Choi, Eun Jung, and Soo-Hyun Kim (2013). Thus, based on the aforementioned information, we posit:

H₃: Emotional value has a positive effect on perceived quality

Previous studies established the relationship between perceived risk and perceived quality (Chang & Chen, 2012; Snoj *et al.*, 2004). Green perceived risk will affect the buying decision (Aaker, 1996). Purchasing decisions often involve risk particularly when the post-purchase consequences are uncertain. Perceived risk is the function of uncertainty about the outcome and expected loss associated with the purchase (Peter and Ryan, 1976). From the conceptual definition of Baur (1960) and Taylor (1974), it can be concluded that perceived risk is equivalent to the concept of uncertainty. A purchase decision is often

accompanied by risk when outcomes are uncertain (Rao *et al.*, 2008). Perceived risk can be predicted well with five components namely financial, performance, physical, psychological and social risk (Jacoby and Kaplan 1972). Accordingly, the following hypothesis is postulated:

H₄: Green perceived risk has negative effect on perceived quality

Environmental awareness is explained as choosing products or services which exhibit social justice, sustainability value, and corporate responsibility in the broader context of production and distribution (Micheletti, 2010). Sheth, Sethian, and Srinivas (2011) stated that the environmental awareness concept is the guiding principle in which consumer cares for humans, the community, and nature. (Ribeiro & Veiga, 2011) Environmental awareness indicates consumers' preference for environmentally friendly products, services, companies and policies. This aspect assists in attitude which leads to environmental care and the practice of conscientious consumption. Thus, the sixth hypothesis is formulated as follows:

H₅: Environmental awareness positively affect repurchase intention

Repurchase intention refers to the attitude or belief to revisit or repurchase a specific product or service based on previous experiences (Hong & Lee, 2014). Consumers' emotional responses lead to repurchase intention have been proved by various studies (Lee & Park 2005; Suh & Kim 2004; Forrester & Maute 2001; Zeelenberg & Pieters, 2004). (Cha & Shin 2021) proved in their findings that

customer sentiment reactions show a positive effect on repurchase intention. This leads to the formation of hypothesis seven:

H₆: Emotional value positively affect repurchase intention

Perceived quality is consumers' judgment about an entity's service containing overall excellence and superiority (Snoj *et al.*, 2004). Customers' perception appears to be a comparison between consumers' satisfaction with products and other products. The customers' considers perceived quality as a more specific concept based on product and service feature (Izzudin & Novandari 2018). Shahira Ariffin *et al.*, (2015) explained that perceived quality has a positive and significant influence on repurchase intentions. Shahira Ariffin *et al.*, 2015 concluded that customers' future purchase intentions will be based on the value gained from past contacts, with relationship benefits being an intermediary for expectations of future benefits. Further authors confirm that consumers' perceived quality has a significant positive influence on purchase intention. Many authors have suggested that perceived quality has a direct effect on repurchase intentions. (Carmen, 1990; Boulding *et al.*, 1993; Parasuraman *et al.*, 1996). Hence the fifth hypothesis is framed as follows:

H₇: Perceived quality positively affect Repurchase intention

3. Proposed Structural Model

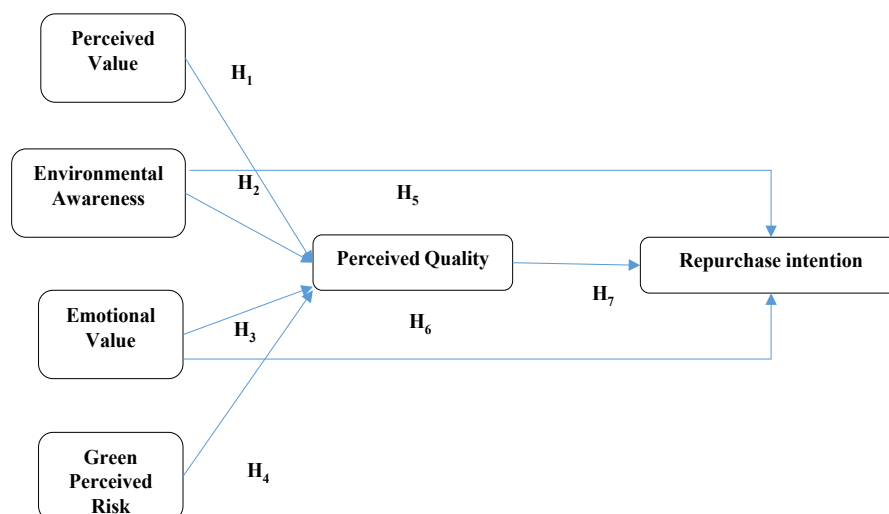


Figure 1. Research framework (Author's compilation).

4. Research Methodology

The unit of analysis in this study is the final consumer. The period of the study is Dec 2021-March 2022. A structured questionnaire with a total of 42 items was distributed among Indian consumers. Only those consumers who are using natural and organic cosmetics are considered respondents for the study. Questionnaires were randomly distributed through e-mail and various other social media. Non-probability sampling techniques and purposive sampling methods are applied in this research. There are two reasons to focus on Indian consumers who have been using natural and organic cosmetics. 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 research resulting from Indian consumers can contribute to other emerging markets as a valuable reference. 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 per cent.

5. The Measurement of Constructs

The researcher used published and validated scales for data collection. Five-point Likert scale ranging from strongly disagree (1) to strongly agree (5) was used to collect the responses. The Six constructs and the observable variables are given below in Table 1.

This study utilizes Structural Equation Modelling (SEM) to verify the research framework and hypothesis and applies AMOS 21 to obtain the empirical results.

Table 1. Constructs, observable variables and references

Constructs	Observable Variables (or Items from the Scale)	Authors
Perceived Value	PV1-The money that I spend (would spend) with organic and natural cosmetics is (would be) well spent PV2-What I receive/would receive (benefits) by consuming organic and natural cosmetics compensate/ would compensate the price that I pay/would pay for them PV3-The old saying: "you receive for what you pay" is true for organic and natural cosmetics PV4 - Organic and natural cosmetics are/would be a good buy	Singh, Swati, and Swati Alok. (2021): 1-23. Zielke (2010) and De Toni & Mazzon (2018)
Environmental Awareness	EA4-I have already convinced other people not to buy cosmetics products that harm the environment. EA5-I talk with other people about the importance of the environment. EA6-I encourage other people to preserve the environment and to follow the conscientious consumption	Concalves-Dias <i>et al.</i> , (2009) and De Toni <i>et al.</i> , (2018)
Emotional Value	EV1-Organic and natural cosmetics product is the one that I would enjoy EV2-Organic and natural cosmetics product would make me want to use It EV3-Organic and natural cosmetics product is one that I would feel relaxed about using EV5-Organic and natural cosmetics product would give me pleasure	Sweeney, J. C., & Soutar, G. N. (2001).

Green Perceived Risk	GPR1 - There is a chance that there will be something wrong with environmental performance of this organic and natural cosmetics product. GPR2 - There is a chance that this organic and natural cosmetics product will not work properly with respect to its environmental design. GPR3 - There is a chance that you would get environmental penalty or loss if you use this organic and natural cosmetics product.	Chen, Y. S., & Chang, C. H. (2012).
Perceived Quality	PQ1 - I believe organic and natural cosmetics is of high quality PQ2 - I believe organic and natural cosmetics are superior product PQ3 - I feel the quality of organic and natural cosmetics is remarkable PQ6 - The quality of organic and natural cosmetics is perfectly acceptable.	Singh, Swati, and Swati Alok. (2021): 1-23. Grunert, Bech-Larsen, & Bredahl (2000)
Repurchase Intention	RI 1 - I will consume organic and natural cosmetics again RI 2 - I will buy larger quantities of this kind of organic and natural cosmetics in the next few years RI 3 - I will consider these organic and natural cosmetics products as my first option for purchasing in relation to others RI 4 - I intend to increase the consumption volume of organic and natural cosmetics RI 5 - I will encourage friends, neighbors and family to buy and use organic and natural cosmetics	Singh, Swati, and Swati Alok..

6. Result and Analysis

43.1% of the respondents are in the age group of 20-25 yrs

and 31.6 falls in the age group of 25-30 yrs. 51.7% of the respondents have a post-graduate degree and 64.5% are

Table 2. Demographic value of the respondents

Category	Sub-category	Frequency	Percentage
Age	20-25	92	43.1
	25-30	66	31.6
	30-35	26	12.4
	35-40	10	4.8
	40 and above	16	7.7
Educational Qualification	Higher secondary level	11	5.2
	Graduate	54	25.6
	Post graduate	109	51.7
	Professional	36	17.1
Marital status	Married	74	35.1
	Unmarried	136	64.5
Income	Less than 20000	51	24.2
	20000-40000	52	24.7
	40000-60000	57	27.14
	More than 60000	50	23.80

Table 3. Construct reliability and validity

Items	Mean	SD	Factor Loading	Average Variance	Composite Reliability	Cronbach's α
Perceived Quality				.50	.80	.803
PQ1	2.0143	.93050	.604			
PQ2	2.0524	.89235	.712			
PQ3	2.1190	.86402	.601			
PQ6	2.1476	.89235	.646			
Perceived Value				.50	.80	.752
PV1	2.1905	.94939	.684			
PV2	2.2286	.85568	.716			
PV3	2.2286	.97094	.733			
PV4	2.1524	.87802	.339			
Repurchase Intention				0.51	0.71	.777
RI1	2.0905	.87845	.657			
RI2	2.3095	1.01868	.592			
RI3	2.2238	1.03637	.602			
RI4	2.09	.876	.602			
Emotional value				.50	.80	.775
EV1	2.1286	.85708	.669			
EV2	2.2344	.98915	.557			
EV3	2.1571	.91195	.799			
EV5	2.2714	.96228	.698			
Green perceived risk				.54	.80	.774
GPR1	3.0333	1.01841	.709			
GPR2	3.0857	1.09032	.798			
GPR3	3.3571	1.12010	.685			
Environmental awareness				.59	.81	.703
EA4	2.3286	1.03139	.680			
EA5	2.0714	.81824	.643			
EA6	2.1429	.91692	.684			

Source: Data derived from a survey

Table 4. Discriminate validity

	PQ	PV	EV	GPR	RI	EA
PQ	.7071					
PV		.7141				
EV			.7071			
GPR				.7348		
RI					.7141	
EA						0.7071

Source: Data derived from a survey

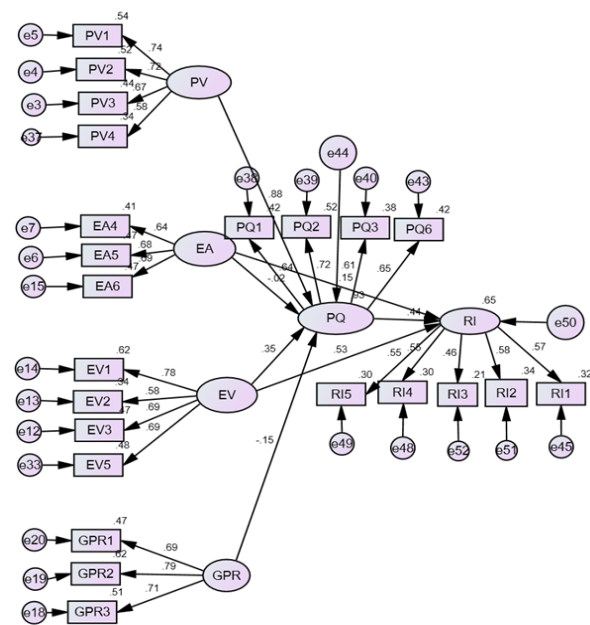
unmarried. The income level ranges from Rs. 20,000 to 60,000. (Table 2)

Confirmatory Factor Analysis (CFA) was performed to evaluate the items for each construct. The factor loading values above 0.5 were retained for further analysis. This resulted in the elimination of one item in perceived value, three items in environmental awareness, one item from emotional value, two items from perceived green risk, and three items from perceived quality respectively. Further Cronbach alpha, composite reliability, and AVE are used to examine the reliability and validity of the constructs. Table 3 shows the results of the assessment of the measurement model. The factor-loading items range from .557 to .799 (Hair *et al.*, 2016). The values of AVE, composite reliability and Cronbach alpha are also above the threshold values respectively for all the constructs. (Churchill, 1921, Hair *et al.*, 2009).

The value given in Table 4 establishes the discriminant validity. It shows that the measurement that is not supposed to be related are actually unrelated. (Fornell and Larcker, 1981; Campbell and Fiske, 1959). As the reliability and validity were established, the measurement model is found to be reliable and valid, hence the structural model is assessed in the second stage.

6.1 The Result of Structural Model

The adjustment indexes are within or close to the level recommended in the literature. Hypothesis testing

**Figure 1.** Final models and their path.**Table 5.** Adjustment indexes of structural value

Chi square	DF	P value	CMIN/DF	NFI	RFI	IFI	TLI	CFI	RMSEA
452.756	223	.000	2.030	.967	.912	.967	.930	.962	.070

Source: Data derived from a survey

Table 6. Testing of Hypothesis

	β value	Standard error	Critical ratio	P value
H ₁ -Perceived value positively affected perceived quality	.979	.144	6.801	***
H ₂ -Environmental awareness positively affected perceived quality	-.021	.064	-.320	.749
H ₃ -Emotional value positively affected perceived quality	.318	.065	4.924	***
H ₄ -Green perceived risk have negatively affect the perceived quality	-.110	.044	2.489	.013
H ₅ -Environmental awareness positively affect repurchase intention	.129	.070	1.838	.066
H ₆ -Emotional value positively affect repurchase intention	.396	.080	4.929	***
H ₇ -Perceived quality positively affect repurchase intention	.362	.081	4.459	***

Source: Data derived from a survey

was performed by considering estimated regression coefficients. The residuals of covariance are small and the centre is near zero. The results of the hypothesis testing are shown in Table 6.

7. Discussion

The primary aim of this research was to study the repurchase intention of organic and natural cosmetics in the Indian context. This study also investigates the factors influencing the perceived quality and repurchase intention towards organic and natural cosmetics. The hypothesis testing was performed by considering the estimated regression coefficients. Shown in Table 6 are all hypotheses as well as the structural paths, the non-standardized coefficients, the standardized coefficients, t-testing and the resulting probabilities. Hypotheses H₁, H₃, H₄, H₆, and H₇ were supported at 0.05 level. Hypotheses H₂ and H₅ are not supported at the .05 level.

On the H₁ test, it has been observed that perceived value has a strong and significant impact on perceived quality. This indicates that when the green value is added to the product, consumers will perceive the quality changes and this would further strengthen the repurchase intention. A study conducted by Rakesh and Khare, 2012 reveals that Indian consumers are value-conscious

and prioritize value over other aspects. Milfelner, *et al.*, (2011), mentioned that perceived quality is more related to perceived value, so it is considered the core dimension of perceived value. The impact of Environmental awareness towards perceived quality and repurchase intention is not supported. This study is contradictory to the previous research which reports a positive role of environmental awareness in perceived quality and repurchase retention (Ribeiro & Veiga, 2011, I Gede Budi Astawa 2021). This could be because of the nature of the product. In the case of organic and natural cosmetics, consumers have to act on a certain assumption and have to trust the judgement of others. So, in this case, both the intrinsic and extrinsic information of the product is not sufficiently useful for evaluating the quality of the product. Emotional value is found to have a significant effect on perceived quality and repurchase intention. Thus, it can be concluded that emotional value directly influences perceived quality and repurchase intention. Apart from the perceived value and quality, emotional love for the brand also plays an important role. This has been mutually proved by Beyzavi and Lotfizadeh (2014) Uthamaputharan and Amin (2013). Green perceived risk has a negative influence on perceived quality. Perceived risk is a subjective expectation of losses. An association with the acknowledged risk becomes the basis for the

ecological opinion and observed dangers (Karatu and Mat 2015). This indicates that a reduced perceived risk will increase the perceived quality. Companies can reduce the perceived risk by not giving misleading information and disruptive products. Consumers' perceived quality has a significant positive influence on repurchase intention. The study shows that the organic value has the most significant effect on the repurchase intention. This indicates that when consumers perceive higher quality products in terms of organic and naturalistic input, it will lead to stronger repurchase intention. The study conducted by Carmen, 1990; Boulding *et al.*, 1993; Parasuraman *et al.*, 1996 also accepted the same. Thus marketers should develop strategies to motivate customers to repurchase the products. This can be done by disseminating correct knowledge about the health and environmental benefits of a healthier lifestyle.

8. Conclusion

This research is conducted to find the influence of perceived value, environmental awareness, emotional value, and green perceived risk towards perceived quality and in turn on repurchase intention. The results acquired perceived value, emotional value positively affect the perceived quality is accepted, perceived quality and emotional value positively affect repurchase intention is accepted. The organization should, hence, consider enhancing perceived quality and reducing the green perceived risk in order to increase the repurchase intention.

9. Acknowledgment

The authors acknowledge the grants received from TAMIL NADU STATE COUNCIL FOR HIGHER EDUCATION (TANSCH), TAMIL NADU STATE, INDIA. This research article is one part of the major research project sponsored by TANSCH for a period of three years from 2021 to 2023.

10. References

- Aaker, D. A. (1991). *Managing brand Equity: Capitalizing on the value of a brand name*, New York: The Free press.
- Alamsyah, D. P., Suhartini, T., Rahayu, Y., Setyawati, I., & Hariyanto, O. I. (2018, November). Green advertising, green brand image and green awareness for environmental products. In IOP Conference Series: *Materials Science and Engineering*, 434(1), 012160. IOP Publishing. <https://doi.org/10.1088/1757-899X/434/1/012160>
- Alamsyah, D. P., & Mohammed, H. A. A. (2019). Antecedents of green awareness for Eco-Friendly Products. *ASEAN Marketing Journal*, 109-126.
- Alamsyah, D., Othman, N., & Mohammed, H. (2020). The awareness of environmentally friendly products: The impact of green advertising and green brand image. *Management Science Letters*, 10(9), 1961-1968. <https://doi.org/10.5267/j.msl.2020.2.017>
- Astawa, I. G. B., & Rahanatha, G. (2021). The influence of brand awareness on repurchase intention with perceived quality as mediation variable. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(4), 253-259.
- Bauer, R. A. (1961). Risk handling in drug adoption: Role of company preferences. *Public Opinion Quarterly*, 25(4), 546-549 <https://doi.org/10.1086/267050>
- Beyzavi, M., & Lotfizadeh, F. (2014). Analyzing the choice behavior based on the theory of consumption values for green products in Iran. *Kuwait Chapter of the Arabian Journal of Business and Management Review*, 3(12A), 124. <https://doi.org/10.12816/0018853>
- Boulding, W., Karla, A., Staelin, R. & Zeithaml, V.A. (1993) A dynamic process model of service quality: from expectations to behavioral intentions. *Journal of Marketing Research*, 30, 7-27 <https://doi.org/10.1177/002224379303000102>
- Campbell, D. T., & Fiske, D. W. (1959). Convergent and discriminant validation by the multitrait-multimethod matrix. *Psychological bulletin*, 56(2), 81.
- Carman, J.M. (1990) Consumer perceptions of service quality: An assessment of the SERVQUAL dimensions. *Journal of Retailing*, 66, 33-55.
- Cha, S. S., & Shin, M. H. (2021). The effect of delivery food on customer emotional response and repurchase intention. *The Korean journal of food & health convergence*, 7(2), 1-10.
- Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*. <https://doi.org/10.1108/00251741211216250>
- Choi, E. J., & Kim, S. H. (2013). The study of the impact of perceived quality and value of social enterprises

- on customer satisfaction and re-purchase intention. *International journal of smart home*, 7(1), 239-252.
- Churchill Jr, G. A. (1979). A paradigm for developing better measures of marketing constructs. *Journal of marketing research*, 16(1), 64-73.
- De Toni, D., Eberle, L., Larentis, F., & Milan, G. S. (2018). Antecedents of perceived value and repurchase intention of organic food. *Journal of Food Products Marketing*, 24(4), 456-475. <https://doi.org/10.1080/10454446.2017.1314231>
- Dickson, P. R., & Sawyer, A. G. (1984). Entry/exit demand analysis. *ACR North American Advances*.
- Dodds, W. B. (1985). An experimental investigation of the effects of price, brand and store information on the subjective evaluation of products (Doctoral dissertation, Virginia Polytechnic Institute and State University).
- Fornell, C. and Larcker, D.F. 1981. Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, 18(1), pp.39-50. <https://doi.org/10.1177/002224378101800104>
- Forrester, W. R., & Maute, M. F. (2001). The impact of relationship satisfaction on attributions, emotions, and behaviors following service failure. *Journal of Applied Business Research (JABR)*, 17(1). <https://doi.org/10.19030/jabr.v17i1.8148>
- Grunert, K. G., Bech-Larsen, T., & Bredahl, L. (2000). Three issues in consumer quality perception and acceptance of dairy products. *International Dairy Journal*, 10(8), 575-584. [https://doi.org/10.1016/S0958-6946\(00\)00085-6](https://doi.org/10.1016/S0958-6946(00)00085-6)
- Hair, J.F. (2009). Multivariate data analysis.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European journal of marketing*. <https://doi.org/10.1108/03090560310495456>
- Izzudin, M. S., & Novandari, W. (2018). The Effect of perceived quality, brand image on customer satisfaction and brand awareness toward repurchase intention. *Journal of Research in Management*, 1(3). <https://doi.org/10.32424/jorim.v1i3.44>
- Jacoby, J., & Kaplan, L. B. (1972). The components of perceived risk. *ACR Special Volumes*.
- Karatu, V. M. H., & Nik Mat, N. K. (2015). Determinants of green purchase intention in Nigeria: The mediating role of green perceived value.
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision support systems*, 44(2), 544-564. <https://doi.org/10.1016/j.dss.2007.07.001>
- Kollmuss, A., & Agyeman, J. (2002). Mind the gap: why do people act environmentally and what are the barriers to pro-environmental behavior? *Environmental Education Research*, 8(3), 239-260. <https://doi.org/10.1080/13504620220145401>
- Lee, J. S., & Park, M. J. (2005). The relationship among service scape, emotional response and behavior intention in hotel restaurant. *Journal of the Korea Service Management Society*, 6(2), 105-128
- Micheletti, G. (2010). Using social business to reshape the capitalist economy and support environmental awareness. *Inquiries Journal*, 2(02).
- Milfelfner, B., Snoj, B., & Korda, A. P. (2011). Measurement of perceived quality, perceived value, image, and satisfaction interrelations of hotel services: Comparison of tourists from Slovenia and Italy. *Drustvena Istrazivanja*, 20(3), 605. <https://doi.org/10.5559/di.20.3.01>
- Nilowardono, S., Susanti, C. E., & Rahayu, M. (2020). Effects of perceived quality and social media marketing on brand loyalty through brand trust and brand love. *IOSR Journal of Business and Management*, 22(8), 20-29.
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-based brand equity: improving the measurement-empirical evidence. *Journal of product & brand management*. <https://doi.org/10.1108/10610420510601012>
- Parasuraman, A., Zeithaml, V. & Berry, L. (1996) The behavioral consequences of service quality. *Journal of Marketing*, 60, 31-46. <https://doi.org/10.1177/002224299606000203>
- Peter, J. P., & Ryan, M. J. (1976). An investigation of perceived risk at the brand level. *Journal of marketing research*, 13(2), 184-188. <https://doi.org/10.1177/002224377601300210>
- Punyatoya, P. (2014). Linking environmental awareness and perceived brand eco-friendliness to brand trust and purchase intention. *Global Business Review*, 15(2), 279-289. <https://doi.org/10.1177/0972150914523572>
- Rakesh, S., & Khare, A. (2012). Impact of promotions and value consciousness in online shopping behaviour in India. *Journal of Database Marketing & Customer Strategy Management*, 19(4), 311-320. <https://doi.org/10.1057/dbm.2012.30>
- Rashid, N. R. N. A. (2009). Awareness of eco-label in Malaysia's green marketing initiative. *International Journal of Business and Management*, 4(8), P132 <https://doi.org/10.5539/ijbm.v4n8p132>
- Sheth, J. N., Sethia, N. K., & Srinivas, S. (2011). Mindful consumption: A customer-centric approach to sustainability. *Journal of the Academy of Marketing Science*, 39(1), 21-39. <https://doi.org/10.1007/s11747-010-0216-3>

- Singh, S., & Alok, S. (2021). Drivers of repurchase intention of organic food in India: Role of perceived consumer social responsibility, price, value, and quality. *Journal of International Food & Agribusiness Marketing*, 1-23. <https://doi.org/10.1080/08974438.2020.1869135>
- Snoj, B., Korda, A. P., & Mumel, D. (2004). The relationships among perceived quality, perceived risk and perceived product value. *The Journal of Product and Brand Management*, 13(2/3), 156-167. <https://doi.org/10.1108/10610420410538050>
- Suh, M. S., & Kim, S. H. (2004). The relationship of e-service scape, customers' emotional responses and behavior. *Korean Management Review*, 33(1), 205-239.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of retailing*, 77(2), 203-220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Taylor, J. W. (1974). The role of risk in consumer behavior. *Journal of Marketing*, 38, 54-60. <https://doi.org/10.1177/002224297403800211>
- Uthamaputharan, S., & Amin, M. (2013). Green Product Positioning and Purchase Intention in Malaysia. In Diversity, Technology, and Innovation for Operational Competitiveness: Proceedings of the 2013 International Conference on Technology Innovation and Industrial Management (pp. 3-355). ToKnowPress
- Vining, J., & Ebreo, A. (1990). What makes a recycler? A comparison of recyclers and nonrecyclers. *Environment and Behavior*, 22(1), 55-73. <https://doi.org/10.1177/0013916590221003>
- Veiga, R. T., & Ribeiro, J. A. (2011). Personality and sustainable consumption: An application of the 3M Model. ACR North American Advances.
- Zeelenberg, M., & Pieters, R. (2004). Beyond valence in customer dissatisfaction: A review and new findings on behavioral responses to regret and disappointment in failed services. *Journal of business Research*, 57(4), 445-455. [https://doi.org/10.1016/S0148-2963\(02\)00278-3](https://doi.org/10.1016/S0148-2963(02)00278-3)
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22. <https://doi.org/10.1177/002224298805200302>
- Zielke, S. (2010). "How price image dimensions influence shopping intentions for different store formats", *European Journal of Marketing*, 44(6), 748-770. <https://doi.org/10.1108/03090561011032702>
- Available from: <https://www.futuremarketinsights.com/reports/organic-cosmetics-market#:~:text=According%20to%20the%20analysis%20of,27.6%25%20market%20share%20by%202031.>
- Available from: <https://www.techsciresearch.com/report/india-cosmetics-market/7222.html>