

Impact of Demographic Factors on Purchase Intention of Organic Skin Care Products: A Study in Select Cities of India

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Abstract: Global organic skin care industry is expected to register a phenomenal growth in the next five years due to increasing popularity of healthier lifestyle. Surprisingly, most existing literature is limited to organic food or personal care products. This study is a pioneering attempt to profile Indian users of organic skin care products. Demographic relationship with purchase intention was empirically tested. Employing regression analysis, the findings revealed that personal income and education have significant influence on intention to buy organic beauty/ skin-care products. Results of this study have crucial theoretical and practical implications for marketers of organic skin care industry as it will give them an insight regarding Indian consumers of organic skin care products. Firms can develop effective marketing strategies for organic skin care products focusing on the key demographic influences by pondering over the results of this study.

1. Introduction

According to a report, global cosmetic industry is projected to register a CAGR of 5.3% from 2021 to 2027 and will be worth \$463.5 billion. Cosmetics have become an indispensable part of modern lifestyle. Global competition has increased due to a rise in demand for cosmetic products. Skin care and cosmetic brands are trying to outdo each other in order to capture a larger market share (Cosmetics Europe, 2020). In order to boost their volume of sales, skin care and cosmetic brands are aligning the consumers' inclination to healthier lifestyle with their organizational vision and mission (Ghazali *et al.*, 2017). In this direction, many skin care companies are investing in personal care products which are organic in their constitution. This is an attempt to revamp stagnant cosmetics markets which have been facing a decrease in sale in some countries such as, France, Italy and the USA, to name a few (Nosi *et al.*, 2020).

Global market size of organic personal care products in 2019 was US\$ 15,500 million. This sales figure is expected to double in 2024. In a report by Organic Trade Association, it was mentioned that

the sale of products which are organic in the United States in 2016 crossed US\$ 47,000 million (Hwang and Chung, 2019). After the outbreak of Covid-19, consumers' have become very cautious. They are more inclined toward using safer and healthier products (Organic Trade Association, 2006). Organic skin care market is likely to attain a growth rate of 8.5% during the period, 2021 - 2026. In India, the market will grow by 25% during 2021-2026. Research scholars have given consensus on the fact that one's health acts as a positive predictor of attitude and intention to buy organic products. Millennials are also buying more organic products, indicating that the future is bright for the market (Molinillo *et al.*, 2020).

Considering the recent growth in cosmetic industry, a closer investigation and analysis of demand and supply of organic beauty products is relevant for scholars who are associated with retail sector and consumer behavior (Ghazali *et al.*, 2017; Prakash *et al.*, 2019). The market of organic beauty products is still in the developmental stage. Sadiq *et al.* (2020) posit that more studies should be carried out in this area to determine the factors which affect intention to buy organic beauty products among consumers. The area of focus of this study is organic skin care market which is a part of organic personal care product market. There exists a significant body of work in the realm of organic products, especially food. Organic skin care and beauty products are a promising field which has recently garnered attention among research scholars owing to the phenomenal growth rate of the sector.

2. Review of Literature

2.1. Organic Skin Care Products

Skin care is an integral part of women's personal care regime. It is a carefully planned process, which includes all steps from correction to prevention, in the process of makeup. Organic skincare can be referred to as the skincare regime that extensively involves the utilization of organic products. The sale organic and green beauty products are witnessing a noticeable expansion (Onel, 2016; Raska and Shaw, 2012). A surge in environmental awareness (Nimse *et al.*, 2007), health consciousness, wariness regarding harmful chemicals (on skin) have increased the demand for healthier, safer and paraben-free organic beauty products. Personal care products include feminine hygiene products, hair/skin care, colour cosmetics, toiletries, oral care and deodorants. The formulations of organic personal care products are free from pesticides, fertilizers and GMO's, as a result of this, they are much in vogue. Organic skin care products claim that they are safer for the skin since they are made of natural ingredients like extracts of roots, leaves, flowers and herbs. The extracts are mixed with carrier agents and emulsifiers. Some countries have created their own labelling and differing certification standards of organic skin care products and are in competition with one another. Ecocert, the Soil Association, the BDiH, the USDA, the ICEA and CosmeBio are some examples of leading certification agencies of organic products.

Most of existing literature has focused on green skin care products. Ideally green and organic products are non-toxic, durable and made from materials that are recycled.

2.2. Demographic Factors and Purchase Intention

Similarly, earlier studies have affirmed that women are keener in using beauty and personal care products as compared to men (Lockie *et al.*, 2002; McEachern and McClean, 2002; Storstad and Bjorkhaug,

2003). Most consumers of organic food products are usually younger than non-users (Jolly, 1991). A number of researches (Thompson and Kidwell, 1998; Fotopoulos and Krystallis, 2002) posit that younger consumers might be ecologically conscious but unwilling to spend much owing to their lower incomes. In contrast to them, aged and mature people are conscious about health and tend to spend more on food products which are organic. Social consciousness, apart from concern for health also affects young consumers' intention to spend more on organic products. It is anticipated that there will be a definitive impact on the sale of organic beauty products in times to come (Zollo *et al.*, 2021). Global market of organic personal care products is projected to be worth US\$ 54.5 million in the coming decade. The rapid use of Internet, social interactions, brands' touch points have invigorated the search for organic beauty products among website users and e-shoppers (Alaei *et al.*, 2020; Huang *et al.*, 2009).

Presence of children in households has a positive effect on organic attitudes of consumers as well as their purchase behaviour (e.g. Thompson and Kidwell, 1998; Fotopoulos and Krystallis, 2002). Children's age within a household is a crucial factor that influences consumer's intention to buy products which are organic (Wier and Calverley, 2002).

Another variable which has an effect on consumers' intention of using/ buying organic products is income. Income has been predicted to have constructive bearing on intention to buy green products. This is due to the fact that green and organic products are costlier than conventional ones (Awad, 2011). Previous studies have posited that higher income households are more inclined toward consumption of organic items (Lockie *et al.*, 2002; Magnusson *et al.*, 2001). On the contrary, some studies (Fotopoulos and Krystallis, 2002) revealed that income is not related to purchase intention of organic food products. In either case, income appears to impact inclination to purchase green and organic items among consumers Durham (2007) explained the nonexistence of any relation between income and intention to buy organic products.

In addition to level of earning, education is affirmed to be a pivotal factor between consumer attitudes and their buying behavior of products which are organic. Storstad and Bjorkhaug (2003), mention that people who buy organic products have a higher educational qualifications than non-organic consumers. This is because the former are more interested in purchasing organic products than the latter (Magnusson *et al.*, 2001; Dettmann and Dimitri, 2008). Consumers with higher education are reported to require details regarding processing as well as production procedure of organic products (Wier and Calverley, 2002).

3. Objectives and Hypotheses of the Study

3.1. Objectives of the Study

The current study is an attempt to add meaningful content and empirical findings related to consumers of skin care products that are organic. The objectives of this study are:

- To find out demographic factors that affect intent to purchase organic beauty/ skin care products.
- To investigate any difference in demographic profile of users/ buyers and non-users/ non-buyers of organic skin care products.

3.2. Hypotheses of the Study

Based on review of existing literature and objectives of the study, the following hypotheses have been formulated:

- H₀₁: There exists no significant difference in purchase intention of users and non- users of organic skin care brands.
- H₀₂: Age has significant effect on intention to buy organic skin care products.
- H₀₃: Level of income has a significant impact on intention to buy organic skin care products.
- H₀₄: Education has a significant impact on intention to buy organic skin care products.
- H₀₅: Occupation has a significant impact on intention to buy organic skin care products.

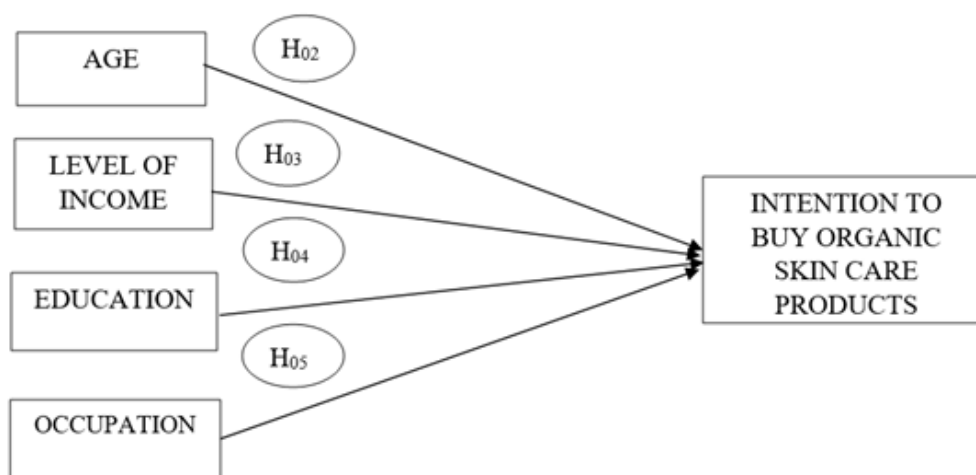


Figure 1: Conceptual Model

Source: Authors' Own Compilation

4. Research Methodology

4.1. Sample and Data Collection

Based on the objective of the study, a structured research instrument was designed to collect data. The instrument was pretested on 25 participants before final data collection. In concurrence with existing literature which posit that primary consumers of skin care products are women (Dardak *et al.*, 2009), for this research, a non- probability, purposive sampling was used. Accordingly, the questionnaire was administered to women in North India. Six cities were selected at random basis including Lucknow, Delhi, Faridabad, Ghaziabad, Gurugram and Noida. The questionnaire was prepared on Google Docs and data was collected online from March to June 2020 through virtual snowball sampling technique. This method of data collection was used due to the on-going global pandemic i.e. Covid-19. Respondents were assured of anonymity and voluntary nature of participating in data collection and were requested

to be truthful and accurate in their response. This was followed by preparing data for analysis, which involved entering data and screening outliers and missing-yielding 340 useable responses.

4.2. Measures

The first part of the questionnaire comprised nine questions relating to demographic information of respondents. These were measured on anominal scales. Two questions assessed whether the respondents used skin care and beauty products which were organic respectively. Participants' keenness to buy four organic skin care products (i.e. skin brightening cream, sun protection cream, , anti-aging cream and body lotion was measured with three items (e.g. "It is likely that I will purchase an organic body lotion," "If organic body lotion was available, I would buy it," "I plan to buy an organic body lotion.") Two items were adapted from a study by Michaelidou and Hasan (2008), and one item was adapted from Lin (2007). A Wilcoxon test showed that there was no significant difference between the four products hence the data of the four products was combined. The three items used for all four organic skin care products yielding a total of 12 items. Seven-point likert scale (1=strongly disagree to 7=strongly agree) was used to measure each item. The scale was tested as reliable (Chronbach's alpha= 0.936).

5. Data Analysis

Table 1, depicts the demographic profile of participants which reveals that the highest number of respondents are in 25-34 age group (44.4%) followed by 18-24 age group (23.2%). The highest educational qualification of the respondents is tapped into five groups/categories. It is revealed that in the sample of the data set that graduate/professional degree (32.9%) and post graduate degree (45.9%) holders appear with the highest percentage receptively and the total percentage of those who do not hold graduate degree is just (14.4%) indicating that the sample of this study has more graduate or higher degree holders.

Personal annual income of the respondents is recorded into six categories. It is found that only (28.8%) respondents had no personal income and they are mostly students whose purchasing power is dependent on family income. 68% respondents' income lies between 2 lakhs to 4 lakhs. Family annual income of 54.1% respondents is more than 8 lakhs indicating that more than 50% or the respondents of the sample data have enough purchasing power in terms of family income. Occupation of the participants is recorded in seven categories. Majority of the respondents (57.3%) belong to the professional group followed by students (18.1%). Data was tested for normality and it was not normally distributed. (Shapiro-Wilk Stats = .977, p-value <0.05).

Mann-Whitney was utilized to test the first hypothesis (H_{01}) i.e. there exists no significant difference in purchase intention of users and non- users of organic skin care brands. Table 2 reveals that there is no significant difference between users and non-users of organic skin care products on purchase intention based on the results (Mann-Whitney $U=12962.000$). Hence H_{01} is not rejected as there is no significant difference between users and non- users of organic skin care products.

The data was not normal; hence two samples t-test could not be employed in this case. In order to analyse whether there was any significant difference between demographic variables on purchase

Table 1: Demographic Profile of the Respondents

<i>Variable</i>	<i>Total n=340(%)</i>	<i>Users n=116(%)</i>	<i>Non-users n=224(%)</i>
Age			
Under 18	10(2.9)	3(2.6)	7(3.1)
18-24	79(23.2)	25(21.6)	54(24.1)
25-34	151(44.4)	51(44)	100(44.6)
35-44	51(15)	22(19)	29(12.9)
45-54	34(10)	12(10.3)	22(9.8)
55-64	13(3.8)	3(2.6)	10(4.5)
Above	64(2.6)	N	2(9)
Education			
Higher Secondary/ High School	10(2.9)	5(4.3)	5(2.2)
Senior Secondary/Intermediate	39(11.5)	11(9.5)	28(12.5)
Graduate/Professional degree	112(32.9)	34(29.3)	78(34.8)
Post Graduate degree	156(45.9)	58(50)	98(43.8)
PhD or equivalent degree	23(6.8)	8(6.9)	15(6.7)
Personal Annual Income			
Nil	98(28.8)	33(28.4)	65(29)
<2 Lakh	28 (8.2)	7(6)	21(9.4)
2 Lakh - 4 Lakh	68 (20)	19(16.4)	49(21.9)
4 Lakh - 6 Lakh	45 (13.2)	17(14.7)	28(12.5)
6 Lakh - 8 Lakh	36 (10.6)	14(12.1)	22(9.8)
>8 Lakh	65 (19.1)	26(22.4)	39(17.4)
Family Annual Income			
<2 Lakh	28 (8.2)	11(9.5)	17(7.6)
2 Lakh - 4 Lakh	31 (9.1)	9(7.8)	22(9.8)
4 Lakh - 6 Lakh	53 (15.6)	14(12.1)	39(17.4)
6 Lakh - 8 Lakh	44 (12.9)	14(12.1)	30(13.4)
>8 Lakh	184 (54.1)	68(58.6)	116(51.8)
Occupation			
Student	61(18.1)	22(19)	39(17.4)
Professional	193(57.3)	76(65.5)	117(52.2)
Government	13(3.9)	4(3.4)	9(4)
House-wife	15(4.5)	4(3.4)	11(4.9)
Self-employed	33(9.8)	6(5.2)	27(12.1)
Unemployed	17(5)	2(1.7)	15(6.7)
Retired	5(1.5)	1(0.9)	4(1.8)

Source: Authors' Own Compilation from Primary data

intention, Kruskal – Wallis test (non-parametric test) was used instead of one-way analysis of variance (ANOVA). Results of Kruskal – Wallis test reveal that there is no statistical difference between groups of categorical variables.

Table 2: Depiction of Purchase Intention of Users vs. Non-Users

Ranks				
<i>Whether using any organic skincare product?</i>	<i>N</i>	<i>Mean</i>	<i>Rank</i>	<i>Sum of Ranks</i>
Purchase Intention				
Users	116	170.76	19808.00	
Non-Users	224	170.37	38162.00	
Total	340			
Test Statistics^a				
				PUR_INT
Mann-Whitney U				12962.000
Wilcoxon W				38162.000
Z				-.035
Asymp. Sig. (2-tailed)				.972

a. Grouping Variable: Are you currently using any organic skincare product.

Source: Authors' Own Compilation

Regression analysis was done with dummy variables to test hypotheses H_{02} - H_{05} (Table 3). Regression with a dummy variable is used when the data has categorical variables. It entails creation of artificial variables to represent distinct categories (Skrivernek, 2009). Table 3 depicts the results. The corrected Model is not significant at any conventional levels of significance (1%, 5%, and 10%) because F-stats (=1.180); p-value (=0.261). Hence, this dummy regression model with all the explanatory variables taken together is not significant. However, it is found that taking Education as a predictor, the model is significant at 10% significance level because F-stats (=2.021); p-value (=0.091) and the same is also true when personal annual income (PAI) is a predictor because F-stats (=2.115); p-value (=0.063). R-squared of the model stands at 8%, while the adjusted R-squared is only 1.2%. The huge difference between R-squared value and the adjusted R-squared value is noticed because all the categorical variables are not significant except two categories of 'Education' and two categories of 'Personal Income,' shown in Table 4. Table 4 shows Parameter estimates (main effects) calculated at 95% Confidence Interval.

EDU=1 to EDU=5 are five groups in the categorical variable education starting with Higher Secondary/ High School (EDU=1), Senior Secondary/ Intermediate (EDU=2), Graduate/Professional degree (EDU=3), Post Graduate degree (EDU=4), and PhD or equivalent degree (EDU=5). The

**Table 3: Regression Results of Demographic Factors and Purchase Intention
Tests of Between-Subjects Effects**

Dependent Variable: Purchase Intention

<i>Source</i>	<i>Type III Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Corrected Model	62.610 ^a	23	2.722	1.180	.261
Intercept	817.656	1	817.656	354.399	.000
AGE	8.308	5	1.662	.720	.609
EDU	18.654	4	4.663	2.021	.091
PAI	24.397	5	4.879	2.115	.063
FAI	6.939	4	1.735	.752	.557
Occupation	5.123	5	1.025	.444	.817
Error	715.221	310	2.307		
Total	6143.185	334			
Corrected Total	777.831	333			

a. R Squared = .080 (Adjusted R Squared = .012)

Source: Authors' Own Compilation

Table 4: Parameter Estimates

Dependent Variable: Purchase Intention

<i>Parameter</i>	<i>B</i>	<i>Std. Error</i>	<i>T</i>	<i>Sig.</i>	<i>95% Confidence Interval</i>	
					<i>Lower Bound</i>	<i>Upper Bound</i>
Intercept	4.056	.718	5.647	.000	2.642	5.469
[AGE=1]	-.385	.774	-.497	.619	-1.908	1.138
[AGE=2]	.392	.569	.688	.492	-.728	1.511
[AGE=3]	.303	.510	.594	.553	-.700	1.306
[AGE=4]	.006	.536	.012	.990	-1.049	1.061
[AGE=5]	.115	.556	.206	.837	-.980	1.209
[AGE=6]	0 ^a
[EDU=1]	1.096	.661	1.658	.098	-.205	2.396
[EDU=2]	1.229	.490	2.509	.013	.265	2.193
[EDU=3]	.872	.363	2.401	.017	.157	1.586
[EDU=4]	.589	.352	1.672	.095	-.104	1.282

contd. table 4

Parameter	B	Std. Error	T	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
[EDU=5]	0 ^a
[PAI=1]	-.973	.338	-2.874	.004	-1.638	-.307
[PAI=2]	-.735	.412	-1.783	.076	-1.546	.076
[PAI=3]	-.702	.307	-2.283	.023	-1.306	-.097
[PAI=4]	-.164	.321	-.510	.610	-.797	.468
[PAI=5]	-.269	.328	-.821	.412	-.913	.376
[PAI=6]	0 ^a
[FAI=1]	.026	.355	.074	.941	-.672	.725
[FAI=2]	.100	.343	.291	.771	-.575	.774
[FAI=3]	-.086	.273	-.316	.752	-.624	.451
[FAI=4]	-.442	.288	-1.534	.126	-1.008	.125
[FAI=5]	0 ^a
[Occupation=1]	-.467	.445	-1.048	.295	-1.343	.410
[Occupation=2]	-.449	.423	-1.061	.290	-1.281	.384
[Occupation=3]	-.756	.606	-1.247	.213	-1.948	.436
[Occupation=4]	-.231	.566	-.408	.683	-1.344	.882
[Occupation=5]	-.319	.479	-.665	.507	-1.262	.625
[Occupation=6]	0 ^a

a. This parameter is set to zero because it is redundant.

Source: Authors' Own Compilation

reference group in these five educational categories/groups is PhD or equivalent degree (EDU=5). Similarly, PAI=1 to PAI=6 are the six categories/groups of the categorical variable, personal income, starting with Nil (PAI=1), <2 Lakh (PAI=2), 2 Lakh - 4 Lakh (PAI=3), 4 Lakh - 6 Lakh (PAI=4), 6 Lakh - 8 Lakh (PAI=5), and >8 Lakh (PAI=6). The reference group in these six personal income categories/groups is >8 Lakh (PAI=6).

The intercept in the model above or equal to 4.056 is the conditional mean for the groups in the reference categories and the slope coefficient shows the difference between the reference category and the group to which it belongs. For example, Senior Secondary/ Intermediate (EDU=2) shows a significant impact ($p < 0.05$) on the purchase intention indicating that Senior Secondary/ Intermediate (EDU=2) has higher impact on intention to purchase organic skin-care products than the reference category (EDU=5). Similarly, Graduate/Professional degree (EDU=3) is also noticed to have a higher impact on intention to purchase organic skin-care products than the reference category (EDU=5) by .872 units.

However, in comparison to the reference category >8 Lakh (PAI=6) in the personal income groups, Nil (PAI=1) and 2 Lakh - 4 Lakh (PAI=3) have lesser intention to purchase organic skin-care

products by -.973 and -.702 units respectively. This implies that true coefficient value of Nil (PAI=1) is 3.083 (= 4.056 - 0.973) and for 2 Lakh - 4 Lakh (PAI=3) it is 3.354 (= 4.056 - 0.702). Age groups, occupation groups, and levels of family income have no impact on purchase intention because the p-values >0.05 for each of the categories of these variables.

Further, Table 5 shows that the null hypothesis of homogeneity of variance is not rejected at 5% significance level because p-value > 0.05.

Table 5: Levene's Test of Equality of Error Variances

Dependent Variable: Purchase Intention			
<i>F</i>	<i>df1</i>	<i>df2</i>	<i>Sig.</i>
.951	187	146	.629

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Age+ Education + Personal Annual Income + Family Annual Income + Occupation

Source: Authors' Own Compilation

The criteria for accepting the hypothesis was that the p value should be 0.05 or below that (≤ 0.05). The significance level for acceptance was 5%. Any hypothesis with a p value greater than 0.05 cannot be accepted. Detailed analysis reveal that H_{02} (Table 3) i.e. age has no significant impact on intent to buy organic beauty/ skin care products because $p > 0.05$ (0.609). Hence H_{02} is rejected as its p value is higher than the acceptance level.

Level of income has been grouped into personal annual income and family annual income. Personal annual income is further categorized into six groups starting with Nil (PAI=1), <2 Lakh (PAI=2), 2 Lakh - 4 Lakh (PAI=3), 4 Lakh - 6 Lakh (PAI=4), 6 Lakh - 8 Lakh (PAI=5), and >8 Lakh (PAI=6). The reference group in these six personal income categories/groups is >8 Lakh (PAI=6). The results reveal that only two groups of personal annual income i.e. PAI 1 ($p=0.013$) and PAI 3 ($p=0.017$) are significantly related to purchase intention of organic skin care products. None of the categories of family annual income have a significant impact on purchase intention of organic skin care products. Hence, H_{03} i.e. level of income has a significant impact on intention to buy organic skin care products is rejected.

Hypothesis H_{04} , i.e. education has a significant impact on intention to buy organic skin care products is rejected as the p value is 0.091 which is not within the acceptance level of $p > 0.05$. Education has been grouped into five categories (EDU=1 to EDU=5) i.e. Higher Secondary/ High School (EDU=1), Senior Secondary/ Intermediate (EDU=2), Graduate/Professional degree (EDU=3), Post Graduate degree (EDU=4), and PhD or equivalent degree (EDU=5). The reference group in these five educational categories/groups is PhD or equivalent degree (EDU=5). It can be seen from the results that EDU 2 and EDU 3 categories of education have a significant impact on intention to buy organic skin care products. Consumers with senior secondary and graduate or professional degrees have depicted a significant impact on intention to buy organic skin care products. Hypothesis H_{05} i.e.

occupation has a significant impact on purchase intention of organic skin care products has been rejected as its p value is 0.817 which is higher than the acceptance level (≤ 0.05).

6. Results and Discussion

The current study is a pioneer in the field of organic skin care products. There exists considerable literature on purchase intention of organic food products. However, there are limited studies on organic personal care products conducted in some countries like Malaysia (Kim, 2009; Kokoi, 2011). To the best of researchers' knowledge, there is possibly no study on organic skin care products in India. The current study is perhaps, one of the foremost studies which seeks to analyse whether demographic factors impact purchase intention of organic skin care products among Indian consumers.

The results of this study posit that demographic factors do not have a significant impact on intention to buy organic skin care products. A study conducted on Indian consumers of organic food products (Paul and Rana, 2012) postulated that demographic factors have a significant impact on consumption of organic products. Another study on Malaysian consumers by Hasanov and Khalid (2015) stated that demographic characteristics, especially age has a significant impact on purchase intention of organic products. In contrast to this stance, the results of the current study reveal that demographic factors do not have a significant impact on purchase intention of organic skin care products in India. Dangi *et al.* (2020) have also stated that the impact of socio-demographic factors on purchase intention of organic food products has been mixed. Thus, we see that demographic factors have a significant impact on purchase intention of consumers of India and other countries. However, as far as organic skin care products are concerned, demographic predictors do not have a significant impact on intention among Indian consumers. It is quite possible that other factors like psychology, psychographic factors, values, personality and attitude of consumers have an impact on intention to purchase organic skin care products. This requires further investigation.

Results of detailed analysis of demographic factors have yielded certain interesting revelations. In contrast to earlier studies on organic food products, this study reveals that personal and family income has no significant impact on purchase intention of organic skin care products. Earlier studies have affirmed that consumption of organic food product increases with an enhancement in earning (Torjusen *et al.*, 2001). Narayanan *et al.* (2022) posits that young consumers belonging to humble households where members earned substantial incomes would probably purchase organic products. Further, a study on Caucasian consumers revealed that only those consumers bought organic products who had handsome family incomes (Dettman, 2008). Many researchers (Underhill and Figueroa, 1996; Cranfield and Magnusson 2003; Chakraborty *et al.*, 2022) posit that richer households might spend more on organic food products. However, the findings of this study revealed that personal and family annual income do not have a significant impact in shaping purchase intention toward organic skin care products. A plausible reason for this could be the lack of awareness regarding the composition of organic products. There could be lack of clarity among consumers regarding the difference in nature of conventional (chemical based) skin care products and organic skin care products. This calls for revamping the marketing strategy of the organic skin care brands.

A detailed analysis of personal annual income revealed that two categories of consumers i.e. those with nil income and those earning less than four lakhs depicted a significant impact on intention to buy organic skin care products. A plausible reason for this could be the premium pricing of organic skin care products. It is quite possible that the high pricing of these products has a negative impact on intention. It is also a possibility that consumers with high incomes are indifferent towards organic skin care products.

According to the results of the current study, occupation and education have no significant impact on intention to buy organic skin care products. The results of this study find support in a study by Lea and Worsley (2005) which posited that the effect of education on belief in organic food products is almost inconspicuous. However, a study by O'Donovan and McCarthy (2002) revealed that consumers who held high educational qualifications were more interested in purchasing organic products than others. Jolly (1991) highlighted that consumers who purchase organic products usually had university degrees and were willing to pay premium prices for organic products. Interestingly this study revealed that only two categories of educated consumers i.e. consumers with senior secondary/ intermediate qualification and graduates/ professionals are keen to buy organic skin care products. However, it is surprising that there is no impact of higher educational levels (post-graduate Ph.D. equivalent qualifications) on intention to buy organic skin care products. This finding contradicts a number of existing studies which highlight that probability of purchasing organic products increases with education. When compared with existing literature, our findings also suggest that education does not have an impact on intention. Thus, it can be concluded that there is no consensus regarding impact of education on purchase intention. Age, a socio-demographic determinant is not significantly related to intention to purchase organic beauty/ skin care products. Earlier studies also corroborate this finding. Age, has been predicted to be a weak explicator of purchase intention of organic food products (Verain *et al.*, 2012; Bravo *et al.*, 2013). It is suggested that a qualitative research may be carried out to deeply investigate this issue.

7. Conclusion

This study is a pioneer work on organic skin care products. Considering the fact that market for cosmetic/ beauty products is projected to witness a growth of around 25% during 2021-2026, marketers would benefit from understanding their customers. This study has important insights for marketers of organic skin care products in India. An important finding of this study is that demographic factors do not significantly influence intention to purchase organic skin care products. As opposed to studies conducted in other countries like Malaysia and Europe where demographic factors play a significant role in purchase intention of organic products, this does not hold true in the Indian context. A significant difference between users and non- users of organic beauty/ skin-care products is missing.

According to this study, only two categories of educated consumers have shown a significant impact on intention to buy organic skin care products. It is surprising that there is no impact of other categories of educated consumers on intention to buy organic skin care products. This finding calls for further investigation by marketers. Furthermore, only two groups in personal income have shown a significant impact on intention to buy organic skin care products. This study has highlighted interesting

areas of concern for marketers. Organic skin cares are priced at a premium level and claim to be safer for consumption. Despite this, there is no significant impact of higher educational and income levels on intention to buy organic skin care products. It is expected that educated consumers with high educational qualifications and source of income would buy products that are safer and healthier. The same holds true for organic food products but not skin care products. The results of this study call for a further analysis of factors which influence intention to buy organic skin care products.

Data was collected from consumers from six cities of North India. So, generalization for the entire country has to be made with caution. Another limitation is, this study is on women only. Further research can be done on men as well. Organic skin care market is still growing; there are umpteen new brands and launched ever year. A similar study can be carried out after a certain period to check the relationship between demographic factors and organic intention among consumers. Since this study reveals that demographic factors do not significantly impact purchase intention of organic skin care products, other factors which may impact intention like psychographic factors, values, personality, attitude may be explored.

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Appendix 1

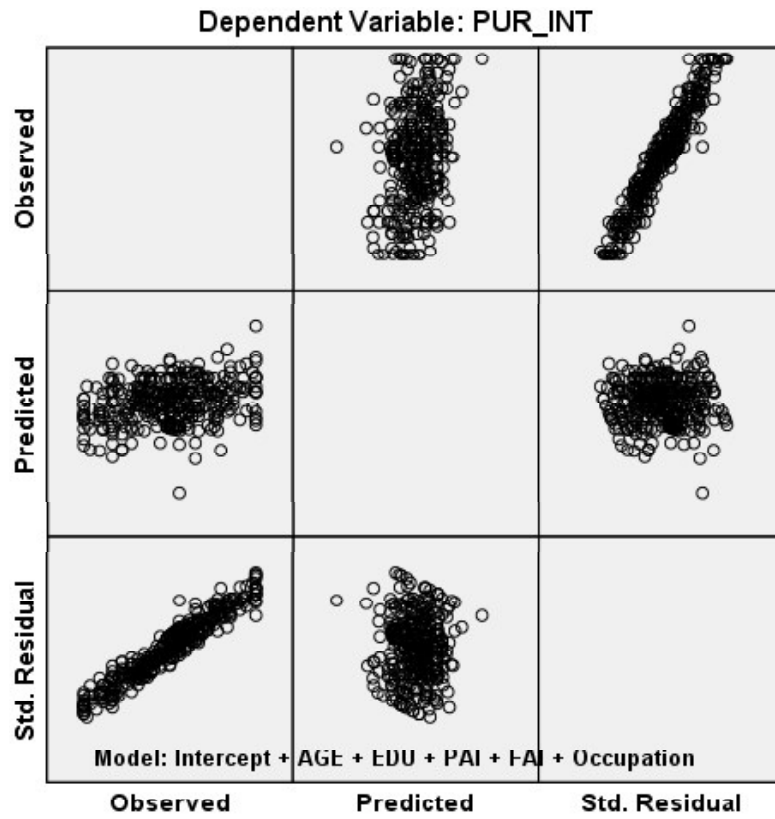


Figure 2: Scatter plot of Observed, Predicted and Residual values

Source: Authors' Own Compilation