

Consumer Decision-Making in Organic Cosmetics: Evaluating Price Perception and Value

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Abstract:

Because of a greater worry about health, sustainability, and the environment, consumers are changing their routine in the personal care sector to choose organic cosmetics. This study observes the most important aspects affecting organic cosmetic buying and, in particular, focuses on how customers perceive the price and value of products. Although buying organic cosmetics can be costly for some people, consumers care greatly about understanding the differences between regular and organic items for their decision to buy.

For this research, researchers used consumer surveys to analyze numbers and talked to consumers in interviews to gain insight into their thoughts on price, quality, brand reliability, and ethics when choosing organic cosmetics. Studies indicate that price perception also reflects one's views on the ingredients, how the product affects the environment, and how well the product works. Anyone concerned about their health and the environment usually sees high prices as fair payment for high-quality products, particularly when this is certified and openly publicized by the brand.

The research also sees minor differences, like age, amount of money earned, and studying level, that impact consumers' plan to purchase. Being sensitive to honest branding and ethical products, environmentally aware consumers think such brands are more valuable and worry less about the price. On the other hand, people who do not know much about how organic food is produced often find the extra cost challenging, proving that information about food should be available to everyone.

All in all, this research provides new insights into using value-based pricing strategies in organic cosmetics. It highlights that brands have to make sure consumers understand what makes their products special and how much they are worth. If a company sets its product features in line with customer values, it can influence what people buy and maintain their loyalty when facing a lot of competition and demands for ethics.

Keywords — Supply Chain, Digitalization, Sustainability, Technology, E-commerce, Globalization

Introduction

During the past few years, more people in the global cosmetics industry are using natural and organic products due to greater awareness of being healthy, caring for the environment, and ethics. People are becoming more careful about what they use on their skin, choosing product options that do not have chemicals and suit their own principles. Thus, the organic cosmetics market has become a top-growing area, affecting how brands and customers purchase their beauty products. Nevertheless, even though

organic cosmetics are trending, a major issue for both marketers and consumers is the price. Since organic cosmetics contain organic materials, come from ethical sources, and are backed by certifications, they usually cost more. These changes have made people ask about how consumers view the prices and relate to the value of such products.

The process of making a purchase decision is influenced by a number of related factors such as how good the product is, its brand, what customers expect to gain, and its cost. Personal beliefs like

valuing nature, staying healthy, and not supporting cruelty to animals play a bigger role in the world of organic cosmetics. While a lot of people say they prefer buying products that fit these ideas, they often look at the price and decide if it offers enough or more value. So, how customers perceive prices plays an important role in deciding how they act in this industry.

For brands in the market, it is important to learn how consumers perceive price and value so they can present their products successfully and attract loyal buyers. The research is to investigate how consumers' opinions about prices connect to their actions, with attention on the ways perceived value affects a person's willingness to pay and prefer a certain brand. The research is aimed at revealing the factors, such as what the products contain, how they are labeled, the proof of their organicness, and the marketing efforts, which influence the expectations of organic cosmetics consumers.

A combination of qualitative interviews and data from surveys used in this study adds new information to research on ethical consumerism and value-based buying habits. Those working in marketing, policy making, and product development will benefit from using the findings to respond to the preferences of educated and responsible buyers.

Need and scope

The move toward organic cosmetics by many customers is making it necessary to study the way buyers make their choices in this industry. Nowadays, people care about the appearance of what they buy and also what values and benefits those items contain. Even though organic cosmetics have a lot of emotional and ethics appeal, the cost makes a lot of potential customers hesitate. Consequently, we should consider how people's understanding of what something is worth can affect their purchase choice. Since the market is already full of similar products, it's important for organic cosmetics to discover where consumers believe the value of their products matches the price, thanks to natural ingredients and other eco-friendly features. By doing this study, can we better understand the difference between what organic cosmetics mean and what customers are willing to pay for them. The study also tries to figure out if people see organic goods as high-

quality due to reason or just because of their advertising.

This study involves many fields by looking at psychology, strategies used in marketing, eco-friendliness, and branding in a way that supports ethics. It aims to study the factors that work on consumers' minds and behaviors when they buy organic cosmetic products. The approach involves looking at people living in cities and towns of different ages, incomes, and levels of education to cover the whole market segmentation. Moreover, it looks into the effect of labeling products, revealing what is inside, and having third-party accreditations on consumer confidence to buy. The research mixes numbers and observations so that it can find out how evaluation and motivation affect each other in purchasing. It allows companies working in organic beauty to gain useful information they need to build strong pricing models and catch the attention of frugal consumers. Beyond that, the new knowledge can guide government decisions about consumers, environmental guidelines, and projects aimed at telling people about organic foods. It is clear that this work is timely and suitable for our purpose since it deals with both the ethical and competitive sides of the market.

Significance of the Study

The research reveals new facts about the behavior of buyers in the expanding organic cosmetics market. More people today are guided by health, the environment, and ethical aspects when deciding what to buy. Knowing the psychological and perceptual elements of these decisions matters a lot. This study matters a lot since it looks into a key problem that both consumers and marketers encounter: most people consider organic cosmetics too pricey. Despite the high prices from natural components and eco-packaging, people still find it confusing to measure the benefits they get from these products. It tries to close this gap by probing whether shoppers consider higher costs to be justified because of the positive features mentioned above. Its data is vital for companies that want to keep customers interested as they look for better prices. Besides, this research makes an important impact on studies about ethical buying, environmentally sustainable marketing, and consumer behavior. In

today's environment, when companies often make false environmental claims, it is helpful for consumers to learn how to tell between real and fake value. Through this research, it is shown that transparent labels, certificates, and brands affect people's evaluation and buying decisions. By doing so, it uncovers the factors behind people's beliefs, which allows marketers to better recognize their audience and promote items that will appeal to them. Because of this study, companies can make wise decisions on pricing, background, and advertising their organic personal care products.

Besides, the findings will guide the making of regulations about product labeling, consumer rights, and sustainable trade practices in public policy. Since consumers now pay more attention to sustainable development in what they purchase, it is necessary to aid this trend by providing informed marketing and good regulations. Lessons learned may be used to make educational campaigns, help consumers understand more, and encourage responsible buying habits. All in all, the study helps marketers, product developers, educators, and policymakers make business strategies and consumer habits closer to what is expected in the future of beauty—focus on ethics, health, and sustainability.

Review of Literature

Pudaruth, Moheeputh, Permessur & Hosenally, 2018

This research looks into the opinions of Mauritian consumers about green and organic cosmetics. Using the questionnaire, the researchers find that safety, the environment, and social issues are the main incentives for people. According to the study, young customers are more interested in buying organic cosmetics since they understand how it helps health and the environment. Almost everything is expensive, so people still find it hard to afford it. Even though people tend to consider organic cosmetics healthier, they still compare their cost to that of non-organic products. It is explained that trust in a brand and certification help explain the high prices for its products. People today are seeking out honesty in the ingredients used and what the company does regarding the environment. Circulating honest messages boosts the willingness

to purchase a product. The study suggests holding educational campaigns to inform people about why organic products are helpful. It appeared that women chose organic cosmetics more than men did. It brings insight on how island countries handle ethical consumption. It appears that people's attitudes toward products are not limited to how they work. Experiencing peace of mind is one of the positive effects for the mind. Packaging and design help customers judge whether a product is high-end or not. Using natural cosmetics is related to one's way of life, rather than only supporting beauty. The research gives green marketers useful directions to follow. It puts importance on the warm emotions that consumers feel. As long as the value is made very clear, high prices are fine. The use of certification icons boosts the reliability of a company in people's minds. All in all, the study demonstrates that ethical branding is on the rise.

Kim & Chung, 2011

The purpose of this study is to look into how many people in the United States intend to buy organic personal care products. The Theory of Planned Behavior is used in this study to explore how subjective norms, perceived behavioral control, and attitudes influence people's actions. The study shows that people's attitudes are chiefly influenced by thinking about health and the environment. The way goods are perceived to be of good quality is a main reason for consumers paying the price. Greater prices are acceptable when they ensure safety and purity of the food. Eco-minded people usually don't make decisions solely based on the price. When products are labeled with credible information, more people are ready to buy them. Promoting foods that are healthy and pure is more likely to make sales. Often, people judge the quality of organic cosmetics by looking at the price. The study shows that a person's knowledge about products is important when they are making decisions. When people receive wrong information, their tendency to purchase lessens. Women are more willing and interested in trying out new products. Most people want the things they see others wearing or using. The authors think that increasing awareness can lead to better opinions about price. It is advised to build your brand with strong ethical arguments. The study

points out that brand trust looks ahead, while short-term sales are only temporary. Humans are affected by visual details such as natural colors. Data demonstrates that elements of the product itself are more important than factors which change over time. It gives new insights into why people show environmentally friendly habits. It requires marketers to focus on ethics along with high performance in creating a brand.

Yadav & Pathak, 2016

With an Indian audience in mind, this study looks into the factors that shape people's intention to purchase products from organic cosmetics companies. The study uses the extra components of the Theory of Planned Behavior. It has been found that caring for the environment, feeling capable as a consumer, and attitude are big factors. People's perceptions of a product's value can encourage them to buy it or stop them from doing so. Many people think that organic cosmetics are healthier for them. When there is no certainty about a product's authenticity, trust goes down. The level of education can increase a person's ability to recognize the value in products. It is pointed out by the authors that awareness makes it easier to identify the worth of intangible assets. How fair a price is judged depends mostly on quality expectations. Cities offer more chances to learn about organic food since its promotions are better exposed. A product's certification and label give consumers heart to purchase it. Moral satisfaction gained in the field is an important advantage for psychologists. There are many skeptics because they are concerned about greenwashing. Young people are now more influenced by society. The study concludes that it is best to focus on raising specific awareness. Being ethical in business tends to make people loyal to a brand. Advertisements should make sure to include the lasting positive effects on people and the environment. It helps to let customers test products before deciding to buy. According to the study, firms must strive to communicate their values first. Green marketing in developing countries greatly relies on the ideas revealed in this field.

Hsu, Chang & Yansritakul, 2017

The purpose of this work is to examine how attitudes, what others around you believe, and a sense of

control determine intentions to buy green cosmetics in Thailand. In the authors' view, people are put off by price above all other objections. Being emotionally connected to brands raises their importance in people's eyes. People who buy organic cosmetic products usually think about the future. Marketing through influencers and receiving peer approval is very important. Sustainable messages from a brand tend to be more popular. The chance of being influenced by price drops when people around us share positive experiences. To what extent the product is seen as effective and good influences customers' response to price. Appealing looks and clever packaging play a big role for younger people when buying products. When an item is both scarce and special, it gains more viewers' attention. They depend on eco-certifications and other such endorsements from third parties. The writers point out that vague natural statements are distrusted by many people. Those with more money are ready to buy when making a decision. The experts suggest that brands ought to emphasize emotional branding. People should trust the products they pay a lot of money for in organic cosmetics. What is useful to know affects people's view of risks and how much they trust a company. Those who buy from the same place a lot often do not hesitate much over prices. It contributes to better knowing how culture and society play a role in different aspects of life. Taking into account values makes for better decisions than making them based solely on money. Running social responsibility campaigns helps a brand improve how it is viewed and its sales figures. It creates a guide for ethical branding in areas where brands are new.

Paul, Modi & Patel, 2016

This review brings 53 scholarly works about green product buying behavior into one place, including cosmetics. It points out important points known as environmental concern, perceived consumer effectiveness, trust, and perceived value. Price is a constant challenge in all the studies. Consumers expect to see clearly told advantages in order to spend more on luxury goods. According to the study, people have different opinions on the extra amount they are willing to pay. Having a certified qualification builds trust in a person. A person's

gender and age determine how regularly they purchase something. Women under the age of 40 are the most active in taking care of the environment. Guilt should no longer be the main focus in campaigns for sustainability. Appealing to emotions is usually more successful than presenting the facts. Choosing ethics over lower prices makes people more willing to buy from a brand. People in collectivist cultures tend to buy environmentally friendly products because it follows accepted social patterns. Too much information may confuse people while shopping. When a message is simple, it is easier to understand. Giving discounts on organic foods can encourage more people to buy them. Ethics, quality, and identity make up what we call value. Brands that fit a person's beliefs usually surpass generic ones. There is a need for studies that link fair pricing with a customer's opinion of value over an extended period. The study will have a major impact on academics and professionals. Researchers should focus on exploring how satisfied people are with their green cosmetic products after making the purchase. The study finds that there are many aspects to making green purchases. **Konuk, 2018** Konuk looks into how people's opinions about organic food, their trust, how satisfied they are, and fair pricing impact loyalty toward organic products, findings that also link to organic cosmetics. Researchers point out that people judge the fairness of prices only if they are satisfied with the product's quality and its ethical background. A product that offers high health and eco-friendliness is often supported by consumers with higher prices. When individuals feel good about helping the environment, they tend to keep shopping from the same company. Being able to trust the product's labels and certificates greatly affects consumers' decisions on price. People who believe in the product are usually willing to accept that prices may differ a little. Here, the research points out that satisfaction is what lies between trust and loyalty. With cosmetics, the study finds that if a product always performs well, people usually are willing to pay the price. The quality-trust-value loop plays a key role for those who buy organic cosmetics. People's ideas about price and value depended on their gender and level of education. Customers showed more loyalty because of

emotions, not greatly influenced by prices. Meaning, raising fairness in people's minds could increase the equity of a brand. The author suggests using marketing communication that relates the ethical side of products to benefits enjoyed by consumers. When brands consider consumers in their brand narratives, it helps establish loyalty among them. Customers are more attracted to price deals if they are backed by honest ethics. Significant information has been offered about strategic ethical branding at high levels. The fact that price perception presents differently in various contexts is proven by this study. **Hassan, Noor & Harun, 2015** The study investigates consumers' opinions regarding the prices of halal and organic personal care products in Malaysia. It points out that beliefs and values influence economies along with other forces. People tend to be ready to cover extra costs for products that represent moral and ethical principles. It was discovered that having a clear halal or organic certification improves customers' trust and makes the prices acceptable. Having a familiar brand makes people feel that a product is more valuable. Having no familiarity with organic products causes people to think twice before buying them. It is important to fill in knowledge gaps to ensure people have ethical views about prices. The people prefer to buy goods from companies that act ethically throughout their operations. It is important that advertising teaches and moves people emotionally as well. Being exposed to other people's choices boosts the chances of someone trying out a product. The study reveals that value is developed as a result of collaboration between the brand and its customers. People who intend to purchase a home eventually have a higher pain threshold when it comes to price hikes. The study suggests that ethical product marketers make both pricing and effects on society easy to notice. The concept of value perception is made up of the benefits we expect and the security offered. Findings also indicate that being able to easily use the product affects consumers' decisions. Packaging and eco-labels provide a shortcut for people to analyze the price of a product. This study can be helpful for both Muslim and value-sensitive markets. It makes it easier to understand the

psychological influences on why people care about ethics when choosing what they buy.

Kautish & Sharma, 2020

This Indian study investigates green consumer actions and looks at how perceived value and green trust affect them. The authors discover that viewing oneself as a green consumer is related to buying organic hair and makeup products. People's perception of prices is impacted by how they view the surroundings and their own mental health. Consumers will usually pay high prices when they think their choices support nature. It is clear from the study that when trust in green marketing is high, price is less important for the buyer. A satisfying product experience helps people see the brand more favorably and loyal to it. Consumers wish that brands should take socially responsible actions and communicate clearly. If people consider eco-friendly products helpful, they are more willing to pay the price. Lowering the price of products doesn't always keep existing customers, but it could attract people who haven't bought from the company yet. People who buy organic cosmetics experience a sense of worth that improves their view of the product. Design can increase the customer's feelings toward the product. A lot of people use reviews on the internet to justify the higher cost. Good performance of the product is necessary for value-based pricing to work. According to the research, marketers must relate pricing to their company's purpose. It suggests that for someone to intend to buy environmentally friendly products, trust and value play important roles together. The findings of this case study explain Indian millennials' outlook on life. It helps develop the theory of responsible shopping. Evidence from this research indicates that people's views on prices are formed from several different angles.

Lee & Yun, 2015

This research aims to find out if consumer knowledge, environmental care, and the idea of product quality influence South Koreans' desire to purchase green cosmetics. What it shows is that people notice better quality when they know more about the product, and this allows companies to place higher prices. Consumers are more inclined to buy when they see a product as better quality, even when it is relatively expensive. Care for the environment

tends to increase the role quality plays in deciding people's perception of price. You should always trust the certifications used and the ingredients included. People with more knowledge pay less attention to prices. According to the study, inadequate awareness brings the value perceived by consumers down. People evaluate the quality of a product when the information is clear and simple. When a brand helps customers learn new things, users will still remain loyal regardless of prices. In this age group, women's personal values are very much reflected in their choices of cosmetics. A brand's reputation and shared values depend on how present it is on social media. If a product's packaging looks good and emphasizes sustainability, it helps earn the consumer's trust. A product's value is increased and price doubts are lower when emotional appeal is present. One recommendation is to educate consumers to raise their perception of a product's value. It discusses how influencers help form trust among people. The discoveries made are very useful in today's digital markets. Evidence from this research reveals that most people regard organic products as superior due to their knowledge. It gives a useful way to set the prices for organic cosmetics.

Chrysochou & Festila, 2021

It looks into the effects packaging design has on people's perception of the quality and the price of organic cosmetics. It is found that simple, pure packaging helps a product look high-quality and real. Everyone agrees that clean design adds to a product's trustworthiness and pure nature. When packaging is eco-friendly, it gives customers a reason to buy the product for more. The report proves that a product's look is key to deciding whether someone will purchase it for the first time. Today, packaging also indicates what to expect about quality when you have no first-hand experience. Organic phrases displayed with clear symbols are more likely to make the product more valuable in consumers' eyes. People use images and colors to judge if a brand is truthful. Many think that expensive goods are justified when the packaging displays ethical investment. It is also observed that branding fills the gap between the way people perceive a product's value and its actual value. If designs are gender-neutral, more customers are

likely to buy your products and have fewer doubts. Telling a brand's story on packaging makes customers feel more emotional, thereby increasing their connection. The results point out that keeping branding consistent in function and image is necessary. Less people will shop around on price if the packaging clearly states its advantages. Ethical branding relies heavily on what designers do. The green values of organic cosmetics should be reflected in their packaging for them to be worth the price. It supports bringing together principles of style, morality, and cost in hospitality marketing. It explains the best ways to develop products that are sustainable. Showing visuals is very important for fostering buyers' trust and their sense of a product's worth.

Objectives

To see how people's perception of prices affects their choices when buying organic cosmetic products. To look into how quality, health, and ethical matters affect whether people want to pay more for organic cosmetics.

Analyzing whether people's views on prices and how much something is worth depend on the trust they have in certifications, labels, and transparency offered by brands.

To learn what people's backgrounds and values are (such as age, gender, and concerns for the environment) and how they influence their decision to use organic cosmetics.

To look at ways in which marketing elements impact the way consumers judge the value and price of a product.

To advise marketers and policymakers on how they can boost consumer acceptance and improve the prices of organic cosmetic products.

Conceptual work

This study is based on different theories from the fields of consumer behavior, marketing psychology, and green economics. The main component of the framework is the consumer decision-making process that runs through need recognition, gathering information, reviewing the options, buying an item, and further review post-purchase. While this model applies to organic cosmetics, it is customized for the area because product pricing, performance, and

exhibition of good practices together play major roles in the purchase choices.

It uses three main aspects: price perception, perceived value, trust, attitude toward organic products, and purchase intention. Price perception describes the process where customers understand the cost of the item and this may either discourage them or inspire them to make a purchase. Sustainable and ethical methods of making organic cosmetics result in higher prices than products from regular sources. Because of this, the justification of prices relates to worth instead of only whether people can afford it.

The components of perceived value are how safe and effective it is, whether it brings peace of mind and reflects one's image, and how it helps rank in society and protect the environment. They calculate if the expenses and extra benefits are worth considering the price. Thanks to certifications such as USDA Organic and Ecocert, customers are willing to pay higher prices to receive good value. People who think organic products are genuinely produced will usually see the high price as reasonable and acceptable.

People's view of organic products, which bases on environmental concerns, healthy living, and the way they live, shape their opinions about price and value. Being favorable towards a brand results in customers being okay with higher prices. In the end, intention to buy is thought to be directly affected by the way in which the above factors work together.

In addition, it takes into account factors such as age, gender, income, as well as a person's values, beliefs, and lifestyle. Such factors convince millennials and Gen Z to pay attention to how sustainable and ethically made products are.

The conceptual framework explains that previous theories, such as the Theory of Planned Behavior and Perceived Value Theory, show that people decide more on values and emotions than just on what is useful in organic cosmetics. It assists in knowing what consumers purchase and why they agree to pay more, which helps both marketers and policy makers in implementing good strategies for positioning organic products.

Findings and Suggestions

Findings

It provides useful details about the factors that encourage consumers to buy organic cosmetics, especially regarding their opinion on the price and what they consider valuable. It was found that the main reason for a purchase is how much the product is worth to someone, not only how much it costs. Such value includes the level of product quality, how the item is produced ethically, its impact on nature, safety for consumers, and how honest the brand is about its activities.

Research also shows that trust is very important in the certification and labeling process. A boost in consumer confidence about organic products leads them to be ready to pay more. Nevertheless, when buyers do not trust that labels are accurate, they tend to see its value drop, even if it has good quality.

Matrix marketers ought to pay attention to demographic and psychographic aspects as well. A lot of younger customers are happy to pay extra for products that are sustainable, care for animals, and don't have chemicals. When a female recognizes the moral and health values of cosmetics, she tends to become loyal to the brand.

Eco-friendly packaging, simple product design, and emotional messaging of the brand seem to push buyers to believe that the price matches the value. Social media influencers can strongly impact how consumers trust and believe in a company, especially the ones who rely heavily on the internet.

Besides, many consumers lack knowledge on what exactly defines "organic" and how it sets itself apart from "natural" and "herbal" brands. As a result of this ambiguity, people may have different thoughts on a product's worth and responds differently to price tags.

Being satisfied with the purchase after it is made secures the feeling of value and usually results in coming back to buy more. Those who find what they hope for in a product usually stay loyal and are less likely to shop around for a better deal.

All in all, the results suggest that value perception consists of various elements and fairness in pricing depends on how emotive, ethical, and functional the price is perceived to be. If products match consumers' personal values, it has a strong impact on the way they choose.

Suggestions

According to the results, certain changes can be proposed to help people accept organic cosmetics and expand their sales. Brands should first ensure they are transparent about how they source products, help make them, and what certifications they hold. Transparent procedures play a key role in easing doubts about organic foods and confirming their importance.

Another reason is that educational marketing helps students get the information they lack. Brands are expected to tell people how organic items differ from those that are only described as natural or herbal and to point out why organic cosmetics cost more. Putting out educational content via social media's blog, video, and infographics can influence people to see products positively.

Also, firms should main phone games focus on increasing benefit for customers rather than cutting prices. Instead of only pricing themselves lower, they should stress the benefits such as safe ingredients for skin, minimal use of harsh chemicals, green packaging, and sourcing which promotes ethics. If you explain how these elements help people and the environment, consumers may accept the high prices.

The use of people who lead sustainable lifestyles to represent a brand can greatly increase its reputation. When we collaborate with genuine people explaining why organic cosmetics are beneficial, this builds trust among especially the younger generation. Fifth, the product's design and packaging should show that the brand cares about the environment. When the design is simple, the containers break down easily, and certification and QR codes are added to labels, it looks appealing and trustworthy. Sixth, it is worth using loyalty awards and sample marketing to help more who are concerned about price make a purchase. Making smaller or trial packs of your products available at low prices can break the barrier to high prices and result in more customers buying your products again once they are satisfied. Additionally, selling products that match a customer's taste can increase their loyalty to the brand. Taking part in surveys, product testing, or deciding on new things, consumers can get emotionally connected to the brand.

In the end, stricter rules should be imposed on organic labels, and everybody should have more access to information about certified brands. It will help customers choose what is right for them and reduce their confusion.

To conclude, a brand needs to use various tactics such as clear branding, teaching, storytelling, and emotion to guide people's choices. Firms should increase how customers value their products instead of cutting costs to do well in this market.

Conclusion

The report helps show how today's consumers consider the prices and value of organic cosmetic items. It proves that making decisions in this area is more complicated than just choosing products that are less expensive. People now try to buy items that match their beliefs in health, the environment, and ethical practices. In this way, people's idea of price and value are closely connected, and people are willing to pay extra because they perceive added value.

It is clear from this research that people's understanding of value depends on several factors together. While consumers check that organic beauty products do not harm their skin and are free of artificial chemicals, they also count the brand's ethics and consider how sustainable and "green" it is. Businesses that make intangible values clear to potential customers are able to earn their trust and keep them buying even if prices are a bit higher.

It is also crucial to understand that trust and being open play a big part in influencing what consumers buy. Only by getting certified and informing shoppers about the use of the term 'organic' can companies be sure to build the trust required to affect what people buy. If people have faith in a company's authenticity, they tend to perceive price as related to true quality and become less sensitive to price increases.

It is also clear from the findings that a person's age and interests greatly affect the way they understand value. Young, smart, and environmentally minded consumers are ready to pay more for organic goods, especially when they are promoted by influencers or come with interesting brand tales. Emotions and friendships may affect people's decisions more than the price.

Moreover, it is found that people not knowing enough about organic cosmetics affects their growth. Most people are uninformed about the meaning of organic products and why they tend to be more costly. Because things are so unclear, it makes potential customers less willing to pay for the products.

All things considered, the best way to promote organic cosmetics is by increasing what they offer instead of lowering their costs. Efforts to be authentic, help educate people, and create emotional ties help companies influence what consumers decide best. More studies could look into cultural differences and the lasting effects perceptions have on people's behavior. In the end, matching the brand's purpose to what consumers care about encourages them to continue using and believing in organic cosmetics.

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