

Influence of Health Consciousness, Perceived Quality, Perceived Value, and Social Influence on Female Consumers' Attitude and Purchase Intention Towards Organic Cosmetics and Skincare Products: A Structural Equation Modelling Approach

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Abstract

The growing demand for organic cosmetics and skincare products has been driven by increasing consumer awareness of health, environmental sustainability, and product safety. Despite this trend, the adoption of organic cosmetics remains inconsistent, particularly in emerging markets. The present study examines the effects of health consciousness, perceived quality, perceived value, and social influence on the attitude of female consumers towards organic cosmetics and skincare products. The study also explores the influence of attitude on purchase intention of organic cosmetics and skincare products. The study utilizes the Theory of Planned Behavior (TPB) and the Value-Attitude-Behavior (VAB) model to develop a comprehensive research framework. Primary data were collected from 252 female consumers using a structured self administered questionnaire. Respondents were selected through purposive sampling in Thrissur District. Structural Equation Modeling (SEM) was employed to test the proposed relationships among the constructs. The findings reveal that health consciousness, perceived quality, perceived value, and social influence significantly influence female consumers' attitudes towards organic cosmetics and skincare products. The attitude exerts a strong and statistically significant positive effect on purchase intention. It indicates that consumers with more favourable attitudes are more likely to purchase organic cosmetics and skincare products. The structural model also shows substantial explanatory power, with attitude accounting for 51.4% of the variance in purchase intention ($R^2 = 0.514$). The study contributes to the literature by integrating TPB and the VAB model to explain female consumers' purchase intentions towards organic cosmetics and skincare products.

Keywords: Organic cosmetics and skincare products, Health consciousness, Perceived quality, Perceived value, Social influence, Purchase intention

1. Introduction

Skincare market in India was valued at USD 2.96 billion in 2024. It is expected to reach USD 7.11 billion by 2030 with a CAGR of 15.78% during the forecast period. In India, women are becoming more conscious about their appearance, not only in terms of tone but also in terms of radiance, diminished wrinkles, etc., which is driving up demand for various skin care products. Skincare products are becoming popular in both small cities and rural India. A lot of customers prefer going to skin therapy centers, spas, and dermatologists for skin treatment methods, which has resulted in significant demand for professional skin care products in India (Techsci Report, 2025). The consumers are more interested to spend money for products like moisturizers, serums, sunscreens, and anti-aging creams to maintain healthy skin. The rise of beauty influencers and dermatologists on social media platforms has further fuelled this trend. The market for green and organic cosmetics is expanding worldwide (Onel, 2016). The organic skincare market exhibits a harmonious interplay of positive sentiments, which has fuelled the demand for organic products. Due to the increasing demand for organic cosmetics products in the market, more and more skincare companies are jumping on the natural and organic bandwagon (Chenery, 2004). The organic personal care and cosmetic products market segment can be differentiated into product type skin care, hair care, oral care, makeup cosmetics, colour cosmetics, deodorants, toiletries, and feminine hygiene products (Chaudhari, 2016).

1.1 Statement of the Problem

The cosmetics and skincare industry has witnessed a great transformation in recent years with increasing consumer preference for products that are natural, and free from harmful chemicals. Organic cosmetics and skincare products have developed as an alternative to conventional beauty products on account of growing concerns regarding personal health, environmental sustainability, and ethical consumption. Despite the increasing availability of organic cosmetics and skincare products in the Kerala market, their adoption remains relatively limited compared to conventional products. Many women consumers continue to hesitate in purchasing organic cosmetics due to concerns regarding product quality, premium pricing, and doubts about authenticity of these products. Although several studies have examined consumer behaviour towards organic products, relatively few studies have specifically investigated the determinants of attitude towards organic cosmetics and skincare products among women consumers in Kerala, particularly in Thrissur District. It should be noted that Thrissur district represents a diverse consumer market comprising urban and rural women with varying socio-economic backgrounds. It is believed that understanding how health consciousness, perceived quality, perceived value, and social influence shape women's attitudes and, ultimately, their purchase intention towards organic cosmetics and skincare products is essential for marketers, manufacturers, and retailers. In this context, the present study attempts to examine the influence of these factors on attitude towards organic cosmetic and skin care goods using Structural Equation Modeling.

1.2 Objectives of the Study

1. To explore the effects of health consciousness, perceived quality, perceived value, and social influence on the attitude of female consumers towards organic cosmetics and skincare products.

2. To examine the effect of female consumers' attitude on their purchase intention to buy organic cosmetics and skincare products.

1.3 Relevance of the Study

The demand for organic cosmetics and skincare products has increased considerably as consumers become more concerned about health, and product safety. Women constitute the largest consumer segment in the cosmetics market. They play an important role in shaping purchasing trends. Understanding the factors that influence their attitudes is therefore important for both academic research and business practice. The study is particularly relevant in the context of Thrissur, where increasing urbanization, higher educational attainment, rising disposable income, and widespread access to digital media have contributed to greater awareness of organic products. Despite this growing awareness, the actual adoption of organic cosmetics remains inconsistent. It highlights the need to understand the psychological and social factors influencing consumer behaviour. The findings of the study will contribute to the existing literature on consumer behaviour by integrating health consciousness, perceived quality, perceived value, and social influence into a single Structural Equation Model to explain women's purchase intention towards organic cosmetics and skincare products.

2. Literature Review

2.1 Theoretical framework

2.1.1 Value-Attitude-Behaviour Approach (VAB)

VAB theory, developed by Homer and Kahle (1988) introduced a causal model integrating values, attitude, and behaviour. The VAB model posits the existence of a hierarchical influence from the more abstract cognitions to mid-range cognition (beliefs and attitudes) to a specific behaviour (Homer & Kahle, 1988). The VAB model assumes that values directly influence attitude and indirectly influence behaviour through attitude. This model has subsequently been used extensively in the literature in various contexts of pro-environmental behaviour, such as recycling, nature preservation (Milfont et al., 2010), and organic food consumption (Grunert & Juhl, 1995). In VAB, the values are defined as 'desirable transsituational goals varying in importance, which serve as a guiding principle in the life of a person or other social entity' (Schwartz, 1992). As per VAB cognitive model, which is tested in the context of natural food shopping, value constitutes a key concept used by the consumer when making a purchase decision. It is a fundamental standard and a desirable criterion driving the individuals'

decision-making process (Han *et al.*, 2019). From a consumer's perspective, customer value is what they 'get' in relation to what they have to 'give up' (costs or sacrifices). This value does not generally have a unique dimension (Seegebarth *et al.*, 2016). Another important element of the VAB model is the attitude. It is described as an evaluative judgment towards goods or services, which expresses enduring favorable or unfavorable assessments and affective feelings guiding action tendencies towards those goods or services (Ajzen, 1991).

2.1.2 Theory of Planned Behaviour

The Theory of Planned Behaviour (Ajzen, 1991) is an expansion of the Theory of Reasoned Action (Ajzen & Fishbein, 1988). It has been extensively applied for the purpose of predicting the intentions behind human behaviour (Shin *et al.*, 2018). The TPB has been applied successfully as a tool for explanation and is widely used for predicting intentions and behaviours (Leong & Ng, 2014). The two determining factors of intention used in the TPB model are attitude toward the behaviour and subjective norm. Attitudes refer "to the extent to which whether a person has a favourable or unfavourable evaluation of the behaviour of interest" (Leong & Ng, 2014). The attitude variable has been proved to support intention-based correlations within the context of organic products (Ghazali *et al.*, 2017). Subjective norms refer to "the belief in which whether most people approve or disapprove of the behaviour" (Leong & Ng, 2014). Ajzen (1991) elaborated on the relation between intention and behaviour, stating that multiple factors could hinder this relation (i.e., changes in intention, salience of beliefs, or new information). Ajzen (1985) opined behavioural intention as a direct antecedent of behaviour subject to a "person's control over the various factors that may prevent" an action from happening, and then introduced the concept of "control over internal and external factors;" It was later termed "perceived behavioural control" (Ajzen, 1991). According to Ajzen (1985), TRA and TPB were "identical when the subjective probability of success and the degree of control over internal and external factors reached their maximal values" Perceived behavioural control (PBC) has been defined "as a person's perception of the ease or difficulty of performing the behaviour of interest" (Leong & Ng, 2014). The researchers are encouraged to investigate both internal (i.e., attitude, PBC) and external (i.e., subjective norm) influencers when exploring consumer behaviour. Ever since its conception, TPB has been extended by researchers through the inclusion of various variables in attempts to better elucidate the formation of intention, which in consequence leads to actual behaviour. The environment and health conscious consumers believed more strongly than their counterparts in other benefits of natural beauty products, including their fashion value (Kim & Seock, 2009).

2.2 Hypothesis Development

The present study draws upon both the Theory of Planned Behavior (TPB) and the Value-Attitude-Behaviour (VAB) model for model development and hypothesis formulation..

2.2.1 Health consciousness

Health consciousness and appearance awareness are factors that require further investigation with respect to their direct relationship with attitudes and purchase intention towards green personal care products (Szaban, 2023)). The health aspect of organic consumption is often related with the absence of chemicals, such as pesticides and chemical-based fertilizers, used in agriculture (Xie *et al.*, 2015). Han and Chung (2014) also found that the perceived health benefits have a significant influence on attitude toward purchasing organic cotton apparel.

H1: Health consciousness exerts a significant positive impact on consumers' attitude towards organic cosmetics and skincare products.

2.2.2 Perceived Quality of organic cosmetics and skincare products

Perceived quality, marked by reliability, meeting customer needs, and exceeding expectations, lays the foundation for favourable brand attitudes. An effective marketing mix contributes significantly to the development of a favourable brand attitude through key elements such as product quality, competitive pricing, skilled employees, well-planned promotional strategies, and efficient distribution channels. These marketing efforts increase customer satisfaction by fostering trust, delivering prompt service, increasing perceived benefits, and facilitating positive purchase experiences. The higher customer satisfaction leads to the development of a more favourable attitude towards the brand (Vittayavarakorn & Sornsaruht, 2024).

H2: Perceived quality exerts a significant positive impact on consumers' attitude towards organic cosmetics and skincare products.

2.2.3 Perceived Value

Perceived values are significant criteria that are employed by a person in making preference judgement and guide the consumers' choice (Butler et al., 2016). The consumer perception on the health value and safety value of products can be enhanced if the products are tested by an accredited laboratory. In terms of environmental value, an increase in the perceived environmental value of a product among consumers can be achieved by participating in corporate social responsibility campaigns or adopting an eco-friendly supply chain process of the product. Biodegradable packaging materials can be used in the product line to minimise the negative impact on the environment (Ghazali et al., 2017). Zeithaml (1988) refers to perceived value as a consumer's overall assessment of a product/service based on perception of what is received (benefits) and what is given (costs incurred).

H3: Perceived value exerts a significant positive impact on consumers' attitude towards organic cosmetics and skincare products.

2.2.4 Social Influence

Grubb and Grathwohl (1967) stated that consumers engage in various behaviours, including purchasing decisions, to gain positive reactions and approval from their social peers. A study by Kumar and Ghodeswar (2015) showed a significant relationship between social appeal and green product purchase decisions. Sweeney and Soutar (2001) recommended that consumer assessment of products is not just based on quality and performance, but also takes into account the enjoyment and pleasure derived from the product (emotional value) and the social pressure regarding what the product communicates to others (social value).

H4: Social influence exerts a significant positive impact on consumers' attitude towards organic cosmetics and skincare products.

2.2.5 Attitude towards Organic Cosmetics and Skincare Products

Attitude is defined as a summary evaluation of a psychological object captured in such attribute dimensions as good-bad, harmful-beneficial, pleasant-unpleasant, and likable-dislikable (Ajzen, 2001). It is determined through three functions: cognitive, affective, and conative. The cognitive function refers to the thinking process; the affective function specifies emotions; the cognitive function influences behaviour (Hoyer et al., 2012). When a person's attitude towards a particular behaviour is favourable, they are more likely to engage in that behaviour (Ajzen and Fishbein, 1980). Regarding the concept of attitude in TPB, it was originally presented as an independent variable that influences intention. However, researchers have mostly investigated it as a mediating variable and attitude was confirmed to positively affect consumer knowledge (Pacho & Batra, 2021), health consciousness (Pacho & Batra, 2021), environmental concern (Ahmed et al., 2021), organic food (Ashraf et al., 2019).

H5: Consumers' attitude exerts a significant positive impact on their purchase intention towards organic cosmetics and skincare products.

3. Methodology

The research framework includes four independent variables, namely health consciousness, perceived quality, perceived value, and social influence, which are expected to influence consumers' attitudes. All constructs are measured using a structured questionnaire based on a five-point Likert scale. Attitude toward organic cosmetics and skincare products is assessed through five items reflecting consumers' evaluations, preferences, perceived benefits, and support for organic products. Health consciousness will be measured through five items focusing on consumers' concern for health and product safety. Perceived quality, perceived value, and social influence are measured using four items each, capturing respondents' perceptions regarding product quality, value for money, and the influence of family, friends, and society, respectively. Purchase intention will be measured using four items that assess consumers' willingness and plans to purchase organic cosmetics and skincare products in the future.

3.1. Data collection and Sample

A purposive sampling technique is used to select respondents for the study. Primary data are collected using a structured self-administered questionnaire from female consumers in Thrissur district. A total of 276 questionnaires were collected, of which 24 were excluded due to incomplete responses. Finally 252 valid responses were retained for the final analysis using Structural Equation Modelling.

4. Results and Discussion

Table 1. Demographic Profile of the Respondents

Variable	Category	Number	Percent
Education	Up to SSLC	21	8.3
	Higher Secondary	104	41.3
	Graduation	84	33.3
	Post Graduation	43	17.1
Area	Rural	126	50.0
	Urban	126	50.0
Occupation	Government Employee	20	7.9
	Private Employee	63	25.0
	Business	43	17.1
	Student	85	33.7
	Others	41	16.3
Monthly Income	Below 25,000	83	32.9
	25000-50000	43	17.1
	50000-75000	63	25.0
	75000-100000	42	16.7
	Above 100000	21	8.3
	Total	252	100.0

The demographic details of the respondents are presented in Table 1. In case of monthly income, the largest group of respondents belonged to the income category below ₹25,000, accounting for 83 respondents (32.9%). This was followed by customers earning between ₹50,000 and ₹75,000 that is 25.0% of the sample. Regarding the educational qualification, a substantial proportion of the respondents had completed Higher Secondary education (41.3%). Graduates constituted 33.3% of the sample. Approximately 17% of the respondents had completed postgraduate education. Whereas only 8.3% had an educational qualification up to the SSLC level. This indicates that the majority of the respondents were relatively well educated. With regard to the area of residence, the sample was evenly distributed between rural and urban areas, with 126 respondents (50.0%) from each category. Such an equal distribution ensured adequate representation of consumers from both rural and urban backgrounds. In terms of occupation, students constituted the largest group, accounting for 85 respondents (33.7%). Private sector employees represented one-fourth of the sample (25.0%), followed by businesspersons (17.1%) and respondents engaged in other occupations (16.3%). Government employees formed the smallest occupational category, comprising only 7.9% of the Customers.

Table 2. Reliability analysis

Variable	Cronbach's Alpha	Number of items
Health Consciousness	.894	5
Perceived Quality of Organic Cosmetics and Skincare Products	.903	4
Perceived Value of Organic Cosmetics and Skincare Products	.914	5
Social Influence	.910	5
Purchase Intention Towards Organic Cosmetics and Skincare Products	.834	4
Attitude Towards Organic Cosmetics and Skincare Products	.900	5

Reliability analysis was conducted using Cronbach's alpha coefficient to assess the internal consistency of the measurement scales. It indicates that all constructs demonstrated satisfactory to excellent reliability, with Cronbach's alpha values ranging from .834 to .914, and all the values exceeded the recommended threshold of 0.70 suggested by Nunnally and Bernstein.

Table 3. Discriminant Validity Assessment Using the Fornell–Larcker Criterion

Construct	HC	PQ	PV	SI	ATT	INT
Health Consciousness (HC)	0.795					
Perceived Quality (PQ)	0.674	0.836				
Perceived Value (PV)	0.599	0.394	0.849			
Social Influence (SI)	0.509	0.465	0.378	0.888		
Attitude (ATT)	0.752	0.680	0.649	0.684	0.804	
Purchase Intention (INT)	0.476	0.467	0.448	0.452	0.625	0.748

Diagonal element (shown in bold) represents the square root of the Average Variance Extracted (AVE).

The discriminant validity was assessed using the Fornell–Larcker criterion, whereby the square root of the AVE for each construct should exceed its correlations with all other constructs. The result presented in Table 3 indicates that the square root of the AVE for Health Consciousness, Perceived Quality, Perceived Value, Social Influence, Attitude, and Purchase Intention was more than the corresponding inter-construct correlations. The highest inter construct correlation was observed between Health Consciousness and Attitude ($r = .752$). The results confirm that all latent constructs possess adequate discriminant validity. It indicates that each construct measures a conceptually distinct aspect of consumers' perceptions and behavioural intentions toward organic cosmetics and skincare products.

4.1 Health Consciousness, Perceived Quality, Perceived Value and Social Influence, Attitude and Intention -Psychometric Properties

Confirmatory Factor Analysis was performed to examine the convergent validity of the independent constructs such as Health Consciousness, Perceived Quality, Perceived Value, Social Influence, attitude, and intention. The assessment was based on three commonly used indicators: Standardized Regression Weights, Average Variance Extracted, and Composite Reliability (CR). These measures were used to evaluate the extent to which the observed variables converge in representing their respective constructs. The findings of the convergent validity analysis are presented in Table 4.

Table 4. Convergent Validity and Composite Reliability of the Measurement Model

Factor	Measures	Standardized Regression Weight	<i>p</i>	Average Variance Extracted (AVE)	Composite Reliability (CR)
Health Consciousness (HC)	HC1	.815	< .001	0.632	0.873
	HC2	.779	< .001		
	HC3	.821	< .001		
	HC4	.783	< .001		
	HC5	.779	< .001		
Perceived Quality (PQ)	PQ1	.833	< .001	0.698	0.902
	PQ2	.839	< .001		
	PQ3	.839	< .001		
	PQ4	.834	< .001		
Perceived Value (PV)	PV1	.821	< .001	0.721	0.911
	PV2	.843	< .001		
	PV3	.888	< .001		
	PV4	.834	< .001		
Social Influence (SI)	SI1	.887	< .001	0.788	0.937
	SI2	.889	< .001		
	SI3	.895	< .001		
	SI4	.872	< .001		
Attitude (ATT)	ATT1	.812	< .001	0.646	0.901
	ATT2	.826	< .001		
	ATT3	.804	< .001		
	ATT4	.782	< .001		
	ATT5	.792	< .001		
Purchase Intention (INT)	PI1	.729	< .001	0.560	0.835
	PI2	.754	< .001		
	PI3	.783	< .001		
	PI4	.721	< .001		

Convergent validity of the model was assessed using standardized factor loadings, Average Variance Extracted, and Composite Reliability. The results show that all standardized factor loadings were statistically significant ($p < .001$) and exceeded the recommended threshold of .70. It indicates that the observed indicators adequately represented their respective latent constructs. The AVE values ranged from .560 to .788, exceeding the recommended minimum value of .50. It confirms adequate convergent validity. The Composite Reliability values ranged from .835 to .937 and these values were above the recommended threshold of .70. It demonstrates satisfactory internal consistency reliability. In short, that the measurement model possesses satisfactory convergent validity and construct reliability, supporting the adequacy of the latent constructs for subsequent structural model analysis.

4.2 Impact of Health Consciousness, Perceived Quality, Perceived Value and Social Influence in creating Attitude towards Organic Cosmetics and Skincare Products - Coefficient

To examine the extent to which Health Consciousness, Perceived Quality, Perceived Value and Social Influence impact the Attitude towards Organic Cosmetics and Skincare Products, Structural Equation Modelling was employed.

Table 5. Impact of Health Consciousness, Perceived Quality, Perceived Value, and Social Influence on Attitude towards Organic Cosmetics and Skincare Products

Factors	Unstandardized Coefficient (B)	Standardized Coefficient (β)	S.E.	C.R.	<i>p</i>	Decision
Health Consciousness → Attitude	0.273	0.237	0.086	3.153	.002	Supported
Perceived Quality → Attitude	0.266	0.271	0.059	4.500	< .001	Supported
Perceived Value → Attitude	0.274	0.295	0.048	5.703	< .001	Supported
Social Influence → Attitude	0.281	0.354	0.036	7.729	< .001	Supported

**** Significant at 1% level**

The results show that Health Consciousness significantly predicted consumers' attitude ($\beta = .237$, $B = .273$, $CR = 3.153$, $p = .002$). The positive standardized coefficient shows that consumers with higher levels of health consciousness are more likely to develop a positive attitude towards organic cosmetics and skincare products and H1 was supported. This finding is consistent with previous studies suggesting that health concerns play an important role in shaping positive attitudes towards organic and green personal care products. The second hypothesis tested whether perceived quality positively influences consumers' attitude towards organic cosmetics and skincare products. The finding reveals a significant positive relationship between perceived quality and attitude ($\beta = .271$, $B = .266$, $CR = 4.500$, $p < .001$). This result shows that consumers who perceive organic cosmetics and skincare products as being of superior quality are more likely to hold positive attitudes towards them. So, H2 was supported. The third hypothesis stated that perceived value has a significant positive impact on consumers' attitude towards organic cosmetics and skincare products. The structural equation model confirms this relationship ($\beta = .295$, $B = .274$, $CR = 5.703$, $p < .001$). The results recommend that consumers who perceive greater value in organic cosmetics and skincare products tend to develop more positive attitudes towards these products. Therefore, H3 was supported. The results also indicates that social influence exerted a significant positive effect on attitude ($\beta = .354$, $B = .281$, $CR = 7.729$, $p < .001$) and thereby supporting the hypothesis 4. It should also be noted that social influence exhibited the highest standardized regression coefficient. It indicates that it was the strongest predictor of consumers' attitude. The recommendations from family members, friends, and other significant social groups play a crucial role in shaping positive attitudes towards organic cosmetics and skincare products.

4.3 Impact of Attitude towards Organic Cosmetics and Skincare Products on Purchase Intention

Table 6. Impact of Attitude towards Organic Cosmetics and Skincare Products on Purchase Intention

Factors	Unstandardized Coefficient (B)	Standardized Coefficient (β)	S.E.	C.R.	<i>p</i>	Decision
Attitude towards Organic Cosmetics and Skincare Products → Purchase Intention towards Organic	0.739	0.717	0.079	9.370	< .001	Supported

The structural equation model was also used to examine the effect of attitude of female customers towards Organic Cosmetics and Skincare Products on their purchase intention towards Organic Cosmetics and Skincare Products. The findings reveals that attitude has a strong and statistically significant positive influence on consumers' purchase intention ($B = 0.739$, $\beta = .717$, S.E. = 0.079, C.R. = 9.370, $p < .001$). The standardized regression coefficient ($\beta = .717$) shows that a one standard deviation increase in consumers' positive attitude towards organic cosmetics and skincare products leads to a 0.717 standard deviation increase in purchase intention. The high critical ratio (C.R. = 9.370) and statistically significant p -value give strong evidence in support of the proposed relationship. It is found that the attitude towards organic cosmetics and skincare products positively influences consumers' purchase intention towards organic cosmetics and skincare products are supported. The findings recommend that fostering positive and favorable consumer attitudes is an important factor of enhancing purchase intentions for organic cosmetics and skincare products. The squared multiple correlation for purchase intention ($R^2 = .514$) indicates that the attitude of female customers explains 51.4% of the variance in their purchase intention. It demonstrates substantial explanatory power of the structural model.

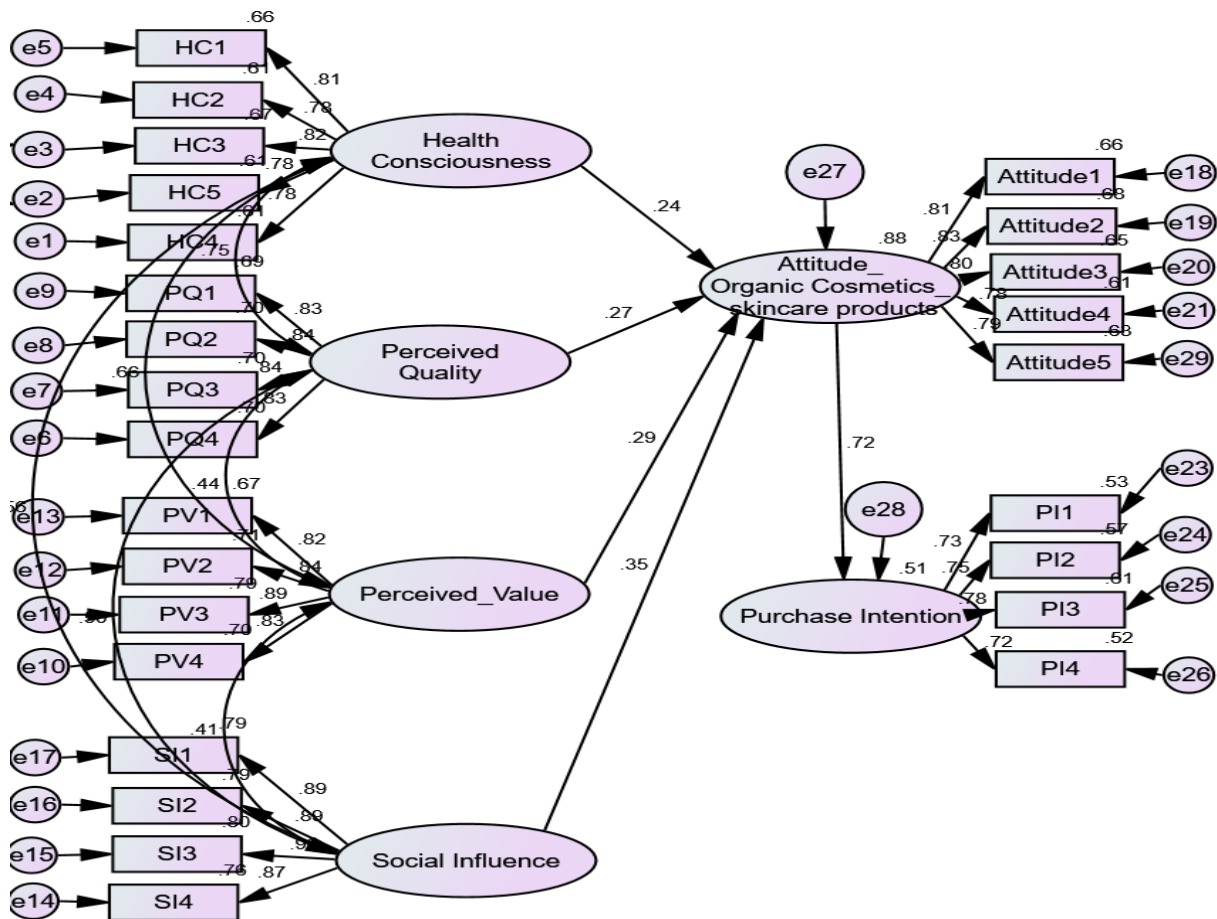


Figure 1 Structural Equation Model on the impact of Health Consciousness, Perceived Quality, Perceived Value and Social Influence in creating attitude towards Organic Cosmetics and Skincare Products and consequently how the attitude leads to purchase intention

To examine how well the proposed structural model fits the observed data and aligns with the underlying theoretical framework, various model fit indices were examined. The structural model assessed the influence of Health Consciousness, Perceived Quality, Perceived Value, and Social Influence on consumers' attitude towards organic cosmetics and skincare products and the effect of attitude of female customers on purchase intention. The adequacy of the model was evaluated using commonly accepted goodness-of-fit measures such as the Chi-square/degrees of freedom ratio (CMIN/DF), Goodness-of-Fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Normed Fit Index (NFI), Tucker-Lewis Index (TLI), Comparative Fit Index (CFI), Root Mean Square Residual (RMR), and Root Mean Square Error of Approximation (RMSEA). The values of these indices are presented in Table 7.

Table 7. Showing the values of each model fit index along with the recommended fit criteria

Fit Index	Obtained Value	Recommended Value	Reference	Result
CMIN/DF	1.292	< 5.00	Hair et al. (1998)	Good Fit
GFI	0.977	> 0.90	Hu & Bentler (1999)	Good Fit
AGFI	0.930	> 0.90	Hair et al. (2006)	Good Fit
NFI	0.928	> 0.90	Hu & Bentler (1999)	Good Fit
TLI	0.980	> 0.90	Hu & Bentler (1999)	Excellent Fit
CFI	0.983	> 0.90	Hooper et al. (2008)	Excellent Fit
RMR	0.018	< 0.08	Hair et al. (2006)	Good Fit
RMSEA	0.034	< 0.08	Hair et al. (2006)	Excellent Fit

The overall goodness of fit of the model was evaluated using multiple fit indices. The model exhibited an excellent fit to the observed data. The chi-square to degrees of freedom ratio (CMIN/DF) is 1.292, which is below the recommended threshold of 5. The incremental fit indices also shown excellent model fit such as GFI = .977, AGFI = .930, NFI = .928, TLI = .980 and CFI = .983. All these value exceeded the recommended cut off value of .90. The absolute fit indices indicates a very good fit, with RMR = .018 and RMSEA = .034, both well below the recommended maximum value of .08. It is concluded that the proposed structural equation model provides an excellent representation of the observed data and is appropriate for hypothesis testing

5. Conclusion

This study examined the influence of health consciousness, perceived quality, perceived value, and social influence on the attitude of female consumers towards organic cosmetics and skincare products and investigated the effect of attitude on purchase intention in Thrissur district. By integrating the Theory of Planned Behavior (TPB) and the Value–Attitude–Behavior (VAB) model, the study provides a comprehensive understanding of the factors influencing consumer behaviour in the organic cosmetics market. It is found that health consciousness, perceived quality, perceived value, and social influence significantly contribute to the development of favourable consumer attitudes. It is also revealed that the attitude is found to have a strong positive influence on purchase intention, explaining a substantial proportion of the variance in consumers' intention to purchase organic cosmetics and skincare products. These finding highlights the role of attitude as a mediator between consumer perceptions and purchase intention. The study contributes to the existing literature by validating an integrated behavioural model in the context of organic cosmetics among female consumers. From a practical perspective, manufacturers and marketers should focus on enhancing product quality and communicating health and environmental benefits to strengthen favourable consumer attitudes and increase

purchase intentions. Future research may extend the model by incorporating additional variables such as environmental concern, trust and eco-label awareness by examining diverse consumer segments across different geographical regions.

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