PERSONAL VALUES AND PURCHASE INTENTION OF ORGANIC CARE PRODUCTS AMONG FEMALE NIGERIANS

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INTRODUCTION

The global share of organic care products has been growing rapidly over the last five years, valued at over $100 billion in 2019, and expected to value over $250.11 billion in 2025 (Kumar, 2019). The market growth of organic products is gradually outweighing that of non-organic products (Ling, 2019). This market growth rate is driven by agitation for and demand for pro- environmentally-friendly products, which has made consumers more conscious than ever before in the use of cosmetics derived from natural ingredients (vegetables, fruits and, herbs)(Ghazali, Soon, Mutum, & Nguyen, 2017).

However, the study of Mohammad (2017) opined that the proliferation of different organic and eco-friendly cosmetics and beauty care products (body lotions, sunscreens, and face creams) has to lead to an increase in mental effort of consumers in searching for the best organic skincare. This is especially among women who desire clear and healthy skin as well as those who have sensitive and allergic skin (Obanla, Ojeewumi, Ayoola, Omodara, Falope & Gbadamosi, 2019). Such female consumers invest enough time in reviewing the different skincare products and assessing their health benefits before committing their money to purchase the products. They spend considerable time searching for the skin cares that best fit their skin, color, health, and style (Omenka & Adeyi, 2016). Thus, the demand for organic skincare products of a specific firm among women could be explained by the personal value attached to organic skincare products of the focal firm.

Personal value for organic skincare is the consumer's evaluation and interpretation of the utility of organic skincare on their health, appearance, and environment in general. The evaluation of organic skincare product attributes/ingredients as useful in managing appearances, maintaining a healthy behavioral lifestyle as well as assisting greening environment and confronting environmental damage from unsafe substances and ingredients can affect consumer trust (Pudaruth, Juwaeheer & Seewoo, 2018). It influences the formation of attitude by guiding consumers in searching for those products that meet and satisfy their values (Matic & Puh, 2018). But personal values for and consciousness of health, appearance, and green environment influence intention to purchase the organic skincare products in Nigeria have not been examined.
Statement of Problem

The delivery of high-quality organic skincare products by a focal firm tends to improve the overall market performance of the firm in light of the competitive nature of the organic skincare industry in Nigeria. Unfortunately, series of complaint have been documented in the use of eco-friendly cosmetics and beauty care products (organic skin cares) in Nigeria, which includes the failure of some organic skincare to perform as expected and meet consumers’ personal values for health, appearance and green environment (Obanla et al., 2019) despite empirical findings that personal values of health consciousness, environmental consciousness, and self-image/appearance consciousness are central in the purchase intensification of organic skincare.

The extant empirical studies (Kim, 2009; Kim & Chung, 2011; Fauzi&Hashim, 2015; Ahmad, Omar & Rose, 2015; Nedra, Sharma & Dakhli, 2015; Uyen, 2017; Ghazali et al., 2017; Jinying, 2019 Ahmad & Omar, 2018; Curvelo, Watanabe & Alfinito, 2019) addressing the influence of personal values on purchase intention of organic skincare products were however done outside Nigerian context. The extant studies also have conflicting findings on specific personal values influencing the purchase intensification of organic skincare. This is because Kim (2009); Kim and Chung (2011) and Uyen (2017) and Takaya (2019) discovered the personal values of green environmental and appearance consciousness; Nedra et al., (2015) and Curvelo et al., (2019) found personal values for health and green environmental consciousness, while Ahmed et al (2015); Ghazali et al (2017) and Ahmad and Omar (2018) found the personal value for health, appearance and environmental as key determinant consumers’ purchase intention of organic personal care products. To debunk, confirm or bridge the conflicting findings of existing studies, this paper examines the influence personal values for and consciousness of health, appearance, and environment on female consumers intention to purchase organic skincare products using different contexts, which is Nigeria.

Literature Review

Purchase Intention

This is an attitudinal disposition to patronize a particular brand or product against others and engage in positive word of mouth advert about product/brand (Kapogianni, 2015). In this context of this study, therefore, purchase intention is a self-reported likelihood of engaging in the acquisition of using organic skin care products. It is the willingness to buy the organic skincare products, committed to using them, making them topmost choice, and recommending them to other consumers (Kim & Chung, 2011).

Personal Values

Personal value is a belief about desirable end states or internal reference to what is good, beneficial, important, valuable, excellent, desirable, and helpful (Kim, 2009). This belief guide individuals’ judgments, evaluation, and decision making. In this context, personal value for organic skincare products is the judgment that organic skincare products enhance a healthy lifestyle, appearance, and green environment. The personal value for organic skincare products is the evaluation of the product features fulfillment, which is concerned with the health, appearance, and environment values derived from the consumption of organic skincare products (Pudaruth et al., 2018). Extension of this is the functional, economic, and social value of organic skincare (Jinying, 2019).

The functional value of organic skincare is the belief that the use of organic skincare brings better practical or utilitarian results, which include good facial appearance, health, and environment safety (Ahmad & Omar, 2018). The economic value is the judgments that benefits derived from using the organic skincare outweigh the cost of purchasing the products, hence it is a cost-benefit relationship of purchasing the organic skincare. The social value is the belief that the consumption or use of organic skincare enhances appearance, image, and symbolism in association with demographic, socioeconomic, and cultural-ethnic reference groups than alternative products (Ghazali et al., 2017). The desire ends state of using organic skincare (personal value), which are health-conscious, environmental concern, and appearance can, therefore, guide consumers in purchasing decisions of organic skincare (Pudaruth et al., 2018). Each of the personal value is discussed.

Health Consciousness

Consumers who are health consciousness usually engage in healthy behaviors (Nguyen, Nguyen, &Vo, 2019). They care about the desired state of their well-being. They are shifting to the consumption of products from natural ingredients, which contain natural vitamins and minerals rather than additives and artificial ingredients (Ling, 2019; Takaya, 2019). This assertion aligned with the observations of Ahmad, Omar, and Rose (2015) that health-conscious consumers are more likely to evaluate ingredients in the organic care products and how safe they are to their skin and body. Such consumers purchase organic care products when have been convinced, believe, and have judged the organic skincare to help manage and maintain their value for a healthy life (Ghazali, SooN Mutum & Nguyen, 2017).

Green Environmental Consciousness

Green environmental consciousness is consumers’ awareness and concern about the effect of human behaviors on the environment (Kim & Chung, 2011). This awarenessness pre-condition for green consumption (Ahmad et al., 2015). Hence, environmentally conscious consumers tend to go for environment-friendly products to improve the environment in light of environmental destruction from harmful substances (Uyen, 2017). The environment-friendly product may include organic skincare products, which is free from pesticides, animal testing, and synthetic chemicals harming the environment (Curvelo et al, 2019).

Appearance/Self-image Consciousness

The personal value of appearance consciousness strongly desires to improve and maintain facial appearance and image without damaging the skin (Takaya, 2019). Consumers who desire to meet and fulfill flawless appearance without harming skins may see chemical-free personal care products such as organic skin/hair care products as the best alternative. This is because organic skin/hair care products are free from chemical substances and less harsh when compared to conventional cosmetic products (Kapogianni, 2015). Like organic food, most organic skin/hair care products are sensory appeal, which help
in reducing pimples, which are caused by pollutants and chemicals (Fauzi&Hashim, 2015). They help nourish and protect skin from irritants (Kumar, 2019). They are also aided in the reduction of scalp irritation and hair losses, thus supporting the growth of hair (Nguyen, Nguyen, Trinh, Tran & Cao, 2020).

**Hypotheses Development**

The following hypotheses were developed from the review of related literature:

1. Health consciousness of personal value will have a significant effect on the purchase intention of organic skin care products.
2. Appearance consciousness of personal value will have a significant effect on the purchase intention of organic skin care products.
3. Green environmental consciousness of personal value will have a significant effect on the purchase intention of organic skin care products.

**Empirical Review**

Fauzi and Hashim (2015) examined the purchasing intention of green cosmetics and skincare products among generation X in Malaysia using regression in testing data collected from 200 respondents. They examined consumer values i.e., health consciousness, environmental consciousness, self-image consciousness influence generation X's attitude towards purchase intention of green cosmetics and green skincare. They discovered that health consciousness has a significant relationship with the attitude towards the purchasing of green cosmetics and skincare products while environmental consciousness and self-image (appearance) have not a significant influence on purchase intention.

Jinying (2019) examined the influence of health consciousness, environmental consciousness, social influence, brand awareness, brand trust on brand loyalty, and purchase intention of organic personal care products using a questionnaire to collect data from 400 Chinese in social network platforms. Jinying (2019) showed that consumers' health consciousness and social influence perceived value and brand attitude, which in turn influence brand trust, brand loyalty, and purchase intention of organic personal care products.

Kim (2009) examined the influence of consumer values (i.e., health consciousness, environmental consciousness, and appearance consciousness) on purchase intention of organic personal care products using multiple regression in testing data collected from 207 online panel members. Kim (2009) discovered that two consumer values, which include environmental consciousness and appearance consciousness significantly and positively influenced attitude toward buying organic personal care products.

Ghazali et al (2017) examined consumers’ re-purchase intention of organic personal care products using Partial Least Square in testing data collected through a questionnaire from 317 patrons of organic shops and organic events, as well as from members of Malaysian organizations related to green or organic products. They observed that consumer perceived values of health, safety, hedonic, and environmental all significantly influence consumers’ re-purchase intention of organic personal care products. However, social value has no significant influence on re-purchase intention.

Ahmad and Omar (2018) examined the influence of perceived value and personal values on repurchase the same brand of natural beauty products using data from 226 users of natural skincare products. They discovered that functional value, followed by environmental consciousness, and health consciousness significantly and positively influence repurchase of the same brand of natural beauty products Kim and Chung (2011) examined the influence of consumer values and past experiences on consumer purchase intention of organic personal care products using 207 online panel members, and multiple regression analysis. They discovered that environmental consciousness and appearance consciousness positively influence attitude toward buying organic personal care products.

Nedra et al (2015) examined and discovered that health and environmental concerns strongly influence the purchasing behavior of organic products among Tunisians using data collected from 350 respondents through a questionnaire.

Curvelo et al (2019) examined the influence of perceived value on repurchase intention on the consumption of organic products using data from 256 consumers of organic products. They discovered that environmental awareness, perceived quality, healthy consumption, and perceived price fairness influence perceived value, which in turn influence repurchase intention of organic food. They showed that emotional value, consumer trust, and the attribute "sensory appeal" affect the purchase intention of organic food. Emotional value had a stronger relationship and sensory appeal showed a negative relationship with purchase intention.

Ahmad et al (2015) examined the influence of personal values on the purchase intention of natural beauty products among Generation Z. They used multiple regression in testing data collected from 200 students in Malaysia. They revealed that environmental consciousness, health consciousness, appearance consciousness, and need for uniqueness to have a significant and strong positive influence on purchase intention on natural beauty products among Generation Z.

Uyen (2017) examined the influence of personal values such as health consciousness, appearance concerns, and environmental concerns on attitude towards buying organic skin-care products using data collected 121 Vietnamese females in social media networks. They observed that health consciousness together with appearance concerns positively influenced attitude towards buying organic skin-care products.

Kapogianni (2015) examined the influence of environmental consciousness, health consciousness, appearance consciousness, eco-literacy/information, and social/interpersonal influence on consumer's attitudes toward organic cosmetics in Greece. Using regression in analyzing data from 100 consumers surveyed, Kapogianni (2015) observed that only environmental consciousness and eco-literacy/information are predictors of consumer's attitudes toward organic cosmetics in Greece, which in turn influence intention to purchase organic cosmetics.

Takaya (2019) examined the influence of consumer values (health consciousness, environmental consciousness, and
METHODOLOGY

The population of this study comprised of all female Nigerians following the brand pages of three organic care products on Facebook, a social media network. The questionnaire was sent to them using Google form link. This was done by messaging the Google form link containing a questionnaire designed on the variables of interest to the female followers of the three organic care products. The link was sent to 1,820 followers of the three organic care products, of these 486 followers of the three organic care products responded to the questionnaire appropriately. The data collected from the respondents were used in testing the relationship between independent and dependent variables of the study using multiple regressions.

The dependent variable, which is the purchase of organic care products, was measured using four items-scale of Kim and Chung (2011) on purchase intention, with sample item include “If organic body lotion/shampoo is available, I buy it”), and Cronbach’s alpha reliability score of 0.87. The independent variables include health, environmental, and appearance consciousness personal values. The health consciousness was measured with the following five sample items adapted from the work Kim and Chung (2011), which include “I reflect on my health a lot”), Cronbach’s alpha reliability score of 0.91. Environmental consciousness, was measured using five items adapted from the work of Kim and Chung (2011), which include “When I think of the ways industries are polluting the environment, I get frustrated and angry”), and Cronbach’s alpha reliability score of 0.83. Appearance consciousness, was measured with four items adapted from the work of Kim and Chung (2011), which include “What I look like is an important part of who I am,” “I’m usually aware of my appearance”), and Cronbach’s alpha reliability score of 0.94.

Description of Demographic Characteristics of Respondents

The demographic of the respondents, which include age, educational qualification, and monthly income, are presented in Table 1.

<table>
<thead>
<tr>
<th>Table 1: Respondents Demographics</th>
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<tr>
<td><strong>Age</strong></td>
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<tr>
<td>Below 25 Years</td>
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<tr>
<td>25-30 Years</td>
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<tr>
<td>31-35 Years</td>
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<td>36-44 Years</td>
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<tr>
<td>45-54 Years</td>
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<tr>
<td>55 years and above</td>
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<tr>
<td>No Response</td>
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<tr>
<td>Total</td>
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</tbody>
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| **Educational Qualification** |
| Primary School Certificate | 6 | 1.2 |
| Secondary School Certificate | 119 | 24.5 |
| Ordinary Diploma/National Certificate of Education | 44 | 18.4 |
| Bachelor Degree/ Higher National Diploma | 295 | 60.7 |
| Postgraduate degree (PGD, Masters, Ph.D.) | 22 | 4.5 |

The age group of below 25 years accounted for 185 (38.1%) respondents. This group constituted the majority of the respondents, followed by the age group of 25-30 years, representing 112(23%). The age group of 31-35 and 36-44years accounted for 43(8.8%) and 58(11.9) respectively. The remaining age groups 31-35years and 55 years and above, represent 47(9.7%) and 7(1.4%) respectively. Respondents with bachelor degree holders were 6(1.2%). 119(24.5%) were secondary school certificate holders. 44(18.34) were Ordinary Diploma/National Certificate of Education holders. 295(60.7%) were HND/BSC holders. 22(4.5%) respondents were Postgraduate Degree (PGD, Masters, or Ph.D.). Most respondents possessed HND/BSC degree certificates. These findings imply that most respondents are likely to have good knowledge of the content of the question raised.

Respondents receiving below N50, 000 monthly were 140(28.8%). Those receiving N50,000 to N100, 000 monthly were 113(23%). Respondents receiving N100, 001 to N150, 000 monthly were 98(20.2%), 69(14.2%) respondents received N150, 001 to N200,000 monthly. 47(3.7%) respondents received N200,001 to N400,000 monthly. 27(4.5%) respondents received N400, 000, and above every month. Most respondents earn below N50, 000 monthly incomes.

Model Estimation and Interpretation

This section statistically establishes the relationship between a consumer’s values and purchase intention of organic skincare products. The regression results are shown in Table 2.

The regression results in Table 2 revealed the Adjusted R Square value of 0.725. This value suggests that health consciousness (HC), appearance consciousness (AC), and green environmental consciousness (GEC) of personal values jointly explained 72.5% of the variation in purchase intention organic skin Care products (PIOSCP). The F-statistic of 427.338 at Prob (F-statistic) value of 0.000 which is less than a 5% level of significance while that of F-statistic values of health consciousness (HC) and appearance consciousness (AC), which are 0.000 each, were less than a 5% level of significance while that of green environmental consciousness (GEC), which is 0.383, was
greater than a 5% level of significance. The Prob (F-statistic) values of each of the independent variables, therefore, suggest that health consciousness (HC) and appearance consciousness (AC) significantly and positively influence consumer’s purchase intention of organic skincare products (PIOSCP), however, green environmental consciousness (GEC) does not significantly influence consumer purchase intention of organic skincare products (PIOSCP).

**DISCUSSION OF FINDINGS**

This paper discovered that health consciousness (HC) and appearance consciousness (AC) rather than green environmental consciousness (GEC), are the personal values of consumers influencing the purchase intention of organic skincare products (PIOSCP) in Nigeria. The paper discovered that personal values for and consciousness of health and appearance significantly influence the intention to purchase organic skincare products. However, personal value for and consciousness of green environment does not influence intention to purchase organic skincare products. These findings collaborate with the position of Kim (2009); Kim and Chung (2011); Uyen (2017); and Takaya (2019) that environmental consciousness and appearance consciousness rather than health consciousness were important in predicting consumers’ attitudes toward organic personal care products. They however partially support the studies of Nedra et al (2015) and Curvelo et al, (2019) that health and environmental concerns rather than appearance concerns influence the purchasing behavior of organic products. The managerial implication of the finding of this paper is discussed subsequently.

**CONCLUSIONS AND POLICY IMPLICATIONS**

This paper offers insight into the most important determinants of consumers’ purchase intention of organic personal care products in Nigeria. The paper concluded that manufacturers and retailers of organic personal care products in Nigeria can increase consumers’ purchase intentions of organic personal care products only when they effectively communicate the ecological beauty and health of using the organic personal care products. They are attracting more consumers when they develop organic care products that have a functional value of stimulating the appearance and health of the consumers rather than a green environment.

**References**


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