Does Psychographic Factors influence Perception of Non-Users for Green Cosmetic Products?

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Abstract : **Since green products ensure safety and sustainability from health and environmental point of view, research on green products has been the need of the hour. Considering this, our earlier researches have focused on identification and prioritization of factors influencing preferences for green cosmetic products. It has been evidenced in many researches that the psychographic variables matter in preferring anything. Thus, this study tries to establish whether there is any significant impact of the psychographic profile of the non-users of green cosmetic products on their preference towards it. Psychographic variables considered in this study are; Environmental Consciousness, Price Sensitivity, Innovativeness in preferring products, Involvement in preferring products and Health Consciousness. In fact, the objective of this paper is to map psychographic variables (on the above mentioned facets) with their preference by way of applying one-way ANOVA for the data obtained from the 200 respondents (green cosmetic product non-users) selected from Kolkata, India and in and around of it. Three psychographic variables (Environmental Consciousness, Price Sensitivity, Health Consciousness) significantly influence the non-users' preference towards green cosmetic products. Whereas, the other two(Innovativeness in preferring products and Involvement in preferring products)does not influence the non-users' preference towards green cosmetic products The findings so obtained will certainly help to understand the barriers obstructing the popularity of the green cosmetic products with respect to the influential facets of psychographic variables.**

Key Words: Green Cosmetic Products, Factors, Kolkata, One-Way ANOVA, Psychographic Variables

I. INTRODUCTION

From the last decade onwards people became more concerned about their health, as a result of which, they are using more of green products. Green products can be stated as having less of an impact on the environment and are less damaging to human health than traditional products. Hence they are also called as sustainable or environment friendly product. Green products are formed from recycled components, be manufactured in a more energy-conservative way, or be supplied to the market in more environmental friendly way. Since people are becoming more aware about the concept of environmental consciousness, the usage of traditional or conventional products are getting reduced. Traditional products are those manufactured in the traditional way. They are not being produced keeping environmental considerations in mind. In today's competitive scenario green products are competing with the conventional or regular products (products produced by traditional methods).But, this usage pattern is not applicable to all parts of the society. Knowledge and awareness about the green products play a very vital role in enabling the customers to use them. But, this awareness and knowledge do not exist, thus restricting the usage of the green products. From the last decade onwards, we have started using the green products and it

will take time before it penetrates to all parts of the society.

The concept of green products is becoming more popular with the aspect of cosmetic items. Since people are becoming more health conscious, they are giving more importance to the consumable products. People started using more green cosmetic products to minimize their health risk. But, here also like normal green products knowledge and awareness is not there in all parts of the society. So, these are more being used by the more educated parts of the society. Also, organizations and government are incapable of promoting the concept of "Green". But the best part is, the concept has started and it is penetrating to the society at a very fast pace. If all the factors which contribute to the popularity of green products, such as price of the product, its quality, customer's perception about the products, awareness about them, are being handled carefully by the government and the organizations, then they will become more popular in the society.

As we have been discussing, there are various factors which positively as well as negatively influence the popularity of green cosmetic products. In this context, it is important to examine various psychographic factors which influence the usage of green products, specifically in

cosmetic category of products in Kolkata and around it in West Bengal, India. The various psychographic variables, Environmental Consciousness, Price Sensitivity, Innovativeness in preferring products, Involvement in preferring products and Health Consciousness are selected through a thorough literature review. The consumers' perception about each psychographic variable is being understood. This paper aims to provide a snapshot of consumers' behaviour about Green Cosmetic Products with respect to various Psychographic variables in Kolkata and districts surrounding it in West Bengal (India).

II.   REVIEW OF LITERATURE

In this paper, we intend to examine the impact of individual attributes of customers towards marketing of green products. In the Indian context, green products are still consumed by a very small subset of customers and the consumption is largely dependent on individual attributes, i.e. demographic and psychographic characteristics (Harper and Makatouni, 2002; Ahmed and Juhdi, 2010). Impact of these characteristics is more evident for green food product segment (Davies *et al*, 1985; Lea and Worsley, 2005). In the following section, we summarize the findings by published literature on these issues.

From the existing literature, psychographics is being defined as the study of personality, values, attitudes, interests, and lifestyles (Senise, 2007). This mainly focuses on interests, activities and opinions (IAO) of the customers. Hence psychographic variables can be interpreted as combinations of demographic and psychological variables which impact customer's attitude in an overall manner.

It was observed that there is a general perception about organic products catering mainly for higher social classes (Harper and Makatouni, 2002). It is further stated in the same paper that people from those classes have an affordability as well as consciousness regarding organic products, thus resulting in green cosmetic and food product consumption. Few authors have also discussed about people's tendency towards safe and healthy organic products intake influencing positively the customers' intention to purchase them(Ahmed and Juhdi, 2010). Also, (Davies et al, 1995; Lea and Worsley 2005) in their paper referred that green consumers prefer preferring organic products for their health concern. So, health is an important factor driving the customers for green food product consumption. Contradictory results are also published in a paper by Pickett-Baker and Ozaki (Pickett-Baker and Ozaki, 2008), where authors fail to conclude any positive correlation between positive environmental beliefs and propensity of the customers to go for preferring more green products.

Environmental knowledge and attitude play a significant role in customers' tendency for green product purchasing as reported in several papers. Many authors stated that environmental consciousness generates more interest of the customers towards organic products (Schlegelmilch et al, 1996). Kaiser et al (1999) in their paper reported that environmental values and environmental knowledge are important factors which affect ecological behavior intention ultimately helping in building customer's attitude towards organic products. Also Ahmed and Juhdi (2010) referred that customers are positively inclined towards environment friendly farming because of their environmental consciousness and it leads to positive customer intention to buy organic products. Lockie et al , (2002), said that the consumers' familiarity with the green products, generate more interest to consume them. This is common to conventional consumer's behavior. They also stated that the mood of the consumers, i.e., to keep him relax is positively correlated with organic product consumption. The customers believe that consuming organic products make customers stress-free.

Apart from health consciousness and environmental belief, several other psychographic variables are also tested in literature like customers belief towards information authenticity, political motivation, skepticism etc. Kozup et al (2003) said that more proper information from credible sources increase the consumption of organic products because of customers' environmental belief and authenticity of the information provided. Similar observation was reported by Schlegelmilch et al (1996), by inferring that more knowledge, i.e., detail factual information about the organic products improve the chance of customers' preferring them. Also, it was said that the customers' previous experience of using some environmental brands i.e., the brands which produce the products in environment- friendly way have an impact on their chances of selecting those brands only for repeated usage (Pickett-Baker and Ozaki, 2008). In another paper, it is being stated that recycling activities positively influences pro-environmental purchasing behavior for those customers who can dedicate more time and effort (Schlegelmilch et al, 1996). Some papers also stated that politically motivated activities act positively only for those customers who are environmentally conscious. In the paper by Chang (Chang , 2011), it is being discussed that perceived higher price, lower quality and skepticism negatively and perceived emotional benefits acting positively will create more ambivalence attitudes of the customers towards preferring green products.

From the above discussion we conclude that the relationship between environmental consciousness, beliefs and knowledge and green product usage had been studied, but not for green food products. So, we intend to investigate more the role of the above mentioned factors in creating customers attitude towards green food products. Also the effect of information level about the cosmetic and food items in forming green cosmetic and food product

consumer behavior is also an interesting research area. No study had taken place to find out the impact of lifestyle, religiosity, social responsibility, risk taking characteristics (Razzaque, 1995) of the customers towards organic product consumption, although these variables are applied in other fields. So, this study can be further extended to find out the effect of the above mentioned variables on building customers behavior towards organic product consumption.

III.   METHODOLOGY

The study was based on quantitative data on non-users perception about green cosmetic products and their psychographic profile. Data was collected both in online and offline format. All the respondents were briefed about the project before they respond.

In case of the online format, the data was collected with the help of mail-based questionnaire. The questionnaire was sent to many respondents selected randomly. A cover letter was also sent along with the questionnaire. A total of 100 respondents were selected randomly and the questionnaires were sent to them. To improve the success rate, the questionnaires were sent repeatedly to the prospective respondents. Approximately, 60 respondents sent back the filled-in questionnaires.

The survey was also carried on in the offline format. For that, the questionnaires were distributed to the respondents, i.e., green product non users selected randomly from the different parts of Kolkata, India and in and around of it. A total of 170 respondents were surveyed for their responses among which 140 responses were considered for the study. So, considering both the online and offline format, 200 respondents were surveyed for their responses.

The questionnaire was formulated from reviewing existing literature (e.g. Sanchez, 2010; Hofmester-Toth, 2010; Grewal, 2000). Although the questionnaire was a comprehensive one to identify the factors that drive perception for green products and advanced analysis there upon, the use of the filled-in questionnaire for this part of the study figure out the impact of the various demographic variables, such as age, gender, education, occupation, income and number of members in the household on the respondents intention to purchase green products. The questionnaire is divided into eight parts. The first part is trying to measure the environmental consciousness of the respondents with respect to the scales used in the paper by Sanchez, 2010. The second part is measuring the price sensitivity of the respondent with respect to the scale used in a paper by Goldsmith, 1991. In the third, fourth and the fifth part, the respondent's opinion leadership, innovativeness and involvement in preferring green products will be studied based on a paper by Grewal, 2000. In the sixth part, the respondent's health

consciousness will be studied based on the concept from the literature by Hong1990.In the seventh part, the respondent's reaction to the different characteristics of the green cosmetics products are studied. The scales are based on the literatures by Ahmad, 2010; Chang2011; Davies, 1995; Bamberg, 2006 and Lea2005. All the factors were measured on a seven point rating scale stating the following things (1 = Very Strongly Disagree, 2 = Strongly Disagree, 3 = Disagree, 4 = Neither Agree Nor Disagree, 5 = Agree, 6 = Strongly Agree, 7 = Very Strongly Agree). The demographic information of the respondents is collected in the eighth part.

The collected data for the second, third, fourth, fifth and sixth part (psychographic profile of the respondents) is analyzed using One-Way ANOVA to know which of the above mentioned psychographic variables significantly impact the perception of non-users for green cosmetic products. The IBM SPSS (version 19) is used for the purpose.

IV.   IMPACT OF PSYCHOGRAPHIC VARIABLES ON PREFERENCE FOR GREEN COSMETIC PRODUCTS (ANOVA)

4.1   Environmental Consciousness

The first psychographic variable which is studied is the Environmental Consciousness. One-Way ANOVA is done in order to know the perception whether Environmental Consciousness has significant impact on the preference for Green Cosmetic products.

The five predictor variables related to Environmental Consciousness identified and on which the data has been collected are;

V1:   Non-Users of Green Cosmetic Products support different measures to improve water management leading to water conservation

V2:   Non-Users of Green Cosmetic Products is aware about the issues and problems related to the environment

V3:   Non-Users of Green Cosmetic Products would be willing to pay higher prices for water

V4:   It is very difficult for the Non-Users of Green Cosmetic Products to do anything about the environment

V5:   Non-User of Green Cosmetic Products believes that using recyclable materials for daily use will improve the environment

Preference for green cosmetic products is the dependent variable and in analysis, it is denoted as V6. For the purpose, the responses were collected using seven categories; 1 = Very Strongly Disagree (VSD), 2 = Strongly Disagree (SD), 3 = Disagree (D), 4 = Neither

Agree Nor Disagree (NAD),   5 = Agree (A), 6 = Strongly Agree (SA), 7 = Very Strongly Agree (VSA).

The relevant portion of SPSS output sheet is presented below to infer whether there is any significant effect of Environmental Consciousness on the preference of Green Cosmetic products.

Table 41 ANOVA output for Environmental Consciousness in preferring green cosmetic products

ANOVA[b]

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	17.926	5	3.585	1.272	.043[a]
	Residual	546.954	194	2.819		
	Total	564.880	199			

a. Predictors: (Constant), v5, v2, v1, v4, v3

b. Dependent Variable: v6

Source: SPSS Output

4.1.1   Hypothesis on Environmental Consciousness

H: Environmental Consciousness will not influence preference for green cosmetic products.

The exact significant level (p value) of ANOVA is exhibited in 6th Col. (Sig.) of table 4.1. The level of significance set by us is 5%, i.e., $\alpha = 0.05$ (on the basis of existing researches of similar type). The table reveals that 'p' value is less than the 'α' value. In fact, since p = 0.043 is less than $\alpha = 0.05$, the null hypothesis is not accepted and the alternative hypothesis is accepted. That means, Environmental Consciousness significantly impact the preference towards Green Cosmetic products.

4.2   Price Sensitivity

The second psychographic variable which is studied is the Price Sensitivity. One-Way ANOVA is done in order to know whether Price Sensitivity has significant impact on the preference for green cosmetic products. The six predictor variables identified and on which the data has been collected are;

V1:   The price of preferring Green Cosmetic Products is important to non-users of Green Cosmetic Products

V2:   Non-Users of Green Cosmetic Products know that a new kind of green cosmetic product is likely to be more expensive than older ones, but that does not matter to them

V3:   Non-Users of Green Cosmetic Products are less willing to buy a green product if they think that it will be high in price

V4:   Non-Users of Green Cosmetic Products don't mind paying more to try out a new green cosmetic product

V5:   Non-Users of Green Cosmetic Products think that really good Green Cosmetic product is worth paying a lot of money

V6:   Non-Users of Green Cosmetic Products don't mind spending a lot of money to buy a Green Cosmetic product

Preference for green cosmetic products is the dependent variable and in analysis, it is denoted as V7. For the purpose, the responses were collected using seven categories; 1 = Very Strongly Disagree (VSD), 2 = Strongly Disagree (SD), 3 = Disagree (D), 4 = Neither Agree Nor Disagree(NAD), 5 = Agree (A), 6 = Strongly Agree(SA), 7 = Very Strongly Agree(VSA). The relevant portion of SPSS output sheet is presented below to infer whether there is any significant effect of Price Sensitivity on the preference of Green Cosmetic products.

Table 4.2 ANOVA output for Price Sensitivity in preferring green cosmetic products

ANOVA[b]

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.047	6	.841	.290	.039[a]
	Residual	559.833	193	2.901		
	Total	564.880	199			

a. Predictors: (Constant), v6, v3, v2, v5, v1, v4

b. Dependent Variable: v7

Source: SPSS Output

4.2.1   Hypothesis on Price Sensitivity:

H: Price Sensitivity will not influence preference for green cosmetic products.

The exact significant level (p value) of ANOVA is exhibited in 6th Col. (Sig.) of the table 4.2. The level of significance set by us is 5%, i.e., $\alpha = 0.05$ (on the basis of existing researches of similar type). The table reveals that 'p' value is less than the 'α' value. In fact, since p =0.039 is less than $\alpha = 0.05$, the null hypothesis is not accepted and the alternative hypothesis is accepted. That means, Price Sensitivity significantly impact the preference towards green cosmetic products.

4.3   Innovativeness in preferring products

The third psychographic variable which is studied is Innovativeness in preferring products. One-Way ANOVA is done in order to know whether Innovativeness in

preferring products has significant impact on the preference for green cosmetic products.

The four predictor variables related to Innovativeness in preferring Green Cosmetic Products identified and on which the data has been collected are;

V1:   Non-Users of Green Cosmetic Products like to take a chance in preferring new products

V2:   Non-Users of Green Cosmetic Products like to try new and different products

V3:   Non-Users of Green Cosmetic Products is the first in his circle of friends to buy a new product when it appears in the market

V4:   Non-Users of Green Cosmetic Products is the first in his circle of friends to experiment with the brands of latest products

Preference for green cosmetic products is the dependent variable and in analysis, it is denoted as V7. For the purpose, the responses were collected using seven categories; 1 = Very Strongly Disagree (VSD), 2 = Strongly Disagree (SD), 3 = Disagree (D), 4 = Neither Agree Nor Disagree (NAD), 5 = Agree (A), 6 = Strongly Agree (SA), 7 = Very Strongly Agree (VSA). The relevant portion of SPSS output sheet is presented below to infer whether there is any significant effect of Innovativeness in preferring products on the preference of Green Cosmetic products.

Table 4.3 ANOVA output for Innovativeness in preferring green cosmetic products

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	15.347	4	3.837	1.361	.079[a]
	Residual	549.533	195	2.818		
	Total	564.880	199			

a. Predictors: (Constant), v4, v3, v2, v1
b. Dependent Variable: v7
Source: SPSS Output

4.3.1   Hypothesis on Innovativeness in preferring products

H: Innovativeness in preferring products will not influence preference for green cosmetic products

The exact significant level (p value) of ANOVA is exhibited in 6th Col. (Sig.) of the table 4.3. The level of significance set by us is 5%, i.e., $\alpha = 0.05$ (on the basis of existing researches of similar type). The table reveals that 'p' value is more than the 'α' value. In fact, since p = 0.079 is more than $\alpha = 0.05$, the null hypothesis is accepted and established. That means, Innovativeness in preferring products does not significantly impact the preference towards green cosmetic products.

4.4   Product Involvement

The fourth psychographic variable which is studied is Product Involvement. One-Way ANOVA is done in order to know whether Product Involvement has significant impact on the preference for green cosmetic products.

The four predictor variables related to Product Involvement in Preferring Green Cosmetic Products are identified and on which the data has been collected are;

V1:   Non-Users of Green Cosmetic Products select the green products very carefully

V2:   Using branded green products help Users of Green Cosmetic Products express their personality

V3:   One can tell a lot about a person from whether they buy or not Green Cosmetic Products

V4:   Non-Users of Green Cosmetic Products believe different brands of green products would give different amount of satisfaction

Preference for green cosmetic products is the dependent variable and in analysis, it is denoted as V7.

For the purpose, the respondents studied have been segregated into seven categories; 1 = Very Strongly Disagree (VSD), 2 = Strongly Disagree (SD),   3 = Disagree (D), 4 = Neither Agree Nor Disagree (NAD), 5 = Agree (A),   6 = Strongly Agree (SA), 7 = Very Strongly Agree (VSA). The relevant portion of SPSS output sheet is presented below to infer whether there is any significant effect of Product Involvement on the preference of green cosmetic products.

Table 4.4 ANOVA output for Product Involvement in preferring green cosmetic products

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.828	4	.707	.245	.091[a]
	Residual	562.052	195	2.882		
	Total	564.880	199			

a. Predictors: (Constant), v4, v3, v1, v2
b. Dependent Variable: v7
Source: SPSS Output

4.4.1   Hypothesis on Product Involvement

H: Product involvement will not influence preference for green cosmetic products.

The exact significant level (p value) of ANOVA is exhibited in 6th Col. (Sig.) of the table 4.4. The level of significance set by us is 5%, i.e., $\alpha = 0.05$ (on the basis of existing researches of similar type). The table reveals that 'p' value is more than the 'α' value. In fact, since p = 0.091 is greater than $\alpha = 0.05$, the null hypothesis is accepted and established. That means Product involvement will not significantly impact the preference towards green cosmetic products.

4.5   Health Consciousness

The fifth psychographic variable which is studied is Health Consciousness. One-Way ANOVA is done in order to know whether Health Consciousness has significant impact on the preference for green cosmetic products.

The eight predictor variables related to Health Consciousness in preferring Green Cosmetic Products are identified and on which the data has been collected are;

V1:   Non-Users of Green Cosmetic Products worry that there are chemicals in their cosmetic products

V2:   Non-Users of Green Cosmetic Products worry that there are chemicals in their cosmetic products

V3:   Non-Users of Green Cosmetic Products are concerned about their drinking water quality

V4:   Non-Users of Green Cosmetic Products avoid cosmetic containing preservatives

V5:   Non-Users of Green Cosmetic Products read more health-related articles than I did 3 years ago

V6:   Non-Users of Green Cosmetic Products are interested in information about their health

V7:   Non-Users of Green Cosmetic Products are concerned about their health all the time

V8:   Pollution in Cosmetic products does not bother non-users of Green Cosmetic Products

Preference for green cosmetic products is the dependent variable and in analysis, it is denoted as V9. For the purpose, the respondents studied have been segregated into seven categories; 1 = Very Strongly Disagree (VSD), 2 = Strongly Disagree (SD), 3 = Disagree (D), 4 = Neither Agree Nor Disagree (NAD), 5 = Agree (A), 6 = Strongly Agree (SA), 7 = Very Strongly Agree (VSA). The relevant portion of SPSS output sheet is presented below to infer whether there is any significant effect of Health Consciousness on the preference of green cosmetic products.

Table 4.5 ANOVA output for Health Consciousness in preferring green cosmetic products

ANOVAᵇ

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	29.155	8	3.644	1.299	.036ᵃ
	Residual	535.725	191	2.805		
	Total	564.880	199			

a. Predictors: (Constant), v8, v1, v5, v6, v7, v4, v3, v2

b. Dependent Variable: v9

Source: SPSS Output

4.5.1   Hypothesis on Health Consciousness

H :   Health consciousness will not influence preference for green cosmetic products.

The exact significant level (p value) of ANOVA is exhibited in 6th Col. (Sig.) of the table 4.5. The level of significance set by us is 5%, i.e., $\alpha = 0.05$ (on the basis of existing researches of similar type). The table reveals that 'p' value is less than the 'α' value. In fact, since p = 0.036 is less than $\alpha = 0.05$, the null hypothesis is not accepted and the alternative hypothesis is accepted. That means, Health Consciousness will significantly impact the preference towards green cosmetic products.

V.   CONCLUSION

In order to meet the purpose of the study as envisaged in the introduction part of the paper, One-Way ANOVA is used to know whether any facet of psychographic profile of the consumers has significant impact on the preference of the green cosmetic products. Three psychographic variables (Environmental consciousness, Price sensitivity and Health Consciousness) as considered in the study (based upon literature review) significantly impact preference for green cosmetic products. Whereas, the other two (Innovativeness in preferring products and involvement in buying products) does not influence preference for green cosmetic products for the non-users. Participatory observation method followed in uncovering the logic behind our findings reveals that the consumers who are environmentally and health conscious prefer green cosmetic products more. Also the consumers who are sensitive towards price prefer the green cosmetic products more. But the consumers who are very much involved in preferring products and are innovative and spend time in taking decision about preferring products does not prefer green cosmetic products more.   On observation, it is found that those who are users, they know very well the utility of the green cosmetic products vis-à-vis their conventional counterparts (non-users). However, in-depth study on facet-wise psychographic profile on preference may bring forth some exceptional result which may be considered for future research.

On the basis of the research findings, it is inferred that, in order to popularize the use of green cosmetic products, the producers need to focus on the following two points; a) keep the prices of the green cosmetic products in reasonable range to make it affordable to a wider base of consumers and b) study the level of environmental and health consciousness of the target group of the consumers before deciding their marketing strategy.

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