

CAPITAL UNIVERSITY OF SCIENCE AND
TECHNOLOGY, ISLAMABAD



**Sensory Marketing in Organic Cosmetic
Industry of Pakistan: Viewing the
Mediating Role of Green Attitude**

by

Misbah Sakhawat

A thesis submitted in partial fulfillment for the
degree of Master of Science

in the

**Faculty of Management & Social Sciences
Department of Management Sciences**

2019

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*Dedicated to my parents and siblings for their never ending support and
unconditional love.*



CERTIFICATE OF APPROVAL

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Acknowledgements

First of all, thanks to Allah Almighty for giving me strength and ability to comprehend, learn and complete this thesis. It is my proud privilege to express my sincere thanks to my supervisor **Dr. Muhammad Ishfaq Khan**. His guidance, constant encouragement and careful monitoring throughout my thesis are so great that even my profound gratitude is not enough. I also admire the help and guidance of my senior **M. Irshad Burki**. I am indebted to my parents for their support and encouragement. I owe my deepest gratitude to my younger sister **Mahnoor Sakhawat** and my parents for their endless love and support.

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Abstract

The demand of green beauty products is increasing in Asian countries due to intense environmental problems associated with the purchase of makeup. However, the factors to determine green purchase intention of natural beauty brands are still under discussion. This study aims to bridge the gap by examining the impact of sensory marketing on green purchase intention of green beauty brands via a mediating role of green attitude. Further, it explored the moderating impact of openness to experience on the relationship between sensory marketing and green attitude. Environmental consciousness was also investigated to moderate the relationship between green attitude and green purchase intention. Purposive sampling technique was used and data of 282 female participants were collected to test the conceptual model. The findings of the study indicate that sensory marketing has a significant positive impact on green purchase intention of natural beauty products. The study supports the mediating role of green attitude for the relationship between sensory marketing and green purchase intention. The results did not support the moderating impact of openness to experience on the relationship between sensory marketing and green purchase intention. Environmental consciousness is found to have no moderating impact on the green attitude-green purchase intention relationship. The study has used the theory of planned behaviour to support the conceptual model. The findings of the study have great implications to theory, practice, policy and industry. Limitations and future directions are also discussed in the study.

Keywords: Sensory Marketing, Green Purchase Intention, Green Attitude, Openness to Experience, Environmental Consciousness.

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Chapter 1

Introduction

1.1 Background of the Study

Over the past few decades, human activities are changing the environment on a global scale. Rapid industrialization and urbanization have depleted the natural resources and contaminated the natural environment with pollution at dangerous level (Boztepe, 2012). These environmental changes include climate change i.e. global warming, depletion of ozone layer, and loss of biological diversity (Stern, 1992). Environmental degradation has become a great threat globally to human health and public welfare (Rahardjo, 2015). Therefore, consumers are getting serious towards their environmental attitudes and demand for various products (Sarigollu, 2008). Adverse climate changes and environmental problems incite consumers attention towards their consumption behaviour and their relationship with environment (Chuang & Chiu, 2018).

The concept of green consumption has emerged in the late 1960s (Kim et al., 2012) but since the last two decades, consumers environmental ethics have been advanced. Therefore, Joshi & Rahman (2015) emphasized on sustainable purchasing in order to reduce environmental problems. However, the level of consumer awareness varies with respect to development status of a country and their cultural differences (Ko & Jin, 2017).

The intense environmental problems and increased environmental awareness has increased the consumers environmental responsibility. The rising concerns about the environment has resulted in the development of a new segment i.e. the green consumers. Green consumer is defined as the consumer who abstains from products that may cause danger to their health, damage environment during production, use or disposal and produce unnecessary waste (Paco & Raposo, 2008; Paco & Raposo, 2009; Ali & Ahmad, 2012).

Awareness of environmental problems and their contribution in eradicating these problems through environmental consumption encourage consumers to choose green alternatives (Kim & Damhorst, 1998). Increasing consumer awareness about health and rising concern about environmental issues has provoked the attention of consumers towards environmentally friendly goods (Vazifehdoust, Talghani, Esmaeilpour, Nazari & Khadang, 2013; Omar, Nazri, Osman & Ahmad, 2016).

Green products are gaining popularity in the present era due to increased environmental needs and strict international environmental regulations (Chen & Chang, 2012; Chen, 2008, Alniacick & Yilmaz, 2012; Tseng & Hung, 2013). The advancement of green products around the globe comprehend consumers responsibility in purchasing green products that may contribute the sustainable development of society. Green consumption attempts to provide a feeling of both responsibility and empowerment to individuals in dealing with environmental risks towards themselves and the overall environment (Connolly & Prothero, 2008).

Taking in consideration the increasing environmental concern among consumers and adverse impact of environmental problems on living organisms, organizations have taken ecological management measures in order to make their contribution towards safe environment (Safari et al., 2018; Schwepher, Jr & Cornwell, 1991). The new paradigm shift of green consumption not only induce organizations to increase the production of green products but it also emphasis the organizations to consider the consumers right of choosing products within the price range of consumers (Kim et al., 2012).

Keeping in view the necessity of environmental preservation, many organizations are under intense pressure to advance their activities and invest in novel ideas that

overcome the environmental destruction and its impact on society (Borges, Santos & Hoefel, 2019). Prothero et al. (2011) proposed the need of comprehensive and systematic approach to address the rising problems of unsustainable consumption. Social marketers and public policy makers look for environmental friendly products that may act as alternatives of environmental damaging products in order to overcome the negative consumer behaviour towards environment (Alwitt & Pitts, 1996; Wilson, Theodorus & Tan, 2017).

Marketing of green products is essential to enhance product concept and product design. Furthermore, marketing is the fundamental need to get environmental sustainability in the market by fostering environmental consumption among consumers (Dangalico & Vocalelli, 2017) but despite the increase in environmental consciousness, many green products have not gained success in the market (Kalafatis, Pollard, East & Tsogas, 1999). Thus, marketers of green products should understand the difference that selling green products is different from non-green products due to new product attributes, customers expectations, new government and international regulations. Many businesses have adopted green marketing to overcome the pressure of stakeholders, to enhance the value of green products, to get a competitive advantage and to maintain the distinctive brand image (Moravcikova, Krizanova, Kliestikova & Rypakova, 2017).

Researchers claim that green marketing is a tool to get a competitive edge over its rivals (Chen & Chang, 2013; Garg & Sharma, 2017). However, it is difficult to maintain the credibility of brands through green marketing as marketers are facing challenges to relate green messages with new brands through green marketing (Olivia, Segerquist, Wahlstorm & Edwards, 2017). Consumers mistrust the green claims of green brands and therefore green marketing strategies are less attractive for companies to satisfy consumers and fulfil their desired objectives (Peattie & Crane, 2005). Thus, marketers and researchers need to advance their marketing strategies to engage consumers with natural products.

Environmental knowledge and awareness among consumers lead their intentions to implement green practices (Tan, Ooi & Goh, 2017; Jang, Kim & Bonn, 2011). The advancement of environmental responsibility among large population of emerging

economies has made it crucial for organizations to provide low-priced green products as a substitute of non-green products (Carrete, Castano, Felix, Centeno & Gonzalez, 2012).

The consumers willingness to spend more for green products demand marketers attention to create innovative marketing strategies and to employ substantive appeals to convert a large segment of non-decisive consumers into decisive segment (Laroche, Bergeron & Forleo, 2001). Green products are also named as eco-friendly products, environmental friendly products, organic products and sustainable products. Green products refer to those products that are organically produced, recyclable and biodegradable. These products are featured as less hazardous to living organisms and environment (Karki & Shukla, 2018). Green products are getting popularity in the cosmetic industry and are widely used to overcome the hazardous impact of consumption and production of chemical products on environment (Wilson et al., 2017).

There is an emerging market of green cosmetics that invites cosmetic players around the globe to grab the opportunity of going green to serve the ecological needs of society (Pudaruth, Juwaheer & Seewoo, 2015). Ecological Cosmetics also known as eco-friendly, organic, natural or green cosmetics are the cosmetics prepared from natural ingredients, free of preservatives and animal testing (Rybowska, 2014). For example, “The Body Shop” being a pioneer of organic cosmetic brands, promotes its products as environmentally safe products with organic ingredients and claim of animal free testing (Borges et al., 2019).

Organic cosmetic industry in South Asian markets is not advanced to the extent as it is in the west and east Asian countries. However, the trend of using natural care products is gradually getting upward in Pakistan since last decade. Now people are switching over to natural beauty products due to the severe health and environmental problems associated with commercial cosmetic products. Due to the demand of natural beauty products among Pakistani consumers, many international brands are competing in the industry. Following the trend of international companies, local brands are increasing their product lines and marketing efforts to compete in the market. Local cosmetic brands lack in gaining consumers trust as

compared to international brands because they are struggling in getting high quality raw materials, highly expensive certifications and resources to advertise their products for a large audience. Still there are few local organic cosmetic brands who have become successful in gaining the trust of Pakistani consumers. Saeed Ghani, a chain of herbal personal care products is a popular Pakistani brand in providing oil based perfumes and other organic skin and hair care products. Luscious cosmetics is another local brand with a range of organic cosmetic goods getting a well received response from consumers. Emerging organic brands in Pakistan include Jo's organic beauty, Co-naturals, Kishmish organic skin care, Pure desi, Scoop O Scrub, Yellow berry and Aura. Most of these businesses market their products through social media sites such as Facebook and Instagram due to their small market size.

Intense environmental problems, cultural norms, religious beliefs, animal welfare and health issues are associated with the purchase of makeup (Ma, Rau & Gua, 2018; Pervin, Ranchhod & Wilman, 2014). Most of the developing and under developing countries are facing the problem of producing good and healthy cosmetic products. In a country like Pakistan, where there are no safe limits related to cosmetic products, selling of cosmetic products having hazardous chemicals and toxic metals is common. Prolonged use of such cosmetic products not only cause damage to our health, but it also disturbs the quality and beauty of environment (Ullah et al., 2013).

The rising health and ecological problems and the increasing awareness of life-threatening impact of hazardous chemicals in personal care products stimulate consumers demand for natural personal care products (Ghazali et al., 2017). Due to severe health and environmental problems associated with conventional cosmetics, the trend of using natural cosmetics is increasing all over the world (Matic, Puh & Miloglav, 2018). Commercial cosmetic products contain chemicals that have hazardous effects on human health and environment. Most of the additives are added in the cosmetics as preservatives, fragrances and to enhance the appearance and durability of cosmetic products. These additives include toxic chemicals and heavy metals like lead, cadmium, zinc, parabens, phthalates, aluminum salts

and petrochemicals that are necessary ingredients to increase the quality and appearance of cosmetics. Use of such chemical cosmetic products can have mild to adverse effects on human health. These chemicals and heavy metals get in contact with human body absorbed by the skin, can cause the death of cells resulting in variety of diseases. Mild reactions such as irritation, itching or dryness of skin can be avoided by stop using that product again whereas prolonged use of such chemical products can cause severe diseases such as anemia, osteoporosis, cancer, asthma, renal dysfunction, migraine and many allergic reactions. Therefore, consumers are becoming aware of benefits of green cosmetic products and the demand for natural cosmetic products is also increasing among Asian women (Pervin et al., 2014; Johri & Sahasakmontri, 1998; Ahmad, Omar & Rose, 2015; E & S, 2017). Women are found to be more concerned about makeup and relatively use more makeup than men (Ma et al., 2018). The purpose of cosmetic products is to enhance the beauty and improve the appearance therefore women show more concern about selection of beauty products (E & S, 2017).

Johri & Sahasakmontri (1998) found that colour, fragrance, packaging, brand image, ingredients, no animal testing, skin safety and product value for money are the common credentials that women look for in the purchasing of organic beauty products. Besides, enhancing visual appearance, the increasing consumption of organic beauty products is due to consumers growing concern for health and physical environment (Pervin et al., 2014; Ahmad, Omar & Rose, 2015).

Our study found the numerous motivational factors in the previous studies that drive consumers to make organic purchasing. Consumers tend to purchase green products for selfish reasons such as better taste, good health and superior quality (Thogerson, 2011). In a survey conducted by Ritter, Borchardt, Vaccaro, Pereira & Almeida (2015) to evaluate the green consumption of Brazilian consumers, information and knowledge, green attitude, environmental consciousness and social context are the profound elements that drive consumers to purchase green products. These include high cost (high price, time and efforts to search for such products, and performance risk) of getting such products as compared to conventional products (Gleim, Smith, Andrew & Jr, 2013). Research on consumers

research in India recognizes social norms, social recognition and peer group cohesiveness to be the strongest influencing factors in purchasing sustainable products (Biswas & Roy, 2015). High prices and lack of availability to purchase green products are the most dominant factors that hinder the purchase of green products (Nguyen, Nguyen & Hoang, 2018; Doorn & Verhoef, 2015). Consumers show willingness to pay high price for green products in case of quality green products easily available to them. Therefore, availability of sustainable products is crucial factor for organizations involved in manufacturing of green products (Bhate & Lawler, 1997).

Research shows that high environmental concern among consumers make them notice eco-seal more easily as compared to the segment of consumers with low environmental concern. Therefore, consumers with high environmental concern show favourable attitudes and intentions for familiar green brands (Bickart & Ruth, 2012). Implicit information and vague claims about green products have intensified the confusion among consumers and it has made the green brands suspicious in the minds of consumers. Lack of understanding of the product attributes and claims refrain the target consumers to make a buying decision (Bhate & Lawler, 1997). Due to green washing (false advertising claims) consumers do not trust the claims and messages of green products (Alsmadi, 2007).

As a result of paradigm shift, traditional marketing concepts and ideas are no longer enough to connect with the target audience. Marketers are facing intense competition and they are in continuous struggle to find tools and strategies that best contribute in gaining the intention of prospects. Sensory marketing is one of the promising marketing tools used by marketers to stand out among their competitors. As the name suggests sensory marketing deals with the five human senses (touch, smell, look, sound and taste). In the book *Critique of pure reason*, a great philosopher of modern philosophy Kant (1781) said that Senses are the base from where we start getting knowledge that proceeds to make our understanding, and this process ends with reason. Senses provide the reason to consumers to attract towards brands and make their intention to purchase brands that give them the best sense of accomplishment and security.

Ifeanyichukwu & Peter (2018) noted that senses create the impression about the personality of a brand by exciting consumers personal experience with the brand. The profound impression of a brand emerged as a result of incorporation of five senses may create their emotional ties with brands that may lead their purchasing intention. Sensory marketing offers tangible future experience to consumers (Lee, Jeong & Oh, 2018) that may emotionally attach them with brands for the life time (Ifeanyichukwu & Peter, 2018). Combination of sensory stimuli are used by marketers to generate positive attitude of potential customers towards a product and stimulate their intentions to purchase a product (Phu, 2017). Sensory marketing is distinguished from mass or relationship marketing as it is about individuals not about the masses or segments (Hulten, Niklas & Dijk, 2009). Thus, researchers and marketers need to use multi-sensory marketing to stimulate consumers emotional connection with green products (Ghazali, Soon, Mutum & Nguyen, 2017).

Sensory marketing incorporates the needs of customers with the features of brand, thus creates a brand concept that may lead their intention to purchase a brand (Hinestroza & James, 2014). Customers can differentiate the brands on the basis of their senses. They use their senses to acquire information about products and services that guide them to take purchase decisions (Morales, 2010). Marketers use sensory cues to connect with customers and to generate customer engagement. It creates additional value for consumers by providing multi-sensory experience to them (Krishna, Cian & Aydinoglu, 2016).

1.2 Research Gap

Wu, Wu, Lee & Lee (2015) reviewed the literature on green marketing and observed that literature on green marketing and innovation is incomplete in several key areas. Literature on ecological buying, green consciousness and green purchasing behaviour in the Asian context is limited as compared to their counterparts in western countries (Lee, 2008; Lee, 2009; Khare, 2015; Yadav & Pathak, 2017). The determinants influencing green purchase intention in one country are not generalizable in other countries due to the difference in culture, attitudes, behaviour,

demographics, geographical and socioeconomic conditions of each country (Rahbar & Wahid, 2011; Morel & Kwakye, 2012; Ali & Ahmad, 2012; Wilson et al., 2017). There is little research available on green buying behaviour of consumers in emerging and less developing economies (Carrete et al., 2012; Ali, Khan, Ahmed & Shahzad, 2011; Paul, Modi & Patel, 2016).

Studies reveal that despite the growing demand of green products, research on investigating consumers attitude and shopping behaviour of natural beauty care products is scarce (Ahmad et al., 2015; Matic et al., 2018). Consumers show uncertain support towards green products (Bahl & Chandra, 2018) and the factors to determine green makeup purchase intention are still understudied (Ma et al., 2018). Liobikiene & Bernatoniene (2017) emphasized researchers attention towards this category in order to reduce the imbalance between growing use of green beauty products and limited research available on green beauty products. Thus, there is a need to investigate the factors that influence consumer decisions for natural beauty products (Pudaruth et al., 2015; Culaso, 2014; E & S, 2017; Liobikiene & Bernatoniene, 2017).

Marketers common approach of marketing the green products with rational appeals is not sufficient (Lee, 2009) to achieve the desired objectives. Manufacturers of green products are facing the challenge to make their products attractive for a broader audience (Doorn & Verhoef, 2015) thus there is a need to add such touch points that may increase the association between consumers and beauty brands (Culasso, 2014) therefore the effect of sensory marketing on green purchase intention of customers is a novel association for researchers to explore. This study aims to investigate the role of sensory marketing in the green purchase intention of cosmetic consumers.

Despite the effectiveness of senses in the business context, little research is available on sensory marketing (Moreira, Fortes & Santiago, 2017). Use of sensory inputs in the formation of consumers attitude and decision making process has gained little attention by the researchers and marketers (Krishna et al., 2016). Though sensory marketing is a well-established tool of an experiential marketing, more research is

needed in order to deliver a better and exciting sensory experience to consumers (Scott & Uncles, 2018).

Customers engagement with ethical brands on grounds of sensorial and emotional responses are still under discussion both in offline and online markets (Yoganathan, Osburg & Akhtar, 2018). This lack of engagement often results in non-identification of green products by customers therefore marketers are advised to emphasis on the benefits of products by improving product design, and marketing of green products (Ali & Ahmad, 2012). Researchers emphasis the use of customer centric approach to promote sustainable products with an appeal that emphasis their contribution towards environmental protection (Ng & Law, 2015; Huang, Yang & Wang, 2014).

1.3 Problem Statement

The usage of green products is increasing all over the world to reduce the environmental problems. Past studies have explored numerous factors to boost the green purchase intention of green cosmetic brands. However, little is known about the factors that can predict the purchase intention of green cosmetic brands in developing countries. Moreover, the current marketing strategies are not enough to enhance the value of green products.

If green purchasing is important to overcome the environmental problems and the factors to explore green purchasing intentions are different in developed and less developed countries, then there is a need to find more factors and marketing strategies to predict purchase intention among consumers of green cosmetics in a less developed country like Pakistan. The purpose of this study was to investigate the impact of sensory marketing on green purchase intention among Pakistani consumers of green cosmetics.

1.4 Research Questions

The research questions are:

- Does sensory marketing influence green purchase intention?
- Does green attitude mediate the relationship between sensory marketing and green purchase intention?
- Does openness to experience moderate the relationship between sensory marketing and green attitude?
- Does environmental consciousness moderate the relationship between green attitude and green purchase intention?

1.5 Research Objectives

The aim of this study is to enrich marketing literature by viewing the impact of sensory marketing on green purchase intention in cosmetic industry. Researchers and marketers are suggested to consider marketing of different categories of green products to minimize the negative impact of products on environment and to achieve sustainable consumption (Liobikiene & Bernatoniene, 2017; Yadav & Pathak, 2017). Firms must consider different strategies to motivate consumers to buy green products in ways that best help them in achieving their marketing goals (Lu, Chang & Chang, 2013). Second, to investigate the mediating role of green attitude in the relationship between sensory marketing and green purchase intention. In the past studies, green attitude is found to be the most influencing factor in predicting green purchase intention. Third, to view the moderating role of openness to experience in the relationship between sensory marketing and green attitude. Forth, to explore the moderating effect of environmental consciousness between green attitude and green purchase intention. Specifically, the objectives of this study are to

- Measure the effect of sensory marketing on green purchase intention.
- Measure that green attitude mediates the relationship between sensory marketing and green purchase intention.

- Measure the moderating impact of openness to experience between sensory marketing and green attitude.
- Measure the moderating role of environmental consciousness between green attitude and green purchase intention.

1.6 Research Significance

The study is significant and adds to the literature in several ways. It gives insight to address the problems associated with the marketing of green products in a developing country like Pakistan. Consumers preference for eco-friendly sustainable products make it indispensable for policy makers to understand the demand of green products and give insight to suppliers of products to expand their market share in the emerging markets of sustainable products (Biswas & Roy, 2014). The study is significant for academic researchers as it contributes a quantitative research that measures all the five human senses (see, hear, touch, smell and taste). This contribution will help researchers in evaluating the role of senses in stimulating the green intentions of consumers. The study plays a vital role for marketers in understanding the role of sensory marketing in building green intention of consumers because they can easily transfer their purchase intention towards multiple companys green products (Yu, Yu & Chao, 2017).

The study attempts to provide the balance between growing use of green makeup and limited research available in this category by introducing nascent association between variables that are rarely discussed in the past. Current marketing of green products is not enough to get the attention of both green and non-green consumers. Lack of promotion of green products can deter the adoption of green products by consumers therefore there is a need to advance marketing efforts for green products (Shamdasani, Lin & Richmond, 1993). Lee (2009) suggests that rational appeals are not enough to motivate adolescents to purchase environmental friendly products. Environmental or social messages do not influence the young educated consumers of Asian countries because these messages are usually delivered with instructional statements. Lack of innovative and emotional appeals hinder the

promotion of green products (Joshi & Rehman, 2016). There is a challenge and at the same time an opportunity for marketers to promote the innovation of eco-cosmetics by exposing them properly in the market after monitoring the condition of market and attitude of consumers towards environmentally conscious lifestyle (Rybowska, 2014).

Our study addresses the demand of inexpensive marketing tool (sensory marketing) in developing countries as the methods to promote green products are different from developed countries. Managers can upgrade their relationship with consumers by creating their association with brands using sensory attributes. Natural products have a key strength of natural ingredients, companies should advance the approach of presenting the natural products by developing the sensorial appeals. This requires an extra effort in making a green product pleasant in the eyes of consumers that may create personal associations and memories with the brand (Culasso, 2014). Advertising with innovative appeals is vital for eco-friendly products to differentiate them with conventional products. The attention seeking features of green products can enhance the recognition and identification of products in the store and can pull the consumers intention to purchase these products (Morel et al., 2012). Therefore, research on reaching consumers by using five senses has been increasing exponentially in both academia and the corporate world (Krishna et al., 2016).

Consumers show more willingness to purchase green products that contain green signatures, thus success of a brand is related to its sensory characteristics (Delmas & Grant, 2010; Silva, Bioto, Efraim & Queiroz, 2017). It is believed that what is beautiful is good. To test the wisdom behind this thought a study was conducted that gives insight to the interaction between aesthetics and product evaluation. This study shows that when aesthetics and functionality of product are in valence, it confirms the superiority of brand features that assist consumers to make their judgements about brand with less efforts (Hoegg, Alba & Dahl, 2010).

Aesthetic appeals along with functional attributes of products are essential to give first impression to potential target consumers who are unaware of brand and it also facilitates consumers to whom producers want to market the special

product features. This aesthetic sensibility when connect with nature, acts as a driving force in arousing environmental consciousness among individuals. Once the individual has attached with nature, they are anticipated to represent eco-friendly conduct (Wang & Yu, 2018). Keeping in view the importance of aesthetics in cosmetic industry, our research attributes sensory marketing as an effective approach to feature green cosmetic brands as superior choice for consumers.

Consumers can shape their attitude favourable towards natural beauty products when companies will be ready to empower the consumers with updated information (Pudaruth et al., 2015). There is a need to empower health conscious and environmental conscious consumers as they are ready to pay high price for green products that assure them a sense of security (Jang et al., 2011). Due to unawareness and lack of communication of green products in the developing countries, methods to promote green products are different from developed countries. In the Indian context, local and international marketers are advised to focus on information-based promotion of green products (Yadav & Pathak, 2017).

Environmental education is the key factor in shaping the attitudes and pro-environmental awareness among consumers (Corti, Alvarez & Candamio, 2011). Eco-labeling and environmental advertising are the means to provide information to consumers to identify the attributes and specification of green products. Consequently, it guides them towards purchase of environmentally friendly products (Rahbar & Wahid, 2011). Nguyen, Phan & Lee (2017) focus on using persuasive advertising appeals in marketing of green products in such a way which can contribute the well-being of all stakeholders. Exchange of information about the natural components of cosmetics between the two participants (firms and consumers) contribute to an efficient production of natural cosmetic products (Dimitrova, Kaneva & Gallucci, 2009). Alsmadi (2007) suggests that businesses must consider environmental consciousness to be a necessary component of their marketing strategy.

The theory of planned behaviour was used to answer the research questions and fulfil the objectives of our research. This study proposes a new framework to investigate the factors that best explain consumers purchase intention of green

cosmetics. According to TPB, individuals intention is influenced by the attitude, subjective norms and perceived behavioural control. Considering the importance of attitudes in underlying sustainable behaviour, this study involves green attitude as a mediating variable in relationship between sensory marketing and green purchase intention. Brick & Lewis (2014) implies that green attitude represents the key individual differences of consumers that predict their environmental behaviour. Consumers decision of adopting green products is strongly influenced by personal factors i.e., personality and attitude rather than government or peer pressure (Shamdasani et al., 1993). Our study also contributes to the literature by examining the moderating impact of personality traits (i.e. openness to experience and environmental consciousness) in determining green attitude and green purchase intention. Use of personality traits may open up new research avenues to better understand the psychology behind green purchasing.

1.7 Underpinning Theory

TPB is widely used model to predict the green purchasing intention. Ajzens theory of planned behaviour states that consumers purchase behaviour is influenced by their purchase intentions (1991). TPB proposes that a persons attitudes, subjective norms, and perceived behavioural control are the components that carry out intentions which ultimately lead to behaviour. Most of the previous studies on green consumption have applied an extension of theory of planned behaviour to understand the factors that encourage consumers to implement green practices (Kim & Chung, 2011; Paul et al., 2016; Hsu, Chang & Yansritakul, 2017; Lu & Chen, 2017; Yadav & Pathak, 2017). Theory of planned behaviour is most commonly used to predict green purchasing intention (Safari et al., 2018; Kim & Chung, 2011; Chan & Lau, 2002; Fauzi & Hashim, 2015; Nguyen et al., 2017).

This study proposes a new framework to investigate the factors that best explain consumers intention of purchasing green cosmetics. Liobikiene & Bernatoniene (2017) suggests future researchers to consider new categories of green products and discover the factors that have impact on the purchase of green products as

the factors to affect the purchase of one category of green products vary from another category of green products. Hsu et al., (2017) used TPB to explain green purchase intention in skin care products.

Theory of planned behaviour states that individual attitude, subjective norms and behavioural control (personality) shapes individual intentions towards a particular action and these intentions than leads the specific behaviours. Attitudes are the evaluative statement about someone, something, events, objects and phenomena based on multidimensional attributes such as individual personality, skills, experience, interest, involvement and knowledge (Ajzen & Fishbein, 2000; Ajzen, 2001). There are three components of attitude; cognitive, affective, and behavioural. Knez & Thorsson (2006) reported attitude (personal factor) as schemata which consists of knowledge structures, experiences and expectations stored in the long-term memory that may contribute to stimulate behavioural, affective and cognitive consequences.

In the present study Sensory Organism Response (S-O-R) model is used as a minor theory that represents people reaction over stimuli. In this case all sensory cues like brand name, logo, color, price and store environment are external stimuli sensory marketing is the cognitive part of attitude based on individual experiences and previous knowledge. Along with this cognitive aspect of attitude, consumer personality in the form of openness to experience is under discussion. When a consumer has cognition about certain aspects of the market then interaction of these cognition with consumer personality will develop green attitude of the consumer. Green attitude in the present study is affective and behavioural part of the consumer attitude because green attitude is directed at environment with the behavioural intentions to bring a significant change in the environment.

Attitudes are invisible part of personality (Ajzen & Fishbein, 2000; Ajzen, 2001). Attitudes lead to intentions, but the role of personality cannot be ignored in deciding a particular behavioural intention. According to theory of planned behaviour, perceived behavioural control (personality) can strongly influence purchase intention of consumers. Similar results are verified by different studies (Kim & Chung, 2011; Kim, Han, Yang & Choi, 2013; Wilson et al., 2017). Though attitudes are

the part of personality, but personality traits have strong impact on both attitudes and behaviours.

Green attitude of consumers will lead to purchase intentions, but these purchase intentions will vary from consumer to consumer due to individual differences. As TPB states that personality moderates the relationship between attitude and behavioural intentions. Consumer personality in the form of environmental consciousness will affect the green attitude-green purchase intention relationship. Kim (2009) reported that perceived behaviour control has moderating relationship between consumers attitude towards organic personal care products and their purchasing intention towards such organic products. Therefore, environmental consciousness being a part of personality is a right variable to moderate the relationship between green attitude and green purchase intention of green cosmetic products. Climate changes and severe environmental problems have made it necessary for policy makers to promote environmental consciousness among people (Johri & Sahasakmontri, 1998).

In line with the theory, green attitude leads to consumer purchase intentions of green product. Conclusively, sensory marketing interacts with openness to experience (personality of consumer) to shape consumers affective and behavioural attitudinal components that results in green consumer attitude and such attitude leads to purchase intentions. Personality is a significant factor that predicts consumers ethical beliefs. These ethical beliefs are the ethical attitudes of consumers that significantly influence consumers intention to buy green products (Lu et al., 2013). Consumer personality in the form of environmental consciousness will affect the relationship between green attitude and green purchase intention. Green purchase intention varies as a function of personal values. Therefore, marketers are suggested to adapt their marketing appeals and communication efforts as per the values of target market. Consumers are better able to respond to ecological buying when consumers can link their choices of green products with the well-being of society (Nguyen et al., 2017). The present study aims to fill this gap by introducing sensory marketing in promoting green cosmetic products. This is how the findings may be able to respond to the ecological needs of society.

1.8 Abbreviated Definitions

Green purchase intention: "the probability and willingness of a person to give preference to products having eco-friendly features over other traditional products in their purchase considerations" (Rashid 2009, p. 134).

Sensory Marketing: Sensory marketing is the use of marketing stimuli in the form of sensory information which aims at affecting customer perceptions and behaviours in a positive manner to obtain the marketing goals (Phu, 2017, p.6).

Green attitude: "an individuals tendency to evaluate the natural environment with some degree of favour or disfavour" (Domingues & Goncalves, 2018, p.1).

Openness to experience: "Openness refers to a continuum of individual differences in processing experience and that the majority of people are intermediate in Openness" (McCrae & Costa, 1997, p.826).

Environmental Consciousness: "Environmental consciousness is a degree to which a person is oriented toward concern for the environment" (Lin & Chang, 2012).

Chapter 2

Literature Review

2.1 Sensory Marketing and Green Purchase Intention

Green products are gaining popularity in the present era due to increased environmental needs and strict international environmental regulations (Chen & Chang, 2012; Chen, 2008; Alniacick & Yilmaz, 2012; Tseng & Hung, 2013) because they offer substitutes that are environmental friendly (Moser, 2015). Despite the increasing trend of green products, consumers are confused in understanding the meaning of green. The understanding of green products varies among consumers and it also varies with respect to a nature of product and its use. Green products are considered to be environmental friendly, organic in nature, free of chemicals, safe and healthy to use. However, the definition of green products, their benefits to health and contribution towards environment are still mystery for most consumers (Cervellon & Carey, 2011). Green products are defined as the products that are produced with relevance to the physical environment i.e. land, water and air (Shrum, McCarty & Lowery, 1995). Green refers to “actions that reduce the impact on the environment, such as eco-purchasing and recycling” (Wolfe & Shanklin, 2001, p. 209).

Increasing consumer awareness about health and rising concern about environmental issues has provoked the attention of consumers towards environmental friendly

goods (Vazifehdoust, Talghani, Esmailpour, Nazari & Khadang, 2013; Omar et al., 2016). Taking in consideration the increasing environmental concern among consumers and adverse impacts of environmental problems on living organisms organizations are compelled to take ecological management measures in order to make their contribution towards safe environment (Safari et al., 2018). It is indispensable for organizations to behave ecologically to satisfy the needs of current and potential customers, retain them and increase consumers trust over them (Leonidou, Leonidou & Kvasova, 2010).

Green management is a prerequisite for firms to cultivate the green image in the minds of consumers, triggering the latest trends of environmental protection under strict environmental regulations. Green image is not only a source of competitive edge for firms, but it fulfils the dual responsibility towards safe environment and economic development (Chen, 2008). EMS is a great initiative for firms to implement green practices, the general motives for EMS are to maximize profits, decrease the cost, save the resources and improve the reputation (Chan & Hawkins, 2010). However, employees green attitude is a preliminary requirement in implementing green practices in an organization. Chan et al. (2014) confirms three environmental factors (environmental knowledge, environmental awareness and environmental concern) that inspire hotel employees intention to implement green practices in hotels. Green environment inside the organization can stimulate the green image of organization among its stakeholders.

According to theory of planned behaviour, intention is the principal factor towards purchasing behaviour. Purchase intention is the willingness of persons to direct their efforts to perform a behaviour (Ajzen, 1991). Hsu et al. (2017) referred purchase intention as a substantial element in predicting consumers purchase behaviour. Therefore, purchase intention is an important concept to comprehend by the marketers to devise marketing strategies. "Purchase intention is a combination of consumers interest in buying a product and the possibility of buying" (Wu et al., 2015, p.2). Rashid (2009, p. 134) defined Green purchase intention as "the probability and willingness of a person to give preference to products having eco-friendly features over other traditional products in their purchase considerations".

It is defined as “customers likelihood of visiting green hotel, engage in positive word of mouth and paying more for a green hotel” (Han, Hsu & Lee, 2009, p. 520). The scale used in this study was successfully used by Chang & Chen (2008) to measure the impact of online store environmental cues on purchase intention.

Purchasing a right beauty product is not an easy task for consumers as it affects the overall appearance of a person. Eco-friendly consumers not only desire to look good but also remain in search of those beauty products that are good for their health and environment. They take active participation in inquiring the reliability of organic beauty products through the composition of ingredients and eco-labelling. Consumers high environmental concern and consciousness have activated marketers attention towards product packaging and eco-labelling because they can dampen or boost the confidence of consumers towards natural beauty products (Kim & Seock, 2009).

High prices and lack of expertise (Product knowledge and experience) towards green products are the major factors that hinder green purchasing. Provision of detailed information regarding green products through a greater no. of verbal cues have a positive impact on green purchase intention of consumers. Detailed verbal cues on product packaging can overcome consumers reluctance towards green purchasing. These informational cues not only built green expertise among consumers but also justify the high prices of green products along with their positive impacts on environment (Gleim, Smith, Andrews & Jr, 2013).

One of the reasons of lower consumption of green products is that they are not immediately recognized by the consumers. This is the dilemma of green products that often they are marketed without green benefits therefore consumers remain unaware of their value (Ottman, Stafford & Hartman, 2006). This gives insight towards marketers responsibility to devise such marketing activities that may provide rich information to consumers about product and position them on top in the minds of consumers (Martinus & Anggraini, 2018). It has been noted that information and knowledge about green products can build up the intention of consumers towards green consumption. The information of long and short term environmental and economic benefits of green products may induce current or

potential customers to increase their consumption of green products. Consumers will continue buying green products as long as the benefits of green consumption are clearly identified and communicated to them (Kim et al., 2012). In the case of natural products, exchange of information between marketers and consumers is highly important in bringing the quality products (Ritter, Borchardt, Vaccaro, Pereira & Almeida, 2015; Dimitrova et al., 2009). Sharing an extra piece of information about the organic processes may elevate the consumers involvement in organic purchases (Aertsens, Verbeke, Mondelaers & Huylenbroeck, 2009). When people receive more information about an environment, and environmental problems, they have great chance to involve in green practices. For example, purchase products with eco-packaging and eco-labels, take interest in recycling programs and consumption of organic products (Chan et al., 2014).

However, consumers desire for green products cannot be satisfied only by environmental benefits, they need a bundle of benefits in one product with both green and non-green benefits. Effective green marketing can make green products desirable by increasing consumer demand of green products through consumer value positioning (Ottman et al., 2006). Fauzi & Hashim (2015) found that consumers buy cosmetics and skin care products based upon their internal factors like health benefits as well as their external factors like environmental benefits, therefore marketers are suggested to use the combination of internal and external signals in marketing ecological beauty products. Green products are perceived to satisfy personal and social needs of consumers, personal needs through functional benefits and social needs through environmental benefits as they expect more from green products than non-green products (Dsouza, Taghian, Lamb & Peretiatkos, 2006).

In the study, Maniatis (2015) found that besides, environmental concern consumers also bother about economic benefits and reliability of products. They will make a choice of buying a product if the product attributes would satisfy all their concerns instead of products with conflicting attributes. The abstract and concrete appeals are used to deliver self-benefit associations and social benefit associations. The abstract appeal describes the general benefits of products in an ambiguous way whereas, concrete appeal labels the specific benefits of products

in a detailed way. The concrete appeals are found to generate more purchase intention of green products when the product shows self-benefits, contrary to this, concrete appeals are found to generate purchase intentions towards green products when the product shows benefits to others (Yang, Lu, Zhu & Su, 2015). Product packaging and labelling convey visible and precise information for environmental safe products which stimulate consumers to make informed choice in their buying decision (Dsouza et al., 2006). Eco-labels exhibit the environmental attributes of products, direct the consumers demand for environmental friendly products and make them distinct from conventional products (Delmas & Grant, 2014). These environmental cues grab the attention of consumers in the first glance, make it easy for consumers to sense the environmental friendly products and fuel their green purchasing intentions.

Textual information educates the audience about brand attributes and green visuals generate the positive perception of brand, trigger their emotional association with brand and show positive attitude towards brand than those without green visuals (Xue & Muralidharan, 2015). Green consumers assess the reliability of green products by looking into products packaging, logo, and labeling of product ingredients (Maniatis, 2015). The visual appearance and quality of packaging should be designed as appealing as you want your customers to perceive a product. The appearance and packaging of product should be appealing for customers with the addition of symbolic values that may communicate the functional and environmental attributes of green products, give the aesthetic impression and justify the quality of product (Tseng & Hung, 2013). In studying the consumer reactions to sustainable packaging, it was observed that visual and verbal design elements of packaging must be congruent to lead consumers for an effective attitude and purchase intention of sustainable products (Magnier & Schoormans, 2015). In a survey conducted by Prakash & Pathak (2017) on young consumers of India, they found that consumers positive attitude towards ecological packaging lead their intention towards green product purchasing. Marketers should make the shopping of green products more convenient and display them in an attractive way to grab the attention of young consumers (Nguyen et al., 2017).

The addition of product display with pleasant environmental fragrance enhances the consumers approach towards product. It shows significantly positive impact on consumers attitude towards the product, purchase intention of consumers, estimated price of the product and the willingness to pay high price for a product. (Fiore, Yah & Yoh, 2000). More accessible, olfactory, and visual cues will be, consumers will show more favourable attitude, spend more time in store and make prompt purchasing decisions. The multi-sensory needs of consumers demand more sensory cues to be added in the product. Consumers with high level of tactile needs do not rely solely on visual or hearing cues. The tactile inputs give consumers the accessibility and liberty to touch the product, thus fulfil their need of evaluating the product quality directly and raises consumers confidence indirectly (Citrin, Stem, Spangenberg & Clark, 2003). In studying the impact of tactile inputs in making product evaluations, women are found to be more sensitive in making product evaluations based upon their tactile needs than men (Citrin et al., 2003). Besides visual cues, olfactory cues influence the appearance and are also responsible for developing the professional image of women (Fiore & Kim, 1997).

Consumers buy green products for different reasons. Green consumption is more likely to appeal educated individuals who may buy green for themselves or to show others. It signals social status and thus appeals to those who want to differentiate themselves from others (Elliot, 2013). To elicit their status motives, consumers are willing to incur high cost and sacrifice their personal needs over social welfare. Consumers self-image in the society enable them to choose more green products than non-green luxurious products (Griskevicius, Tybur & Bergh, 2010). Green buying does not only serve the aim of environmental protection, acceptance of these green products in the social surrounding also fulfils their motive of being seen as green, thereby foster the social status (Koller, Floh & Zauner, 2011). Kim & Yoon (2017) found in their study that consumers past experience with green products influence their intention to purchase green products in future. Consumers show favourable green buying behaviour when they are confident about environmental issues, reliability of green labels, and performance of green products with respect to their competitors. Marketers should position the green products keeping

in view their perceived performance in terms of generating environmental, social and economic benefits (Peattie & Charter, 2003).

2.2 Sensory Marketing, Green Attitude and Green Purchase Intention

In the world where brands rule, traditional marketing being a marketing of features and benefits no longer exists as it focuses on selling a product as a commodity (Schmitt, 2000). Consumers need persuasive communication to improve their expectations about the attributes of brand, these expectations boost their attitudes and encourage their intentions towards buying (Deliza & Macfie, 1996).

Lindstrom (2005) states that our understanding of the world is based upon our senses that make our memories and emotionally connect us with brands. The senses connect us with the outside world, through the use of these senses we can store memories to predict future and make decisions (Gains, 2014). Brands that communicate their message, using sensory cues leave a strong and long-lasting impression on customers. Firms use more senses in order to remain successful in establishing a strong bond with customers which is ultimate a source of competitive advantage. Therefore, marketers need to appeal customers through sensory cues with all possible sensory dimensions. Sensory marketing offers an ideal background in creating an impressive brand image as customers form their perception about brands by experiencing the brand through all five sensory dimensions (Ditoiu & Caruntu, 2014). After analyzing information models in detail, Krishna & Schwarz (2014) found that senses help people in acquiring information that may activate their cognition and reinforce their buying behaviour. Human senses process the acquired information that help them in decision making (Moreira, Fortes & Santiago, 2017). Thus, consumers should have enough sensory appeals to understand the competing attributes of brands that guide them to make a right buying decision.

Sensory marketing is an effective promotional tool that stimulate the human senses and have significant impact on brand image, recall of advertisement and consumer behaviour (Bhatt, Rajsthan & Bapna, 2018). Sensory marketing is the use of marketing stimuli in the form of sensory information which aims at affecting customer perceptions and behaviours in a positive manner to obtain the marketing goals (Phu, 2017, p.6). Krishna (2012) defined sensory marketing as marketing that engages the consumers senses and affects their perception, judgement and behaviour (p.333). Sensory marketing adds value to the brands by building a synergy between brands and customers that best incorporate their needs and generates a higher consumption (Hinestroza & James, 2014). Sensory marketing excites the human senses to make consumers fall in love with a band before and after the purchase decision, thus provoke their intentions to purchase a brand.

2.2.1 Vision

Vision is the most dominant sense in marketing among all senses as it is evident to create first impression of a brand. Extensive research is available on the sense of sight as it is considered to be one of the most powerful dimensions of sensory marketing that perceive the distinguish characteristics of goods and services (Hulten, 2011). It is the most prominent sense among all the senses as it provides maximum information about brands. Our eyes contain huge number of receptors and visual cues on brands deliver us treasure of information. Packaging of the product plays a vital role in the development of brand image and communicating value to customers. It addresses the inclusive needs of customers by providing rich information through verbal and visual elements. Banachenhou, Guerrich & Moussaoui (2018) found in their study that verbal and visual elements of packaging have positive impact on consumers intention to buy. Verbal elements include name, logo, slogan and country of origin etc. whereas, visual elements include size, shape, colour, graphics and material of packaging. Shape of the product packaging also has the ability to modify the response of customers towards product (Spence, 2012).

Sensory marketing made it possible to communicate the value of brands to customers without uttering a word by using an inexpensive tool of colours. Colours have power to speak about the personality of brands. Besides increasing visual appearance of a brand, colours provide information about the price, quality and nature of a product e.g. green colour is associated with nature, green colour products are perceived to be organic/herbal products (Sliburyte & Skeryte, 2014). Different colours are associated with specific meanings that may vary across cultures i.e. In western countries, white colour is most commonly used for wedding dresses while, in few Asian countries (Pakistan, India and Bangladesh), white is associated with mourning. While designing the products, it is equally important to consider the psychology of colours with respect to gender, age and beliefs of prospects. The addition of environmental cues (green colour and eco label) on product packaging of products clearly categorize the environmental and chemical products. Green colour has a long history in the packaging of ecological products but (Pancer, McShane & Noseworthy, 2015) found in their study that green colour alone does not make consumers intention to purchase products by considering them ecological. Use of green coloured packaging along with eco-labels increase the credibility of environmental friendly products that elevate consumers purchase intention.

When products appear beautifully in ad with a match between handedness and object orientation, it enhances the mental simulation to interact with a product which results in purchase intention (Krishna et al., 2016). According to theory of planned behaviour, consumers purchasing intention increases when consumers perceive more behavioural control. Consumers feel difficulty to choose, use and buy organic products when they perceive low behavioural control. Consumers inability to differentiate organic food labels with a conventional food labels increase the difficulty in identifying organic food, thus decrease their intention to purchase organic foods (Chen, 2007).

2.2.2 Sound

Hearing is the remarkable sense that connect us with the world. It is the first sense to develop in the womb (Gains, 2014). The sense of audition and vision

are two main modes of communication (Abe, 2005). Sounds are all around us and can be heard everywhere, marketers communicate with customers through sounds. Sound of alarm is used to alert people (e.g., fire alarm warns them of fire risk), announcements are made to convey information, music is used in the shopping malls and restaurants to engage consumers, make them spend more time and persuade them to increase their spending. Mass media are immensely using visual and auditory channels to reach their customers (Szabluk, Giongo & Linden, (2015). Auditory cues act as an efficient tool to satisfy the needs of consumers and to direct their positive associations towards product (Krishna, Cian & Aydinoglu, 2017). Firms deliberately use unique sound expressions such as background music, jingles, voice, slogans, and tunes to engage customers, seeking an opportunity to create a signature sound for their brand (Hulten et al., 2009).

After reviewing the literature on sound, Rech (2017) classified sound into three types. These include (a) music, (b) phonetics, and (c) auxiliary (non-music) sounds. Music lift the mood of customers, makes them spend more time while shopping, change their attitudes and spending patterns. Slow and fast music tempo also affect the pace of shopping and consumers buying behaviour.

Sound symbolism is used by the marketers in order to create sensory expectations in the minds of consumers. Name of a brand influence their perception about product and hence their liking for a product, therefore, name of a brand must be congruent with its physical and functional attributes (Spence, 2012). Besides sound symbolism, its an ideal practice by marketers to provide a brand a unique identity by using phonetic symbolism (word fluency, combination of consonants and vowels, use of alliterations) while deciding a name and slogan of a brand (Graakjaer & Bonde, 2018). Sound of a product convey subtle information about the product quality, texture, freshness, temperature, and safety. For instance, mascaras shutting with a crisp click sound ensures that the liquid mascara would not get dry and a sound of whoosh from a nozzle spray signals its quality and texture (Byron, 2012). Sound that an object/product emits reveal the information about its physical characteristics e.g., sound of the horn informs you about the size and personality of the car (Yorkston, 2010). The freshness and crispness of potato

chips are perceived to be increased by manipulating the sound level or frequency (2Hz to 20Hz) of the biting sound (Zampini & Spence, 2004). These auditory cues play a substantive role in consumers purchasing decisions. It is an effective way to communicate a message that will stay longer in the minds of consumers.

Spence & Zimpani (2007) demonstrated change in the perceived pleasantness and forcefulness of an aerosol spray just by altering the nature of sound (reducing or decreasing the frequency level), without disturbing the visual and tactile properties of an aerosol spray. Moreover, the bottle opening and pouring sounds of beverages are rich source of information for consumers (e.g. temperature, freshness, carbonation and viscosity of drink). These sounds can be modified into signature opening and pouring sounds in order to make it a sound that may convey consumer benefits, thus giving them an opportunity to choose a right brand to address their needs (Spence & Wang, 2015). Similarly, the opening and closing sounds of cosmetics products can ensure the quality and safety of using organic cosmetics. Therefore, marketers should emphasize on creating signature auditory cues of green cosmetics that must approve their claim of providing environmental friendly products. Thus, leading consumers intention towards purchasing green cosmetics.

2.2.3 Smell

Air is all around us, odour molecules while breathing get into our brain through olfactory system. Our brain processes necessary information conveyed by olfactory cues, thus results in creating specific emotions and experiences. Scientific research is evident that human beings can distinguish between 4000 olfactory stimuli therefore smell is used as a marketing tool to increase the willingness of Pleasant smell is an important part of beauty as it speaks about the human personality. In combination with visual and tactile properties, smell is the most significant sense often associated with cleaning and personal care products (Schifterstein, 2006). Cosmetics as a symbol of beauty create their allure through pleasant smell and packaging (Draelos & MD, 2013). Cosmetic manufacturers use scents as an important component of cosmetics as it differentiates natural products with artificial products.

Rose, Jasmine, Lavender, lemon, mint, and coconut are few natural scents used by green cosmetics manufacturers. Consumers believe natural products to have mild fragrance and generally, they associate artificial scents with chemical products that may cause serious skin allergies. Low quality products are associated with strong scents whereas mild fragrance in cosmetics feel natural (Yang & Chen, 2013).

Liegeois & Rivera (2011) found in their study that consumers who are unable to identify green products based on natural smell, use other sensory cues like colour, texture and packaging of products. Therefore, cosmetic manufacturers need to be concerned in designing the packaging and smell of the product that they are consistent in delivering the message. Scents are used to communicate the message companies want to deliver to their prospects. The difference in messages from both visual and olfactory cues may mislead consumers about the product and imprints a negative impression in their minds (Yang & Chen, 2013).

Consumer responses to sensory attributes vary from person to person, depending upon their gender, age, personality traits and culture. Generation X is found to be more sensitive to touch than generation Y whereas Generation Y is more significant to sense of smell (Liegeois & Rivera, 2011). This sense of smell imprints a strong image in the minds of customers and contribute in recognition and recall of a brand (Hulten, 2011). Among the auspicious characteristics of cosmetics brands, the most promising attribute is their pleasant smell. In the study of luxury brands, Wiedmann, Hennigs, Klarmann & Behrens (2013) found that all luxury brands including cosmetics carry fragrance as the smell of a brand arouse the emotions of familiarity. The success or failure of a cosmetic products is significantly dependent upon its fragrance.

For fragrance in cosmetic products, cosmetics are divided into two categories i.e. skin care products and decorative products. Skin care products are used to maintain hygiene at a sophisticated level and decorative products are used purely to accomplish aesthetic goals. Skin care products should have mild fragrance that may not harm skin. On the other hand, decorative products are intended to perfume in a manner that may attract others (Jellinek, 1997). Although the fragrance

is used to attract others, it is also subtle in improving the wearers self-impression or state of mind (Abe, 2005). The research indicates that women are strongly influenced by smell and olfactory cues than men therefore they rate personal odor as more desirable factor in mate selection than other physical attributes (Herz & Inzlicht, 2002).

2.2.4 Touch

Touch is an important element that communicates the value of a product and triggers customers intention to purchase a product. Tactile interaction with a brand gives a sense of satisfaction to buyer as it determines the product features such as texture and weight of a product. This tactile interaction with a brand gives a clear advantage to a brand over its competitors (Boyd, 2011). Touch is an uncertainty-reducing device that brings comfort and give people a sense of security (Horen & Mussweiler, 2014). When consumers physically touch the product, they get a notion about its features. It diminishes the doubts a consumer had from the birds eye view about the product quality, material, temperature and texture of a product. Touch being an important source of information satisfies the needs of consumers who are highly captivated to touch products before purchasing. Haptically motivated consumers feel less confident if they are being deprived to touch products before purchasing because they consider haptic information more important to evaluate products (Peck & Childers, 2003a). In the book *The book of touch* states that the sense of touch is least deceptive amongst all the senses so, we need to put most trust on it. Since, the birth of a child, touch has been a revolutionary tool to explore the world. It is a primary method of learning and act as a distinct source of varied information. Tactile communication incites the distinct emotions of people and spread warmth and trust (Kraus, Huang & Keltner, 2010). The visual and olfactory cues persuade consumers to touch the product, increased touching time increased their chances of buying the product.

According to Peck & Childers (2003b), touch increases individuals confidence and offers an opportunity to experience a pleasurable sensory attribute of product, however there are individual differences in Need for Touch (NFT). Consumers with

high NFT consider touching a substantial element in extracting information about product. They are less likely to purchase a product that is inaccessible to touch whereas, consumers with low NFT are not solely dependent on haptic information to evaluate a product. Besides haptic information, they focus on other sensory cues such as written description and picture of the product in making product related decisions. Yazdanparast & Spears (2013) suggest in their study that the frustration of high NFT individuals can be reduced through non-haptic compensatory factors i.e. positive mood, price promotion etc. These factors offset the relationship between NFT and purchase intentions by boosting product judgement confidence among consumers. Women appreciate to buy cosmetics that invites them to touch before buying as it guides them about the product features, texture and product quality. Touch is an incredible tool for consumers to evaluate a product based on its properties that increase their tendency to purchase a brand (Klatzky & Peck, 2012). Touching increases persuasion and ultimately sales of product whether the touch is congruent with the marketing message or not (Peck & Childers, 2006) because it helps in increasing perceived ownership of buyers (Peck & Shu, 2009).

2.2.5 Taste

Taste is a part of sensory mechanism that is being associated through mouth organs. There are taste buds in the mouth that helps a person in experiencing different flavours i.e. sweet, salty, sour and bitter. The sense of taste is a combination of other senses, touch (tactile), smell (olfaction), and vision. The sense of touch responds to temperature of a product, it increases or decreases the desirability of gaining food by observing hotness and coolness of food. It also responds to texture in food i.e. crunchy, creamy, chewy, or watery (Bjorklund, 2010). Use of multiple senses to promote a taste of product generate strong sensory thoughts among consumers, thus results in higher taste perception as compared to a product promoted with taste sense alone (Krishna, Cian & Sokolova, 2016). Through sense of vision, it is easy to distinguish fresh and stale food. Colour of the food depicts its taste and freshness. Food colour define the taste and may help in raising

or decline in the appetite. For instance, Red apple is sweet in taste while, green apple is considered to be unripe and have sour taste.

Influence of food colour on the perception of flavour identification is evident through several studies (see Spence et al., 2010; Shankar et al., 2009; Levitan et al., 2008; Zampini, 2007; Zampini, 2008). In 1993, Pepsi launched a new version of Coke named Crystal Pepsi with no caffeine and caramel colour. Crystal Pepsi failed to gain the confidence of customers because they anticipated change in taste with a change in colour but found it the same in taste as the regular Pepsi. Sometimes colours turn into deception as well, food looks good in the presentation but tastes flat.

The olfactory sense tells the most information about the taste of food. Flavours can be smelled that may help a person to decide whether the food is scrumptious or toxic. Smell is closely associated to taste; the sense of olfaction performs dual roles of exploring the objects both externally and inside the body. This smell-taste association is evident through a common observation that people often lose their taste when nose is blocked (Auvray & Spence, 2007). When smell is separated from taste, taste suffers an eighty percent loss (Lindstrom, 2005).

Most flavours have both taste and smell components, these flavours are used by food and cosmetic industries. In Pakistani culture, women love to wear lipstick which starts at the early age of their lives for many women (Ullah et al., 2013). Lipsticks with natural fruit flavours (strawberry, peach, honey, lemon, coconut, raspberry, orange, vanilla) are popular among customers. The purpose of providing tasty fragrances to lipstick is to give customers a pleasant taste sensation (Jellinek, 1997). The sense of taste is typically popular in the food industry and it seems to be unrelated to other industries, but interestingly gustatory cues are used by cosmetic industries to appeal the sense of taste for products that are not intended to be tasted (Lund, 2015). For instance, RevAyur, oriflame and Mac are few popular brands offering flavoured cosmetics.

Lipstick is the most commonly used cosmetic product among female university students (Ma et al., 2018). When women lick their lips while eating and drinking,

the ingredients of lipstick get inside their body. Therefore, the cosmetic manufacturers must consider the natural ingredients and taste while manufacturing lipsticks and other cosmetic products. Considering the significance of natural ingredients and taste, few cosmetic brands have launched edible cosmetic products e.g. Urban decay sparkling lickable powder, bloom cosmetics lip gloss, radiant love butter lotion etc. These edible cosmetics are designed to entertain customers with the divine taste that are not harmful for health.

Sensory science is needed at each stage of product development to give a holistic view of a product to consumers. It facilitates consumers understanding of cosmetics by communicating product attributes that best meet their expectations. These sensory insights not only uncover the competitive traits of products to consumers but also results in maximizing their intent to purchase a product (Talavera & Chambers, 2017). Deliza & Macfei (1996) proposed that consumers choice of a product is based on expectations, beliefs, attitude and intentions. The sensory attributes of a product communicate the value of a product and support consumers in making their attitudes, thus improve their intentions to purchase a product. Thus, we can assume that

H₁: Sensory Marketing has significant positive impact on Green Purchase Intention.

2.3 Green Attitude Mediates the Relationship Between Sensory Marketing and Green Purchase Intention

Human population is increasing, and natural resources are diminishing. Misuse of resources and deterioration of living environment has damaged the balance of ecosystem. The imbalance of ecosystem ponders consumers attention to attain environmental knowledge and adapt adequate environmental attitude to improve sustainable behaviour (Lieflander & Bogner, 2016; Zheng, Xu, Kong, Deng & Lin, 2018). Attitudes are assumed to be formed as a result of peoples evaluative

judgements controlled by cognitive and affective processes (Ajzen, 2001). Aman et al., (2012) reports that attitude not only acts as a determinant of green purchase intention, but it also has the ability to act as a mediator in relationship between other factors and green purchase intention. Attitude is a fundamental factor in predicting purchase intention directly as supported by the theory of planned behaviour and indirectly through mediation as supported by Bahul & Chandra (2018). Alwitt & Pitts (1996) supports the idea that environmental attitude influence consumers intention of buying environmentally sensitive products, that influence may be direct or indirect.

Consumers positive attitude towards organic products is associated with their concern about health, environmental protection, animal welfare, ethical values, political values, cultural values and religion. More they are believed to have such values, positive attitude towards organic products increases which subsequently increase consumers intent to purchase organic products (Chen, 2007; Leonidou, Leonidou & Kvasova, 2010). Green attitude can be defined as “an individuals tendency to evaluate the natural environment with some degree of favour or disfavour” (Domingues & Goncalves, 2018, p.1). Cultural differences, pollution level or environmental richness evoke green attitude (Casaló & Escario, 2017). “The collection of beliefs, affect, and behavioural intentions a person holds regarding environmentally related activities or issues” (Schultz, Shriver, Tabanico & Khazian, 2004, p.31). “Environmental attitude refers to the individuals value judgement of environmental protection” (Lee, 2008, p.578). Consumers perceived effectiveness of environmental protection help them to promote the positive attitude towards green products which led their intention to purchase environmental friendly products (Ng & Law, 2015; Vermeir & Verbeke, 2006). Therefore, marketers and social organizations should emphasize environmental protection and healthy lifestyle in the promotional campaigns of green products (Khare, 2015).

When people strongly believe that environment should be protected, they remain ready to purchase products even at a higher price. This is possible only when consumers show strong environmental attitude (Casalo & Escario, 2017). Aman

et al., (2012) found that eco label, packaging, and advertising influence the perceptions of customers that make their green attitudes. Consumers belief and values influence their attitude, marketers hit their beliefs through one or multiple senses, which lead them towards buying intention. Peoples priority over environmental protection and economic growth is based upon the degree to which environmental attitude has developed among them over time (Konisky, 2018). Liobikiene & Bernatoniene (2017) reported that green attitude is established among individuals based upon their concern for environmental problems and methods to protect the environment.

Yadav & Pathak (2017) suggest marketers to work on consumers attitude by initiating environmental awareness programs in the society. The favorable image of green products will influence the positive attitude of consumers towards green products which will play a significant role in creation of green purchase intention. Organizations who want to implement green practices to satisfy the ecological needs of consumers, must select people with ecological attitude because their right attitude towards environment will affect the environmental performance of organization (Chan et al., 2014). By knowing the environmental attitudes of target segment, management can design and develop their product and services that may help them to achieve their environmental conservation objectives (Grybovych, Cela, Inui & Lankford, 2005). However, its a big challenge for businesses to incorporate environmental attitude in their corporate policies (Johri & Sahasakmontri, 1998).

In studying the relationship between consumers attitude towards green products and green buying intention, it is found that certain factors impel consumers attitude towards green products. Besides several factors, consumers green attitude is closely related to their product awareness, product quality and price of a product. Consumers having an ecological attitude tend to spend more for green products. Severe environmental problems and the impact on human lives make such people believe that they are also responsible for the welfare of society along with the government and marketers therefore they consider green consumption indispensable for security and welfare of the society (Laroche, Bergeron & Forleo, 2001).

Millock et al., (2004) examined that majority consumers show more willingness to pay for organic products when they are being offered with attributes of health, taste and freshness along with environmental and animal welfare attributes. Consumers who have positive attitude towards nature tend to show green purchasing intention. Such consumers show more interest about quality of product than the high prices of green products (DSouza et al., 2007).

People with high educational level exhibit high environmental knowledge and concern towards environment that drive positive attitude among consumers which subsequently lead them towards green purchase intention (Zhao, Gao, Wu, Wang & Zhu, 2013). People with high environmental knowledge tend to perform more environmental protection tasks than people with low environmental knowledge. Environmental knowledge is found to change the attitudes of consumers towards sustainable behaviour. (Lieflander & Bogner, 2016; Zheng et al., 2018). Consumers environmental awareness play a major role in building consumers attitude towards green products which influence their willingness to purchase green products (Khare, 2015). Environmental concern and environmental attitude are the most influencing factor to predict consumers green purchasing behaviour (Kaufmann, Panni & Orphanidou, 2012). The increasing number of consumers with environmental concern influence consumers attitude which subsequently lead their intention towards purchasing green products (Aman et al., 2012). However, people living in different cultures and countries may perceive the world and environment differently due to difference in their environmental attitudes (Knez & Thorsson, 2006).

Environmental attitude is an important determinant in predicting green purchase intention of Malaysian consumers (Mei, Ling & Piew, 2012). Maichum, Parichatnon & Peng (2017) found significant positive influence of environmental attitude on green purchase intention of young Thai consumers. In a recent study on consumers selection of green hotel in China, the results reveal that green purchasing attitude has significant positive relationship with green purchase intention (Wang, Wong & Narayanan, 2019). In a study conducted in Jordan (Alsmadi, 2007) findings reveal that Jordian consumers show high environmental consciousness regarding

environmental issues. This reflects the consumers positive attitude towards the environment. While investigating the cross-country differences in the environmental development of American and Chinese consumers, it was found that attitude has a stronger influence on green purchase intention of American consumers whereas subjective norms exert a stronger influence on green purchase intention of Chinese consumers (Chan & Lau, 2001). Magistris & Gracia (2008) reported that consumers with positive attitudes towards environment show their involvement in environmental practices which results in their willingness in purchasing organic food products. A significant positive relationship was found between green attitude and green purchase intention (Mostafa, 2007).

While investigating the consumers intention to buy natural skin and hair care products Kim & Chung (2011) found in their study that consumers attitude towards organic buying intention increases with increase in their perceived behavioural control. Environmental attitude shows a significant positive relationship with green makeup purchase intention (Ma et al., 2018). Consumers positive attitude towards green cosmetic brands is based on three factors, i.e. packaging of green cosmetic products, their display in the cosmetic store, prices and recommendations of green cosmetic products (Singhal & Malik, 2012).

Gunnarsson, Knez, Hedblom & Sang (2016) found that people with high environmental attitude can perceive natural sounds strongly. It plays a significant role in creating positive perception regarding nature-oriented sounds. Thus, the results support the idea that consumers green attitude can act as a mediating variable in exciting consumers green purchasing intention. Ghazali, Soon, Mutum & Nguyen (2017) suggests that multi-sensory marketing with hedonic characteristics such as music, smell, texture, and visual aspects can increase consumers desire for pleasure and excitement. Therefore, marketers are advised to add sensory appeals with hedonic values to have a strongest influence on attitudes which will stimulate the consumers emotional connection with organic personal care products. Ahmad, Omar & Rose (2015) suggests marketers and retailers to focus in creating positive attitude among consumers related to natural beauty products because

their intention to purchase green beauty products is influenced by the degree of environmental concern.

H₂: Green Attitude Mediates the Relationship Between Sensory Marketing and Green Purchase Intention.

2.4 Openness to Experience Moderates the Relationship Between Sensory Marketing and Green Attitude

Personality refers to noticeable psychological differences between individuals. Personality traits states the long term consistent personal characteristics of a person that are revealed through individual thought patterns, behaviour patterns and emotional patterns (Subramaniam & Panchanatham, 2015). Personality of an individual can encourage or discourage the influence of environmental variables on individuals decision making (Chlosta, Patzelt, Klein & Dormann, 2012). According to Big five model of personality traits, personality comprises of five components namely, openness to experience, conscientiousness, extroversion, agreeableness, and neuroticism. Openness to experience is one of the Big Five Models which is related to active imagination, aesthetic, feelings, ideas, action and value (Matzler & Krauter, 2006). Individuals having this trait are more open towards new ideas and they remain curious about new things and experiences. Open individuals are open to change, they accept change and explore novel ideas to solve problems (Baer & Oldham, 2006). Open individuals are the persons that might not follow the trend and traditions of their family and social environment instead they seek attention to environmental stimuli and information outside their familiar context (Chlosta et al., 2012).

Personality traits have been used in the past studies as significant factor in predicting the ecological behaviour of consumers. While investigating the associations between personality and environmental engagement; Agreeableness, Conscientiousness, and Open to experience are found to be the personality traits strongly linked

with environmental engagement (Milfont & Sibley, 2012). This study is limited to openness to experience. "Openness refers to a continuum of individual differences in processing experience and that the majority of people are intermediate in Openness" (McCrae & Costa, 1997, p.826). Young generation is pro-active as they are more open towards innovative ideas and ready to test new products (Dimitrova et al., 2009). "Openness is associated with cognitive processes like implicit learning that are involved in the detection of correlational patterns in sensory experience" (Kaufman et al., 2015, p.2). Schwepker & Cornwell (1991) found personality variables as predictors of consumers ecological behaviour. Green consumers make special efforts in purchasing green products. They actively seek information about new products, exchange their information with others and tend to prefer those products that can meet their environmental needs (Shrum et al., 1995).

E & S (2017) argue that the use of beauty care products reflects the type of personality of users. Female consumers who are using the same brand since a long time are brand conscious. Similarly, consumers who always try new products are perceived to be socially aware. Ghazali et al. (2017) observed that consumer make choice of personal care products based upon their interest and personal factors rather than peer pressure and influence of social groups. Chen (2007) studied two personality traits (food involvement and food neophobia) as moderating variables in determining the consumers attitude to organic food. The study reveals that consumers with a personality trait of food involvement have positive attitude to organic foods. Contrary to this, consumers with a personality trait of high food neophobia (unwillingness to try novel food) have negative attitude to organic food. Peoples attitudes are formed by different kinds of beliefs that are accessible in memory to make evaluative judgements and corresponding decisions (Ajzen & Fishbein, 2000). The combination of personal and contextual factors results in the high or low accessibility of different kinds of beliefs that may guide them to take behavioural decisions (Ajzen, 2001). Factors to determine green attitude are unexplored, personality traits can be potential drivers to inquire environmental attitude (Leonidou et al., 2010). Casalo & Escario (2017) notify changes in

environmental attitude among consumers due to difference in individual characteristics, culture, environmental education, environmental problems and level of income. Consumers attitude to organic products vary according to personality traits of individuals depending upon their interests, beliefs and values. Open individuals have fearless attitude and are considered to have a strong behavioural control. Consumers with higher degree of openness to experience are more curious to try new cosmetics as they are prone to accept new ideas and challenges (Lu et al., 2017).

The moderating effect of openness to experience has been witnessed through several past studies (Baer, M & Oldham, 2006; Chlosta et al., 2012; Zweig & Webster, 2003; Colquitt, Hollenbeck, Ilgen, Lepine & Sheppard, 2002). TPB is the theory of attitude and personality. In the present study sensory marketing is the cognitive part of attitude based on individual experiences and previous knowledge. Sensory marketing being a cognitive aspect of attitude and consumer personality in the form of openness to experience as a moderating variable can develop green attitude of the consumer. Marketers of green cosmetics can provoke consumers perceptions, feelings, and aesthetic ideas by using senses as a centre of marketing to build their attitudes towards organic cosmetics. Thus, we can say that

H₃: Openness to Experience Moderates the Relationship Between Sensory Marketing and Green Attitude.

2.5 Environmental Consciousness Moderates the Relationship Between Green Attitude and Green Purchase Intention

The term “consciousness” is not a simple term to understand. It has different meanings for different people and universally no single meaning of consciousness exists. It is synonymous with mind, knowledge, awareness, state of wakefulness and experience itself (Velmans, 2009). “Green or environmental consciousness is

defined as a degree to which a person is oriented toward concern for the environment” (Lin & Chang, 2012). Increased awareness of environmental problems and concern about the better society change the attitudes of people towards ecological conscious life which inclined them to purchase ecologically packaged products (Schwepker & Cornwell, 1991). Consumers having a positive attitude towards environment are found to have high concern about safety and quality of environment (Tantawi, Oshaughnessy, Gad & Ragheb, 2009). Krause (1993) defined environmental consciousness as “humans concern for the quality of their physical surroundings” (p.126). Some level of environmental concern was always existed since man is living on earth, but it has gained special attention with the understanding of environmental issues and the level of environmental awareness by the people.

Alsmadi (2007) defined environmental consciousness as a sense of ecological responsibility to keep the environment safe and preserve the natural resources. Consumers perceived environmental responsibility plays an important role in exciting consumers attitude and intentions towards buying eco-friendly products (Ng & Law, 2015). The findings of the study indicate that consumers with high environmental responsibility are expected to purchase more green products. The marketing communication campaigns are used by companies that may increase the environmental awareness and responsibility among people by highlighting the environmental issues and the urgency to protect these environmental issues (Ng & Law, 2015). However, the factors to operationalize green consciousness vary from country to country depending upon the pollution level, environmental regulation, environmental awareness, and availability of green products (Schlegelmilch, Bohlen & Diamantopoulos, 1996).

Maniatis (2015) presented four factors to determine the green consciousness named as environmental consciousness, economic consciousness, reliability consciousness and appearance consciousness. Consumers decision to purchase green products is based on these four consciousness parameters. Their knowledge about environmental protection, eco-labelling, eco-certification of products, environmental and

economic benefits of products synergize with their commitment of environmental protection that increase their conscious to purchase green products.

Marketers are suggested to position the eco-products with salient environmental benefits. Products that are marketed with salient environmental beliefs can enhance or undermine the environmental responsible intentions among consumers through environmental consciousness. Environmental consciousness moderates the relationship between consumers choice of eco product and environmentally responsible behaviour. The findings of the study indicate that the choice of choosing an eco-product enhanced the environmentally responsible intentions among consumers that are high in environmental consciousness whereas choosing an eco-product weakened the environmentally responsible intentions among consumers that are low in environmental consciousness (Garvey & Bolton, 2017). Consumers concern about environment make them socially responsible and they try to seek only those products that are safe to environment. Use of recycled bags by retailers show their social responsibility towards environment. Consumers who perceive recycled bags to be important show high environmental consciousness than consumers who do not perceive it important. Such consumers show positive attitude towards retailers that use recycled bags which ultimately led their intentions to purchase products from retailers that use recycled bags (Smith, Cho & Smith, 2016). Kan et al. (2017) found in their study that more green consciousness contributes to higher purchase intention of fashion products. Some authors argue that environmental attitude is the consistent predictor of consumers environmental consciousness that may impact their purchasing decisions. Therefore, marketers and policy makers should learn to understand the level of consumers environmental consciousness in the developing countries to devise the marketing strategies accordingly (Schlegelmilch et al., 1996; Tantawi et al., 2009). Mostafa (2007) examined that consumers with high environmental concern show positive attitude towards green purchasing. In studying the impact of health and environmental consciousness on consumers attitude to purchase green beauty products, findings unveil the fact that consumers environmental consciousness strongly influence the

purchasing frequency of green beauty products than consumers health consciousness (Kim & Seock, 2009).

Kim et al., (2011) states in their study that green consciousness is part of consumers belief and values. These values contribute towards formation of individuals environmental attitude that provide him/her guidelines for future actions (Poortinga, Steg & Vlek, 2004). Fauzi & Hashim (2015) studied the mediating role of attitude between values and green purchase intention and found that green conscious consumers are more concerned about harmful effects of chemicals on environment, their health and beauty. So they are more likely to purchase organic beauty care products. Based on the study conducted by Lee, Choi, Youn & Lee (2012), it is found that consumers perception of green products and green campaign activities strongly influence the environmental consciousness among consumers. This change in environmental consciousness thus reinforce the green behaviour intention among consumers.

Besides green or organic labels, environmental consciousness serves as a driving factor to increase the purchase of green beauty products (Kim & Seock, 2009). Environmental consciousness and environmental knowledge are the indicators that influence society to implement green practices for environmental protection (Rusli & Ahmed, 2018). Leaniz, Crespo & López (2017) support the moderating effect of environmental consciousness on the causal relationship between green image and behavioral intentions. Lin, Tsai, Chiu & Liu (2015) investigated the significant moderating effect of environmental consciousness on the relationship between trust and purchase intention. In another study green consciousness shows a significant moderating effect on green store product loyalty and green product repurchase intention (Jang, Kim & Lee, 2015). Environmental concern (Aman et al., 2012) influence consumers purchasing decisions that may results in the healthy environment. Environmental consciousness is one of the promising factors to engage customers towards green purchase intention (Bahl, 2018). In evaluating the purchase intention of organic personal care products, Kim & Chung (2011) found that environmental consciousness have positive influence on consumers attitude towards buying organic personal care products which results in their intention

to purchase organic personal care products. Krause (1993) reported American public to be environmental conscious but their attitude towards environment is superficial due to their self-centred attitude, culture and lifestyle. He emphasises the need of environmental conscious society by increasing the level of government spending and promoting the willingness of public to pay higher taxes. To assess the environmental beliefs and values of Japanese adventure tourists, study found high environmental consciousness and ecological concern to be the motivational factors among the adventure travellers of Hawaii (Grybovych et al., 2005). After reviewing the literature from 2014-2016, Liobikiene & Bernatoniene (2017) found that environmental consciousness not only assess the impact of environmental resources on environment, but it also incorporates with all dimensions of green attitude that may contribute towards green purchasing behaviour. Ahmad et al. (2015) reported environmental consciousness to be a main predictor that influence the purchase intention of natural beauty products among other factors i.e. appearance consciousness and health consciousness. According to TPB, personality moderates the relationship between attitude and purchase intention. Environmental consciousness being an aspect of perceived behavioural control is found to be have a significant impact on purchase intention of organic shampoo (Stuve & Straub, 2016). Consumers who wants to be recognized as environmental consciousness prefer to involve in actual purchase of green products (Rahbar & Wahid, 2011). Thus, we can assume that

H₄: Environmental Consciousness Moderates the Relationship Between Green Attitude and Green Purchase Intention.

2.6 Research Hypotheses

H₁: Sensory Marketing has significant positive impact on Green Purchase Intention.

H₂: Green Attitude mediates the relationship between Sensory Marketing and Green Purchase Intention.

H₃: Openness to Experience moderates the relationship between Sensory Marketing and Green Attitude.

H₄: Environmental Consciousness moderates the relationship between Green Attitude and Green Purchase Intention.

2.7 Research Model

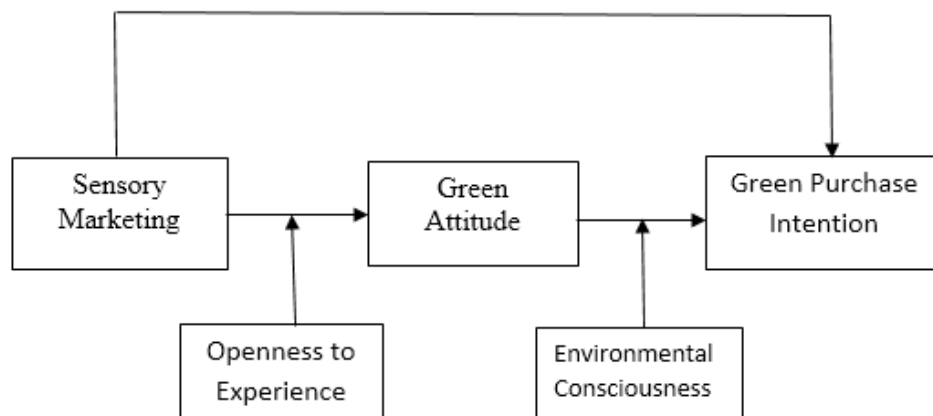


FIGURE 2.1: Research model.

Chapter 3

Research Methodology

3.1 Research Approach

A deductive research approach was used because the process of the study moves from general to specific. The deductive approach starts with an established theory or prior theoretical knowledge which moves towards building a theoretical framework, generation of hypotheses, testing hypotheses and thus ends with new knowledge (Spens & Kovacs, 2006).

3.2 Research Type

The study was cross-sectional as the data was collected at a single period of time.

3.3 Research Design

It was quantitative research that used primary quantitative data to investigate the relationship and impact of independent, mediator and dependent variables. The quantitative research is effective for several reasons. First, it enables the generalization of some aspects of research findings. Second, it helps in gathering data of a significant sample size for a range of different categories and finally, the

statistical tests and analyses assist in validation of research findings (Giddy & Webb, 2017).

3.4 Unit of Analysis

The unit of analysis refers to “the level of aggregation of the data collected during the subsequent data analysis stage” (Sekaran, 2003). In this study unit of analysis were the individuals as there was a need to collect data from female consumers of green cosmetics.

3.5 Population

Population of the study was the female consumers who ever purchased or used organic cosmetics in Pakistan.

3.6 Sample Size

The sample size for this study was based on threshold as size larger than 30 and less than 500 are suitable as determined in rule of thumb (Sekaran, 2003). By keeping in mind the sample size for the study, 370 questionnaires were distributed among the respondents. 270 questionnaires were distributed by hand and 100 questionnaires were sent via social media. Out of 370 questionnaires, 287 questionnaires were received. 57 female respondents responded via social media whereas 230 filled questionnaires were received by hand. Five questionnaires were incomplete, so they were not considered to generate the results. After the elimination of incomplete responses, 282 usable responses were used to generate the findings of the study. Thus, the sample size of the study was 282 having a response rate of 76%. The sample size was appropriate because Coakes (2005) suggested that “a minimum of five subjects per variable is required for factor analysis. A sample of 100 subjects is acceptable, but sample size of 200+ are preferable” (p.154). Considering this, the sample size of 250 respondents for 50 items was enough. The sample

size of this study was above 250, this sample size was appropriate as Wilson et al. (2017) used data of 260 respondents to analyse the green purchase behaviour of Indonesian consumers in the cosmetics industry and Vesselina (2009) got feedback from 236 participants to analyse customers preferences in purchasing Bulgarian natural cosmetic products. Similarly, Kim & Yoon (2017) used a sample size of 236 respondents to predict consumers attitude and behavioural intention towards green products. In order to get rational responses, respondents were convinced that their information will not be revealed and will only be used for academic research.

3.7 Sampling Technique

To fulfil the aim of this study, survey was conducted by using a purposive sampling technique. Non probability sampling design, inspite of low generalizability offers appropriate and timely information. Purposive sampling is used when there is a purpose to fulfil and the sample is selected keeping in mind the characteristics of informants that can best serve that purpose excluding those who do not have the relevant characteristics (Bernard, 2011; Etikan, Musa & Alkassim, 2016). Purposive sampling is the suitable and practical sampling technique to find the best informant for the study. It is an effective tool to provide “reliable and robust data” (Tongco, 2007). We used a purposive sampling technique to get data from knowledgeable group of society.

3.8 Data Collection

The data collection was started in August 2018 and the results were analysed in February 2019. Data was collected by distributing questionnaires to female consumers who have purchased and used organic cosmetics from organic cosmetics stores like Body Shop, Saeed Ghani, D-Watson and Shaheen Chemist etc. Female consumers are the most considerable and dominant in purchasing and consuming cosmetic products than men (Pudaruth et al., 2015; Stuve & Straub, 2016; Ma

et al., 2018). Therefore, this study has focused only on female green cosmetic consumers to find the significant results. To have variance in the data, data was collected from female students of different universities located in Islamabad and Rawalpindi. We decided to target the university students because they were socially and knowledgeable group of society. Women, minorities and young individuals show stronger environmental attitude and they are more likely to participate in environmental protection movement (Konisky, 2018). Ma et al. (2018) recruited Chinese and international students to explore the impact of consumer awareness and consumption values on green makeup purchase intention. Similarly, the sampling population of past studies comprised of university students to explore the purchase intention of green products (Hsu et al., 2017; Kim & Yoon, 2017; Fauzi & Hashim, 2015 & Ali et al., 2011). Dimitrova et al. (2009) state that targeting this group is effective as young generation is pro-active and likes to try new and innovative products. Moreover, their knowledge of natural beauty products provides an opportunity or challenge to marketers of green products to focus on this segment. The target location was Rawalpindi and Islamabad as people living in Rawalpindi and Islamabad are of diverse cultures, coming from various parts of country for education. Therefore, the sample was justifiable to be a subset/representative of entire population of country. Another reason to target students was their high education level. Less educated consumers of organic cosmetics were unable to respond well as the questionnaire was in English and it was hard for them to understand it effectively.

The method of distribution was through both visits of educational institutions and online through social media. The purpose of study was explained to respondents through a cover letter. It was insured to participants that the sole purpose of their participation was to help the study to reveal the truths behind the purchasing intention of green cosmetics. Strict confidentiality of responses was assured to them, it was made clear to them that their participation was voluntary, and their responses will be held strictly anonymous. A screening question was added in the questionnaire in order to cater the true respondents for this study who have ever purchased and used green cosmetic products. Only female individuals who had

prior experience of purchasing and using organic cosmetics were said to continue responding this survey. Survey was divided into five sections which were named as Section A, B, C, D and E. First section which was named as Section A includes Independent variable (Sensory Marketing), Section B corresponds the mediating variable of this study (green attitude), Section C contains the moderating variables of the study (openness to experience and green consciousness), and Section D contains the dependent variable of this study (green purchase intention). Respondents were asked to respond to items related to five variables of this study i.e. sensory marketing, green attitude, openness to experience, green consciousness and green purchase intention. In addition, there was a Section E that covers the demographics part of the survey.

3.9 Ethical Protocol

Participants of the study were insured that their participation is completely voluntary, and their information will be kept confidential. Anonymity will be observed, and data will be used for academic purpose only. They are free to quit and withdraw their participation at any time.

3.10 Sample Characteristics

Demographics include age, education and income level of respondents. The demographics of the study show that majority of the respondents were young with average ages from 21-25 years. This group constituted 70.21% of the participants. Age group of 26-30 years constitute 20.56% of the participants. 5.7% of participants are of age group 31-35 years and the participants having age above 36 constitute 1.1% of the participants.

Most participants were undergraduate, and they constitute 44.3% of the participants. About 35.5% of participants were graduate and 18.1% of participants had education up to post graduation level.

The income level of majority (43.3%) of participants was above Rs.60000. 11.3% of participants were having an average income level of (Rs.20,000-30,000). About 14.5% of participants had an average income level of (Rs.31, 000-40, 000). The participants who were having an average income level of (Rs41, 000-50, 000) constitute of 7.8% of participants and 20.9% of participants constituted an average income level of (Rs. 51,000-60, 000). Six participants didnt report their demographics.

TABLE 3.1: Age frequency.

Age	Frequency	Percent
20-25	198	70.2
26-30	59	20.9
31-35	16	5.7
Above 36	3	1.1
Total	276	97.9

TABLE 3.2: Frequency of Qualification.

Qualification	Frequency	Percent
Undergraduate	125	35.3
Graduate	100	34.6
Post-Graduate	51	30.1
Total	276	97.9

TABLE 3.3: Frequency of Income.

Income Level	Frequency	Percent
Rs. 20,000-30,000	32	11.3
Rs. 31,000-40,000	41	14.5
Rs. 41,000-50,000	22	7.8
Rs. 51,000-60,000	59	20.9
Above Rs. 60,000	122	67.9
Total	276	97.9

3.11 Measurement Instrument

3.11.1 Sensory Marketing

Scale of sensory marketing was adapted from Nadiri & Gunay, (2013). It has eight items. One sample item was “Organic Cosmetics are visually attractive products”. The scale has Cronbachs alpha reliability of 0.61 which is slightly lower than ideal scenario.

3.11.2 Green Attitude

Green attitude for all participants was measured by adopting twenty-one items scale developed by Witt et al., (2014). One sample item was “I like making an effort to contribute to a better environment”. Cronbachs alpha reliability of this scale was 0.69 which is near to 0.7.

3.11.3 Openness to Experience

Openness to experience was measured by adopting a ten-item scale, developed by John & Srivastava, (1981). One sample item was “I get excited by new ideas”. Cronbachs alpha reliability of this scale was 0.79.

3.11.4 Environmental Consciousness

Environmental Consciousness for all participants was measured by adopting a scale which is developed by Kan et al., (2016). It has eight items. One sample item was “I am usually informed about environmental issues”. The Cronbachs alpha reliability of this scale was 0.77.

3.11.5 Green Purchase Intention

Green Purchase Intention of all participants was measured by using a three items scale. It was developed by (Pavlou, 2003). One sample item was “Overall, I am

glad to purchase this product because it is environmental friendly”. The scale has Cronbachs alpha reliability of 0.74.

All the variables of this study were measured by using a five point Likert scale where, 1 = SD-Strongly Disagree, 2 = D-Disagree, 3 = N-Neutral, 4 = A-Agree, 5 = SA-Strongly Agree Original English language questionnaire was used and it was made sure that all respondents are qualified enough to understand and respond in English.

TABLE 3.4: Instrument Sources.

Variables	Source	Items
Sensory Marketing (IV)	Nadiri & Gunay, (2013)	8
Green Attitude (Med)	Witt et al., (2014)	21
Green Purchase Intention (DV)	Pavlou, (2003)	3
Openness to Experience (Mod)	John & Srivastava, (1981)	10
Environmental Consciousness (Mod)	Kan et al., (2016)	8

3.12 Control Variables

To reduce the possible impact of other variables on the observed relationships of this research, we analyze age, education and income as control variables. The results obtained from One-way ANOVA are mentioned in the Table 3.5. The significant role of demographics in forming green attitudes and green purchase intention have been discussed in the previous studies. Age and income show significant influence on green purchase attitudes while income and education of consumers show significant impact on green purchase intention (Wang et al., 2019). One by one, we checked each demographic (age, education and income) with the dependent variable (Green purchase Intention). The results, thus, indicated that there was insignificant change in green purchase intention due to age, education and income. The current results are consistent with the past research findings conducted by Han et al. (2011) where eco-friendly purchase intention was found to have no significant difference across age, education and household income. So, there is no

need to control demographics. Similarly, there was no significant difference found in mean values of green attitude due to age, qualification and income. Thus, there is no need to control demographics as shown in the Table 3.5.

TABLE 3.5: One-way ANOVA.

Sources of Variation	GA		GPI	
	F-Statistic	p-Value	F-Statistic	p-Value
Age	1.63	.181	.351	.789
Education	.763	.467	.084	.920
Income	.418	.796	1.77	.135

GA = Green Attitude, GPI = Green Purchase Intention

3.13 Data Analysis Procedure

To get the results of data collected from 289 respondents, multiple tests were run by using software SPSS 21. One-way ANOVA, frequencies, descriptive statistics, reliability analysis, correlation, regression analysis, mediation and moderation tests were run to check the relationships between observed variables and the impact of mediating and moderating variables on DV. The sequence of data analysis procedure is mentioned below:

First of all, all the valid questionnaires were arranged for further process. Second step was to enter the data in a SPSS sheet. All the variables were labeled and codes were assigned to process the data. After data coding, frequencies table check was used to find out the missing values. The response of reverse items in the questionnaire were reversed and the sample characteristics were reported in the tabulated form. To find the control variables, One-way ANOVA test was run. Reliability of each variable as calculated using Reliability analysis. To report the Means and Standard Deviation of variables, table of descriptive statistics was made. Association between variables were analyzed using Correlation analysis. Afterward, linear regression analysis was run to see the impact of independent variable on dependent variable. Mediation test was done by using PROCESS

macro model 4 by Preacher and Hayes. To test moderation, PROCESS macro model 1 was used. List of all the hypotheses whether supported or not is mentioned at the end of result section.

Chapter 4

Results

4.1 Data Coding

Results of the study were analysed using SPSS. Before analysis, items of each variable were coded and each item was given a unique identification i.e., items of Green Purchase Intention (GPI) were coded as GPI1, GPI2, and GPI3. Items of Sensory Marketing were coded as SM1to SM8. Items related to green attitude are coded as GA1 to GA21. Openness to experience had ten items, these are coded as OTE1 to OTE10. The items of environmental consciousness were coded as GC1 to GC8. While punching the data on SPSS, it was analyzed that few values were remained unanswered. To eradicate this problem, missing values were first identified then the missing values were replaced with a neutral value 3 so that it might not affect the results of data. Our items had four reverse questions. The response of these four items were reversed in order to ensure coherence in the answers of respondents.

4.2 Reliability Analysis

Reliability of each variable was calculated separately. Reliability analysis of the data was conducted to know the internal consistency of scale across multiple times

with the intended variables. Table 4.1 shows the reliability (Cronbach alpha) for all measures.

TABLE 4.1: Reliability of scale analysis.

Serial No.	Variables	Reliability
1	Sensory Marketing	0.61
2	Openness to Experience	0.79
3	Environmental Consciousness	0.77
4	Green Attitude	0.69
5	Green Purchase Intention	0.74

The standard value of Cronbach alpha is 0.70. Reliability at 0.7 or above is considered as strong reliability. Reliability above 0.6 is slightly lower than ideal scenario which is considered as moderately reliable. Reliability value which is less than 0.6 is considered as weak reliability. In this study the Cronbachs alpha reliability of sensory marketing was 0.61 which is slightly lower than the ideal scenario. However, this reliability is acceptable because the reliability values from 0.5 to 0.75 is generally accepted exhibiting a moderately reliable scale (Hinton, Brownlow, McMurray and Cozens, 2004). Green attitude has the internal consistency reliability value of 0.69 which is near to standard value. Cronbachs alpha reliability of openness to experience, environmental consciousness and green purchase intention are 0.79, 0.77 and 0.74 respectively that are above standard value of 0.7. It confirms the internal consistency of scale, so the scale of the study is reliable to proceed ahead for other analysis.

4.3 Descriptive Statistics

Table 4.2 represents the descriptive statistics for the observed variables. These include mean, standard deviation, minimum and maximum values for each variable. The minimum value of sensory marketing is 1 and maximum value is 5. Mean of sensory marketing is 3.65 and standard deviation (possible variation) is 0.568. The minimum value of openness to experience is 1 and it has maximum value

of 4.50. Mean value of openness to experience is 2.09 and the value of standard deviation is 0.548. Environmental consciousness has a minimum value of 1.38 and maximum value of 5. It has a mean value of 3.72 and standard deviation is 0.606. The minimum value of green attitude is 2.10 and it has a maximum value of 4.43. Mean value of green attitude is 3.57 and it has a standard deviation of 0.329. Green purchase intention has a minimum value of 1.33 and a maximum value of 5.00. Mean value of green purchase intention is 3.85 and it has standard deviation of 0.684.

TABLE 4.2: Descriptive statistics.

Variables	N	Min	Max	Mean	S.D
Sensory Marketing	282	1.00	5.00	3.65	.568
Openness to Experience	282	1.00	4.50	2.09	.548
Environmental Consciousness	282	1.38	5.00	3.72	.606
Green Attitude	282	2.10	4.43	3.57	.329
Green Purchase Intention	282	1.33	5.00	3.85	.684

4.4 Correlation Analysis

Table 4.3 represents the correlation coefficients(r) for the observed variables.

TABLE 4.3: Correlation analysis.

S. No.	Variables	1	2	3	4	5
1.	Sensory Marketing	1				
2.	Openness to Experience	-.370**	1			
3.	Environmental Consciousness	.504**	-.504**	1		
4.	Green Attitude	.425**	-.412**	.400**	1	
5.	Green Purchase Intention	.459**	-.500**	.636**	.312**	1

$N = 282$, *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

Pearson Correlation calculates the association between two variables. Correlation coefficients (r) have standardized values between -1 and +1. The magnitude of

value shows the degree of association whereas positive and negative sign confirms the direct or inverse relationship between variables. Positive sign shows the direct relationship between variables. It means when one variable increases, another variable will also increase. Negative sign shows the inverse relationship between variables, it means with increase in one variable another variable will start decreasing. The correlation coefficients (r) near 1 predicts strong correlation whereas the value close to -1 shows the inverse relationship between variables. Results of correlation analysis show moderate (0.2-0.4) and strong level (0.5-0.7) of association among all variables. Results indicate that there is a significant negative relationship exists between sensory marketing and openness to experience ($r = -.370$, $p < 0.01$). There is a positive correlation exists between sensory marketing and environmental consciousness ($r = .504$, $p < 0.01$). There is a positive significant relationship exists between sensory marketing and green attitude ($r = 0.425$, $p < 0.01$) which supports our second hypothesis of the study. Sensory marketing is found to have a significant positive association with green purchasing intention ($r = 0.459$, $p < 0.01$) that provides initial support for second hypothesis of this study. Openness to experience is found to have negative relationship with environmental consciousness ($r = -0.504$, $p < 0.01$). It holds a significant negative relationship with green attitude ($r = -.412$, $p < 0.01$) which does not support our third hypothesis. Openness to experience confirms the negative relationship with green purchase intention ($r = -.500$, $p < 0.01$). Environmental consciousness is found to have significant positive relationship with green attitude ($r = .400$, $p < 0.01$) which provides initial support for fourth hypothesis.

It also indicates the significant positive relationship with green purchase intention ($r = 0.636$, $p < 0.01$). Furthermore, green attitude shows significant positive correlation with green purchasing intention ($r = .312$, $p < 0.01$). Thus, it provides initial support for second hypothesis.

4.5 Regression Analysis

Only correlation analysis is not enough to predict the relationship between the observed variables as it only predicts the association between variables, but it does not allow us to see how the value of one variable predict the value of another variable. Regression analysis predict the impact of independent variable (predictor variable) on dependent variable (outcome variable). Thus, we can say that regression explains the cause and effect relationship between variables. It also calculates the percentage variation in dependent variable due to independent variable so we can predict that to what extent an independent variable can bring change in dependent variable.

Table 4.4 presents the regression analysis for hypothesis 1 of this study.

TABLE 4.4: Regression analysis.

Predictor	Green	Purchase	Intention	(GPI)	
	β	R	R ²	T	p
Sensory Marketing (SM)	0.45***	0.45	0.21***	8.64	0.00

$N = 282$, *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

Results of regression analysis indicate that there exists a positive relationship between sensory marketing and green purchase intention. The value of R shows correlation between two variables which is 0.459. R² is the coefficient of determination that exhibits the percentage variation in dependent variable (Green Purchase Intention) due to independent variable (Sensory Marketing). Here the value of R² is 0.21 which shows the 21 percent variation in green purchase intention due to sensory marketing. Thus, it reflects the goodness of fit of model. The value of β tells us rate of change in dependent variable due to one unit change in independent variable. Here the value of β is 0.45 which shows that one unit change in sensory marketing leads to 45% change in green purchase intention. The value of $p = 0.00$ ($p < 0.001$), thus it exhibits the significant relationship between variables. The value of $t = 8.64$ which is above 2, this depicts the significant relationship between variables, and it indicates noticeable level of relationships between variables. Hence H₁ is supported by results.

4.6 Mediation Analysis

To test the second hypothesis H_2 of the study that green attitude mediates the relationship between sensory marketing and green purchase intention, we used PROCESS macro through SPSS by Hayes (2013). To analyze the mediation, we need to establish three effects i.e. total effect, direct effect and indirect effect as shown below in the model.

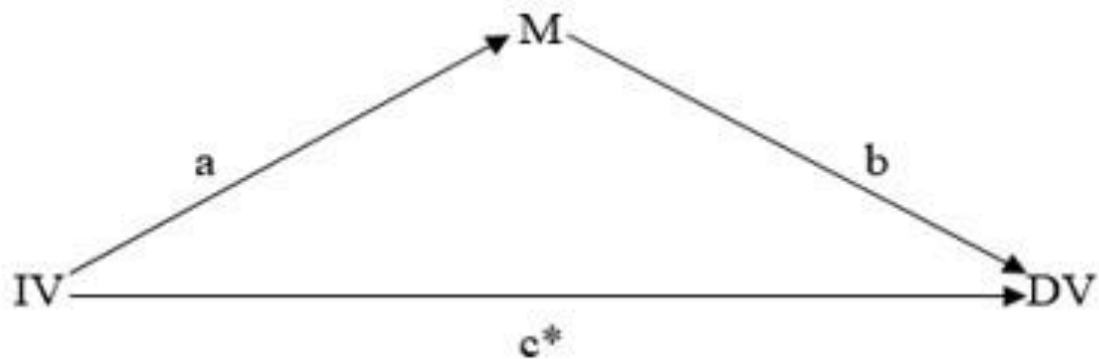


FIGURE 4.1: Mediation model.

TABLE 4.5: Mediation analysis.

DV	Effect of IV on M (Path a)		Effect of M on DV (Path b)		Total Effect of IV on DV (Path c)		Direct Effect of IV on DV (Path c)		Bootstrap Results for Indirect Effects	
	β	t	β	t	β	t	β	t	LL 95% CI	UL 95% CI
SM	.247***	7.86	.297**	2.46	.552***	8.64	.479***	6.84	.0010	.1445

N = 282, * p < 0.05, ** p < 0.01, *** p < 0.001, No. of bootstrap re-sample = 5000, IV = Sensory Marketing, M = Green attitude, DV = Green Purchase Intention

4.6.1 Total Effect

The total effect shows the impact of independent variable (Sensory Marketing) on dependent variable (Green Purchase Intention). The value of $\beta = 0.552$ which shows that one unit change in sensory marketing brings 55% change in green purchase intention. The value of $p = 0.00$ which is $p < 0.05$, shows significant relationship between variables. The lower limit of bootstrap is 0.426 and upper

limit of bootstrap is 0.678 which shows significant value as zero does not fall between them. Thus, our first hypothesis is confirmed by the results.

4.6.2 Direct Effect

Direct effect shows the effect of independent variable (Sensory marketing) on dependent variable (green purchase intention) when mediating variable is present there. The value of $\beta = 0.47$ which shows that one unit change in sensory marketing brings 47% change in green purchase intention. The value of $p = 0.00$ ($p < 0.05$) which shows significant relationship between variables. The lower limit of bootstrap is 0.34 and upper limit of bootstrap is 0.61 which shows significant value as zero does not fall between them. Thus, the results are significant.

4.6.3 Indirect Effect

The indirect effect demonstrates the mediating effect of green attitude on the relationship between sensory marketing and green attitude. The bootstrap values give us idea that whether the mediating relationship is significant or insignificant. The lower limit of bootstrap is 0.00 and upper limit of bootstrap is 0.14 which shows significant value as zero does not fall between them. Thus, the results are significant and supports our second hypothesis.

4.7 Moderation Analysis

To test our third hypothesis moderating impact of openness to experience between sensory marketing and green attitude, PROCESS macro was used through SPSS Hayes (2013).

TABLE 4.6: Moderation analysis (a).

	β	se	p	LLCI	ULCI
Constant	2.8955	.3933	.0000	2.1213	3.6698
OTE	-.1587	.1623	.3290	-.4783	.1608
SM	.2943	.1044	.0052	.0888	.4998
Int 1	-.0147	.0448	.7438	-.1029	.0735

*OTE (Openness to Experience), SM (Sensory Marketing),
Note: Interactions. int 1 OTE*SM*

The results of analysis show that ($p = .7438$) which does not meet the significant value criteria. This shows that openness to experience have insignificant impact on the relationship between sensory marketing and green attitude. In addition to this, the lower limit of bootstrap value is $-.1029$ and the upper limit of bootstrap value is $.0735$ having zero value between them. These values predict that there is insignificant moderating effect on the observed relationship. Thus, we can say that moderation does not establish here so our third hypothesis is not approved.

TABLE 4.7: Moderation analysis (b).

	β	se	p	LLCI	ULCI
Constant	.6202	1.1969	.6048	-1.7360	2.9765
EC	.7203	.3227	.0264	.0850	1.3555
GA	.2110	.3511	.5484	-.4802	.9021
Int 1	-.0143	.0919	.8761	-.1953	.1666

*EC (Environmental Consciousness), GA (Green Attitude) Note:
Interactions. int 1 GC*GA*

The results of analysis show that ($p = 0.8761$) which is greater than significant value. This shows that green consciousness has insignificant impact on the relationship between green attitude and green purchase intention. In addition to this, the lower limit of bootstrap value is $-.1953$ and the upper limit of bootstrap value is $.1666$ having zero value between them. These values predict that there is insignificant moderating effect on the observed relationship. So, we can say that moderation does not establish here thus, our forth hypothesis is not approved.

4.8 Summary of Results of Hypotheses Testing

Table 4.8 provides the summary of hypotheses, indicating that two hypotheses (H_1 and H_2) are established and two hypotheses (H_3 and H_4) are not established.

TABLE 4.8: Summary of results.

Hypotheses	Statements	Results
H_1	Sensory Marketing has significant positive impact on Green Purchase Intention.	Supported
H_2	Green Attitude mediates the relationship between Sensory Marketing and Green Purchase Intention.	Supported
H_3	Openness to Experience moderates the relationship between Sensory Marketing and Green Attitude.	Not Supported
H_4	Environmental Consciousness moderates the relationship between Green attitude and Green Purchase Intention.	Not Supported

Chapter 5

Discussion and Conclusion

The study aimed to explore the nascent factors that affect consumers green purchase intention. A new variable of sensory marketing was introduced to see its impact on consumers green purchase intention of natural beauty products. The specific objectives of the study were to investigate the impact of sensory marketing on green purchase intention. Second, to investigate the mediating role of green attitude in the relationship between sensory marketing and green purchase intention. Third, to view the moderating role of openness to experience in the relationship between sensory marketing and green attitude. Forth, to explore the moderating effect of green consciousness between green attitude and green purchase intention. Based on literature, we proposed the hypothesis and data is collected from the female organic cosmetic consumers of Rawalpindi and Islamabad.

The findings of the study conclude that there exists a positive relationship between sensory marketing and green purchase intention thus our first hypothesis that sensory marketing has significant positive impact on green purchase intention is accepted. The results of the study exhibit a mediating role of green attitude between the relationship between sensory marketing and green purchase intention which approves our second hypothesis. The results also approved the findings of previous studies which shows the direct or indirect relationship of green attitude and green purchase intention. However, the results did not approve our third hypothesis, where it was assumed that openness to experience has a moderating role between sensory marketing and green attitude of organic cosmetic consumers.

Likewise, the results of the study did not establish the moderating relationship between green attitude and green purchase intention of organic cosmetic consumers.

Detail discussion of each hypothesis is separately given below.

5.1 Hypothesis 1

H₁: Sensory Marketing has Significant Positive Impact on Green Purchase Intention.

The first hypothesis establishes a positive relationship between sensory marketing and green purchase intention as the results depict values ($B = 0.45$, $t = 8.64$, $p < 0.05$). Hence the first objective of study is accomplished. The predicted relationship is accepted by both literature and the calculated data of the study. Thus, we can say that sensory marketing boosts the purchasing intention of organic cosmetics in the context of Pakistan. Past studies indicate that consumers encounter several problems in identifying and purchasing green products. Use of sensory cues in marketing green products is proved to be a significant idea in boosting the confidence of consumers towards green purchasing. The sensory insights not only uncover the competitive traits of products to consumers but also results in maximizing their intent to purchase a product (Talavera & Chambers, 2017). This study supports the idea that use of sensory cues is a substantial marketing idea in communicating a message to consumers that encourage their intention to purchase natural beauty products. Moreover, this gives insight towards marketers responsibility to devise their marketing activities in innovative ways to accomplish the goal of providing rich information to consumers about green products as suggested by Martinus & Anggraini (2018).

5.2 Hypothesis 2

H₂: Green Attitude Mediates the Relationship Between Sensory Marketing and Green Purchase Intention.

Second hypothesis of the study states that green attitude mediates the relationship between sensory marketing and green purchase intention. The results of the study indicate that green attitude is mediating the relationship between sensory marketing and green purchase intention. The findings of the study incorporate with the hypothesis of the study. Past studies show that environmental attitude has significant positive impact on predicting green purchase intention. Green attitude is an important determinant in predicting green purchase intention of Malaysian consumers (Mei & Piew, 2012). Maichum et al. (2017) found significant positive influence of environmental attitude on green purchase intention of young Thai consumers.

Environmental attitude is based upon consumers beliefs, values, culture and past experiences. Therefore, marketers are advised to play their role in encouraging consumers to protect the environment as a responsible citizen. When consumers will feel concern towards environment and healthy life, they will show more willingness to purchase green products. Alwittand & Pitts (1996) supports the idea that environmental attitude influence consumers intention of buying environmentally sensitive products, that influence may be direct or indirect. Thus, our hypothesis is supported through theory and data as green attitude establishes a mediating relationship between sensory marketing and green purchase intention in the Pakistani context.

5.3 Hypothesis 3

H₃: Openness to Experience Moderates the Relationship Between Sensory Marketing and Green Attitude.

While investigating the associations between personality and environmental engagement, Open to experience is one of the personality traits strongly linked with environmental engagement (Milfont & Sibley, 2012). However, the findings of our study do not predict the same result as it was proposed in the hypothesis. Results of the study did not establish the moderating relationship between sensory marketing and green attitude. It means it neither strengthens nor weakens the

relationship between sensory marketing and green attitude. The findings mentioned in the result section show insignificant values, thus statistically moderating impact of openness to experience on the relationship between sensory marketing and green attitude is not established.

In most of the past studies, openness to experience have been found as a profound personality trait that motivates consumers to try innovative products. However, openness to experience is found to have no moderating impact in the relationship between the characteristics of workplace monitoring system and employees attitude towards monitoring (Zweig & Webster, 2003). In another study Baer & Oldham (2006) found a insignificant moderating impact of openness to experience in a relationship between experienced creative time pressure and creativity. Consumers attitude to organic products vary according to personality traits of individuals depending upon their interests, beliefs and values. This may be due to different individual characteristics in different parts of world based upon their social norms, values, and cultural differences. Consumers personality trait of openness to experience may generate different results outside the Pakistani context. Lack of awareness of environmental problems and lack of consumers trust on organic cosmetic brands are few factors that hinder the consumers to try new products. High prices of green products do not allow consumers to spend much on luxury products. Moreover, lack of government regulations and deficiency of organic cosmetic companies to communicate their message and market their products well to prospects also discourage consumers to take initiative.

5.4 Hypothesis 4

H₄: Environmental Consciousness Moderates the Relationship Between Green Attitude and Green Purchase Intention.

Our forth hypothesis was to see the moderating effect of green/environmental consciousness between the relationship of green attitude and green purchase intention. Environmental consciousness is the degree to which a person is associated towards environment. The results of the study show that the value of p is 0.876

which is greater than significant value. Thus, it shows the insignificant moderating impact of green consciousness on green purchase intention. In addition to this, the lower limit of bootstrap value is -0.1953 and the upper limit of bootstrap value is 0.1666 having zero value between them depict the insignificant relationship. Hence findings do not support our hypothesis 4 and the results show that green consciousness neither strengthens nor weakens the relationship between the green attitude and green purchase intention. Ahmad et al., (2015) reported environmental consciousness to be a main predictor that influence the purchase intention of natural beauty products. Environmental consciousness among consumers is based upon their individual attitude, lifestyle and ecological needs. The findings of the study did not match the results of previous findings as government, policy makers, organic industry is not flourished in this part of world as compared to other countries. Consumers feel it to be a responsibility of government, lack of investment and high tax on organic cosmetics did not establish consumers concern and willingness to purchase ecological cosmetics in Pakistan. Moreover, our local organic manufacturers are not advanced enough to reach consumers, change their lifestyles through innovative marketing appeals. The observed relationship did not establish here but it may generate different results for different target segment or in another setting.

5.5 Implications

5.5.1 Implications to Theory

The study has implications to theory as the conceptual model of the study is not being studied before. The study has introduced a nascent association between sensory marketing and green purchasing intention of consumers. Use of senses as a cognitive part of attitude is a distinctive addition to theory in predicting green practices. Moreover, the study has incorporated the personality aspects of openness to experience and environmental consciousness in the theory in predicting green purchase intention. It extends the body of knowledge in luxurious and greed

products by investigating the invisible part of personality (green attitude). It also adds value to the literature of S-O-R model and TPB.

5.5.2 Implications to Practice

It has implications to practice as green products manufacturers and marketers are encouraged to increase their efforts in bringing sustainable products in the market. Marketers common approach of marketing the green products with rational appeals is not enough (Lee, 2009) to achieve the desired objectives. Manufacturers of green products are facing the challenge to make their products attractive for a broader audience (Doorn & Verhoef, 2015) thus there is a need to add such touch points that may increase the association between consumers and beauty brands (Culasso, 2014) therefore the study provokes marketers to market organic products through innovative marketing strategies as we suggested sensory marketing in this study. They are directed to communicate their message to consumers in influential ways that comprehend their cognitive, social and ethical needs. The study suggests marketers to target their audience by keeping in mind their attitudes, cultural differences, geographical conditions, and sensory attributes that influence their purchasing intentions. The study invites suppliers of green products to increase their market share in the developing countries.

5.5.3 Implications to Policy

Climate changes and severe environmental problems have made it necessary for policy makers to promote environmental consciousness among people (Johri & Sahasakmontri, 1998). Pakistan is one of those countries where there are no regulations for cosmetic products. Use of heavy metals and hazardous chemicals in the production of cosmetics is very common. Therefore, this study gives insight to policy makers to take notice of international and local organic cosmetic manufacturers. They should invest on creating educational campaigns to increase awareness among consumers and to encourage their contribution towards environment through sustainable consumption. Moreover, the government of developing

countries are encouraged to boost organic cosmetic manufacturers by decreasing the tax/duty on organic cosmetics, give grants to local organic product manufacturers and arrange the training programs to market their products both online and offline.

5.5.4 Implications to Industry

The study has significant implications to boost organic industry in Pakistan and all over the world. The research overcomes the ambiguities associated with green cosmetic industry and supports the development of organic cosmetic industry in the emerging and less developing countries. The study offers an opportunity to eco-cosmetic industry to represent their true image using innovative marketing appeals and strategies.

5.6 Limitations and Future Directions

Besides adding knowledge to literature, the study has few limitations which could be addressed in future studies. The study is cross-sectional, so we are unable to measure the attitude and intention of consumers over time therefore, future studies should observe changes in attitude and intention through longitudinal study. The data was collected from only female consumers of organic cosmetics, so the study did not contribute to find the green purchase intention of male consumers. Therefore, for future studies, it is recommended to comprehend male gender for their green purchasing intention and patterns. Though we try to make the study generalizable by taking sample from students of different universities of Rawalpindi and Islamabad but still its generalizability is low. Future researchers are suggested to replicate this research by taking a large sample from different cities and villages of Pakistan to make the results generalizable.

The scale of Sensory marketing had Cronbachs alpha reliability of 0.61 which is slightly lower than the ideal scenario of 0.7. This limitation of the study could be addressed in future by taking a large sample.

Our study only encompasses the educated consumers of organic cosmetics living in cities. However, the large population of country is living in rural areas of Pakistan, their awareness about environment and sustainable products leave a question mark, thus it is a challenge and as well as opportunity for future researchers and marketers to focus on this segment.

Further, the study only examines green purchase intention of female university students. Future studies on other female segments i.e. working women, married women with kids, house wives, their environmental concerns, social and economic pressures would be effective to explore other factors that marketers need to consider while devising marketing strategies.

For future research, this model can be used in a new context (any other organic industry and setting having cultural, socioeconomic, geographic and demographic differences) to evaluate and compare the results of that setting. Furthermore, researchers are suggested to expand this research model by considering green purchase behaviour of consumers, explore the factors that lead consumers green intention towards green purchasing behaviour.

Our study does not support the moderating impact of personality traits in predicting green attitude and green purchasing intention. To understand the individual differences of consumers in predicting green purchase intention of consumers, it is advised to expand research on personality variables and study this model by using different personality traits as moderating or mediating variables. Future studies should seek to find possible moderators and mediators to better understand the relationship between sensory marketing and green purchase intention.

5.7 Conclusion

The study aims to arouse the green purchase intention of consumers towards sustainable products by predicting best suitable marketing strategies of present era in the organic cosmetic industry. The idea of this research was to enable marketers to understand consumers by developing a pleasant association between brand and

consumer through sensory marketing. The findings of the study conclude that sensory marketing is an effective marketing idea to predict green purchase intention of Pakistani female consumers in the context of organic cosmetics. This confirms the first hypothesis of the study. Moreover, green attitude is found to be a mediating variable in predicting the relationship between sensory marketing and green attitude. The literature and our statistical results confirm our second hypothesis. However, the impact of openness to experience is found to have no moderating impact on the relationship between sensory marketing and green attitude. Theory of planned behaviour supports the idea of personality trait in predicting green behaviour but due to cultural or personal beliefs or lack of concern towards environment, the results does not support our third hypothesis. Our fourth hypothesis includes the moderating effect of green consciousness on the relationship between green attitude and green purchase intention of organic cosmetic consumers. The literature and theory support the idea but our statistical results nullify the moderating impact of environmental consciousness on the above mentioned relationships.

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Appendix I

Questionnaire

Are you user of organic cosmetic brands?

Yes/No

Section A: Sensory Marketing

Kindly answer each statement by putting a circle around the number that best reflects your degree of agreement or disagreement with that statement.

1 = SD-Strongly Disagree, 2 = D-Disagree, 3 = N-Neutral, 4 = A-Agree, 5 = SA-Strongly Agree

S. No.	Statements	SD	D	N	A	SA
1.	Organic Cosmetic shops have visually attractive products.	1	2	3	4	5
2.	Materials associated with the service (such as pamphlets/statements, posters) are visually appealing and attention getting at herbal cosmetic shops.	1	2	3	4	5
3.	The internal and external decoration of organic cosmetic shops is attractive and attention getting.	1	2	3	4	5
4.	The auditory (music) system offers relaxing and pleasant atmosphere.	1	2	3	4	5

5.	There is a nice and interesting smell with in herbal cosmetic shops.	1	2	3	4	5
6.	The ingredients of the products match my expectation	1	2	3	4	5
7.	The products offered are latest and trendy	1	2	3	4	5
8.	Packaging of products are neat, attractive and easy to handle.	1	2	3	4	5

Section B: Green Attitude

Kindly answer each statement by putting a circle around the number that best reflects your degree of agreement or disagreement with that statement.

1 = SD-Strongly Disagree, 2 = D-Disagree, 3 = N-Neutral, 4 = A-Agree, 5 = SA-Strongly Agree

S. No.	Statements	SD	D	N	A	SA
1.	I dont feel a personal bond with nature.	1	2	3	4	5
2.	I dont care so much that species are becoming extinct.	1	2	3	4	5
3.	By mastering nature, the human being can find freedom.	1	2	3	4	5
4.	I think animal rights are nonsense.	1	2	3	4	5
5.	Nature has value only because the human being is able to use and enjoy her.	1	2	3	4	5
6.	I have a deep feeling of connection to nature.	1	2	3	4	5
7.	It hurts me to see nature being destroyed.	1	2	3	4	5
8.	Changing my behavior will hardly contribute to solving environmental problems.	1	2	3	4	5
9.	The relationship between human being and nature should be one of respect, adjustment and atonement.	1	2	3	4	5

10.	I like making an effort to contribute to a better environment.	1	2	3	4	5
11.	It gives good feeling to buy products that contribute to better environment, even when they are more expensive.	1	2	3	4	5
12.	I aspire a conscious and more natural lifestyle.	1	2	3	4	5
13.	Through the development of science and technology environmental problems will be solved by itself.	1	2	3	4	5
14.	Environmental problems will be solved through the working of the market.	1	2	3	4	5
15.	I dont feel responsible for contributing to solving the environmental crisis.	1	2	3	4	5
16.	In these economically difficult times, environmental requirements should not become obstacles to economic growth.	1	2	3	4	5
17.	What is good for environment, is in the end also good for economy.	1	2	3	4	5
18.	The world can only be changed by first changing oneself within.	1	2	3	4	5
19.	For solving the climate problem we need to adjust our lifestyle.	1	2	3	4	5
20.	For solving environmental problems, the government needs to get space for carrying through strict rules and laws.	1	2	3	4	5
21.	Every individual needs to contribute to solving the climate problem.	1	2	3	4	5

Section C: Environmental Consciousness

Please keep in mind your concern about green product brands and then answer the following questions. Kindly answer each statement by putting a circle around the number that best reflects your degree of agreement or disagreement with that statement.

1 = SD-Strongly Disagree, 2 = D-Disagree, 3 = N-Neutral, 4 = A-Agree, 5 = SA-Strongly Agree

S. No.	Statements	SD	D	N	A	SA
1.	I feel frustrated when I think of cosmetic brands that carry out their business activities by polluting the environment.	1	2	3	4	5
2.	When two cosmetic brands are similar, I tend to select the one that harms the environment less, even if it is more expensive.	1	2	3	4	5
3.	If the services provided by a cosmetic industry seriously damage the environment, I will refuse to purchase them.	1	2	3	4	5
4.	When choosing a cosmetic brand, I always select the one with environmental certification, even if it is more expensive.	1	2	3	4	5
5.	I regularly recycle at home.	1	2	3	4	5
6.	I often purchase products that use less paper or cardboard for packaging.	1	2	3	4	5
7.	I am conscious about the actions I can make to improve the environment.	1	2	3	4	5
8.	I am usually informed about environmental issues.	1	2	3	4	5

Openness to Experience

Please answer the following questions by considering the type of personality you have. Kindly answer each statement by putting a circle around the number that best reflects your degree of agreement or disagreement with that statement.

1 = SD-Strongly Disagree, 2 = D-Disagree, 3 = N-Neutral, 4 = A-Agree, 5 = SA-Strongly Agree

S. No.	Statements	SD	D	N	A	SA
1.	I believe in the importance of art.	1	2	3	4	5
2.	I have a vivid imagination.	1	2	3	4	5
3.	I tend to vote for liberal political candidates.	1	2	3	4	5
4.	I carry the conversation to a higher level.	1	2	3	4	5
5.	I enjoy hearing new ideas.	1	2	3	4	5
6.	I enjoy thinking about things.	1	2	3	4	5
7.	I can say things beautifully.	1	2	3	4	5
8.	I enjoy wild flights of fantasy.	1	2	3	4	5
9.	I get excited by new ideas.	1	2	3	4	5
10.	I have a rich vocabulary.	1	2	3	4	5

Section D: Green Purchase Intention

Please keep in mind your intentions behind purchasing of green products and then answer the following questions. Kindly answer each statement by putting a circle around the number that best reflects your degree of agreement or disagreement with that statement.

1 = SD-Strongly Disagree, 2 = D-Disagree, 3 = N-Neutral, 4 = A-Agree, 5 = SA-Strongly Agree

S. No.	Statements	SD	D	N	A	SA
1.	I intend to purchase the products of this brand because of its environmental concern.	1	2	3	4	5

2.	I expect to purchase these products in the future because of its environmental performance.	1	2	3	4	5
3.	Overall, I am glad to purchase these products because it is environmental friendly.	1	2	3	4	5

Section E: Demographics

Please Circle the Appropriate Answer.

A. Age:

- (a) 20-25
- (b) 26-30
- (c) 31-35
- (d) >36

B. Education Level:

- (a) Undergraduate
- (b) Graduate
- (c) Post graduate

C. Income level

- (a) Rs. 20,000-30,000
- (b) Rs. 31,000-40,000
- (c) Rs. 41,000-50,000
- (d) Rs. 51,000-60,000
- (e) Above Rs. 60,000

Appendix II

Organic Cosmetic Brands in Pakistan

1. Body Shop
2. Saeed Ghani
3. Hemani Herbals
4. Himalya Herbals
5. Jos Organic Beauty
6. Kishmish Organic Skin Care
7. Co-Natural
8. Pure Desi
9. Alowis
10. Orglow
11. Scoop O Scurb
12. Andalou Naturals
13. Eminence Organic Skin Care
14. Oriflame Love Nature
15. Roots Skin Care

16. Botanical Wonders

17. Orgna Touch

18. Earthly Essentials

19. Lush Organix

20. Organix Cloud