

A study of level of awareness and satisfaction towards Organic Personal Care Products (OPCPs) in Haryana

Chhavi Aggarwal *

Jyoti Gahlot [†]

Kuldip Singh Chhikara [§]

Department of Commerce

Maharshi Dayanand University

Rohtak

Haryana

India

Abstract

This study examines the factors influencing consumer purchase decisions and the level of satisfaction and awareness towards organic personal care products in the state of Haryana by collecting primary data from 200 respondents from Maharshi Dayanand University, Rohtak, and analyzing the same using Exploratory Factor Analysis and Discriminant Analysis. The results unveiled that the female users with higher educational backgrounds and living in urban areas were more aware of OPCPs in comparison to the respondents living in rural areas, having lower educational backgrounds and family incomes, and living in joint families. Along with this, young female consumers having a lower educational background with higher family incomes belonging to nuclear families and living in urban areas were found highly satisfied with the availability of OPCPs. A significant level of dissatisfaction was found among the elderly married male users with higher educational backgrounds and lower family income living in rural areas with the prevailing price level of OPCPs and only young unmarried female consumers with low educational backgrounds and comparatively higher family income living in urban areas were intended to repurchase these products in the future. Though the users were found to be inclined towards OPCPs, the OPCP industry is not responding with the same spirit through its pricing strategy, supply mechanism, and awareness programmes among the lower-educated rural segment of its users. The marketers/ producers are advised to carefully build the plans and strategies

*E-mail: chhavi.rs.comm@mdurohtak.ac.in (Corresponding Author)

[†]E-mail: jyotigahlot.rs.comm@mdurohtak.ac.in

[§]E-mail: kschhikara.mdu@gmail.com

regarding their products in such a way that ensures the proper segmentation and awareness among potential consumers.

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Introduction

The consciousness of consumers towards environmental protection and health has led to an increase in the consumption of organic products in recent years. Consumers are becoming more aware of the unremitting depletion of natural resources, environment dilapidation, and their health, eventually increasing the demand for such environmental friendly products (Laroche et. al., 2001). This augmented consciousness has a considerate effect on the organic products market, which is growing at a decent rate (Bhaskaran et. al., 2006), and people are getting inclined towards the same. India's organic personal care products market is expected to grow from \$571.43 million in 2020 to \$1,239.04 million with a CAGR of 14.69 % by 2026 (TechSci Research, 2021). Also, organic products do not just have a constructive effect on the environment or health, but have also found better profitability, customer satisfaction, and employee commitment for the companies engaged in the business (Menguc & Ozanne, 2005; Maignan & Ferrell, 2001; Luo & Bhattacharya, 2006).

The most commonly used definitions for organic products mainly emphasize the techniques, principles, or practices adopted during the production process of the concerned goods (Bourn & Prescott, 2002); some academicians and researchers highlight a few dimensions, such as the 'natural production system' (Klonsky & Tourte, 1998) or environmental friendliness; and according to Organic Foods Production Act, 1990, "In terms of food that come from living animals-meat, eggs, and dairy, the animal must not be fed antibiotics or growth hormones." Hence, organic products are safer than conventionally produced goods, manufactured by using principles or practices conducive to the environment, and do not contain Genetically Manufactured Organisms (GMOs).

Although organic products have received attention worldwide from consumers, academia, and researchers (Shafira & Mayangsari, 2020; Kim & Chung, 2011; Vergura et. al., 2020; Zollo et. al., 2021; Sangkumchaliang & Huang, 2012; Moser, 2015), most of the researches have focused on developing marketing strategies for the organic products; rather than consumer behavior. A good marketing strategy cannot be established without a proper understanding of consumer behavior. Moreover, in the

studies regarding consumer behavior, attitude, purchase intention, etc., towards organic products (Krishnakumare & Niranjana, 2017; Khare & Varshneya, 2017; Singh & Verma, 2017; Tsakiridou et. al., 2008; Kumari & Bhateja, 2022), most of the studies have mainly focused on organic food products or were done outside Haryana. Hence, this study aims to examine the factors influencing consumer purchase decisions and the level of satisfaction and awareness towards organic personal care products in Haryana.

Review of Literature

Environmental consciousness, health consciousness, knowledge and awareness of the OPCPs, past experiences with OPCPs, and the effect of demographic factors on the buying behavior or the purchase intention for the product are some of the significant factors identified in the past literature that have noteworthy impact on the consumer purchase intention.

Health consciousness happens to be the most crucial factor in triggering the customers' attitude towards Organic Personal Care Products (Kim & Chung, 2011; Tsakiridou et. al., 2008; Singh & Verma, 2017; Krishnakumare & Niranjana, 2017; Mohammad & Baharun, 2017). Although environmental concerns have always been a secondary consideration (Vergura et. al., 2020; Zollo et. al., 2021; Moser, 2015), the same effect has also been observed. Consumers' past experiences with the product and its factors positively affected their buying decisions (Kim & Chung, 2011; Khare & Varshneya, 2017).

Positive attitude, understanding and awareness, and knowledge of the products also affect the purchase decisions of consumers (Vergura et. al., 2020; Zollo et. al., 2021). Besides, that demographic characteristics such as age, gender, income level, etc. found to be affecting the consumer attitude and purchase behavior towards the OPCPs (Sangkumchaliang & Huang, 2012; Tsakiridou et. al., 2008; Singh & Verma, 2017).

Kim & Chung (2011) attempted to explore the effect of consumer values and past experiences on consumer intentions of Organic Personal Care Products (OPCP) by conducting an online survey of about 207 consumers and found that Health consciousness was playing a significant role in predicting customer attitude towards OPCPs. Besides, customers' purchase intentions which are primarily affected by their past experiences.

Vergura et al. (2020) investigated the impact of environmental stimuli relating to consumers' past experiences with Organic Personal Care Products (OPCPs) on their attitude, buying behavior, and purchase intention by collecting primary data from 209 Italian consumers using Structural Equation Modelling (SEM) and concluded that attitude tends

to have a strong and positive impact on purchase intention; along with this good understanding and knowledge about the features of OPCPs positively influenced buyers' purchase intention.

Zollo et al. (2021) employed the social proof theory and introduced a new construct, and found Social Reassurance effective in understanding consumers' attitudes towards OPCPs belonging to Italy and Spain. Moreover, product knowledge and awareness happen to be another antecedent of social reassurance, and environmental inclination plays a significant role in the purchase decision.

Shafira & Mayangsari (2020) attempted to figure out the barriers faced by the consumers influencing their purchase intention towards the OPCPs and found three barriers (i.e., usage barriers, value barriers, and traditions) impacting the purchase decisions of consumers for OPCPs; while risk and image barriers were having an insignificant impact on the same. Marketers were recommended to pay generous attention to the indicators of inhibiting variables through studies that influence the purchase intention of consumers to buy OPCPs.

Mohammad & Baharun (2017) aimed to test the effect of consumer quality & safety on the purchase intention towards Organic Personal Care Products (OPCPs) and found that consumers do not perceive OPCPs as good quality, so marketers should focus on convincing consumers that OPCPs are better in quality.

Sangkumchaliang & Huang (2012) conducted a survey of 390 respondents in Chiang Mai province to identify the reasons affecting consumers' behavior towards organic food products and revealed that the significant factor behind preferring the products was consumers' inclination towards these products, and the difference in the demographic characteristics seemed to affect the consumers' perception. However, the main barrier figured out was the lack of information among people about OPCPs.

Moser (2015) identified the significant antecedents of green buying behavior and attempted to determine its theoretical relevance; by concluding that consumers are concerned for the environment, and the second major factor for green purchase behavior is personal norms; and an insignificant relationship was reported between attitude and behavior of the consumers.

Tsakiridou et al. 2008 concluded that environmental and health issues were the primary motivating factors while making a study to identify the consumers' attitudes and behavior towards organic products in Greece. A significant difference was observed in the demographic characteristics of the consumers who prefer organic products, but that didn't explain the actual buying behavior.

Singh & Verma (2017) confirmed that health consciousness, knowledge, subjective norms, and price of products influence the purchase decision and availability through their study of factors influencing consumers' purchase decisions towards organic products. Also, socio-demographic characteristics affect actual buying behavior.

Khare & Varshneya (2017) checked the impact of past environment-friendly behavior, peer influence, and green apparel knowledge on consumers' purchase behavior by collecting data from 889 college students in three metropolitan cities and revealed that neither peer influence nor green apparel knowledge had any impact. Instead, one's past environment-friendly experience was observed to have a significant effect.

Krishnakumare & Niranjana (2017) assessed the association between demographic factors and level of awareness among consumers of organic food products and identified that the primary factor for buying organic products was their health concern; moreover, consumers' perception, intention to purchase and attitude had a significant effect on organic food.

Objective of study

The paper examines the level of awareness and satisfaction among consumers towards organic personal care products and identifies the factors affecting their purchase behavior.

Research Methodology

This is a descriptive cum exploratory research study to identify the impact of demographics of consumers on the level of awareness and satisfaction towards Organic Personal Care Products in Haryana. The Faculty members, non-teaching staff, students, and research scholars using organic personal care products at Maharshi Dayanand University campus were identified, and by applying a purposive convenient sampling technique, a sample of 200 respondents was selected. Primary data were collected using a semi-structured questionnaire having 18 statements to study their perception towards OPCPs at a 5-point Likert Scale, stating 5 as Strongly Agree or Highly Satisfied and 1 as Strongly Disagree or Highly Dissatisfied. The level of awareness, satisfaction, and repurchase intention of respondents were considered as the dependent, and the demographic factors (gender, age, education, family income, marital status, area of residence, family type, and education level) of the respondents were considered as the independent variables of the study. The information collected were analyzed using the Exploratory Factor Analysis technique, with the help of IBM SPSS 26. After applying EFA, related statements were grouped, and five constructs regarding awareness

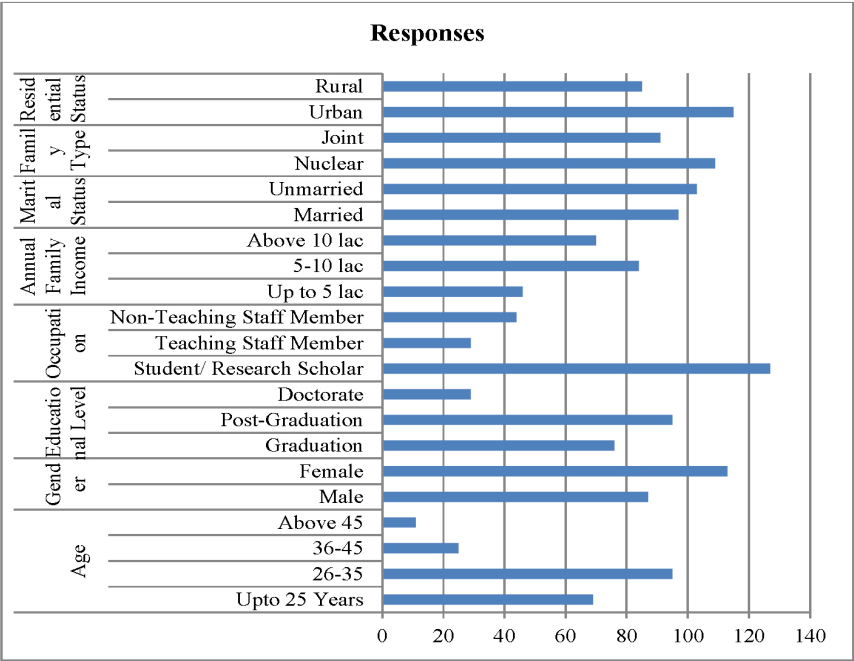
and satisfaction were derived. The discriminant analysis technique was employed to discriminate between high and low levels of awareness and satisfaction. The discriminant analysis was preferred over the t-test as it not only determines the significant difference but also considers interactions between variables (Ndubisi & Wah, 2005). The five underlying constructs were categorized using the methods given by Moschis and Moore (1979) and Carlson et al. (1990) as cited in (Ndubisi & Wah, 2005). The scales were summed and split up at the median and consequently, two categories, above the median Aware or Satisfied, and below the median Unaware or Unsatisfied, were created on the bases of constructs. The discriminant analysis was executed using IBM SPSS 26.

Results & Analysis

Table 1
Demographic Profile of Respondents

S. No.	Profile	Description	Responses	Percentage
1.	Age (in years)	Upto 25	69	34.5
		26-35	95	47.5
		36-45	25	12.5
		Above 45	11	5.5
2.	Gender	Male	87	43.5
		Female	113	56.5
3.	Educational Qualification	Graduation	76	38
		Post-Graduation	95	47.5
		Doctorate	29	14.5
4.	Occupation	Students/ Research Scholars	127	63.5
		Teaching Staff Members	29	14.5
		Non-Teaching Staff Members	44	22
5.	Annual Family Income (in rupees)	Up to 5 lac	46	23
		5-10 lac	84	42
		Above 10 lac	70	35
6.	Marital Status	Married	97	48.5
		Unmarried	103	51.5
7.	Family Type	Nuclear	109	54.5
		Joint	91	45.5
8.	Residential Status	Urban	115	57.5
		Rural	85	42.5

Source: Primary Data



Factor Analysis

Table 2
Profiling of Dimensions of OPCPs

Key Dimensions & Items	Loadings	Communalities
Construct 1: Awareness of Environment & Health Friendliness		
1. OPCPs are environment friendly.	0.507	0.471
2. OPCPs lead to a healthy lifestyle.	0.768	0.763
3. Quality of OPCPs is satisfying.	0.728	0.581
4. Packaging of OPCPs is satisfying.	0.545	0.489
5. OPCPs are providing Health Benefits Eigen Value= 5.801 Variance=32.23	0.801	0.749
Construct 2: Awareness of Authenticity		
1. OPCPs are chemical-free and formed without pesticides.	0.839	0.799
2. OPCPs come with a Green logo and portray authenticity.	0.770	0.782
3. OPCPs are free from animal cruelty.	0.795	0.759

Contd...

4. Originality of ingredients Eigen Value= 2.183 Variance=12.130	0.724	0.718
Construct 3:Satisfaction with Availability		
1. OPCPs are easily available at different sources.	0.859	0.750
2. Availability of OPCPs is satisfying.	0.860	0.804
3. If OPCPs are available in shops, I would buy them.	0.643	0.653
4. Varieties available as per need Eigen Value= 1.785 Variance=9.919	0.540	0.653
Construct 4: Satisfaction with Pricing		
1. Pricing of OPCPs is satisfying.	0.403	0.366
2. I am willing to buy OPCPs despite their higher prices.	0.822	0.713
3. Quantity of OPCPs is satisfying. Eigen Value= 1.293 Variance=7.181	0.716	0.660
Construct 5: Repurchase Intention		
1. Probability of buying an OPCP is very high.	0.773	0.723
2. OPCPs are better than conventional products. Eigen Value= 1.109 Variance=6.16	0.827	0.738
Total Variance= 67.62 KMO=0.783		

Source: Researchers' Calculations

Table 2 shows the key dimensions, items, loadings, and communality statistics under the factor analysis. The first construct, Environment Friendliness and Health Benefits consists OPCPs are environment-friendly and lead to a healthy lifestyle, packaging, quality, and health benefits which contribute for about 32.23 percent of the variance. The second dimension, Authenticity, consisting OPCPs are chemical-free and formed without pesticides, OPCPs come with a Green logo and portray the authenticity, originality of ingredients, and are free from animal cruelty, which accounts for 12.13 percent variance; four items loaded with the dimension Availability consisted easy availability, varieties available as per need, availability at shops explaining for 9.19 percent variance; items under the construct Satisfaction with Pricing consisting pricing, quantity buying the goods even if they are available at high prices, explains for 7.18 percent variance and the last construct Repurchase intention containing items OPCPs are better than conventional products and probability of purchasing them, explains for 6.16 percent variance with two items. The total variance here is 67.62 per cent.

The internal consistency of the instrument used was measured through Reliability analysis with the help of Cronbach's alpha score given as follows: environment and health friendliness (0.799), authenticity (0.842), availability (0.802), pricing (0.573), repurchase intention (0.664), all the values depicting the high degree of reliability, since the results are exceeding 0.60 (Hair et. al., 1998).

Also, all 18 items under the five constructs mentioned above depict high communality values, which implies that the items selected for measuring the construct's dimensions are effectively valid.

Table 3 exhibits the discriminant model of demographic factors of respondents and awareness of the Environment & Health Friendliness of OPCPs. To discriminate between high and low levels of awareness of the environment & health friendliness of OPCPs, eight dimensions of respondents' demographics (viz. age, gender, education, occupation, marital status, family income, family type, and area of residence) were introduced in the model. The table establishes the model as significant,

Table 3
Discriminant Analysis for Level of Awareness of Environment & Health Friendliness of OPCs

Key Dimensions	Standardized Canonical Discriminant Function Coefficients	Unstandardized Correlation Coefficients
Gender	.806	1.637
Age	-.396	-.480
Education Level	.330	.495
Occupation	-.542	-.720
Annual Family Income	.444	.589
Marital Status	.204	.407
Family Type	-.208	-.416
Residential Status	-.170	-.343
Eigen Value	.111	
Canonical Correlation	.316	
Wilks' Lambda	.900	
Chi-Square	20.365	
Significance	0.009	

Source: Researchers' Calculations

and the dimensions were found fit for discriminating the low and high levels of awareness. The analysis evinced that the gender and occupation of respondents are having the highest discriminating power, followed by annual family income and age of the consumers of OPCPs. Further education level and family type of respondents have comparatively lesser discriminating power. The factors, area of residence, and marital status were found to be the least discriminatory. Further, the relationship of the factor with gender, education, annual family income, and marital status are exposed to be positive, and with age, occupation, family type, and residential status are negative, confirming that the young female respondents with higher educational background and higher family income residing in nuclear families and urban areas are more aware of safety and health benefits derived from OPCPs in comparison to others.

Table 4 exhibits the discriminant model of demographic factors of respondents and awareness of the authenticity of OPCPs. To discriminate between high and low levels of awareness, eight dimensions of respondents' demographics (viz. age, gender, education, occupation, marital status, family income, family type, and area of residence) are introduced in the model. The table establishes the model as significant, and the dimensions were adequate to discriminate between high and low levels of awareness.

Table 4
Discriminant Analysis for Level of Awareness of Authenticity of OPCPs

Key Dimensions	Standardized Canonical Discriminant Function Coefficients	Unstandardized Correlation Coefficients
Gender	.105	.211
Age	-.376	-.460
Education Level	.163	.239
Occupation	-.210	-.254
Annual Family Income	-.500	-.675
Marital Status	.240	.478
Family Type	.231	.464
Residential Status	-.497	-1.030
Eigen Value	.131	
Canonical Correlation	.341	
Wilks' Lambda	.884	
Chi-Square	23.926	
Significance	0.002	

Source: Researchers' Calculations

The analysis evinced that the annual family income and residential status of respondents have the highest discriminating power, followed by the age and marital status of the consumers of OPCPs. Further, the family type and occupation of respondents have comparatively lesser discriminating power. The factors which have the least discriminating power are the education level and gender of the respondents. Further, the relationship of awareness with gender, educational background marital status, and family type is extracted to be positive, and with age, occupation, annual family income, and residential status of the respondents are negative, confirming that the highly educated young and unmarried female respondents with lower annual family income, living in urban area are more aware of the authenticity of OPCPs in comparison to others.

Table 5 exhibits the discriminant model of demographic factors of respondents and satisfaction levels with the availability of OPCPs. To discriminate between high and low levels of satisfaction, eight dimensions of respondents' demographics (viz. age, gender, education, occupation, marital status, family income, family type, and area of residence) are introduced in the model. The table establishes the model as significant, and the dimensions were found fit for discriminating between the high and low

Table 5
Discriminant Analysis for Satisfaction Level with Availability of OPCPs

Key Dimensions	Standardized Canonical Discriminant Function Coefficients	Unstandardized Correlation Coefficients
Gender	.598	1.204
Age	-.105	-.127
Education Level	-.209	-.304
Occupation	-.726	-.884
Annual Family Income	.217	.288
Marital Status	-.450	-.905
Family Type	-.461	-.924
Residential Status	-.227	-.457
Eigen Value	.073	
Canonical Correlation	.261	
Wilks' Lambda	.932	
Chi-Square	13.707	
Significance	0.045	

Source: Researchers' Calculations

levels of satisfaction. The analysis revealed that respondents' occupation and gender have the highest discriminating power, followed by family type and marital status of the users of OPCPs. Further, the respondents' residential status and annual family income have comparatively lesser discriminating power. The factors with the least discriminating power are the education level and age of the respondents. Further, the relationship of satisfaction with gender, and annual family income is found to be positive and with age, education occupation, area of residence, marital status, and family type is negative, confirming that the young married female respondents with low education background and with higher family income, living in a nuclear family in urban area are more satisfied with the availability of OPCPs in comparison to others.

Table 6 exhibits the discriminant model of demographic factors of respondents and satisfaction levels with the pricing of OPCPs. To discriminate between high and low levels of satisfaction, eight dimensions of respondents' demographics (viz. age, gender, education, occupation, marital status, family income, family type, and area of residence) are introduced in the model. The table established that model is significant, and these dimensions are adequate enough to discriminate between high and low levels of satisfaction. The analysis evinced that respondents'

Table 6
Discriminant Analysis for Satisfaction Level with Pricing of OPCPs

Key Dimensions	Standardized Canonical Discriminant Function Coefficients	Unstandardized Correlation Coefficients
Gender	.638	1.388
Age	-.038	-.047
Education Level	-.176	-.257
Occupation	.138	.166
Annual Family Income	.266	.353
Marital Status	.436	.869
Family Type	-.529	-1.063
Residential Status	-.233	-.472
Eigen Value	.067	
Canonical Correlation	.250	
Wilks' Lambda	.937	
Chi-Square	12.532	
Significance	0.012	

Source: Researchers' Calculations

gender and family type have the highest discriminating power, followed by marital status and annual family income of the users of OPCPs. Further, respondents' residential status and education level have comparatively lesser discriminating power. The factors with the least discriminating power are the occupation and age of the respondents. Additionally, the relationship of satisfaction with gender, occupation, family income, and marital status is found to be positive, and with age, education, family type, and residential status are negative, confirming that the young female unmarried respondents with high family income and low educational background and living in nuclear families in urban areas are more satisfied with the pricing of OPCPs in comparison to others.

Table 7 exhibits the discriminant model of demographic factors of respondents and their repurchase intentions for OPCPs. To discriminate between high and low levels of repurchase intentions, eight dimensions of respondents' demographics (viz. age, gender, education, occupation, marital status, family income, family type, and area of residence) are introduced in the model. The table established that the model is significant, and these dimensions are adequate to discriminate between high and low levels of repurchase intentions. The analysis evinced that respondents' education level and age have the highest discriminating power,

Table 7
Discriminant Analysis for Repurchase Intentions for OPCPs

Key Dimensions	Standardized Canonical Discriminant Function Coefficients	Unstandardized Correlation Coefficients
Gender	.271	.546
Age	-.715	-.869
Education Level	-.791	-1.172
Occupation	-.095	-.114
Annual Family Income	.012	.015
Marital Status	.352	.701
Family Type	-.164	-.327
Area of Residence	-.246	-.496
Eigen Value	.081	
Canonical Correlation	.274	
Wilks' Lambda	.925	
Chi-Square	15.108	
Significance	.047	

Source: Researchers' Calculations

followed by marital status and gender of the users of OPCPs. Further, respondents' residential status and family type have comparatively lesser discriminating power. The factors which have the least discriminating power are the occupation and annual family income of the respondents. Along with this, the relationship of repurchase intentions with gender, annual family income, and marital status is extracted to be positive, and with age, educational level, occupation, family type, and residential status is negative, confirming that the unmarried female young respondents low educational background and having high family income and living in a nuclear family in the urban area are more likely to repurchase OPCPs in future in comparison to others.

Conclusion

It is evinced from previous studies that people are more inclined towards health consciousness nowadays, and the usage of OPCPs is one of the best avenues to lead a healthy lifestyle (Laroche et. al., 2001; Bhaskaran et. al., 2006). On the basis of the analysis of the study, it is established that the element of awareness of OPCPs is prevalent only in females (Mohammad & Baharun, 2017; Tsakiridou et. al., 2008; Zollo et. al., 2021), but the results of the study are contrary to the results of the study (Tsakiridou et. al., 2008). Male users are still less aware of their benefits and authenticity (Prakash & Pathak, 2017). In addition, unmarried consumers belonging to the young age group with higher educational backgrounds and higher family income, living in an urban area are more aware of the environment and health benefits; and the authenticity of OPCPs (Tsakiridou et. al., 2008). Moreover, consumers having lower family incomes turned out to be highly aware of the authenticity of OPCPs. People living in rural areas, having lower educational backgrounds and family incomes, and living in joint families are less aware with OPCPs (Krishnakumare & Niranjana, 2017). Thus the study confirmed that awareness of the male consumers residing in the rural area having lower educational backgrounds and family income should be enhanced through different means such as advertisement campaigns, free trials and demos, limited time freebies, flash sales, discount offers, gifts and rewards etc.

Along with this, young female consumers having a lower educational background with higher family incomes belonging to nuclear families and living in urban areas are found highly satisfied with the availability of OPCPs (Singh & Verma, 2017). Taking into consideration the satisfaction with the pricing of OPCPs, a significant level of dissatisfaction is found

among the elderly married male users with higher educational backgrounds and lower family income living in rural areas. Concisely, for increasing the usage of organic personal care products in different segments, the pricing strategy of OPCPs should be worked upon, and the adequate supply of OPCPs at various sources should be ensured. The study also demonstrates the fact that only young unmarried female consumers with low educational backgrounds and comparatively higher family income living in urban areas intended to repurchase these products in the future. To conclude, though the users are found to be inclined towards OPCPs, the OPCPs industry is not responding with the same spirit through its pricing strategy, supply mechanisms, and awareness programmes among the lower-educated rural segment of its consumers.

Managerial Implications

The results of the study have practical implications for organic product industry participants and market regulatory bodies. Considering consumers' inclination towards environment-friendly products, it becomes imperative to construct a pertinent strategy focusing on specific consumer groups, increasing their knowledge, awareness, and satisfaction with organic products. Hence, the study provides valuable insights for the marketers of OPCPs. The study findings are also advantageous to OPCPs manufacturers in targeting customers based on their socio-demographic factors. The marketers/ producers are advised to carefully build the plans and strategies regarding their products in such a way that ensures the proper segmentation and awareness among potential consumers.

Limitations and Future Scope of Research

This study considers only the level of awareness and satisfaction of users of OPCPs. Further research may be conducted by considering other aspects of OPCPs, such as quality dimensions, customer relationship management, reachability, etc. Also, limitations of primary data exist here. Primary data is collected from a group of 200 respondents. Further studies can be conducted by taking a more significant sample from different respondents. The study also opens opportunities for comparative studies at the state or national level in the future.

Declaration of Conflicting Interests

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