

The Rising Trend Of Switching To Organic Products: Identifying Underlying Factors Of Shifting Trend On Organic Cosmetics In Pakistan

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Abstract

Introduction: Globalization have allowed many Companies to increase their growth rapidly they have targeted every person from every unique demographics, this has caused an increase in sales but it also has its downside because in order to fulfill each customer's requirement and in order to give them a solution that can work instantly they might have gone over the line by using dangerous amount of chemicals. This is mainly the reason why most of the consumers are switching toward the use of organic products.

Purpose: This research tends to investigate the underlying factors which could enhance the Purchase Intention towards organic products. How factors like attitude, price, product availability and social norm along with awareness influences the purchase intention of consumer.

Method: Initial data for this investigation were obtained from the target groups. Questionnaires are used as primary data, while secondary data is used as literature, articles, books, websites and case studies to help complete the theoretical framework and study. Five hypotheses have been created and will be validated based on an approved questionnaire. In this study, quantitative secondary data is collected based on a questionnaire distributed to selected respondents.

Analysis: For analysis purpose SPSS 20 is used and mediation analysis is being conducted to check hypotheses'.

Conclusion:

There is a significant relationship between attitude, price sensitivity, social norms with purchase intention of customers. Whereas the attitude would also impact on purchase intention when customer's awareness mediate the relationship. There is insignificant impact of product availability on developing purchase intentions.

Keywords: organic products, self-care, green products, consumer buying behavior, social norms, awareness, purchase intention

1. INTRODUCTION

The recent advancements in the measurement of environmental factors and their performance and conserving the environment (Elmagrhi et al., 2019), human society still confronting with various pressures on environment. Environmental issues are turning global issues these days, where human

actions are inclined to aggravate these issues. For Example, global warming and in temperature all over the world in different regions of the world is directly and indirectly cause by human actions. Consumers in under developed countries and developing nations like Nigeria have greater opportunity to embrace sustainable products to

stabilize the sustainable protected lifestyle (Dabija et al., 2018). This identifies the wide gap in developing countries lifestyles and current practices in terms of making and launching products which are eco-friendly and safe to use and apply for individual customer's health. The concept of organic product is just as important in self-care industry as it is in other industries because of keeping the current inferentiality of the concept. Using conventional or in other words, chemical based products is quite injurious to skin and can be the root cause behind deadly infections. (Doreen, Sebiawu, & Voegborlo, 2014). These days the awareness about the green environment, usage of environmental friendly organic products.

Organic is not defined clearly but the most common meaning that is globally believed is mainly related to natural. Products that are produce naturally with no chemical or artificial help or products that have positive impact towards the environment or products that are made from 100% natural resources are known as organic products. The emphasis in this paper will only be on products that I used for self-care. These products may include Shampoos, lotion, soaps, hand wash etc.

When it self-care industry, they definitely invest enough in the industry as the recent covid-19 failed to affect the sales of the industry (Market Research, 2021). However, Pakistani companies are still struggling to introduce the concept of organic products. L'Oréal engaged various key companies during COP 21 negotiations regarding sustainability objectives related to the increase in the usage of organic components in their beauty products. Encouraging more organic and natural products could be reason of decline some of the recognized negative traits of cosmetic products production and challenging long-term impact on health of consumers Lavuri et al., (2022).

Pakistan's beauty and health industry has enormous growth potential. In this dynamic market, the rising demand for organic premium goods by Pakistani consumers led to the building of one of the world's most extensive organic beauty products¹ offerings (Euromonitor, 2022).

This research is intended to highlight the current conversion shift of usage of organic products and resistance to adopt commercial products from Pakistani

The problem that is identified and will be addressed in this research study is that even though the industry of organic products is working profitably in the other regions of the world even in Asia most of the countries have adopted this lifestyle Selmi, et al., (2022), but for reasons of slow pace of adoption of organic cosmetics are not identified.

This research is going to contribute in the existing body of knowledge as factors underlying and predicting consumer behavior are the main focus of the study. Furthermore, this research will contribute to organic product's market and business practices as well by identifying addressing the probable reasons of not getting popularity and volume sales of organic cosmetics.

Research Gaps:

- The previous researches do not provide a proper knowledge as per the current circumstances. As, since COVID 19, the buying trend has changed drastically. People now seem to search information before buying the product
- The previous researches lack the information regarding self-care industry. Previously, the research has been done only on organic produce. However, organic industry is wide. Previous researches do not provide the information related to Pakistani demographics. The culture of Pakistan and buying trend is very unique and should be explored. That too through the help of a mediating variable.

1.1 RESEARCH QUESTION

These research gaps posit some logical research questions which need to be investigated to add some value in the existing knowledge regarding emergence of organic products which are:

What would be the impact of consumers' attitude, social norms, product availability, price sensitivity and consumers' awareness about the organic products

1.2 RESEARCH OBJECTIVE

In order to explore the phenomena, the primary objectives of this research is to identify the impact of attitude, social norms, product availability, price sensitivity and consumer awareness on purchase intention. The secondary objective is to identify the impact of consumer attitude on developing purchase intentions if consumer awareness mediates the relationship.

1.3 LIMITATIONS

This research will be done on factual data and all available resources. However, we have a time limit of eight months and may not be able to do this research in depth as the data will be collected in four to five months' time frame. Secondly, being on a graduation level, we have limited access to people, and most of the data might be coming from people with similar background. Thirdly, we may encounter with sampling errors and biasness and un-clarity from respondent's side.

LITERATURE REVIEW

Organic industry is being successful in many parts of the world however in Pakistan, not many people are aware about organic products or the benefit that they can get from it.

1.4 THEORETICAL IMPLICATIONS

The theory that supports the research is motivational theory, which stands on four pillar

- the need of "power"
- the need of "affiliation"
- the need of "achievement"
- the need of "social interaction"

Pakistan is more towards collectivism society than it is towards individualism (Kacen & Lee, 2002) which makes the Pakistanis to drawn towards others opinions. The attraction of social interaction and affiliation creates quite an impact on the choices they make. If the product affected one negatively, a large number of people will create fear in their head and will avoid that product for quite a time.

The second theory that supports this research is the theory of planned behavior. (Ajzen, 1991). This theory implies that there are three main factor that

occur or you can say create an intention in a person's mind.

- Attitude
- Social norms
- Perceived behavioral control

1.5 RELATIONSHIP BETWEEN ATTITUDE AND PURCHASE INTENTION TOWARDS ORGANIC PRODUCTS

Attitudes and perception are the judgments a person makes for anything, events, ideas, or other even people (Kasinidou et al., 2021). People's ideas and beliefs and perception regarding organic products are significant priority when it comes to forecasting and describing choices regarding consumers' buying (Honkanen, 2006). Especially, the favor of the good attitude towards a behavior, the more strongly is their intention to act on the behavior that is being considered (Drury et al., 2021). Some Previous researches has results showing that the positive attitudes and good beliefs for example on health conscious and safety concerns are related with consumption of organic products (Sreen et al., 2021) derived from this recognized benefits of health, health related conscious people commonly categorize organics as a safer and more healthier than conventional products, which can influence into purchase behaviors. For example, in Thai, related to residue of chemicals on food products kind of led to a positive recognition that organic is healthier, which resulted in increasing in buying of organic product. A favoring positive attitude and a good positive trust that organic product is healthier is likely to improve a person's purpose to buy organic product.

The most important variable that foretells the behavior of the consumer is attitude. Attitude is a variable that creates the intention in the consumer's mind in the first place if The consumer has a positive attitude towards the product for example the consumer is familiar with the product and knows its benefits the chances of them buying that product is higher. (Ranaa & Paul, 2017)

Person believes and attitude varies from one person to another and it usually depends on how the person is living, what their belief is, what is the

peers group that they belong to. More or less people sharing the same background often have similar kind of attitude towards anything for example organic products. A person makes their attitude toward something for example organic products depending on the factors such as their experience in the past with the product the things that they have heard about the product. And most of the time the negative words have more impact towards the attribute of 1 individual rather than the positive ones. Because a positive word of mouth does not stay in a person's mind for a long time but a negative word of mouth does. So whenever they think about that product for example organic products the negative thought would come to their mind first is there an allergic to any ingredient. Because when it comes to self-care people are reluctant to try something new. And any form of negative experience makes it harder for them to opt.

A person with positive attitude towards organic produce a person that is clear about the product that it is safe to use and it is much healthier to use organic products rather than conventional products would always buy the product however if people have negative thoughts about organic products that it is not safe and it will make your skin itchy. This will have a negative impact on the Purchase Intention

Therefore, the following hypothesis is proposed:

H1: Attitude has a positive impact on Purchase Intention

1.6 RELATIONSHIP BETWEEN PRICE AND PURCHASE INTENTION

Consumers will be motivated to buy organic products is they knew that the prices of organic products are higher as compare to conventional products. As the self-care products are usually high. The consumers often choose the benefits over price as high price usually refers to high quality (Singh & Verma, 2017). According to Grail research organic products are often perceived as expensive by consumers, which may lead them to want the product more. Price sensitivity describes as the degree at which the price effects the consumer buying behavior, if the prices are higher, the consumers tends to switch the product, or would

buy less of a product. Moreover, it also depends on the product type, if the product is necessary item, then the consumer would have to buy it because of their needs, but when it comes to luxury item, the consumer would switch from the product. On the contrary, people are risk averse. If they were to weigh in for price or safe safety, they would weigh in for skin safety.

Functional value is one element that measures consumer perceptions of a product based on price, quality, endurance, dependence, and reliability, that is, the value obtained from its benefits, functions, or physical performance. This is considered the main driver of consumer choice. Functional value is divided into two dimensions - price and quality(El-Adly,2019), which applies the PERVAL scale for the durability of goods. Lago et al (2020) stated that consumers evaluate prices and quality closely when deciding whether to buy recycled products. Organic product purchases are influenced by their functional value (price)

H2: Price has a positive impact on Purchase Intention.

1.7 RELATIONSHIP BETWEEN SOCIAL NORMS AND PURCHASE INTENTION.

Collectivism or individualism is one of the element of Hofstede's theory on cultural dimensions. Societies with higher individualism rate tends to be more self-oriented and independent on the other hand societies with higher collectivism rate tends to be more group oriented and interdependent. (Novotny; Szeberin; Kovács, & Máté,2022).

If the society is more towards collectivism they would share the same values and can influence each other's decision very easily (Kao & Sapp,2022)

The societal beliefs that are the suitable culturally regarding behaviors that is expected from their citizens. Societal norms consist of the forces a man or woman feels to interact in or chorus from socially accepted behaviors (Chang & Shen, 2022). A man or woman's societal norms consist of ideals approximately how different people understand themselves as they interact in uniquely. Societal

norms function effective inner restraint that shape conduct. Individual client alternatives mirror the societal values and they're symbolic ideas to us and others approximately what and who we are, and to which organization we belong. The china has values for the culture for over 2,000 years been planted in depth, that's in component a gadget of ethics primarily based totally on sympathy, loyalty and right actions. It is a cultural gadget that values hierarchal and organization representations. It is the show of self-appreciate while interacting with different individuals. Face represents someone's recognition and emotions of status in the context of own circle of relatives, friends, paintings and society It is an man or woman's social status and manifests as a choice to be reputable via way of means of others in social discourse. A strong "face consciousness" is related to the struggle of money, and the show of fabric richness as a method of improving recognition and cultural popularity Displaying fabric wealth may be notion of as a signaling try and others approximately one's popularity or preferred popularity. The intake of luxurious popularity items fulfills the want of clients to satisfy their family related responsibilities, provoke others and set up their same social status superior amongst others for example, a photograph of monetary fulfillment is probably projected to enterprise companions or others in society via the intake of luxurious items. In an enterprise setting, someone may buy and devour very costly alcohol as a sign to buddies that the patron is monetary properly off and takes excessive level and proper taste. Likewise, on this article we accept as true with that the client's cap potential to get right of entry to natural tea may additionally feature as a standing sign. Therefore, it's far hypothesized as follows:

H3: Social norms has an impact on Purchase Intention

1.8 RELATIONSHIP BETWEEN PRODUCT AVAILABILITY AND PURCHASE INTENTION.

The main obstacle that is affecting the growth of organic products in any region is the availability of the product itself in most of the developing countries the lack of information an access of products in the

markets discourages consumers to shift to organic products. If the products have limited availability, it will have a negative impact on consumer buying behavior. Derhami; Montreuil & Bau (2021) stated Product availability is describing as the keeping the products on shelves, and available for the customers when they need it. Because poor availability, results in dissatisfaction of customers. Product availability does not mean that the product is available all-time 24/7 but it has to be there when the customers need it.

Product availability is describing as the keeping the products on shelves, and available for the customers when they need it. Because poor availability, results in dissatisfaction of customers. Product availability does not mean that the product is available all-time 24/7 but it has to be there when the customers need it. Bixler& Honhon (2021) explained Product availability has a positive effect on consumer buying behavior, because when the product is available in the stores the consumers tends to buy the product, similarly if the product is limited or not available then consumer would switch to other products. This is the main cause that the organic products are not sufficiently available in nearest stores.

H4: Product availability has a positive impact on purchase intention

1.9 RELATIONSHIP BETWEEN CONSUMER AWARENESS, ATTITUDE AND PURCHASE INTENTION.

From all the above factors that were discussed consumer awareness is considered as the most important aspect, this is because if the consumer is not aware about the product or the term organic it doesn't matter whether all the other variables are present in the society or not. If the consumer does have lack of awareness regarding organic products it will be difficult for them to make a decision regarding the product. Vergura; Zerbini & Luceri (2020) awareness is needed in consumers' purchase intention towards organic product.

Kowalska et al. (2021) Believes that environmental attitude determines someone's attitude towards organic product, and if someone intends to be healthier, he will show positive habit towards

organic product. Attitude can be learnt in having sight how someone responds or reacts in showing his behavior. To grow the trust towards organic product, retail companies must make the consumers trust to their products. So, if the attitude seems more positive, they will keep their intention in showing it or the reverse. In marketing business, there must be an influence of businessman to give positive things inside the product to the consumer, so that the positive attitude can be increased by the consumers as the feedback.

H5: Consumer awareness has a mediating impact an attitude and purchase intention

1.10 Concept of buying behavior and intention

Various factors or forces affect the behavior of consumers or purchasers. These are:

1. Interior or mental factors, societal factors, civilization factors, financial factors, private factors, has some questions to help you understand behavior of consumers: Who is the consumer and what impact does the market have on the firm?
2. What do you want to buy?
3. Why should they buy?
4. How do you buy?
5. When will you buy it?
6. Where did you buy it?

Answering questions like these will help you understand how purchasers are likely to react to marketing supporters. The challenge for marketing planners is to understand how the black box works. For this reason, the two main elements of the black box need to be supposed. The first is the factors that affect the procurement situation, and the second is the decision-making process used. Various factors or forces affect the behavior of consumers or customers.

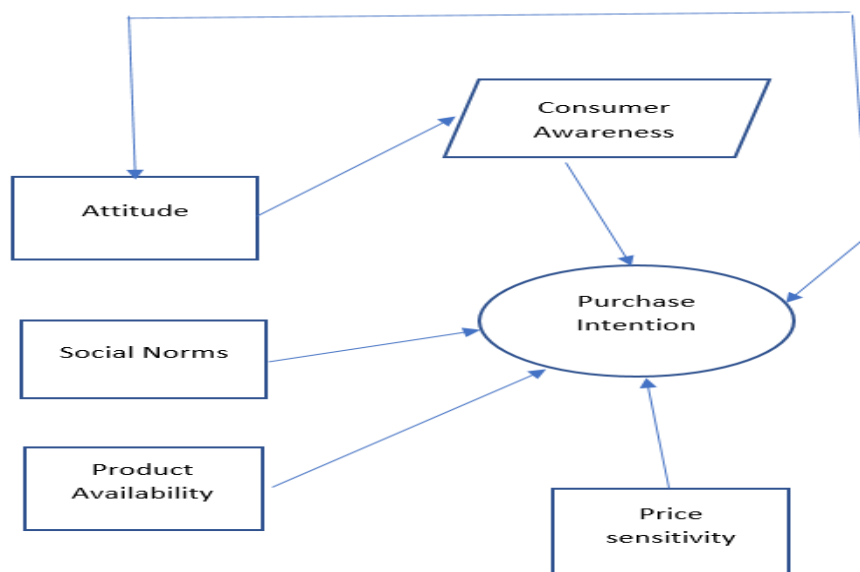
a) Culture is one of the basic factors of an individuals' desires and actions. The cultivating kid gets a range of values, perceptual likes, and actions with their peers, family and other important institutions. Culture has a significant influence on patterns of getting and deciding. Marketers need to explore the culture forces and must define strategic marketing for each culture option separately in order to promote the sale of their goods. But the

culture of the society is temporary and changes gradually, and these changes are gradually incorporated into society. For example, food is strongly associated to culture. While fish is a representation in Bengal and Bengal in Gujarat has several hundred different varieties. However, in Tamil Nauru, fish is considered a disgusting food. These dissimilarities in taste are distinguished on the basis of culture rather than just some arbitrary taste unlikeness between individuals. Working with one culture is definitely a lot easier than trying to change it.

b) Subculture: Every culture consists of smaller subcultures that offer their members a more specific identification and socialization.

Someone will make one decision to purchase on product after selecting two or three same products from different brands that are easily found in market. However, Wang; Pham, & Dang (2020) stated that good quality is the main reason for customers as consideration to purchase a product that can satisfy the most. On the other hand, excellent service can be built in employee by maintaining the attitude or behavior helped with keep innovating and proper empowerment. Moreover, well organized system among employees becomes pivotal factor towards purchase intention. Purchase intention of organic products also influenced by many elements, they are comprehension towards health, environmental awareness, product availability, perceived quality, product distribution, nutritional value comparing to other products. Radulescu et al., (2021) highlighted that health reason is the only thing in customer's mind to consider the purchase of organic supported by the availability and quality of the products in the market. It is also known that the relationship between purchase intention and many variables like price, value, and people's awareness towards organic/green product's effect to environment Tan; Ojo & Thurasamy (2019)) this is the same result that has found by (Yadav & Pathak, 2016). Testa; Sarti & Frey (2019) Revealed that there are other things that are perceived by the people, they are environmental Awareness, knowledge and attitude towards which give great impact in intention to purchase organic product

1.11 CONCEPTUAL FRAMEWORK



2 METHODOLOGY

Initial data for this investigation were obtained from the customers who are aware from organic cosmetics. Questionnaires are used as primary data, while secondary data is used as literature, articles, books, websites and case studies to help complete the theoretical framework and study. Five hypotheses have been created and validated based on an approved questionnaire. In this study, quantitative secondary data is collected based on a questionnaire distributed to selected respondents. In this research we will be implementing the philosophy of positivism. Positivism gives us a quantitative way to obtain results, as compare to other philosophies Al-Ababneh (2020) the philosophy of positivism relies only on factual data and knowledge. These data are acquired through survey; analogy is also included. In circumstantial situations, researchers' character is only limited to collecting and measuring variable related data (Amadi, 2021). Since the research's objective and question also depend on quantifiable data, this research falls under the category of philosophy of Positivism.

This research was initiated through conceptual framework based on theory and literature was formed and was tested through responses. It concludes that this research falls under the category of deductive approach considering all the hypothesis were developed through previous studies. For this research, the opted strategy is survey through adapting previous questionnaire of the chosen variables. As for population size, we are following the sample size table constructed by (Khan et al., 2020). As per the table we have population size of approximately 50,000 people, which leads to sample size of 381. Research design is explanatory in nature and give reasoning on quantitative basis. This research design is rational and chain plan to connect observational data to research goal, that will help us in drawing the conclusions. In order to conduct the survey, the questionnaire will be developed on google form and will be shared in the superstores of Karachi, and within the social circle and through different social mediums such as Facebook groups, LinkedIn.

Table 3.6 1: Constructs Adopted

Construct	Variable (code)	No of items	Author
Consumer Awareness	CA	3	(Yang, Al Shaaban, & Nguyen, 2014) (Bahman, Gharache, Hamidizadeh, & Mohammadian, 2015)
Attitude	At	3	(Yang, Al Shaaban, & Nguyen, 2014) (Ergonul, 2013)
Social Norms	SN	3	(Yang, Al Shaaban, & Nguyen, 2014)
Price Sensitivity	PS	3	(Wakefield & J. Jeffrey, 2003)
Product Availability	PA	3	(Baumgartner & Jan-Benedict, 1996)
Purchase Intention	PI	3	(Yang, Al Shaaban, & Nguyen, 2014) (Baumgartner & Jan-Benedict, 1996)

2.1.1 Data Analysis Method

After reaching the required responses, the results will be analyzed using the SPSS software. Regression analysis and correlations will be run to

evaluate the hypothesis based on the relationships of independent dependent and mediating variables.

RESULTS

In this chapters, we obtain the results through running required tests. These tests help in the approval of research hypothesis.

2.2 RELIABILITY STATISTICS

Table 4.1 1: Cronbach's Alpha

Cronbach's Alpha	N of Items
0.883	6

Reliability test is conducted to analyze the validity of the collected responses. As represented in table 4-1, Cronbach Alpha's value for six number of

items is 0.883. The value is relatively high and represents that the data collected is reliable.

Respondents profile

variables	Category	Frequency
Gender	Male	77
	Female	96
Age	16-25	60
	26-34	25
	35-44	36
	45-54	30
	>55	25

2.3 DESCRIPTIVE STATISTICS

SUMMARY

In the table 4-2, there are 6 variables: attitude (At), social norms (SN), price sensitivity PS) and product

availability (PA) are the independent variables, Purchase Intention (PI) is the dependent variable and consumer awareness (CA) is mediating variable. The row N represents the number of observations, there are 176 observations.

Table 4.2 1: Summary Statistics

	Mean	Std.	Skewness		Kurtosis	
	Statistic	Deviation	Statistic	Std. Error	Statistic	Std. Error
CA	3.917148	0.692481	-1.025	0.185	0.904	0.367
At	4.090559	0.616437	-1.449	0.185	3.657	0.367
SN	4.007707	0.74358	-0.726	0.185	0.018	0.367
PS	3.909441	0.673526	-0.752	0.185	0.111	0.367
PA	3.88632	0.789498	-0.938	0.185	0.854	0.367
PI	3.949904	0.653994	-0.614	0.185	-0.062	0.367

Kurtosis Statistics is used to analyze whether the data is normally distributed or not. The value of Kurtosis Statistics for CA is 0.904, since the value lies between the range of 3 and -3, it represents that the data is normally distributed. The value of Kurtosis Statistics for AT is 3.657, since the value lies outside the range of 3 and -3, it represents that the data is not normally distributed. The value of Kurtosis Statistics for SN is 0.018, since the value lies between the range of 3 and -3, it represents that the data is normally distributed. The value of Kurtosis Statistics for PS is 0.111, since the value lies between the range of 3 and -3, it represents that

the data is normally distributed. The value of Kurtosis Statistics for PA is 0.854, since the value lies between the range of 3 and -3, it represents that the data is normally distributed. The value of Kurtosis Statistics for IB is -0.062, since the value lies between the range of 3 and -3, it represents that the data is normally distributed.

2.4 CORRELATIONS ANALYSIS

The correlations analysis assists in finding out the association between the variables.

Table 4.3 1: Correlations

	CA	AT	SN	PS	PA	PI
CA	1.000	0.609	0.627	0.474	0.631	0.471
AT	0.609	1.000	0.569	0.504	0.579	0.418

SN	0.627	0.569	1.000	0.697	0.772	0.514
PS	0.474	0.504	0.697	1.000	0.668	0.333
PA	0.631	0.579	0.772	0.668	1.000	0.446
PI	0.471	0.418	0.514	0.333	0.446	1.000

Following are the regression results of independent variables and dependent variables.

2.5 SIMPLE REGRESSION ANALYSIS

Table 4.4 1.1: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.543 ^a	.294	.278	.5558664

The table 4-4.1 depicts the fitness of the model. The value of R is 0.543, this contemplates that the overall correlation of the variables is moderately positive. The R square is equivalent to 0.294, this

value represents that the model has a poor fit. The adjusted R square has comparatively lower value than R square which is 0.278.

Table 4.4 2: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	21.656	4	5.414	17.522	.000 ^b
1	Residual	51.910	168	.309		
	Total	73.566	172			

a. Dependent Variable: PI

The table 4.4-2 shows the F statistics of the overall model. Since the overall significance is 0.000, which is less than 0.05, hence we will conclude that the overall model is significant.

2.5.1 Coefficients Analysis

Table 4.4 3: Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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	B	Std. Error	Beta		
(Constant)	1.811	.310		5.838	.000
At	.196	.087	.185	2.242	.026
SN	.363	.099	.413	3.685	.000
PS	-.107	.092	-.111	-1.167	.003
PA	.078	.090	.094	.859	.392

Through coefficients analysis, we study the significance of each variable with respect to the dependent variable, as shown in table 4.4-3.

The estimated value of the regression coefficient for At is 0.196. The estimated value implies that when attitude increases by 1, Purchase Intention towards organic products increases by 0.196. There is positive relationship between attitude and impulse buying, it is does make logical sense because when attitude improves/increases, consumer will be attracted towards impulse buying. The significance value of At is 0.026. Since the value is less than 0.05, we will accept the hypothesis. At has a positive impact on PI

The estimated value of the regression coefficient for SN is 0.363. The estimated value implies that when social norms increases by 1, Purchase Intention increases by 0.363. There is a positive relationship between social norms and impulse buying, it makes logical sense because there is societal effect on consumer's mind which effect their Purchase Intention. The significance value of SN is 0.000. Since the value is less than 0.05, we will accept the hypothesis. SN has a positive impact on PI

The estimated value of the regression coefficient for PS is -0.107. The estimated value implies that when price increases by 1, Purchase Intention towards organic products decreases by 0.107. There is negative relationship between price sensitivity and

impulse buying, it is does make logical sense because when price increases, consumer will be more reluctant to pay the higher prices. The significance value of PS is 0.003. Since the value is less than 0.05, we will accept the hypothesis. PS has a positive impact on PI.

The estimated value of the regression coefficient for PA is 0.078. The estimated value implies that when product availability increases by 1, Purchase Intention towards increases by approximately 0.078. There is positive relationship between product availability and impulse buying, and it does make logical sense because if the organic product is available, the consumer would stick to the product and they would not switch to another product to satisfy their need. The significance value of PA is 0.392. Since the value is greater than 0.05, we will reject the hypothesis. PA has no impact on PI.

2.6 REGRESSION ANALYSIS WITH MEDIATOR

Following are the regression results of independent variables and dependent variables.

2.6.1 Model Summary

Table 4.5 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.522 ^a	.272	.268	.5595515

The table 4.5-1 depicts the fitness of the model. The value of R is 0.522, this contemplates that the overall correlation of the variables is moderately positive. The R square is equivalent to 0.272, this

value represents that the model has a poor fit. The adjusted R square has comparatively lower value than R square which is 0.26

2.6.2 Coefficients Analysis

Table 4.5 3: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1	(Constant)	2.681	.164	16.321	.000
	At*CA	.078	.010	.522	7.998

Through coefficients analysis, we study the significance of each variable with respect to the dependent variable, as shown in table 4.5-3.

The estimated value of the regression coefficient for At *CA is 0.078. The estimated value implies that when consumer awareness increases by 1, the relationship between attitude and Purchase Intention towards improves by 0.078. There is positive impact of CA on At and PI, it is does make logical sense because when the consumer is aware about the organic product, their attitude improves, consumer will be attracted towards impulse buying. The significance value of At *CA is 0.000. Since the value is less than 0.05, we will accept the hypothesis. At*CA has a positive impact on PI. Therefore, CA has a mediating impact on At and PI.

3 CONCLUSION AND DISCUSSION

As the results of this research disclosed the positive impact of attitude, social norms, and price sensitivity. Whereas there is a negative impact of product availability and purchase intention In addition the mediation effect of consumer awareness to develop attitude and so purchase intention is also turned significant.

As (Rook, 1987) correctly said that, buying impulsive are supposed to be largely equal in nature, but there are various others factors that molds it for instance local market conditions, exchange system and various forces of cultural. These factors usually impact how a consumer employ on compulsive. The findings of our research articles is supposed to help the self-care industry in identifying the root causes related to the growth of organic products.

The second impact that we discussed was how collective society is where we live in as compared to the western regions despite Working towards a developing mind set. Most of the East Asian consumers have the same mind set whenever they want to try something new they usually go and discuss it with their peers in before buying it in the support, in our findings we can see that there is a stronger positive association between social norm and purchase intention towards organic products (Arli; Tan; Tjiptono & Yang (2018). Moreover, our society put their differences aside to work in order to save cultural values (von & Krämer (2021). Although centralistic people carries the buying impetuous trait in equal quantity as comparison with individualists, they hide this trait in same way with individualists, they impetuous trait in equal measure with individualists, they hide this trait thought and act in a way that is compatible with

norms of the culture, in this case, decreasing their impetuous buying behavior, this may have been identified as a highly individualistic, intensely charged behavior.

In Pakistan, it is assumed that compulsive purchasing is related with the traits of personality, such as diversity seeking trend seeking, and risk reduction. If the correlations of these variables are weaker in certain countries or regions, there must be other driving factor differentially affecting the amount of compulsive purchasing that occurs. Although the ability to control the trait-behavior relationship appear to differ by culture, it is also likely that the appropriateness of the behavior would influence the desire and thus the extent of control.

Although in literature review, we claimed that price sensitivity has a positive impact towards the organics products high price refers to high quality. After interpreting the results, we got to know that price sensitivity has a positive impact on the Purchase Intention towards organic products, this can be justified considering people are willing to pay more, when it comes to their health and safety. However, the impact is quite low.

We claimed the interacting variable has a positive impact towards Purchase Intention. Our findings show quite same result. This can be justified that people who have heard about organic products. Their attitude towards the organic products improves.

3.1 LIMITATIONS AND FUTURE RESEARCH

Our research uncovers another area where scales developed in the United States are not valid for use in other countries. Highlighting the difficulty of cross-cultural research. The results of the factor analyses indicate that there may in fact be more than one dimension to the buying impetuosity trait. Further research needs to be conducted to provide evidence of the mono-logical validity of the trait impetuosity subscale.

Many other aspects of culture are also likely to interest with impetuosity, at least as it has been

characterized by Western Research, including hedonism, risk avoidance, perceived consequences, and the influence of others. Future research of a qualitative nature is needed to uncover the antecedents and consequences of buying impetuosity across cultures.

Researchers and practitioners are required to be conscious about the differences of cultural beliefs when applying western country based research results to marketing tactics that are targeting non-western consumers. However, we surveyed singulars from similar background where vast opportunities are available to take part in compulsive purchasing exist, there are significant underlying changes between consumers in other regions singularize societies and those in Asian grouped cultures. However, the previous research on impetuous buying behavior has been helpful in finding out the compulsive buying phenomenon in singularity societies.

The marketing factor encourage compulsive purchasing also need renewed attention. It would be useful to investigate in detail how various marketing factors support impetuous purchasing, and which ones exert the strongest influence within different cultural context. Access to the World Wide Web (WWW), may well be an important factor. The Internet most certainly has changed the access to compulsive purchasing opportunities for those from more remote areas. The global electronic marketplace is making it increasingly important to study the processes that may differentially affect people from other countries, regions or areas of the world. One future study would be to investigate the interaction of situational variables within different cultural settings and among consumers with different levels of the impetuosity trait.

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