

**FEMALE CONSUMERS NOTION CONCERNING NEARNESS OF INHIBITORS,
FACILITATORS AND PURCHASE INTENTION: A STUDY ON ECO-FRIENDLY
COSMETICS IN KOLKATA**

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ABSTRACT

The result of combined facilitators and inhibitors is the purchasing habit. The study's goal is to investigate the variables that influence female customers' decision to purchase eco-friendly cosmetics. By examining data gathered from female consumers of Kolkata city in the state of West Bengal in India through an online survey, regression and moderation analysis were used to demonstrate the relationship between inhibitors and consumers' purchase intentions and to examine the impact of facilitators (environment consciousness and health consciousness) on consumers' purchase intentions as well as inhibitors (usage, risk, value, and tradition barriers), respectively. The result shows that every obstacle customers confront is a substantial deterrent to using eco-friendly cosmetics, with some of these obstacles having a strong deterrent effect and others having a weak one. The study also identifies the interaction effects between facilitators, inhibitors, and consumers' purchase intentions through both positive and negative moderating roles. The study's conclusions have broad ramifications for academics, cosmetics producers, and merchants.

KEYWORDS: Eco-friendly Cosmetics, Eco-friendly Cosmetics Purchase intention, Inhibitors, Facilitators.

INTRODUCTION

Cosmetics are substances used to enhance or improve the body's interior and outward appearance (Sharma, Gadiya and Dhanawat, 2020). Today's women want in-depth product knowledge, are more concerned with health and safety, and have a positive attitude about consuming when making judgments (Pudaruth, Juwaheer, and Seewoo, 2015). They wish to stay away from the main chemicals used in popular cosmetics, such as parabens, sulphates, and synthetic perfumes (Kinonen, 2016; D'Adamo, 2015). Many businesses and suppliers are trying to keep up with the green trend by designing, developing, and marketing products they call "green" cosmetics. They do this to gain a competitive advantage based on this differentiating factor, and they've also started looking for new ways to appeal to modern consumers' desires and attention. Furthermore, according to Statista (2020), the market for such cosmetics is expected to grow from USD 34.5 billion in 2018 to USD 54.5 billion in 2027. Contrarily, less than 15% of the entire market value of the worldwide cosmetic business is accounted for by eco-friendly cosmetics (Bhawna, 2020). Considering that the eco-cosmetics market remains in its infancy, this strongly suggests that consumers are opposed to buying eco-friendly cosmetic products. This proposes conducting empirical research to determine the key factors.

CONCEPTUAL FRAMEWORK

ECO-FRIENDLY COSMETICS

Eco-friendly cosmetics are defined as items that treat the skin using naturally derived substances (such as herbs, roots, essential oils, and flowers) in combination with preservatives, surfactants, humectants, emulsifiers, and carrier agents that are produced naturally. According to published research, environment-friendly products outperform traditional goods in terms of increasing benefits and reducing environmental harm (Paul et al., 2016). Hsu et al. (2017) added that it's critical to build eco-friendly items that work to support the expansion of companies that use green business practises. Eco-friendly cosmetics are made with naturally occurring, organic materials rather than synthetic ones that are bad for the skin. Additionally, the creation of eco-friendly cosmetics uses technology that preserves the usefulness and effectiveness of the naturally grown ingredients.

ECO-FRIENDLY COSMETICS PURCHASE INTENTION

Consumers' propensity to buy a specific product is known as their purchasing intention (Sreen et al., 2018). We defined intention as people's propensity to buy eco-friendly cosmetic items as the current study contextualised intention as eco-friendly cosmetic buying intention. In addition, it is thought that intention is the best predictor of actual purchasing behaviour in the context of eco-friendly items (Taufique and Vaithianathan, 2018). Our primary focus is on eco-

friendly purchasing intention because it is the most important predictor of actual action. This is because tracking actual customer behaviour presents a number of challenges.

INHIBITORS IN BUYING ECO-FRIENDLY COSMETICS

The majority of the study explains the obstacles that people take into account when they want to use eco-friendly cosmetics and discovered that usage obstacles, value obstacles, risk obstacles, tradition obstacles, and image obstacles are things that prevent consumers from purchasing eco-friendly cosmetics. In this study, usage, value, risk and tradition barriers are taken into account as inhibitors which prevents the purchasing of eco-friendly cosmetics.

a) Usage Barriers

Consumers typically choose things that are readily available and dislike spending time looking for eco-friendly goods (Young et al., 2010). The change in personal equilibrium is brought on by the lack of product stability in the green category (Nandi, Bokelmann, Gowdru, & Dias, 2017). Previous research on eco-friendly cosmetics has shown that customers have restricted access to them and that there is a lack of product consistency (Ghazali et al., 2017; Hsu et al., 2017; Amberg and Fogarassy, 2019), which causes a shift in the consumers' equilibrium. Similar to this, Tandon et al. (2020) contend that the consumption of novel goods like eco-friendly cosmetics may be significantly hampered by such a barrier. Therefore, we contend that low purchase rates for eco-friendly cosmetics would be caused by usage restrictions.

b) Value Barriers

Value barriers materialise, resulting in perceived value disparities of the alternative offering (Lim, Yong, and Suryadi, 2014). Previous research had revealed that one of the biggest barriers preventing consumers from adopting a new product or innovation is the value barrier (Kushwah et al., 2019a; Seth et al., 2020). According to Talwar et al. (2020), customers have indicated that the value barrier is the strongest inhibitor. In light of this, we argue that the value barrier would lead to considerable consumer resistance to the use of eco-friendly cosmetics.

c) Risk Barriers

With any newly released product, ambivalence is a possibility. Customers frequently refrain from using the goods as a result until all of the doubt is cleared out (Molesworth & Suortti, 2002). And if the risk associated with a newly launched product is significant, the acceptance rate will be low (Ram & Sheth, 1989). Customers are more at risk when there is a lack of trust among stakeholders, such as in certification, claim Hsu & Chen (2014), Nandi (2017), and Scalvedi & Saba (2018). The available data suggests that danger is associated with eco-friendly products because of green washing (false claims by makers, marketers, and merchants) (Lin et al., 2017; Zhang et al., 2018). This emphasizes how a risk barrier is created when people lack faith in environment-friendly products. We further claim that buyers are less likely to purchase eco-friendly cosmetics because of the risk barrier.

d) Tradition Barriers

Lack of awareness and understanding among consumers is a deciding factor that keeps them from purchasing eco-friendly cosmetic products (Demeritt, 2002). Customers already have routines, habits, and established societal conventions and beliefs. Aversion to new products may result from some of these changes (Laukkanen, 2016). Due to eco-friendly products' "short shelf life" and "poor satisfaction" in comparison to conventional items, the tradition barrier is influenced by consumers' psychological states (Kushwah et al., 2019a). As a result, we argue that consumers would reject eco-friendly cosmetics because of a tradition barrier that runs up against their cultural norms and value systems.

FACILITATORS IN BUYING ECO-FRIENDLY COSMETICS

According to many research, customers may be motivated to purchase eco-friendly cosmetics by environmental awareness, ecological welfare, a desire for natural ingredients, a concern for their health, etc. If consumers (want) to purchase eco-friendly cosmetic items, these aspects make it easier by offering indirect aid or guidance. In this study, environmental consciousness and health consciousness—two facilitators (factors that encourage) of purchasing green cosmetics—are taken into account.

(a) Environmental consciousness

In studies on environment-friendly consumer behaviour, environmental awareness is seen as a crucial element that affects customers' purchase decisions. To better understand the green movement in a country, it may be a good idea to measure consumer perceptions of environmental issues and how those perceptions are mirrored in their purchasing decisions (Yadav and Pathak, 2016). Because eco-friendly cosmetic goods are created without chemicals, they are more environment-friendly than conventional cosmetic products (Ghazali et al., 2017), which are more likely to be adopted by consumers with significant environmental concerns (Hsu et al., 2017). Additionally, Kushwah et al. (2019a) thought that customer resistance to eco-friendly items is likely lessened by environmental concern. Additionally, Sadiq et al. (2020) found that customers who are highly concerned about the environment are more likely to favour green items. Therefore, it is assumed that people who care deeply about the environment may also choose eco-friendly cosmetics over traditional cosmetics. The current study examines how environmental consciousness affects the relationship between usage, value, danger, and traditional barriers and eco-friendly cosmetics.

(b) Health consciousness

Consumers' level of health awareness and willingness to address associated concerns is referred to as their level of health consciousness (Yadav, 2016). It affects consumers' intentions to buy eco-friendly products and is crucial to comprehending eco-friendly consumer behaviour, according to study (Tandon et al., 2020). As a result, consumers who are highly concerned about their health are more likely to use eco-friendly items because they take their health into account when making purchasing decisions (Molinillo et al., 2020). (Tandon et al., 2020). Since they are not made from synthetic chemicals, eco-friendly cosmetics are more gentle on skin than traditional ones. Additionally, Rana and Paul (2020) claim that customers who are highly concerned about their health are more likely to embrace eco-friendly products. Therefore, given their high level of care for their health, customers are likely to choose eco-friendly cosmetics regardless of any consumption barriers. We argue that concern for one's health thereby modifies the link between consumption restrictions (usage, value, risk, and traditional) and buying intention.

OBJECTIVES

The purpose of the study is to:

- 1) explore the relevance of barriers to the adoption of eco-friendly cosmetics; and
- 2) assess the moderating effect of facilitators on barriers to the adoption of eco-friendly cosmetics and purchasing intentions.

HYPOTHESIS

H1: The usage barrier severely hinders purchase intention of eco-friendly cosmetics.

H2: The value barrier severely hinders purchase intention of eco-friendly cosmetics.

H3: The risk barrier severely hinders purchase intention of eco-friendly cosmetics.

H4: The tradition barrier severely hinders purchase intention of eco-friendly cosmetics.

H5(a): The association between the purchase intention of eco-friendly cosmetics and the usage barrier is moderated by environmental consciousness.

H5(b): The association between the purchase intention of eco-friendly cosmetics and the value barrier is moderated by environmental consciousness.

H5(c): The association between the purchase intention of eco-friendly cosmetics and the risk barrier is moderated by environmental consciousness.

H5(d): The association between the purchase intention of eco-friendly cosmetics and the traditional barrier is moderated by environmental consciousness.

H6(a): The association between the purchase intention of eco-friendly cosmetics and the usage barrier is moderated by health consciousness.

H6(b): The association between the purchase intention of eco-friendly cosmetics and the value barrier is moderated by health consciousness.

H6(c): The association between the purchase intention of eco-friendly cosmetics and the risk barrier is moderated by health consciousness.

H6(d): The association between the purchase intention of eco-friendly cosmetics and the traditional barrier is moderated by health consciousness.

METHODOLOGY AND MEASUREMENT

METHODOLOGY

In order to perform all of the statistical estimations and tests, SPSS (version 20) only took into account responses that were comprehensive in every way. For moderation analysis, Hayes' Process macro (v3.5) was also employed.

MEASUREMENTS OF VARIABLES

A descriptive research design was utilised in the secondary stage to gather the data and evaluate the research's stated hypotheses after an exploratory study was performed in the initial stage to comprehend the theoretical foundation. To gather information from respondents, a systematic questionnaire was created. A 5-point Likert scale, spanning from strongly agree to strongly disagree, was employed to measure the questionnaire items in this study. The 2-item scale was used to gauge the "usage barrier" and was adapted from Nandi et al., 2017. Value barrier was measured using the 2-item scale that was adapted from Laukkanen (2016) and Torres-Ruiz, Vega-Zamora, and Parras-Rosa (2018). A 2-item scale that was modified from Krishna and Balasubramanian (2018) and Kushwah et al. (2017) was used to assess the risk barrier. Two items from Hoppe, Vieira, and Barcellos (2013), Nandi et al. (2017), and Torres-Ruiz, Vega-Zamora, and Parras-Rosa (2018) were used to measure the tradition barrier. Similar to this, a 2-item scale (each) that was modified from Thøgersen 2010 and Kan et al. 2016 was used to measure environmental consciousness and health consciousness, respectively. The 4-item scale modified from Chen and Peng (2012) and Wee et al. (2014) was used to measure the intention to purchase eco-friendly cosmetics.

DATA COLLECTION AND THE SAMPLE

Since the current study is quantitative in nature, the data was collected via an online survey method. Respondents were contacted through internet platforms including Facebook, WhatsApp, etc., The study was open to female respondents who had purchased cosmetics in the past and are familiar with natural/organic cosmetics. The current study used the Peer et al., 2014 recommended criteria to determine data quality, i.e., participants must be at least 18 years old to participate, as green consumerism is a difficult idea for teenagers to understand (Paul et al., 2016; Sadiq and Adil, 2020), and responses must be of Indian descent and currently live in Kolkata.

Finally, out of 362 replies, 308 were legitimate, yielding an actual response rate of 85.08%. The data shows that the majority of the participants were between the ages of 18 and 24, students, next working women, and finally housewives. The majority of respondents are from the undergraduate educational level, followed by those from the post-graduate educational level, and the remaining respondents are from senior secondary. The majority of respondents stated that they spend between ₹500 and ₹1000 every month on cosmetics.

EMPIRICAL RESULTS

COMMON METHOD VARIANCE

A misleading association between the constructs will be revealed if the data have a common method variance (CMV). The correlation coefficient between the two constructs and the single factor approach of Harman were employed in this study to test the CMV. The initial eigenvalue of the first factor in this investigation was 22.708%, or significantly less than 50%, and the maximum value of the correlation coefficient was 0.546, or significantly less than 0.9, indicating that

the CMV is not significant. In view of this, the CMV was so within the permissible limit.

MEASUREMENT MODEL

Table 1 shows that the composite dependability (CR) values for the study's variables were higher than the required level of 0.70 which demonstrates reliability. The average variance explained (AVE) for three of the study constructs is greater than 0.50, indicating convergence validity. Since the composite reliability of the two research constructs is better

Table 1. Reliability and Convergent Validity

Name of Variable	α	CR	AVE
1. Usage Barrier (UB)	0.932	0.933612	0.805887
2. Value Barrier (VB)	0.636	0.982734	0.580287
3. Risk Barrier (RB)	0.776	0.972497	0.617697
4. Traditional Barrier (TB)	0.503	0.760956	0.41704
5. Eco-friendly Cosmetic Purchase Intention (EFCPI)	0.664	0.89163	0.40577

Table 2. Discriminant Validity

	UB	VB	RB	TB	EFCPI
UB	.89				
VB	.274**	.76			
RB	.546**	.364**	.78		
TB	.168**	.170**	.154**	.64	
EFCPI	-.298**	-.336**	-.363**	-.198**	.63

** Correlation is significant at the 0.01 level (2-tailed)
Note: Bold and Italic numbers are square root of AVE values

than 0.6 but the two study constructs are > 0.40, the construct's convergent validity is still sufficient (Fornell & Larcker, 1981). The square root of the AVE values for each study measure were also discovered to be bigger than the inter-correlations among the variables, establishing the discriminant validity (Table 2).

HYPOTHESIS TESTING

Regression analysis in SPSS software was utilised in this study to examine the relationship between inhibitors and the intention to purchase eco-friendly cosmetics. According to the findings, traditional barriers, value barriers, risk barriers, and usage barriers all have a negative impact on consumers' intentions to buy eco-friendly cosmetics. Table 3 shows that, of all the obstacles, the tradition barrier had the least impact on consumers' intentions to buy eco-friendly cosmetics (H4: = -0.198, p .001), while the risk barrier had the greatest impact (H3: = -0.363, p .001).

Table 3. Hypothesis Results

Hypothesis	Path	β	Sig.	Result
H1	UB → EFCPI	-.298	< 0.001	H1 supported
H2	VB → EFCPI	-.336	< 0.001	H2 supported
H3	RB → EFCPI	-.363	< 0.001	H3 supported
H4	TB → EFCPI	-.198	< 0.001	H4 supported

MODERATION ANALYSIS

The PROCESS macro for SPSS (Model 1, n = 5000) was used in this study to assess the moderating effects of facilitators in accordance with Andrew F. Hayes' moderated mediation technique.

Table 4. Results of Moderation Analysis

Environmental Consciousness							
Hypothesis	Path	B	t	p	LICI	UICI	Moderation
H5(a)	UB → EFCPI	-.1559	-2.7276	.0067	-.2683	-.0434	Yes
H5(b)	VB → EFCPI	.0085	.0983	.9217	-.1613	.1783	No
H5(c)	RB → EFCPI	.0239	.5252	.5998	-.0656	.1134	No
H5(d)	TB → EFCPI	-.3175	-3.9230	.0001	-.4768	-.1582	Yes
Health Consciousness							
Hypothesis	Path	B	t	p	LICI	UICI	Moderation
H6(a)	UB → EFCPI	.1394	2.3333	.0203	.0218	.2570	Yes
H6(b)	VB → EFCPI	.0155	.1805	.8569	-.1532	.1842	No
H6(c)	RB → EFCPI	.0977	1.5554	.1209	-.0259	.2214	No
H6(d)	TB → EFCPI	-.0697	-1.3795	.1687	-.1692	.0297	No

Table 4 demonstrates that environmental consciousness positively modifies the relationship between eco-friendly cosmetic purchase intention and the usage barrier (H5a) and tradition barrier (H5d), but it does not moderate the relationship between eco-friendly cosmetic purchase intention and the value barrier (H5b) and risk barrier (H5c). Similarly, the relationship between eco-friendly cosmetic purchase intention and the usage barrier (H6a) is moderated by health consciousness, but not by the associations between eco-friendly cosmetic purchase intention and the value barrier (H6b), risk barrier (H6c), and traditional barrier (H6d). Figures 1-3 provide more insight into the moderating effects of environmental and health consciousness in lowering the detrimental impact of consumption inhibitors on intention to use eco-friendly cosmetics.

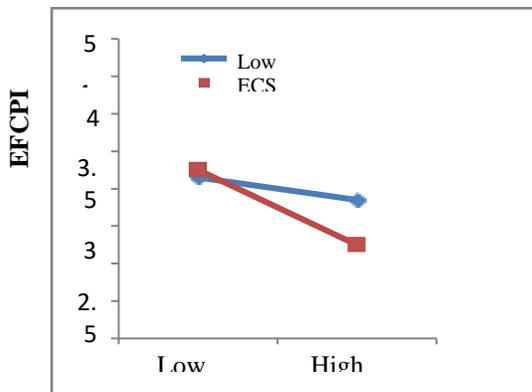


Fig. 1

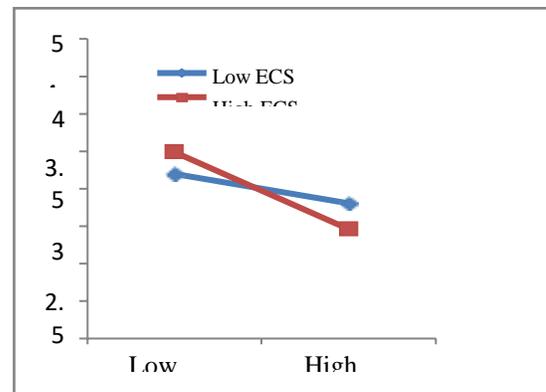


Fig. 2

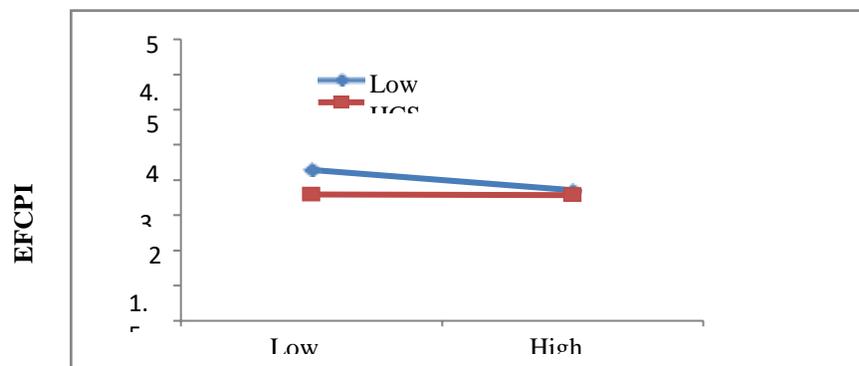


Fig. 3

Fig. 1. Environmental consciousness (ECS) has a moderating effect on the relationship between usage barriers (UB) and the purchase intention of eco-friendly cosmetics (EFCPI).

Fig. 2. Environmental consciousness (ECS) has a moderating effect on the relationship between tradition barriers (TB) and the purchase intention of eco-friendly cosmetics (EFCPI).

Fig. 3. Health consciousness (HCS) has a moderating effect on the relationship between usage barriers (UB) and the purchase intention of eco-friendly cosmetics (EFCPI).

DISCUSSION AND IMPLICATIONS

THEORETICAL CONTRIBUTIONS

The study provides further detail on the existing literature on customer resistance in various consumer segments. The market for undifferentiated eco-friendly cosmetics has been researched, but in the current study, market segments were contrasted based on how concerned they were with the environment and how concerned they were with their health (high versus low). Because it explains the various consumption challenges faced by various consumer segments based on their level of health consciousness (high versus low) and environmental consciousness (high versus low).

MANAGERIAL IMPLICATIONS

For eco-friendly cosmetic marketers, retailers, and decision-makers, the current study provides a substantial contribution. The results show that all of the barriers significantly increase consumer resistance to buying eco-friendly cosmetic products, and they also imply that consumers who are highly concerned about the environment and their health are more likely to use eco-friendly cosmetics regardless of the obstacles that may be present. This knowledge could serve as guidance for business managers who are concerned with the sustainability of their organisations and society at large.

LIMITATIONS AND FUTURE RESEARCH

LIMITATIONS

The current study has certain limitations even if it makes some fascinating and valuable contributions. The study was conducted in Kolkata, a metropolis of a developing country (India), which has a distinctive and odd collection of cultures; as a result, the results cannot be extended to other developed and developing countries. Only female respondents provided data for the current study; however, male respondents should also be taken into account.

FUTURE RESEARCH

The current study is all about eco-friendly cosmetics, it is necessary to investigate whether the conclusions are applicable to the other green products and other countries or cities. Using Innovation-resistance Theory should be more helpful while analyzing the reasons of resistance from consumers' part.

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