UNIVERSITY OF LJUBLJANA SCHOOL OF ECONOMICS AND BUSINESS

MASTER'S THESIS

# ATTITUDES OF SLOVENIAN CONSUMERS TOWARDS GREEN COSMETICS

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# LIST OF ABBREVIATIONS

**CBI -** Central Bureau of Investigation

FDA - Food and Drug Association

**OECD** - The organisation for Economic Co-operation and Development

**SPSS** - Statistical Package for Social Sciences

US - United States

UV - Ultra-Violet

## INTRODUCTION

One of the biggest concern humans face in current times, is the degrading state of the environment. Over the past few year this concern has grown exponentially and the problems that arose with it are starting to become a matter of several discussions. Global warming, ozone layer depletion, sea and rivers pollution and diminishing natural reserves are just a few consequences of environmental degradation (Tsen, Phang, Hasan & Buncha, 2006; Maniatis, 2016; Liobikienė & Bernatonienė, 2017). A growing number of consumers have realised that their consumption choices and purchasing behaviour will lead to environmental problems. (Laroche, Bergeron & Barbaro-Forleo, 2001). Their environmental concerns have therefore been translated into actively demanding and purchasing environmentally friendly products. It is no surprise that the market for this driving trend has been expanding worldwide in various industries (Cervellon & Carey, 2011; Fernando & Hennayake, 2017; Suki, 2016; Singh, Singh & Thakur, 2014). The trend is referred to as green consumption and the consumers as green consumers. They can be recognised as the ones who support eco-friendly attitudes and/or purchase green products over the typical alternatives (Handayani & Prayogo, 2017; Yang, 2017).

According to Palevich (2012), the idea of green products (other mentioned synonyms include sustainable and environmentally friendly products) is connected to sustainable manufacturing as well as supply chain management. It involves standards, technologies and practices which can be considered as environment-friendly, planet-friendly, and people-friendly. This thesis will focus especially on green products in the cosmetic and personal care industry. The United States (US) Food and Drug Association defines cosmetics as substances which are applied to human body for cleansing and beautifying purposes or to promote attractiveness and alter one's appearance. Cosmetics and personal care products are a broad category. They range from fragrances, deodorants, make-up and shampoos, to sunscreens and toothpaste, and play a crucial role in all stages of an individual's life (Cosmetics Europe, 2018b). The market for green cosmetics is escalating on a global scale. In 2017 the Cosmetics Europe Personal Care Association valued the European cosmetics market at 77.6 billion Euros, making the continent the largest market for cosmetics and personal care products in the world. Moreover, European consumers are on average spending 132 Euros per year purchasing cosmetic products (Cosmetics Europe, 2018a).

The field of **green cosmetics** still needs some clarification, as it is becoming a powerful concept in cosmetics, but with a much less certain definition. The classification for a product to be natural or environmentally-friendly has always been a grey area, especially since the meanings of the claims are broad (Leja & Ross-Fichtner, 2014). The term is typically used to describe products which guarantee the safeguarding of the environment, minimalization of pollution, the use of non-renewable resources in a responsible way, animal welfare and species conservation all along the production line. In cosmetics industry, "green" and

"sustainable" products are also defined as cosmetic products which use environmentally friendly and natural ingredients, produced from renewable raw materials (i.e., grown without pesticides, toxic materials, genetically modified organisms etc.) (Lin, Yang, Hanifah, & Iqbal, 2018; Liobikienė, & Bernatonienė, 2017; Acme-Hardesty, n.d.).

Authors analysing the determining factors of **green purchase attitude and intention** referred to different theories and included numerous factors in their research frameworks. Some studies state that consumer attitudes are varying from person to person because of internal factors such as different psychological and emotional feelings, external factors, like environmental knowledge, price, brand, eco-labelling etc., and social factors (Lin, Yang, Hanifah, & Iqbal, 2018; Liobikienė, & Bernatonienė, 2017). Similar classification will also be used in this research in order to determine the factors influencing green purchase intentions. Studies have shown that the more favourable the consumer's attitudes result in greater purchase intention (Kim & Chung, 2011; Ghazali, Soon, Mutum & Nguyen, 2017).

A lot of research has already been conducted on the topic of green consumerism. The major part of studies analysed purchase of green products in general (Yang, 2017; Ramayah, Lee & Mohamad, 2010; Suki, 2016; Maniatis, 2016 etc.), while other authors focused on specific categories of products. There have also been studies which considered the impact of different factors influencing the purchase, such as price (Chekima et al. 2016; Laroche, Bergeron & Barbaro-Forleo, 2001), eco-labelling (Hameed & Waris, 2018), brand knowledge (Yang, 2017), culture (Liobikienė, Mandravickaitė & Bernatonienė, 2016; Sreen, Purbey & Sadarangani, 2018) any many more. Country-specific markets have been put under the scope, especially in Asia, but also in Europe and the US. The issue of sustainable development and environmental preservation is starting to gain a lot of attention in Slovenia as well. In one of the large-scale studies on Slovenians' attitudes toward the environment, conducted by the European Commission's survey, almost all the respondents of the sample showed, that protecting the environment is important. Furthermore, 80 % of them agreed that they were eager to buy environmentally friendly products even if they were priced higher (Golob et al., 2017). Euromonitor International's Beauty and Personal Care report summary states that in **Slovenia** there was a growth in beauty and personal care in 2017, which was stimulated due to increased consumer confidence and a continuous upturn of economic indicators. Following the growing health and wellness trend and increasingly eco-conscious behaviour, consumers started demanding more natural and organic products, with greater emphasis on product's ingredients, how they are sourced, and how this impacts the environment (Euromonitor International 2018).

However, data on attitudes of Slovenian consumers towards green cosmetic products is still rather limited. Therefore, the main **purpose** of this thesis will be to provide that information, by building a valid research framework to investigate the factors influencing the attitudes

and purchasing intentions. Research questions will be structured in a way to help achieve the following **goals**:

- (1) To determine which cosmetic brands, do Slovenian consumers perceive as green
- (2) To discover what role, do demographics and socio-economic variables play in purchasing intentions of Slovenian consumers
- (3) To analyse the experience of Slovenian consumer with green cosmetics purchase
- (4) To determine the factors influencing the purchase intentions of Slovenian consumer
- (5) To compare the attitudes and purchase intentions of consumers in the Slovenian market to the results of obtainable research from foreign markets.

The study uses both primary, and secondary data as its source of references. The theoretical framework and definitions connected with the topic are sourced from obtainable academic secondary sources and research papers from abroad. Primary data is used for the empirical part of the thesis. Data was gathered through 1KA services for online surveys with a self-administered questionnaire, which was structured in a way, to provide the answers to the research questions. The survey questionnaire was then being promoted mostly through social media channels in a way to obtain the representative sample of the Slovenian population. It was active for seven days from 24<sup>th</sup> of February until 3<sup>rd</sup> of March 2020 and collected the total number of 166 valid responses.

The thesis is divided into six main chapters, together with an introduction and a conclusion. The first two chapters consist of a theoretical overview, connected with the research topic. While the first chapter highlights green consumerism, the second one focuses on the cosmetics and personal care industry. The third chapter outlines the research framework and methodology, with emphasis on research objectives, hypothesis development and model design. Questionnaire analysis and results are presented in the fourth chapter, while in the fifth one, I discuss the possible business applications of my study. A short word will also be given to future research and limitations. This will be followed by a brief conclusion, where I summarise the finding of the research.

# **1 GREEN CONSUMERISM**

In the decade we are in right now, the idea of green consumerism is becoming more and more popular among many sections of society. The emergence of consumer society and economic development did not come without any consequences, and the environment paid the cost. Rising sea levels, increasing global warming, ozone layer depletion, deforestation, a decline in natural resources, are just a few of the environmental challenges we face today (Guckian, de Young & Harbo, 2017). When talking about green consumerism we are referring to a movement that is expanding rapidly in order to encourage people to buy products that are considered to be environmentally friendly, as well helping them to move

toward to greener lifestyle (Malyan & Duhan, 2019). Furthermore, this movement has been increasingly promoting the practice of purchasing products and/or services produced in a way that minimises the deterioration process of natural resources (Malyan & Duhan, 2019). The movement started with the awareness of consumers about the destruction and depletion of environmental resources through irresponsible activities, and their willingness to change that.

The usage of sustainable energy, consuming green products, and a focus on green marketing practices are just a few statements, which have emerged as a result of green consumerism (Malyan & Duhan, 2019). Technological advances make today consumption easier and more convenient. When combining that with a quickly rising global population, a problem of overconsumption becomes more apparent. Green consumerism therefore also encompasses a range of practices, which aim to lower the consumption or at least make it more sustainable, to limit its negative social and environmental effects (Mansvelt, 2011; Guckian, de Young & Harbo, 2017).

#### **1.1** Green consumer profile

There are many studies which can support the claim that consumers have started to change their behaviours because of increasing environmental concerns. Instead of going for the products they were used to buying, consumers are modifying their purchase decisions through the consumption of eco-friendly alternatives, which would minimise the impact on the environment, whether direct or indirect, during their whole life cycle (Mezger, Cabanelas, Cabiddu & Rüdiger, 2020). Green consumers are defined as individuals who attempt to consume only the products, which do not exercise any or cause the least negative impact on the environment. Furthermore, they often associate the purchasing or consuming products with the likelihood of acting positive towards the environment and contributing to its preservation. The green consumer also knows that his/her actions will have a reverse effect on the environment (Akehurst, Afonso & Gonçalves, 2012). Hence, according to Hailes (2007), the described persona avoids purchasing products perceived as risky to health, are produced, used or disposed of in a way that is harmful to the environment, consume a lot of energy, have excessive and unnecessary packaging and contain ingredients threatening the existence of habitats or species. To really qualify as a green consumer, the first step is to be aware of the effect our consumption has on the environment. But sometimes, even the consumers who possess the highest level of awareness, act in a harmful way as a side effect of the scepticism towards the often-misleading environmental claims imposed by the various companies (Nair, 2015).

When discussing socio-demographic characteristics of a green consumer, a lot of studies investigating age, gender, education and income have been conducted. Some researchers claim that women are more inclined to making environmentally conscious purchasing decisions, while others argue the same thing for men. On the other hand, in their study Akehurst, Afonso & Gonçalves (2012) concluded, that the aforementioned demographic variables were not relevant when describing an environmentally-conscious consumer. The majority of authors agreed with their claim, stating that demographics play a less important role than values, knowledge and attitudes (Laroche, Bergeron & Barbaro-Forleo, 2001). Of course, there are a plethora of other variables that have to be considered when trying to do a green consumer characterisation. This shows that there is still room for further research on this topic, even though standardising the environmentally-conscious consumer is very difficult (Nair, 2015).

## **1.2 Green marketing**

Green marketing originated as a consequence of rising demand for sustainable and socially responsible products and services. It is not only consumers being concerned about the state of the planet, but also marketers who strive to introduce more environmentally-friendly products to the existing collection. Terms that are often affiliated with green marketing are environmentally-friendly, recyclable, reusable, sustainable, and many more are still arising (Acharya & Gupta, 2019). Singh, Singh & Thakur (2014, p. 30) described green marketing as a company's effort to design, distribute, promote and price its products in a way that maximises protection of the environment. Increasing media exposure and pressure on firms to behave in an eco-friendly way make it an indispensable component of new marketing research. It has become essential for a marketer to understand not only the demand but also the viability of the green segment. In addition, green marketing is also a powerful and undeniable tool in amending the government's policies in support of green movement (Hameed & Waris, 2018).

According to Acharya & Gupta (2019), there are four main reasons why companies are expected to perform green marketing activities. First, natural resources are becoming more expensive. Second, consumers are becoming more aware of the effects conventional products have on the environment and on them as well, making them switch from non-green to green providers. Reason number three is the restrictive measures government and nongovernment agencies are taking against non-green products, versus the supportive ones for green products. The final reason is supported by the research, which suggests the company's long-term financial benefits when producing and promoting green products. This has a lot to do with increasing consumers' inclination towards the company, gaining new customers and allowing it to charge a premium price. There as many opportunities arising with the emergence of green marketing, including a sustainable competitive advantage, wider consumer base and corporate social responsibility.

Another thing I would like to point out in this section is a phenomenon known as **greenwashing**. What the term refers to is the use of green marketing activities in a

misleading way, which makes the consumers believe their products, policies and practices are not harmful to the environment. (Kewalramani & Sobelsohn, 2012). Business that seek to produce and market their products to environmentally conscious consumers have a responsibility to ensure that the information they are providing is clearly articulated, in no way misleading and have evidence supporting their claims. Failing to do so is not only highly unethical but also causes great confusion among consumers who are not able to distinguish between green marketing and greenwashing (Mansvelt, 2011; Singhal and Malik, 2018).

## **1.3** Green purchasing

To understand green purchasing, we must first define some terms connected to it. Consumers **attitudes** are conceptualised by Chen & Deng (2016) as a positive or negative assessment of an individual's self-performance towards a particular behaviour. Thereupon, green purchase attitudes refer to the collection of positive or negative beliefs, affects and behavioural intentions individual has in connection with environmentally related activities or issues. Attitudes toward product attribute also influence purchase intention, which is a very important factor in predicting consumer **behaviour**. And the higher the purchase intention, the greater probability of an actual purchase will be (Lin, Yang, Hanifah & Iqbal, 2018; Matić & Puh, 2015; Liobikienė, Mandravickaitė & Bernatonienė, 2016). Green purchase behaviour signifies a complicated procedure of ethical decision-making and it falls under the category of socially responsible behaviour (Joshi & Rahman, 2015).

While **purchase intention** can be described as the willingness of a customer to buy a product or a service, green purchasing intention takes that definition even a step further. Chekima et al. (2019, p. 3438) referred to it in their article as the likelihood and inclinations of individuals to choose green products over conventional ones when considering their purchase. This kind of distinct environmentally friendly behaviour is performed by individuals who believe that their efforts in the consumption of green products can have a positive effect on the environment. Studies disclosed that the more favourable the attitudes towards a certain product are, the greater the purchase intention will be (Ghazali, Soon, Mutum & Nguyen, 2017). Green purchasing has been a topic of research and evaluation by many different authors in the past. Yang (2017) expressed a belief that two of the most important factors preventing the greater take-over of green products are availability and price premiums. Moreover, consumers' decisions regarding the purchase of this category of products are namely largely based on their environmental consciousness, values and concerns. Considering more physical attributes of a product, Ottoman & Mallen (2014) showed that attributes that consumers value the most when it comes to green products purchasing are healthiness, safety, and saving on energy cost.

In another research that intents to analyse which sustainability-related product's attributes are prioritised by consumers, as well as how they influence consumers' willingness in paying

the price premium, Shao & Ünal (2019) concluded that the information regarding the product's impact on the environment seems to be the most important purchasing determinant, whereas social impact was ranked at the second place. One of the things they uncovered was that even though consumers are conscious of the importance of a product's social sustainability performance, this type of knowledge still does not contribute to their eagerness to pay more for green products. They also underlined the trade-off customers sometimes tend to make that favour non-sustainability related features, such as aesthetics, product's performance, brand reputation, etc.

Besides the already mentioned ones, several other authors have studied the key attributes, which influence the consumers' tendency to buy green products. In their models, they were inconsistent with their theories and included various factors, some of which are also tested in this thesis.

# 1.4 Factors influencing the green purchase behaviour

Taking into account all the previously conducted research, the key factors influencing purchase behaviour in this thesis will be classified into three different categories – internal, social and external (adapted from Liobikienė & Bernatonienė, 2017, p.113; see Figure 1).





Source: adapted from Liobikienė & Bernatonienė (2017)

#### External factors

Factors that we generally understand to be external are price, brand knowledge and image, knowledge about the state of the environment, eco-labelling, logos, packages and countless other impinging factors. Kumar, Saha, Sekar & Dahiya (2019) described these factors as external stimulants, which grab the consumers' attention that they may consciously or subconsciously detect and store in their long-term memory. In this thesis, I am researching the effect the first four have on consumers' attitudes towards green cosmetics.

a) Price

Arguably the most important factor when buying green products, price, is simply explained as cost by traditional economics. That being said, recent studies showed that price serves in informing people about the true value of a product or service as well. Meaning, people who perceive the items they bought to be of extra value, whether they taste better, have a nicer packaging or an improved performance, are ready to pay more for it. It is one of the nonproduct attributes of brand association and an essential part of the green marketing mix (Sharaf, & Perumal, 2018).

Sharaf & Perumal (2018) went on in saying that a common concern of environmentalists are the overpriced green products. Consequently, this also leads to higher total environmental cost. In order to tackle that, governments try to use different methods, such as carbon taxes, emission charges and fines. A lot of evidence on the impact of price on sustainable consumer decisions supports the claim that, while consumers may display positive attitudes towards the environment, most of them are not prepared to pay more for products made by companies with good environmental performance. Moreover, the lower the income level, the more import role does the price play in the decision process of buying green products. Consequently, managers question whether the augmentation of reputation is actually worth the cost or addition expense involved with sustainable products. This additional expense is called a **green premium** and is invariably passed on to consumers. What could help the retailers, in this case, is the adoption of different marketing strategies (e.g. discounts, new product development), which would change consumers' perception of higher prices to affordable prices, making them believe, they are also capable of buying green products. (Grimmer & Bingham, 2013; Liobikieně & Bernatonienė, 2017).

b) Brand knowledge

Branding is what Yang (2017, p. 161) addressed in his article as "one of the most important aspects of any business". It is a method of producing a unique name and image for a product within the consumer's mind. It is also how organisations differentiate their products and a lack of good branding can make products fail in the marketplace. He defined brand knowledge as all "descriptive information" which consumers associate with a certain brand

and store in their memories. Green brand knowledge just adds in providing information about the product's benefits to the environment (Suki, 2016). Keller (2003) suggested that the term brand knowledge combines both brand image and brand awareness, which affect how consumers react to certain promoting activities. The brand image, on the other hand, implies to subjective impression consumer has about the brand. It can help businesses to be efficient in targeting their potential consumers in a marketplace. So, two products that are very similar in terms of quality and style can attract two different segments of consumers, just because the brand images are nothing alike. Brand awareness describes how well is a brand recognised by a potential consumer. It explains the consumer's ability to recognise a company through visual cues or other brand attributes, such as logos, symbols, slogans and packaging design (Yang 2017).

Green brand positioning affects green brand knowledge. To position a brand as green, marketers must actively communicate and differentiate the brand from other key players in the industry, through its eco-friendly attributes (Huang, Yang & Wang, 2014).

c) Environmental knowledge (information)

One's ability to grasp and assess the impact that the ecosystem has on the society, as well as the quantity of information that individual has regarding environmental problems, falls under the category of environmental knowledge. In the past, two types of environmental knowledge have been identified. The abstract one, which includes the knowledge related to environmental issues, causes and solutions, and concrete behavioural one, such as factual knowledge. Furthermore, abstract knowledge has a bigger tendency to affect environmental knowledge than concrete behavioural (Tan, 2011). This classification differs from the one by Frick, Kaiser & Wilson (2004), which has not yet been analysed. They sectioned environmental knowledge into three levels, including systematic, action and effectiveness related knowledge. The first one describes the general knowledge related to environmental issues, the second one implies the behaviour that should be adopted to resolve them, whereas the last one explains how our behaviour impacts the environment.

The environmental information helps with guiding the consumers by indicating sustainable products among other identical ones and tries to influence the consumers to go with the former ones instead (Liobikienė & Bernatonienė, 2017).

d) Eco-labelling

Eco-labelling (also green labelling) and eco-certifications are tightly connected to green marketing and are another highly researched segment of green consumerism. Rubik, Scheer & Iraldo (2008) advocate eco-labels as an important marketing tool when promoting environmentally friendly goods and services. It typically uses the logo, printed on an enclosed specification sheet or on the packaging itself, which conveys information to

consumers on the environmental implications of buying such product (Kong, Harun, Sulong & Lily, 2014; Maniatis, 2016). The method is applied when trying to show the green benefits and certifications assigned to a product of green origins. More than 300 different eco-labels can be found on the market today, covering different market segments, with more or less rigorous requirements (Cervellon & Carey, 2011). There are several types of green labels based on their origins, such as European eco-labels, international eco-labels and privately sponsored eco-labels, which differ in green symbols and environmental claims (Maniatis, 2016).

One of the most used European labels called 'Natrue', focuses especially on natural skincare. It assesses the products on a three stars scale, depending on the amount of natural and organic ingredients they contain. From one star, meaning there are at least 75 % natural ingredients in the finished cosmetic product, to three stars, which indicates the product contains 95 % certified organic ingredients (Cervellon & Carey, 2011).

In their research, Xu et al. (2012) found out that eco-labels are significant enablers for consumers who are willing to pay the price premium for green products. Their statement was also supported by Chekima et al. (2016), claiming that eco-labels tend to be an important factor, price-sensitive consumers refer to for justification, when buying a more expensive but eco-friendly product. The article also points out that consumers evaluate their purchasing decision based on the label it contains, only if they actually trust the label. Because of the large amounts of different labels currently present in the market, their claims can be confusing to the consumers. A study conducted by Brécard, (2017) revealed, that 91 % of Europeans believe that current product labels do not offer enough information or they are unclear concerning their environmental impact. Similarly, Bom, Jorge, Ribeiro & Marto (2019) called out for more clarification on the subject and proposed the use of a single certification logo. Additionally, they pointed out that certifying products as natural and organic does not necessarily mean they are also sustainable. As eco-labels are also a means to protect consumers from uncertain environmental claims as well as greenwashing, this area calls for more unification. Even though that might be very hard to achieve since this concept depends on innumerous factors. A more achievable and better alternative to that could be a scale for sustainability.

#### Social factors

Varshneya, Pandey & Das (2017) described social influence as an act that occurs when an individual, changes his or her thoughts, feelings or behaviours in response to other people, the society or surroundings. Many times in the past, people have been seen to change their thoughts and actions, to associate with others, by displaying behaviours similar to theirs. In addition, people are inclined to seeking any type of social proof, before giving a chance to a new category of products. Another important cultural aspect to take into account when

analysing the impact of social factors is the index of individualism and collectivism. It has been found out that the subjective norms are positively associated with the collectivist societies, whereas in Europe the level of subjective norms is dependent on individualism level (Liobikienė & Bernatonienė, 2017). Social factors that are tested in this thesis are social norms and family/friend's attitude towards green products.

a) Social norms

Social norms, also known as subjective norms, are a person's belief that significant others can influence the performance of certain behaviour. It's been shown in various studies that people comply with social norm because they are afraid of social pressure major referents. Previous studies have also shown that under a social norm, a person may experience pressure from society to participate in different environmental activities, just to comply with the expectations of previously mentioned referents (Wang, 2014; Kim and Chung, 2011). They are like unwritten rules and standards, which guide or constrain social behaviour, without using any force of laws. Referents, who transmit the social norms are present within one's social circle and range from family and friends, to co-workers, partners, etc. (Culiberg & Elgaaied-Gambier, 2015).

Two types of social norms are generally distinguished, whether they are related with hedonic or normative goals. The hedonic perspective claims that social norms are valuable because they help to increase a person's social status. The normative on the other hand, claims that people are motivated to purchase green products because of their belief, that his behaviour protects the environment which contributes to the wellbeing of himself and other people. Besides, he also believes it is the right thing to do (Liobikienė, Grincevičienė & Bernatonienė, 2017).

b) Family, friends' attitude/reference groups

This factor is more or less connected to the previous one. It was found out long ago, that the parent can be influential to their children in two ways. First, because they influence them through their spending behaviour. And secondly, through their control over spending and consumption of their children, which is only relevant until the children are full grown-ups, able to provide for themselves (Sangkakoon, Ngarmyarn & Panichpathom, 2014).

The individual social circle is usually comprised of at least one friend. Sangkakoon, Ngarmyarn & Panichpathom (2014) described friends as a referral group, resulting from the practice of common rule in the social club. When joining this imaginary club, members strive to adjust their own habits according to the reference group. This can intentionally or unintentionally influence the attitudes and values of an individual.

#### **Internal factors**

Numerous studies have been conducted on the topic of internal factors and their effect on the green purchase. When analysing it, most authors adopted the Theory of Planned Behaviour and, connected closely to it Theory of Reasoned Action by Ajzen & Fishbein, developed in 1980 (Paul, Modi & Patel, 2016; Liobikienė, Mandravickaitė & Bernatonienė, 2016; Hsu, Chang & Yansritakul, 2017). Their model has been used in many types of research, as it helps to understand consumer green purchase behaviour. It states, that when a person's attitude towards a particular behaviour is favourable, they are more likely to engage in that behaviour. However, going forward, I will stir away from the classification they used, and only focus on health consciousness and environmental concerns, which are two very important internal factors influencing attitudes towards green cosmetics (Kim & Chung, 2011; Liobikienė & Bernatonienė, 2017).

a) Environmental concern

Environmental concern is often referred to as a level of awareness people have, regarding the environmental problems and the amount of effort they put into solving them or indicate the willingness to personally contribute to their solution (Paul, Modi & Patel, 2016). Concern about the environment is very much important in today's environmental research, because of the role it plays in the consumer's decision-making process. Consumers who believe that the use of green cosmetics can contribute to saving the environment and reducing the use of chemicals are more prone to buying green cosmetic products (Liobikiené & Bernatoniené, 2017). Newton, Tsarenko, Ferraro & Sands (2015) also pointed out that while environmental concern may not directly influence the purchasing of green products, it could help in motivating the customers to learn more about the effects their purchasing choice has on the environmental outcomes. Other researches supported their statement, confirming that those concerned about a specific issue are more likely to seek out information connected to it. In turn, this may provide them with the knowledge needed in order to formulate environmental purchase intentions.

b) Health consciousness

Health consciousness is an inner guide that helps people to engage in healthy behaviours. Consumers who perceive themselves as health-conscious also care about their well-being and put in the effort needed to maintain a healthy lifestyle. In context with cosmetics purchases, consumers with high health consciousness believe that green products are better for their body and skin and are therefore safer in comparison with traditional cosmetics (Kim & Chung, 2011). Reason for that is that they contain original vitamins and minerals along with being free from chemicals induction with is intended for their preservation. (Abdulsahib, Eneizan & Alabboodi, 2019). Hence, they may be more worried about the ingredients that the product contains, and could not be beneficial for body and skin, than

consumers with low health consciousness. Additionally, people who wish to maintain a youthful look as well as improve their appearance are more inclined to look for chemical-free products (Liobikienė & Bernatonienė, 2017).

All things considered, the underlying attributes influencing the consumers' choice or green purchasing, are more complex than meets the eye. They vary from person to person and are subject to different factors, which will be discussed furtherly in chapter 3.2.1.

## **1.5** Green consumerism in Slovenia

Nowadays, Slovenia is often being referred to as a "green" country. In one way, this characterisation is a result of a smart destination branding, aimed at attracting the visitors, who appreciate its many natural and cultural attractions. The country is also a good example of using its focus on sustainability as one of the key concepts for economic development and destination positioning. All of this can be reflected in the "I feel Slovenia" slogan, which stands for being green, developing Slovenia in a green manner and proudly promoting it as a green country (Kaefer, 2019). Furthermore, in 2016 the country was declared the world's most sustainable country by National Geographic Traveler Magazine (Christ, 2017).

All of that also had an impact on the mind and consciousness of Slovenian inhabitants. Consequently, a lot of changes regarding the environment took place, in addition to the ones imposed by the government, which the companies had to react to. Numerous start-ups established their business in the field of environmental protection. Thus, we can see that this goes above and beyond the government's regulations as companies strive to find their ways and activities with which they can protect the environment. Media exposure to environmental degradation together with the rise of products, safer for the environment, changed the mindset of Slovenian consumers as well (Hojnik, Ruzzier & Ruzzier, 2019). A study conducted by the same authors examined the drivers that influence Slovenian consumers to purchase eco-products. One of the main findings was that consumers with higher consciousness and familiarity with eco-products, as well as their perceived sense of environmental responsibility, are very likely to display greater purchasing intention towards green products.

Golob et al. (2017) found out that in term of sustainability performance, Slovenia is relatively comparable to other European countries. Its performance stands out only when it comes to achieving the global environmental targets within the protection of human health and protection of ecosystems. Contributing to this high ranking is certainly the country's rich and diverse natural environment. Studies on Slovenian consumers so far tend to be rather scarce, with little insight into consumers' attitudes towards sustainable purchasing. In 2019 a London-based think-tank called the Legatum Insitute released its annual Prosperity Index ranked Slovenia fourth among 167 countries surveyed when it comes to consideration of

Natural Environment which consists of several variables, including government efforts to manage natural resources sustainably, to reduce pollution as well as general preservation efforts (The Legatum Prosperity Index, 2019). Another study the authors conducted was aiming to uncover the multidimensionality of consumer attitudes and behaviour related to sustainability. Focusing on several sustainability-related concepts, such as perceived effectiveness, consumer values and sustainability orientation etc., they came to the realisation that Slovenians hold strongly positive attitudes toward most of these concepts. Moreover, they disclosed that most frequently purchased sustainable products were recyclable products, whereas the least purchased ones were fair-trade products. The most recent study on predictors of green consumerism in Slovenia by Hojnik, Ruzzier & Manolova (2020) disclosed, that consumers' environmental commitment, perception of environmentally friendly products and perception of barriers to be "green" all positively affect not only the green purchase intention but also the actual purchase of eco-products.

### 2 COSMETICS AND PERSONAL CARE PRODUCTS

Perhaps the most accurate definition of cosmetics is the one by European Commission (2015), which describes it as "any substance or preparation intended to be placed in contact with the various external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance and/or correcting body odours and/or protecting them or keeping them in good condition." Under this category, we include hygiene products used on daily basis, such as toothpaste, shower gel, shampoo, soap and deodorant as well as luxury beauty products ranging from perfumes to decorative cosmetics (Cosmetics Europe, 2018b). The term I came also came across quite repeatedly while going through the literature is *personal care products*. They are defined very similarly, as products that are used for personal hygiene and grooming (e.g., soaps, shampoos) and beautification (Lang et al., 2016).

When trying to explain the difference between these two terms, the United States Food and Drug Administration (hereinafter: FDA), published an article in 2016, titled: "*Are all* "*personal care products*" *regulated as cosmetics*?" At least in the United States, the answer to that is the law. Under the law, a number of products being referred to as personal care products, for example, skin moisturizers, fingernail polishes, toothpaste, lipsticks, etc., are in fact cosmetics. However, some of them are regulated as drugs, among which are skin protectants, antiperspirants and treatments for dandruff or acne. Some personal care products may also be found under other regulatory categories, including medical devices, dietary supplements or other consumer products.

Nevertheless, for the purpose of this study, the two terms will be merged into one, as I refer to both of these categories under the broader term of cosmetics.

Cosmetic products have been perceived as 'vanity' products for many years, meaning not considered as essential and bought to improve one's physical appearance. Ultimately, the cosmetic industry has been under a lot more scrutiny in comparison with other related industries, such as pharmaceuticals, foods, home cleaning products etc. Sahota (2014) argues that this is not a very good argument since cosmetic products are not only mascaras or lipsticks. They also refer to hygiene products and products with specific health purposes, such as anti-acne or anti-inflammatory creams, anti-lice shampoos and so on, which makes them an essential part of basic human needs - hygiene and cleanliness.

## 2.1 The global cosmetic industry

The use of cosmetics can be traced back to ancient times, as it was an important step in the daily routines of Egyptian, Greek and Roman citizens. The usage of it mainly had hygienic purposes and health advantages. The history of cosmetics changed parallel to that of humanity and our trends. Today, it presents a vital industry not only in terms of contribution to the global GDP but also plays an important role in enhancing one's inherent beauty and physical features. It became a strongly competitive and global industry, where quality, efficiency, safety and of course sustainability exhibit a high importance (Kumar, 2005; Amberg & Fogarassy, 2019).

It is one of the rare sectors, which appears to be unable to be affected by its ups and downs. Sales are impacted only in the event of the overall economic downturn, but even so, it manages to perform well. This is mainly because of the continuing and growing usage of products by women, and especially in recent years by men, all across the globe. In 2017, the global cosmetic product market was valued at 532.4 billion U.S. dollars and is expected to increase that number to 805.6 billion U.S. dollars by the year 2023 (360 Research Reports, 2018). Moreover, Statista (2020a) estimated, that the global cosmetic market grew by 5.5% in comparison to the previous year, with the main product categories being skincare, haircare, makeup, hygiene products, deodorants/perfumes and oral cosmetics.

The majority of online reports segment the global cosmetic market based on category, mode of sale, gender and geography. When it comes to category segmentation, skincare as a leading one, accounted for 39 % of the global market, followed by hair care products (21 %) and makeup at 18 % (Statista, 2020a; see Figure 2). If we take each of these categories under a further scope, there are several types of products that belong to them (Romanowski, 2015):

- Skincare creams, lotions, moisturizers, cleansers, masks, ...
- Haircare shampoos, conditioners, hair sprays, styling gels, hair colours, ...
- Makeup foundations, lipsticks, mascaras, blushes, eye shadows, nail polishes, ...
- **Perfumes** perfumes, colognes, body sprays, ...
- Hygiene products toothpaste, soaps, shower gels, antiperspirants, ...



Figure 2: Global cosmetic market from 2011 to 2018, by product category (%)



The market can be further segmented by mode of sale (retail, online) and divided onto men and women. Based on geography, North America, Europe, Asia-Pacific and the rest of the world, which includes South America, the Middle East and Africa, are the main four market segments. The leading region is North America, accounting for 35 % of market revenue, Europe as a second one for 27 %, followed closely by Asia-Pacific at 25 % and Rest of the World at 13 % (Variant Market Research, 2018).

Since the beginning of last century, the production of cosmetics has been controlled by only a few multinational enterprises: L'Oreal, Unilever, Procter & Gamble Co., The Estee Lauder Companies, Beiersdorf AG and Shiseido Company. The French giant L'Oreal is the world's leading beauty manufactures as of 2018, generating around 31.2 billion U.S. dollars, also making France the biggest exporter of cosmetic products worldwide (Statista, 2020a; Kumar 2005). It does not come as a surprise that with an estimated total revenue of 62.5 billion U.S. dollars in 2016, the United States is the biggest cosmetics market in the world (Statista, 2020a).

The increasing popularity of social media platforms, especially Youtube and Instagram benefited the cosmetic industry a lot. In just seven years, from 2011 to 2018, the annual beauty-related content views grew from 7 to 169 billion (Statista, 2020a). These platforms create a demand for beauty products, influence very specific target groups and are helping to fill the gap between cosmetics brand and consumers. As a matter of fact, Youtube vloggers and numerous other content creators produce the majority of conversions and advertisement surrounding beauty brands.

## 2.2 Green cosmetics

The field of green cosmetics still needs some clarification, as it is becoming a powerful concept in cosmetics, but with a much less certain definition. The classification for a product to be natural or environmentally-friendly has always been a grey area, especially since the meanings of the claims are broad (Leja & Ross-Fichtner, 2014). In-depth interviews, performed by Cervellon and Carey (2011) showed that consumers have overall very basic knowledge when it comes to explaining what green cosmetics really are. All of them agreed that green cosmetics contain fewer chemicals and more natural ingredients. The products should also not be tested on animals, nor contain any type of animal extract. They also mentioned that products of green nature are produced using traditional rather than an industrial process.

With regards to the cosmetics industry, green (other used terms include sustainable, ecofriendly) cosmetics can be described as cosmetic products which use environmentally friendly, natural ingredients produced from renewable raw materials (i.e., grown without pesticides, fertilizers, toxicities, genetically modified organisms or ionizing radiation) (Liobikienė, & Bernatonienė, 2017; Acme-Hardesty, n.d.). Lin, Yang, Hanifah, & Iqbal (2018, p. 2) similarly defined it as *"being a multifaceted construct for the preservation of the environment, minimisation of pollution, responsible use of non-renewable resources, and animal welfare and species preservation."* Green cosmetics are oftentimes more expensive, which may be one of the reasons why they are less frequently purchased. But their main aim is to be used without harming the environment. Especially since cosmetic products are used widely and in massive quantities and therefore, leak back into the environment in similarity large quantities, meaning hazard to the ecosystem and human health (Amberg & Fogarassy, 2019).

Mansvelt (2011) states, that the most obvious effect of cosmetics is related to the chemical components they contain and the potentially harmful effects it poses, leading to chemical pollution. These components which important from an environmental concern perspective include primarily UV-shields, some preservatives and plastics. The second effect, which is increasingly attracting attention, with regards to sustainable development is connected with the exploitation of biological components by the cosmetic industry. Formulations often include extracts from various seeds, plants and trees, as well as animals. We can take coconut milk and rose petals as examples. The first one has been used as a skin moisturizer since early times, while the latter ones have been used as a perfume for many years. The consequences on the conservation of the world's biodiversity are still subject to several debates of policymakers.

Unlike organic food, there are no national and European regulations or legal standards for terms connected to green cosmetic products. The situation is similar in the United States since the terminology is not regulated by an agency nor by governing bodies such as the Federal Trade Commission or the FDA, meaning almost any company can use and define those terms any way it wants (Wischhover, 2018). Not having unified industry regulations and also the lack of private standards harmonisation, are in some way also accountable for preventing higher market growth rates of green cosmetic products.

## 2.3 Key sustainability trends in the cosmetic industry

As society evolves, the cosmetics industry must be able to keep up with the latest beauty trends, which is sometimes not easy, considering its fast-developing and dynamic nature. Liobikiene & Bernatonienė (2017) highlighted, that even though the decision when buying cosmetic products is primarily based on a personal preference, environmental considerations are becoming more important by the day. Correspondingly, consumers are pushing towards "greener" cosmetic industry, as the manufacturers are aiming towards maximisation of the positive impact and minimisation of the negative footprint on the environment. In addition, the adoption of new regulations and laws is playing a crucial role as a driver of sustainability (Csorba & Boglea, 2011; Bom, Jorge, Ribeiro & Marto, 2019). The good sustainability practice guide for cosmetics industry published by Cosmetics Europe (2012) claims, that all parties, including cosmetics industry and its customers, play an important role in the development and implementation of an overall sustainability agenda. The industry is not only responsible for improving its practices in an eco-friendly way, but also to inform the buyers about sustainability and sustainable use of cosmetic products. That being said, below are some of the most popular sustainability trends employed by the cosmetic industry globally.

#### 2.3.1 Natural and organic cosmetics

A major reason for buying natural and organic cosmetics is the perception of consumers that such products connected to health and safety. However, the fact that sustainability also contributed to the success of this segment, cannot be ignored. When shopping for green beauty products a consumer first needs to comprehend the meaning of organic and natural. Organic means, that the ingredients, which make up a product are "grown without toxins, chemical pesticides and herbicides", employing "sustainable farming practices" (Csorba & Boglea, 2011). Whereas, cosmetics advertised as natural should contain ingredients of natural origin (plant, mineral and animal) and avoid synthetic chemicals, including parabens, phthalates, silicones etc. (Sahota, 2014). The emphasis, however, extended only to plant sources, while the animal products were shunned (Kumar, 2005).

The global market for natural and organic cosmetics is continuing to grow increasingly, as consumers are demanding for them more and more as a result of awareness of the importance of a healthy lifestyle. And though this sustainability trend occupies a relatively small market

segment, compared to the overall cosmetics market, it is growing at a much faster rate. Between the years of 2015-2019, the global natural cosmetics market has been growing around 10-11% on the annual bases and accounted for 29 billion Euros revenue in 2015. In Europe, the overall cosmetics market has also grown, but only by 0.8% in 2016 (CBI – Ministry of Foreign Affairs, 2018). Most demands for natural cosmetics came initially from consumers who suffered from any type of disorder like skin irritation. At the same time, other consumers were drawn to it because of the functionality of natural ingredients and traceability of organic ingredients (Csorba & Boglea, 2011).

Most truly green products come with a certification by the world's most reliable independent third-party organisations (Csorba & Boglea, 2011). Cosmetics manufacturers take different approaches when promoting the 'naturalness' of their products and ingredients. Some focus on the performance of natural ingredients the product contains, especially when those are botanical extracts. They tend to highlight the performance of that exact extracts as "active naturals" or their amazing properties. On the contrary, others will try to build the value proposition of their company just on the natural origin of the ingredients they put into their products, without any specific active claims (CBI – Ministry of Foreign Affairs, 2018).

### 2.3.2 Animal testing

Contrary to the popular belief, the animal testing (typically on rabbits and mice) of finished cosmetic products has been forbidden in the European Union since 2004. Furthermore, in 2009 the law banned the sale of cosmetic products if they contained any ingredients, which were tested on animals or again if the product itself was tested on animals. The ban applied to the marketing of these types of products as well. At first, it was still allowed to use animals test to validate the safety of cosmetic products when lacking the alternative, non-animal tests and studying the most complex effects on human health. But as of March 2013, the marketing ban became fully applicable regardless of the availability of alternative testing methods, which put an end to the animal suffering just for cosmetic reasons (European Commission, n.d.). There are over 40 countries globally so far which banned animal testing or at least restricted it a great measure. However, there are still parts of the world where animal testing for cosmetics purposes remains a widely-used practice. For example, it is still legal but not strictly required in the United States and China and it can be mandatory for certain substances. All things considered, Europe became the front-runner in the area of a cruelty-free regulatory framework and serves as a model case for other countries around the world (Grum, 2019; Taylor & Alvarez, 2020).

It is hard to estimate how many animals have been used in laboratory clinical trials every year worldwide. The latest available figures for the year 2011, so before the full ban, showed, that 9 % of the animal tests were executed for regulatory toxicology purposes, mainly to determine their potential risks to human health. Moreover, the number of animals used for

one test can range anywhere from 3 (e.g. to determine skin irritation) to almost 3000 (e.g. for a reproductive generational test). Hence, over the last 20 years a number of initiatives in Europe, North America and the ones from The Organisation for Economic Co-operation and Development (OECD), played an important role in the acceleration of the use of alternatives to animal testing. At the heart of these initiatives have been strong public options, various scientific concerns about the dependability of animal tests and other economic factors. All of that has helped to develop alternative approaches. For those purposes, both the European Commission and Cosmetics Europe donated 25 million Euros each in 2009. In addition, it is estimated that more than 115 million Euros were also provided by industry players, namely L'Oreal and BASF (Taylor & Alvarez, 2020).

A nice tip for the consumers, who want to be sure that they are purchasing cosmetic products, which were not tested on animals, is to search for the rabbit symbol on the product packaging.

## 2.3.3 Environmentally-friendly packaging

The most important role of any packaging is to bring the product to the consumer in impeccable form, by preventing the loss of product and its degradation as well as to enable efficient business conduct and providing the consumer with the product's benefits. In many cosmetics, its role gets further extended to the application and function of the product in use (Cosmetics Europe, 2012). In regards to advertising its duty to be aesthetically appealing to the consumer is also one not to be ignored. Consumers overall perception of packaging summarises the individual outlook on the shape, size, colour, material and label information of the package (Kong, Harun, Sulong & Lily, 2014).

For the longest time, the environmental pollution and ecological impact of packaging were not paid attention to, which like many other things, changed with the rise of green consumerism. Yang & Zhao (2019) conceptualised the green packaging design as any package that put an emphasis on environmental issues, is environmentally friendly and seeks to satisfy consumer's needs. Its main purposes are (Koenig-Lewis, Palmer, Dermody & Urbye, 2014):

- To make environmental protection marketable as well as profitable.
- To make the best effort in maintaining natural resources in addition to saving worker and energy costs.
- To be beneficial to the quality of the environment, while at the same time also satisfy the consumer's needs.

In cosmetics, especially luxury skincare products and perfumes are nestled under layers of packaging. It is quite concerning that the most widely used material is plastics, largely because of their flexibility and lightweight. Like many other plastics, cosmetic packaging

also plays a part in marine pollution. Basic hygiene products are not less concerning. Just an example, around 23.000 tonnes of toothbrushes in the United States and up in landfill each year. Now even though toothbrushes do not fall under the category of cosmetic products, they sure serve as an applicator for one (Sahota, 2014).

One of the common principles associated with green packaging is the "4R1D" principle, which stands for reduce, reuse, reclaim, recycle and degradable. Ideally, this type of packaging would be completely made out of natural plants, can be circle or second use and is predisposed to degradation (Singh & Pandey, 2019). In one of her posts, Owens (2019) proposed three initiatives, which cosmetics manufacturers and retailers could come up with to contribute to packaging sustainability. Firstly, by offering a refill for consumer' cosmetic products. Secondly, by cutting out wasteful elements of the packaging and finally by experimenting with more innovative packaging materials.

There are several symbols that consumers familiarise with environmentally friendly packaging. The alum symbol used on aluminium products (e.g. deodorants), the eco-label, which is indirectly connected to the packaging but still implies on the minimum impact on the environment and the recycle symbol, indicating that the product has been made out of reusable materials or that it can be recycled (Csorba & Boglea, 2011).

## 2.3.4 Ban of microplastics

Microplastics are particles which measure less than a millimetre in diameter and are added to numerous cosmetic products as a scrubbing agent. These microbeads are often not removed by traditional sewage treatment and may end up in our food chain. Once entered into a marine environment, removing them is extremely difficult and impractical (Doughty & Eriksen, 2014).

Tightly linked to the previous trend, the ban of microplastic is also one of the important stages in greening-up the cosmetics industry. Several European countries already banned the use of it in cosmetics. The use of plastic microbeads in cosmetics hence already decreased by 97.6 % between 2012 and 2017, which translates to 4250 tons of plastics substituted and removed (Bom, Jorge, Ribeiro & Marto, 2019). It is used mainly in face and body scrubs as an exfoliant in wash-and-rinse cosmetic products. This situation caused an increased demand for alternative exfoliants, an opportunity, which was welcomed with open arms by cosmetics manufacturers, who soon after, started introducing the natural version of exfoliating agents (CBI – Ministry of Foreign Affairs, 2018).

#### 2.3.5 Sustainable sourcing and processing

The cosmetic industry is also being under the microscope for the way it sources and processes ingredients for the cosmetic products. It is essential that they are being sourced

sustainably and ethically. Impact on sustainability is based on the entire supply chain, meaning no step in the life cycle of a product should be neglected. That is "*from the initial design and sourcing of raw materials to manufacturing, packaging, distribution, consumer use and disposal*" (Sahota, 2014; Bom, Jorge, Ribeiro & Marto, 2019). More requirements for each stage of the production phase can be observed in Figure 4.

A huge chunk of the sustainability aspect of cosmetics is dependent on its ingredients. Raw materials sourcing, puts cosmetic enterprises are under a lot of pressure to start considering alternative feedstock for the ingredients they use in their products. This was not only due to the start of green consumerism movement but also because of the decreasing supply of petrochemicals. One of the prime examples of non-sustainable sourcing is palm oil. The industry is one of the largest users of oil palms and the unethical sourcing of oil has been responsible for the destruction of the habitat of endangered species (Sahota, 2014). And there are plenty of similar stories regarding the exploitation of raw materials and demolition of habitats. Therefore, there has been an uprise of new cosmetic ingredients, especially the ones from agricultural-based raw materials and green chemistry (Bom, Jorge, Ribeiro & Marto, 2019; Beerling, 2014).



Figure 3: Sustainable life cycle of a cosmetic product

Source: Bom, Jorge, Ribeiro & Marto (2019)

# 2.4 The cosmetic industry in Slovenia

Euromonitor International's 2018 Beauty and Personal Care report summary states that in Slovenia the beauty and personal care market was mainly comprised of mass brands, though

premium brands achieved higher growth. That was largely stimulated by increased consumer confidence and a continuous upturn of economic indicators in the country. Following the growing health and wellness trend and increasingly eco-conscious behaviour, consumers started demanding more natural and organic products, with greater emphasis on product's ingredients, how they are sourced, and how this impacts the environment. The leading players during 2018 were companies L'Oreal Slovenija, Orbico and Beiersdorf, which had to adapt their strategies when reaching consumers as brand loyalty is lower than it has ever been before (Euromonitor International 2018).

The two largest cosmetic and toiletries manufacturing companies in Slovenia are currently Ilirija and Kozmetika Afrodita. Ilirija started by manufacturing chemical products but today, it mainly focuses on cosmetics with particular emphasis on hair and facial care. The key brands under its wings are Subrina, Subrina Professional and Green line. Their range of cosmetics also includes body care and oral hygiene products (Ilirija, n.d.). Kozmetika Afrodita similarly divides its products, made largely out of natural ingredients, into Afrodita Cosmetics and Afrodita Professional, and has been a Slovenia's cosmetic powerhouse for almost 50 years. Both brands are undeniably popular among Slovenian consumers, yet still fall somewhat short of the success of their global competitors. Predominantly, because they have the money and resources, which they can spend on marketing and low mass-market products that appeal to consumers. There has also been some growth in private labels. Basic private label products, created by local manufacturers are increasingly appearing in non-specialised retail chains. Their biggest strength lies in trust Slovenian consumers have in local brands that have been there for decades and are traditionally attached to them (Cosmetics Business, 2009).

According to Statista (2020b), a business data platform, the revenue in the cosmetics segment in Slovenia amounted to 38,5 million  $\in$  in 2019 (see Figure 5). The report divides the segment into four categories regarding the site of application of a cosmetic product: face, lips eyes and nails. It also includes revenue generated from natural cosmetics, which confirms that this sector is becoming more relevant. Face and eye cosmetic products are shown to be the most profitable categories. Even though the number dropped in 2018, the market is expected to grow by 0,1 % annually.



Figure 4: Revenue in the cosmetics segment in Slovenia from 2012 to 2019

Source: Statista (2020b)

# **3 RESEARCH AND METHODOLOGY**

After the overall literature review of the conceptual framework, this research moves to the experimental part of the study. The chapter will firstly focus on presenting the research objectives, including the purpose and goals of this study. Moving forward I highlight the development of hypotheses, where I also present the findings and argument other academics conducted through their studies. To make the connection between the hypotheses even clearer, I present a simple hypothesis model. I conclude the chapter with an outline of methodology, describing the measures used for the collection as well as the analysis of the obtained data and the demographic profile of the respondents.

## **3.1 Research objectives**

The **purpose** of this thesis is to build a valid research framework in order to investigate the factors influencing the attitudes and purchasing intentions of Slovenian consumers towards green cosmetic products. The findings of this research attempt to contribute knowledge to the development of marketing strategies, for brands entering the Slovenian market. For cosmetic organizations on the rise, this study could help managers in incorporating green marketing into their cosmetic products' promotion. Last but not least, it could contribute to a more sustainable development of Slovenia.

Hence, the goals of the thesis are:

1) To determine which cosmetic brands, do Slovenian consumers perceive as green.

- 2) To discover what role, do demographics and socio-economic variables play in purchasing intentions of Slovenian consumers.
- 3) To analyse the experience of Slovenian consumer with green cosmetics purchase.
  - RQ 3.1: How frequently and which types/categories of green cosmetics do Slovenian consumers usually purchase (choosing among skincare, make-up, perfumes, hygiene products, haircare)?
  - RQ 3.2: What percentage of their cosmetic purchase is green, regarding each of the above mentioned, categories of cosmetic products?
  - RQ 3.3: What are some of the sources motivating them to buy a product (e.g. friends, advertisement, family, influencers etc.)
  - RQ 3.4: Which type of indicators do they pay attention to when purchasing green products (e.g. ingredients list, sustainable packaging, not tested on animals, etc.)
- 4) To determine the factors influencing the attitude towards green purchase intentions of Slovenian consumer.

The factors will be classified into three different categories (adapted by Liobikienė & Bernatonienė, 2017, p.113)

- RQ 4.1: What is the impact of <u>external factors</u> (environmental knowledge, price, ecolabelling, brand knowledge and image) on the attitude toward green purchase intentions?
- RQ 4.2: What is the impact of <u>social factors</u> (social norms, family/friend's attitude towards green products) on the attitude toward green purchase intentions?
- RQ 4.3: What is the impact of <u>internal factors</u> (environmental concerns, health consciousness) on the attitude toward green purchase intentions?
- 5) To find out if there is a relationship between attitude towards and purchasing intention of green cosmetic products.
- 6) To compare the attitudes and purchase intentions of consumers in the Slovenian market to the results of obtainable research.

# **3.2** Development of hypothesis

To be able to deliver valuable answers to my research questions connected with determining the factors influencing the attitudes of Slovenian consumers towards green purchase intentions, I developed **nine hypotheses**. When researching green products purchase, many authors referred to and analysed the green purchase in general, while some considered specific categories of products. In this next part of the paper, adopting the projected classification system (see Figure 1 in Chapter 1.4), I will present the hypotheses and discuss

the results obtained by the main authors in this research area. Majority of them were also presented in the articles by Liobikienė & Bernatonienė (2017) and Joshi & Rahman (2015).

### The impact of external factors on attitude towards green cosmetics

# **H1a:** There is a significant relationship between price and attitudes towards green cosmetic products.

Findings of the price impact on purchase behaviour have been inconsistent. Chekima et al. (2016) and Suki (2016) disclosed that **premium price** has no moderating effect when buying green products, thus rejecting its role as one of the main barriers for consumers. Moreover, Paço & Raposo (2010) agreed that in terms of price, the income level is another important factor. According to them, the lower the income level, the more important the price is regarding the green product purchase. Conversely, Joshi & Rahman (2015) reported in their study, that there have been around ten studies, which claimed higher price outweighed ethical considerations. Those people bought green products only seldomly, because they did not want to pay more for them (e.g. Liobikienė, Grincevičienė & Bernatonienė, 2017; Connell, 2010; Gleim et al., 2013; Kim & Chung, 2011). In direct connection to cosmetic products, Hsu, Chang & Yansritakul (2017) showed, that price sensitivity can boost the positive effect of green skincare products purchase intention, while Singhal & Malik (2018) found out, that female consumers have different attitudes towards green cosmetic products' pricing, depending on their income.

# **H1b:** *There is a significant relationship between brand knowledge and image, and attitudes towards green cosmetic products.*

Teng (2009) described attitude towards a certain brand as a reflection of consumers' preferences for an overall evaluation of a brand. Consumers tend to have a personal favourite brand, which they prefer over green brands (Joshi & Rahman, 2015). In his research, Yang (2017) came to the conclusion that consumers' **brand knowledge** did, in fact, have an influence on their attitude and consequently on purchasing intention. This finding was similar to the one conducted by Lin & Lin (2007) as well as Huang, Yang & Wang (2014) and Teng (2009) whose finding exhibits that green brand knowledge has a positive effect on green brand attitude, increasing the purchase intention to this brand. Two more purchase criteria have been taken into account when analysing the effect of brand knowledge and image. Rahbar & Wahid (2011) mentioned that trust in a green brand plays an important role and positively influences consumers attitude towards green products purchase. Consumers also tend to consider products under a better-known brand name to be of higher quality, which again makes a positive influence on their attitude (Yang, 2017).

**H1c:** *There is a significant relationship between consumer's environmental knowledge and attitudes towards green cosmetic products.* 

Joshi & Rahman (2015) examined eighteen papers regarding consumers' environmental knowledge. What they found out is that fifteen of them stated that possessing knowledge of the critical state of the environment, had a positive influence on their purchase intention of green products. The same thing was concluded by Pratiwi, Sulhaini & Rinuastuti (2018) and Noor et al. (2012). The results presented in their study showed the significant effect of environmental knowledge on consumers' attitudes. A positive attitude on the environment can encourage consumers to be "green-savvy", putting their actions and consumptions as important responsibility towards society and the planet (Azizan & Suki, 2013). It also increases their green purchase intention. Consumers pay attention to the products, which do not harm the environment, hence have an intention to purchase eco-friendly products. However, Cervellon & Carrey (2011) and Lin, Yang, Hanifah & Iqbal (2018) admitted that a lot of consumers lack information about green products in general and green cosmetics in particular. The same thing was discovered by Azizan & Suki (2013), where 60 to almost 90 % of their survey respondents claimed they knew nothing about eco-related concepts. Lack of information can consequently lead to a neutral or even negative attitude towards green cosmetics (Connell, 2010).

# **H1d:** *There is a significant relationship between eco-labelling and attitudes towards green cosmetic products.*

**Eco-labels**, which serve as an important tool for differentiating green cosmetics, are sending out signals about the green characteristics of a product. Consumers' source for products information, such as country of origin, ingredients, certifications, are based on what they read on the label. Consequently, consumers who keep an eye out for them are more likely to purchase eco-labelled cosmetics (Pervin, Ranchhod & Wilman, 2014; Azizan & Suki, 2013). Kong, Harun, Sulong & Lily (2014) used a multiple regression analysis to reveal that eco-labels have a significant and positive influence on green purchase intention and most consumers perceive it as one of the essential factors when buying green products. Conversely, results obtained from Azizan & Suki (2013) suggested an insignificant relationship of environmental labelling towards green purchase intention. They concluded, that it was clear that eco-label was not well familiarised by respondents. Besides familiarisation another thing that presents a problem is reliability. Consumers remain sceptical regarding the information provided by labelling and certification procedures of numerous products. And if they do not trust it, they will not engage in the purchase of that product (Nittala, 2014).

#### The impact of social factors on attitude towards green cosmetics

**H2a:** *There is a significant relationship between social norms and attitudes towards green cosmetic products.* 

There have been multiple studies on the influence of **subjective/social norms** on green consumption. Kumar & Ghodeswar's research (2015), showed an existing relationship between social appeal and green purchase decisions. A similar thing was concluded by Liobikienė, Mandravickaitė & Bernatonienė (2016) and Abdulsahib, Eneizan & Alabboodi (2019), who confirmed that social norms had a significant impact on both green purchase and environmentally friendly behaviour. Social norms were proven to have an indirect influence on green purchase behaviour as it influenced individual's attitudes, which then had an effect on green purchase behaviour (Salazar, Oerlemans & van Stoe-Biezen, 2013; Welsch & Kühlig, 2009). Authors focusing on cosmetic products found out that attitude toward green skincare products and social norms have a positive relationship with purchase intention of green skincare products (Hsu, Chang & Yansritakul, 2017; Kim & Chung, 2011). Nonetheless, Kumar, Manrai & Manrai (2017) claimed that social norms were not significant when evaluating the purchasing patterns. This can occur if the respondents felt than engaging into green purchases could not increase the approval of society or impress anyone.

# **H2b:** There is a significant relationship between consumer's family and friends' attitudes and individual's attitudes towards green cosmetic products.

Findings by Salazar, Oerlemans & van Stoe-Biezen (2013) and Tsarenko, Ferraro, Sands & McLoed (2013) revealed that **reference groups**, particularly peers and other individuals who are in close relationship with the purchaser, have the strongest influence on that person's green purchase decision-making process. In essence, the more the individual believes the acts performed (or not performed) by that important 'someone', the more social pressure will he feel to mimic that attitude as well. A study by Lin, Yang, Hanifah & Iqbal (2018) reported, that most respondents admitted they preferred buying the products or brands someone had recommended to them, especially if that person had some knowledge about cosmetics or just a really nice skin. Moreover, Culiberg & Elgaaied-Gambier (2015) conducted a study among Slovenian and French consumers, which analysed the pro-environmental behaviour influenced by relevant others (family and friends). They found out that the pro-environmental pressure from significant other was only expressed by Slovenians, coming to a conclusion that it differs from nation to nation.

#### The impact of internal factors on attitude towards green cosmetics

# **H3a:** There is a significant relationship between consumer's environmental concern and attitudes towards green cosmetic products.

As with most of the other factors, the results of the impact of **environment concern** on consumers' attitudes were inconsistent. Junior, Silva, Gabriel & Braga (2015) and Braimah (2015) have stated that environmental concern does not have any effect on the purchase of green products because consumers perceive other factors such as price and brand name way

more important. Abdulsahib, Eneizan & Alabboodi (2019) on the other hand, measured the effect of environmental concern on attitudes towards purchasing green products and found out that they are significantly related. Their finding was supported by Pervin, Ranchhod & Wilman, (2014) who have indicated that the concern about the state of the environment has an impact on the preference for green cosmetics. Tan (2011) also acknowledged the fact that environmental concern is tightly connected to environmental knowledge: the better the knowledge, the higher the concern and thereby increased green consumption.

**H3b:** There is a significant relationship between consumer's health consciousness and attitudes towards green cosmetic products.

Besides the growing concern regarding the effect of some cosmetic ingredients on the environment, several authors (e.g. Azizan & Suki, 2013; Ritter et al., 2015) have indicated that the **health consciousness** has an impact on the preference for green products. In like manner, Ghazali, Soon, Mutum & Nguyen (2017) have proven that health consciousness has a significant influence on the attitude towards organic personal care products. People may not pay too much attention to the environment, but they are concerned about what they put on their body. The same thing was observed by Vasan (2018), who stated that consumers have given a lot more importance to their health and environmental issues. Furthermore, Liobikienė & Bernatonienė (2017) highlighted the fact, that in terms of health consciousness, cosmetic products could be linked to the organic food product category. Being directly connected to human health, cosmetic ingredients are considered to be one of the key product's attibutes. Their model proposed that health consciousness ought to be the main direct motivator when buying green cosmetics. To summarise, the past researchers agreed pretty unanimously that health consciousness displays significant and positive relationship on one's attitudes towards green consumption.

#### The impact of attitude towards green cosmetics purchase intention

# **H4:** *There is a significant and positive relationship between consumer's attitude towards green cosmetic products and purchase intention.*

Multiple studies have already supported the **attitude-intention** affiliation in relation to sustainable consumption. They made a link that the more favourable the attitudes, the greater the purchase intention (Ghazali, Soon, Mutum & Nguyen, 2017; Yadav & Pathak, 2016; Paul, Modi & Patel, 2016; Sreen, Purbay & Sadarangani, 2018). While several of them have been studying green products in general, Kim & Chung (2011) and Hsu, Chang & Yansritakul (2017) focused especially on green cosmetics. Their finding supported the ones mentioned above, disclosing that the attitude towards buying organic products has a significant and positive effect on purchase intention of green skincare products too. One study by Singal & Malik (2018) though, showed different results. When researching the attitude and purchasing of female consumers towards green marketing in connection with

the cosmetic industry, they came to the reasoning that the positive attitude towards green cosmetic products does not necessarily mean a higher purchasing of it. There could be many explanations for this kind of low and negatively correlated relationship, but pricing may be the biggest reason.

As there have been so many different studies by various authors studying the abundance of indicators, Table 1 below presents a quick summary of the relative ones, by showing the authors, year of publication, the factors they examined and their brief conclusions.

Examined factor	Authors	Year	Significance regarding attitudes	
	Chalrima at al	2016	towards green cosmetics	
	Chekinia et al.	2010	Insignificant	
	SUKI	2010		
	Hsu, Chang &	2017		
	Yansritakul			
Price	Liobikienė,	2017	-	
	Grincevičienė &		Significant (negative/neutral effect)	
	Bernatonienė			
	Connell	2010		
	Kim & Chung	2011		
	Yang	2017		
Brand knowledge and	Lin & Lin	2007		
image	Huang, Yang & Wang	2014	Significant (positive effect)	
	Teng	2009		
	Pratiwi, Sulhaini &	2018		
	Rinuastuti	2018	Significant (positive effect)	
Fnvironmental	Noor et al.	2012		
Inowladge	Azizan & Suki	2013	Insignificant (lack of information)	
Kilowieuge	Cervellon & Carrey	2011		
	Lin, Yang, Hanifah &	2018		
	Iqbal	2010		
	Kong, Harun, Sulong &	2014	Significant (positive effect)	
Eco-labelling	Lily	-	Significant (Positi i e effect)	
	Azizan & Suki	2013	Insignificant (lack of familiarisation	
	Nittala	2014	and trust)	
	Kumar & Ghodeswar	2015		
	Liobikienė,			
Social norms	Mandravickaitė &	2016	Significant (positive effect)	
	Bernatonienė			
	Abdulsahib, Eneizan &	2019		
	Alabboodi			

Table 1: Summary of relative studies examining the green purchase factors

(table continues)
#### (continued)

	Hsu, Chang & 2			
	Yansritakul	2017		
	Kim & Chung,	2011		
	Kumar, Manrai &	2017	Insignificant	
	Manrai	2017	Insignificant	
	Lee	2010		
	Salazar, Oerlemans &	2013		
Family and friends'	van Stoe-Biezen	2015		
attitudos	Tsarenko, Ferraro, Sands	2013	Significant (strongly positive effect)	
attitudes	& McLoed	2013		
	Lin, Yang, Hanifah &	2018		
	Iqbal			
	Abdulsahib, Eneizan &	2010		
	Alabboodi	2019	Significant (positive effect)	
Environmental	Pervin, Ranchhod & 2014		Significant (positive effect)	
	Wilman	2014		
concern	Junior, Silva, Gabriel &	2015		
	Braga	2015	Insignificant	
	Braimah	2015		
	Azizan & Suki	2013		
Health consciousness	Ritter et al.	2015		
	Ghazali, Soon, Mutum &	2017		
	Nguyen	2017	Significant (strongly positive effect)	
	Vasan	2018	1	
	Liobikienė &	2017		
	Bernatonienė	2017		

Source: own work

# 3.3 Model design

To portray an overview of the set hypotheses, I designed a conceptual model presented in Figure 6. With reference to the foregoing literature review, theories and knowledge of green consumption, the model illustrates how the hypotheses are connected for their better understanding. Specifically, this study considers external, social and internal factors that consumer is being faced within his daily life, as antecedents of attitude. Additionally, the attitude is hypothesised to then have a further influence on the purchase intention of green cosmetics.





Source: own work

# 3.4 Methodology

The study is built both on primary and secondary data. The theoretical framework and definitions connected with the topic are sourced from obtainable academic secondary sources and research papers from abroad. Primary data was gathered with the help of an online questionnaire. This method is of great use when trying to reach an appropriate number of respondents in short amount of time. One of its advantages is also that the respondents cannot be influenced by interviewer this was, so the answers should be more objective (Singh, Singh & Thakur, 2014). Since Slovenians were the target audience, the results were also gathered in the Slovenian language and then translated into English later on.

Considering a lot of is data already available on the topic of green consumerism, the research approach of this thesis followed the deductive reasoning. This kind of approach bases on what is already done and known in the research topic, which guides the researcher to formulate his own hypothesis. Afterwards, he tests the hypothesis in order to either accept or reject it (Singh, Singh & Thakur, 2014).

#### 3.4.1 Measures

To test my hypotheses regarding the external, social and internal factors influencing the purchase behaviour, short statements relating purchase intentions towards green cosmetics were formed and assessed on a five-point Likert scale, a rating scale normally used to measure attitudes or opinions. Calculation of positive or negative attitudes could thus be measured by using the summation of the scores associated with the statements (Singh, Singh & Thakur, 2014). A similar approach was used to assess the questions regarding consumers' purchasing intentions. For the majority of the questions, the respondents were asked to express the level of their agreement/disagreement (1 – strongly disagree, 5 – strongly agree), frequency (1 – never, 5 – always), importance (1 – unimportant, 5 – very important) and affects (1 – does not affect, 5 – strongly affects). To test the attitudes, I used semantic differential rating scale, as it allowed me to obtain "information on people's emotional attitudes towards a topic of interest" (Zakharenko, 2019). Other questions regarding the type of cosmetic products purchased, the percentage of green cosmetics purchase in relation to the total one, the sources of recommendation, the motivational drivers for green purchase etc., were again, tested using different variations of five-point Likert scale. The two openended questions were aimed to provide the answers to the question which cosmetic brands do Slovenian consumers perceive as being green and what do they understand under the term green cosmetics.

The mass part of the research questions regarding the factors influencing the purchase behaviour was analysed with the help of pre-existing studies on green products attitudes and purchase intention/behaviour, that were already developed by different researchers and were found in various articles. Attitudes towards green cosmetics were measured with three items from Ghazali, Soon, Mutum & Nguyen (2017). This kind of measurement was also used by Kim & Han (2010) and Yadav & Pathak (2016). Green purchase intention was measured with three items derived from Bredahl (2001) and Yadav & Pathak (2016). The hypotheses model was inspired by Singh, Singh & Thakur's (2014) research. The overview of measures adopted from pre–existing studies in preseted in Table 2. Some modifications were applied to match it according to my own research questions.

Measured variable	Based on	Year
Attitudes towards green	Ghazali, Soon, Mutum & Nguyen Kim & Han	2017
cosmetics	Yadav & Pathak	2016
Green nurchase intention	Bredahl	2001
Green purchase mention	Yadav & Pathak	2016
Green products definition	Lin, Yang, Hanifah & Iqbal	2018
Hypotheses model	Singh, Singh & Thakur	2014

Table 2: Overview of measures adopted from pre-existing studies

Source: own work

The obtained primary data was sorted and analysed with the help of IBM's Statistical Package for the Social Sciences (SPSS) statistics software. Firstly, the study analyses the

demographic and socio-economic variables of the sample. Secondly, general questions regarding green purchasing habits of Slovenian consumers will be analysed with the help of descriptive software methods. Thirdly, hypotheses will be tested using inferential statistics methods. Finally, I will focus on determining whether demographics and socio-economics variables play any role in purchasing habits. The following statistical methods in SPSS were used to provide the answers to the research questions:

- **Descriptive statistics**: used for examination of the sample and measured variables calculation of means, standard deviations, modes and medians, as well as skewness and kurtosis coefficients
- **Correlation matrix**: used to show correlation coefficients between sets of variables, observe the patterns and to later input into other analyses
- Multiple regression analysis: used to test the hypotheses model
- **Independent sample t-test**: used to test the differences in averages between two independent groups, hence, determine the role of demographics and socio-economic variables play in the green purchase attitudes
- Cronbach's alpha: used to measure the scale's reliability

Descriptive statistics methods, as described by Trochim & Donnelly (2008), provide simple summaries about the sample and the measures. In this study, it is used to analyse general questions about green cosmetics purchasing habits of Slovenian consumers. From how frequently do they buy certain categories of green cosmetic products, what sources influence their decision when it comes to green purchase, what are the green attributes they pay attention to etc.

Inferential statistics methods, on the other hand, are used when trying to infer from the sample data, to what the population might think. Thus, we use it to draw conclusions from the obtained data to more general conditions (Trochim & Donnelly, 2008). Results in the Hypotheses testing chapter 4.4 follow the sequential order of hypotheses suggested in chapter 3.2. With the use of correlation matrix and Pearson Correlation Coefficients obtained with multiple regression analysis presented in Appendix E, I measured the statistical significance, power and correlation between factors influencing the purchase of green cosmetics and attitudes of Slovenian consumers. Multiple regression is a great tool to use it this case as it shows us of how much of the variance in our dependent variable can be explained by our independent variable (Singh, Singh & Thakur, 2014). The level of statistical significance is expressed using *p*-value between 0 and 1, which gives us an indication of how confident can we be that the difference between the groups do exist in the population from which the sample was taken from. In short, it tells us whether the differences can be generalised from the sample to the population at a certain percentage of risk. A pvalue less than 0,05 is statistically significant as there is less than 5 % probability the null hypothesis is correct and therefore, we reject the null hypothesis and confirm the alternative one. Same goes for the *p*-value of 0,01, but instead of 5 %, there is less than 1 % probability for the null hypothesis to be correct (McLeod, 2019).

## 3.4.2 Data collection

Using the quantitative research methodology approach, data were gathered through an online survey 1KA with a self-administered questionnaire. It consisted of seventeen topic-related questions and was estimated to take around seven minutes to fill. It was promoted mostly through social media channels, Facebook in particular, in a way to obtain the representative sample of the Slovenian population.

The first part of the questionnaire included questions regarding the knowledge, purchasing habits and attitudes of Slovenian consumers in connection to green cosmetics. The questionnaire started off with an introductory question that was meant to uncover how familiar are the respondents with the term "green" cosmetics. The following sections consisted of more specifically structured questions related to the research topic. The last page of the survey was devoted to seven questions about demographic and socio-economic variables of the respondents, such as age, gender, level of education, monthly income etc. Before making the survey public, it was tested by a few close friends and mentor, in order to polish any grammatical issues and to make sure the questions asked were portrayed clearly and were being understood. The survey questionnaire can be found in Appendix B.

The survey was active for seven days from 24<sup>th</sup> of February until 3<sup>rd</sup> of March 2020. It received 354 clicks, however, not all of the responses were valid. The total number of valid surveys was 166, where the fully finished ones accounted for 85 % or 142 responses. Nonetheless, I have included the answers from those partially filled questionnaires in the analysis as well. Based on the response of the samples, the data collected will be analysed and interpreted with the help of tables and figures in the next chapter.

# 3.4.3 The demographic profile of the respondents

In the sample of 166 respondents, where approximately 85 % fully answered to the demographic questions, there were 99 females and 43 male respondents. The 70:30 female versus male ratio was sort of expected, considering the topic. The age of participants ranged from 89 to 15, with an average age of 32,3. The largest group accounted for 45 % of total respondents and it was for the ages between 15 to 25 years. Results are presented in Table 3.

Gender	Frequency	Percent	Valid Percent
Male	43	25,9	30,3
Female	99	59,6	69,7
Total	142	85,5	100,0
Age			
from 15 to 25 years	64	38,6	45,1
from 26 to 35 years	33	19,9	23,2
from 36 to 50 years	24	14,5	16,9
50 years or more	21	12,7	14,8
Total	142	85,5	100,0

Table 3: Socio-demographic profile of respondents by age and gender

Source: own work

As it goes for formal education, employment status and net monthly revenue, more than half of respondents (52,8 %) have higher or university education, followed by secondary general or professional education at 26,1 % and finished some type of specialisation, masters or PhD (16,9 %). Most of them are already employed (53, 9%) or still studying (41,1 %). This data corresponds with the earnings of the respondents. The net monthly revenue was quite equally distributed among all groups. More than 70 % of them earns somewhere between 0-1500 €, 12,9 % earn between 1501 € and 2000 €, while a similar percentage earns more than 2000 € on a monthly basis.

*Table 4: Socio-demographic profile of respondents by education, employment status and income* 

Highest level of formal education	Frequency	Percent	Valid Percent
(un)completed primary school	2	1,2	1,4
lower or secondary vocational education	4	2,4	2,8
secondary general or professional education	37	22,3	26,1
higher or university education	75	45,2	52,8
specialisation, masters or PhD	24	14,5	16,9
Total	142	85,5	100,0
Employment status			
Student	58	34,9	41,1
Unemployed	3	1,8	2,0
Employed	76	45,8	53,9
Other	4	2,4	2,8
Total	141	84,9	100,0
Net monthly revenue			
0 - 500€	37	22,3	26,4
501 - 1000€	36	21,7	25,7

(table continues)

Total	140	84,3	100,0
More than 2000€	17	10,2	12,1
1501 - 2000€	18	10,8	12,9
1001 - 1500€	32	19,3	22,9
(continueu)			

Source: own work

The majority, in fact, almost half of the respondents, are coming from the Gorenjska region (48,9 %), despite the fact that the survey tried to cover a broader geographical region. This region was closely followed by Central Slovenian region with 29,8 %. Other regions occupied only a few percentages of the respondents' profile and can be observed in Table 5.

Region of residence	Frequency	Percent	Valid Percent
Gorenjska	69	41,6	48,9
Central Slovenia	42	25,3	29,8
Goriška	8	4,8	5,7
Obalno-kraška	2	1,2	1,4
Primorsko-notranjska	1	0,6	0,7
Southeast Slovenia	5	3,0	3,5
Podravska	3	1,8	2,1
Posavska	2	1,2	1,4
Koroška	3	1,8	2,1
Pomurska	1	0,6	0,7
Savinjska	5	3,0	3,5
Total	141	84,9	100,0

Table 5: Region of residence of survey respondents in %

Source: own work

# **4 ANALYSIS AND RESULTS**

(continued)

This section presents the results obtained from the online survey. The results were analysed and explained using the above-mentioned statistical procedures. For easier interpretation, they are presented with the help of tables and figures. The ones not available in this chapter can be found in the appendices.

## 4.1 Consumers' understanding of green cosmetics and brands

To answer the introductory question "What do you understand under the term "green" cosmetics?", most of the respondents had heard of green cosmetics and had some knowledge about the topic. Their definitions of green cosmetics still differed though. The most common answer was as short as natural cosmetics, cosmetics comprised of natural ingredients and similar. This type of answers was closely followed by ecological and bio cosmetics. Several

respondents strongly associated green cosmetics as the type of cosmetics that do not cause harm to the environment and is inclined to environmentally-friendly production. Some went even further, stating that it uses the packaging made out of recycled materials, contains no parabens, silicones and other (harmful) chemicals and is not tested on animals. However, there were still a few respondents that were not sure about the definition or did not understand what green really means.

In addition, the survey contained another open-ended question, asking the respondents to discuss cosmetic brands that can be categorised as green. Among the 104 very versatile answers, Alverde with 10 responses, Lush (9), Afrodita Cosmetics (7) and L'occitane with 6 responses were the most mentioned brands. Other green brands included The Body Shop, Melvita, Weleda L'angelica and plenty more. There were also some unusual answers, which implied that the respondent does not think any affordable drugstore brand is truly green or that the only brands he or she trusts when buying green cosmetics are the small, independent, local companies, whose products can be purchase in specialised stores. The latter one was also pointed out in the research conducted by Lin, Yang, Hanifah & Iqbal (2018). Again, some of the respondents stated that they do not know any cosmetic brands or mentioned the brands that cannot be categories as green.

# 4.2 Descriptive analysis of green cosmetics purchase

The more detailed tables on responses to all the questions can be observed in Appendix C. For a better visual representation, the results bellow, are presented with the help of figures.

#### 4.2.1 Frequency of green cosmetics purchase

The most frequently purchased category of green cosmetic products is personal hygiene products, where 52 % of survey respondents answered they buy them frequently or very frequently. On average most of the respondents buy green hair care and skincare products only rarely, while perfumes and especially makeup (72 % of the responses) are being purchased rarely or never (see Figure 7).



#### Figure 6: Frequency of green cosmetics purchase

Source: own work. N = 150

# 4.2.2 Percentage of green cosmetics purchase compared to the overall cosmetics purchase

Generally speaking, all the percentages of green cosmetics purchase in comparison with overall cosmetics purchase were quite low (less than 50 % for all categories). Respondents buy mainly non-green makeup products and perfumes. On average, approximately half of their total cosmetics purchase is dedicated to buying green hygiene products, skincare and haircare products, as shown on Figure 8. The obtained results are similar to the frequency of green cosmetics purchase regarding product categories, both of them also showed similar low percentage in dedication to green products purchase.



Figure 7: Share of green cosmetics purchase compared to overall cosmetics purchase

Source: own work. N=151

#### 4.2.3 Sources influencing consumers decision to buy green cosmetics

Figure 9 shows, that on average none of the sources listed sources have a big effect on green cosmetics purchase. On the scale from 1 - does not influence, to 5 - has a major influence, both, friends and family showed to be a primary source of affection towards green cosmetics. However, with the average response of 2,8 and 2,9 even they have a low effect on their purchasing habits. Friends and family were closely followed up by different types of ads, whereas TV shows and influencers have minor to almost no influence on the purchase decision. Looking at the other sources of influence, the answers included work, significant other, internet and scientific research, drugstore samples, allergies, etc.



Figure 8: Sources influencing consumers' decision to buy green cosmetics

*Source: own work,* N = 148

#### 4.2.4 Important attributes when purchasing cosmetic products

When asked about how important do respondents find the following attributes when buying cosmetics, the answers were very cohesive. Respondents stated that the most important thing for them is that the product they are buying was not tested on animals. This attribute was closely followed by sustainable sourcing and processing of cosmetic product, environmentally-friendly packaging of cosmetic product and that the ingredients of the product were obtained and treated in an ethical manner with an average response of 3,7 out of 5 - very important. According to this survey, ingredients of natural and organic origin were the least important, at a still fairly high average of 3,6 (see Figure 10). Other important attributes some respondents pointed out were the usefulness of a cosmetic product, being safe for kids, does not provoke an allergic reaction and has attractive packaging.



Figure 9: Important attributes when purchasing cosmetic products

Source: own work, N = 150

#### 4.2.5 The motivation for buying green cosmetic products

The reason behind this question was to use the results and apply them to theoretical and practical business implications. Again, the majority of the respondents in average agreed to strongly agree with the provided motivation determinants shown in Figure 10. The effectiveness of a green product was found to be the strongest purchase motivation (the average answer of 4,5). Consumers would engage in the purchase of green product if it was proven to be more effective than the normal one. Easier accessibility to green products in the stores and similar pricing to conventional cosmetics came second and were still recognised as a big source of motivation towards green purchase. The innovative product packaging was found to be the weakest one (the average answer of 3,4). Other responses included: the same quality and similar price as the conventional cosmetic products, the longer-lasting effect of green products, greater supply and transparency of such products, etc.



#### Figure 10: Motivation for buying green cosmetic products

*Source: own work,* N = 144

#### **Reliability statistics**

This study has applied Cronbach's alpha to measure internal consistency reliability of the scale. Meaning, if the selected indicators and claims would be unaltered and repeated, it would be very likely yield to the same results (Trochim & Donnelly, 2008). The results showed that Cronbach's alpha values for all the descriptive items above vary from 0,703 to 0,890 (see Table 6). Taking into account the 45 measured variables included in this questionnaire, they measure the occurrence with a high level of reliability with a Cronbach's alpha value of 0,952. The individual questions Cronbach's alphas are presented in Appendix D.

Table 6: Cronbach's alpha coefficient value for the entire survey questionnaire

Cronbach's Alpha	N of Items
0,925	45
Source: o	wn work

# 4.3 Hypotheses testing

The full list of the hypotheses is presented in Table 14 that is available in Chapter 5.1.

**H1a:** There is a significant relationship between price and attitudes towards green cosmetic products.

The variable used to test Hypothesis H1a was measured by using the price variable in the survey (see Q7 in Appendix B). Price was measured by a Likert scale from 1 - does not affect to 5 – has a major effect, while the attitudes were measured by semantic differential rating scale (good-bad, beneficial-unbeneficial, wise-unwise) found below Q10 in the survey. Pearson's regression coefficient of 0,042 implies, that there is no statistically significant correlation between the price and attitudes towards green cosmetics (p > 0,05), therefore, the hypothesis H1a is rejected (results can be seen in Appendix F).

There have been numerous studies in the past with confirmed the effect price has on the formation of attitudes, usually a negative one. In those studies, higher price outweighed the consumers' ethical considerations (Liobikienė, Grincevičienė & Bernatonienė, 2017; Connell, 2010; Gleim et al., 2013; Kim & Chung, 2011). However, my results correspond with the ones of Chekima et al. (2016) and Suki (2016), who claimed premium price has does not have an effect on consumers' green products purchasing habits.

**H1b:** *There is a significant relationship between brand knowledge and image, and attitudes towards green cosmetic products.* 

The variable used to test Hypothesis H1b was measured by using brand knowledge and image variable in the survey (see Q7 in Appendix B). Brand knowledge and image were measured by a Likert scale from 1 - does not affect to 5 - has a major effect, while the attitudes were measured by semantic differential rating scale (good-bad, beneficial-unbeneficial, wise-unwise) found below Q10 in the survey. Pearson's regression coefficient of 0,003 (see Appendix F) implies that there is no statistically significant correlation between the price and attitudes towards green cosmetics (p > 0,05).

The rejection of hypothesis H1b is another surprising result if I compare it to previously conducted studies. Slovenian consumers pay no attention to brand knowledge and image when it comes to green cosmetic products.

**H1c:** *There is a significant relationship between consumer's environmental knowledge and attitudes towards green cosmetic products.* 

The variable used to test Hypothesis H1c was measured by using consumer's environmental knowledge variable in the survey (see Q7 in Appendix B). Environmental knowledge was measured by a Likert scale from 1 – does not affect to 5 – has a major effect, while the attitudes were measured by semantic differential rating scale (good-bad, beneficial-unbeneficial, wise-unwise) found below Q10 in the survey. There is a statistically significant, moderately weak, positive association (with the *p*-value of p < 0,01) between one's environmental knowledge and attitude towards green cosmetics ( $r_x = 0,239$ ). By increasing the impact of our own environmental knowledge when purchasing green

cosmetics, the attitude towards green cosmetics also increases significantly, hence, this hypothesis is accepted.

The value of the regression coefficient b for our own environmental knowledge tells us that the dependent variable (attitude towards green cosmetics), is increased by 0,258 if the significance of the impact of environmental knowledge for the green cosmetics purchase is increased by 1 unit. Using the Likert scales from 1 to 5 as a measurement unit, in this case, means, that the if the proportion of the impact of environmental knowledge on attitude towards green cosmetics is increased by 1 unit, the attitude will be increased/improved by 25,8 % (p < 0,01).

The regression model explains 5,0 % of the total variability of the dependent variable – attitude towards green cosmetics as seen in Table 7.

 Table 7: Results of the hypothesis testing of the relationship between an individual's environmental knowledge and attitudes towards green cosmetics

	ATTITUDE 7	FOWARDS GR	EEN COSMET	$TCS (R_{adj})^2 = 0.0$	<b>50, p = 0.004</b> )
Independent variable	b	SE	β	t	р
Environmental	0,258	0,089	0,239	2,905	<0,01
knowledge					
(Constant)	3,187	0,325		9,801	0,000
Source: own work $N - 140$					

Source: own work, N = 149

**H1d:** *There is a significant relationship between eco-labelling and attitudes towards green cosmetic products.* 

The variable used to test Hypothesis H1d was measured by using the eco-labelling variable in the survey (see Q7 in Appendix B). Eco-labelling was measured by a Likert scale from 1 – does not affect to 5 – has a major effect, while the attitudes were measured by semantic differential rating scale (good-bad, beneficial-unbeneficial, wise-unwise) found below Q10 in the survey. There is a statistically significant, moderately weak, positive association (with the p-value of p < 0,01) between eco-labelling and attitude towards green cosmetics ( $r_x = 0,258$ ). By increasing the impact of eco-labelling and certifications when purchasing green cosmetics, the attitude towards green cosmetics also increases significantly, hence, this hypothesis is accepted. If the proportion of the impact of eco-labelling on attitude towards green cosmetics is increased by 1 unit, the attitude will be increased/improved by 23,8 % (p < 0,01). Results are shown in Table 8 below.

The regression model explains 6,0 % of the total variability of the dependent variable – attitude towards green cosmetics.

	ATTITUDE 7	TOWARDS GR	EEN COSMET	TICS $(\mathbf{R}_{\mathrm{adj.}}^2 = 0.0)$	60, p = 0.002)
Independent variable	b	SE	β	t	р
Eco-labelling	0,238	0,076	0,258	3,143	<0,01
(Constant)	3,338	0,256		13,037	0,000
Source: own work, $N = 149$					

 Table 8: Results of the hypothesis testing of the relationship between eco-labelling and

 attitudes towards green cosmetics

**H2a:** *There is a significant relationship between social norms and attitudes towards green cosmetic products.* 

The variable used to test Hypothesis H2a was measured by using the social norms variable in the survey (see Q7 in Appendix B). Social norms were measured by a Likert scale from 1 – does not affect 5 – has a major effect, while the attitudes were measured by semantic differential rating scale (good-bad, beneficial-unbeneficial, wise-unwise) found below Q10 in the survey. Pearson's regression coefficient of 0,034 (see Appendix F) implies that there is no statistically significant correlation between the social norms and attitudes towards green cosmetics (p > 0,05), therefore, the hypothesis H2a is rejected.

The only other research I found that supports this results in the one by Kumar, Manai & Manai (2017). They claimed that such occurrence can happen if the respondents did not feel that "going green" could increase the approval of society or make a good impression.

**H2b:** There is a significant relationship between consumer's family and friends' attitudes and individual's attitudes towards green cosmetic products.

The variable used to test Hypothesis H2b was measured by using the consumer's family and friends' attitudes variable in the survey (see Q7 in Appendix B). Family and friends' attitudes were measured by a Likert scale from 1 - do not affect 5 - have a major effect, while the attitudes were measured by semantic differential rating scale (good-bad, beneficial-unbeneficial, wise-unwise) found below Q10 in the survey. Pearson's regression coefficient of 0,078 (see Appendix F) implies that there is no statistically significant correlation between the consumer's family and friends' attitudes and individual's attitudes towards green cosmetics (p > 0,05), therefore, the hypothesis H2b is rejected.

This partially goes against the findings of Culiberg & Elgaaied-Gambier (2015) who also studied the green purchase habits of Slovenians and concluded that there was proenvironmental behaviour significance which was influenced by relevant others. Another interesting fact that I would like to point out here is that even though family and friends' attitudes do not affect individual's attitude towards green cosmetics, there was a statistically significant weak but positive correlation (p < 0,01) between family and friends' attitudes and individual's purchase green cosmetics purchase intention ( $r_x = 0,280$ ). This means that family and friend's attitudes can significantly affect green purchase intention without going through their attitudes.

**H3a:** There is a significant relationship between consumer's environmental concern and attitudes towards green cosmetic products.

The variable used to test Hypothesis H3a was measured by using the consumer's environmental concern variable in the survey (see Q7 in Appendix B). Environmental concern was measured by a Likert scale from 1 – do not affect 5 – have a major effect, while the attitudes were measured by semantic differential rating scale (good-bad, beneficial-unbeneficial, wise-unwise) found below Q10 in the survey. There is a statistically significant, moderately weak, positive association (with the *p*-value of p < 0,01) between one's environmental concern and attitude towards green cosmetics ( $r_x = 0,320$ ). By increasing the impact of environmental concern when purchasing green cosmetics, the attitude towards green cosmetics also increases significantly, hence, this hypothesis is accepted. The value 0,313 of regression coefficient b in Table 9 tells us that if the proportion of the impact of environmental concern on attitude towards green cosmetics is increased by 1 unit, the attitude will be increased/improved by 31,3 % (or 0,313) at p < 0,01.

The regression model explains 9,6 % of the total variability of the dependent variable – attitude towards green cosmetics.

	ATTITUDE	TOWARDS G	REEN COSME	$\mathbf{FICS} \ (\mathbf{R}_{\mathrm{adj}}.^2 = 0.$	096, p = 0.000)
Independent variable	b	SE	β	t	р
Environmental concern	0,313	0,078	0,320	3,983	<0,01
(Constant)	2,951	0,299		9,858	0,000
	Sour	rce: own work	k, N = 149		

Table 9: Results of the hypothesis testing of the relationship between consumer'senvironmental concern and attitudes towards green cosmetics

**H3b:** There is a significant relationship between consumer's health consciousness and attitudes towards green cosmetic products.

The variable used to test Hypothesis H3b was measured by using the consumer's health consciousness variable in the survey (see Q7 in Appendix B). Health consciousness was measured by a Likert scale from 1 – do not affect 5 – have a major effect, while the attitudes were measured by semantic differential rating scale (good-bad, beneficial-unbeneficial, wise-unwise) found below Q10 in the survey. Table 10 shows that health consciousness is proven to be a statistically significant and positive (p < 0.05) predictor of moderately weak effect in regards to attitudes towards green cosmetics ( $r_x = 0.176$ ). By increasing the influence of consumer's health consciousness, the attitude towards green cosmetics also increases significantly. This hypothesis is, therefore, accepted. If the proportion of the

impact of health consciousness on attitude towards green cosmetics is increased by 1 unit, the attitude will be increased/improved by 21,8 % at p < 0,05. The regression model explains 2,4 % of the total variability of the dependent variable – attitude towards green cosmetics.

Moreover, there is a statistically significant, moderately strong connection between consumer's health consciousness and green cosmetics purchase intention (p < 0.01;  $r_x = 0.409$ ). Overall health consciousness shows to be a good predictor when it comes to green purchasing habits.

Table 10: Results of the hypothesis testing of the relationship between consumer's health consciousness and attitudes towards green cosmetics

	ATTITUDE	TOWARDS G	REEN COSME	$\mathbf{FICS} \ (\mathbf{R}_{\mathrm{adj.}^2} = 0.$	024, p = 0.037)
Independent variable	b	SE	β	t	р
Health consciousness	0,218	0,103	0,176	2,108	<0,05
(Constant)	3,175	0,447		7,099	0,000
	Sour	rce: own work	k. N = 149		

**H4:** *There is a significant and positive relationship between consumer's attitude towards green cosmetic products and purchase intention.* 

The dependant variable used to test Hypothesis H4 was measured by using the consumer's purchase intention multiple variables in the survey (see Q11 in Appendix B). Consumer's purchase intentions were measured by using short statements on a Likert scale from 1 - do not agree 5 – completely agree. Attitudes were this time used as an independent variable and were again measured by semantic differential rating scale (good-bad, beneficial-unbeneficial, wise-unwise) found below Q10 in the survey. There is a statistically significant, moderately weak and positive correlation between consumer's attitude towards green cosmetics and purchase intention (p < 0.01;  $r_x = 0.316$ ). Results are shown in Table 11 below. Attitudes toward the product's attributes also influence the purchase intention, H4 is consequently also accepted. Purchase intention is an irreplaceable factor in predicting consumer behaviour. This means that the higher the purchase intention, the greater the probability of an actual purchase (Lin, Yang, Hanifah & Iqbal, 2018; Matić & Puh, 2015; Liobikienė, Mandravickaitė & Bernatonienė, 2016).

*Table 11: Correlation matrix measuring the correlation between attitudes and purchase intention of green cosmetics* 

Correlations					
		PURCHASE INTENTION OF GREEN			
		COSMETICS			
ATTITUDE	Pearson Correlation	0,316**			
TOWARDS GREEN	Sig. (2-tailed)	0,000			
COSMILITCS	Ν	141			
**. Correlation is significant at the 0.01 level (2-tailed).					
	a	1 37 1/0			

*Source: own work,* N = 142

Table 12 shows that if the impact of attitude towards green cosmetics on purchase is increased by 1 unit, the purchase intention will be increased/improved by 26,8 % at p < 0,01. The regression model explains 9,3 % of the total variability of the dependent variable – purchase intention of green cosmetics. Kim & Chung (2011), as well as Hsu, Chang & Yansritakul (2017), came to a similar conclusion when analysing consumers attitudes towards green cosmetic products in particular.

 

 Table 12: Results of the hypothesis testing of the relationship between attitudes and purchase intention of green cosmetics

	PURCHASE INTENTION OF GREEN COSMETICS (R <sub>adj.</sub> <sup>2</sup> = 0.093, p = 0.000)							
Independent	b	SE	β	t	р			
variable								
Attitude	0,268	0,068	0,316	3,920	<0,01			
towards green								
cosmetics								
(Constant)	2,853	0,288		9,913	0,000			
	a	1						

*Source: own work,* N = 142

# 4.4 Demographic and socio-economic differences

An independent sample t-test was carried out to compare attitudes and purchase intention towards green cosmetics of a) male and female respondents and b) students and employed respondents. This test was used because some differences between the averages occurred, but could not conclude whether these differences are statistically significant. The *t*-statistic value is the value of test itself and degrees of freedom (df) are used to calculate the *p*-value (two-tailed) which again, gives us an answer of statistical significance.

The was a significant difference in scores for attitudes towards green cosmetics (p = 0,007; two-tailed) between male and female respondents (see Table 13). On average, women displayed a more favourable attitude towards green cosmetics than men. This result also finds ample support in the discussed literature. Most studies have identified females are

being more attentive when it comes to green product attitude as well as more environmentally concerned as males (Laroche, Bergeron & Barbaro–Foreo, 2001; Nair, 2015; Singh, Singh & Thakur, 2014).

On the contrary, in terms of purchase intention of green cosmetics, there was no significant difference between the genders (p = 0,441; two-tailed). The same thing was confirmed by Hojnik, Ruzzier & Ruzzier (2019) when examining what drives Slovenian consumers to purchase eco-products. So even though women gave a better attitude towards green cosmetics than men, this does not necessarily reflect in their purchase intention any differently from them.

Table 13: Independent samples t-test results for gender differences in attitudes andpurchase intentions of green cosmetics

Gender		Ν	Mean	Std. Deviation	t	Sig. (2-tailed)
ATTITUDE TOWARDS	Male	43	3,77	1,022	-2,728	0,007
GREEN COSMETICS	Female	98	4,25	0,937		
PURCHASE	Male	43	3,87	0,766	-0,772	0,441
INTENTION OF GREEN	Female	98	3,99	0,865		
COSMETICS						

Source: own work

I also wanted to find out whether there would be any significant difference between respondents with different employment statuses (students versus employed). That is mainly because our sample composed almost exclusively out of those two groups, with the exception of a few respondents who answered unemployed or retired. The answer is provided in Table 14 and it shows that there is no statistically significant difference in scores for attitudes (p = 0,746; two-tailed) and purchases intention (p = 0,138; two-tailed) of green cosmetics between students and employed respondents. When examining the employment status Singh, Singh and Thakur (2014) draw similar conclusions. The only significance they found between students and employed people were the ones concerning willingness to pay an extra price and the previous satisfaction with the product.

Table 14:	Independent	samples t-tes	t results for	<sup>•</sup> employment	status
	r	~~~r~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	· · · · · · · · · · · · · · · · · · ·		

Employment status		Ν	Mean	Std. Deviation	t	Sig. (2-tailed)
ATTITUDE	Student	58	4,13	1,041	0,325	0,746
TOWARDS GREEN	Employed	76	4,07	0,956		
COSMETICS						
PURCHASE	Student	58	3,81	0,985	-1,495	0,138
INTENTION OF	Employed	76	4,04	0,716		
GREEN COSMETICS						

Source: own work

As age, the highest level of formal education and net monthly revenue are comprised of multiple groups/answers, I again used correlation analysis to determine whether there were any significant differences among the groups. The correlation matrix with the results is presented in Table 15. While age and net monthly revenue did not show any significant statistical difference, the highest level of formal education, on the other hand, did. According to the survey, there is a statistically significant, moderately weak and negative association (p < 0.01;  $r_x = -0.239$ ) between the level of formal education and attitudes towards green cosmetics. As the level of formal education increases, there is a statistically significant change in consumer's attitude towards green cosmetics. Which means that the more educated people are, the less prone they are going to be to purchasing green cosmetics.

		ATTITUDE TOWARDS	PURCHASE INTENTION OF
		GREEN COSMETICS	GREEN COSMETICS
Age	Pearson	-0,030	0,080
	Correlation		
	Sig. (2-tailed)	0,727	0,344
	Ν	141	141
Education	Pearson	-0,239**	-0,013
	Correlation		
	Sig. (2-tailed)	0,004	0,875
	Ν	141	141
Net monthly	Pearson	-0,073	0,051
revenue	Correlation		
	Sig. (2-tailed)	0,391	0,553
	N	140	140
**. Correlation is	significant at the 0	0.01 level (2-tailed).	
*. Correlation is s	ignificant at the 0.	05 level (2-tailed).	

*Table 15: Effect of age, education and net monthly revenue on attitudes and purchase intention* 

Source: own work

# **5** DISCUSSION OF RESULTS AND BUSINESS IMPLICATIONS

This chapter firstly aims to place the research findings in a broader marketing and managerial context is Slovenia. At the moment, there is still some imbalance between the increasing use of green cosmetics and the inadequate research attention focused on this type of products. The purpose of the following paragraphs is so to discuss and link the new findings connected to sustainable cosmetics consumption to theoretical and practical business implications. Firstly, the summary research hypotheses results will be presented. Secondly, those results will be applied to discuss business implication.

# 5.1 Discussion of results

The main objective of the thesis was to observe and better understand the attitudes of Slovenian consumers towards green cosmetics as this group of multidimensional products is scarcely analysed. An important finding of this study involves the strength of the relationship between attitudes and factors influencing those attitudes. The designed hypotheses were divided into three groups, measured the external, social and internal factors influencing consumers' attitudes and purchase intention. The last hypothesis purpose was to measure, whether attitudes also translated into purchasing intention. The summary of posed hypothesis and the results after testing can be observed in Table 16.

	Hypothesis	Status
H1a	There is a significant relationship between <b>price</b> and	REJECTED
	attitudes towards green cosmetic products.	
H1b	There is a significant relationship <b>between brand</b>	REJECTED
	knowledge and image, and attitudes towards green	
	cosmetic products.	
H1c	There is a significant relationship between consumer's	ACCEPTED
	environmental knowledge and attitudes towards green	
	cosmetic products.	
H1d	There is a significant relationship between <b>eco-labelling</b>	ACCEPTED
	and attitudes towards green cosmetic products.	
H2a	There is a significant relationship between <b>social norms</b>	REJECTED
	and attitudes towards green cosmetic products.	
H2b	There is a significant relationship between consumer's	REJECTED
	family and friends' attitudes and individual's attitudes	
	towards green cosmetic products.	
H3a	There is a significant relationship between consumer's	ACCEPTED
	environmental concern and attitudes towards green	
	cosmetic products.	
H3b	There is a significant relationship between consumer's	ACCEPTED
	health consciousness and attitudes towards green	
	cosmetic products.	
H4	There is a significant and positive relationship between	ACCEPTED
	consumer's attitude towards green cosmetic products	
	and purchase intention.	
	a 1	

Table 16:	• Tested	hypotheses	and	their	status
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Source: own work

While going through the literature data related to the general analysis of green products, it was observed, as shown it the chapter 3.2., that authors came to different conclusions when analysing the impact of the above-mentioned factors on green purchase. The dissimilarities of results could be explained by the fact that they cover diverse countries with their own distinctive culture, economic development and the supply of green products (Liobikienė & Bernatonienė, 2017).

Half of the impact of external factors under Hypothesis 1 complex has been rejected (price, brand knowledge and image) and the other half have been accepted as having a significant positive effect on attitude towards green cosmetics (consumer's environmental knowledge and eco-labelling). The results concerning price and brand knowledge and image have already been briefly discussed in the previous chapter. In a high amount of studies, the premium price has displayed a significant and negative effect on consumer's attitude and purchase intention of green products, yet here, its role has shown to be insignificant. Based on previous studies I also presumed that brand knowledge and image would have a significant effect on Slovenian consumers' attitudes which turned out to be false. As revealed by Pratiwi, Sulhaini & Rinuastuti (2018) and Azizan & Suki (2014), consumer's knowledge of the state of the environment helps his thinking process and makes him believe in shaping, as well as expressing his attitudes towards the environment. He sees himself as a part of it, hence wants to protect it. And as seen in this study, a deep level of knowledge not only affect a person's attitudes but also has a big impact on the purchase intention. In relation to ecolabelling, even though some studies report no effect on consumer's attitudes, due to the lack of familiarisation and trust connected to eco-labels, the present findings seem to be consistent with the past studies conducted by Kong, Harun, Sulong & Lily (2014). An easy to understand and highly-recognised eco-label is therefore essential when introducing a green product on the Slovenian market.

According to the survey findings, social factors under Hypothesis 2 play no part in influencing Slovenian consumers' attitudes towards green cosmetics. This is contrary to the established findings, especially a cross-cultural study by Liobikienė, Mandravickaitė & Bernatonienė (2016), subject of which was also Slovenia, which indicated social norms do in fact play a significant role in green purchasing. The same thing was concluded by Yadav & Pathak (2016) when analysing the connectivity between social norms and attitudes. However, respondents of this questionnaire showed, that social pressure, norms and standards in connection with the attitudes of their friends/family do not affect their opinions when it comes to buying green cosmetic products.

Internal factors included in Hypothesis 3 have shown to be the most important factors influencing Slovenian consumers' attitudes and purchase intention towards green cosmetics. The finding regarding environmental concern highlight that respondent's attitudes towards green cosmetics are formed out of their worry regarding current environmental problems,

destruction of natural resources and animal welfare. Additionally, environmental concern had the most significant influence on consumers' attitudes with the highest beta coefficient of 0,320. It is also one of the most frequently analysed factors in other literature regarding green products. The result appears to validate those of Yadav & Pathak (2016) and Abdulsahib, Eneizan & Alabboodi (2019) in determining the importance of environmental concern while opting for environmentally-friendly products. A health-conscious consumer is a consumer whose purchase is motivated by health benefits. This factor appears to be another important predictor, as the results support the hypothesis H3b. Most likely that is because consumers with high health consciousness believe that green products are in fact better for their body and skin and are therefore safer in comparison with traditional cosmetics.

Hypothesis 4 confirmed that attitude is an important factor which will determine a person's intention and hence most likely, also the actual purchase behaviour when it comes to green cosmetics. The results reflect those of previous studies by Lin, Yang, Hanifah & Iqbal, 2018, Matić & Puh, 2015, Singh, Singh & Thakur, 2014, and many more. Knowledge of consumer intentions also permits companies to estimate how many products ought to be produced according to the demand, hence having an important role in the implementation of different strategies (Singh, Singh & Thakur, 2014).

## **5.2** Theoretical and practical implications

The identification of the various factors affecting attitudes towards green cosmetics in this thesis has been done on the basis of many studies on green consumerism, which were conducted based on various contexts and cultures. This, however, does not mean that appropriateness of these factors should not be examined in future research, utilising different models and frameworks. Nevertheless, the findings of this thesis can help green product manufacturers and marketers facilitate the formulation of effective theoretical and practical implications in the form of communication strategies and initiatives. First and foremost, they should put their prime focus on the consumers who buy green as a contribution towards the protection of the planet, as both environmental knowledge and environmental concern presented to be important predictors of attitudes and green purchase intention. So, their efforts should emphasise those activities which boost these two factors. Knowledge comes from education and more educated consumers are in sense more knowledgeable. Marketers should pose themselves a question about how consumers recognise a green product and put the theory into practice.

One of the sources of information for green products are eco-labels. Eco-labelling is another cosmetic product's attribute Slovenian consumers react positively to. Symbols on the product packaging may affect consumers' decisions since a dedicated green consumer will pay special attention to finding them on the packaging and collateral marketing materials.

On this account, the marketer needs to make sure he includes logos, green certifications, details of ingredients and a summary of green benefits.

People's health awareness spread from the food industry to the cosmetics industry. Current marketing trends should turn towards green and sustainable solutions for cosmetics that pose some relation to a healthy lifestyle, which is on the rise. Ghazali, Soon, Mutum & Nguyen, (2017) suggested that this could be done by enhancing the fact that the products were tested performing hypoallergenic and dermatological test carried out by an accredited laboratory and meet toxicity standards.

A few other cues Slovenian consumers value when purchasing green cosmetics are convenient purchasing channels – the accessibility in local supermarkets/drugstores and ease of purchase of such products has been revealed to influence the purchase intention by many other authors as well. Cosmetic retailers should, therefore, pay attention to stocking their shelves with them. Secondly, consumers tend to largely agree they would opt for a green product instead of the conventional one if the prices were comparable and even more so if the effect of a green product was proven to be superior to the conventional one. Thirdly, they value the clear signalisation, that the product they are buying is in fact, green, and do not like to be deceived by the company, coming up with untruthful claims.

Producers of cosmetics are notably already widening their palette of green and natural cosmetics to ride the trend of ever-changing consumer attitude. After all, business who seriously consider environmental issue can, among others, create a sustainable competitive advantage for themselves.

# 5.3 Limitations and future research

Even though this study covers some important aspects of green cosmetics consumerism in Slovenia and adds value to previously conducted research, some limitations still remain. Especially when it comes to the size of the sample, its diversity, as well as limited research review on the Slovenian cosmetics industry. Additionally, potential bias may arise considering the sample demographic characteristics. Around 70 % of the respondents were represented by females while there were only 30 % of male respondents, whereas in Slovenia both genders are represented pretty equally. A similar limitation was observed when looking at a distribution of age. A little less than half of the respondents fell into the age group between 15 and 25 years, mainly because I and a lot of my contacts belong to the same age group. The vast majority of the respondents also currently live in Gorenjska (a region where I am from) or Osrednjeslovenska region, which makes other regions underrepresented. Outcomes may be different if the sample was more geographically diverse and age/genderbalanced.

The choice of factors under the scope included in the conceptual framework may also not be exhaustive. Using a multiple question construct for each of the mentioned factors would maybe lead to a different conclusion. One other limitation of this study is, that I measured attitudes and purchase intention and not the actual act of purchasing, which may differ. Hence it would be interesting to address this topic even further.

The conducted study is unique due to country-specific factors. As discussed in chapter 1.5, Slovenia is known as a "green country" so one would assume Slovenians to be more inclined towards environmentally friendly behaviour. Nevertheless, in my opinion, the study can be generalised to some extent to other economies and cultures. This was also supported by Golob et al. (2017), who found out that in terms of sustainability performance, Slovenia is relatively comparable to other European countries. I suggest that the future researches and policymakers should give particular attention to the environmental knowledge, ecolabelling, environmental concern and health consciousness parameters, in order to enhance the purchase of green cosmetics. I would also propose the researchers to include other factors, such as quality, perceived effectiveness and green advertising variables in their analysis. Investigating how these factors influence different categories of cosmetic products would be another idea, as the purchase of products in these categories could be determined by distinct factors. Another thing that would be interesting and important to know is just how much more (if even) are the Slovenian consumers prepared to pay for a green product and under which circumstances exactly are they prepared to switch from a conventional product to a green one. The manufacturers should consider formulating with more sustainable ingredients, although that can sometimes present quite a challenge due to possible lack of performance, instability and aesthetic limitations. For policymakers, an effort should be made in trust-worthy promotion of green cosmetics consumption as well as an attempt in trying to achieve greener production of well-known cosmetics brands. Having said that, I believe this study contributes to the importance of raising awareness of the emerging sector of environmentally friendly cosmetic product among consumers.

## CONCLUSION

The deteriorating state of the environment leads consumers increasingly seeking products which have a lower impact on the environment. Therefore, a new category of products has emerged, called green products which developed along with environmentally-friendly standards and perfected as such. This study particularly focused on green cosmetic products, that is products which advocate for the preservation of the environment, minimisation of pollution, responsible use of non-renewable resources and animal welfare. The cosmetics industry is nowadays a strongly competitive and global industry, where quality, efficiency, safety and of course sustainability exhibit high importance, hence it is important to shed more light on it.

Existing research on attitudes of Slovenian consumers towards green cosmetic products is still rather limited. The main purpose of this thesis was, therefore, to provide the information regarding green cosmetics purchasing habits, by building a valid research framework which would enable me to investigate the attitudes and purchasing intentions of Slovenian consumers. To do so, I used a quantitative research methodology approach, with data being collected through an online survey tool 1KA with a self-administered questionnaire, which was structured in a way, to provide the answers to the set research questions. The obtained primary data was sorted and analysed with the help of SPSS statistics software, using different statistical methods.

The respondents, generally speaking, displayed sufficient knowledge in terms of defining green products. As perceived green cosmetics brands, the most commonly mentioned brands were Alverde, Lush and Afrodita Cosmetics. Reviewing the findings of external, social and internal factors impact on green cosmetics consumption, a conceptual framework model has been proposed and several hypotheses have been developed. As antecedents of attitude, eight factors have been taken under the scope, namely price, brand knowledge and image, individual's environmental knowledge, eco-labelling, social norms, friends/family's attitudes, environmental concern and health consciousness. It was found that not all of these factors positively or even significantly affect consumers attitudes towards green cosmetics. The findings outlined that environmental concern has the biggest impact on attitude formation, followed by eco-labelling, individual's environmental knowledge and health consciousness. Other factors reported no statistically significant correlation with attitudes being a dependant variable. Attitude is an important factor that will determine one's intentions, hence I was also curious to see whether there is some connection between them. The result showed a moderately weak positive correlation. Purchase intention is a critical factor in predicting consumer behaviour, meaning that the higher the purchase intention, the greater the probability of an actual purchase. Some of these findings go against the recently conducted academic studies on green purchase factors, which is most likely due to the fact that they cover different countries with their own distinctive culture, economic development and the supply of green products. When analysing the impact of demographic and socioeconomics variable on attitudes and purchase intention, the study revealed that on average, women displayed a more favourable attitude towards green cosmetics than men. This result also finds ample support in the discussed literature. While age and net monthly revenue did not show any significant statistical difference, the highest level of formal education, on the other hand, did. The results showed that as the level of formal education increases, there is a statistically significant decrease in consumer's attitude towards green cosmetics.

This study also elaborates on the importance of environmental preservation and green cosmetic products consumption. To attain a higher level of sustainability, the cosmetics industry must continue its efforts by integrating more natural ingredients, and aim for greener processes and packaging of the product. It is increasingly important to understand these terms and practices by managers in general and markers in particular. The displayed results and suggestions will hopefully contribute to a more promising green cosmetics industry development, and provide a basis for further research into green consumerism in Slovenia.

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APPENDICES

#### **Appendix A: Summary in Slovenian**

Eden izmed najbolj perečih problemov današnjega časa je zagotovo zaskrbljujoče stanje našega okolja. Globalno segrevanje, tanjšanje ozonske plasti, onesnaženost rek in morij, zmanjševanje zalog naravnih virov, če le naštejem nekaj posledice naraščajoče degradacije okolja (Tsen, Phang, Hasan & Buncha, 2006; Maniatis, 2016; Liobikienė & Bernatonienė, 2017). Vse večje število potrošnikov ugotavlja, kakšen pomen imajo za okolje njihove nakupne navade (Laroche, Bergeron & Barbaro-Forleo, 2001). Pojavila se je zahteva po izdelkih, ki zagotavljajo ohranjanje okolja, minimizacijo onesnaževanja, odgovorno uporabo neobnovljivih virov, dobro počutje živali in ohranjanje vrst tekom celotne proizvodne linije (Cervellon & Carey, 2011; Suki, 2016; Singh, Singh & Thakur, 2014)... Ta trend se imenuje zelena potrošnja, produkti pa zeleni (tudi okolju prijazni, trajnostni) izdelki oziroma storitve (Yang, 2017).

Tekom magistrskega dela sem se osredotočila predvsem na proizvode zelenih izdelkov v kozmetični industriji, katerih velikost trga le-teh je bil le v Evropi ovrednoten na 77,6 milijarde evrov po maloprodajni ceni (Cosmetics Europe, 2018a). Številne kategorije kozmetičnih izdelkov so v zakonodaji opredeljene kot snovi, predvidene stiku z zunanjimi deli človeškega telesa, zobmi in sluznico ustne votline, z namenom njihovega čiščenja, odišavljenja, spreminjanja videza, varovanja ali ohranjanja v dobrem stanju (Cosmetics Europe, 2018b). V skladu z razvojem zelenega potrošništva se vedno več kozmetičnih podjetij odloča za izdelavo lastnih linij zelenih kozmetičnih izdelkov, definicija katerih je še vedno nekoliko nejasna, ker so pomeni trditev zastavljeni precej široko. Trenutno najpopularnejši trendi v povezavi s trajnostnim razvojem kozmetične industrije so uporaba naravnih in organskih sestavin, prepoved testiranja na živalih, okolju prijazna, razgradljiva embalaža, prepoved uporabe mikro plastičnih delcev in trajnostno pridobivanje in predelava kozmetičnih sestavin (Lin, Yang, Hanifah, & Iqbal, 2018).

Na temo zelenega potrošništva je bilo izvedenih že veliko raziskav. Večji del študij je posvečen splošni analizi zelenih izdelkov (Yang, 2017; Ramayah, Lee & Mohamad, 2010; Suki, 2016; Maniatis, 2016 etc.), spet druge pa so pod drobnogled vzele specifične kategorije izdelkov. Avtorji številnih raziskav so obravnavali tudi vpliv različnih dejavnikov na tujih trgih, ki vplivajo na nakup zelenih izdelkov, kot so cena (Chekima et al. 2016; Laroche, Bergeron & Barbaro-Forleo, 2001), okolijska ozaveščenost, kultura (Liobikienė, Mandravickaitė & Bernatonienė, 2016; Sreen, Purbey & Sadarangani, 2018), poznavanje blagovne znamke (Yang, 2017) ipd. Vprašanje trajnostnega razvoja v zadnjem času pridobiva veliko pozornost tudi v Sloveniji. Vendar pa so podatki o odnosih slovenskih potrošnikov do zelene kozmetike še vedno precej skopi, zato je glavni namen tega magistrskega dela zagotoviti čim več odgovorov na to temo. Ta namen je bil izvršen s pomočjo izdelave veljavnega raziskovalnega okvirja, ki proučuje dejavnike, ki vplivajo na stališča in nakupne navade slovenskih potrošnikov do zelenih kozmetičnih izdelkov.

Ugotovitve raziskave lahko služijo razvoju marketinških strategij za zelene kozmetične blagovne znamke, ki šele vstopajo na trg ali pa so na njem že prisotne. Managerjem lahko služi tudi pri promociji izdelkov in nenazadnje tudi prispeva k bolj trajnostnemu razvoju Slovenije.

Za preučevanje dejavnikov, ki vplivajo na stališča in namen nakupa slovenskih potrošnikov je bilo razvitih devet hipotez. Dejavniki so bili razdeljeni v tri kategorije glede na njihov izvor – zunanje, socialne in notranje (po Liobikienė, & Bernatonienė, 2017). V sklop zunanjih dejavnikov sem uvrstila ceno, prepoznavnost in podobno blagovne znamke, lastno okolijsko ozaveščenost in ekološko oznako na ovojnini izdelka. Nadalje sem pod socialne dejavnike zvrstila vpliv družbe in pa odnos prijateljev oziroma družine do zelene kozmetike, pod notranje pa posameznikovo zaskrbljenost za okolje vpliv, ki ga imajo zeleni izdelki na zdravje. Z zadnjo, deveto hipotezo sem želela preveriti, ali pozitivna stališča vodijo tudi v namen nakupa samega izdelka. Poleg vpliva naštetih dejavnikov me je še zanimalo, koliko znanja imajo slovenski potrošniki o zeleni kozmetiki, kako pogosto jih kupujejo, kateri so viri vpliva na nakup in kaj bi jih dodatno motiviralo k nakupu ter kakšno vlogo pri vse tem igrajo socialno-demografske spremenljivke. V ta namen je bil razvit spletni vprašalnik s pomočjo programa 1KA, povezava katerega je bila nato deljena preko socialnih omrežij in elektronskih naslovov znancev. Za testiranje hipotez so bile razvite kratke trditve, v zvezi s katerimi so anketiranci izrazili svoje stališče z izbiro stopnje strinjanja na pet-stopenjski Likertovi lestvici. Podobno so bili zbrani tudi odgovori na vstala vprašanja z zvezi z nakupnimi navadami potrošnikov do zelene kozmetike. Pri izdelavi samega empiričnega dela, so mi kot zgled in vodilo služile pretekle študije na to temo, ki so podrobneje obrazložene v teoretičnem delu naloge. Rezultati pridobljeni skozi spletni vprašalnik so bili analizirani s pomočjo statističnega programa SPSS, z uporabo različnih statističnih metod kot so deskriptivna statistika, multipla regresija, korelacijska matrika in neodvisni t-test. Za lažjo predstavo so bili predstavljeni v obliki tabel in slik.

Vsega skupaj je bilo zbranih 166 veljavnih anketnih vprašalnikov. Izkazalo se je, da so respondenti v veliki meri seznanjeni z izrazom zelena kozmetika, saj so pravilno sklepali o njenem pomenu. Med blagovnimi znamkami, ki jih vrednotijo kot zelene, so najbolj izstopale kozmetične znamke Alverde, Lush, Kozmetika Afrodita in L'occitane. Najpogosteje se lotijo nakupa zelenih izdelkov, ki spadajo v kategorijo osebne higiene, na splošno pa je odstotek nakupa zelene kozmetike v primerjavi z nakupom vseh vrst kozmetike zelo nizek. Kljub temu so se strinjali, da so jim pri nakupu kozmetike precej pomembne lastnosti kot so trajnostno pridobivanje kozmetičnih sestavin, okolju prijazna embalaža, prepoved testiranja na živalih, kar je nekoliko kontradiktorno. Kot najmočnejša motivacija za nakup zelene kozmetike se je izkazala boljša učinkovitost zelenih proizvodov v primerjavi s tradicionalnimi. Od skupno devetih hipotez, je bilo potrjenih pet. Na oblikovanje stališč slovenskih potrošnikov do zelene kozmetike vplivajo lastna okolijska ozaveščenost, razne bio, eko, organske oznake in certifikati, zaskrbljenost glede okolja in učinek na zdravje.

Socialni dejavniki pri oblikovanju stališč nimajo posebnega vpliva, prav tako ni bilo odkrite povezanost med ceno in ugledom blagovne znamke ter stališči. Potrjena je bila tudi zadnja hipoteza, ki je podprta s strani starejših raziskav na to temo in ugotavlja, da obstaja pozitivna povezava med stališči in namenom nakupa izdelka. Rezultati so tudi pokazali, da prihaja do statistično značilnih razlik pri odnosu do zelene kozmetike med spoloma (ženske imajo v povprečju gledano boljši odnos do zelene kozmetike kot moški) in glede na stopnjo izobrazbe (z večanjem stopnje izobrazbe se statistično značilno manjša/slabša odnos do zelene kozmetike).

Možnosti za nadaljnje raziskave v tej smeri je še vedno zelo veliko. Študija, ki je bila izvedena, predvsem poudarja pomen ohranjanja okolja in pozitivne lastnosti uporabe zelenih kozmetičnih izdelkov. Za še bolj trajnostni razvoj, si mora kozmetična industrija prizadevati k vključitvi naravnejših sestavin in izvajanju okolju prijaznih proizvodnih procesov ter pakiranj izdelkov. Razumevanje zelenih trendov postaja pomemben izziv za proizvajalce, managerje in tržnike. Pridobljeni rezultati in predlogi magistrskega dela pa bodo, upam, prispevali k obetavnejšemu razvoju zelene kozmetične industrije in zagotovili osnovo za nadaljnje raziskave iz področja zelenega potrošništva v Sloveniji.

## **Appendix B: Survey**

### Stališča slovenskih potrošnikov do "zelene" kozmetike

Pozdravljeni, sem Ema Perhavec, študentka 2. letnika Ekonomske fakultete in magistrskega programa mednarodno poslovanje. Vprašanja pred vami so namenjena ugotavljanju stališč slovenskih potrošnikov v zvezi s kupovanjem "zelene" kozmetike. Anketa vam bo vzela približno 10 minut časa, je anonimna in služi namenu raziskave magistrskega dela. Že vnaprej se vam zahvaljujem za vase sodelovanje!

#### Q1 - Prosim, če na kratko definirate kaj razumete pod izrazom "zelena" kozmetika:

Definicija: Zelena kozmetika – ang. green cosmetics, je kozmetika, ki je narejena v skladu z okolju prijaznimi sestavinami, proizvodnimi praksami in/ali metodami pakiranja.

#### Q3 – Kako pogosto kupujete naslednje kategorije/vrste "zelene" kozmetike?

	Nikol	i Redko	) Včasih	Pogosto	Zelo pogosto
Ličila (maskara, puder, šminka,)	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	$\bigcirc$
Nega kože (losjoni, kreme,)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Osebna higiena (tuš geli, zobne paste, mila,	)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Dišave (parfumi, dezodoranti,)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Nega las (šamponi, balzami,)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

#### Q4 - Kolikšen odstotek (%) vaših nakupov kozmetike je "zelen"?

	Kupujem izključno NEzelene izdelke	Manj kot 50%	Približno polovica	Več kot 50%	Kupujem izključno zelene izdelke
Ličila (maskara, puder, šminka)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Nega kože (losjoni, kreme,)	0	0	0	0	0
Osebna higiena (tuš geli, zobne paste, mila,)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Dišave (parfumi, dezodoranti,)	$) \bigcirc$	0	0	0	$\bigcirc$
Nega las (šamponi, balzami,)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

#### Q5 – Kateri izmed naštetih virov vplivajo na vašo odločitev pri nakupu "zelene" kozmetike?

	Sploh ne vpliva	Ne vpliva	Niti ne vpliva niti vpliva	Vpliva	Zelo vpliva
Družina	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Prijatelji	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Televizijske oddaje	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Razne vrste oglasov	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Spletni vplivneži (ang. influencers)	$\bigcirc$	$\bigcirc$	0	$\bigcirc$	$\bigcirc$
Drugo:	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

## Q6 - Kako zelo so vam pomembne spodaj navedene lastnosti pri kupovanju kozmetike?

	Sploh mi ni pomembno	Ni mi pomembno	Niti mi ni pomembno, niti pomembno	Pomembno mi je	Zelo mi je pomembno
Da je izdelava kozmetičnega izdelka okolju prijazna	0	0	$\bigcirc$	0	0
Da je ovojnina kozmetičnega izdelka okolju prijazna	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Da kozmetičen izdelek ni testiran na živalih	$\bigcirc$	$\bigcirc$	0	0	0
Da so sestavine kozmetičnega izdelka pridobljene in obdelane na etičen način	0	0	0	$\bigcirc$	0
Da so kozmetične sestavine organskega/eko/naravnega izvora	$\bigcirc$	0	$\bigcirc$	0	$\bigcirc$
Drugo:	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

## Q7 - Kako močno pri nakupu kozmetike na vas vplivajo spodaj navedeni dejavniki?

	Sploh ne vpliva	Ne vpliva	Niti ne vpliva niti vpliva	Vpliva	Zelo vpliva
Cena (ang. price)	$\bigcirc$	$\bigcirc$	Ō	$\bigcirc$	$\bigcirc$
Prepoznavnost in ugled blagovne znamke (ang. brand knowledge and image)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Lastna okoljska ozaveščenost (ang. environmental knowledge)	0	$\bigcirc$	0	$\bigcirc$	$\bigcirc$
Razne bio, eko, organske oznake in certifikati (ang. eco-labelling)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

	Sploh ne vpliva	Ne vpliva	Niti ne vpliva niti vpliva	Vpliva	aZelo vpliva
Družbeni krogi v katerih se gibljem (ang. social norms)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Odnosi družine/prijateljev do "zelenih" izdelkov (ang. friend/family's attitudes)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Zaskrbljenost glede okolja (ang. environmental concern)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Učinek na zdravje (ang. health consciousness)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

## Q8 - Katere blagovne znamke po vašem mnenju proizvajajo "zelene" kozmetične izdelke?

# Q9 - Kaj bi vas motiviralo k temu, da bi se odločili za nakup "zelene" kozmetike?

	Sploh me ne bi motiviralo	Ne bi me motiviralo	Niti me ne bi motiviralo niti motiviralo	Motiviralo bi me	Zelo bi me motiviralo
Ista cena kot pri navadni kozmetiki	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Jasna oznaka na izdelku, da gre za "zelen" proizvod	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Če bi bil "zelen" izdelek na voljo v moji najljubši blagovni znamki	0	$\bigcirc$	0	$\bigcirc$	0
Manj zavajanja s strani oglasov in proizvajalcev	$\bigcirc$	0	0	0	0
Bolj inovativno pakiranje/ovojnina izdelka	0	0	0	$\bigcirc$	$\bigcirc$
Priporočilo s strani prijatelja ali družinskega člana	$\bigcirc$	0	0	$\bigcirc$	$\bigcirc$
Če bi bil "zelen" izdelek vidno bolj učinkovit kot navaden	0	0	0	$\bigcirc$	$\bigcirc$
Lažja dostopnost do izdelkov v trgovinah, drogerijah	0	0	0	$\bigcirc$	$\bigcirc$
Drugo:	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0

Q10 - Naslednja vprašanja se nanašajo na vaša stališča glede nakupa ''zelene'' kozmetike. Pri vsakem paru značilnosti označite številko, ki najbolje opiše vaše stališče. Višja kot je številka na levi strani, večje je strinjanje z značilnostmi na levi strani in višja kot je številka na desni strani, večje je strinjanje z značilnostmi na desni strani. Kupovanje ''zelene'' kozmetike se mi zdi:

	1	2	3	4	5	
Slabo	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	Dobro
Nekoristno	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	Koristno
Nespametno	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	Pametno

#### Q11 - Kako zelo se strinjate z naslednjimi trditvami?

	Se popolnoma ne strinjam	Se ne strinjam	Se niti ne strinjam niti strinjam	Se strinjam	Popolnoma se strinjam
Kupil bi "zeleno" kozmetiko	0	$\bigcirc$	0	0	0
Pripravljen sem kupiti "zeleno" kozmetiko	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Potrudil se bom za na nakup "zelene" kozmetike	$\bigcirc$	$\bigcirc$	0	0	0

## XSPOL - Spol:

⊖ Moški ⊖ Ženski

#### Q12 - Vpišite vašo starost v letih:



- XIZ1a2 Kakšna je vaša najvišja dosežena formalna izobrazba?
- 🔿 (ne)dokončana osnovna šola
- 🔘 nižja ali srednja poklicna izobrazba
- 🔿 srednja splošna ali strokovna izobrazba
- 🔿 visoka ali univerzitetna izobrazba
- O specializacija, magisterij ali doktorat

### XDS2a4 - Kakšen je vaš trenutni status zaposlitve?

- Študent/ka
- O Nezaposlen/a
- O Zaposlen/a
- O Upokojen/a
- O Drugo:

## Q13 - Neto prihodek na mesečni ravni:

○ 0 - 500€

◯ 501 - 1000€

◯ 1001 - 1500€

◯ 1501 - 2000€

⊖ več kot 2000€

# V kateri Slovenski regiji prebivate?

⊖ Gorenjska

 $\bigcirc$  Osrednjeslovenska

 $\bigcirc$  Goriška

Obalno-kraška

O Primorsko-notranjska

⊖ Jugovzhodna

OPodravska

O Posavska

⊖<sub>Koroška</sub>

O Pomurska

⊖ Savinjska

O Zasavska

# **Appendix C: Descriptive statistics tables**

How often do you buy the		Ν	Ā	Me	Мо	σ	Skewness	Kurtosis
following categories/types	Valid	Missing					coefficient	coefficient
of "green" cosmetics?								
Makeup	148	18	1,94	2,00	1	1,005	0,898	0,258
Skincare	147	19	2,93	3,00	3	1,174	-0,150	-0,875
Hygiene products	148	18	3,32	4,00	4	1,173	-0,401	-0,751
Perfumes	148	18	2,37	2,00	1	1,230	0,479	-0,850
Haircare	148	18	3,05	3,00	4	1,292	-0,159	-1,050

Descriptive statistics for frequency of green cosmetics purchase

## Descriptive statistics for percentage of green cosmetics purchase

What percentage (%) of		Ν	Ā	Me	Мо	σ	Skewness	Kurtosis
the purchase of your cosmetic product is "green"?	Valid	Missing					coefficient	coefficient
Makeup	146	20	2,16	2,00	2	1,015	0,922	0,403
Skincare	147	19	2,82	2,00	2	1,231	0,388	-0,996
Hygiene products	149	17	2,83	2,00	2	1,172	0,371	-0,993
Perfumes	149	17	2,33	2,00	2	1,171	0,664	-0,542
Haircare	149	17	2,69	2,00	2	1,235	0,456	-0,847

# Descriptive statistics for sources influencing the green cosmetics purchase

Which of the following		N	x	Me	Mo	σ	Skewness	Kurtosis
sources influences your decision to buy ''green'' cosmetics?	Valid	Missing					coefficient	coefficient
Family	148	18	2,75	3,00	4	1,380	-0,013	-1,445
Friends	148	18	2,88	3,00	4	1,293	-0,153	-1,271
TV shows	148	18	2,16	2,00	1	1,141	0,581	-0,783
Different types of ads	148	18	2,47	2,00	1	1,248	0,169	-1,410
Online influencers	148	18	2,25	2,00	1	1,223	0,528	-1,026
Other	54	112	2,59	2,00	1	1,666	0,353	-1,629

How important do you		Ν	Ā	Me	Mo	σ	Skewness	Kurtosis
find the following attributes when buying cosmetics?	Valid	Missing					coefficient	coefficient
Sustainable sourcing and processing of cosmetic product	148	18	3,69	4,00	4	0,895	-0,730	0,299
Environmentally-friendly packaging of cosmetic product	148	18	3,68	4,00	4	0,920	-0,743	0,370
Not tested on animals	147	19	3,78	4,00	4	1,120	-0,717	-0,232
That the ingredients of the cosmetic product are obtained and treated in an ethical manner	147	19	3,71	4,00	4	0,929	-0,490	-0,086
Natural and organic ingredients	148	18	3,64	4,00	4	0,997	-0,483	-0,140
Other	36	130	2,53	2,50	1	1,424	0,349	-1,220

Descriptive statistics for important attributes influencing the green cosmetics purchase

What would motivate you	ou N		Ā	Me	Mo	σ	Skewness	Kurtosis
to buy more "green" cosmetic products?	Valid	Missing					coefficient	coefficient
If the price of "green" cosmetics would be the same as the price of normal cosmetics	144	22	4,13	4,00	5	0,926	-1,125	1,335
Clear indication that the product of interest is "green"	144	22	3,92	4,00	4	0,924	-0,709	0,040
If my favourite brand would sell "green" cosmetic products	143	23	3,65	4,00	4	1,109	-0,717	0,041
Less confusion regarding these type of products from manufacturers and ads	144	22	3,98	4,00	4	0,993	-0,741	-0,270
More innovative product packaging	144	22	3,37	3,00	4	1,095	-0,192	-0,725
Recommendation from a friend of family member	144	22	3,97	4,00	4	0,934	-0,817	0,181
If the "green" product was clearly more effective than a normal one	144	22	4,49	5,00	5	0,669	-1,396	2,375
Easier accessibility to products in stores, drugstores	144	22	4,06	4,00	4	0,838	-0,769	0,227
Other:	27	139	2,89	3,00	1	1,528	-0,009	-1,491

Descriptive statistics for main motivations of green cosmetics purchase

# Appendix D: Reliability tests

Question	Cronbach's Alpha	Number of Variables
How often do you buy the following categories/types of "green" cosmetics?	0,809	5
What percentage (%) of the purchase of your cosmetic product is "green"?	0,890	5
Which of the following sources influences your decision to buy "green" cosmetics?	0,741	6
How important do you find the following attributes when buying cosmetics?	0,836	6
How strongly do you consider the factors listed below when purchasing cosmetics?	0,703	8
What would motivate you to buy more "green" cosmetic products?	0,735	9
I feel that buying green cosmetics is (attitudes estimation):	0,836	3
How strongly do you agree with the following claims (in connection to purchasing intention?	0,890	3

# Cronbach's Alpha for different sets of questions

# Appendix E: Correlation matrix

		ATTITUDE TOWARDS	PURCHASE INTENTION					
		GREEN COSMETICS	OF GREEN COSMETICS					
Price	Pearson	0,042	0,025					
	Correlation							
	Sig. (2-tailed)	0,624	0,768					
	Ν	141	141					
Brand knowledge and	Pearson	0,003	-0,011					
image	Correlation							
	Sig. (2-tailed)	0,974	0,901					
	Ν	141	141					
Individual's	Pearson	0,239**	0,506**					
environmental	Correlation							
knowledge	Sig. (2-tailed)	0,004	0,000					
	Ν	141	141					
Eco-labelling	Pearson	0,258**	0,498**					
	Correlation							
	Sig. (2-tailed)	0,002	0,000					
	Ν	141	141					
Social norms	Pearson	0,034	0,127					
	Correlation							
	Sig. (2-tailed)	0,691	0,134					
	Ν	141	141					
Friend/family`s	Pearson	0,078	0,280**					
attitudes	Correlation							
	Sig. (2-tailed)	0,357	0,001					
	Ν	141	141					
<b>Environmental concern</b>	Pearson	0,320**	0,532**					
	Correlation							
	Sig. (2-tailed)	0,000	0,000					
	Ν	141	141					
Health consciousness	Pearson	0,176*	0,409**					
	Correlation							
	Sig. (2-tailed)	0,037	0,000					
	Ν	141	141					
**. Correlation is significa	**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significan	t at the 0.05 level	(2-tailed).						

# Correlation matrix for hypothesis H1a-H3b

## **Appendix F: Regression models**

*Results of the hypothesis testing of the relationship between price and attitudes towards green cosmetics* 

	ATTITUDE	FOWARDS GI	REEN COSME	TICS $(\mathbf{R}_{adj})^2 = 0.0$	000, p = 0.624)
Independent variable	b	SE	β	t	р
Price	0,042	0,085	0,042	0,491	>0,05
(Constant)	3,939	0,342		11,522	0,000

Results of the hypothesis testing of the relationship between brand knowledge and image and attitudes towards green cosmetics

		ATTITUDE 7	FOWARDS GI	REEN COSME	TICS $(\mathbf{R}_{adj})^2 = 0$ .	000, p = 0.974)
Indepen	dent variable	b	SE	β	t	р
Brand	knowledge	0,003	0,084	0,003	0,033	>0,05
and iam	ge					
(Constar	nt)	4,093	0,282		14,539	0,000

Results of the hypothesis testing of the relationship between an individual's friend/family's attitudes and attitudes towards green cosmetics

	ATTITUDE TOWARDS GREEN COSMETICS (R <sub>adj.</sub> <sup>2</sup> = 0.006, p =						
	0.357)						
Independent variable	b	SE	β	t	р		
Friend/family's attitudes	0,074	0,080	0,078	0,924	>0,05		
(Constant)	3,885	0,249		15,616	0,000		

*Results of the hypothesis testing of the relationship between social norms and attitudes towards green cosmetics* 

	ATTITUDE 7	FOWARDS GI	REEN COSME	TICS $(\mathbf{R}_{adj.}^2 = 0.0)$	009, p = 0.134)
Independent variable	b	SE	β	t	р
Social norms	0,096	0,063	0,127	1,508	>0,05
(Constant)	3,675	0,195		18,815	0,000