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CONSTITUENTS AFFECTING BRAND LOYALTY OF SUSTAINABLE BEAUTY AND PERSONAL CARE PRODUCTS

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Abstract: *The growing air, water, and plastic pollution, wastage of food, deforestation, and chemical manufactured products have given rise to the concept of green marketing. Nowadays, consumers are more aware of their environment and health, and they look for eco-friendly products that are free of toxic materials. Many brands have looked into these issues. Keeping in mind the consumer's desire, they have started manufacturing eco-friendly, free of toxic and recyclable products. This study aims to determine the antecedents that will affect the purchase decisions of Generations Y and Z consumers purchasing green products from the beauty and personal care industry, which can finally lead them to become brand loyal. An explanatory research design was carried out to develop an empirical result for the study. A self-administered questionnaire was elaborated. The responses were measured through a 5-point Likert scale. The questionnaires were distributed through online mode to the respondents. The sample for the study was selected through self-selection sampling. A total of 250 responses were analyzed. The data was analyzed through structural equation modeling with the help of the statistical tool Smart-PLS version 3.3.9. The study's findings showed that green marketing mix, brand knowledge, and culture positively affect green purchase intention and finally lead to brand loyalty. The results also depicted that the reference group moderates between green purchase intention and brand loyalty. The overall understanding of green marketing and its impacts on the consumer's purchase decisions, which leads to brand loyalty, would help the brands establish different marketing strategies for attracting and engaging the consumer with higher consumer retention. It would help the brands to create brand image, consumer satisfaction, and trust among the consumer towards the brand.*

Keywords: beauty and personal care, culture, generation Y and Z, green brand knowledge, green marketing mix, purchase intention, reference group.

JEL Classification: M31, Q01, Q56

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Introduction. Green beauty and personal care (BPC) products in developing nations like India present a new dimension. It propels India to take center stage in Green Evolution (Kapoor et al., 2019). In the current scenario, adopting green or going green is not just a mere social concept. Both organizations and consumers are equally focused on this sector as green products are gradually becoming the new norm rather than just being an alternative to traditional products (Vincent, 2012). Nowadays, the term «green» has an equivocal response like the concepts «sustainable», «eco-friendly», «non-toxic», and «organic». Due to the draconian effect of climate change and the global warming scenario, most nations and societies are accepting the «going green» concept (Santos and Bruno, 2015). Due to the information explosion and accumulation of knowledge on green and sustainable practices and their benefits in the past decade, present-day consumers have become more aware of the ill effects of products not made in a sustainable manner and their negative hampering effect on the environment. Consumers move toward a healthy and sustainable lifestyle. It prompts individuals and households to adopt «green» or «environmentally» safe products. In turn, it has started organizations to shift their focus to sustainable business practices and manufacture green products to cater to the need of the consumers (Bhatia and Jain, 2013). This new societal concept of adopting green presents a huge opportunity for organizations to tap into this newfound market and establish their foothold. Besides, it is beneficial for the consumers as they have more choices as more organizations tap into this space with new products and service offerings. This concept is gaining massive momentum in the present-day scenario as society accepts the environmental and health-related issues arising from non-sustainable practices (Amberg and Fogarassy, 2019). In turn, organizations and manufacturers are now moving toward establishing green standards and mechanisms in their manufacturing process and creating green products which, throughout their product life cycle, do not negatively affect the environment (Sreen et al., 2018; Suki, 2016).

The American Marketing Association (AMA) prescribed green marketing as the process of marketing products that are deemed to be safe and not harmful to the environment. Green marketing encapsulates a huge spectrum of topics under its umbrella. From the green product manufacturing process to green product design, producing green products, packaging, establishing a green network to facilitate ease of product availability to develop a green price for the products finally. Green marketing is a 360° approach where manufacturing, marketing, utilization, and discarding of the products happen in a manner that affects the environment in a very minimal or negligible manner (Kapoor et al., 2019).

The Beauty and personal care industry could find its lineage in ancient Egyptian times (Mark, 2017). Making oneself look and feel better or taking care of health and beauty is an age-old phenomenon that society has followed for a long time (Chaudri and Jain, 2009). Beauty and personal care products play a pivotal role in uplifting one's mood and hedonic feelings (Kaufmann et al., 2012). In the context of a developing Nation like the Indian market, consumers though sometimes we're aware of the ill effects of artificial BPC products, price played a pivotal role in the late adaptation of green products in the BPC sector. Due to this, in the 21st century, the whole BPC industry has radically changed its previous non-sustainable practices to make way for a green marketing mix (Kasliwal and Khan, 2016). As per the market research done by expert market research, the 2020 Indian BPC sector has accumulated to ₹54,558 Crore. Furthermore, this industry is assumed to grow at a CAGR of 11% from 2023 to 2027.

Riding on this wave of globalization, digitization, and e-commerce, Indian Gen Y (440 million or 34% of the Indian Citizen) and Gen Z (472million or 32% of the Indian Citizen) population (Verma, 2020) have a steady rise in disposable income over the years shows a strong affinity towards purchasing green BPC products. It is driving the industry forward (Silverstein and Fiske, 2003; TechSci Research, 2021). Based on the prior experience of a polluted and harmful ecology, the new age young consumers are more cautious in their approach to using a particular product. The focus is more on improving the overall life cycle for a better and eco-friendly lifestyle (Gan et al., 2017). Due to this, they are now consciously avoiding purchasing products that are not green (Kumar, 2014).

Therefore, the focus of this empirical study is to determine the antecedents affecting the green purchase intention of consumers and how it affects green brand loyalty. The study used data from 250 existing sustainable beauty and personal care product users to investigate the proposed research model. The findings suggest that green products, places, and promotions significantly contribute to designing a green marketing mix, which positively influences the purchase intention of green BPC products. Similarly, sustainable brand knowledge and culture are positively associated with the purchase intention toward green BPC products. Moreover, the findings reflect that green purchase intention is positively associated with brand loyalty towards green BPC products. In addition, the effect of the reference group is confirmed for the association with green purchase intention and green brand loyalty.

This study makes two novel contributions. It is the first study to utilize a green marketing mix to explain consumer purchase intention concerning green beauty and personal care products. Secondly, the study focuses on the Indian beauty and personal care market, which is still an underexplored context in a developing country. The study comprehensively explains the green marketing mix and consumers' brand loyalty to green BPC products. It contributes theoretically to the green consumer intention and existing literature and practice to the management decision-making process in the green product arena.

Therefore, the research paper is organized as follows: the introduction part portrays an overview of the Indian BPC industry, green movement and also provides a brief analysis of the factors influencing the brand loyalty of sustainable beauty and personal care products; literature review provides a thorough analysis of factors chosen by researcher for this study with validation from past research work; methodology and research methods section gives a detail overview of the different statistical tools implemented by the researcher for conducting the analysis of collected data like implementation of 5-point Likert Scale for gauging the viewpoint of participants and using of partial least square equation modelling (PLS-SEM) method for data analysis; results section provides the final outcome of the empirical study; conclusion: - provides a point of parity and disparity with previous research work and how the findings can be implemented in real world scenario.

Literature Review. The term «green marketing» was first coined by AMA in 1975 at a seminar they organized. Products deemed to be not harmful to the environment or have a negligible negative effect on the environment and society are known as green products. The entire process of eco-conscious designing, producing, and distributing green products to the end-user for consumption keeping the price factor in mind, is known as the green marketing mix (Kotler, 1967). Therefore, the traditional marketing mix has infused the new green concept and gave birth to the idea of a green marketing mix (Bhalerao et al., 2015). The metrics of the green marketing mix are as follows:

- green product;
- green price;
- green place;
- green promotion.

Green products need to be manufactured so that they cater to the environment-conscious consumers' needs and provide extra value for traditional consumers to switch over to green products. As per the research work done by Priya and Venkatesh (2018), the attributes of green products are as follows:

- products that are made from organically or naturally grown raw materials;
- environmentally-friendly products that are made in such a way that, if the need arises, they could be recycled, up-cycled, or used multiple times;
- products that could be organically grown;
- products that are made by using non-toxic chemicals and containing recycled materials;
- the chemical content of the products is under the stipulated limit to be eco-friendly;
- products that are good for the ecological system;
- products that have not gone under the animal clinical testing process;
- products with environment-conscious packaging.

Green price amalgamates the principle of human resource, earth, and revenue mechanism in a manner that considers all the stakeholders and prices the products accordingly. Present-day consumers are conscious of the negative effects of the products they use on the environment. Therefore, the extra value addition provided by the green products acts as a catalyst for them to use these products though green products are priced a bit higher than conventional non-green products (Abzari et al., 2013). According to the study by Davari and Strutton (2014), the price differentiation between traditional and conventional products is known as «green price». The price differentiation could be attributed to the higher acquisition price of tenable, eco-friendly raw materials (Afzan, 2016; Hwang et al., 2017). Besides, organizations try to become responsible members of society in maintaining these green phenomena. Through their MARCOM (Marketing Communication) strategies, they are trying to raise consumers' awareness about the perquisites of using green products and the extra value addition this product provides, thus, gradually offsetting the price sensitivity mentality of the consumers (Meng et al., 2021).

The green place is an end-to-end process that starts by procuring tenable raw materials in an eco-friendly manner and transporting finished green products to an environment-friendly marketplace effectively to reduce or eliminate the harmful effects throughout the product life cycle (Zhu et al., 2008).

This complex process involves the following processes:

- establishing a green logistics network for transportation of raw materials to producing unit and dispersion of finished green produces to the point of consumption;
- implementation of the ecologically conscious manufacturing process and technology to effectively utilize the raw material consumption for production, properly handling waste management, and optimal use of energy;
- formulation of environment-friendly GTM (Go to Market) network, i.e., use of EV vehicles for maintaining the logistics supply throughout the supply chain;
- implementation of technology to gather information throughout the entire product life cycle.

Several researchers (Sohail, 2017; Mishra and Sharma, 2012) expressed creating a green distribution supply chain network in a one-word – green place. Therefore, the onus is on the manufacturers and organizations to make the green product available at various easy-to-communicate places for consumers.

Green promotion refers to the different Mar-Com (Market Communication) strategies organizations adopt to communicate the extra value and benefits the consumer will get if they use or switch from conventional products to green products (Polonsky and Rosenberger, 2001). Based on their prior purchase and usage scenario, consumers assess these infomercials and try to gauge the effectiveness of these products (Kinoti, 2011). Hence, organizations should communicate the implemented green standards, such as possessing a CP certificate or ISO 14000 certification in their infomercials (Adhikari, 2016).

Therefore, this work focuses on understanding how the different variable of green marketing affects the green purchase intention of BPC products amongst the consumers residing in India.

H1: Green marketing mix positively affects the green purchase intention of consumers.

Brand knowledge plays a pivotal role in shaping the perception of consumers about a particular product. Upon affirmative association with the history and story of a brand or a product, the positioning of these products takes the forefront in consumers' minds (Asadollahi and Hanzaee, 2011). However, sometimes organizations cannot properly utilize the MarCom tools and hinder the creation of awareness about green practices and processes. It results in negative green purchase intention (Akturan, 2018). Therefore, positively portraying the initiatives and creating a strong narration around a brand helps the organization overcome the conservative consumer mindset and position itself at the highest place in the consumers' minds (Kapferer, 2008). Green certification (Walter and Chang, 2017), eco-friendly packaging (Rokka and Uusitalo, 2008), and green transformation (Chen, 2008) narratives in the past have aided organizations in successfully portraying the intended message to the consumers (Zhimin et al., 2020).

Therefore, through this research work, the researchers try to assess if there is a cause-and-effect association between green purchase intention and green brand knowledge when Indian consumers contemplate buying green BPC products.

H2: Green brand knowledge positively influences green purchase intention.

India, the largest democracy and second most habituated country in the world (Gupta and Blum, 2018), boasts of people who have their own cultural beliefs and standards. Therefore, understanding consumer purchase behavior against the backdrop of cultural scenarios becomes more diversified and varied (Teimourpour and Heidarzadeh, 2011). In the globalized multiculturism world, it is becoming gradually important to understand the implications of culture on consumer behavior (Maheswaran and Shavitt, 2000). Individualism vs. collectivism plays a significant role in shaping consumers' minds about the purchase scenario. Understanding this phenomenon would be beneficial for organizations to comprehend the mindset of the consumers (Kacen and Lee, 2002). Consumers who are image-conscious and gather knowledge based on his/her interest is more prone to buy a green product than buying a traditional one (Oliver and Lee, 2010). Hence, it is important to understand the relationship between culture and its influence on purchase intention.

H3: Culture positively affects the green purchase decision.

Green brand loyalty refers to the phenomenon when consumers, though they are split in choices, always choose a specific green brand over all the other green and traditional product offerings (Aaker, 1991). It benefits organizations that create entry barriers for new market entrants and defend against competitors, creating a monopoly in consumers' minds by satisfying the consumers and fulfilling their needs (Ballester and Munuera-Alemán, 2001). Brand loyalty also helps organizations command a premium product price (Rowley, 2005). Henceforth, it is important to understand how green purchase decision translates to brand loyalty.

H4: Green purchase decision positively influences green brand loyalty.

Reference groups are people and individuals with whom one interacts daily, on occasion, or even with a stranger. As a social entity, human beings use this set of people or individuals as a standard metric for comparison. People often rely on these groups to understand their surroundings and gradually, depending on

the feedback, creates their own set of beliefs, ideas, values, evaluation of relative worth, and formulating their own set of criteria for products they use or going to use in the near future (Crossman, 2019). According to Kotler and Keller (2016), a reference group is a person or individual consisting of all the various categories that sway one's behavior, either directly or indirectly. Reference group affects an individual's choice-making scenario in the following three ways:

- introduction of a new set of behavioral patterns;
- affecting and shaping attitudes and self-beliefs;
- creation of a comfort zone.

Due to this, the researchers explore how the mediating variable reference group affects the relationship between green purchase intention and green brand loyalty.

H5: Reference group moderates the relationship between green purchase intention and green brand loyalty.

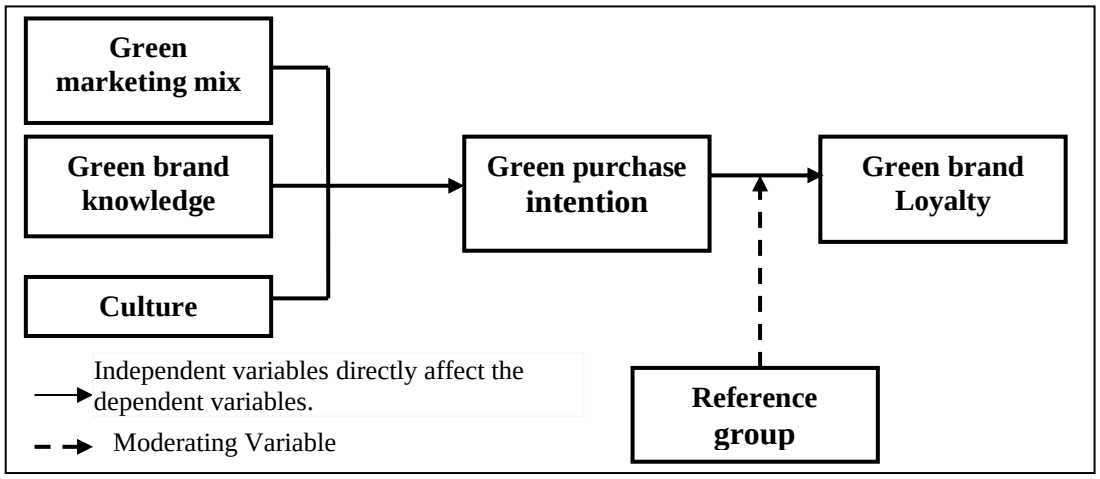

Figure 1. Conceptual model of the study

Sources: Developed by the authors.

Methodology and research methods. Secondary data have been collected through various journals, articles, reports, and other study papers. The literature review was generated by examining various literary works and study papers, which are a part of secondary data collection. To collect primary data from the candidates, a survey method was implemented. The survey was done in an online mode due to Covid restrictions. The researchers have developed a self-administered research questionnaire for the study. The question set was close-ended, and the items of the questionnaire were generated with the help of a previous research paper by Munamba and Nuangjamnong (2021).

The candidates were sent a copy of the questionnaire through Google Forms. They were instructed to fill out the questionnaire and revert to the researchers. To collect data self-selection sampling method was considered. Interested candidates were sent Google Forms via email, WhatsApp, Facebook, and Instagram. The questionnaire was based on the previous purchase experience of the green product by the customers, and to measure their experience, the researchers have implemented a 5-point Likert scale method varying from:

- Strongly agree (Representation Value – 5);
- Agree (Representation Value – 4);
- Neutral (Representation Value – 3);
- Disagree (Representation Value – 2);
- Strongly disagree (Representation Value – 1).

The disbursement of questionnaires and data gathering was done in March 2022. Both male and female candidates were selected from Generation Y and Generation Z of India to verify and validate the research study. As these generations of people are more inclined and knowledgeable regarding technology and possess more disposable income, they have been selected (Immordino-Yang et al. 2012). Gen Y and Z show strong affection toward branded products (Straus et al. 2006). The age group considered in this research paper varies from Age 18 years to 42 years old. For the study, a total of 250 data were collected. The partial least square equation modelling (PLS-SEM) (Bag et al., 2020) technique was implemented for the statistical analysis of the research study.

Results. The researchers have considered convergent validity, discriminant validity, and composite reliability for testing the reliability and validity of the variables from the conceptual model to generate the measurement model. To examine the reliability of the variables in the research study, the researchers have considered Cronbach's Alpha (λ) and Composite Reliability (CR). The value of both «λ» and CR is higher than the desired value of 0.7 and 0.5 (Bag and Omrane, 2020). Table 1 shows that the Convergent Validity of the variables is acceptable as the Average Variance Extracted (AVE) of all the variables from the model is higher than the desired value of 0.5 (Hair et al., 2017, Bag et al., 2021). Table 1 represents the outcome of the reliability and validity of the variables of the research study.

Table1. Reliability and validity

Constructs	«λ» value	CR	AVE
BL	0.701	0.816	0.590
CU	0.703	0.804	0.617
GBK	0.806	0.872	0.631
GMM	0.702	0.809	0.589
GPI	0.802	0.870	0.628
GPM	0.816	0.890	0.729
GPR	0.712	0.838	0.633
GRPL	0.753	0.857	0.670
GRPO	0.750	0.846	0.653
RG	0.834	0.860	0.610

Note: *BL – Brand Loyalty, CU – Culture, GBK – Green Brand Knowledge, GMM – Green Marketing Mix, GPI – Green Purchase Intention, GPM – Green Promotion, GPR – Green Promotion, GRPL – Green Place, GRPO – Green Product, RG – Reference Group*

Sources: developed by the authors.

The objective of discriminant validity is to substantiate that a reflective variable has a sturdy relationship with its indicators in the PLS path model (Hair et al., 2022). Discriminant validity is established in sequence to discover the individuality of the variables. The researchers have examined the discriminant validity with the help of the Fornell-Larcker criterion in the research study. Fornell-Larcker Criterion depicts the degree of shared variance between the latent variables of the research paper. In other words, it is the square root of the AVE values of the variables (Fornell and Larcker, 1981; Omrane and Bag, 2022). Table 2 shows that all the diagonal values, which are the square root of the AVE values of the variables, are higher than all the values of the variables in the same column and row. It predicts that all the variables or constructs are not related to each other and are distinctive. From the above analysis, it could be interpreted that the discriminant validity of the variables is accepted.

Table2. Fornell-Larcker Criterion

Constructs	BL	CU	GBK	GMM	GPI	GPM	GPR	GRPL	GRPO	RG
BL	0.768									
CU	0.758	0.785								
GBK	0.499	0.497	0.795							
GMM	0.648	0.737	0.597	0.767						
GPI	0.685	0.630	0.612	0.696	0.792					
GPM	0.710	0.742	0.462	0.716	0.560	0.854				
GPR	0.722	0.656	0.814	0.604	0.630	0.531	0.796			
GRPL	0.546	0.626	0.694	0.688	0.546	0.605	0.753	0.818		
GRPO	0.697	0.676	0.579	0.700	0.666	0.628	0.691	0.696	0.808	
RG	0.767	0.775	0.359	0.648	0.387	0.613	0.633	0.599	0.580	0.781

Sources: developed by the authors.

Table 3 represents the variables' beta coefficient (β) and p-value, which would help to understand the association between the different variables. With the help of the β value, the researchers have examined the significance of the hypothesis. The beta coefficient depicts that one unit change in the independent variable would impact the dependent variable. The beta coefficient of all the variables in the model was analyzed. To analyze the significance level, beta coefficient (β) and P-value are required. In H1, it was defined that marketing mix has a positive effect on purchase intention of green products. Table 3 and Figure 2 show that green marketing mix significantly influences the green purchase intention ($\beta = 0.354$, $P < 0.000$). H2 denotes

a positive relation between green brand knowledge (GBK) and purchase intention (PI). It shows that the GBK significantly influences the PI of the green product (β = 0.290, p < 0.000).

Table 3 shows that culture (CU) has a significant influence on purchase intention (PI) which accepts the H3 (β = 0.226, p < 0.001). Table 3 and Figure 2 show that purchase intention (PI) has a significant influence on brand loyalty (BL) (β = 0.525, p < 0.0000), supporting the H4. The greater the β value stronger the relationship between the independent variables. H5 predicts that the reference group moderates between purchase intention and brand loyalty. The results of the study display that the reference group moderates the relationship between purchase intention and brand loyalty (β = 0.223, p < 0.000). Figure 3 interprets that increase in the reference group would build a strong relationship between purchase intention and brand loyalty.

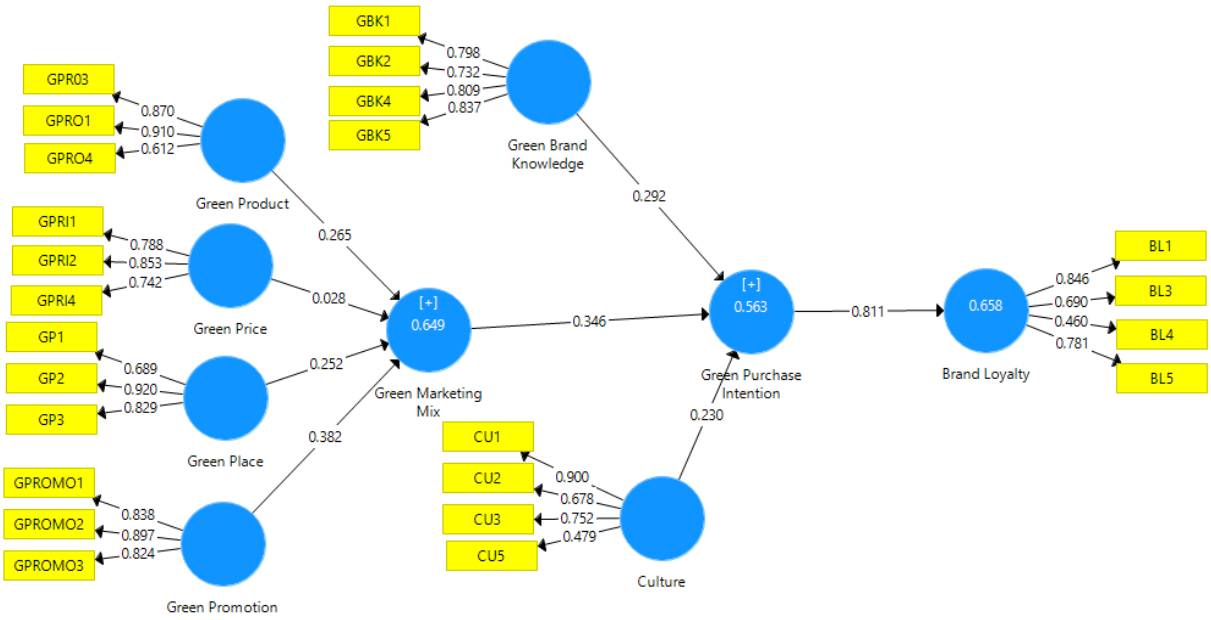

Figure 2. The visualization map of path analysis model

Note: GBK – Green Brand Knowledge, GPRO – Green Product, GPRI – Green Price, GP – Green Place, GPROMO – Green Promotion, CU – Culture, RG – Reference Group, BL – Brand Loyalty

Sources: developed by the authors.

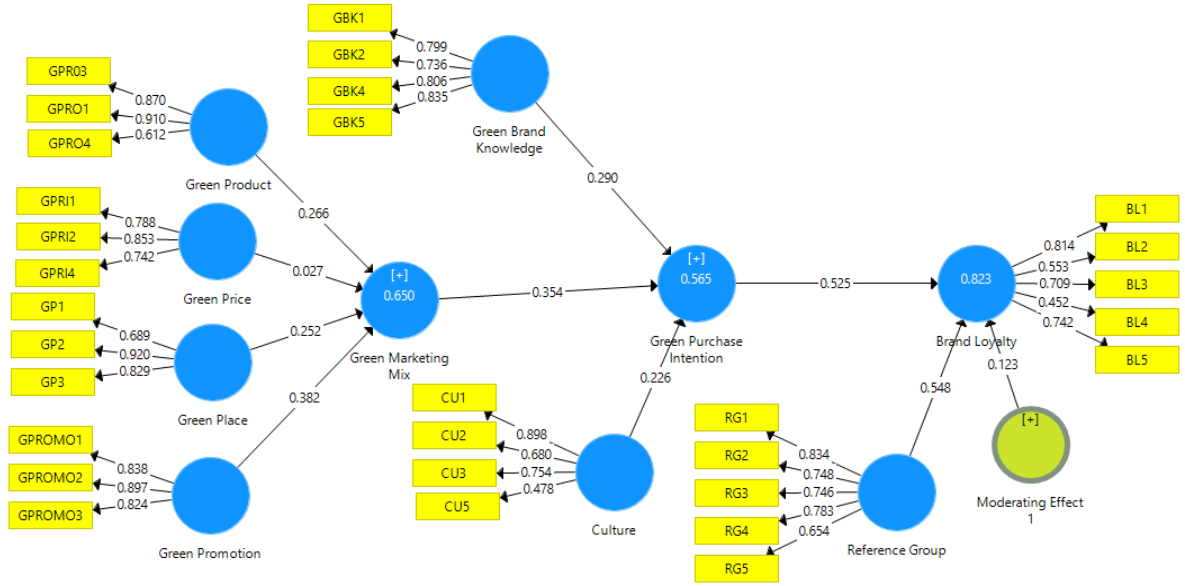

Figure 3. Path analysis model with moderator

Notes: GBK – Green Brand Knowledge, GPRO – Green Product, GPRI – Green Price, GP – Green Place, GPROMO – Green Promotion, CU – Culture, BL – Brand Loyalty.

Source: developed by the authors.

Table 3. Result of path analysis

Hypothesis Path	Coefficient of β (P-Value)	Remarks
Culture ⟶ Green Purchase Intention	0.226 (0.001)	Supported
Green Brand Knowledge ⟶ Green Purchase Intention	0.290 (0.000)	Supported
Green Marketing Mix ⟶ Green Purchase Intention	0.354 (0.000)	Supported
Green Purchase Intention ⟶ Brand Loyalty	0.525 (0.000)	Supported
Moderating Effect 1 ⟶ Brand Loyalty	0.223 (0.000)	Supported
Reference Group ⟶ Brand Loyalty	0.547 (0.000)	Supported

Note: significant at 5%
Sources: developed by the authors.

Conclusion. Based on the results, all the antecedents of the green marketing mix, green brand knowledge, and culture positively affect green purchase intention, and moderating variable reference group moderates the relationship between green purchase intention and green brand loyalty. The result also corroborates the previous findings of past research works undertaken in this scenario.

Green product has the strongest influence on consumer intent to purchase green BPC products in the Indian market (Mahmoud et al., 2017; Hossain and Khan, 2018). Green price also drives the consumer's intent to purchase green BPC products in the context of the Indian market (Joshi and Rahman, 2015; Ray et al., 2021). Green place plays a crucial positive role in shaping purchase intention of buying green BPC products in the context of the Indian market (Sudjatmiko and Sulistiyo, 2018). Green promotion is also one of the major contributors to green purchase intention of buying green BPC products in the Indian market (Mahmoud et al., 2017). In short, it could be expressed that the green marketing mix has a major contribution towards the consumers' purchase decision on green products.

On the other hand, green brand knowledge also plays a significant positive part in shaping consumers' minds about the intensity to purchase buying green BPC products in the context of the Indian market (Asadollahi and Hanzaee, 2011; Ghorai et al., 2021). Culture in the Indian market positively affects consumers buying intention toward Green BPC products in the Indian market (Maheswaran and Shavitt, 2000).

Corroborating the previous research works, the findings of this research also support the fact that green purchase intention positively affects green brand loyalty of green BPC products in the context of the Indian market (Fazeen et al., 2020). The mediating factor reference group also plays a crucial role in the relationship between green purchase intention and green brand loyalty while purchasing green BPC products in the context of the Indian market (Kotler and Keller, 2016). The more the number of reference groups, the stronger would be the relationship between purchase intention and brand loyalty.

This research was undertaken to understand how the variables of the green marketing mix, green brand knowledge, and culture affect the consumer buying behavior belonging to the Gen Y and Gen X population while choosing Green BPC products in the context of the Indian Market. According to the empirical research findings, the following statements could be put forward for real-world application in the field of marketing and other social science scenarios:

- Manufacturers and organizations must become responsible members of society. While setting up plants for manufacturing, they need to adhere to Green standards like ISO 15392:2008 (Sustainable Building Development) and ISO 15392:2008 (All raw materials used are sustainable) (ISO, 2008). Though setting up the plant will be costlier, the ROI on the building will be substantial in the future as it will help in creating a successful brand narration or brand story (Solaiman et al., 2015). In turn, also ensuring the green products' life cycle will cause no or negligible harm to the ecology (Sohail, 2017; Mishra and Sharma, 2012).
- While keeping all the stakeholder's concerns in mind, the pricing of green products should be done in a competitive manner which will be beneficial in attracting a broad spectrum of consumers (Prahalad and Hart, 2002).
- Smaller SKU sizes could lead to a win-win situation for both consumers and organizations in a likewise manner. Setting up a unit to produce smaller size SKU units is cost beneficial from the organization's viewpoint. From the consumer perspective, a smaller size SKU means a comparatively lower price range than a green product which is only offered in bigger SKU units (Hirche et al., 2021).
- While designing the logistics network, micro, small, and medium-sized enterprises (MSME) should aim to create a fleet using the help of EVs (electronic vehicles). At the same time, the big and large organizations could use EVs for their last-mile network, which will help to reduce the carbon footprint (Petrovic et al., 2020).

- While designing promotional campaigns, all ATL, BTL, and TTL activities should adhere to the Green ecological norms (Kao, 2019).
- All advertisements, promotional campaigns, and consumer engagement must be designed to highlight the green practices undertaken by the organization. It would help to build consumer knowledge and, in turn, position the brand to be a number one position in the consumers' minds with high brand recall (McEachern and Warnaby, 2008; Khurram et al., 2018).

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Фактори впливу на лояльність споживачів до брендів екологічної косметики та засобів особистої гігієни

Концепція «зеленого маркетингу» зародилась на фоні погіршення якості атмосферного повітря та водних ресурсів, збільшення обсягів відходів харчових продуктів та споживання пластику, вирубки лісів та виробництва хімічних продуктів. Авторами зазначено, що сучасні споживачі є більш стурбованими питаннями збереження навколишнього природного середовища та власного здоров'я. Вони зацікавлені у споживанні екологічно чистих продуктів, які не містять токсичних речовин. Намагаючись задовольнити бажання споживачів, низка брендів демонструє свою стурбованість у збереженні навколишнього природного середовища, виробляючи екологічно чисті продукти, які не містять токсичних речовин та підлягають вторинному переробленню. Метою дослідження є визначення передумов, які спонукають споживачів поколінь Y і Z купувати екологічну косметику та засоби особистої гігієни, а також підвищують лояльність до бренду. На основі результатів узагальнення наукового доробку авторам сформовано методологію для емпіричного дослідження. Детерміновану вибірку даних отримано на основі результатів опитування 250 респондентів. Відповіді на запитання онлайн анкети було оцінено за 5-бальною шкалою Лайкерта. Для аналізу даних авторами використано метод моделювання структурних рівнянь за допомогою статистичного інструменту Smart-PLS 3.3.9. За результатами дослідження встановлено, що інструменти зеленого маркетингу, рівень обізнаності про зелений бренд та рівень культури позитивно впливають на наміри купувати екологічно чисті продукти та сприяють підвищенню лояльності до бренду. Встановлено, що референтна група є сповільнювачем між намірами купувати екологічно чисті товари та лояльністю до бренду. Результати дослідження дають підстави стверджувати, що загальне розуміння зеленого маркетингу та його впливу на купівельну поведінку сприяє розробці низки маркетингових стратегій для підвищення лояльності до бренду. До того, це допоможе брендам створити сприйнятий імідж, задовольнити попит споживачів та залучитись їх довірою.

Ключові слова: краса та догляд, культура, покоління Y та Z, знання, зелений бренд, зелений маркетинг-мікс, купівельні наміри, референтна група.