



DETERMINANTS OF CONSUMER PURCHASE INTENTION TOWARD ORGANIC SKINCARE PRODUCTS/BRANDS AMONG WOMEN IN GURUGRAM

Parth Chaturvedi

PGDM Student – Indus Business Academy, Bangalore. E-mail: fpb2426.162.parth@iba.ac.in

Article History

Received: 03 May 2025; Revised: 06 June 2025; Accepted: 12 June 2025; Published: 30 June 2025

Abstract: This study examines the determinants of consumer purchase intention toward organic skincare products and brands among women in Gurugram. With the increasing shift toward natural and sustainable products, the organic skincare market has experienced significant growth, driven by rising health consciousness, environmental awareness, and concerns regarding chemical-based formulations.

The primary objective of the study was to analyze the influence of key factors—namely awareness, product quality, price perception, and brand equity—on consumer purchase intention. The research adopted a quantitative approach using a descriptive research design. Primary data were collected from 150 female respondents aged 18 years and above through a structured questionnaire using convenience and purposive sampling techniques. Statistical tools such as descriptive analysis, ANOVA, and multiple regression were employed to interpret the data.

The findings revealed that while general awareness of organic skincare products was relatively high, deeper knowledge and the ability to differentiate between organic and non-organic products were limited. Product quality emerged as the most significant factor influencing purchase intention, followed by brand equity and price perception. Consumers showed strong trust in established brands, although brand recall remained moderate. Price sensitivity was evident, with most respondents willing to spend between ₹500 and ₹2000 per month on organic skincare products.

To cite this paper:

Parth Chaturvedi (2025). Determinants of Consumer Purchase Intention toward Organic Skincare Products/ Brands among Women in Gurugram. *International Journal of Applied Business and Management Sciences*. 6(1-2), 243-258.

INTRODUCTION

The present study examines the determinants of consumer purchase intention toward organic skincare products and brands among women in Gurugram. In recent years, the skincare industry has experienced a significant shift toward natural and organic alternatives, driven by increasing awareness of health concerns, environmental sustainability, and the adverse effects of chemical-based products. This transition has positioned organic skincare as a rapidly growing market segment, particularly in urban areas.

Gurugram represents a relevant context for this study due to its urban consumer base, higher disposable income levels, and strong exposure to premium and global skincare trends. Consumers in such markets are more likely to be aware of organic alternatives and exhibit evolving preferences toward sustainable and health-conscious products, making it an appropriate setting to examine purchase behavior in this segment.

Consumer purchase intention in this market is influenced by factors such as awareness, perceived product quality, price perception, and brand equity. Understanding these determinants is important to analyze how consumers make purchasing decisions and how much they are willing to spend on organic skincare products. Therefore, this study aims to examine the impact of these factors on purchase intention and provide insights that can help businesses develop effective marketing strategies in the organic skincare market.

LITERATURE REVIEW

No.	Year	Title	Author(s)	Aims	Findings	Industry	Analysis and Understandings
1	2023	What influences green cosmetics purchase intention and behavior	Limbu & Ahamed	To review determinants of green cosmetics, purchase behavior	Environmental concern, awareness, and perceived quality are key drivers	Green Cosmetics	Provides strong theoretical base for awareness and quality variables
2	2024	What drives and obstacles the intention to purchase green skincare products	Testa et al.	To identify drivers and barriers of green skincare purchase intention	Product quality and environmental concern positively influenced purchase; price and skepticism acted as barriers	Skincare / Green Cosmetics	Confirms that quality and awareness drive purchase, while skepticism and price hinder adoption

No.	Year	Title	Author(s)	Aims	Findings	Industry	Analysis and Understandings
3	2024	Drivers of consumer purchase intention for organic cosmetics	Phu et al.	To identify key determinants influencing purchase intention	Product quality, brand image, and price perception significantly influenced intention	Organic Cosmetics	Strong empirical support for quality, price, and brand equity variables
4	2024	Customers' Purchase Intention of Green Cosmetics using TPB	Upadhyaya & Sijoria	To apply TPB model in understanding purchase intention in India	Attitude, subjective norms, and perceived control significantly affect intention	Cosmetics / Green Products	Validates behavioral theories applicable to organic skincare purchase intention
5	2025	Continuous purchase intention of organic personal care products	Halan et al.	To examine factors influencing repeat purchase intention in India	Trust, satisfaction, and perceived value significantly influenced continued purchase	Organic Personal Care	Supports role of brand trust and perceived value in strengthening purchase intention

GAP ANALYSIS

The current study was trying to fill these gaps by targeting a specific population group and incorporating multiple determinants into a single framework.

- Most of the currently available research has been done in international settings, including Europe, Vietnam and Bangladesh, but there has been little specific research about urban Indian markets like Gurugram.
- Some studies have focused on environmental concern and behavioral theories (e.g., TPB), and received relatively less focus on practical market variables, including price perception and brand equity combined.
- Previous studies have tended to look at variables separately, and there are no studies that have used simultaneous analysis of the awareness, product quality, price perception and brand equity in an integrated model.

RESEARCH OBJECTIVES

The Objectives of the study are:

1. To assess the general awareness level of organic skincare products across different female demographics in Gurugram.

2. To evaluate the existing level of consumer awareness regarding organic skincare brands across different female demographics in Gurugram.
3. To examine the influence of product quality, price, and brand equity on the purchase intention of organic skincare products and brands.
4. To evaluate the amount consumers are willing to spend per month on organic skincare products.

RESEARCH METHODOLOGY

This study presents the methodological framework used to examine the determinants of consumer purchase intention toward organic skincare products among women in Gurugram.

Research Design: A descriptive research design was adopted to analyze consumer awareness, perceptions, and purchase intention. This design is suitable as it helps in understanding relationships between variables such as product quality, price perception, brand equity, and purchase intention without manipulating them.

Research Type: The study is quantitative in nature, based on primary data collected through a structured questionnaire. Statistical methods were used to measure relationships and test hypotheses.

Research Approach: A deductive approach was followed, where hypotheses were developed from existing literature and tested using empirical data collected from respondents.

Sampling Method and Data Collection: A combination of convenience and purposive sampling was used. The sample consisted of 150 female respondents aged 18 and above residing in Gurugram, ensuring both accessibility and relevance.

Data Collection Method: Data were collected using a structured questionnaire consisting of sections on demographics, awareness, product quality, price perception, brand equity, and purchase intention. Responses were measured using a 5-point Likert scale and categorical options.

Administration of Survey: Data collection was conducted using mall-intercept and public-intercept methods at locations such as Ambience Mall, MGF Metropolitan Mall, DLF CyberHub, and metro stations. These locations were selected to capture a diverse urban consumer base. Gurugram was chosen

due to its higher disposable income levels and exposure to premium skincare trends.

- **Data Analysis Tools:** The collected data were analyzed using statistical techniques:
- **Descriptive Statistics** (mean and standard deviation) to summarize responses
- **Analysis of Variance (ANOVA)** to examine differences in awareness across demographic groups
- **Multiple Regression Analysis** to assess the impact of product quality, price perception, and brand equity on purchase intention

DATA ANALYSIS

TOTAL NO. OF RESPONDENTS: **150**

SECTION A: DEMOGRAPHIC PROFILE

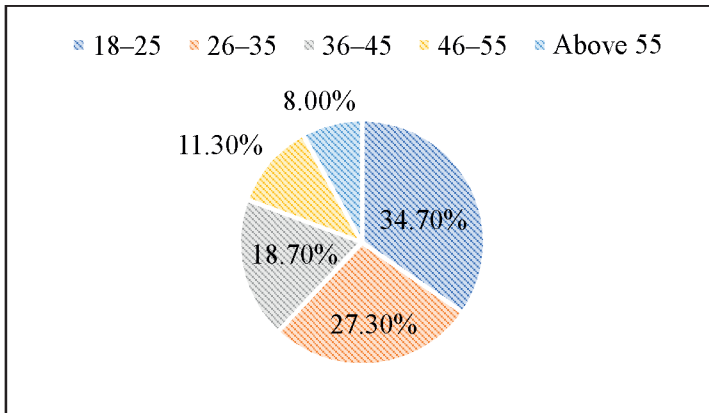


Figure 1: Age Group of Respondents

Most of the respondents were within the 18-25 age group (34.7%), then 26-35 (27.3%), which is under the age group. This implies that the research was mainly capturing the perceptions of the younger consumers who are generally more conscious and receptive to the trends of organic skincare.

A majority of the respondents are graduates (38.7%), thereafter there were undergraduates (30.7%), and postgraduates (22.7%). This means that the sample used is relatively educated implying that the respondents will be well-informed and knowledgeable about organic skincare products.

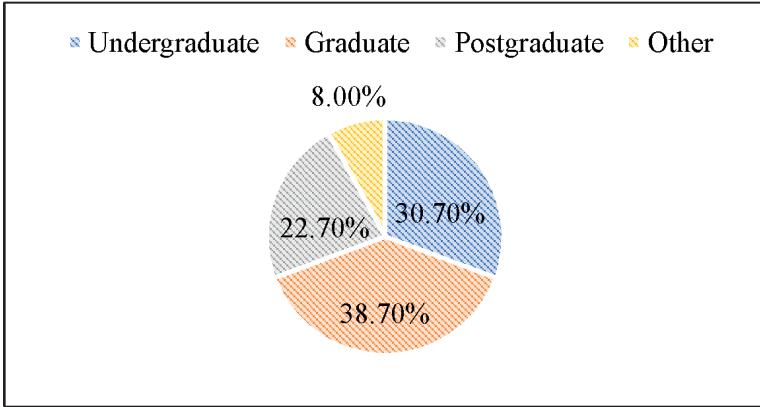


Figure 2: Education Level of Respondents

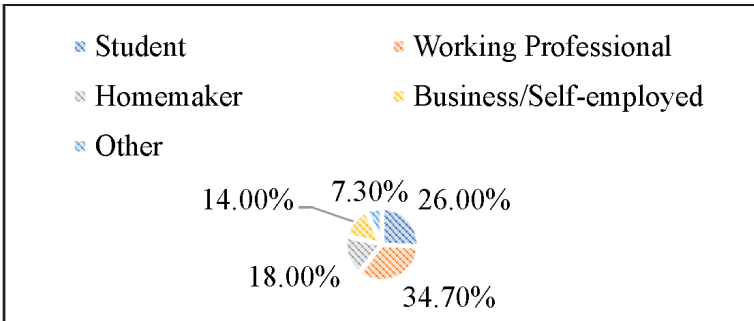


Figure 3: Occupation of Respondents

A large percentage of the respondents were working people (34.7%), then students (26.0%).

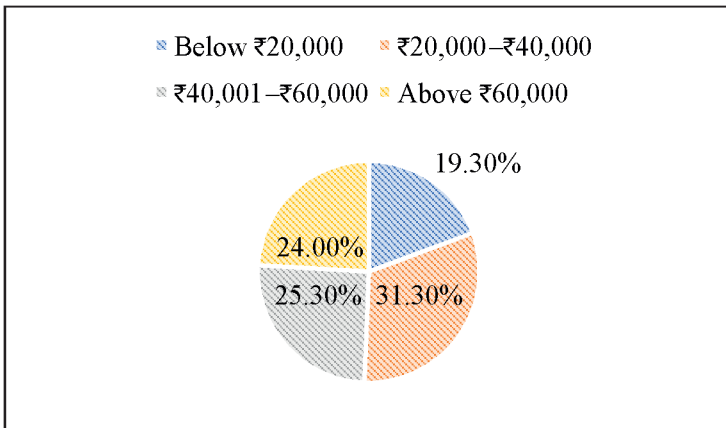


Figure 4: Household Income of Respondents

The highest proportion of respondents fell within the ₹20,000–₹40,000 income group (31.3%), followed by ₹40,001–₹60,000 (25.3%).

SECTION B: AWARENESS OF ORGANIC SKINCARE PRODUCTS

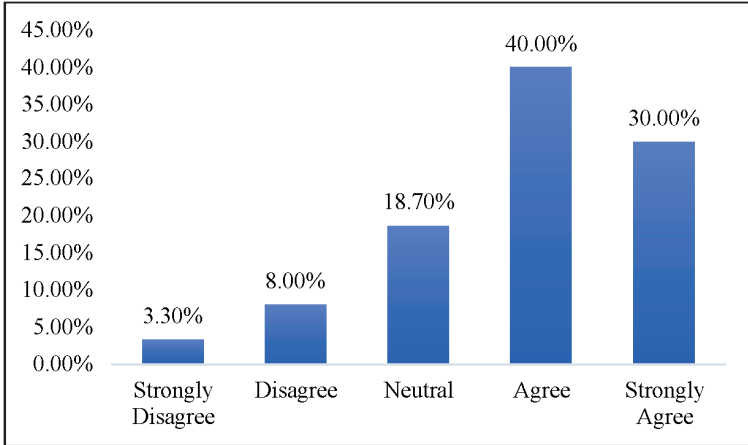


Figure 5: I am aware of organic skincare products.

The findings showed that most of the respondents knew about organic skincare products, with 70 percent of the respondents choosing Agree or Strongly Agree.

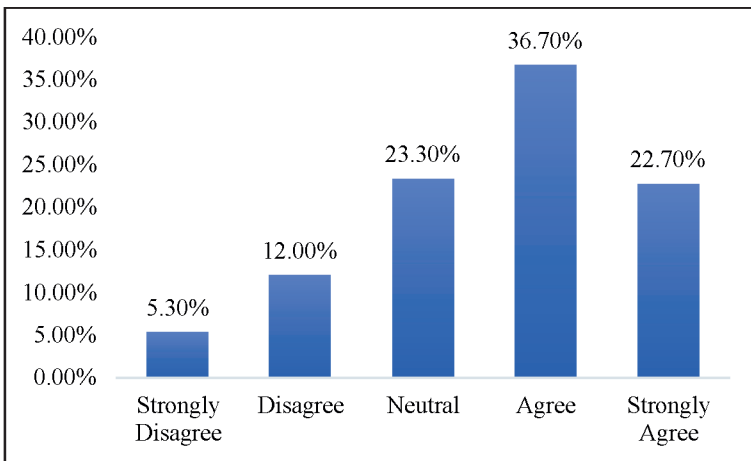


Figure 6: I can differentiate between organic and non-organic skincare products

The responses indicated that 59.4 percent of the respondents agreed or strongly agreed that they were able to differentiate organic and non-organic skincare products.

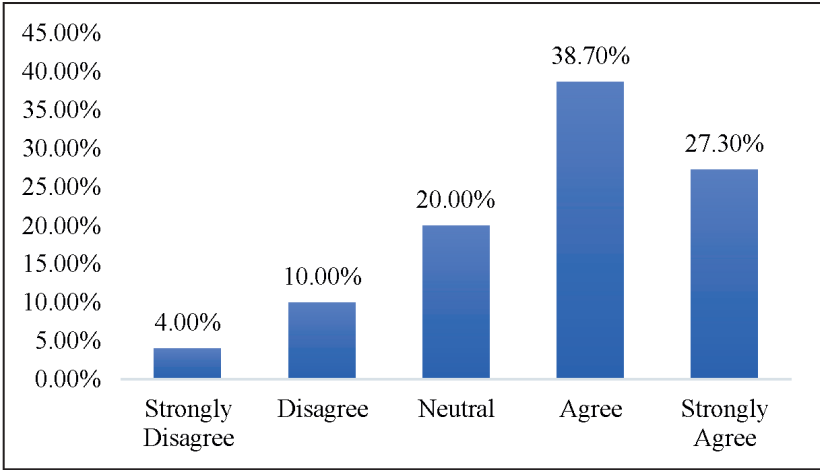


Figure 7: I understand the benefits of organic skincare products.

Most of the respondents (66 %) concurred or strongly concurred that they were aware of the benefits of using organic skincare products, which revealed a positive perception.

SECTION C: AWARENESS OF ORGANIC SKINCARE BRANDS

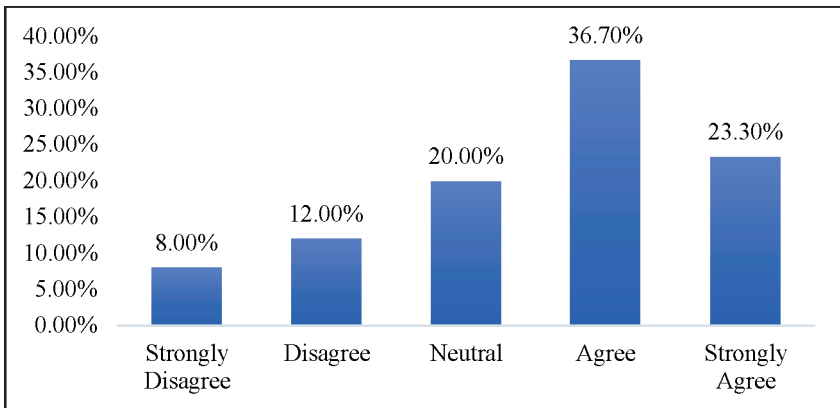


Figure 8: I am familiar with organic skincare brands available in the market.

The findings revealed that most of the respondents were conversant with the organic skincare brands with 36.7 % agreeing and 23.3 % strongly agreeing.

The findings showed that there was high trust of the familiar brands of organic skincare with 40 percent agreeing and 26.7 percent strongly agreeing.

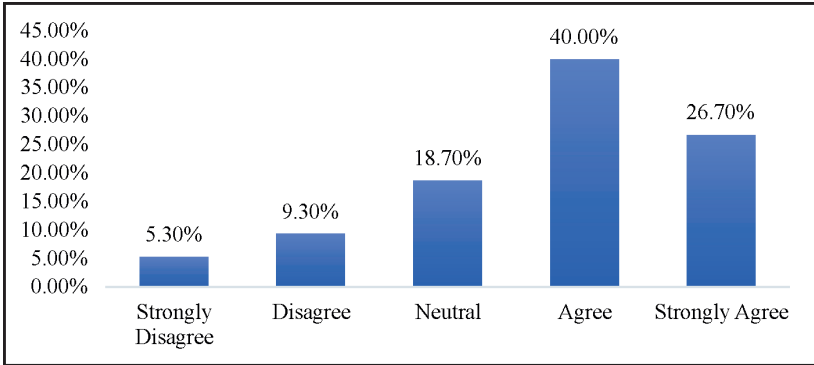


Figure 9: I trust well-known organic skincare brands.

SECTION D: PRODUCT QUALITY

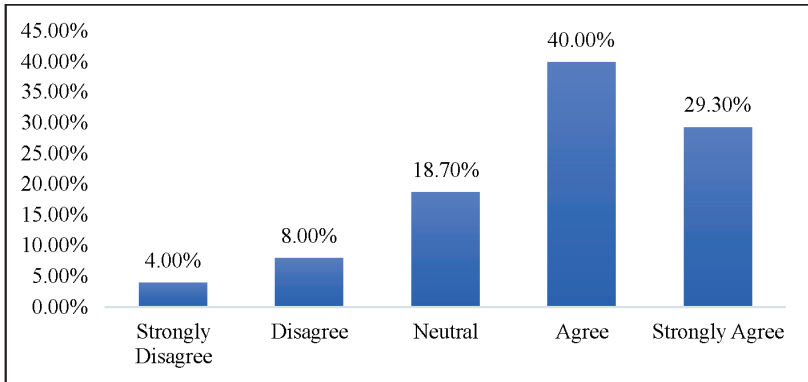


Figure 10: Organic skincare products are of high quality.

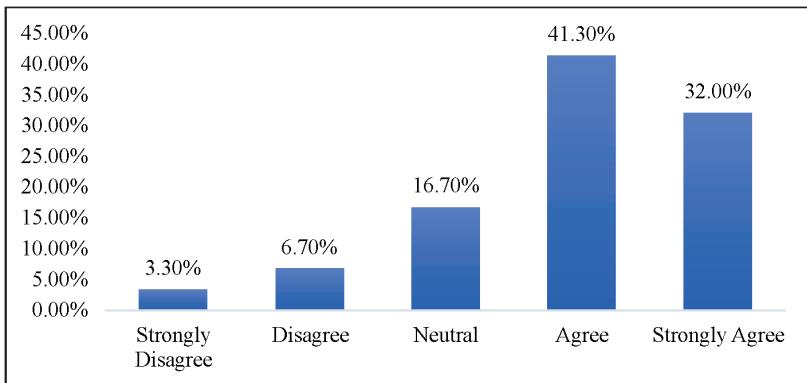


Figure 11: Organic skincare products are safer for skin than chemical-based products.

The findings showed that most of the respondents considered organic skincare products as of high quality with 40.0% agreeing and 29.3% strongly agreeing.

The results indicated that the respondents had a significant perception that organic skincare products were safer as compared to their chemical-based counterparts with 41.3% and 32.0% agreeing and strongly agreeing respectively.

SECTION E: PRICE PERCEPTION

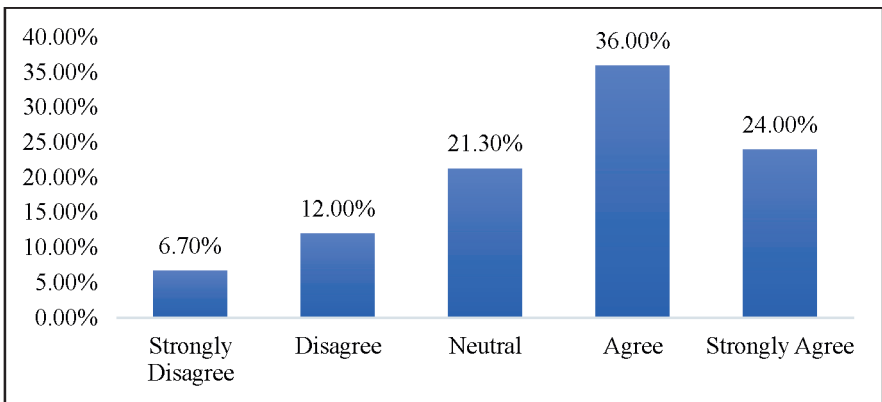


Figure 12: Organic skincare products offer value for money.

The findings showed that most of the respondents saw organic skincare products as providing good value to money. The combined result indicated a positive price against benefits assessment with 60% of the respondents agreeing and strongly agreeing.

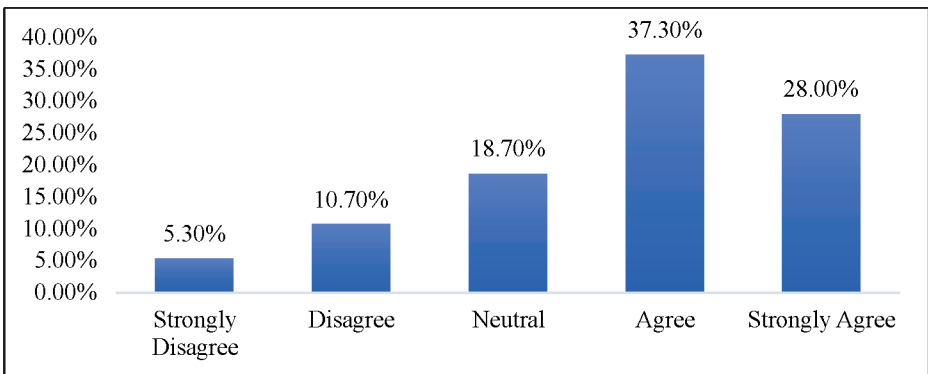


Figure 13: Price influences my decision to purchase organic skincare products.

Most respondents (65.3) were in agreement or strongly in agreement that price influenced their purchasing behavior meaning that they are very price sensitive.

SECTION F: BRAND EQUITY

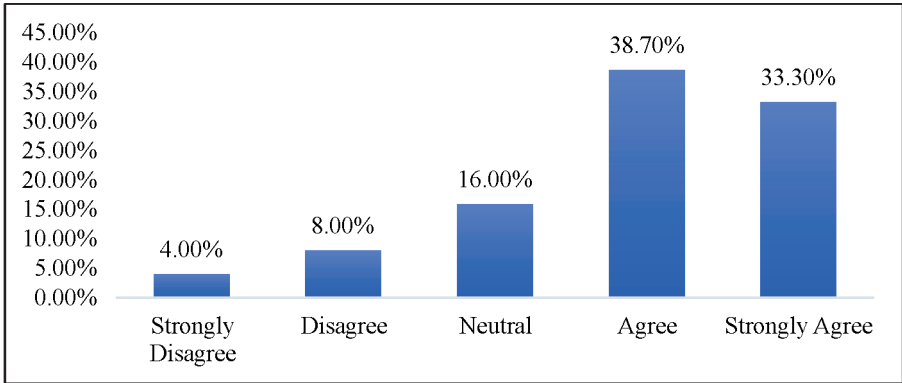


Figure 14: Brand reputation influences my purchase decision.

The results indicated that brand reputation was a key determinant of purchase decisions since more than 72 percent of the respondents concurred or strongly supported the statement.

SECTION G: MONTHLY SPENDING WILLINGNESS

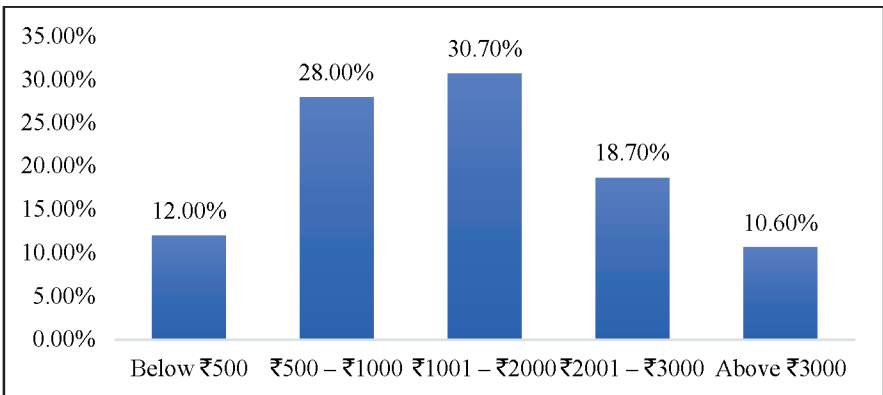


Figure 15: How much are you willing to spend per month on organic skincare products/brands?

The findings revealed that the majority of the respondents were ready to pay between 500 and 2000 Rs. per month on organic skincare products, which made up almost 59 percent of sample.

DISCUSSION

The findings of the study reveal that the demographic profile of respondents indicates that the sample primarily consists of younger consumers. The majority of respondents belong to the 18–25 age group (34.7%), followed by 26–35 years (27.3%) (Fig. 1). In terms of education, 38.7% of respondents are graduates, while 30.7% are undergraduates (Fig. 2), indicating that the sample is relatively well-educated. Occupational distribution shows that 34.7% are working professionals and 26.0% are students (Fig. 3), suggesting representation from both earning and non-earning groups. Income distribution reveals that 31.3% of respondents fall within the ₹20,000–₹40,000 category, followed by 25.3% in the ₹40,001–₹60,000 group (Fig. 4), indicating that most respondents belong to middle-income households.

Awareness of organic skincare products among respondents appears relatively high. Around 70% of respondents agree or strongly agree that they are aware of organic skincare products (Fig. 5), indicating widespread market visibility of these products. However, deeper knowledge appears relatively moderate, as only 59.4% of respondents report being able to differentiate between organic and non-organic skincare products (Fig. 6), suggesting that while awareness exists, detailed understanding remains limited. Similarly, 66% of respondents agree that they understand the benefits of organic skincare products (Fig. 7), reflecting a generally positive perception toward organic skincare usage.

Brand awareness results indicate that 60% of respondents are familiar with organic skincare brands available in the market (Fig. 8), demonstrating moderate brand recognition among consumers. Additionally, 66.7% of respondents report trusting well-known organic skincare brands (Fig. 9), highlighting the importance of brand credibility and reputation in shaping consumer perceptions.

Product quality perceptions strongly influence consumer attitudes. Approximately 69.3% of respondents agree that organic skincare products are of high quality (Fig. 10), while 73.3% believe that organic skincare products are safer for skin compared to chemical-based products (Fig. 11). These findings suggest that consumers associate organic skincare with safety, natural ingredients, and improved product quality.

Price perception also plays a significant role in purchase decisions. Around 60% of respondents believe that organic skincare products offer good value for money (Fig. 12). At the same time, 65.3% of respondents agree that price

influences their purchasing decisions (Fig. 13), indicating that despite positive attitudes toward organic products, consumers remain price sensitive.

Brand equity emerges as another key determinant influencing consumer behaviour. The findings show that approximately 72% of respondents agree that brand reputation influences their purchase decision (Fig. 14). This indicates that consumers tend to rely on established brands when selecting organic skincare products due to higher levels of trust and perceived reliability.

Finally, spending behaviour suggests moderate consumer investment in organic skincare products. The results show that 59% of respondents are willing to spend between ₹500 and ₹2000 per month on organic skincare products (Fig. 15), indicating a balanced spending pattern among urban consumers.

Overall, the findings suggest that consumer purchase intention toward organic skincare products and brands is primarily influenced by perceived product quality, brand trust, and price perception. While awareness levels are relatively high, deeper product understanding remains limited, highlighting the need for improved consumer education and stronger brand communication strategies within the organic skincare market.

HYPOTHESIS & TESTING

This part introduced the hypothesis testing based on the research objectives. Proper statistical methods like ANOVA and regression analysis were used to test associations and differences between variables. The testing of each of the hypotheses was performed in structured processes that included the development of the statistical models, calculation of the results, and interpretation of the results with reference to the level of significance.

All hypothesis tests were assumed to have a standard level of significance of 5% ($p = 0.05$).

Rationale for Statistical Methods

One-Way ANOVA was used to examine whether there are significant differences in the level of awareness of organic skincare products and brands across different demographic groups of women in Gurugram. **Multiple Regression Analysis** was applied to analyze the influence of key determinants such as product quality, price perception, and brand equity on consumers' purchase intention toward organic skincare products and brands. These techniques

enable the study to identify both differences among groups and the strength of relationships between variables.

Hypothesis 1: Awareness Across Demographic Groups

- **H1:** There is a significant difference in the level of awareness of organic skincare products and brands across different female demographic groups in Gurugram.
- **H01:** There is no significant difference in the level of awareness of organic skincare products and brands across different female demographic groups in Gurugram.

Formula Used

$$F = \text{Between Group Variance} / \text{Within Group Variance}$$

ANOVA was used because it allows comparison of mean values across more than two groups simultaneously. Since demographic variables such as age, income, and education consist of multiple categories, ANOVA is appropriate and also reduces the risk of Type I error compared to multiple t-tests.

ANOVA Table

Source of Variation	Sum of Squares	df	Mean Square	F Value	Significance (p-value)
Between Groups	18.45	4	4.61	3.27	0.014
Within Groups	204.32	145	1.41		
Total	222.77	149			

Decision Since the p-value (0.014) < 0.05, the null hypothesis (H01) was rejected.

Hypothesis 2: Influence on Purchase Intention

- **H2:** Product quality, price perception, and brand equity have a significant influence on consumers’ purchase intention toward organic skincare products and brands.
- **H02:** Product quality, price perception, and brand equity do not have a significant influence on consumers’ purchase intention.

Regression Model

$$PI = \beta_0 + \beta_1 (\text{Product Quality}) + \beta_2 (\text{Price Perception}) + \beta_3 (\text{Brand Equity})$$

Regression Results Table

<i>Variable</i>	<i>Coefficient (β)</i>	<i>t-value</i>	<i>Significance (p-value)</i>
Constant	0.85	2.10	0.037
Product Quality	0.42	5.68	0.000
Price Perception	0.21	2.94	0.004
Brand Equity	0.33	4.75	0.000

Model Summary

<i>R²</i>	<i>Adjusted R²</i>	<i>F Value</i>	<i>Significance</i>
0.64	0.62	58.32	0.001

Decision

Since all independent variables have p-values < 0.05, the null hypothesis (H02) was rejected.

CONCLUSION

The study examined the key determinants influencing consumer purchase intention toward organic skincare products among women in Gurugram, focusing on awareness, product quality, price perception, and brand equity. The findings indicate that while overall consumer awareness is relatively high, it remains largely superficial, particularly in terms of the ability to distinguish between organic and non-organic products, with significant variation across demographic groups. In contrast, brand awareness is moderate, with low recall despite relatively uniform exposure, although trust in established brands significantly shapes consumer confidence. Among all factors, product quality emerged as the most influential determinant of purchase intention, followed by brand equity, highlighting the importance of perceived effectiveness, safety, and brand credibility. Price perception, although significant, reflects clear consumer sensitivity, indicating that affordability continues to moderate buying behavior. Overall, the study confirms that product quality, price perception, and brand equity have a statistically significant influence on purchase intention, with quality and brand trust being the strongest drivers. The study concludes that while consumers show a positive inclination toward organic skincare products, limited depth of awareness and price sensitivity remain key constraints. These findings emphasize the need for enhanced consumer education, stronger brand positioning, and consistent quality assurance to effectively drive purchase intention and support market growth.

References

- Testa, R., Vella, F., Rizzo, G., Schifani, G., & Migliore, G. (2024). What drives and obstacles the intention to purchase green skincare products? A study of the Italian market of green skincare products. *Journal of Cleaner Production*, 484, 144358.
- Halan, D., Aashish, K., & Thaichon, P. (2025). Continuous purchase intention of organic personal care products: evidence from India. *Journal of International Consumer Marketing*, 37(1), 23-40.
- Limbu, Y. B., & Ahamed, A. J. (2023). What influences green cosmetics purchase intention and behavior? A systematic review and future research agenda. *Sustainability*, 15(15), 11881.
- Upadhyaya, A. S., & Sijoria, C. (2024). Customers' Purchase Intention of Green Cosmetics in India: Empirical Validations Using an Extended Theory of Planned Behavior (TPB). *Indian Journal of Marketing*, 60-77.
- Phu, M. T., Nguyen, L. N. K., Nhi, T. T. T., Uy, N. H. T., Khoa, L. Đ., Hung, N. P., ... & Suol, P. T. (2024). Unlocking the key drivers of consumer purchase intentions for organic cosmetics: A study in Can Tho City, Vietnam. *Heliyon*, 10(18).
- Sharma, S., & Kushwaha, B. P. (2024). Customer value theory: sensitivity to price, emotional values, social relationship supports, and values conscious organic products purchase intention. *International Journal of Indian Culture and Business Management*, 32(1), 38-58.
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International journal of information management*, 42, 65-77.
- Ngo-Thi-Ngoc, H., Nguyen-Viet, B., & Hong-Thach, H. (2024). Purchase intention for vegan cosmetics: applying an extended theory of planned behavior model. *Sage Open*, 14(1), 21582440241240548.
- Al Mamun, A., Shawon, M. L., & Hamid, M. K. (2024). Purchase Intention and Buying Behaviour of Green Skincare Products: A Study on Bangladeshi Consumers. *Fass Inquest*, 4(2), 117-142.
- Vergura, D. T., Zerbin, C., & Luceri, B. (2020). Consumers' attitude and purchase intention towards organic personal care products. An application of the SOR model. *Sinergie Italian Journal of Management*, 38(1), 121-137.