

YANGON UNIVERSITY OF ECONOMICS
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**CONSUMERS BEHAVIOR INTENTION TOWARDS ORGANIC
COSMETICS IN YANGON**

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EMBA II - 65

16th BATCH

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ACADEMIC YEAR (2017-2019)

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**A thesis submitted to the Board of Examiners in partial fulfillment of the
requirements for the degree of Master of Business Administration (MBA)**

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ACCEPTANCE

This is to certify that the thesis entitled “Consumers Behavior Intention towards Organic Cosmetics in Yangon” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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ABSTRACT

The aims of this study are to examine the influencing factors on consumers attitude and subjective norm and to analyze the effect of consumers attitude and subjective norm on behavior intention of consumers in Yangon. The study is conducted based on 385 respondents who purchases from 8 organic shop in Yangon. Based on the survey results, it is found that health consciousness, appearance consciousness, eco literacy, and interpersonal influence have positive significant impact on attitude and subjective norm of consumers of organic cosmetics. In turn, attitude and subjective norm have significant effect on behavior intention of consumers towards organic cosmetics. The study recommends that marketers of organic cosmetics need to educate and communicate and reduce the waste of material usage to promote behavior intention of consumers towards their products.

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EMBA II - 65

EMBA 16th BATCH

TABLES OF CONTENTS

ABSTRACT	i
ACKNOWLEDGEMENTS	ii
TABLES OF CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGURES	vi
CHAPTER 1 INTRODUCTION	2
1.1 Rationale of the Study	3
1.2 Objectives of the Study	5
1.3 Scope and Method of the Study	5
1.4 Organization of the Study	5
CHAPTER 2 THEORETICAL BACKGROUND	7
2.1 Organic Cosmetics	7
2.2 Perceived Environmental Concerns	8
2.3 Consumers Attitude, Subjective Norm and Behavior Intention	15
2.4 Empirical Studies	16
2.5 Conceptual Framework of the Study	17
CHAPTER 3 PROFILE AND ANTECEDENTS OF CONSUMERS ATTITUDE AND SUBJECTIVE NORM OF ORGANIC COSMETICS IN YANGON	21
3.1 Profile of Respondents	21
3.2 Buying Behavior of Respondents	23

3.3	Antecedents Attitude and Subjective Norm of Organic Cosmetics	25
CHAPTER 4	ANALYSIS OF CONSUMERS ATTITUDE, SUBJECTIVE NORM AND BEHAVIORS INTENTION OF ORGANIC COSMETICS	30
4.1	The Analysis of Influencing Factors on Attitude towards Organic Cosmetics	30
4.2	The Analysis of Influencing Factors on Subjective Norm towards Organic Cosmetics	34
4.3	The Effect of Consumers Attitude and Subjective Norm on Behavior Intention of Organic Cosmetics	38
CHAPTER 5	CONCLUSION	43
5.1	Findings and Discussions	43
5.2	Suggestions and Recommendations	45
5.3	Needs for Further Research	47
REFERENCES		
APPENDICES		

LIST OF TABLES

Table No.	Particulars	Page no.
Table 3.1	Demographic Data of the Respondents	22
Table 3.2	Buying Behavior of Respondents	24
Table 3.3	Environmental Consciousness of Respondents	25
Table 3.4	Health Consciousness of Respondents	26
Table 3.5	Appearance Conscious of Respondents	27
Table 3.6	Eco Literacy of Respondents	28
Table 3.7	Interpersonal Conscious of Respondents	29
Table 4.1	Consumers Attitude of Organic Cosmetics	30
Table 4.2	Analysis on Effect of Influencing Factors on Attitude towards Organic Cosmetics	32
Table 4.3	Consumers Subjective Norm of Organic Cosmetics	35
Table 4.4	Analysis on Effect of Influencing Factors on Subjective Norm towards Organic Cosmetics	36
Table 4.5	Behavior Intention towards Organic Cosmetics	39
Table 4.6	Analysis on Effect of Consumers Attitude and Subjective Norm on Behavior Intention of Organic Cosmetics	40

LIST OF FIGURES

Figure No.	Particulars	Page no.
Figure 2.1	The Conceptual Framework of Kapogianni	18
Figure 2.2	The Conceptual Framework of Jacky and et al.	19
Figure 2.3	The Conceptual Framework of the Study	20

CHAPTER 1

INTRODUCTION

Since the beginning of the human history, every woman wants the beauty especially facial or body beauty. From the classical age to digital age cosmetics have always played an important role in women daily life styles. Cosmetics means any substances put on face or body that are intended to improve appearance (Cambridge Accademic Dictionary, 2012) and it includes skin care, makeup and hair care cosmetics.

Most of the people concern towards natural environment is recently increasing, consumers trend to find the green aspect of the cosmetics as well as their effects on Earth. Environmental protection and awareness of the destruction of natural resources are rising issues in the last decades. This factor is appeared as the main driving force for consumers to purchase organic cosmetics. Furthermore, consumers are becoming increasingly aware of the impact of consumption of everyday cosmetics on the environment. The healthy issue is becoming one of the main concerns of consumers in purchasing cosmetics, especially when it comes to cosmetics.

The issue of environmental protection has created eco-friendly consumption called green consumerism (Moisander, 2007). Green consumerism can be described as being a multifaceted concept, including protection and preservation of the environment, pollution decrease, animal welfare, species preservation and responsible use of non-renewable resources (McEachern & McClean, 2002). As the issue of environmental protection has been raised, consumers have translated their environmental concern into actively demanding and purchasing organic cosmetics.

Evidence suggests that an increasing number of people are becoming more environmentally responsible in terms of their personal habits and lifestyles and are looking for organic cosmetics (Stone, Barnes, & Montgomery, 1995). As a result of the growing number of organic consumers, marketers are targeting the organic market segment. From this global shift to organic cosmetics, the cosmetics industry could not be excluded. More and more companies in the personal care cosmetics sector are turning to organic ingredients to win over environmentally conscious consumers.

According to Camilla Kay, beauty director at IPCs' In Style magazine, there's a growing number of environmentally conscious consumers who care about their lifestyle choices, from the food they eat to the beauty cosmetics they buy. Jennifer McKinley, president and co-founder of Cor, claims that the trend to use organic ingredients is here to stay since people care about what they put on their body, into their body and into their environment. D'Souza, Taghian, & Lamb, (2006) suggest that consumers environmental concern may be a key factor in the marketing of cosmetics.

Although the rapid growth in sales of organic cosmetics, and particularly personal care cosmetics, has intrigued interests, the majority of the existing research on the organic cosmetics context has dealt with marketing strategies rather than consumers behavior. A deep understanding of consumers behavior for this product category is necessary to devise effective marketing strategies.

Several reasons affecting consumers behavior have been proposed by existing literature, most of them falling into two categories consisting of egoistic and altruistic motives. Environmental concern, health concern, appearance consciousness, environmental knowledge and interpersonal influence are among the usually examined factors that influence attitude, subjective norm and intention toward organic purchases. Therefore, this study examines consumers attitude toward organic cosmetics and subjective norm.

1.1 Rationale of the Study

More and more people are concerned about green issues. From the point of view of consumers, several reasons are behind the idea to go green. It is difficult to evaluate these reasons why consumers want to buy organic because they are personal and related to the culture, values and beliefs of consumers (Hopkins, 2009). Consumers do not only buy organic cosmetics with the motives of providing environmental benefits. In addition to the environmental benefits, other reasons are quoted such as health, cost-effectiveness, status, security and pleasure (Thøgersen, 2011). It is therefore difficult for companies which want to implement a green strategy.

Consumers who are highly sensitive to organic cosmetics do not trust each brand easily even if it has a logo. Because more and more eco-washed cosmetics are being put on the market, manufacturers face a lack of trustworthiness on their organic goods by customers. The word "food-washed product" is used when supposed organic cosmetics are made from e.g. 90% organic ingredients, but the remaining 10% contain unhealthy ingredients which is

organic or not. In the newspapers, it was argued that people should only put ingredients on their skins that they could consume as well. As a result, companies are forced to expand their R&D department to produce cosmetics that attract eco-friendly consumers.

Nowadays, the cosmetics industry has dramatically diversified its managerial and marketing orientation towards customer requirements due to the growth in response to the customer trends towards a healthier lifestyle and requirements for organic cosmetics (Dimitrova, Kaneva, & Gallucci, 2009). The cosmetics industry is a very important industry and the use of personal care cosmetics which has always been an essential part of consumers lives.

Moreover, more people are becoming aware of current environmental issues and the effects of climate change. The usage of organic cosmetics is increasing all over the world to reduce the environmental problems and health problems. In efforts to mitigate these effects, many people are trying to be more responsible towards the environments and sustainability is becoming a trend. To success in business, every producer must know the consumers behavior in purchasing, otherwise it will lead to fatal in product line.

A large number of foreign import organic cosmetics can be found in Yangon. Organic cosmetics are expensive than synthetic cosmetics. However why women want to use organic cosmetics rather than unnatural cosmetics. There must be certain believe and their norm on organic cosmetics. Therefore it is need to know influencing factors effect on consumers attitude towards organic cosmetics and their attitude on intention towards purchasing organic cosmetics. This study therefore is to find out the attitude and intentions toward organic cosmetics.

Women interest in beauty product are rocket high. Most of the people are eager to buy the beauty cosmetics including artificial or organic as long as it delivered better appearance to the user. Myanmar women ready to intimidate foreign celebrity appearance. Skin absorb 60% of things that apply to it. The one who know the knowledge of organic or the harmful of artificial one they swish to use organic cosmetics.

To success in business, every producer must know the consumers behavior in purchasing, otherwise it will lead to fatal in product line. Consumers behavior is quite complex because each consumers taste will be differ from one another such as in attitude towards a purchase, consumption, and disposal of product (Solomon, 2009). A clear understanding in what customer want bring to the success in business. Marketing of

cosmetics product is directly dependent on the influencing factors of consumers believe. Therefore, consumers purchase intention and behavior intention play as a successful tool for marketers to roar in their segment.

Based on that information, the marketers of organic cosmetics product can design the best possible product or service that fully satisfies consumers needs and demands, and decide where the service or product would be made available for straight forward access of consumers. The result of the study will help to gain more understanding about Myanmar women purchase behavior to buy organic cosmetics.

1.2 Objectives of the Study

The objectives of this study research are as follows:

- (1) To examine the influencing factors on consumers attitude and subjective norm towards organic cosmetics in Yangon.
- (2) To analyze the effect of consumers attitude and subjective norm on behaviors intention of organic cosmetics users in Yangon.

1.3 Scope and Method of the Study

This study mainly focuses on consumers attitude and subjective norm which leads to behavior intention in organic cosmetics. Survey data was collected from 8 organic cosmetics shop in Yangon. Total sample received 385 respondents from survey data sent from organic cosmetics shops. The respondents include men and women who is age from 20 to 64 years old from the different occupation. This study uses analytical research method with primary data only. Primary data are collected with structured questionnaires designed with five-point Likert scale from selected respondents. The study measures the behavior intention from attitude and subjective norm of organic consumers. The data are collected during the period from August, 2019 to November, 2019.

1.4 Organization of the Study

This research paper is organized into five chapters. Chapter one includes the rationale of the study, the objectives of the study, scope and method of the study and organization of

the study. Chapter two is the illustrations of the concept and theoretical frameworks that have been used regarding consumers behavior intention, consumers attitude models and influencing factors on consumers behaviors. In chapter three, it includes the background of organic cosmetics of studied and the influencing factors of consumers attitude and subjective norm of organic cosmetics. Chapter four includes the analysis of the effect of consumer attitude and subjective norm on consumers behavior intention to buy organic cosmetics. Finally, chapter five is the conclusion of the thesis, findings, recommendations, suggestion and needs for further research is described.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter presents the theoretical background of the all the applied variables in this study. It contains the theories, concepts, and relevant literature on consumers behavior intention with attitude and subjective norm and perceived environmental concern by pro-environmental reasoned action (PERA). The conceptual framework of the study is described at the end of the chapter.

2.1 Organic Cosmetics

The term organic is currently used to describe various sustainable agricultural and food items, cosmetics, bath and body care cosmetics, beverages, toys, furniture, textiles, mattresses and many other cosmetics. According to the Merriam-Websters' dictionary, "organic produce" refers to products produced by using feed or fertilizer of plant or animal origin without the use of chemically formulated fertilizers, growth stimulants, antibiotics or pesticides (Merriam-webster, 2019). In the current study organic cosmetics are defined according to the definition of Merriam-Websters' dictionary.

Organic cosmetics have a very long history since they were used in ancient times. There is mention of cosmetics in the Bible. Traditions from ancient times prove that people of various cultures knew the usefulness of organic cosmetics ingredients. Egyptians believed in the adage "cleanliness is next to godliness", so they came up with various products and cosmetics not just to keep clean but also to look good. The Egyptians during Queen Cleopatras' time were experts in organic makeup cosmetics.

Additionally, most of these cosmetics had a therapeutic, antiseptic and medical value to them. Juice, seeds, flowers and plants, olive oil, honey, eggs, myrrh, incense, frankincense could be found in the extensive list of organic ingredients for ancient cosmetics. However, history has recorded a multitude of cases wherein very popular and widely used beauty cosmetics contained harmful substances and dangerous chemicals such as arsenic, formaldehyde, mercury and lead. Even after all the research that proves these substances are dangerous, they are still used to a small degree in modern mainstream cosmetics. Furthermore, the modern cosmetics industry uses a wide range of other chemicals such as

parabens, petrochemicals, sodium lauryl sulphate, artificial colours and preservatives. There is no doubt that long-term exposure to such chemicals may cause many health related problems like cancer, dermatitis and other allergies. This created the need of an alternative, which led to the creation of cosmetics that used only natural, herbal and organic ingredients. People have become conscious of the dangerous chemicals being used in the ordinary cosmetics and turn to organic cosmetics. Gradually organic cosmetics seem to win more and more fans over their conventional counterparts, thus the organic cosmetics market has grown considerably.

2.2 Perceived Environmental Concerns

The environmentalist are perceived value on buying things. They measured their believed on their own personal norm among them these factors are widely used such as environmental consciousness, health consciousness, appearance consciousness, eco literacy and interpersonal influence.

From the mid-1980s onwards, research into consumers behavior and the environment focuses on getting a better understanding of the motives of environmentally friendly behavior (Shrum, McCarty, & Lowrey, 1995). The theory of reasoned action (TRA), proposed by (Ajzen & Fishbein, 1980), has been extensively utilized by research in the field of social behavior and intention to predict and realize the motivational impacts on behavior. According to TRA, an individuals' behavior is driven by behavioral intention while behavioral intention is driven by the combination of two factors, attitude and subjective norm. In reality, behavioral intention is an immediate antecedent of performing actual behavior and is also a function of beliefs about probability that performing a behavior will cause a specific outcome. In terms of this study, TRA is appropriate to marketers and organizations attempting to identify proper strategies to direct consumers attitude and influence their behavior intention in choosing organic cosmetics.

Various reasons that can potentially influence behavior toward organic cosmetics have been proposed within the literature, from studies in the, Europe, UK, North America, Asia and Australia. Most of the studies focus on organic cosmetics and food consumption. Concern for health (Wandel & Bugget, 1997) (Chen, 2009), environmental concern (Schifferstein & Oude Ophuis, 1998) (Laroche, Bergeron & Barbaro-Forleo, 2011) (Kim & Chung, 2011), environmental knowledge (Chan & Yam, 1995), interpersonal influence (Bandura A. , 1986) (Cheah & Phau, 2011) and appearance considerations (Kim & Chung,

2011) are some of the factors identified. The socio-demographic profile has also received much attention (Laroche, Bergeron, & Barbaro-Forleo, 2011) and seems to affect consumers attitude and behavior intention toward organic cosmetics. Attitude toward organics are mainly influenced by age, gender, income, level of education and the presence of children in the household (Magnusson, Arvola, Koivisto Hursti, Aberg, & Sjoden, 2001). However, many authors agree that demographics are not such a useful and reliable profiling method and are less important than knowledge, values and attitude in explaining consumers eco-friendly behavior (Chan R. , 1999).

Environmental consciousness, although not a priority issue, is a factor that affects consumption of organic cosmetics (Schifferstein & Oude Ophuis, 1998). Health consciousness is found to be the primary motive to organic purchases (Magnusson, Arvola, Koivisto Hursti, Aberg, & Sjoden, 2001). Appearance consciousness is found to be an important predictor of consumers attitude toward organic personal care cosmetics (Kim & Chung, 2011). Numerous studies have examined the effects of eco literacy on organic purchase intention and behavior intention. The findings indicate that, if an individual is knowledgeable about environmental issues, promotes favorable attitude toward organic cosmetics (Cheah & Phau, 2011). Finally, interpersonal influence has proven to be an important influential factor of behavior (Bearden, Netemeyer, & Teel, 1989). Based on the above findings, this study is going to examine the influence of these five factors on consumers attitude and subjective norm in the context of organic cosmetics.

2.2.1 Environmental Consciousness

Environmental consciousness represents ones' degree of emotional attachment to environmental issues (Benton, 1994). Schultz suggested that environmental concerns involve three correlated factors: concern for the self egoistic (Schultz, 2000), concern for other people (altruistic) and for the biosphere (biospheric). Environmental consciousness guides people to make buying decisions that are more eco-friendly cosmetics (Peattie, 2001). Environmentally conscious people are willing to change their behaviors intention in order to improve the environment (Chase, 1991). According to (Prothero & McDough, 1992), cosmetics and toiletries industry has developed organic cosmetics produced without the use of pesticides, synthetic chemicals, or 16 animal testing, in order to face consumers increasing concerns regarding environmental destruction from harmful substances and animal testing

of ingredients and products. Environmental concern exerts a strong influence on consumers attitude and behavior intention to organic cosmetics (Essoussi & Zahf, 2008).

In a number of studies environmental consciousness is a strong motive for consumers and seems to affect organic cosmetics purchases (Chen, 2009). In the context of personal care cosmetics, (Kim & Chung, 2011) found that environmental consciousness is an important factor in predicting consumers attitude toward organic cosmetics. Translating these results into the context of organic cosmetics, these findings would suggest that environmental consciousness is a determinant of attitude and subjective norm of organic cosmetics.

2.2.2 Health Consciousness

Health consciousness assesses the readiness of an individual to undertake healthy actions (Becker, Maiman, Kirscht, Haefner, & Drachman, 1977). Health conscious consumers care about their state of well-being and are motivated to maintain or improve a healthy life (Newsom, McFarland, Kaplan, Huguet, & Zani, 2005). In the context of cosmetics purchases, health conscious consumers may consider whether a product is safe to body and skin. Therefore, they may be more concerned and involved with the types of ingredients of the product than consumers with low health consciousness (Johri & Sahasakmontri, 1988).

According to the relevant literature on organic cosmetics consumption, it appears that health consciousness influences attitude toward buying organic cosmetic (Chrysoidis & Krystallis, 2005). An increasing number of studies highlights 17 concerns for ones' health as the predominant motive for explaining attitude, purchase and behavior intention of organic cosmetics (Chen, 2009) . Consumers have become more health conscious and healthiness has become an important criterion for organic purchases (Magnusson et al., 2001).

According to a recent study of (Tsakiridou et al., 2008), aiming to identify consumers attitude and behavior toward organic cosmetics, health consciousness is a strong motivating factor in organics' perceptions, attitude and consumption. Another research conducted in Lithuania, investigating the eco-friendly cosmetic cosmetics consumers profile, found that the majority of the respondents attributed themselves to the group of health fanatics according to their motives (Banytė, Brazionienė, & Gadeikienė, 2010).

According to Chen, (2009) women can adapt their consumption patterns when they accepted that their behaviors affect their health. Female consumers purchase organic or

environmentally friendly goods not only as of their relevance for eco-friendly protection but also for their own health. Supported in another study, Dutch customers also pursued by health consciousness when buying organic cosmetics purchase. Even though investigation have focused in health as the compared to environmental protection the outcome may be combined by customers' position of natural nutrition and time.

2.2.3 Appearance Consciousness

Consumption of personal care cosmetics is a buying behavior that satisfies an individuals' need for beauty and care of his/her appearance (Todd, 2004). According to (Lee & Lee, 1997) appearance consciousness is the driving force that leads people to be interested in clothing and cosmetics that express or differentiate their images. Personal care cosmetics influence consumers appearances and people use such cosmetics to manage their appearances (Marcoux, 2000). People who try to improve their general appearance and desire to keep a youthful look ask for organic, chemical-free cosmetics and health care products. A recent study of (Kim & Chung, 2011) highlights the importance of appearance consciousness as a predictor of consumers attitude toward organic personal care cosmetics.

Extrinsic quality cues such as place (availability), promotion and packaging as well as the intrinsic quality cue appearance also influence consumers attitude toward organic cosmetics (Yue, Alfness, & Jensen, 2006). Thompson & Kidwell, (1998) measured consumers actual choices of organic and conventional cosmetics made in retail outlets, and accounted for effects of differences in cosmetic appearance. The products examined were fresh fruits and vegetables. Their results show a sensitivity of consumers at specialty groceries concerning differences between prices of organic cosmetics and conventional cosmetics.

Production and usage of natural cosmetics has grown in recent years and today, consumers have become more concerned about a youthful appearance, health and the quality of cosmetics. In the past, chemicals were used to substitute expensive organic ingredients making the cosmetics available and widely used. Today, the trend for a healthier way of living is increasing consumers perceptions and interest towards mainly organic cosmetics, including cosmetic. Some studies found that, in choosing cosmetics, natural aroma, high quality, hydration, skin protection, medical advice, long lasting, good promotion, hypoallergenic and not tested on animals' are the most important motivating factors for the customers in Bulgaria, Montenegro and Italy. Natural cosmetics are bought by people who

practice an environmentally friendly lifestyle and care about their health, beauty and appearance (Dimitrova et al., 2009: 1158).

Generally, people who strongly desire to maintain a youthful look and improve their appearance look for chemical-free personal care cosmetics. Today, physical appearance is becoming very important to modern consumers. Existing evidence also shows that perceptions of the body and physical appearance influence people's behavior in their role as consumer (Reingen & Kernan, 1993). Laroche et al. (1996) found that consumers brand attitude and purchase intention will be higher when a product has high preference image and familiarity.

2.2.4 Eco literacy

Eco literacy or environmental knowledge can be defined as a general knowledge of environmental facts, concepts, and relationships concerning the natural environment, carbon foot print and its major eco systems (Fryxell & Lo, 2003). Environmental knowledge evolves in two 18 forms: the first occurs while educating the consumers on the general impact of the product on the environment, and the other occurs when the consumers already knows that the product itself is produced in an environmentally friendly way (D'Souza, Taghian, & Lamb, 2006).

According to (Moseley, 2000), there are three stages of environmental knowledge or literacy: the first stage is nominal environmental literacy, which means that consumers is able to recognize many basic environmental terms but does not understand the issues in depth in order to cause specific purchase intention and behavior intention. The second stage, functional environmental literacy, characterizes consumers who understand the basic meaning of environmental issues and are able to use that knowledge while communicating with other people.

Finally, operational environmental literacy is the third stage, where people can gather, interpret, evaluate and analyze data about environmental issues and take them into account in their purchasing behavior. Eco literacy was developed by (Laroche, Toffoli, Chankon, & Muller, 1996) to measure the respondents' ability to identify or define a number of environmentally-related concepts, symbols and behaviors. It has been found to be correlated with some attitude and behavior toward the environment. According to their survey, an individuals' knowledge about the environment plays a multiple role in influencing

his/ her behavior. It provides the subject with knowledge about issues and helps form attitude and intentions through the belief system.

However, empirical findings for the influence of consumers eco literacy on their organic behavior are contradictory. Studies such as those by (Multer & Taylor, 1991) claim that it has little effect on environmental friendly behavior, while others report a positive association between environmental knowledge and ecological behavior (Laroche, Bergeron, & Barbaro-Forleo, 2001) in their study on segmentation of consumers who were willing to pay more for environmentally friendly cosmetics concluded that eco literacy was not a good predictor of consumers willingness to pay more for environmentally friendly cosmetics.

In a similar n, (Rahbar & Wahid, 2010) in their study on the effect of environmental protection and knowledge on actual behavior intention found that environmental knowledge is not a major impact. Such mixed empirical findings suggest a more complex relationship between eco literacy and behavior (Chan R. , 1999). Environmental knowledge may act as mediating variable for 19 environmental attitude and behavior (Cohen, 1973). It found that students, who were given more environmental knowledge, had different attitude toward the environment, as compared with students of low environmental knowledge. Davis, (1993) has also concluded that knowledge of environmental issues can lead to positive ecological attitude, while (Synodinos, 1990) proposed that “more positive attitude may result by increasing knowledge about environmental issues”. Consistent with the previews studies are the findings of (Chan R. , 2001), indicating a positive relationship between knowledge and attitude toward green purchases. Environmental knowledge was a good predictor of eco-friendly attitude and behaviors. The positive and significant relationship between knowledge and green purchase attitude supports previews research (Stern, 1992). Finally, (Cheah & Phau, 2011) suggested that if an individual has eco literacy promotes favorable attitude toward green cosmetics.

2.2.5 Interpersonal Influence

Interpersonal influence primarily consists of the effect of acting to convince, persuade or influence other people for the purpose of having a specific outcome. Various articles of psychological and consumers research have researched the existence of interpersonal influence upon individual decision processes (Kassarjian & Robertson, 1981). An important determinant of ones' behavior is the influence of others (Bearden, Netemeyer, & Teel, 1989). Indicative of this belief is the use of attractive spokespersons endorsing

cosmetics. In order to fully understand consumers behavior, consideration should be given to the effects of interpersonal influence on development of attitude, values, norm, aspirations and purchase intention and behavior intention (Stafford & Cocanougher, 1977). Social environments like family, friends and peers (normative susceptibility) strongly affect purchasing decisions that involve green cosmetics. Interpersonal relationships between opinion leaders and professionals may have a substantial effect on similar attitude toward green purchasing (Bandura A. , 1986).

In terms of parental influence toward people especially young consumers to purchase for organic cosmetics has imposed some significant impact. Parental influence is seen as a socialization factor in adolescent stage. The study on (Chaplin & John, 2010) shows the consumption behavior of a parent, their attitude and their intentions to buy product strongly influence the consumption pattern of young adolescent people, meaning that children always benchmark on the purchase intention and behavior intention of their parents and tend to purchase the specific product same as their parents do. Study found that family influence can inspire young people in shaping their behavior toward environmental awareness. (Palmer, Suggate, Robottom, & Hart, 1999) .

Besides, peer influence also shaped a purchase intention of customer towards green cosmetics. Based on the research studies of (Ryan, 2001) , people may become affected with their peers' beliefs and behaviors in their development stage, especially in young adolescent stages. A study has been conducted in china based study among children information seeking sources shows, they value friends ranked as third most important influential factor (McNeal & Ji, 1999) among other socializing factors. Thus, people especially for young customer always get influence to purchase specific cosmetics. For instance, young customer may choose to purchase for organic when their friends has purchase for organic also. Furthermore, the mass media influence also shaped the purchasing intention of customer on organic cosmetics. According to (Moschis & Churchill, 1979) studies, found that young people's purchase decisions are also influenced by mass media and customer which are young adolescents are normally become more interested to gather information from a variety of communication sources. The study on (Atwater, Salwen, & Anderson, 1985) found that consumers can gather information about environmental issues through mass media which include TV, magazine, radio, and newspapers.

2.3 Consumers Attitude, Subjective Norm and Behavior Intention

Consumers generally tend to choose cosmetics and services that align with their personal values and stable beliefs, and especially this might be considered foreseeable when it comes to choose between sustainable and conventional consumption. This fact explains why past researchers have included classification of human values to predict sustainable consumption (Grunert, Hieke, & Wills, 2014). It has been noted in the literature that there is a relationship between perceived values and consumers attitude (Sweeney & Soutar, 2001).

2.3.1 Attitude

The consumers behavior toward buying a product depends on attitude toward this product. Hence, the study of attitude can be really useful for companies in order to understand them and be able to adapt their offer in order to create a positive attitude toward the product they are selling.

To begin with, when buying cosmetics and especially green cosmetics, consumers do not only take into consideration their concern for environmental conservation but also their concern for their own health (Kim and Seock, 2009). The health consciousness “assesses the degree of readiness to undertake healthy actions” (Chen, 2009). It reflects the readiness of a person to do something for his/her health. In fact, consumers control their health by looking for healthy skincare and cosmetics. In fact, they believe that natural ingredients make the cosmetics healthier. For some individuals, environmental concern has become a way of life guiding their consumption on a daily basis (Kim and Seock, 2009). Many researchers believe that if an individual is ready to take actions to become healthier, his/her attitude toward green product should be positive.

Attitude toward a behavior can be defined as “combination of affective, behavioral and cognitive reactions toward an object,” (Ibrahim, R., 2002). Attitude defined as “the individuals’ positive or negative feelings about performing a behavior” by (Ajzen I. , 1985), one is more likely to adopt a certain behavior when he/she has a positive attitude toward the behavior. The theory of reasoned action (TRA), proposed by (Fishbein & Ajzen, 1980) shows a linkage between attitude and behavior. This theory has widely been used by research in the field of social behavior and intention, to predict the motivational impacts on behavior. TRA has been referenced to this study also due to its relevance to the corresponding content. Numerous studies have asserted the positive relationship between consumers attitude and intentions for green purchasing in multiple contexts (Cheah & Phau, 2011). A positive

attitude toward buying organic personal care cosmetics is significantly correlated with behavior intention (Kim & Chung, 2011).

2.3.2 Subjective Norm

Subjective norm reflects one's perceived social pressure to perform a certain behavior. If consumers believe that significant others think organic skin care cosmetics are good, consumers will have more intention to buy these cosmetics. Subjective norm has a significant effect on behavioral intention in the context of behavior related to skin management (Hillhouse, Turrisi, & Kastner, 2000), and a strong relationship between subjective norm and intention has been shown in research on green consumers behavior (Bamberg, 2003).

According to (Coleman, Bahnan, Kelkar, & Curry, 2011) the determinants of subjective norm as a function of the individuals' belief to participate or not in an activity is influenced by the persons' readiness to obey to the situation. A person may perform certain behavior with the influence of families, or social groups. The subjective norm can control ones' behavior which is different from the way a person desires to perform act. According to the (Ewing, 2001) research also found that social norm are important motivator for ecologically responsible behavior. In addition, study done by (Qader & Zainuddin, 2011)states that one of the major social influences was whereas media exposure, which significantly influence a consumers behavior intention of environmentally friendly goods.

2.3.3 Behavior Intention

The higher level education and income are also associated with organic food purchases intentions of customers. Consumers preference towards a particular product was based on attitude toward available substitutes of that product (Woese, Lange, Boess, & Bogl, 1997). Therefore, if consumers were asked to indicate their responses regarding organically versus conventionally produced, such buyers compare their attitude toward the methods of producing the goods, product characteristics etc, before stating their product preferences. Nevertheless, particular attitude is assumed to lead to specific type of behavior. Moreover, the attitude of customers towards organic product purchase is influenced more by product quality and other inherent health characteristics, than by price. However, lack of knowledge, information, awareness and product availability were the major inhibitors preventing non-

buyers from purchasing organic product (Roddy, Cowan, & Hutchinson, 1996). Consumers were willing to pay higher price premiums for organic cosmetics even with a shorter shelf life, such as fruits and vegetables, compared to other conventional cosmetics (Gregory, 2000).

Purchase intention is the possibility that a person performs a specific behavior [46]. Research on green cosmetics has shown that numerous variables can be applied to explain behaviors. Mostafa (Mostafa, 2009) indicated that environmental concerns and knowledge affected consumers intention to purchase green cosmetics. Kaiser & Gutscher (2003) reported that more than 50% of the explanation capacity for the intention to purchase green cosmetics can be used to explain consumers purchase behaviors toward green cosmetics. These data can be used to explain consumers purchase behaviors toward green cosmetics in the Chinese and American markets (Chan R. , 2001).

2.4 Empirical Studies

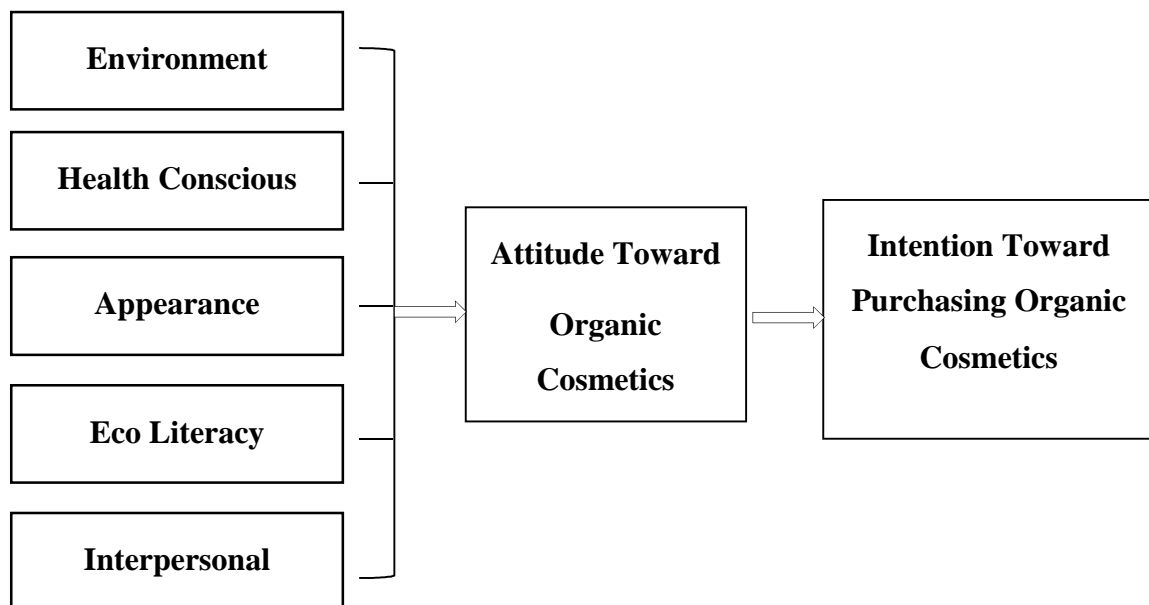
The definitions of environmental concerns vary, ranging from the specific attitude of perceived environmental behavior, to a more encompassing value orientation. It also ranges from the specific attitude that determine intention to a more general attitude. Environmental concern expresses individual self-interest toward the environment. Accordingly, in this study, the PEC is the consumers feeling about pro-environmental physical activities. Environmental concern is expected to influence the individual to perform pro-environmental activities. The consumers with high environmental awareness tend to purchase eco-friendly cosmetics to show their environmental concern (Khaola, Potiane, & Mokhethi, 2014) . In this study, the consumers with high environmental awareness were expected to buy green skincare cosmetics. Several studies confirmed the positive influence of the PEC on individual pro-environmental activities, such as pro-environmental shares, green energy system adoption, and green product purchasing (Khaola, Potiane, & Mokhethi, 2014). Under the perceived environment concern a lot of variable are studied among than most these factors are recently studied such as environmental consciousness, health consciousness, eco literacy and interpersonal influence (Saroj, 2011).

2.4.1 Relationship between Antecedents to Attitude and Subjective Norm

Consumers, can reduce their impact on environment and make a positive difference through their purchasing decisions. The belief is that the consumers perceived environmental concern is one of the determinants of their “organic buying” behavior i.e., buying and consuming cosmetics that are environmentally beneficial (Mainieri, Barnett, Valdero, Unipan, & Oskamp, 1997). Kapogianni (2011), approved relation between pro-environmental concern and attitude of organic cosmetics consumers in the paper of attitudes and intention toward organic cosmetics in Greece.

In the study of Kapogianni (2011) the results indicated that environmental consciousness and interpersonal influence are important predictors of attitude toward organic cosmetics. Health consciousness, appearance consciousness and eco literacy appear to have an insignificant impact on attitude. Attitude emerged as a positive and important predictor of intention to purchase organic cosmetics. However, Myanmar people have different perspective view from western world in the attitude and subjective norm. It is need to check all of antecedents to attitude toward organic cosmetics.

Fig 2.1 Conceptual Framework of Kapofianni

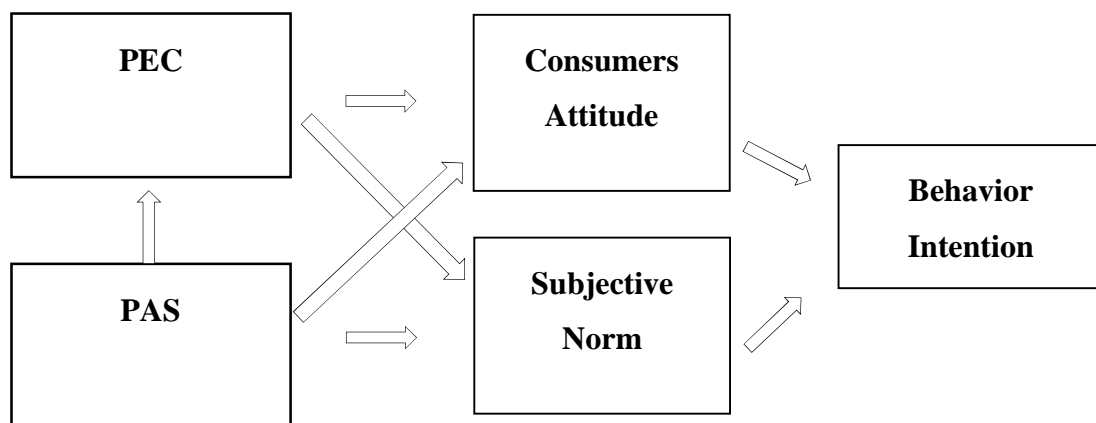


Source: Kapogianni (2011)

2.4.1 Relationship between Attitude and Subjective Norm to Behavior Intention

The theory of reasoned action (TRA) predicts the intention to perform a behavior based on the subjective belief and attitude of an individual (Ajzen & Fishbein, 1975). The TRA spawned influential research in the field of social psychology history (Trafimow, 2009). There are four variables in the TRA model: attitude, subjective norm, intention, and behavior. In recent studies, the TRA was adapted to environmental studies (studies related to environmental behavior and pro-environmental research) (Coleman, Bahnan, Kelkar, & Curry, 2011). The proenvironmental reasoned action (PERA) is an extension of the TRA that incorporates environmental consideration. PERA combines the TRA with two additional factors; namely, perceived authority support (PAS) and perceived environmental concern (PEC). However, in this research we do not consider the PAS due to insufficient support from authority in Myanmar.

Fig 2.2 Conceptual Framework of Jacky and et al.



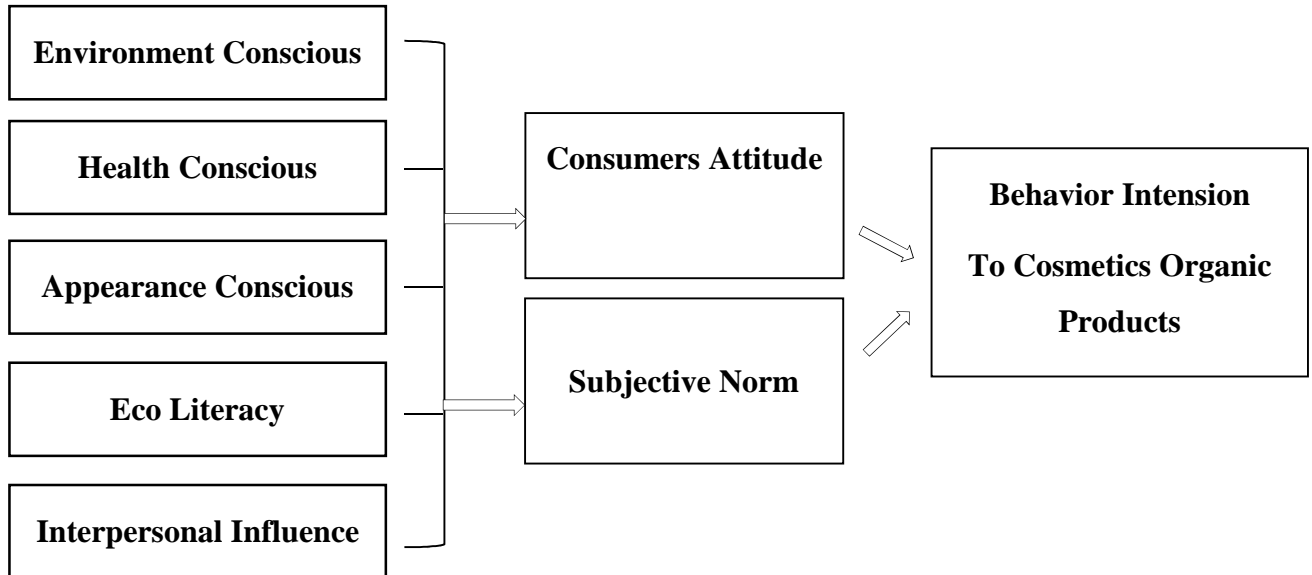
Source: Jacky , Bernard , Jiang , Mufidah , Persada and Noer (2018)

2.5 Conceptual Framework of the Study

Attitude towards the behavior influences consumers intention to purchase the product. The belief about the behavior and all the consequences of the behavior has affected the perceived attitude and subjective towards the product. Attitude and subjective norm

determines final decisions in the consumers buying behavior. Hence, based on the importance of attitude in consumers buying decisions, a conceptual framework is evolved.

Figure 2.3 Conceptual Framework of the Study



Source: Own Compilation (2019)

This research provides a detailed information resource covering all the key data points on factors of attendants influencing to consumers attitude, subjective norm and behavior intention in organic cosmetics. The antecedent factors are measured into five parts such as environmental, health, appearance, eco literacy and interpersonal influence. The factors that are believed to affect consumers attitude and subjective norm. The conceptual framework was developed from the literature review on consumers behavior intention. In this study, the effect of the independent variable of influencing factors on the dependent variable of behavior intention to organic cosmetics has been studied.

CHAPTER 3

PROFILE AND ANTECEDENTS OF CONSUMERS ATTITUDE AND SUBJECTIVE NORM OF ORGANIC COSMETICS IN YANGON

This chapter focuses on consumers attitude and subjective norm of organic cosmetics in Yangon. It includes the demographic profile and buying behavior of organic cosmetics users. This chapter also included the explanation of attitude and subjective norm of organic cosmetics in Yangon. In this study, attitude and subjective norm consist of environmental consciousness, health consciousness, appearance consciousness, appearance consciousness and interpersonal influence in Yangon.

3.1 Profile of Respondents

In this study, 385 customers are surveyed to explore their perception towards five factors which can influence on their attitude and subjective norm of organic cosmetics. The profile of surveyed 385 customers is shown in Table (3.1).

It is found that most respondents are females. They have 82.86% outnumber than male who have responded 17.14% of survey. The result shows that women are more interested in organic cosmetics, they are heavy users of cosmetics in general and they invest much time and effort in improving the way they look. Moreover, women are more motivated than men to answer the questionnaire because they are highly engaged in purchasing cosmetics and personal care cosmetics.

It is found that the majority of the respondents are in the age group between (21-25) years old, followed by the age group of (26 -30) years old, and finally the age group between (36 - 40) years old, accounting for 31.42%, 19.22%, and 17.14% respectively. These three age groups combined represent 67.79 percent of the respondents. This indeed affirms the findings on the age bracket indicating the ages that use cosmetics. Taking into consideration that people belonging in the age group of 21 - 40 years old have the tendency to put much emphasis on their general appearance, these age groups expected to be regular users of cosmetics.

Table 3.1 Demographic Data of the Respondents

Particulars		No. of Respondents	Percentage
Total		385	100
Gender	Male	66	17.14
	Female	319	82.86
Age	Under 20 years	18	4.68
	21–25 years	121	31.43
	26–30 years	74	19.22
	31–35 years	52	13.51
	36–40 years	66	17.14
	Above 41 years	54	14.02
Education	High School/ Diploma	28	7.26
	Bachelor Degree	204	52.99
	Masters’ Degree	153	39.74
Occupation	Student	78	20.26
	Self Employed	62	16.10
	Government staff	61	15.84
	Employee	142	36.88
	Other	42	10.91
Income	Under 300,000 kyats	144	37.40
	300,001 – 700,000 kyats	80	20.78
	700,001– 1,100,000 kyats	57	14.81
	1,100,001- 1,500,000 kyats	26	6.75
	1,500,001 kyats Above	78	20.26

Source: Survey data, 2019

The majority of the respondents received bachelors’ degree, followed by masters’ degree or higher, representing 92.96% of the total respondents as those people are educated and most of them have an occupation and affordable to buy cosmetics with their income.

These individuals were more likely to be aware and conscious of environmental and health issues and have organic product purchase experience.

In terms of occupation, the majority of the respondents are company employees and followed by students and the least mean score represents the others. Most of the respondents earn between three lakhs to seven lakhs, and the least mean indicates eleven millions to fifteen millions.

3.2 Buying Behavior of Respondents

In this study, in order to know the respondent behavior of using cosmetics, the questionnaires are based on the reason of using organic cosmetics, their influencer, and place to purchase organic cosmetics.

Concerning with frequency of purchasing, about half of the group likes to purchase cosmetics once in three months, followed by once a month and the least group prefer two to three time a month. Observing with spending power about half of the group likes to spend under thirty thousands, the moderate spending group spend thirty thousands to seven thousands about thirty four percent. Around ten percent of spending group are seven thousands to one lakhs and above one lakhs group.

Supermarket/Hypermarket is the most popular choice among the respondents. Interestingly, the minimum percentage of the respondents selected 'other', in which they usually specify either 'duty free', or 'ask friends to buy from abroad' in their choices. The majority of respondents effecting person to purchase are social media (Facebook, Instagram), people around them, blogging websites, website, advertisement (TV, radio) and Publications (magazines, journals) severally. Surprisingly people not want to seek the information from printed media.

Table 3.2 Buying Behavior of Respondents

Particulars		No. of Respondents	Percentage
Total		385	100
No	Frequency of purchasing		
1	Once in three months	177	45.97
2	Once a month	128	33.25
3	2–3 times a month	55	14.29
4	More than 3 times a month	25	6.49
	Spending power		
1	Under 30,000 kyats	167	43.38
2	30,001 – 70,000 kyats	134	34.81
3	70,001 – 100,000 kyats	41	10.65
4	More than 100,001 kyats	43	11.17
	Place to purchase		
1	Organic cosmetics counter in department store	186	48.31
2	Retail–wholesale cosmetics store	86	22.34
3	Online shopping	77	20.00
4	Others	36	9.35
	Source of Information		
1	Advertisement (TV, radio)	19	4.94
2	Publications (magazines, journals)	7	1.82
3	People around them	54	14.03
4	Website	26	6.75
5	Social media (Facebook, Instagram)	252	65.45
6	blogging websites	27	7.01

Source: Survey data, 2019

Concerning with place to purchase, about half of the group likes to purchase cosmetics at department store, followed by Retail–wholesale cosmetics store and the least group prefer other places. Supermarket/Hypermarket is the most popular choice among the respondents. Interestingly, the minimum percentage of the respondents selected ‘other’, in which they usually specify either ‘duty free’, or ‘ask friends to buy from abroad’ in their choices. The majority of respondents effecting person to purchase are social media

(Facebook, Instagram) , people around them , blogging websites, website, advertisement (TV, radio) and Publications (magazines, journals) severally. Surprisingly people not want to seek the information from printed media.

3.3 Antecedents Attitude and Subjective Norm of Organic Cosmetics

In this study, selected 385 numbers of respondents in Yangon are surveyed. Linear regression is used. It is including how to relate the affecting of factors which are environmental consciousness, health conscious, appearance consciousness, eco literacy, interpersonal influence on consumers attitude and subjective norm of organic cosmetics are analyzed. In order to find out the importance of influencing factors on consumers attitude and subjective norm of organic cosmetics in Yangon, structured questionnaire was used. The standard deviation and mean scores of the influencing factors are presented in the study based on survey results.

3.3.1 Environmental Consciousness

In this study, the five factors are considered as factors which affect on attitude towards organics cosmetics. The first factor is environmental conscious. The results from descriptive analysis on health conscious of 385 respondents are shown in Table (3.3).

Table 3.3 Environmental Consciousness

No .	Environmental Consciousness	Mean	Std. Deviation
1.	Claims environmental friendly	3.93	0.91
2.	Do not want to pollute environment	3.74	0.92
3.	Declares organic certification that the product is environmentally friendly	4.06	0.92
4.	Contribute in saving the environment	3.78	0.98
5.	Contribute in saving planet earth.	3.94	0.75
	Overall Mean	3.93	

Source: Survey Data, 2019

Overall environmental consciousness represented the mean score of 3.93 from all tested variables. The most influencing item is found that while buying an organic product, the respondents look for some certification, which declares that the product is environmentally friendly. The reasons of purchasing organic cosmetics because the respondents prefer organic and they want to contribute in saving planet earth. This indicates that environment is a generally concerning issue for the respondents.

3.3.2 Health Consciousness

In this study, the five factors are considered as factors which can effect on attitude towards organics cosmetics. The second factor is health consciousness. The results from descriptive analysis on health conscious of 385 respondents are shown in Table (3.4).

Table 3.4 Health Consciousness

No.	Health Consciousness	Mean	Std. Deviation
1.	Enhance health by using organic cosmetics	3.89	0.70
2.	Safe to use organic cosmetics than chemical based cosmetics	3.85	0.92
3.	Promoting effect on Health	4.26	0.94
4.	Benefit in health	3.88	0.95
5.	Safe to consume and contain less health risk.	3.79	0.94
	Overall Mean	3.87	

Source: Survey Data, 2019

Regarding to the analysis on health consciousness influencing on the consumers attitude, respondents are required to answer five statements of influencing on purchasing organic cosmetics. The most influencing item is found that the reasons of purchasing organic cosmetics because of the respondents believe organic has a health-promoting effect. The second and third influencing factors on consumers attitude are found in the factors of purchasing because enhance health and free from chemical based. Therefore, the respondents are concerned about preserving and protecting their health status. They are concerned about their state of healthy life style.

3.3.3 Appearance Conscious

Regarding to the analysis on appearance conscious influencing on the consumers attitude, respondents are required to answer five statements of influencing on purchasing organic cosmetics. The results from descriptive analysis on appearance conscious of 385 respondents are shown in Table (3.5).

Table 3.5 Appearance Conscious

No.	Appearance Conscious	Mean	Std. Deviation
1.	Appearance is important	3.64	0.90
2.	Good appearance is lead to good life	3.68	0.84
3.	Distressed when others make remarks about appearance.	3.51	0.80
4.	Using organic cosmetics gives a sense of satisfaction.	3.68	0.87
5.	Better quality/performance than conventional cosmetics.	3.65	0.89
	Overall Mean	3.63	

Source: Survey Data, 2019

The respondents accept that their appearance as more than average score. Therefore, the respondents give mean scored of 3.63. Same highest score on appearance is great influence in life and organic produces give a sense of satisfaction. Therefore, they think organic cosmetics performance better than conventional cosmetics. They have merely felling on what other people remark of their appearance.

3.3.4 Eco literacy

Regarding to the analysis on eco literacy influencing on the consumers attitude, respondents are required to answer five statements of influencing on purchasing organic cosmetics. The results from descriptive analysis on appearance conscious of 385 respondents are shown in Table (3.6).

Table 3.6 Eco Literacy

No.	Eco literacy	Mean	Std. Deviation
1.	Environmentally safe in cosmetics and packages	3.60	0.85
2.	Buy cosmetics made or packaged in recycled materials	3.78	0.94
3.	Buy cosmetics in packages that can be refilled	3.76	0.92
4.	Have certification which confirms organic product	3.89	0.99
5.	Have certification which declares environmentally friendly.	3.84	0.94
	Overall Mean	3.77	

Source: Survey Data, 2019

The respondents agree that some certificate must approve that product is organic. A mean score of 3.61 indicates that consumers are quite knowledgeable about organic product must have organic certificate. The second highest score is the cosmetics must have certificate that declare environmental friendly. Many people believe that they know more about recycling than the average person, and looking for refilled item. It is come with cost issue.

3.3.5 Interpersonal Influence

Regarding to the analysis on interpersonal influencing on the consumers attitude, respondents are required to answer five statements of influencing on purchasing organic cosmetics. The results from descriptive analysis on appearance conscious of 385 respondents are shown in Table (3.7).

The respondent regarded interpersonal to be agreed with a mean score value of 3.68. The responses reveal that people are generally influenced by others' opinions, especially by opinion leaders, professionals and people that they trust.

Table 3.7 Interpersonal Influence

No.	Interpersonal Influence	Mean	Std. Deviation
1.	Learn from friends, family and classmates	3.61	0.83
2.	Most of friends and family buy organic cosmetics	3.69	0.76
3.	Gather information from friends or family	3.72	0.89
4.	Share information to buy organic cosmetics with friends	3.70	0.90
5.	Use organic cosmetics because friends and colleagues use it.	3.67	0.78
	Overall Mean	3.68	

Source: Survey Data, 2019

The respondents reveal that consumers do care about purchasing cosmetics that others will approve of or achieve a sense of belonging by purchasing the same cosmetics and brands that others purchase. All of the interpersonal influence above peers the average level on consumers intention.

CHAPTER (4)

ANALYSIS OF CONSUMERS ATTITUDE, SUBJECTIVE NORM AND BEHAVIORS INTENTION OF ORGANIC COSMETICS

This chapter consists of three main parts: analysis on effect of attitude towards organic cosmetics, analysis on effect of subjective norm and analysis on the effect of attitude and subjective norm and consumers behavior intention of organic cosmetic. The following parts are presenting about analyzed results of consumers attitude, subjective norm and behavior intention of organic cosmetics in Yangon. In this chapter, the data is statistically analyzed and the results are presented in the following categorized.

4.1 Analysis of Influencing Factors on Attitude towards Organic Cosmetics

In this category, Consumers antecedents is important factors that effect on consumers attitude of organic cosmetics. In order to find out the most influencing factors of consumers attitude towards organic cosmetic, structured questionnaire was used. The standard deviation and mean scores are presented in the study based on survey results.

4.1.1 Consumer Attitude towards Organic Cosmetics

Consumers usually select their cosmetics not only on the quality and benefits but also on rely on their attitude for long term use. Consumers attitude are very important in making purchase behavior intention. In order to analyze the consumers attitude of the organic cosmetics users, 385 users were surveyed.

The objective of the study sought to determine factors that are important in influencing consumers attitude. The respondents were asked to indicate the extent to which various factors were important in influencing organic cosmetics. The factors were drawn from various influences that were likely to affect the attitude of organic cosmetics users. These were influencing factors include health, environmental, appearance, eco literacy and interpersonal consciousness. The results are shown in Table (4.1) based on survey findings.

The interpretation was based on the magnitude of the mean score. The higher the mean score the more agree that factor(s) was considered important in influencing attitude and choice of cosmetics.

Table 4.1 Consumers Attitude of Organic Cosmetics

Sr. No	Attitude toward Organic Cosmetics	Mean	Std. Deviation
1	Have a favorable attitude toward purchasing organic cosmetics	3.65	0.87
2	Prefer to use organic cosmetics over chemical based cosmetics	3.77	0.94
3	Purchasing organic cosmetics is good.	3.81	0.94
4	Purchase organic cosmetics that are good for the environment	3.79	0.93
5	Worry chemicals in cosmetics	3.73	0.89
6	Reduce environmental damage with organic cosmetic are important	3.80	0.94
	Overall Mean	3.76	

Source: Survey Data, 2019

Concerning with attitude on organic cosmetics, overall mean score is 3.76. It means that the attitude towards organic cosmetic above the average level on consumers intention. The most influencing factor is the good product. The respondents reveal that consumers do care about reducing the environmental damage. The third most highest score is organic cosmetics are good for environment. This means that attitude on organic cosmetic have a significant effect on consumers purchasing decision.

4.1.2 Influencing Factors on Attitude towards Organic Cosmetics

The regression analysis, with the effect of independent variable of influencing factors on consumers attitude, was analyzed first. In the Table below the linear regression on effect of influencing factors on consumers attitude towards organic cosmetics is shown in Table (4.2). This Table relates to the influencing factors on consumers attitude of organic cosmetics.

Table 4.2 Analysis on Influencing Factors of Attitude towards Organic Cosmetics

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.162	.164		.991	.323	
Environmental Consciousness	.037	.044	.036	.835	.404	1.702
Health Consciousness	.280***	.044	.296	6.447	.000	1.921
Appearance Conscious	.167***	.062	.144	2.669	.008	2.671
Eco Literacy	.108**	.054	.106	1.988	.048	2.612
Interpersonal Influence	.363***	.055	.324	6.648	.000	2.164
R	.765					
R Square	.585					
Adjusted R Square	.580					
F	106.888***					
Durbin-Watson	1.873					

Source: Survey Data, 2019.

Notes: *** = Significant at 1% level, ** = Significant at 5% level, * = Significant at 10% level

As shown in Table (4.2), the value of R Square is 0.585 that means this specified model could explain 58.5 percent about the variation of the attitudes towards organic cosmetics. The model can explain 58.5 percent about the variance of the independent variable of influencing factors of attitude towards organic cosmetics and dependent variable (attitude and subjective norm) because adjusted R square is 0.580. The overall significant of the model, F value, is significant at 1 percent level that indicates the specified model can be said valid.

This model can explain the effect of influencing factors on attitude towards organic cosmetics. The significant level of influencing factors of attitude towards organic cosmetics is at 1 percent confidence level. The effect of influencing factors on attitude towards organic cosmetics has the expected positive sign and highly significant value at 1 percent level. The positive relation indicates that increase influencing factors of attitude towards organic cosmetics lead to increase in health consciousness factor, appearance conscious factor, and interpersonal influence. Therefore, increasing the three significant factors such as health consciousness factor, appearance conscious factor, and interpersonal influence are able to rise the attitude towards organic cosmetics.

The significant level of increasing the three factors of health consciousness factor, appearance conscious factor, and interpersonal influence are at 1 percent confident level respectively. Therefore, these three variables are expected positive sign and these positive relationship indicates that increase in three variables lead to increase in attitudes towards organic cosmetics.

The results found in Table 4.2 indicate which coefficients were significant. To understand which were significant, the calculated levels of significance for each variable were considered; if these levels of significance were less than the desired significance level of 1%, then the coefficient was deemed to be significant. In this case, the coefficients of health consciousness, appearance conscious, eco literacy, and interpersonal influence were all deemed to be significant.

Health consciousness on consumers attitude has the expected positive highly significant coefficient value at 1 percent level. The positive relationship indicates that the increase in one of health consciousness factors on organic cosmetics effect on consumers attitude. An increase in this factor by 1 unit will also rise the effect on consumers attitude by .280 units.

Appearance conscious on consumers attitude has the expected positive highly significant coefficient value at 1 percent level. The positive relationship indicates that the increase in one of appearance conscious factors on organic cosmetics effect on consumers attitude. An increase in this factor by 1 unit will also rise the effect on consumers attitude by .167 units.

Eco literacy on consumers attitude has the expected positive moderately significant coefficient value at 5 percent level. The positive relationship indicates that the increase in one of eco literacy factors on organic cosmetics effect on consumers attitude. An increase in this factor by 1 unit will also rise the effect on consumers attitude by .108 units.

Interpersonal influence on consumers attitude has the expected positive highly coefficient significant at 1 percent level. The positive relationship indicates that the increase in one of interpersonal influence factors on organic cosmetics effect on consumers attitude. An increase in interpersonal influence by 1 unit will also raise the effect on consumers attitude by 0.363 units.

The standardized coefficient (Beta) of interpersonal influence has the largest value (0.363) than other influencing factors of organic cosmetics. This indicates the interpersonal

influencing of organic cosmetics have the greatest contribution to the effect on consumers attitude. The overall evaluation reveals that models explain the variation in consumers attitude because the estimation produced expected signs and significant coefficients for both variables. The increases of the influencing factors have the positive effects on consumers attitude on organic cosmetics except environmental consciousness.

In summary, the results show that the influencing factors of consumers attitude of organic cosmetics have mostly positive significant impact on consumer attitude towards organic cosmetics. Most consumers are strongly influenced by attitude towards organic cosmetics. Consumers have moderate effect on eco literacy. Organic cosmetics are trusted in Myanmar market because organic cosmetics have good ingredients and better quality. Therefore, by giving more knowledge on health consciousness, appearance consciousness, interpersonal influence and eco literacy consumers make greater positive attitude. Organic consumers want health boosting effect which provide the satisfaction to the consumers and they want organic cosmetics with reliable certificate and then they collect the information from their close social circle. Moreover, the consumers believe using organic cosmetics are good for them.

4.2 Analysis of Influencing Factors on Subjective Norm Organic Cosmetics

In this category, Consumers antecedents is important factors that effect on consumers subjective norm of organic cosmetics. In order to find out the most influencing factors of consumers subjective norm of organic cosmetic, structured questionnaire was used. The standard deviation and mean scores are presented in the study based on survey results.

4.2.1 Consumers Subjective Norm of Organic Cosmetics

Consumers usually select their cosmetics not only on the quality and benefits but also on rely on their subjective norm of their self believe. Subjective norm are important in making behavior intention. In order to analyze the consumers subjective norm of the organic cosmetics users, 385 users were surveyed.

The objective of the study sought to determine factors that are important in influencing consumers subjective norm. The respondents were asked to indicate the extent to which various factors were important in influencing organic cosmetics. The factors were

drawn from various influences that were likely to affect the subjective norm of cosmetics user. These were influencing factors include health, environmental, appearance, eco literacy and interpersonal consciousness. The results are shown in Table (4.3) based on survey findings.

The interpretation was based on the magnitude of the mean score. The higher the mean score the more agree that factor(s) was considered important in influencing attitude and choice of cosmetics.

Table 4.3 Consumers Subjective Norm of Organic Cosmetics

Sr.No	Subjective Norm	Mean	Std. Deviation
1	Using organic appliances is one way to protect the environment	3.77	0.90
2	Purchase of environmental friendly	3.68	0.85
3	Usage of organic cosmetics than non-organic cosmetics because it is safe	3.86	0.97
4	Prefer organic over non organic	3.78	0.92
5	Willing to pay extra for cosmetics in organic ingredient	3.79	0.91
6	Willing to pay extra for cosmetics in green packaging.	3.83	0.88
	Overall Mean	3.79	

Source: Survey Data, 2019

According to the Table (4.3), it is found in the result that the respondents are willing to pay extra for cosmetics in organic ingredient because they like to buy the ecofriendly products which are not harm to the environment. In addition, the respondents are willing to pay extra for cosmetics in green packaging because people nowadays are aware of protecting ecofriendly environment and they reduce plastic products. Moreover, the respondents prefer organic over non organic products that the organic products are better for all types of skins combination. Besides that, the respondents perceive that they purchase the environmental friendly product because they care of green environment. According to overall mean score, consumers subjective norm of organic cosmetics moderately influence on the respondents

that they are aware of the organic products which are ecofriendly for entire process such as ingredients, and packaging.

4.2.2 Influencing Factors on Subjective Norm towards Organic Cosmetics

The regression analysis, with the effect of independent variable of influencing factors on subjective norm, was analyzed first. In the Table below the linear regression on effect of influencing factors on consumers subjective norm of organic cosmetics is shown in Table (4.4). This Table relates to the influencing factors on subjective norm of organic cosmetics.

Table 4.4 Analysis on Influencing Factors of Subjective Norm towards Organic Cosmetics

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.220	.171		1.287	.199	
Environmental Consciousness	-.012	.046	-.011	-.257	.798	1.702
Health Consciousness	.273***	.045	.283	6.029	.000	1.921
Appearance Conscious	.330***	.065	.280	5.073	.000	2.671
Eco Literacy	.147***	.057	.142	2.592	.010	2.612
Interpersonal Influence	.214***	.057	.187	3.755	.000	2.164
R	.753					
R Square	.567					
Adjusted R Square	.561					
F	99.188***					
Durbin-Watson	1.536					

Source: Survey Data, 2019.

Notes: *** = Significant at 1% level, ** = Significant at 5% level, * = Significant at 10% level

As shown in Table (4.4), the value of R Square is 0.567 that means this specified model could explain 56.7 percent about the variation of the attitudes towards organic cosmetics. The model can explain 56.1 percent about the variance of the independent variable of influencing factors of attitude towards organic cosmetics and dependent variable (attitude and subjective norm) because adjusted R square is 0.561. The overall significant of

the model, F value, is significant at 1 percent level that indicates the specified model can be said valid.

This model can explain the effect of influencing factors on subjective norm towards organic cosmetics. Most of the influencing factors except environmental consciousness of subjective norm towards organic cosmetics is at 1 percent confidence level. The effect of influencing factors on subjective norm towards organic cosmetics has the expected positive sign and highly significant value at 1 percent level. The positive relation indicates that increase in health consciousness factor, appearance conscious factor, eco literacy and interpersonal influence lead to subjective norm of organic cosmetics. Therefore, increasing the four significant factors such as health consciousness factor, appearance conscious factor, eco literacy and interpersonal influence are able to rise the attitude towards organic cosmetics.

The significant level of increasing the three factors of health consciousness factor, appearance conscious factor, and interpersonal influence are at 1 percent confident level respectively. Therefore, these four variables are expected positive sign and these positive relationship indicates that increase in four variables lead to increase in subjective norm towards organic cosmetics.

The results found in Table 4.4 indicate which coefficients were significant. To understand which were significant, the calculated levels of significance for each variable were considered; if these levels of significance were less than the desired significance level of 1%, then the coefficient was deemed to be significant. In this case, the coefficients of health consciousness, appearance conscious, eco literacy, and interpersonal influence were all deemed to be significant.

Appearance conscious factor on subjective norm has the expected positive highly significant at 1 percent level. The positive relationship indicates that the increase in one of appearance consciousness factors effect on organic cosmetics on subjective norm. An increase in appearance conscious influence by 1 unit will also rise the effect on subjective norm by 0.330 units.

Health consciousness factors has the expected positive highly significant at 1 percent level. The positive relationship indicates that the increase in one of health consciousness factors effect on organic cosmetics on subjective norm. An increase in health consciousness influence by 1 unit will also rise the effect on subjective norm by 0.273 units.

Interpersonal influence factor has the expected positive highly significant at 1 percent level. The positive relationship indicates that the increase in one of interpersonal influence factors effect on organic cosmetics on subjective norm. An increase in interpersonal influence by 1 unit will also rise the effect on subjective norm by 0.214 units.

Eco literacy on subjective norm has the expected positive highly significant coefficient value at one percent level. The positive relationship indicates that the increase in one of eco literacy factors effect on organic cosmetics on subjective norm. An increase in eco literacy influence by 1 unit will also rise the effect on subjective norm by 0.147 units.

The standardized coefficient (Beta) of appearance consciousness has the largest value (0.330) than other influencing factors of organic cosmetics . This indicates the appearance consciousness of organic cosmetics s have the greatest contribution to the effect on subjective norm. The overall evaluation reveals that models explain the variation in consumers subjective norm because the estimation produced expected signs and significant coefficients for both variables. The increases of the influencing factors have the positive effects on consumers subjective norm on organic cosmetics except environmental consciousness.

In summary, the results show that the influencing factors on subjective norm of organic cosmetics have mostly positive value. Most consumers have strongly effect on health consciousness, appearance conscious, eco literacy, and interpersonal influence factors to buy organic cosmetics. Organic cosmetics are trusted in Myanmar market because organic cosmetics have good ingredients and better quality.

Therefore, by providing more knowledge and education on health consciousness, appearance consciousness, eco literacy and interpersonal influence in Yangon consumers make greater positive attitude. Organic consumers of Yangon, know to enhance health by using it, they also know good appearance bring better life, it have ecofriendly and share information to family and friends. Moreover, the consumers willing to pay extra cost for green packaging which would not damage the environment.

4.3 Analysis of Consumers Attitude and Subjective Norm on Behavior Intention of Organic Cosmetics

In this category, Consumers attitude and subjective norm are important factors that effect on consumers behavior intention of organic cosmetics. In order to find out the most

influencing factors on behavior intention of cosmetic, structured questionnaire was used. The standard deviation and mean scores are presented in the study based on survey results.

4.3.1 Behavior Intention towards Organic Cosmetics

The following Table (4.5) shows the mean value of behaviour intention towards organics cosmetics. There are 6 questions to analyze and mean value of each questions are shown as follow.

Table 4.5 Behavior Intention towards Organic Cosmetics

Sr. No.	Behavior Intention	Mean	Std. Deviation
1	Buying organic cosmetics more for environmentally friendly	3.77	0.67
2	Buying healthy organic cosmetics	3.72	0.90
3	Buying safe organic cosmetics	3.82	0.94
4	seeking out information about organic	3.83	0.96
5	Buying new organic cosmetics when running out	3.78	0.94
6	Recommending organic cosmetics to other people.	3.85	0.84
	Overall Mean	3.79	

Source: Survey Data, 2019

According to Behavior Intention towards Organic Cosmetics Table (4.5), it is found in the result that the respondents recommend organic cosmetics to other people because they know the differences between organic and nonorganic cosmetics and they feel the better quality and it is safe for green environment. Moreover, the respondents seek out information about organic because they rather use the organic cosmetics and look for the ecofriendly cosmetics. Furthermore, the respondents buy organic cosmetics for health because sometimes, nonorganic cosmetics are not suitable for all skin types so that seeking organic cosmetics for healthy purpose. According to the overall mean score, the respondents intend to buy organic cosmetics because behavior intention towards organic cosmetics influence on the respondents.

4.3.2 Analysis on Effect of Consumers Attitude and Subjective Norm on Behavior Intention of Organic Cosmetics

To gain a better understanding of which variables influenced the behavior intention of organic cosmetics were analyzed.

As shown in Table 4.6, according to the value of adjusted the R Square 62.5% of the variation in influencing factors can be explained by the variables analyzed in this analysis. Since, the value of F test and the overall significance of the model is highly significant at 1 percent level, this relationship was deemed to be linear.

Table 4.6 Analysis on Effect of Consumers Attitude and Subjective Norm on Behavior Intention of Organic Cosmetics

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.602	.128		4.691	.000	
Consumers Attitude	.508***	.047	.504	10.796	.000	2.230
Subjective Norm	.339***	.046	.342	7.330	.000	2.230
R	.792					
R Square	.627					
Adjusted R Square	.625					
F	320.909***					
Durbin-Watson	1.697					

Source: Survey Data, 2019.

Notes: *** = Significant at 1% level, ** = Significant at 5% level, * = Significant at 10% level

As shown in Table (4.6), the value of R Square is 0.792 that means this specified model could explain 62.7 percent about the variation of the attitudes towards organic cosmetics. The model can explain 62.5 percent about the variance of the independent variable of influencing factors of attitude towards organic cosmetics and dependent variable (attitude and subjective norm) because adjusted R square is 0.625. The overall significant of the model, F value, is significant at 1 percent level that indicates the specified model can be said valid.

This model can explain the effect of consumers attitude and subjective norm towards organic cosmetics. Most of the influencing factors except environmental consciousness of subjective norm towards organic cosmetics is at 1 percent confidence level. The effect of influencing factors on subjective norm towards organic cosmetics has the expected positive sign and highly significant value at 1 percent level. The positive relation indicates that increase in consumer attitude and subjective norm lead to behavior intention of organic cosmetics. Therefore, increasing these significant factors such as consumer attitude and subjective norm are able to rise behavior intention of organic cosmetics.

The significant level of increasing the three factors of health consciousness factor, appearance conscious factor, and interpersonal influence are at 1 percent confident level respectively. Therefore, these two variables are expected positive sign and these positive relationship indicates that increase in two variables lead to increase in behavior intention towards organic cosmetics.

The results found in Table 4.6 indicate which coefficients were significant. To understand which were significant, the calculated levels of significance for each variable were considered; if these levels of significance were less than the desired significance level of 1%, then the coefficient was deemed to be significant. In this case, the coefficients of health consciousness, appearance conscious, eco literacy, and interpersonal influence were all deemed to be significant.

Consumers attitude has the expected positive highly significant at one percent level. The positive relationship indicates that the increase in consumers attitude of organic cosmetic effect on behavior intention of cosmetic consumers. An increase in consumers attitude influence by 1 unit will also raise the effect on behavior intention by 0.508 units.

Subjective norm has the expected positive highly significant at one percent level. The positive relationship indicates that the increase in subjective norm of organic cosmetic effect on behavior intention of cosmetic consumers. An increase in subjective norm influence by 1 unit will also raise the effect on behavior intention by 0.339 units.

Correlation coefficient (R) measures that the linear relationship between independent variables and dependent variables. At above Table (4.6), R is 0.792 which lies between 0 and 1. It indicates that there is effect of consumers attitude and subjective norm on behavior intention of organic cosmetics.

The adjusted R^2 of the model is 0.625 and it shows that the study model is 62.5% fit with the study. With the $R^2 = 0.627$ means that the three independent variables explain 62.7%

of the variance on influencing factors of subjective norm. These independent variables are the benefits that accrue as a result of influence of consumers attitude and subjective norm of the respondents.

In summary, the results show that both consumers attitude and subjective norm have significant value and the main determination of behavior intention is subjective norm. The knowledge and perceptions that are acquired by a combination of direct experience with the attitude of consumers and related cosmetics information from various sources such as references from friends and family and from beauty advisor. This knowledge and resulting perceptions commonly take the form of beliefs; that is, the consumers believe that the attitude object possesses various attributes and that specific behavior will lead to behavior intention of organic cosmetics.

Therefore, by making more attitude and subjective norm to organic consumers in Yangon makes more behavior intention. Most of the consumers have behavior intention by means of actively gather information due to the product is safe to consume. They even recommend organic cosmetic to other people to use it.

CHAPTER 5

CONCLUSION

This chapter is presented with findings and discussions, suggestions and recommendations from the study of the paper. This chapter also includes the suggestions for the further study needs for the organic cosmetics Industry. The purpose of this study is to examine the influencing factors on consumers attitude and subjective norm towards organic cosmetics in Yangon and to analyze the effect of consumers attitude and subjective norm on behaviors intention of organic cosmetics users in Yangon.

5.1 Findings and Discussions

It is very important to understand the influencing factors of consumers attitude and subjective norm of organic cosmetics consumers and examine the effects on consumers behavior intention. This study collected the primary data by structured questionnaires through online and distributed questionnaires to 385 respondents in Yangon who have been using or used of cosmetics.

The findings of influencing factors of attitude towards organic cosmetics indicate that most of the respondents are female, mainly aged between early twenty one to twenty five years old, most of the respondents are bachelor degree holders. Regarding the occupation, the majority of the respondents are employee. Most of them generated income from three lakhs to seven lakhs kyats.

As shown in the survey results the following conclusions can be drawn. The factor strongly influencing to consumers attitude are health consciousness and appearance consciousness and interpersonal influence. The moderately influencing to consumers attitude is eco literacy. Respondents are prefer to buy organic cosmetics due to some certification which declares that cosmetic is organics, it is safe to consume and awareness of consumers believe that it have safe ingredients than chemical based cosmetics.

Health consciousness on consumers attitude has the expected positive highly significant and the positive relationship indicates that the increase in one of health consciousness factors on organic cosmetics effect on consumers attitude. Appearance consciousness give sense of satisfaction for users of organic cosmetics, better quality than

conventional, do not have any feeling on others people comments. More influence on interpersonal influence by friends, family and classmate. Benefit of organic cosmetics spread by word of mouths because people are communication each other.

As shown in the survey results of subjective norm, the following conclusions can be drawn. The factor strongly influencing to subjective norm are health consciousness and appearance consciousness, eco literacy and interpersonal influence. Environmental consciousness are not influence on subjective norm of organic consumers. Respondents are prefer to buy organic cosmetics due to some certification which declares that the product is organics, are safe to consume and awareness of organic that safe ingredients than chemical based cosmetics. The dominant factor appearance consciousness give sense of satisfaction for users of organic cosmetics, better quality than conventional, do not have any feeling on others people comments. The factor influencing of subjective norm is cosmetics users have quite knowledgeable about recycling and other environmental issues. The respondents reveal that consumers do care about purchasing cosmetics that others will approve of or achieve a sense of belonging by purchasing the same cosmetics and brands that others purchase. Many people believe that they know more about reutilizing than the average person, and how to select environmentally safe cosmetics and packages.

According to the survey results the following conclusions can be drawn. The factor strongly effect on behavior intention to attitude and subjective norm. The results show that attitude and subjective norm are highly significant and positivity relate to behavior intention to organic cosmetics. Therefore increasing in behavior intention are lead to buy organic cosmetics. Consumers are willing to pay high price for organic cosmetics because of good quality and zero harmful ingredient. Consumers are also encourage other people to buy organic cosmetics.

As shown in the survey results the following conclusions can be drawn. The behavior intention lead to less healthy risk. Therefore, the respondents are concerned about preserving and protecting their health status. Most consumers are concerned about their appearance or feel stressed when others make remarks about their appearance. Therefore, they think they have responsible much to care of appearance of what has happened to life. They thought organic cosmetics have a better quality and provide them a sense of satisfaction.

As shown in the survey results the following conclusions can be drawn. The factor influencing of behavior intention is cosmetics users have quite knowledgeable about recycling and other environmental issues. The results point out that interpersonal influence,

health consciousness, and appearance conscious have a positive significant effect on consumers attitude and subject norm, and these consumers attitude and subject norm have a greater positive effect on the behavior intention of organic cosmetics.

5.2 Suggestions and Recommendations

Overall, this finding indicates that interpersonal influence of consumers are more likely to develop positive attitude and subjective norm toward organic cosmetics.

Environmental consciousness should be evoked to help consumers cultivate a more positive attitude and subjective norm toward organic cosmetics. Marketers and advertisers should, therefore, communicate that purchasing organic cosmetics can have an important impact on the welfare of the environment. These perceived benefits should be highlighted when marketing organic cosmetics to consumers. Marketers could encourage positive attitude and behaviors of environmentally conscious consumers through properly targeted advertising campaigns.

This study revealed that the effect of subjective norm is also positive and significant on organic cosmetics behavior intention of the consumers. It shows that people still have beliefs, follow group conformity norm and are influenced by the significant others in their purchase decisions. This clearly indicates that marketing strategies should be designed by marketers keeping in mind that status values are important for people and should be stressed. Moreover, the marketers should hallmark their reasonable priced goods by attaching status green environment symbols to them in order to attract status conscious consumers. Therefore, organic cosmetics companies implement some programs and strategies such as emphasizing the green attributes of the company that support environmental sustainability.

The consumers were expected to intend to behaviors intention organic cosmetics as a representation of their environmental awareness. As an organization, organic cosmetics companies should help consumers to be aware of the environment. Thus, they need to produce a good quality product and use a high quality production process. Good product quality and quality production create a positive public reputation, so that consumers will trust and use. This condition has advantages for personal purchasing power of organic cosmetics because environmental concern inspires consumers to buy organic. Cosmetics marketing managers should improve sales plans to warrant the quality of cosmetics to customers and improve their green brand image via the Internet and social media sites, which not only

provides a financial point of view, but also shows how the company cares about green initiatives. Participating in several pro-environmental events for the company is also a good approach.

Based on the findings mentioned above, this study uncover organic cosmetics users insight about their behavior intention and implication when they come to buy orgainc cosmetic products this understanding to allow marketers to be able to optimally allocate their marketing budget to the right marketing factors of products, price, and promotion effectively and efficiently. The price is still the factor that customer concern about the price should not expensive. Moreover, the success of organic cosmetics brands can be also propelled by endorsements from famous celebrities, creating brand awareness among the target users. Moreover, the firm should offer seasonal promotions and other promotion gifts such as samples for trials. The place to purchase need to easy to find. Should have focus on the online shopping is benefit to the market nowadays.

In order to get higher behaviors intention of the organic cosmetics consumers, quality is the greatest influence. This, therefore, indicates that the organic cosmetics should always maintain or keep up with their quality in order to gain competitive position in the marketplace. Most consumers are more concerned about organic cosmetics quality, and would be willing to pay more for a higher quality. The organic cosmetics category like facial care and make up products have more behaviors intention. Organic cosmetic has brand image that respond the need of Myanmar female that want to have perfect skin, the best compline with health and look forever young.

These organic cosmetics products should high emphasis on broadcasting their organic personalities, which are portrayed through attractive in-store displays. The appealing store ambience, combined with eye-catching packages effectively captures the primarily young target demographic. Consumer perceive the information from Internet or social network such as; YouTube, blog, Facebook increasngly. That affects the marketing strategy to advertise on Internet or social network channel. Moreover, presenter, blogger and reviewer are the person that can affect the consumer more to purchase.

At the same time understand deeper into what is on customer attitude and subjective norm who allow cosmetics come to believe for their needs in this categories. Organic cosmetics users not only want to get beauty from the cosmetic but they want cosmetics can help to improve or better health care on their skin. Therefore, organic cosmetics promise is a value or experience a user can expect to receive every single time they interact with it. The

more organic cosmetics product can deliver on that promise, the stronger the organic cosmetics value in the mind of users.

5.3 Needs for Further Research

It is interesting to investigate consumers attitude and behavior intention towards organic cosmetics since cosmetics industry is becoming more booming in Yangon and Mandalay. This study target respondents are only Yangon cosmetics users and so the further study may expand to large cities such as Mandalay and Mawlamyaing as cosmetics market for both gender users. Moreover, this study is done only on organic cosmetics and so the further study can also do other imported such as natural cosmetics and also traditional Thanaka product. The future study need to focus more on specific group of respondents because many age or many of aspect can have different attitude and requirement from the product. The future research should find more about the needs of customer toward the cosmetics and find the unique point to sell the product such as; the packaging of makeup come in travel size for customer easy to carry with them the product with them because there are many competitor in the market.

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APPENDICES

APPENDIX I - Questionnaire

Questionnaire

Consumers Attitude towards Purchasing Decisions of Organic Cosmetics in Yangon

This survey is conducted by Aung Myat Tun @ Mg Mg, a Master degree student of Business Administration from Yangon Institute of Economics. The purpose of this survey is to collect the data about consumers attitude towards Purchasing Decisions of Organic Cosmetics in Yangon. Please kindly help me out by answering the questions and it will take from 5 to 10 minutes. Your answer will be anonymous and all information will remain confidential. Thank you for taking time to assist me in my educational endeavors.

Organic Cosmetics

Organic Beauty is the formulation of cosmetics using organically farmed ingredients. These ingredients are grown without the use of Genetically Modified Organisms (GM), herbicides, synthetic fertilizers and more.

Certified organic beauty go one step further. By looking for the Soil Association symbol you're choosing a cosmetics product that says:

- NO animal testing
- NO GM
- NO controversial chemicals
- NO parabens and phthalates
- NO synthetic colors, dyes or fragrances
- NO nano particles

Organic have three level

100 percent organic

"100 percent organic" can be used to label any product that contains 100 percent organic ingredients (excluding salt and water, which are considered natural).

Organic

"Organic" can be used to label any product that contains a minimum of 95 percent organic ingredients (excluding salt and water).

Made with Organic _____"

“Made with Organic _____” can be used to label a product that contains at least 70 percent organically produced ingredients (excluding salt and water).

Do you know skin absorb 64% of whatever applied on it?

Part 1: Personal Information

Instruction: Please mark ✓ in ☐ for the most possible answer

1.1 Do you know skin absorb 64% of whatever applied on it?

☐ Yes

☐ No

1.2 Sex

☐ Male

☐ Female

1.3 Age

☐ Under 20

☐ 21–25

☐ 26–30

☐ 31–35

☐ 36–40

☐ 41 and Above

1.4 Education

☐ High School/ Diploma

☐ Bachelor Degree

☐ Master Degree or Higher

1.5 Occupation

☐ Student

☐ Self Employed

☐ Government staff

☐ Employee

☐ Others

1.6 Income

☐ Under 300,000 kyats

☐ 300,001 – 700,000 kyats

☐ 700,001– 1,100,000 kyats

☐ 1,100,001- 1,500,000 kyats

☐ 1,500,001 kyats Above

1.7 The frequency of purchasing organic cosmetics

☐ Once in three months

☐ Once a month

☐ 2–3 times a month

☐ More than 3 times a month

1.8 How much do you purchase on organic cosmetics?

- ☐ Under 30,000 kyats ☐ 30,001 – 70,000 kyats
☐ 70,001 – 100,000 kyats ☐ More than 100,001 kyats

1.9 Where do you mostly purchase organic cosmetics?

- ☐ Organic cosmetics counter in department store (eg., Supermarket, Plaza)
☐ Retail–wholesale cosmetics store (eg., Spirit, Kanthairi, beauty dairy, chain store)
☐ Online shopping ☐ Others.....

1.10 Where do you mostly receive information?

- ☐ Advertisement (TV, radio) ☐ Publications (magazines, journals)
☐ People around you ☐ Website
☐ Social media (Facebook, Instagram) ☐ Blogging websites

PART 2

Please read the following statements and circle the number that represents your degree of agreement/disagreement with them (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

	Environmental Conscious	1	2	3	4	5
1	Organic cosmetics are true to their environment friendly claims.					
2	I'm an environmentally aware consumers, I try not to pollute the environment.					
3	While buying an organic product I look for some certification, which declares that the product is environmentally friendly.					
4	Organic cosmetics can contribute in saving the environment because deterioration of the environment is a serious issue.					
5	I prefer organic cosmetics because I want to contribute in saving my planet earth.					

Please read the following statements and circle the number that represents your degree of agreement/disagreement with them (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

	Health Conscious	1	2	3	4	5
1	The use of organic cosmetics enhances my health.					
2	Organic cosmetics are safer than chemical based cosmetics					
3	I am of the view that the use of organic cosmetics has a health-promoting effect.					
4	I am aware of the benefits of organic cosmetics for health.					
5	Organic cosmetics are more safety to consume and contain less health risk.					

Please read the following statements and circle the number that represents your degree of agreement/disagreement with them (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

	Appearance Conscious	1	2	3	4	5
1	What I look like is an important part of who I am.					
2	My appearance is responsible for much of what has happened to me in my life.					
3	I feel distressed when others make remarks about my appearance.					
4	Using organic cosmetics gives a sense of satisfaction.					
5	Organic cosmetics have a better quality/performance than conventional cosmetics.					

Please read the following statements and circle the number that represents your degree of agreement/disagreement with them (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

	Eco literature	1	2	3	4	5
1	I know that I buy cosmetics and packages that are environmentally safe					
2	I prefer to buy cosmetics made or packaged in recycled materials.					
3	I prefer to buy cosmetics in packages that can be refilled.					
4	There must be some certification which confirms that the product is organic.					
5	While buying an organic product I look for some certification, Which declares that the product is environmentally friendly.					

Please read the following statements and circle the number that represents your degree of agreement/disagreement with them (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

	Interpersonal Influence	1	2	3	4	5
1	I learn from my friends, family and classmates about organic cosmetics.					
2	Most of my friends and family buy organic cosmetics.					
3	I frequently gather information from friends or family about a product before I buy					
4	I will share information to buy organic cosmetics with my friends.					
5	I use organic cosmetics because my friends and colleagues use the same					

PART 3

Please read the following statements and circle the number that represents your degree of agreement/disagreement with them (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

	Attitude toward Organic Cosmetics	1	2	3	4	5
1	I have a favorable attitude toward purchasing organic cosmetics.					
2	I prefer using organic cosmetics over chemical based cosmetics.					
3	I think purchasing organic cosmetics is good for me.					
4	I am willing to purchase organic cosmetics that are good for the environment.					
5	I worry that there are chemicals in my cosmetics cosmetics					
6	I think organic cosmetics that can reduce environmental damage are important.					

Please read the following statements and circle the number that represents your degree of agreement/disagreement with them (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

	Subjective Norm	1	2	3	4	5
1	I know that using organic appliances is one way to protect the environment.					
2	I know the organic cosmetics I bought are environmentally friendly.					
3	Organic cosmetics are safer to use than non-organic cosmetics					
4	I prefer organic cosmetics over non organic cosmetics.					
5	I'm willing to pay extra for cosmetics in organic ingredient.					
6	I'm willing to pay extra for cosmetics in green packaging.					

Part 4

Please read the following statements and circle the number that represents your degree of agreement/disagreement with them (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

	Behaviors Intension toward organic cosmetics	1	2	3	4	5
1	I often buy organic cosmetics because they are more environmentally friendly.					
2	I often buy organic cosmetics for my health.					
3	I often buy organic cosmetics that are safety to consume.					
4	I actively seek out information about organic cosmetics					
5	I buy organic cosmetics as soon as I run out of the cosmetics I am currently using.					
6	I will recommend organic cosmetics to other people.					

APPENDIX II

Analysis of Influencing Factors on Consumers Attitude

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.765 ^a	.585	.580	.46432	.585	106.888	5	379	.000	1.873

a. Predictors: (Constant), Int_Mean, EC_Mean, HC_Mean, Eco_Mean, AC_Mean

b. Dependent Variable: Att_Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115.222	5	23.044	106.888	.000 ^b
	Residual	81.710	379	.216		
	Total	196.932	384			

a. Dependent Variable: Att_Mean

b. Predictors: (Constant), Int_Mean, EC_Mean, HC_Mean, Eco_Mean, AC_Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.162	.164		.991	.323		
	EC_Mean	.037	.044	.036	.835	.404	.588	1.702
	HC_Mean	.280	.044	.296	6.447	.000	.520	1.921
	AC_Mean	.167	.062	.144	2.669	.008	.374	2.671
	Eco_Mean	.108	.054	.106	1.988	.048	.383	2.612
	Int_Mean	.363	.055	.324	6.648	.000	.462	2.164

a. Dependent Variable: Att_Mean

Analysis of Influencing Factors on Subjective Norm

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.753 ^a	.567	.561	.48336	.567	99.188	5	379	.000	1.536

a. Predictors: (Constant), Int_Mean, EC_Mean, HC_Mean, Eco_Mean, AC_Mean

b. Dependent Variable: Sub_Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115.869	5	23.174	99.188	.000 ^b
	Residual	88.548	379	.234		
	Total	204.417	384			

a. Dependent Variable: Sub_Mean

b. Predictors: (Constant), Int_Mean, EC_Mean, HC_Mean, Eco_Mean, AC_Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.220	.171		1.287	.199		
	EC_Mean	-.012	.046	-.011	-.257	.798	.588	1.702
	HC_Mean	.273	.045	.283	6.029	.000	.520	1.921
	AC_Mean	.330	.065	.280	5.073	.000	.374	2.671
	Eco_Mean	.147	.057	.142	2.592	.010	.383	2.612
	Int_Mean	.214	.057	.187	3.755	.000	.462	2.164

a. Dependent Variable: Sub_Mean

Analysis of Consumers Attitude and Subjective Norm on Behavior Intention of Organic Cosmetics in Myanmar

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.792 ^a	.627	.625	.44256	.627	320.909	2	382	.000	1.697

a. Predictors: (Constant), Sub_Mean, Att_Mean

b. Dependent Variable: Beh_Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	125.706	2	62.853	320.909	.000 ^b
	Residual	74.819	382	.196		
	Total	200.525	384			

a. Dependent Variable: Beh_Mean

b. Predictors: (Constant), Sub_Mean, Att_Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.602	.128		4.691	.000		
	Att_Mean	.508	.047	.504	10.796	.000	.448	2.230
	Sub_Mean	.339	.046	.342	7.330	.000	.448	2.230

a. Dependent Variable: Beh_Mean