

The Impact of Health Consciousness on Organic Lipstick Market

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ABSTRACT

Consumers' concerns for their health have developed dramatically over the last few years due to the global pandemic. The previous publication showed their increasing interest in natural products. This article's chief purpose was to examine the marketing mix elements of organic lipstick in America on purchase intention, also investigated the moderating role of health consciousness. Testing marketing mix elements and the significance of consumers' health consciousness was essential to optimize the American organic lipstick market. The study was quantitative and made a sample from all American social media netizens through Facebook and Twitter. A total of 102 questionnaires were collected. Multiple regressions were carried out to explore the hypothetical relationships. However, it was found that though the marketing mix elements of organic lipstick (product, price, promotion) positively impact consumers' purchase intention, health consciousness is a weak moderator. The result was based on a small size of primary data and simply considers age and gender as the sample's demographic characteristics. Future research can remeasure relationships identified in this paper based on expanding the sample size and fully considering the characteristics of the sample.

Keywords: Organic Lipsticks, Health Consciousness, Price, Product, Promotion.

1 INTRODUCTION

1.1 Background

With the continuous development of society and the rapid progress of the economy, people's living standards have also been significantly improved. Under this background, the public's attention to their living quality is also constantly improving. As a result, the public has new standards and higher requirements for the environment, food, health, self-care, and other living-related interests. Therefore, as one of the necessities of life for women who are the world's largest major consumer group, lipstick must keep pace with the changes and signs of times rather than being left behind. Lipstick has been a symbol of beauty for people around the world. It has been regarded as an honourable symbol belonging to the nobility and royalty in ancient times.

Nevertheless, as religion shadowed the mind, which made people believe that makeup is the devil's disguise,

lipstick gradually faded from the stage. It was not until the modern Industrial Revolution that developed countries achieved modernization and rapid economic growth. Not long after, lipstick became a symbol of women's freedom and liberation and feminism in the Women's suffrage in the United States. With the arrival of World War II, lipstick was repainted with the colours of war with promotions like War, Woman, and Lipsticks which represented women are encouraged to wear lipstick in bright colours, showing courage and charm, to inspire the country's high morale, related women wearing lipstick was an effective way to go to war. In the 1970s, with the fall of the Berlin Wall, many people started chasing personal freedom and individualism, which led to choosing bold lipstick colours such as purple and black to express their unconventional, nonconformist, and rebellious look. Without any doubt, it is evident that lipstick has been endowed with special significance in every era. The development of lipstick reflects the evolutionary process of human beings, and it is related to the living situation of women. At the present moment,

with the rise of awareness of self-love, health, and environmentalism, consumers are more concerned about whether a product offers them more than cosmetic benefits, such as confidence, health, and environmental protection whether choosing a product represents that if they care about the world. Prompted by this demand, organic lipstick was created, and the impact of organic lipstick on the market cannot be underestimated.

1.2 Research Gap

Organic, green, and natural products are safe for consumers' health. These products use nontoxic raw materials and benefit the environment. The past few decades have seen an expanding market of organic products and a rising health consciousness of consumers. Xiaoping Xu et al. studied how consumers' concern for physical health affects their purchase intention towards authentic green furniture [1]. Then, in the other field of organic food, Booi Chen Tan, with three other researchers, investigated the effects of consumer food safety concerns and healthy lifestyles on their attitudes toward green diet [2]. In several years before and after the COVID-19, researchers cast more attention on the market for organic products, including the specific category of organic cosmetics. Savvy consumers' focus on health issues moves from the food sector to the beauty and personal care sectors. In addition, the trend of beauty makeup becoming universally applicable between different genders contributes to the rising concern about cosmetic safety issues [3]. Though previous studies investigated consumers' green behaviour and purchase intention towards the organic cosmetics markets, the large field remains under-researched [4,5]. Existing studies have failed to refine the natural cosmetics market, and this study focuses on the narrow market for organic lipstick. On the other hand, many relevant studies were conducted on areas outside the United States. This research fills the gap and examines US organic lipstick market.

1.3 Research Motivation

An increasing variety of Greentech solutions are present within the cosmetic industry, with their use hinging on the production of environmentally friendly and natural cosmetics. The trend of seeking and using natural additives and materials is on the rise, mainly because of consumer awareness of the adverse effects of synthetic materials on health and the environment [6]. Consumers' decisions and preferences for natural products have boosted the organic lipstick market, with health care issues and interest in skincare becoming more pronounced. The cosmetics industry presents a vastly different industry compared to other industries. Consumers have become quite refined when it comes to selecting materials that would be used on their faces. It means scientific research and product development are

significant areas that producers in the organic lipstick market cannot ignore. Further motivation for the research is based on understanding the consumer's awareness of health and sustainability questions. The modern lipstick consumer demonstrates excellent personal care and cosmetic choice since these cosmetics help create the desired appearance. The problem comes in the wrong choice of cosmetics that would damage the skin and cause further complications. However, what impact will consumers' awareness of physical health have on the organic lipstick market? The significance of this research lies in understanding consumer concern for the environment and health, which has resulted in placing attention on the use of natural lipstick and the growth of the organic lipstick industry [7]. Along with the observation of the increasing awareness on personal health, the research will aid people in environmental care in observing the changes made in the cosmetics industry, with consumer choice being a significant determinant of the direction of the industry. According to the current social situation, it is speculated that stronger consumer health and environment awareness will positively drive the organic lipstick market. The ecological cosmetic market is significantly expanding worldwide, with consumer demands directed towards companies and producers to begin designing and developing organic and natural cosmetic products [8]. Although the goal of the lipstick market is long-term profitability, environmental protection and sustainability are also very important. Understanding consumer demographics when it comes to the selection of organic lipstick would create a positive predictive behaviour towards producers who would now shift towards the production of organic products. Consumer demand for organic lipstick would lead to a positive drive in the organic lipstick market, with consumers aiming to fulfil this demand. This paper uses the perspective of 4Ps, collects the health awareness of some cosmetic consumers and their views on organic lipsticks through questionnaires, and analyses the data to outline the connection between health and organic lipsticks for consumers.

2. LITERATURE REVIEW

2.1 Marketing mix theory

McCarthy first proposed the marketing mix in 1960. The marketing mix is an enterprise's comprehensive marketing plan. An enterprise optimizes the combination and extensive use of various marketing factors according to the target market's needs to better coordinate and achieve the marketing goal. Then four years later, in 1964, McCarthy defined marketing mix with four elements: Product, price, promotion, and place (shown in Figure 1). The four elements, also known as 4Ps, were proposed from the marketing managers' perspective. Before McCarthy suggested 4Ps, the price theory and the

game theory had laid the foundation of the marketing mix theory. Nash's Game Theory was famous in the 1950s, which could apply to the adoption of marketing strategies [9,10]. In 1959, Mickwitz's application of the price theory to the product life cycle concept provided a more intuitive explanation of how economic theories influenced marketing theories [11]. However, though the marketing mix paradigm turned out to be the conceptual framework for marketing practice for several decades, researchers introduce new concepts to position-specific products in niche markets and apply the theory to the new era. Judd pointed out that regardless of the industry selling products or services, it needs to emphasize the value of employees in marketing strategy due to the significance of interpersonal relationship maintenance. Therefore, Judd suggested adding people as the fifth P to the marketing mix [12]. Based on 4Ps, Kotler proposed the concept of mega marketing, adding two more Ps: political power and public relations. From the perspective of marketing services, Magrath suggested the addition of personnel, physical facilities, and process management, while Booms and Bitner suggested the addition of participants, physical evidence, and process [13,14]. Both kinds of marketing mixes of 7Ps were proposed under service intangibility, making the marketing strategies of services more measurable. The original marketing mix of price, product, promotion, and place revision and adaptation revealed its production-oriented nature. This study uses traditional 4Ps theory as guidance to analyze the moderating role of health consciousness on the relationship between marketing mix and consumer purchasing intention towards natural lipsticks.



Figure 1. Four elements of 4P[15]

In the past few years, both consumers and researchers had an increasing health concern for daily used cosmetics. Researchers conducted a detailed analysis on a list of chemical compositions potentially threatening people's health, finding out that metal substances not only directly irritate the skin through cosmetic products, especially lipsticks but also accumulate in people's bodies day after day until the concentration is sufficient to endanger health [16-19]. Health cosmetics refer to beauty and personal care products that are safe and have nontoxic ingredients, while natural cosmetics advocate being made from herbal raw materials or natural renewable sources [20,21]. Though consumers

traditionally perceive natural cosmetics as safe and healthy choices, modern natural cosmetics partly rely on synthetic ingredients rather than sourcing ingredients purely from nature. Natural cosmetics products also generate metal substances from the pollution in the production process, the land of origin, and the fertilizer used for growth [21].

The price of natural lipsticks consists of raw materials and the value-added during the manufacturing processes. Compared with other cosmetics, natural cosmetics usually charge a premium price. Research demonstrates that consumers connect higher prices with better quality when choosing products [22]. In addition to the price-perceived quality relationship, consumers perceive the premium-priced health food as safer choices and are willing to buy them within an affordable markup range [23]. However, if the product price is higher than consumers' acceptance range, consumers' price consciousness decreases their satisfaction with products, decreasing their purchasing intention [24]. When companies sell natural cosmetics through online channels, displayed reviews, another form of consumers' perception, weigh much importance on new buys' price consciousness [25]. Therefore, natural cosmetics marketing should consider consumers' changing perception of natural and health products, their price sensitivity, and the influence of displayed reviews.

Place means how accessible the product is for the customers. When Professor E. Jerome McCarthy first mentioned the 4Ps in 1960, the economy began to take off with the prosperity in the stock market. Increasing numbers of consumers start to shop at discount chain stores, also named supermarkets, with lower prices, such as the birth of Walmart and the appearance of large corporate-owned farms, the living space of individual-owned small local stores and farms are being suppressed. To sell the product to consumers after other Ps, the company needs to make the accessibility of the product to their target group as fast as possible in the easiest way or within reach of the consumer's hand. As a result, many companies made deals with large retailers to have room in their chain stores to sell the products. However, with the rapid development of society and modern technology, the great internet has been created. In the sense of rebirth, people's shopping habits and preferences changed drastically due to the convenience internet brought into modern life. Nowadays, especially under the shadow of pandemics, consumers like to stay at home and order anything they need from the internet, which contains various choices and lower prices than the stores. It is how the "Place" from 4Ps develops with the sign of the times.

As one of the best marketing and selling strategies ever created in human history, Promotions have always been the crown of the marketing mix, which could drastically increase the chance of purchasing the product. The most visible Ps out of all 4Ps created by Professor E.

Jerome McCarthy includes advertising, sales promotions, and public relations efforts. Everything is a promotion from the coupons from the poster and mails or ads that surround us everywhere in life. In another word, everything is a promotion. Especially for new products like organic lipsticks, promotion is the most important and useful way to impress the market and motivate consumers to purchase the product.

2.2 Health Consciousness

With society's advancement and technology improvement, people's awareness of health is also increasing, and the requirements for skincare and makeup are also getting higher and higher. In addition to the efficacy, sense of use, and exceptional color requirements for color cosmetics, more and more attention has been paid to products that are harmless to the body. Therefore, organic cosmetics have developed rapidly due to the characteristics of natural raw materials and high safety. Among young female cancer patients, 18.2% of the cases were lipstick. Lipsticks contain high amounts of heavy metals such as lead and cadmium. Lead is accumulated. Long-term inhalation into the human body may lead to chronic lead poisoning, causing problems such as anemia, abdominal pain, acute renal failure, and cerebral neuropathy [26]. To solve such problems, some companies have introduced organic lipsticks. Organic lipstick is a kind of cosmetic lipstick characterized in that the raw materials used in its formula are all-natural organic plant raw materials, no artificial flavors, pigments, mineral oil, and no heavy metals such as lead and mercury. All raw materials used must be certified by the relevant organic certification body. Its most prominent feature is health.

2.3 Purchase intention

Purchase intention is an essential factor for consumers to purchase a product. Any factor can affect the consumer's purchase intention, such as the quality of the item, price, and publicity [27]. Each consumer's personality and living environment may lead them to have different consumption concepts for the same object. The subjective consciousness of consumers significantly influences the organic lipstick market because it is not a necessity, and only when it meets the needs and concepts of some consumers will it trigger consumers' purchase intention. However, what will trigger consumers' purchase intention in the organic lipstick market is the research question of this time.

3. METHODOLOGY

3.1 Research Design

After assessing the characteristics of the five factors, this research uses a survey as a research strategy and uses the cross-sectional method to collect data. The nature of the current research is quantitative and examines Health Consciousness's moderating role in the relationships between Product, Price, and Promotion and people's Purchasing Intention towards organic lipsticks. Due to the indirect correlation between logistics or placement between consumers' purchasing intention in the area of natural cosmetics, the study selected three dimensions: Product, price, promotion, among the marketing mix theory of 4Ps. The dimensions were measured using the five-point Likert scale (1=strongly disagree, 5=strongly agree).

3.2 Data Collection

All the data applied to the five factors are primary data collected simultaneously. The final questionnaire combined original question settings and the logic of other researchers' questionnaires in the field of natural products. The questionnaire also included measuring respondents' demographic characteristics. A total of 102 questionnaires were collected, and all were effective responses. This study used random sampling, distributing questionnaires through social media, such as Facebook and Twitter. Any respondent who submitted their valid response got a bonus. When people sent a message to request the bonus by filling the questionnaire, they were accompanied by careful and objective instructions explaining the purpose of each item. The sample was made up of 15.7% of people less than 18, 22.5% of people 18-24, 42.2% of people 25-34, 12.7% of people 35-44, and 6.9% of people above 45. Among these respondents, 38.2% are male, and 61.8% are female.

3.3 Data Analysis

The study conducted reliability tests, validity tests, t-tests, and regression analysis. Reliability tests used Cronbach's alpha as a diagnostic measure. According to Hair et al., the minimum value of Cronbach's alpha is 0.6 [28]. The results summarized in Table 1 confirmed that all five factors displayed a satisfactory level of reliability. Therefore, the data used for further analysis is reliable. Table 1 also displays a good correlation between factors. This study applied Kaiser-Meyer-Olkin and Bartlett's test and scree plot to test data's validity. The p-value in the KMO and Bartlett's test should be less than 0.05 to confirm the data's validity. Therefore, the result that tends to zero is acceptable. The line turns to a smooth trend in the scree plot after the sixth plot (shown in Figure 2). It means respondents perceived that the questionnaire has five factors, which is the same as the setting of the study.

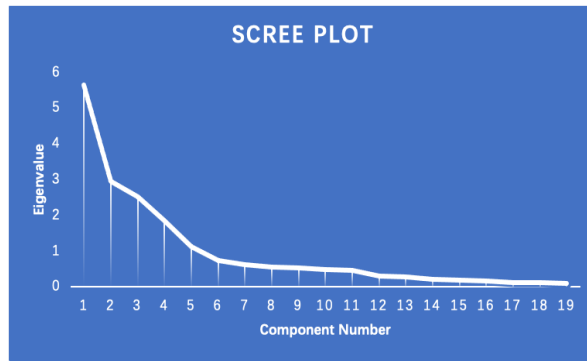


Figure 2. Scree plot

Table 1. Reliability and correlation

N		1	2	3	4	5	Mean	Number of items	Cronbach's alpha
1	product	1					3.777	4	.925
2	price	.398**	1				3.681	4	.848
3	promotion	.068	.230*	1			3.623	4	.829
4	health consciousness	.303**	.172	.221*	1		3.703	4	.837
5	purchase intention	.155	.260**	.174	.508**	1	3.539	3	.863

4. RESULT

For this part of the product, Product factors explain 2.4% of the propensity to purchase organic lipsticks. The value of a product's influence on purchase intention is 0.119, the standard value is 0.05, and the image is insignificant if it is greater than 0.05. The standardized coefficients beta is 0.155. When this value is positive, the independent variable and dependent variable have a positive influence. In the data of this part of Moderation Analysis, the R square of product is 0.24, the R square of health consciousness is 0.258, and the R square is still 0.258 when product and health consciousness are together. Expressing health consciousness did not strengthen the positive relationship between natural products and consumers' willingness to buy natural lipsticks, so the first hypothesis did not hold.

Unexpectedly, the study found that both males and females do not think organic lipsticks charge a higher price and are not sensitive to organic lipsticks' affordability and price-quality relationship. The regression analysis showed 0.008 for p-value and 0.26 for standardized coefficients beta, indicating the price's strong positive impact on consumers' purchase intention towards organic lipsticks. The study set up an item to

indicate price and health consciousness's compounded impact on consumers' purchase intention. However, the p-value of 0.755 was higher than the standard value of 0.05. Though the compounded impact is more substantial than the single impact of price, health consciousness does not play a significant moderating role in this positive relationship, which rejected the hypothesis.

Based on the outcome of the organic lipstick research, it is evident that nowadays, people often acknowledge and agree with the benefits of organic products, especially lipstick. The mean of 3.623 for promotion indicates some facts about the current promotion market for organic lipsticks.

5. DISCUSSION

Data in this article is for reference only, and the results will be affected due to the small number of participants in the survey. The differences in the results of many data are not noticeable enough. For example, men and women are less different in their knowledge and purchase intentions of organic lipsticks. It may be because only 100 people participated in this survey, resulting in inaccurate and comprehensive data. Both male and female respondents did not reflect enough on

their health, which may explain the insignificant impact of health consciousness in this study. However, this is at odds with people's consensus. Based on data analysis, females show more concern about their health problems, choosing more "Neutral" and "Agree" for questions under the health consciousness factor. The imbalance of health concerns between males and females leads to the insignificant impact of health consciousness. Around 80% of respondents are below the age of 35, which means the data analysis was based on the opinions of teenagers, youth, and young adults who do not have many health issues. The result also shows the non-universality of the study.

Compared with ordinary lipsticks, they are more inclined to identify with organic lipsticks that are good for the body. However, the data shows that although the product has a positive impact on consumer purchase intentions, it seems that the impact is not significant. Only a tiny percentage of people would choose to buy organic lipstick because of its benefit to health. Consumers have a positive impression of organic lipstick but do not buy it. The market for organic lipstick is not large enough, and there are not many organic lipstick companies, so consumers do not know how to buy, and even if there are channels to buy, they will question organic ingredients. From the data, different genders have different views on organic lipsticks. The difference between the two genders was slight, but women were more likely than men to think organic lipstick products were better than regular lipsticks. It is also quite normal. The majority of lipstick users are women, so women's understanding of organic lipsticks must be much higher than men's, and the recognition of organic lipsticks will also vary accordingly. While the genders knew organic lipsticks, the health-conscious genders produced vastly different results. According to the data, men have lower health consciousness than women, which may be why men's recognition of organic lipsticks is not as high as women's. Based on the proposed hypothesis, the effect of health consciousness on organic products and consumer preference was calculated. The resulting data shows that health consciousness did not strengthen the positive relationship between natural products and consumers' willingness to buy natural lipsticks. Consumers do not buy organic lipsticks even if they have strong health consciousness may be that people's understanding of organic lipsticks is still too shallow. From the previous data, it shows that people have a positive impression of organic lipsticks, but it is not enough to increase the sales of organic lipsticks through this level of impression. People do not have a strong impression of organic lipsticks, so they cannot immediately choose organic lipsticks when they buy lipsticks. In this regard, buyers can write the advantages of organic lipsticks on the product packaging so that consumers can raise awareness of organic lipsticks and attract them to buy. Both male and female's indifferent attitude towards organic

lipsticks' price shows the lack of organic lipstick popularity in the US cosmetics market. According to data analysis, the cost of organic lipsticks explains 6.8% of consumers' purchase intention. The study is not following the price-quality relationship. Though each question regarding the price was well explained when respondents did the questionnaire, they thought different brands charge different prices on lipsticks, which blurred their price recognition when comparing two different brands. At the same time, when they choose lipsticks, they focus more on the colour rather than the price because lipstick is not an expensive cosmetic compared with liquid foundation.

Based on the survey's outcome, promotion does not have as many influences on sales as predicted. According to the results, discount or advertisement does have a noticeable positive impact on consumers' impression of organic lipsticks, but promotion does not affect the overall purchase in a significant way. There are a few explanations for that. First, since people and the market already have a positive idea about organic-related cosmetics, it is less likely for them to be surprised about the promotion because most of the advertisements for organic lipstick in the market emphasize how healthy and beneficial to use one organic lipstick rather than one ordinary, essential, and potentially harmful lipstick. It is a sign that the marketing plan and strategies should be changed or updated since the health consciousness is no longer affecting people for their motivation of purchasing organic lipstick. Instead, the promotion plan could introduce more hidden benefits that organic lipstick contains. For example, the advertisement could be about saving the rainforest or protecting the lives of the ocean by using organic lipstick since it is more environmentally friendly than other regular lipsticks that could even cause damage to nature. By making target consumers feel like their small decisions could save this world, and thus they could be honoured and respected more by the judgment of society because they are making the earth a better place from all those damages caused by humans, the target market would likely to pay for the organic lipstick with pride and zero hesitation.

What is more, the data also presents that women tend to prefer organic makeup compared to men. It is very reasonable, not only since women always are the main purchasing power in the entire marketing and women use lipsticks more constantly and frequently than men, but also is because the drive of women's needs to have a higher quality of life is much more intense and urgent compared to men. As a result, the target group should focus on women more in the promotion plan to improve its motivation to purchase organic lipstick. This conclusion could be applied in the promotion plan and the goal of selling this organic lipstick. On the one hand, even though organic lipsticks are not a necessity of life, it is possible that if the promotion could underline the vital benefits related to women's lives and make it a

"necessity." For example, there are many reasons why some women do not use lipstick anymore, as the chemicals in ordinary lipstick could be harmful to animals and babies. This problem could be solved simply and effortlessly by using organic lipstick made with purely natural materials. In this way, the motivation to buy organic lipstick will be rapidly increased to improve the overall sales of organic lipsticks. Last but not least, based on the survey's outcome, organic lipsticks could have more frequent discounts as promotions since consumers prefer discounted organic lipsticks over non-discounted regular lipsticks. From this shopping preference shown from the survey, it is clear that often discounted organic lipsticks look more attractive with a sale label, and even a slight discount could draw more attention from the target market.

6. CONCLUSION

With the rapid development of modern society and the rising of organic products like organic lipsticks entering the market, consumers' preferences for organic cosmetics are higher than ever compared to choosing typical and traditional lipsticks. Some factors impact such decisions, including growing health consciousness, the product of organic lipsticks, the price of organic lipsticks, and the promotion of organic lipsticks. The research question of this paper is "What are the factors that influence the consumers' decisions of purchasing organic lipsticks." Based on this question, a survey is applied for this research to the target consumers for the organic lipsticks market to find out what they care the most about the organic lipsticks and how it affects their decision-making process. The results are unexpected, indicating a difference compared to the original hypotheses. Results show that gender does not influence purchasing decisions. Second, health consciousness is not the significant reason for the purchasing motivation of organic lipsticks. Third, the product and promotion impact the purchase decision of organic lipsticks. From these outcome statements of the survey, it is evident that marketing strategies should change to improve the overall sales of organic lipsticks. Typically, the lipsticks' marketing plans focus more on women since they are the priority purchasing power of lipstick. However, based on the results, the target group should be expanded to all gender.

Moreover, because health consciousness has already become an outdated selling point, other advantages of organic lipsticks should be mentioned more frequently when promoting the product. For example, organic lipsticks are more environmentally friendly compared to ordinary lipsticks. Last but not least, based on the fact that price and product are becoming the primary factor of the motivation of purchasing organic lipsticks, companies should pay more attention to these parts of marketing. This article sheds new light on the organic lipstick

market. Since consumers' health consciousness has little impact on the organic lipstick market, merchants should abandon health consciousness and use other means to attract consumers, such as strengthening packaging, raising awareness, etc. It can also be seen in the data that the data is very reliable, and every investigator has a complete understanding of the survey. However, 100 Americans participated in this survey. Due to the small number of people as the research group, this survey has certain limitations, which also reflected in the data. Due to the small number of participants, the data in this paper is not accurate enough, so it can only provide a particular reference value. At the same time, the majority of people who participated in this survey are Americans, so the possibility that environmental and social reasons may have influenced the results of this survey cannot be ignored. The native culture and living environment of Americans may affect the accuracy of this survey, so there is less reference value for organic lipstick brands, mainly for other countries. In addition, this paper only uses 4P to study the topic and does not use other methods. Uniformity in the method is also a significant factor that may affect the results. In subsequent investigations, future investigation will expand the investigation's scope and improve the investigation's reliability.

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