



A conceptual framework for green cosmetics buying behaviour: a comparative exploration between South African and Zimbabwean consumers

V Mahowa

 orcid.org/0009-0006-3351-4210

Thesis accepted in fulfilment of the requirements for the degree
Doctor of Philosophy in Marketing Management at the North-West
University

Supervisor: Prof RH Goldberg

Co-supervisor: Prof CC Williams

Graduation: May/June 2026

DECLARATION

I, Vimbai Mahowa, hereby declare that I am the sole author of this thesis submitted to North-West University in fulfilment of the requirements for Doctor of Philosophy in Marketing Management. The thesis, titled A Comparative Analysis of Green Cosmetics Purchasing Behaviours: Insights from South African and Zimbabwean Consumers, is my own work, except where due reference has been made. Furthermore, I confirm that this dissertation has not been submitted for academic examination for any other qualification.

DEDICATION

This PhD is dedicated to my beloved mother, Kudzai Mahowa. Your unwavering love, sacrifices, and support shaped me into the person I am today. Although you are no longer with me physically, your spirit, wisdom, and teachings continue to guide me every day. Your belief in me never wavered, and it is through your strength and encouragement that I am able to reach this milestone.

May your soul rest in eternal peace, Mum. I will forever carry your memory and love in my heart. This achievement is for you.

PREFACE

Embarking on this PhD journey has been a transformative experience, not only in terms of academic growth, but also in the exploration of an area that holds great personal and professional significance. This research explores the dynamic and evolving field of green cosmetics and green marketing, aiming to understand the underlying factors that influence consumer behaviour in the context of sustainable beauty products. As the beauty industry continues to face increasing pressure to adopt more sustainable practices, this research aims to shed light on the consumer motivations driving the demand for green cosmetics.

My motivation for pursuing this study is deeply rooted in my interest in environmental sustainability and its intersection with consumer behaviour. Over the years, I have become increasingly aware of the growing consumer preference for products that promise efficacy, eco-friendliness and ethical sourcing. This shift in consumer attitudes has prompted a surge in green marketing strategies and sustainable product offerings. However, despite this growing trend, a comprehensive understanding of the specific factors that compel consumers to choose green cosmetics over conventional beauty products remains lacking. This gap in the literature fuelled my desire to explore this topic further and to contribute meaningful insights to the field.

The path to completing this thesis was not without its difficulties. The complexity of balancing theoretical frameworks with empirical research, along with navigating the intricacies of consumer behaviour and sustainability concepts, tested my perseverance. There were moments of doubt and frustration, but it was during these times that my passion for the subject and the desire to make a meaningful contribution to the field of green marketing kept me going. I am immensely grateful for the opportunity to explore such a relevant and impactful topic in today's rapidly changing marketplace. These moments of adversity pushed me to grow, refined my thinking, and helped me to develop resilience, ultimately making the journey much more meaningful.

I reflect on the immense personal growth I experienced during this PhD journey. While it was a demanding process, it has been one of the most rewarding experiences of my life. This thesis is a testament to the growth and learning that can be achieved through perseverance and passion. I hope it will inspire further research and dialogue in the field, continuing to build on the foundation of knowledge established by those who came before me.

ACKNOWLEDGEMENTS

I give thanks to Almighty God for all the blessings He has bestowed upon me. The endurance and guidance that God has granted me throughout this journey have made the completion of this research study possible.

Special thanks go to the following people who have made this journey bearable:

I am deeply grateful to my father for his unwavering belief in me, his sacrifices, and his steadfast support. You have been my greatest support system, my rock, and my source of strength. Your support carried me through the hardest moments. I will always be appreciative of all that you have done for me, and this accomplishment is equally yours and mine.

Your constant encouragement and faith in me, my dear sister, have meant the world to me. You have supported me throughout every stage of this journey, providing me with love, support, and guidance when I needed it most. I sincerely appreciate your unwavering support and your continuous presence.

To my family and friends, thank you for all the support, kind words and prayers; they have not gone unnoticed. I appreciate it all.

To my supervisors, I express my deepest gratitude for your outstanding mentorship and support. Your expertise, constructive feedback, and commitment to my success have been invaluable. You believed in my potential and challenged me to think critically and push beyond my limits. I am forever grateful for your guidance, and this achievement would not have been possible without your unwavering support.

To the interview participants, I would like to express my sincere gratitude for your valuable contributions to my research. This PhD would not have been possible without your insights, and I am deeply grateful for your participation. Thank you for playing a crucial role in this research.

ABSTRACT

Over the last 40 years, green products have garnered considerable attention due to the rise of environmentally friendly lifestyles and consumption habits. However, the dominance of conventional products in the market has overshadowed green alternatives, making it essential for any green business to establish a distinctive market presence to succeed. Cosmetics made with natural components rather than artificial chemicals have gained increasing popularity because of a growing public awareness of environmental impacts and health trends towards green consumption. The widespread green consciousness among consumers has led to a notable rise in the purchase of green cosmetics, significantly influencing the global cosmetic sector. Since Africa is still in the early stages of the green awakening, businesses on the continent need to adopt differentiation strategies to penetrate the green industry and secure a competitive edge. Consumer demands, potential benefits, the presence of competing green products, and the level of competition all drive green product innovation.

The introduction of the green cosmetic product category has certainly attracted researchers' interest due to the rapid rise in sales of green cosmetics. Despite concerns about the negative environmental impact of modern consumerism and, at the same time, the increasing availability of green products in supermarkets, consumers do not consistently purchase green products as expected. When consumers face specific issues, such as a lack of money, time, or easy purchase options, their positive attitude towards green products is mired. Consequently, to ensure that consumers actively and consistently engage in green purchasing behaviour, it is necessary to investigate different green product categories to bridge the gap between consumers who hold stronger pro-environmental values, but do not engage in other green behaviours. Additionally, although green marketing has become widely adopted recently, it is essential to recognise that factors influencing consumers to buy green products vary across countries. Therefore, a comparison was made between South Africa, one of Africa's largest and most advanced economies, and Zimbabwe, which has recently faced serious economic challenges such as hyperinflation and currency instability. As a result, a comparative analysis of consumer behaviour in these two nations was vital to understand how changing economic conditions affect consumer preferences, brand loyalty, and purchasing decisions. The findings of this study can assist policymakers in understanding specific challenges, opportunities, and trends related to sustainability, consumer protection, and market dynamics in these regions, ultimately promoting a healthy business environment.

The study employed a qualitative approach and followed an exploratory research design. The study used purposive sampling to select suitable research participants, and data was collected

through in-depth interviews with female participants over the age of 18 who had purchased green cosmetics in the last six months in South Africa (Johannesburg) and Zimbabwe (Harare).

The results showed that most participants in both countries became aware of green cosmetics through online platforms and word-of-mouth. South African consumers also mentioned product packaging as an additional factor that heightened their awareness of the issue. Furthermore, the findings revealed that environmental awareness, sociocultural factors, sources of product information, product features, and available choices influenced consumers' decisions to purchase green cosmetics. However, the prices and availability of green cosmetics hindered consumers in South Africa and Zimbabwe from making consistent purchases. Zimbabwean consumers specifically cited a lack of awareness about green cosmetics as a barrier to their purchase decision.

Based on the results, the study developed a conceptual framework that elucidates the green cosmetics buying behaviour of South African and Zimbabwean consumers and identifies key factors influencing their purchasing decisions. The study's findings provided businesses with valuable insights that can aid in analysing marketing strategies, identifying target consumers, and strengthening areas of weakness to compete effectively in the cosmetic industry.

It is advised that brands focus on sourcing locally produced, organic, and sustainably harvested ingredients to attract environmentally conscious consumers. Additionally, eco-friendly packaging, such as biodegradable or recyclable materials, appeal to a growing segment of sustainability-minded shoppers. Green cosmetic brands should also invest in educating consumers to raise awareness about the advantages of eco-friendly products, thus helping to reduce scepticism and boost demand. On the policy front, governments in both countries can play a crucial role by providing tax incentives or subsidies to businesses that adopt sustainable practices, such as using renewable energy in production or lowering carbon emissions. Regulations that impose stricter controls on harmful chemicals in cosmetics would further encourage the switch to greener products. Moreover, establishing platforms for the certification of green products could improve consumer trust and ensure that sustainability claims are verified. In both South Africa and Zimbabwe, these combined efforts can foster a supportive environment for the expansion of green consumerism and promote long-term environmental and economic advantages, fostering hope for the future.

LIST OF KEY TERMS

Consumer buying behaviour

The study of people, groups, or businesses and all the behaviours connected to the acquisition, consumption, and disposal of products and services is known as consumer buying behaviour (Roy, 2022:207).

Green marketing

Green marketing refers to the promotion of products or services that have minimal negative effects on the environment by modifying the product and making changes to production processes as well as packaging (Thakkar, 2021:58).

Green products

Green products are products that do not only focus on conventional attributes, but also environmental sustainability attributes, after having undergone changes or modifications during production through environmentally friendly raw material, production, consumption, and distribution phases (Ghazali *et al.*, 2021:1042).

Green cosmetics

Green cosmetics include natural compounds sourced from minerals and plants rather than from similar active ingredients that are chemically synthesised in a laboratory (Dini & Laneri, 2021:1).

Green consumers

Green consumers refer to those consumers who are committed to buying green products that improve social and environmental outcomes while boosting consumer well-being (White *et al.*, 2019:127).

LIST OF ABBREVIATIONS

NWU	North-West University
TPB	Theory of Planned Behaviour
PBC	Perceived Behavioural Control
VBN	Value-Belief-Norm
ABC	Attitudes-Behaviours-Context
DIY	Do It Yourself
N/A	Not Applicable

TABLE OF CONTENTS

DECLARATION	I
DEDICATION	II
PREFACE	III
ACKNOWLEDGEMENTS	IV
ABSTRACT	V
LIST OF KEY TERMS.....	VII
LIST OF ABBREVIATIONS	VIII
CHAPTER 1 INTRODUCTION AND CONTEXTUALISATION	1
1.1 Introduction	1
1.2 Background and research problem.....	2
1.3 Overview of the study	8
1.3.1 Overview of the green industry	8
1.3.1.1 Comparison of the green cosmetic industry in South Africa and Zimbabwe	9
1.3.2 Overview of green products	11
1.3.2.1 Green cosmetics.....	13
1.4 Research questions and objectives	14
1.4.1 Research question.....	14
1.4.2 Primary objective	14
1.4.3 Secondary objectives.....	14
1.4.3.1 Theoretical objectives	14
1.4.3.2 Empirical objectives	15
1.5 Overview of the research methodology	15

Table of contents

1.6	Contribution of the study	16
1.6.1	Theoretical contribution	16
1.6.2	Practical contribution	18
1.7	Ethical considerations	19
1.8	Outline of the chapters.....	20
 CHAPTER 2 CONSUMER BUYING BEHAVIOUR.....		21
2.1	Introduction	21
2.2	Consumer behaviour.....	21
2.2.1	Consumer behaviour post-COVID-19	22
2.2.1.1	South Africa consumer behaviour post-COVID-19.....	23
2.2.1.2	Zimbabwe's consumer behaviour post-COVID-19	26
2.3	Shifts in consumer behaviour	28
2.4	Consumer behaviour patterns.....	30
2.4.1	Place of purchase.....	30
2.4.2	Items purchased.....	31
2.4.3	Time and frequency of purchase	33
2.4.4	Method of purchase.....	34
2.5	Market and consumer segmentation.....	36
2.5.1	Demographic segmentation.....	37
2.5.1.1	Age.....	37
2.5.1.2	Gender	39
2.5.1.3	Income	41

Table of contents

2.5.2	Geographic segmentation.....	42
2.5.2.1	Country.....	43
2.5.2.2	Urban/rural	45
2.5.3	Psychographic segmentation.....	47
2.5.3.1	Personality.....	47
2.5.3.2	Lifestyle	49
2.5.3.3	Values and beliefs	51
2.5.4	Behavioural segmentation	52
2.6	Consumer buying behaviour	53
2.6.1	Types of consumer buying behaviour	55
2.6.1.1	Variety-seeking buying behaviour	56
2.6.1.2	Complex buying behaviour	57
2.6.1.3	Habitual buying behaviour	58
2.6.1.4	Dissonance-reducing buying behaviour	59
2.6.2	Factors influencing consumer buying behaviour	60
2.6.2.1	Socio-cultural factors	61
2.6.2.2	Psychological factors	65
2.7	Consumer decision-making process	69
2.7.1	Need recognition	71
2.7.2	Information search.....	72
2.7.3	Evaluation of alternatives.....	73
2.7.4	Purchase decision	73
2.7.5	Post-purchase evaluation	74

2.8	Conclusion.....	75
 CHAPTER 3 GREEN MARKETING		77
3.1	Introduction	77
3.2	Overview of green marketing.....	77
3.3	Green businesses segmentation.....	78
3.3.1	Vocal green businesses.....	80
3.3.2	Silent green businesses.....	81
3.3.3	Greenwashing businesses.....	81
3.3.4	Silent brown businesses	81
3.4	Green consumer segmentation	82
3.4.1	Behavioural green consumers	83
3.4.2	Think green consumers	84
3.4.3	Potential green consumers	84
3.4.4	True brown consumers	85
3.5	The revolution of green products.....	86
3.6	Factors influencing the purchasing of green products	88
3.6.1	Product information	90
3.6.2	Product availability.....	93
3.6.3	Environmental concerns	96
3.6.4	Perceived barriers	98
3.6.5	Perceived price.....	101
3.7	Conclusion.....	104

CHAPTER 4	RESEARCH METHODOLOGY	106
4.1	Introduction	106
4.1.1	Stage 1: Defining the research problem and research objectives.....	106
4.1.2	Stage 2: Planning a research design	109
4.1.2.1	Research paradigm	109
4.1.2.2	Research approach	113
4.1.2.3	Research design.....	114
4.1.3	Stage 3: Planning a sample	119
4.1.3.1	Define the target population.....	120
4.1.3.2	Identify the sampling frame.....	121
4.1.3.3	Select a sampling technique	122
4.1.3.4	Determine sample size	127
4.1.4	Stage 4: Collecting data.....	129
4.1.4.1	Secondary data	129
4.1.4.2	Primary data collection	130
4.1.5	Stage 5: Analysing data.....	137
4.1.5.1	Data preparation.....	137
4.1.5.2	Method of data analysis: Morse and Field approach	137
4.1.5.3	Trustworthiness	142
4.1.6	Stage 6: Preparing a research report.....	147
4.2	Conclusion.....	148

CHAPTER 5	REPORTING OF RESULTS	150
5.1	Introduction	150
5.2	Research results: South African consumers.....	150
5.2.1	Aims of in-depth interview questions and relation to literature, objectives, and interpretation categories of the South African participants	150
5.2.2	Theme 1: Personal motivations for choosing to purchase green cosmetics	153
5.2.2.1	Category 1(A): Reference group	154
5.2.2.2	Category 1(B): Environmental impact	156
5.2.2.3	Category 1(C): Product content	158
5.2.3	Theme 2: Awareness of green cosmetics	160
5.2.3.1	Category 2(A): Online	160
5.2.3.2	Category 2(B): Word-of-mouth.....	162
5.2.3.3	Category 2(C): Product packaging	164
5.2.4	Theme 3: Barriers and challenges	165
5.2.4.1	Category 3(A): Price	165
5.2.4.2	Category 3(B): Availability	166
5.2.5	Theme 4: Factors influencing the decision-making process	167
5.2.5.1	Category 4(A): Environmental awareness.....	167
5.2.5.2	Category 4(B): Socio-cultural.....	169
5.2.5.3	Category 4(C): Product information source.....	171
5.2.5.4	Category 4(D): Product characteristics	173
5.2.5.5	Category 4(E): Alternative options	175
5.3	Summary of the empirical research results.....	177

Table of contents

5.4	Research results: Zimbabwean consumers	181
5.4.1	Aims of in-depth interview questions and relation to literature, objectives and interpretation categories	181
5.4.2	Theme 1: Personal motivations for choosing to purchase green cosmetics	186
5.4.2.1	Category 1(A): Reference group	186
5.4.2.2	Category 1(B): Environmental impact	188
5.4.2.3	Category 1(C): Product content	189
5.4.3	Theme 2: Awareness of green cosmetics	190
5.4.3.1	Category 2(A): Online	190
5.4.3.2	Category 2(B): Word-of-mouth.....	192
5.4.4	Theme 3: Barriers and challenges	193
5.4.4.1	Category 3(A): Price	193
5.4.4.2	Category 3(B): Availability	194
5.4.4.3	Category 3(C): Awareness.....	196
5.4.5	Theme 4: Factors influencing decision making process	197
5.4.5.1	Category 4(A): Environmental awareness.....	197
5.4.5.2	Category 4(B): Socio-cultural.....	199
5.4.5.3	Category 4(C): Product information source.....	201
5.4.5.4	Category 4(D): Product characteristics	203
5.4.5.5	Category 4(E): Alternative options	204
5.5	Summary of the empirical research results: Zimbabwe	206
5.6	Conclusion.....	211

CHAPTER 6	CONCLUSIONS, RECOMMENDATIONS, AND LIMITATIONS	213
6.1	Introduction	213
6.2	Overview of the study	213
6.3	Addressing the research objectives	216
6.4	Conclusions and recommendations	218
6.4.1	Secondary objective 1	218
6.4.2	Secondary objective 2	221
6.4.3	Secondary objective 3	222
6.4.4	Secondary objective 4	226
6.4.5	Secondary objective 5	236
6.4.6	Secondary objective 6	258
6.4.7	Secondary objective 7	260
6.4.8	Secondary objective 8	262
6.4.8.1	Theme 1: Motivation for consumers to purchase green cosmetics.....	262
6.4.8.2	Theme 2: Awareness of green cosmetics	265
6.4.8.3	Theme 3: Barriers and challenges when considering to purchase green cosmetics	268
6.4.8.4	Theme 4: Factors affecting the consumer decision-making process when considering to or purchasing green cosmetics	271
6.4.8.5	Joint comparative conceptual framework.....	277
6.4.8.6	Links between findings and comparative analytic framework	277
6.4.8.7	Summary of the similarities and differences between South Africa and Zimbabwe	282

6.5	Linking all aspects of the study: research objectives, questions in the interview guide, main findings, conclusions and recommendations	283
6.6	Limitations of the study	283
6.7	Recommendations for future research	285
6.8	Conclusion.....	286
	REFERENCE LIST	287
	APPENDIX A: INTERVIEW GUIDE.....	407
	APPENDIX B: LETTER OF INVITATION	410
	APPENDIX C: CONSENT FORM	413
	APPENDIX D: LETTER OF REQUEST FOR PERMISSION	415
	APPENDIX E: INTERVIEW TRANSCRIPT	417
	APPENDIX F: DATA ANALYSIS AND CODEBOOK	418
	APPENDIX G: PEER REVIEW CONFIRMATION	419
	APPENDIX H: ETHICAL CLEARANCE LETTER	421
	APPENDIX I: LANGUAGE EDITING CONFIRMATION	423
	APPENDIX J: TECHNICAL EDITING CONFIRMATION	424

LIST OF TABLES

Table 3-1:	Constructs, empirical variables, and research objectives.....	105
Table 4-1:	Research study objectives.....	108
Table 4-2:	Summary of the sample plan for this study.....	120
Table 4-3:	Strengths and weaknesses of probability sampling techniques.....	124
Table 4-4:	Strengths and weaknesses of non-probability sampling techniques.....	126
Table 4-5:	A comparison between quantitative and qualitative research.....	131
Table 5-1:	Aims of in-depth interview questions and their relation to literature, Objectives, and interpretation categories for South African consumers.....	150
Table 5-2:	The thematic and categorical framework for empirical research results.....	153
Table 5-3:	Summary of empirical research results: South Africa.....	177
Table 5-4:	Aims of in-depth interview questions and their relation to literature, Objectives, and interpretation categories for Zimbabwean consumers.....	182
Table 5-5:	The thematic and categorical framework for empirical research.....	185
Table 5-6:	Summary of empirical research results: Zimbabwe.....	206
Table 5-7:	Summary of key patterns and interpretation of findings in relation to research objectives.....	211
Table 6-1:	The key concepts of each literature chapter.....	215
Table 6-2:	The study's research objectives linked to the literature review, empirical study, and themes.....	217
Table 6-3:	Literature findings, conclusions, and recommendations: secondary research objective 1.....	218
Table 6-4:	Literature findings, conclusions, and recommendations: secondary research objective 2.....	222
Table 6-5:	Literature findings, conclusions, and recommendations: secondary research objective.....	224
Table 6-6:	Literature findings, conclusions, and recommendations: secondary research objective 4.....	227

List of tables

Table 6-7:	Literature findings, conclusions, and recommendations: secondary research objective 5.....	237
Table 6-8:	Mapping theoretical constructs to study variables.....	282
Table 6-9:	Summary of the similarities and differences between South Africa and Zimbabwe.....	282
Table 6-10:	Links between research objectives, questions, main findings, conclusions, and recommendations.....	283

LIST OF FIGURES

Figure 2-1:	The consumer behaviour model	61
Figure 2-2:	The consumer decision-making model.....	71
Figure 3-1:	Typology of environmental strategies	80
Figure 3-2:	Theoretical framework formulated to guide this study.....	90
Figure 4-1:	Stages in the marketing research process	106
Figure 4-2:	Developing a sampling plan	120
Figure 5-1:	Category 1(A) research results – Theme 1.....	155
Figure 5-2:	Category 1(B) research results – Theme 1.....	157
Figure 5-3:	Category 1(C) research results – Theme 1	159
Figure 5-4:	Category 2(A) research results – Theme 2.....	161
Figure 5-5:	Category 2(B) research results – Theme 2.....	163
Figure 5-6:	Category 2(C) research results – Theme 2	164
Figure 5-7:	Category 3(A) research results – Theme 3.....	165
Figure 5-8:	Category 3(B) research results – Theme 3.....	166
Figure 5-9:	Category 4(A) research results – Theme 4.....	168
Figure 5-10:	Category 4(B) research results – Theme 4.....	170
Figure 5-11:	Category 4(C) research results – Theme 4	172
Figure 5-12:	Category 4(D) research results – Theme 4	174
Figure 5-13:	Category 4(E) research results – Theme 4.....	176
Figure 5-14:	Category 1(A) research results – Theme 1.....	187
Figure 5-15:	Category 1(B) research results – Theme 1.....	189
Figure 5-16:	Category 1(C) research results – Theme 1	190

List of tables

Figure 5-17:	Category 2(A) research results – Theme 2.....	191
Figure 5-18:	Category 2(B) research results – Theme 2.....	193
Figure 5-19:	Category 3(A) research results – Theme 3.....	194
Figure 5-20:	Category 3(B) research results – Theme 3.....	195
Figure 5-21:	Category 3(C) research results – Theme 3	197
Figure 5-22:	Category 4(A) research results – Theme 4.....	198
Figure 5-23:	Category 4(B) research results – Theme 4.....	200
Figure 5-24:	Category 4(C) research results – Theme 4	202
Figure 5-25:	Category 4(D) research results – Theme 4	203
Figure 5-26:	Category 4(E) research results – Theme 4.....	205
Figure 6-1:	Conceptual framework on the factors influencing purchasing decisions of South African consumers	259
Figure 6-2:	Conceptual framework on the factors influencing the purchasing decisions of Zimbabwean consumers.....	261
Figure 6-3:	Joint comparative conceptual framework of South Africa and Zimbabwe ...	277

CHAPTER 1 INTRODUCTION AND CONTEXTUALISATION

1.1 Introduction

There has been a prominent rise in green marketing strategies adopted by businesses to address environmental concerns due to sustainable development challenges (Nozari *et al.*, 2021:1). Several businesses acknowledge that environmental and sustainable development is a crucial business strategy instead of merely an option (Ghosh, 2019:462; Roh *et al.*, 2022:2). According to Patwary *et al.* (2020:14), consumers are increasingly requiring information on how green products are made and how they affect the environment. Sheth and Parvatiyar (2021:150) state that the rapid degradation of the environment has led to the rise of green marketing. Therefore, to achieve environmental and sustainable development, businesses must implement green marketing strategies to effectively serve new consumer markets, increase profits, and gain a competitive advantage (Thakkar, 2021:60).

Over the past decade, there has been a notable increase in consumer interest in green products. Consumers are increasingly demonstrating loyalty to businesses that have integrated sustainable initiatives into their operations, aiming to gain market share and enhance their industry position (Agu *et al.*, 2024:2465). Kar and Harichandan (2022:1) suggest that businesses must employ green marketing strategies that effectively communicate sustainability issues to attract green consumers successfully. The literature, rooted in consumer buying behaviour, delves into the environmental aspects of consumption patterns, highlighting the growing desire for eco-friendly products. This trend encourages corporate businesses to act sustainably to remain competitive. The shift towards sustainable development in developing nations necessitates a significant focus on green buying behaviour to gain a competitive edge and keep pace with developed countries (Traoré *et al.*, 2023:13). However, Al-Swidi and Saleh (2021:13437) point out that while research on green behaviour has been predominantly conducted in developed countries, there is a pressing need for comprehensive studies on green purchasing practices in developing countries. Despite the majority of green consumers residing in developed countries, these nations also face gaps in buying behaviour. A considerable difference in attitude and actual purchasing behaviour among green consumers has been discovered globally, posing a range of issues and opportunities for manufacturers, marketers, and academics (Sharma, 2021:1228).

African countries lack standardised ideas and legal frameworks that guide green initiatives, and “becoming green” is ambiguously dealt with in both literature and practice. This is because green consumerism is only slowly making its way into African markets (Matindike & Mago, 2023:9). Purchase intentions and opinions about organic personal care products have been proven to be

influenced by health consciousness (Lupindo *et al.*, 2024:282). Due to South Africa's high export volume of natural resources, some international cosmetic companies have developed a variety of products using South African medicinal plants as active ingredients, although local companies and brands have not yet fully capitalised on the country's cosmeceutical industry (Gebashe *et al.*, 2022:6). Nonetheless, household appliances (Maziriri *et al.*, 2024:765), green tourism (Masviba *et al.*, 2022:45), and green branding, eco-packaging, and green communication have been adopted by FMCG industry participants in Zimbabwe, according to Chagwesha *et al.* (2023:328). Based on the aforementioned issues, it can be noted that the green cosmetics industry has not been studied in great depth. Consumers have developed a keen interest in green cosmetics because of increased health and environmental concerns (Amber & Fogarassy, 2019:13). Green consumption is quickly expanding in sub-Saharan Africa, particularly in emerging economies like South Africa and Nigeria (Traoré *et al.*, 2023:13). Green cosmetics are thus gaining popularity among consumers; nonetheless, the development of attitudes and motivations toward these products remains an open research topic in the literature (Pop *et al.*, 2020:11). Therefore, the introduction of the green cosmetic product category has undeniably piqued researchers' interest due to the rapid increase in sales of green cosmetics. The majority of current green cosmetics certifications focus on component origin, but merely stating that the proportion of natural and sustainable ingredients does not imply that the final cosmetic product is sustainable, which has presented difficulties for the green cosmetics business (Vaz, 2021:53). Interestingly, green purchasing behaviour varies between EU countries, and is not greatly influenced by the level of a country's economic development (Liobikienė *et al.*, 2016:44). This notion underscored the need for further research into the cosmetic industry, which can be used to provide businesses with valuable information that will aid in analysing marketing strategies, identifying target consumers, and strengthening areas of weakness to compete effectively in the cosmetic industry.

1.2 Background and research problem

The shift in consumer demand towards green products has not only compelled businesses to adopt development opportunities linked to green marketing to build sustainability and improve brand image, but it has also empowered consumers to drive the change (Amoako *et al.*, 2022:322). According to Viale *et al.* (2022:258), purchasing agents in a business must recognise the importance of including eco-innovation and sustainable development in its strategic objectives, due to the growing demand of consumers and the regulatory and legal requirements in the market environment. Thus, businesses that predict a strong market need for eco-innovation are more likely to focus on marketing or product innovation, as opposed to organisational innovation, to help decrease adverse environmental effects (Rodríguez-Rebés *et al.*, 2021:856). Indeed, the conservation of the environment has received substantial global focus, with green

buying behaviour being a factor towards achieving sustainable consumption (Armutcu *et al.*, 2024:809).

Traoré *et al.* (2023:13) state that green consumption is quickly expanding in sub-Saharan Africa, and thus, the substantial adoption of green products in developed countries, coupled with the green awakening in developing countries, has significantly contributed to the global green industry. According to Hall *et al.* (2020:79), the United States of America is the fastest-growing green industry due to the rise in environmentally conscious consumers and consumers' adoption of green products. Ye and Lau (2022:17) suggest that the recent findings in the green industry have pointed toward a combination of green operational and relational capabilities that were employed to help with the high-volume supply chain green transformation, focusing on harnessing internal corporate skills to decrease the negative environmental impact of their operations. Consequently, emphasising a green organisational identity can help businesses to enhance their understanding of green products, which in turn can promote green innovation, facilitating the success of new green products and empowering businesses to achieve sustainable development and competitive advantages (Song *et al.*, 2019:94).

Green products are not an exception to the rule; consumers tend to repurchase goods with which they have had positive experiences over time, and thus, businesses must effectively and efficiently appeal to green consumers, by considering the various motivations towards green purchases (Zhang & Dong, 2020:14). Duong (2022:1138) underscores the importance of understanding different individual personalities, as these are crucial in determining consumer buying behaviour and whether a business would engage in green marketing. Governments and marketing managers all have a stake in redirecting consumer demands toward eco-efficient, eco-balanced, and eco-sustainable products, as well as responsible consumption; however, it is unclear how much of an impact individual efforts have in comparison to combined or coordinated actions that yield the best outcomes (Sheth & Parvatiyar, 2021:160). Thus, addressing the problem areas that prevent green purchases increases a business's competitive advantage and inspire a sense of ambition and drive.

Considerable pressure is being placed on decision-makers in businesses, owing to stringent environmental laws and mounting consumer pressure aimed at preserving the environment and achieving sustainable consumption (Baah *et al.*, 2021:31). However, regardless of the expressed concern about the negative impact of modern consumerism on the environment and the increasing availability of green products in shops, consumers are not consistently purchasing green products as expected (Dropulić & Krupka, 2020:109). Nekmahmud and Fekete-Farkas (2020:21) suggest that marketers should pay more attention to consumer preferences and decision-making processes, as these can assist in developing green marketing strategies, given

the ever-changing preference for green products despite the growth in environmentally conscious consumers. Given the growing green market, green marketing makes it more difficult for marketers to identify and implement green strategies because it has a significant effect on marketing performance (Haque *et al.*, 2023:9). Consequently, Schäufele & Janssen (2021:10) researched the attitude gap of green purchases to understand the correlation that exists between environmental concerns and buying behaviour.

According to Joshi and Rahman (2015:132), situational factors, ecological perspectives, and consumers' assessments of product features can contribute towards a decrease in the purchase of green products and harm positive environmental attitudes. In addition, the quest for prestige increases the desire to purchase products, because materialistic, status-driven consumers could feel driven to highlight their individuality and distinctive qualities (Tascioglu *et al.*, 2017:300). Thus, marketers need to recognise that consumers' criteria for judging items are changing frequently (Nittala & Moturu, 2023:84). Szaban and Stefańska (2023:443) propose that consumers want a genuine shift in how manufacturers behave, which includes switching the entire production process to sustainable methods and only providing green innovations, completely abandoning conventional ones. Further analysis is required to gain a more profound and holistic understanding of the attitude gap and devise effective strategies for addressing the identified problem areas.

Although the outlook for industry growth and the nature of consumer demand may be somewhat hazy, for green products to truly thrive in the market, effective marketing strategies are necessary: strategies that appeal to a diverse consumer base, from ardent environmentalists to those who have recently realised the advantages of sustainable living (Thirumalayampalayam, & Nadu, 2023:4482).

However, it is difficult to describe and identify the sectors and businesses that make up the green industries, which is a difficulty that instantly arises when conducting research in this area (Thakkar, 2021:58). Even though the green sector has grown at a significant rate over the past few years, consumer perceptions of green cosmetics and green buying behaviour have remained rather under-researched (Lundberg, 2024:1). However, a wide range of research has been conducted concerning other industries.

The worldwide cosmetics business has grown significantly since 2004 and was expected to reach about 140 billion dollars in revenue by 2030, despite an unexpected setback in 2020 (Petruzzi, 2025). South Africa is, according to InvestSA (2020), the continent's largest market for cosmetics and personal care products, with sales of close to US\$3.2 billion in 2018. The South African cosmetics and personal care industry is competitive, with a sizable presence of regional and

international businesses in the market, where demand is primarily driven by increasing adaption toward skincare routines and consumer awareness of brand know-how (Amra, 2022:7). On the other hand, it is predicted that the demand for cosmetics in Zimbabwe will increase at a rate of 1.1% over the following five years, which is lower than the average growth rate for the world (ReportLinker, 2022). However, given that Zimbabwe's local cosmetic market is still small and consumers are perceived as dismissive of local brands, the presence of regional and international cosmetic businesses has made it difficult for local cosmetic businesses to prosper (Gore, 2019). According to OecWorld (2021), Zimbabwe imported US\$23.5 million of cosmetics in 2021, ranking 106th among all cosmetic importers worldwide. As mentioned above, local cosmetic businesses in Zimbabwe need to develop marketing strategies that attract and appeal to cosmetic consumers with a view to change the local and international product mix. Both countries have experienced significant growth in the cosmetic industry, although South Africa has made far more inroads than Zimbabwe. Even though the cosmetic industry is one of the fastest-growing sectors, Fletcher (2023) emphasises that the 120 billion units of cosmetic packaging produced annually significantly contribute to over packaging, plastic pollution, and unsustainable resource consumption, which are among the sector's major environmental problems. Amberg and Fogarassy (2019:13) suggest that a greater understanding of the detrimental consequences that synthetic materials have on human health and the environment is being brought about by the increasing use of natural materials and additives, particularly in cosmetic products. As a result, an examination of the cosmetic industry was deemed necessary to develop new and improved cosmetics that minimise the catastrophic effects of cosmetic packaging on the environment and provide greener cosmetics. This emphasis on sustainability is aimed at instilling a sense of responsibility and motivation to make a positive change in the industry.

In the 21st century, female consumers are increasingly taking part in economic activities compared to previous years and have displayed a more significant concern for the environment (Dragolea *et al.*, 2023:17). Women have the largest purchasing power in the cosmetic industry (Huang *et al.*, 2022:162); however, the cosmetic green sector remains under-researched (Tewary *et al.*, 2021:5). Although green marketing is being increasingly adopted in recent times, it is crucial to understand that the factors that influence consumers to buy green products differ from country to country (Liobikienė *et al.*, 2016:41). To this end, a comparison was drawn between South Africa (Johannesburg) and Zimbabwe (Harare) in the present study.

Over the past 20 years, South Africa's economy has made some social and economic progress (Enaifoghe & Asuelime, 2018:144). In contrast, Zimbabwe has recently experienced severe economic difficulties, such as hyperinflation and currency instability (Mambiravana *et al.*, 2022:571). Therefore, a comparative analysis of consumer behaviour in these two nations was

crucial for understanding how shifting economic situations impact consumer preferences, brand loyalty, and purchase decisions. Given that South Africa's economic hub, Johannesburg, is frequently called the continent's and Africa's financial centre, there is an increasing number of South Africa's corporate and financial institutions located in Johannesburg, making it a centre for various consumer behaviour patterns affected by emerging markets, global commerce, and affluent people (Kollamparambil & Jogee, 2018:234). In contrast, despite Zimbabwe's difficulties and economic volatility (Hupile & Siambombe, 2024:36), Harare is the hub for government policy, business, and international trade (Chadambuka, 2021:24). This state of affairs presented a unique opportunity for researchers to contrast Zimbabwe's primary economic city with a well-known South African economic centre, which may have different issues and habits, sparking new insights and understandings.

In addition, Johannesburg, with its sizeable ethnic diversity, is a crucial place for consumer behaviour research, because Johannesburg's large, multicultural population is a key factor that reflects a wide range of consumer preferences and buying habits, making it a perfect location for such research (Sibisi & Abrahams, 2018:193). Harare, on the other hand, despite having a more uniform population than Johannesburg, is a significant microcosm of Zimbabwe's enormous social transformations. This unique characteristic is essential in the study of consumer behaviour, particularly concerning income disparities, migration from urban to rural areas, and cultural impacts (Poshai *et al.*, 2024:137). Therefore, contrasting Johannesburg and Harare, two cities with similar geography and economics but vastly different socioeconomic realities, offered a unique opportunity for researchers. This comparison allowed for a deep understanding of how consumers behave in these two locations, with Johannesburg's stable economy and advanced infrastructure starkly contrasting Harare's hyperinflation and economic instability has distinctly impacted consumer behaviour. As a result, this comparison demonstrated the direct impact of regional and local factors on purchasing decisions and provided practical insights for businesses and policymakers. This is because understanding the influence of political stability, inflation rates, and product accessibility on consumer behaviour can be used to guide strategic decisions in these regions.

Environmentally conscious groups and movements, including Green Peace, Earth Hour, and Go Green, have emerged and gave rise to increased public awareness of environmental protection (Moeliono *et al.*, 2020:932). The year 2020 highlighted the need for the cosmetics and skincare sectors to rapidly adapt to the shifting demands of the increasingly alert and unstable consumer market (Dini & Laneri, 2021:1). Investigating the green cosmetics business has contributed to achieving the UN's Sustainable Development Goals in terms of environmental sustainability. A comparative study of South Africa (Johannesburg) and Zimbabwe (Harare) can be used to

provide insights into how consumers in both countries perceive and engage in sustainable purchasing practices, given their joint commitment to achieving the Sustainable Development Goals (Siakwah *et al.*, 2020:367). These results can be used to help policymakers to formulate interventions and strategies to foster sustainable purchasing practices among consumers in developing countries. Since Johannesburg is the economic hub of South Africa and Harare is the commercial hub of Zimbabwe, focusing the study's marketing efforts on these consumers provided valuable insights into green consumer behaviour.

The worldwide green consumption market has increased sevenfold in 20 years. Green consumption is emerging globally as a result of these changes in consumption patterns (Traoré *et al.*, 2023:13). Therefore, the distinctive political, economic, social, technological, market environment and legislation in Harare and Johannesburg revealed different factors that may impacted purchase decisions, helping businesses customise their products, pricing, distribution, and promotional efforts to suit the local markets. As a result, a comparative study of Johannesburg and Harare can be used to inform policymakers about the specific challenges, opportunities, and trends in consumer behaviour related to sustainability, consumer protection, and market dynamics in these cities, potentially leading to a healthier business environment and more sustainable consumer behaviour.

While the literature established key determinants of green purchasing behaviour, ongoing debates and contextual inconsistencies it highlighted the need for further investigation, which this study investigated within the two contrasting Southern African markets. Green cosmetics purchasing behaviour is shaped by a combination of consumer awareness and access to information, product availability, environmental concern, trust in green marketing claims, and price considerations. While prior studies generally agreed that accurate information, availability, environmental concern, and perceived value positively influence green purchasing intentions, empirical findings remain inconsistent, particularly regarding the translation of favourable attitudes into actual purchasing behaviour. These inconsistencies are often attributed to contextual factors such as information scepticism, greenwashing, limited product availability, price sensitivity, and differing socio-economic and regulatory environments. Notably, majority of evidence is drawn from developed markets, leaving limited understanding of how these factors interact in developing country contexts. Accordingly, this study aimed to contribute to the literature by examining how awareness, availability, environmental concern, green marketing credibility, trust, and price perceptions jointly influenced green cosmetics purchasing behaviour in South Africa and Zimbabwe.

1.3 Overview of the study

1.3.1 Overview of the green industry

Over the years, numerous debates have emerged regarding green purchase behaviour across various industries (Troudi & Bouyoucef, 2020:2). Mustafa *et al.* (2022:2) highlight that since developing nations comprise a large percentage of the globe's population, the goal of a healthy, sustainable green economy and ecosystem protection is unlikely to be accomplished until and unless the vast majority acts responsibly. Thakkar (2021:58) asserts that the green sector, comprising businesses that produce and distribute products, services, or innovations to aimed at minimising greenhouse gas emissions and pollution, enhance resource and energy efficiency, and prevent habitat destruction and species extinction, and thus catalyses positive change. Consequently, companies are shifting their perspectives, recognising opportunities presented by the widespread implementation of sustainable development practices rather than solely being driven by regulatory pressures or consumer demand (Calza *et al.*, 2017:1). Sharma (2021:1226) highlights that the significant adoption of green products in developed nations, alongside a rising environmental consciousness in developing countries, has played a substantial role in the ongoing expansion of the green industry.

To encourage both production and demand for green products or services in the green industry that can be useful in decreasing negative adverse environmental effects and conserving limited natural resources, suppliers and consumers of business must also recognise the importance of eco-innovation (Bossle *et al.*, 2016:869). According to Szaban and Stefańska (2023:443), recent trends in the green industry have pointed toward the green industry supply chain having undergone extraordinary expansion, innovation, and transformation. Thakkar (2021:58) points out that any sector that engages in the production, distribution, and provision of products and services with a focus on the preservation of the environment and nature conservation is referred to as a green industry. Such an industry typically involves the spheres of energy efficiency, green construction, as well as environmentally friendly transportation, waste disposal, forestry, and ecotourism. However, non-green businesses play a crucial role in this transition, as they can enhance the environment while maintaining their competitive edge. They can do so by adopting environmentally friendly solutions that frequently necessitate purchasing innovative resources and competencies that are substantially distinct from their current competencies (Szaban & Stefańska, 2023:443).

Rodrik (2014:469) purports that growth in the green industry necessitates adopting green innovations or production methods that conserve finite resources and produce less greenhouse gas. This means that their availability both mitigates the societal expenses of switching to a path

of sustainable development and contributes to achieving an adequate pace for resource advancement along the green industry path. In addition to reducing or eliminating waste, using resources efficiently, and emitting as little greenhouse gases as possible, a green economy is socially inclusive and fights climate change, while adapting to its immediate and long-term effects, and is built on green economic growth (Zhang *et al.*, 2022:4).

As a result, as environmental restrictions tighten, businesses are required to put aside a percentage of their financial reserves for the purchase of production buildings, modifications to the production procedure, and waste disposal – and these will help to ensure the production of green products (Hsu *et al.*, 2021: 57394). However, Zutshi and Creed (2015:100) propose that significant obstacles to green initiatives are identified as internal economic and financial factors, the demand to make investments in something while the company opposes it, and consumer reluctance to pay higher costs associated with implementing green projects. Hsu *et al.* (2021:57389) posit that insufficient funding hinders the improvement of production to green production and growing monetary scale, indicating an unfavourable link between the two. To contextualise the issues at hand, a comparison of the green cosmetic industries in South Africa and Zimbabwe was made in the next section, as this forms the context of the study.

1.3.1.1 Comparison of the green cosmetic industry in South Africa and Zimbabwe

Environmental protection has become a significant global concern in international society, where the degradation of the environment has emerged as a pressing issue (Siyavooshi *et al.*, 2019:126). Recent studies have indicated that businesses must boost the economy by providing goods and services that have little negative impact on the ecosystem to succeed in the green industry (Ji *et al.*, 2015:155). Incorporating natural ingredients in cosmetic products has recently received significant attention, with the aim of creating new and better cosmetics that will replenish the human physique with vitamins (Sagbo & Mbeng, 2019:140). However, the green cosmetic industry in Zimbabwe has faced significant challenges, with a majority of businesses failing within the initial five years due to a lack of insight into the competitive landscape, particularly the green consumer. The unstable economic situation in Zimbabwe has caused small businesses to only focus on short-term financial goals to safeguard investment against inflation (Sibanda, 2016:97). Zimbabwe's economy significantly impacts businesses' ability to conduct sales, since Zimbabwe is performing poorly on global rankings (Kanyenze *et al.*, 2017:19). In this context, the sale or promotion of green products is considered difficult – this is because green cosmetics are generally sold at a premium price (Liobikienė & Bernatoniene, 2017:112).

Employing natural and organic materials, eco-friendly production techniques, sustainable packaging, and incorporating transparency into their business practices are all priorities for

businesses such as Organically You Skincare (Lionesses of Africa, 2023). The global trend towards sustainability impacts local cosmetics businesses, despite a lack of detailed information regarding green marketing strategies used by Zimbabwean brands (Tshuma, 2022:64). Getting the required certifications, addressing the higher cost of organic materials, guaranteeing consistent product quality, certification and traceability being weak have all been unforeseen consequences in this sphere (ZOPPA Trust, 2021:4). As a result, the well-established informal market avoids certification by selling directly to consumers, typically at a significantly lower cost. It can be inferred from a study conducted by Sibanda (2016:97) that since the majority of the business population in Zimbabwe comprises small businesses, green cosmetic businesses may not have the resources to promote and gain much popularity amongst green consumers in Zimbabwe – thus, negatively impacting the green cosmetic industry in this country. Many businesses use green marketing strategies with a view to obtain a competitive advantage (and stay out of trouble with the Environmental Management Agency), according to a study on the effects of green marketing tactics in Zimbabwe's FMCG industry (Bake, 2021). Indeed, green FMCGs have recently flooded the Zimbabwean market, focusing on natural resource-based products with minimal adverse impacts (Tshuma *et al.*, 2023:162). However, in nations like Zimbabwe, marketing is the most significant obstacle (Mutambara & Muzurura, 2023:390). To increase the efficacy of these tactics, consumers must be educated about green marketing challenges.

In contrast, many businesses in South Africa have fully adopted sustainability marketing by embracing the concept of going green; as a result, businesses have become more responsible and knowledgeable about environmental issues (Maziriri, 2020:3). Consumers in South Africa are increasingly interested in natural and organic skincare products. The country's middle class is growing and wants high-quality, reasonably priced products that suit a variety of skin types and ethnicities (Lanto, 2021:16). To meet the rising demand from consumers for sustainable and eco-friendly products, prominent cosmetic manufacturers in South Africa are increasingly using green marketing strategies (Shimul *et al.*, 2021:40). Makhitha (2021:146) claims that this natural trend has made it possible for smaller, regional firms to enter the market and provide distinctive, specialised goods.

According to Gebashe *et al.* (2022:78), South Africa has a long history of using herbal remedies. Therefore, many medicinal plants treat various skin conditions, and these are also used in cosmetics. Many individuals in South Africa use herbal products for personal care to enhance their appearance, because they are nutrient-dense, free of artificial chemicals, and have comparatively fewer adverse effects (Sagbo & Mbeng, 2018:139). In the Vhavenda culture, for example, the use of plant species remains prevalent and highly valued, particularly among

women, who frequently use various plant species for cosmeceutical purposes (Ndhlovu *et al.*, 2019:423). As a result, Gebashe *et al.* (2022:78) assert that research on a few of these plant species in South Africa is beginning to show promising results. This is because some of the plants have been commercialised as cosmeceuticals for skin, hair, personal, and dental care. Furthermore, many of these products have been well received by local consumers, because they cater to the diversity of skin and hair care requirements in South Africa. As a result, more small local cosmetic firms and new market entrants use natural and organic components from South Africa's abundant biodiversity, like native plant oils and extracts.

According to recent industry data, there has been a notable surge in the market entry of new entrant firms that aim to capitalise on niche consumer markets by offering natural and organic skincare product solutions and products that cater to specific skin types, despite decades of the South African cosmetics market being dominated by multinational conglomerates (Lanto, 2021:17). For example, Africology is a well-known local cosmetic company that has succeeded in becoming a household name in the green cosmetics sector. Africology is a well-known skincare brand in South Africa that is primarily found in upscale shopping centres and hotels, and is notable for its emphasis on using organic, plant-based components and making sure that its products are produced with as little adverse influence on the environment as possible (Falkof, 2023:73). Despite not contributing significantly to the foundations of sustainable behaviour as did typical first-world nations, South Africa has made substantial progress in this area (Owusu-Sekyere *et al.*, 2019:356). In South Africa, the green cosmetic industry is slowly gaining prominence due to the wide variety of green cosmetic products available, and the extensive advertisement of green cosmetics products. However, this is a different situation than in Zimbabwe, where, to the best of the researcher's knowledge, there is an urgent need for more research on the green cosmetic industry in Zimbabwe to understand and support its growth fully.

1.3.2 Overview of green products

Unprecedented levels of animal and plant extinctions, biodiversity loss, and threats to animal and plant life on Earth are all caused by human activities and their impacts on the environment (Prakash & Verma, 2022:101). Given that the use of natural resources is vital to the growth of human civilisation, rapid population growth and excessive use of natural resources are the primary causes of the current environmental and ecological catastrophes (Ding, 2021:12). According to Thakkar (2021:58), consumers define "green" products as those that have a lesser adverse effect on the environment. Recent public concern over ecological conservation and environmental concerns has increased, which has given rise to the establishment and launch of World Environmental Earth Day (Tortell, 2020:8685). This has caused consumers to re-evaluate and consider the relationship between the environment and humans (Wijekoon & Sabri, 2021:25).

Given the need to close the gap between consumer demands and their perceptions of green products, numerous academics have claimed that environmental issues have become a vital concern of the present generation (Johnstone & Tan, 2015:321).

According to Maichum *et al.* (2016:2), consumers assess a product's value using quality measures and then incorporate this assessment to determine their purchase intention. Kim and Lee (2023:11) stipulate that since behavioural intentions determine individual action, research on buying intentions for environmentally friendly products has been established to account for green product purchasing patterns and to provide environmental conservation ramifications. In addition, Agu *et al.* (2024:2465) highlight that consumers often consider the environment when making purchases, and businesses have learned that green products have immense market potential and are eager to promote green products. Marketing professionals must make efficient and effective use of scarce resources in this world where human needs are seemingly limitless, but resources are scarce, to accomplish the objectives of both individuals and businesses with minimal endangerment of resources (Nekmahmud & Fekete-Farkas, 2020:22).

The relationship between attitude and behaviour may be improved by consumers' genuine moral commitments or personal standards about environmental welfare (Joshi & Rahman, 2015:137). Research by Lorek (2015:117) shows that over the last 40 years, green products have attracted much attention, considering the development of more environmentally friendly lifestyles and consumption habits. Consumers' demands, the possibility of consumer benefit, the presence of competing green products, and the level of competition also spur green product innovation (Song *et al.*, 2019:94). This is because more recent research indicates that consumers examine green products more methodically, even though the circumstances point to a lower level of analysis – this is because consumers make more methodical decisions when assessing everyday green products than they do when evaluating everyday conventional products (Lee *et al.*, 2018:37). In addition to this, Thakkar (2021:58) proposes that although many governments have issued environmental certification regulations and similar regulations to enforce sustainability in manufacturing practices and products, both green sponsors and green producers must have a clear understanding of the definitions and requirements that constitute a green product, to make informed decisions and contribute to a sustainable future.

Maniatis (2016:218) indicates that it is difficult for consumers to understand how to distinguish between green and non-green products, even though this may not be the case for all green products. This is the cause since some products have clear criteria regarding how they contribute to sustainability, and thus the rules should be tailored to the products. However, the potential impact of consumers' purchasing intentions on their behaviour is significant. As a result, when consumers believe that their efforts to consume green products will positively impact their

purchasing intentions, this can be converted into green purchasing behaviour (Yang, 2017:161). Thus, some consumers are devoted to purchasing green products, while others are unwilling to engage in sustainable purchases (Ogiemwonyi *et al.*, 2020:2).

As a result, Szaban and Stefańska (2023:443) points out that environmental issues will be resolved only when consumers take action to safeguard the environment through the increased consumption of green products. In addition, Mukonza and Swarts (2020:843) highlight that, by satisfying consumer preferences, green products have encouraged businesses to become more environmentally conscious, opening new business possibilities and promoting long-term business profitability. Therefore, to decrease environmental degradation, it is essential to implement motivating tools such as awareness campaigns, environmental impact advertising, and rewards that encourage the purchase of green products has gained prominence (Zhang & Dong, 2020:14). As a result, to successfully ensure that consumers engage in green buying behaviour, an investigation into different green product categories was necessary so that customers are more informed and knowledgeable on the diversity of sustainable options. It is assumed that different green product categories have different factors that influence green buying behaviour; therefore, it was necessary to explore what green cosmetics entailed, as these were under investigation in this study.

1.3.2.1 Green cosmetics

Natural resources are being consumed at an excessive rate as a consequence of the rising global population and expanding economies (Wassie, 2020:24). Accordingly, Dini and Laneri (2021:1) affirm that the cosmetics and skincare industry had to redefine itself in 2020 to swiftly address the new demands of the attentive and volatile consumer market. Over the long term, the use of a variety of substances in the modern cosmetics business, including sulphates, parabens, phthalates, synthetic colours, fragrances, triclosan, toluene, talc, lead, and others, will be detrimental to the skin (Praveen & Swaminathan, 2023:140). As a result, Amberg and Fogarassy (2019:2) suggest that a greater understanding of the detrimental consequences that synthetic materials have on human health and the environment is being brought about by the increasing use of natural materials and additives, particularly in cosmetic products. To adhere to the requirements of an expanding body of legislation, such as the EU Cosmetics Regulation and the US Food, Drug, and Cosmetic Act, which restrict the use of certain chemicals in cosmetics, the cosmetic industry and studies have gradually changed toward natural cosmetics and organic products (Hanno *et al.*, 2015:323). Suphasomboon and Vassanadumrongdee (2022:230) highlight that cosmetics containing natural components rather than artificial chemicals have become increasingly popular due to a growing public understanding of environmental effects and health trends pertaining to green consumption patterns. Pop *et al.* (2020:10) propose that even

though green cosmetics have gained popularity among businesses and consumers, particularly on social media, an official definition of what constitutes green cosmetics has not been determined. According to Hanno *et al.* (2015:323), a cosmetic product can only be deemed green if it is created from natural raw materials extracted from plants, animals, or minerals without undergoing chemical transformations. Kapoor *et al.* (2019:12932) indicate that consumers now prefer healthy, safe, chemical-free goods as their environmental awareness has grown, changing their purchasing habits and resulting in a healthier lifestyle.

In all, fascination with environmentally friendly products is growing tremendously in the market for cosmetics and skincare products, notwithstanding the fact that these green cosmetics are typically more costly, resulting in fewer purchases compared to non-green cosmetics (Amberg & Fogarassy, 2019:3). However, Franca and Ueno (2020:139) point out that the inconsistency of the certification standards for green cosmetics may theoretically hamper the distribution of these goods. Lin *et al.* (2018:72) support this notion by indicating that different standards and a surplus of cosmetics promoting eco-friendly ideas can be overwhelming for committed consumers, leading to the exaggerated marketing of eco-friendly cosmetics. Due to consumer demands for green products and rival brands' use of green marketing tactics, the cosmetics industry is being compelled to adopt environmentally friendly practices (Bozz *et al.*, 2022:2).

1.4 Research questions and objectives

1.4.1 Research question

What are the underlying factors influencing the green cosmetics buying behaviour of South African and Zimbabwean consumers, and how do these factors differ between the two countries?

1.4.2 Primary objective

To develop a conceptual framework that elucidates the green cosmetics buying behaviour of South African and Zimbabwean consumers and to identify and compare the key factors influencing their buying decisions.

1.4.3 Secondary objectives

To reflect on the primary objective, the following secondary objectives have been formulated:

1.4.3.1 Theoretical objectives

1. Discuss the consumer buying behaviour theories and models.
2. Explore green marketing and the green cosmetics industry.

3. Identify existing factors from the literature that influence the buying behaviour of green products and cosmetics.

1.4.3.2 Empirical objectives

1. Discover the key motivations and drivers behind consumers' preferences and adoption of green cosmetics in South Africa and Zimbabwe.
2. Explore the factors that play a key role in the decision-making of South African and Zimbabwean consumers when buying green cosmetics.
3. Develop a conceptual framework that elucidates the green cosmetics buying behaviour of South African consumers and identifies key factors influencing their purchasing decisions.
4. Develop a conceptual framework that elucidates the green cosmetics buying behaviour of Zimbabwean consumers and identifies key factors influencing their purchasing decisions.
5. Compare the South African and Zimbabwean conceptual frameworks to establish similarities and differences in green cosmetics buying behaviour between the countries.

1.5 Overview of the research methodology

The research approaches used to collect and analyse the data in this study phase are outlined below. Understanding the research paradigm is vital, since it informs the research questions and objectives. The research study was exploratory, and an interpretivist paradigm was used. According to Pervin and Mokhtar (2022:421), the interpretivist paradigm proposes that reality and knowledge are arbitrary owing to the variations in social construction, language, collective awareness, and other social interactions that are crucial tools for interpreting the world and creating new facts. Berryman (2019:273) believes that for satisfactory responses to qualitative questions, interpretive researchers must frame their inquiries so that they centre on comprehending "how and why." Therefore, the present study utilised a qualitative research design. Taherdoost (2022:54) highlights that a qualitative research design is advantageous for examining a phenomenon with little readily available information that attempts to gather primary, first-hand textual data and evaluate it using particular interpretative approaches. To gain an in-depth understanding of the research problem, the present study's various sources were evaluated to explore the attitude gap in green buying behaviour. The target population for this research study comprised female consumers above the age of 18 who reside in Johannesburg and Harare, and who have purchased green cosmetics in the past six months, ensuring a diverse and inclusive representation. The participants were invited to participate in the study on various social media platforms (WhatsApp, Facebook, and Instagram) that belong to green cosmetic businesses to obtain the participation from a wide array of participants.

The researcher conducted data collection and analysis simultaneously; after one or two interviews, the data were analysed, followed by one or two more interviews and analyses. Continual data collection and analysis were conducted to achieve data saturation. The study used semi-structured interviews to collect data and to obtain a deeper understating of the topic being studied. Semi-structured interviews were based on open-ended questions that enable additional questions to be raised as a result of what the individuals being interviewed have stated and are asked during the interview are based on prior information (Ruslin *et al.*, 2022:24). As a result, research on implementation procedures and their results might benefit significantly from the collection and analysis of qualitative data.

Qualitative content analysis was implemented in the present study. May *et al.* (2022:2) describe qualitative content analysis as any qualitative data reduction and conceptualisation effort that takes extensive qualitative material and plans to pinpoint core patterns and interpretations through the methodical process of coding and discovering themes or patterns. Content analysis was thus implemented, in light of how Morse and Field (1996) elucidate the requirement for total immersion and familiarity for a theory to arise from raw data. The Morse and Field approach consists of four steps: comprehend, synthesise, theorise, and recontextualise, and these were used as part of content analysis. In addition to conducting a reliable and rigorous study, Guba (1989:75) suggests that qualitative researchers consider the following four criteria: credibility, transferability, dependability, and confirmability.

1.6 Contribution of the study

The study aims to make various theoretical and practical contributions. These contributions are discussed in the sections that follow.

1.6.1 Theoretical contribution

Consuming sustainably helps to protect the ecosystem for future generations (Lee *et al.*, 2021:1). The use of green cosmetics is an aspect of environmental activism that is crucial for natural resource conservation (Pop *et al.*, 2020:1). The present study concentrated primarily on green cosmetics, which are cosmetics made with natural, organic, and sustainable components and which are produced in an ethical and socially responsible manner. This study provided useful insights for the green cosmetics and sustainable beauty industries, which have received more attention globally due to growing concerns about environmental sustainability, animal welfare, and health and safety, which were the fundamental reasons for conducting this study.

A number of scholars, primarily in the United States, have explored marketing from an environmental viewpoint in the 1970s. Since then, studies on green marketing have followed the

changing fluctuations of societal environmental concerns (Brunner & Norouzi, 2021:10; Reddy *et al.*, 2023:5; Sheth & Parvatiyar, 2021:150). Previous research in developed nations has shown some constraints, even though they produced helpful theoretical and philosophical perspectives into the attitudes and behaviour of green cosmetic consumers and contributed significantly to the debate regarding green marketing initiatives. The literature on green marketing has grown significantly over the past 20 years, also regarding knowledge generated from various continents and the various topics covered in research papers. However, in South Africa and Zimbabwe, the green cosmetics area needs more research, and this study played a necessary role in filling this research gap, as it provided valuable insights, and contributed to the knowledge base of green marketing and consumer behaviour.

Comparative research on consumer behaviour in Harare and Johannesburg added to the academic literature body of knowledge on this topic. The amount of research on consumer behaviour in these particular areas remains limited, and the results of the present study addressed the knowledge gaps and deepen extant understanding of consumer behaviour across a range of socioeconomic and cultural contexts. This study added to our understanding of consumer behaviour in emerging nations and served as a basis for further study and academic debate.

The present study provided insight into green consumer buying behaviour and green cosmetic marketing literature related to female consumers. The green buying behaviour of female consumers has yet to be researched in South Africa and Zimbabwe, even though these consumers have the most significant purchasing power in this sphere. Women's purchasing decisions for cosmetics are impacted by a variety of factors, such as personal values, social standards, cultural views, and financial limitations. The present study developed a more profound understanding of how these aspects influence women's decisions about purchasing green cosmetics and thus can help businesses and politicians understand how to reach and engage female consumers in these two nations. This research addressed a gap in the body of knowledge regarding female consumers of green cosmetics and contributed to the existing literature in this area. Since there is an increasing body of evidence to support green cosmetics, consumers' awareness of the negative impacts of conventional cosmetics on their health and the environment impacted the emergence of green cosmetics. Thus, from a theoretical perspective, highlighting and exploring green motives, product information, product availability, environmental concerns, perceived price, and perceived barriers offers a more robust explanation of green buying behaviour. Additionally, the theoretical depth of the topic revealed important data that can inspire further research by marketers and academics in various fields, including emerging markets.

1.6.2 Practical contribution

Executives in the cosmetics industry need to develop a better understanding of the variables impacting female buying behaviour related to green cosmetics in South Africa and Zimbabwe. The urgency and significance of this understanding cannot be overstated. South Africa and Zimbabwe are regarded as developing markets, each with its unique economic, social, and cultural realities.

The present study offered insightful information about how women in these two nations choose their green cosmetics, which may be helpful for businesses and decision-makers looking to enter new markets or create sustainability plans suited to the local conditions. This can be used add to the body of knowledge on consumer behaviour in developing countries and help to understand how sustainability and green consumerism are viewed and used in these areas. The growth of the green cosmetic industry in South Africa and Zimbabwe can profit from this research.

Several steps need to be taken to achieve sound growth in the green cosmetics industry, including analysing marketing tactics, diagnosing target consumers, and strengthening areas of weakness. This was achieved in the present study by developing a conceptual framework that elucidates the green cosmetics buying behaviour of South African and Zimbabwean consumers and identifying and comparing the key factors influencing female consumers' buying decisions. Therefore, this research can be used to help marketers to pinpoint, categorise, and profile female consumers regarding why they purchase green cosmetics. The results of the present study can also be used to guide marketers on marketing their green cosmetics effectively to potential target audiences. As a result, since marketers will receive hints about how to understand consumer attitudes, aiding the marketers to create green cosmetics that consumers want, complemented by alluring marketing tactics like pricing strategy and promotion, truthful advertising, and convenient purchase channels. Marketers of green cosmetics will, therefore, need to be aware that the environmental benefits of their products should not be "implied". Instead, they should be visible and communicated ostentatiously. Such relevant marketing communication efforts should valorise consumers' confidence to choose new, innovative, green cosmetics. When green cosmetics are available on the market, all marketing efforts must creatively demonstrate that there are no barriers to consumer preference. Since lowering perceived barriers is a crucial component of a successful green strategy, media attention can assist businesses in promoting their Corporate Social Responsibility goals and brand image by helping them to clarify the business' green information.

The study's insights into the green cosmetics buying behaviour of women in South Africa and Zimbabwe, as well as the factors that affect their buying patterns, preferences, and motivations,

made a significant contribution to the fields of consumer behaviour and sustainability. The results provided businesses, decision-makers, and other stakeholders with guidance on encouraging more environmentally friendly consumer behaviour in the cosmetics sector, particularly among women consumers in these two nations.

1.7 Ethical considerations

Research ethics establishes standards for professional research by instructing and regulating researchers to make sure they adhere to a rigorous code of ethics (Hasan *et al.*, 2021:1). Before the present study commenced, the proposal and supporting documents of the study were submitted for approval at the Scientific Committee of the School of Management Sciences at the North-West University. After the approval was granted from the aforementioned committee, ethical clearance was obtained from the Faculty of Economic and Management Sciences Ethics Committee. This ethical clearance was required before any data could be collected.

To uphold moral principles and safeguard participants' rights, participant permission, confidentiality, and data security was prioritised in the study. The study's inclusion criteria were participants above the age of 18 who have purchased green cosmetics in the last six months and resided in Harare and Johannesburg. To ensure voluntary participation, the researcher appealed to the Facebook page administrators of green cosmetic companies to gain permission to post invitation letters on the page, and the interviewer also posted on their social media invitation letters. These letters clearly outlined the purpose of the study, the voluntary nature of participation, and the rights of the participants. After prospective participants approached the researcher, the participants were asked to sign a permission form attesting to their understanding of the study's objectives, procedures, potential risks, and their right to withdraw at any point without consequences. This ensured that participants were fully informed and voluntarily agreed to participate. To guarantee that participants were legally eligible to give informed consent, the study only collected data from participants older than 18.

Participants were provided with an explanation letter that detailed the purpose of the study, the intended use of the questionnaire results, any potential adverse effects of their involvement, and the individuals who would have to access the results. Participants were assigned a unique number for data analysis, eliminating the need for any identifying information during the interview. Access to this data was strictly limited to the research team and was secured through password-protected files and encrypted storage systems. All research outputs were anonymised to secure participant identities further, meaning that all identifiable information was removed.

1.8 Outline of the chapters

- **Chapter 1: Introduction and contextualisation**

This chapter provided the background and context to the research study. It outlined the introduction, background, and research problem, an overview of the study, the research questions and objectives, an overview of the research methodology, the contribution of the study, and the structure of the chapters.

- **Chapter 2: Consumer buying behaviour**

This chapter provides a section on analysing consumer behaviour, and the shifts in consumer behaviour are discussed. In addition, an analysis of the consumer decision-making process, consumer buying behaviour, and factors influencing consumer buying behaviour follows next.

- **Chapter 3: Green marketing**

This chapter provides an overview analysis of green marketing, followed by a section on the revolution of green products. The factors influencing the purchase of green products are subsequently evaluated.

- **Chapter 4: Research methodology**

This chapter outlines the research methodology of the study, as well as the six steps of the marketing research process. It first defines the research problem and objectives, followed by planning the research design and sampling. The data collection, data analysis, and report writing sections follow next.

- **Chapter 5: Reporting of results**

This chapter presents an analysis of the research study's results. It also discusses the results obtained from each research construct being investigated, in which hypotheses were developed.

- **Chapter 6: Conclusions, recommendations, and limitations**

The chapter outlines the study's conclusions based on its results and findings. Following this, recommendations are provided to the South African and Zimbabwean green cosmetic industries on how to effectively address and develop green marketing strategies that appeal to their target markets. This chapter concludes with limitations that were identified in the research study.

CHAPTER 2 CONSUMER BUYING BEHAVIOUR

2.1 Introduction

A rise in consumer preference for green products results from pollution and environmental problems, which are frequently caused by expanding economies (Kosyak & Popov, 2020:134). It is of paramount importance that businesses should build long-lasting relationships with consumers by having the brands appear in the consumers' basket of preference that the consumers choose from, which will lead the business to success and larger profit margins as well as a solid footing in the marketplace (Gupta, 2024:501). Businesses and stakeholders are making strides towards sustainability to stay competitive by integrating their operations and products (Kahupi *et al.*, 2021:17). As a result, it is crucial and vital for researchers to investigate the characteristics and consumer behaviour to enable marketers to gain insight into how to entice consumers to purchase from their businesses and how businesses could aspire to keep consumers satisfied for an extended period (Gupta, 2024:498). The present chapter first defines consumer behaviour and discusses consumer behaviour as a field of study. Secondly, an investigation into the shifts in consumer behaviour is presented. Following this is a discussion on consumer patterns, and consumer segmentation is explored next. An evaluation of the types of consumers' buying behaviour, factors influencing consumer buying behaviour, and an analysis of the consumer decision-making process follow. Lastly, a conclusion is presented.

2.2 Consumer behaviour

According to Mehta *et al.* (2020:292), a consumer is an individual who identifies a need or desire for a specific product or service and opts to purchase, use, and dispose of the product after use. Research based on consumer behaviour is crucial, as it helps industry experts to develop insights or anticipate consumer needs, ultimately leading to greater consumer satisfaction (Gupta, 2024:498). Wongleedee (2015:2081) indicates that analysing consumer behaviour entails investigating consumers' purchasing, consumption, and usage patterns at both the individual and organisational level. This serves as the foundation for all marketing initiatives used to create, market, and sell products or services. In other words, consumer behaviour is concerned with all actions directly connected to the acquisition, use, and disposal of products and services, and the decision-making processes that lead up to these actions (Stankevich, 2017:8). Evidence by Horner and Swarbrooke (2020:3) highlight that to maximise the efficacy and productivity of marketing efforts, we must attempt to understand how consumers choose to buy or utilise products and services.

Examining closely how marketing trends affect consumer behaviour is essential for understanding the intricate interactions between marketing and consumer behaviour (Rathore, 2018:66). Consumers' requirements are a primary focus of marketing, and thus, to meet those needs more effectively than rivals, marketers must have a solid understanding of what those needs are (Felix, 2015:51). Regarding a business growth plan, managerial understanding of consumer behaviour and attitudes serves as an informed foundation for decision-making (Lorek, 2015:117). Developments in marketing are not just passing business fads; rather, they frequently result from more significant societal, cultural, or economic changes that have a significant impact on consumer behaviour (Rathore, 2018:66). As a result, it is necessary to consider the changes that have occurred post COVID-19 in terms of consumer behaviour.

2.2.1 Consumer behaviour post-COVID-19

The coronavirus disease of 2019, known as the COVID-19 pandemic, which began in late December 2019, has dramatically affected individuals across the world (Mishra *et al.*, 2020:1). With millions of infections and millions becoming jobless, COVID-19 has upended humanity in a way that has not occurred in the recent past, causing significant mental, physical, social, and financial strain post-pandemic (Bisen *et al.*, 2023:278). The global political and economic order itself has been unexpectedly disturbed by the COVID-19 outbreak (Fernandes, 2020:27). In addition to the worry and panic that the virus has caused due to disease and death, individuals likewise had to contend with financial constraints, interpersonal constraints imposed by social distancing practices, and limited mobility lockdowns of an unprecedented magnitude have been imposed worldwide as a result of the pandemic, drastically limiting people's everyday activities (Kuckertz *et al.*, 2020:2).

Due to the majority of commercial businesses either not functioning at all or running out of finances after hundreds of restrictions, this pandemic has caused a severe economic burden (Kaushik & Guleria, 2020:10). The decline in income flow has impacted consumer spending patterns; furthermore, the pandemic has had a significant emotional effect on every person, causing psychological stress and anxiety related to surviving the pandemic (Kumar & Abdin, 2021:3). People are modifying lifestyle habits and becoming more conscious of their health due to the ongoing fear of contracting diseases and restricted movement (Das *et al.*, 2022:705). Individual consumption patterns have also shifted because of COVID-19 on the economy, society, and people's overall psychology (Rogers, 2022). To adapt to the shifting needs of its clientele, an increasing number of consumer services businesses are experimenting with novel mediums and technologies, which are creating new consumption patterns.

The COVID-19-induced behaviours that were examined included changes in consumption patterns (Kansiime *et al.*, 2021; Pakravan-Charvadeh *et al.*, 2021); impulsive purchasing (Naeem, 2020:282); stockpiling and panic buying (Billore & Anisimova, 2021:777; Keane & Neal, 2021:87; Naeem, 2020:282); substitution of products and brands (Knowles *et al.*, 2020:2); and changes in channel preferences (Mehroliia *et al.*, 2021:395; Pantano *et al.*, 2020:210). Furthermore, according to Satish *et al.* (2021:123), the intensity of COVID-19 has caused consumers to stockpile, resulting in a reduction in the frequency of store visits and substantial purchases of goods. Studies have linked this behaviour to the COVID-19 pandemic's effects on consumers' socioeconomic status, and concomitant implications for susceptible beliefs (Milaković, 2021:1438); shifts in the purchasing environment for consumers, such as shortages and problems in supply and demand (Prentice *et al.*, 2021:339); and external triggers, such as access to social media and information (Naeem, 2020:282). The role of technology and digital platforms in shaping these changes cannot be overstated, as they have facilitated online shopping and remote work, thereby influencing consumer behaviour.

The COVID-19 pandemic constituted not just a local or regional issue, but a global threat, causing uncertainty in many parts of the world (Etemad, 2020:125). Therefore, consumers' reactions to the crisis and adjustments to the new normal vary (Murashkin & Tyrvaiven, 2020:7). Divergent attitudes and behaviours among consumers are observed in various nations (McKinsey, 2020). Understanding how consumer behaviour shifted in developing nations amid the COVID-19 pandemic is crucial for businesses in these developing countries, particularly South Africa and Zimbabwe. This is because such an understanding can allow businesses to modify their product offers, distribution methods, and marketing plans to accommodate changing consumer demands and preferences. Therefore, a discussion on the post-COVID-19 consumer behaviour of South African consumers follows, connecting us to a larger global narrative.

2.2.1.1 South Africa consumer behaviour post-COVID-19

According to the Government Paper on the Economic Reconstruction and Recovery Plan in South Africa, the COVID-19 pandemic exposed an economically fragile South African economy that had experienced two consecutive recessions (South African Government, 2020). Hundreds of thousands of South Africans have been living on limited funds for some time now due to high prices, increasing interest rates, a restricted economy, and frequent power outages (Padayachee & Koobair, 2023). Consumers in South Africa continue to face financial difficulties two years after the COVID-19 pandemic began (Hattingh & Ramlakan, 2022). According to NielsenIQ (2022), most South African consumers strongly believe that the COVID-19 pandemic's long-term repercussions will persist, with the country only fully recovering from its direct effects by 2023. Despite the easing of national restrictions, a McKinsey (2020) survey in South Africa found that

consumers had mixed emotions and needed clear communication about the nation's recovery from the recession and prognosis.

According to PwC's most recent Global Consumer Insights Survey, 72% of South Africans—the second-highest percentage of consumers worldwide—are anxious or very anxious about their financial condition (Padayachee & Koobair, 2023). Eight out of ten South Africans have reconsidered their long-term purchase patterns substantially as they look ahead and re-engage in the current state of affairs. Indeed, many feel that they reside in an unpredictable environment (NielsenIQ, 2022). Due to the pandemic's financial effects, consumers' income, spending, and savings have decreased as a result, so that they are less inclined to make discretionary purchases and thus had to balance their economic situation and reassess their purchasing behaviour (Accenture, 2020:5). Hattingh and Ramlakan (2022) found that, 61% of South African consumers declared that they were reducing their consumption as a reaction to the financial crisis that the pandemic has made worse. However, with the right strategies and support, there is a potential for a strong recovery in South Africa's consumer economy.

The Marketing Research Foundation (2023) reports that a study revealed a decrease in average personal income from R4,883 to R4,438, and in household income from R11,648 to R9,973 between 2021 and 2022. As a result, there were fewer opportunities for impulsive purchases and an increase in preference for internet shopping over in-store shopping. In addition, the 2.9 million people working in the informal sector have little to no income protection and are highly vulnerable to income instability; this, together with pandemic-related restrictions, triggered a decline in consumer spending (The Economist, 2020). Rising inflation and a poor job market continue to plague the local economy, and many consumers are holding back on non-essential spending, with some stopping all non-essential spending altogether (Padayachee & Koobair, 2023). Wilson (2023) notes that in the responses, 41% of South Africans report being in a worse financial position than a year ago due to this volatility; consumers are acting with extreme caution; a mindset that is likely to persist for some time. According to NielsenIQ (2022), South African consumers manage household expenditures by budgeting ahead of time or keeping an eye on their spending when they purchase, due to this very cautious mindset.

According to Padayachee and Koobair (2023), a study conducted on consumer behaviour in the current market found that, even though consumers are generally consuming less, 85% of consumers nevertheless remain prepared to pay more than average for goods that are made locally, sourced ethically, or composed of recycled, sustainable, and are produced by a business with a good reputation for ethical business practices. Similarly, Hattingh and Ramlakan (2022) found that consumers are willing to pay for what is important to them, with 70% stating that they paid more attention to prices, 69% saying they searched for sales and promotions, and 61%

reporting delaying purchases. The nation with the most significant rate of inequality worldwide is South Africa; nonetheless, a sizeable portion of SA's developing market consumers' meagre money is spent on upscale goods (Madyibi, 2017). To appear wealthy, consumers spend their meagre income on observably expensive things (Moav & Neeman, 2010:420); this is known as ostentatious spending, as these consumers purchase more expensive goods to boost their self-esteem.

According to AfrAsia Bank (2018), the wealthiest and most developed nation on the continent, South Africa, boasts more than twice as many millionaires as any other African nation. Rich individuals often purchase ostentatious goods to showcase their wealth and social status (Kenton, 2021). As far as luxury goods consumption on the continent is concerned, South Africa remains the leader (Benissan, 2024). Those who are sufficiently wealthy may afford to flaunt their accomplishment while still being wealthy, whereas very poor individuals progressively amass riches, but eventually revert to poverty once they surpass a certain threshold for declaring their accomplishment (Moav & Neeman, 2010:420). Thus, there are significant economic ramifications when people consume excessively to impress their peers, neighbours, and co-workers because they are concerned about their social standing. South African consumers are heavily influenced by peer pressure and social norms, since they frequently turn to friends, family, and other reliable sources for suggestions and guidance when deciding what to buy (Schutte, 2023). Varied consumer groups have varying interests in the enjoyable aspects of shopping, and varied store environments play a crucial role in eliciting distinct feelings that could influence consumer behaviour (Dubihlela & Dorah, 2017:134).

Like consumers worldwide, South Africans place a high value on the credibility of a business and its image (Chinomona, 2016:134). Also, like consumers worldwide, products that are perceived as exclusive, upscale, and aspirational appeal to them (Schutte, 2023). Like anywhere else, the urge for social comparison and upward mobility affects consumers in South Africa (Makhitha, 2021:28). To rise in social standing and remain up there with their peers, consumers are more inclined to choose brands that are linked to success, money, and upward mobility than others (Makhitha *et al.*, 2024:76). Consumer behaviour in South Africa is greatly influenced by popular culture and trends, which shape the brands and items that consumers choose to purchase (Schutte, 2023). Consumers want to be informed and up to date; thus, brands that reflect popular culture and current trends are more likely to be selected over competitors (Pato, 2023). Communities and consumer businesses can significantly influence what individuals buy since consumers frequently turn to them for guidance and recommendations (Krüger & Rootman, 2017:1044). Strong brand loyalty within a community increases the likelihood of a brand being

selected over its competitors, as consumers attempt to align themselves with their groups' values and beliefs (Schutte, 2023).

2.2.1.2 Zimbabwe's consumer behaviour post-COVID-19

According to Hupile and Siambombe (2024:45), Zimbabwe's economy has been in decline, marked by persistent unemployment, high inflation, and increasing national debt levels. This decline can be attributed to a combination of factors, including political instability, resource mismanagement, and external economic pressures. Since 2000, Zimbabweans have faced severe and increasingly frequent economic and political crises, resulting in a significant decline in their standard of living (ISS African Futures, 2023). In April/May 2019, there were an estimated 5.6 million impoverished people, up from 4.5 million in 2018 (World Bank, 2021). Zimbabwe is currently experiencing an inflationary period, during which prices are rising for consumers (Mukechi, 2020). The ZWD has high inflation and low employment, which results in 64% of the participants earning a monthly income of USD 300 (Ansah *et al.*, 2020:349). Approximately three out of five adults (58% of the population) primarily depend on part-time work, farming, and family assistance; these means of subsistence are frequently associated with low-income levels (Reserve Bank of Zimbabwe, 2022:5). Consumers are also turning to substitutes that are less expensive for their regular meal ingredients because of their declining earnings and the decreasing buying power offered by the Zimbabwean (ZWL) currency (Chikutukutu, 2024).

The economy of Zimbabwe has shifted towards becoming more dependent on imports, mainly as goods from our neighbours now dominate the market to support its domestic needs and promote economic growth. Indeed, in 2023, the country's imports increased by 7% compared to the previous year (Tradelmex, 2023). After a decade of de-industrialisation, Zimbabwe's manufacturing industry is currently experiencing low productivity and capacity demand, which has reduced the competitiveness local manufacturers require to compete with imported goods (Chinjova & Scott, 2021:50). As a result, according to 55% of the consumers, buying locally produced brands from SMEs is a waste of time, since they have a less than favourable attitude toward products (Karedza *et al.*, 2017:6). In response to this, the Zimbabwean government initiated the 'Buy Zimbabwe' campaign in 2011 to revitalise local enterprises' performance by leading the manufacturing and consumption of native products (Ndlovu *et al.*, 2017:227). The primary goal of the 'Buy Zimbabwe' campaign was to replace imports by promoting the production and consumption of domestic goods and services, thus unlocking Zimbabwe's economic potential (Chinjova & Scott, 2021:50). As Makanyeza and Du Toit (2017:2) explain, this initiative fosters consumer ethnocentrism, a concept that plays a crucial role in shaping purchasing decisions. It is defined as consumer beliefs about whether it is appropriate to purchase products made in other

countries. The 'Buy Zimbabwe' campaign catalyses Zimbabweans to embrace their national identity and to support local businesses by buying goods made there (Ndlovu *et al.*, 2017:227).

Given that the business environment is dynamic and these are the realities facing many SMEs in the aftermath of the COVID-19 pandemic, Dzingirai (2021:457) emphasises that change is the only certainty in the daily operations of every business. As of August 2020, 58% of operating firms reported lower or no revenue from sales in July 2020, while 16% of household enterprises had temporarily closed (World Bank, 2021). Notably, Majukwa (2019) emphasises that SMEs play a significant role in several developing nations' GDPs, including Zimbabwe. Businesses found it challenging to adapt to the constraints of the pandemic, even when restrictions were loosened and considerable economic activity was again permitted; this is primarily due to the quick changes in consumer behaviour (Kaushik & Guleria, 2020:10). Physical stores consistently dominate consumer purchases in Zimbabwe, with relatively few online stores. However, when COVID-19 forced businesses to re-evaluate their marketing strategies in March 2020, digital marketing became more popular in Zimbabwe (Tshuma *et al.*, 2023). Following the imposition of lockdown limitations, more nimble small players have emerged, leveraging social media platforms for product marketing and sales (Kalonga, 2023). However, given that Tshuma *et al.* (2023) report that an estimated 50% of Zimbabweans live in poverty and cannot access the internet, the country's current internet penetration rate is only 60%. This could be viewed as a drawback for consumer activity in Zimbabwe.

In Zimbabwe, poverty is predominantly a rural issue; however, urban areas have been affected more significantly by the COVID-19 pandemic than rural ones (World Bank, 2021). One of the worst viruses ever discovered, COVID-19 has wreaked havoc on the world economy in several ways (Bashar *et al.*, 2023). The worldwide financial crisis affected consumer purchasing habits (Kaushik & Guleria, 2020:10). In June and July of 2020, 18% of people in urban areas who had been working for pay before the COVID-19 epidemic were unemployed, compared to 10% in rural areas, according to the first wave of the PICES quick telephone survey (World Bank, 2021). The percentage of adults who work for themselves and those who are formally employed has increased noticeably (Reserve Bank of Zimbabwe, 2022:5). Additionally, several psychological problems were triggered by COVID-19 due to decreased income, job losses, and uncertainties about the future (Bashar *et al.*, 2023). Nowadays, consumers are showing remarkable adaptability, becoming more discerning about what they buy, paying particular attention to factors such as quality and price, especially when purchasing non-essential items (Milaković, 2021:1438). A recent IPC consumer expenditure study found that a staggering 76% of respondents do not have savings or an emergency fund, which further dampens the economic outlook of these people (Mukechi, 2020). Regardless of the product category, however, consumer

behaviour has changed significantly due to these developments; while some consumers have quit saving, others have changed their lifestyles (Bashar *et al.*, 2023).

2.3 Shifts in consumer behaviour

Numerous factors, including social and cultural influences as well as economic factors, affect consumer behaviour in the marketplace (Zalega, 2015:79). This is due to the rationality of consumer decisions, which result in individuals making choices that are directly advantageous to their personal needs while also indirectly benefiting the community (Nowakowski, 2021:598). Aripin *et al.* (2023:18) posit that to develop and promote appealing products, marketers need to have a comprehensive understanding of why and how individuals make purchasing decisions. In recent times, consumers have increasingly evaluated traditional consumption patterns due to their growing interest in reducing environmental deterioration, and eco-friendly consumption is gaining popularity (Szaban & Stefańska, 2023:443). As a result, Dropulić and Krupka (2020:109) indicate that, with the growing interest in eco-friendly consumption and the need for new solutions being requested, it is necessary to employ professionals who can meet these new demands in the new environments (also see Irene, 2019:601).

Consumers' sense of urgency also affects their logical behaviour in the post-pandemic era. This is because the pandemic has boosted consumer knowledge of public health and environmental issues, leading to a rise in demand for sustainable and healthful products (Sun *et al.*, 2022:7). Consumers' sense of crisis about environmental issues is growing because of the ongoing global environmental crises that endanger human health and the environment, which causes them to pay greater attention to green products (Amoako *et al.*, 2022:322). A new normal for retailing in the future may be shaped by some of the alterations brought about by the COVID-19 pandemic, which has altered both consumer behaviour and business operations (Imschloss & Schwemmler, 2024:871). Businesses now have a crucial role to play in promoting sustainable business practices as a result of the COVID-19 pandemic, which has also brought attention to the importance of sustainable production and consumption practices (Hendra, 2024:3). A 10% increase in consumer spending on sustainable and pro-environmental products during the pandemic indicates that consumers became more aware of human vulnerabilities and worried about pollution and climate change that negatively impacted both human health and the environment (Peluso *et al.*, 2021:6). Therefore, the post-COVID-19 era can encourage people to consider sustainability concerns more, such as corporate social responsibility, multi-stakeholder participation, and the struggle for a competitive edge during and after the COVID-19 era (Zhao, 2021:13). However, while adopting sustainable business practices, businesses may run into financial and regulatory barriers, and consumers may only sometimes select sustainable products over more affordable or practical substitutes (Hendra, 2024:4).

To more profoundly understand the peculiarities of consumer behaviour and tailor the business's offer to the needs expressed by potential consumers within the market, dividing the market into segments based on traditional consumption styles and green lifestyles is essential (Lorek, 2015:117). For that reason, Szaban and Stefańska (2023:443) stipulate that with a growing emphasis on the demand side of environmentally conscious consumption and the possibilities for interfering in consumer choices and individual behaviour, it has become clear that sustainability will not be accomplished through supply-side innovation alone. As a result, businesses must engage in green innovation to capture green consumers. The OECD (2009:11) states that the concept of "green innovation" seeks to help businesses create environmentally friendly products, thereby meeting the objectives of sustainable development by integrating technological advancements with environmental knowledge. However, Zheng *et al.* (2022:21) note that green innovation is characterised by substantial externalities, high investment, and significant risks; thus, promoting green technology and enterprise innovation is crucial for sustainable growth.

On the other hand, the shift in consumer demand for green products has forced enterprises to pursue green marketing development opportunities (Traoré *et al.*, 2023:13). According to Thakkar (2021:60), consumers frequently consider the environment while making purchases, and businesses have learned that green products have substantial market potential and are ready to promote green products. Therefore, Baah *et al.* (2021:31) indicate that without outside governmental intervention, businesses seeking to achieve optimal profits are often hesitant to adopt innovative green technologies. Sustainability is now a well-known topic and a pressing concern for governments, with the general public and marketer's alike tapping into the green market. This has become a rapidly expanding market segment that is now viewed as an indicator of differentiation and added value (Beltramello *et al.*, 2013:15). Instead of being merely compelled to do so by domestic and international rules or consumer demand, businesses are changing their attitudes because of the opportunities generated by the broad adoption of sustainable development approaches (Hendra, 2024:4). Due to severe environmental legislation and consumers' growing interest in environmental issues, businesses work to maintain their financial success while also making investments that are focused on the environment (Gürlek & Tuna, 2018:482). Governments and policymakers frequently offer financial incentives to entice businesses and consumers to behave sustainably, together with choice architecture, which refers to the various ways a decision can be presented to consumers to influence their behaviour (Trudel, 2019:88). In the same vein, marketing and consumer behaviour literature is increasingly focusing on environmentally sensitive consumer behaviour (Onel & Mukherjee, 2015:11). Businesses that offer goods that are produced and designed with an environmentally friendly marketing mix to achieve a more market-applicable approach to remain competitive in the market also allow businesses to attract more consumers, shape their goods or services to meet their

needs, or alter how consumers behave toward their products or services (FuiYeng & Yazdanifard, 2015:21).

2.4 Consumer behaviour patterns

Habits are created as dispositions toward behaviours, and ultimately develop into unplanned purchases, while patterns of purchasing behaviour exhibit a predetermined cognitive pattern (Naim, 2023:10). Gupta (2024:498) indicates that by analysing purchasing trends and decision-making processes, consumer behaviour patterns are of great use to businesses looking to match their strategies to the demands and preferences of their target market. According to Koskinen (2017:69), marketers must assess a consumer's purchasing behaviour to obtain targeted advertisements. To identify how best to offer products or services to consumers, marketers ought to obtain insight into the factors that lead consumers to purchase specific products (Felix, 2015:51). Naim (2023:2) points out that when making decisions about where to buy, what brand, model, quantity to buy, when to buy, how much to spend, and how to pay, consumers should consider the fact that marketers may influence these choices by offering details about their goods or services that could help the consumer in the evaluation process. Consumer behaviour patterns can be categorised into location, items purchased, mode of purchase, timing, and frequency of purchases, which are discussed in the following section.

2.4.1 Place of purchase

As a crucial part of the marketing mix, the place of purchase constitutes the location where a product is offered for sale to consumers (Naim, 2023:2). Hanaysha (2017:3) asserts that the place factor, a component of the marketing mix, illustrates how a strategically located store can quickly attract consumers' attention and encourage them to make a purchase. Proximity to the target market is a key way in which location influences consumer purchasing decisions (FasterCapital, 2023). Suyanto and Dewi 2023 (2023:14) highlight that the location of a business has a significant impact on consumer purchasing decisions. The location chosen for a business's operations and product distribution must be strategically selected to increase consumer proximity; a decision in which marketing professionals play a crucial role in determining the audience.

The services offered by a business determine its location; some exclusively provide electronic services, for example, while others have a physical presence (Iqbal *et al.*, 2023: 537). Gibson *et al.* (2022:10) state that a business's location and hedonic features have a significant impact on whether consumers want to visit and purchase at a specific business. Product location may influence consumers in several phases of their decision-making process, such as the deliberation stage – this is because consumers are more likely to search for and buy products close to both the old and new locations of products that they have previously purchased (Xu *et al.*, 2023:1).

Sholihuddin, *et al.* (2020:309) suggest that consumers place a great deal of importance on the location of the product purchase, since it dramatically affects their levels of satisfaction. A business strives to bring the products it sells in sight of the consumers who are supposed to be there at the appropriate time and location (Hanaysha (2017:3). As a result, Salim *et al.* (2023:400) concur that a business's location is crucial, since it influences operating expenses. Thus, should the business choose a less than favourable site, it has to deal with the consequences or not be able to accomplish its objectives.

To make it simple for consumers to locate and obtain products, it is also critical to ensure that there are sufficient places of sale in the consumers' proximity (Dudziak *et al.*, 2023:17). According to Carvalho *et al.* (2016:208), accessibility means fulfilling consumers' needs by providing what they want in a convenient area within a reasonable timeframe to increase product penetration. For example, FasterCapital (2023) highlights that a convenience store situated close to a residential area is likely to attract impulsive consumers looking to make rapid purchases. Considering that convenience has a significant influence on consumer purchase decisions, firms need to take this into account (Suyanto & Dewi, 2023:14). Decisions based on chosen locations require thorough consideration to pay attention to consumers, because a decision to change locations is difficult and time-consuming (Chen & Tsai, 2016:204). The physical surroundings of a business can also influence shopping decisions in a retail setting, especially the design of retail outlets (Kasmad, 2022:28). Hefer and Nell (2015:474) posit that physical surroundings encompass the placement of the stimulus object in terms of location and institution, as well as the surrounding decor, sounds, smells and lighting. Business image, product, pricing, promotion, and location are the elements that are identified as influencing store patronage (Dey & Sharma, 2017:1178). The setting in which the purchase occurs, including the way in which the store is laid out, can either improve or worsen the consumer's experience, which in turn can affect how well the retailer performs (Gibson *et al.*, 2022:11). Clearly, businesses must understand local population preferences and demographics to properly position themselves to draw in their target market (FasterCapital, 2023).

2.4.2 Items purchased

Significant changes occurred in consumer purchasing patterns brought about by the COVID-19 pandemic's impact on the economy and the upkeep of new purchasing practices in the pandemic's aftermath (Valaskova *et al.*, 2021:7). Consumer behaviour changes during pandemics and epidemics, causing individuals to primarily purchase necessities. Indeed, over 70% of respondents in a study claimed that COVID-19 caused them to decrease their expenditures (Kumar & Abdin, 2021:11). In a similar vein, Hassen, *et al.* (2021:1) note that wide-ranging changes in beliefs and behaviour have been influenced by lockdowns, working from

home, lower pay, and more free time. Kirk and Rifkin (2020:129) highlight that history demonstrates that periods of crisis frequently lead to significant changes in society, and they advise observing how consumers behave during each of these three stages: reacting, coping, do-it-yourself behaviours, and finally, longer-term adapting. Even when the expected danger remains the same, consumers behave differently when they are uncertain about the situation (Anastasiadou *et al.*, 2020:898).

Consumers seek benefits rather than just products or services. Some individuals may be satisfied with purchasing what they originally intended, while others derive pleasure from both the act of buying and the associated feelings of fun and excitement (Falode *et al.*, 2016:158). Additionally, consumers often use 'retail therapy' to soothe their emotions when they feel out of control, which can lead to stockpiling (Chow, 2020:140). The field of survival psychology acknowledges that certain situations, such as natural disasters, medical emergencies, and terrorist attacks, may cause consumers to change their behaviour (Forbes, 2017:39). The term 'panic buying', according to Yuen *et al.* (2020:3), describes purchasing patterns typically seen before, during, or after an anticipated or actual disaster, or as a response to significant price hikes or supply shortages. Even though supply chains were generally functioning in the weeks before the lockdown announcement, many consumers began to stockpile and panic-buy, resulting in shortages of many products on store shelves (Martin-Neuning & Ruby, 2020:3).

Milaković (2021:1439) states that businesses were compelled to reorganise their operations in real-time, and consumers were prompted to reconsider their future purchasing decisions due to health and economic challenges, including resource shortages, heightened safety and protection concerns, and the adoption of contactless payments. Consumers are, therefore, becoming more logical buyers, purchasing less frequently, but in more significant amounts – but less knowledgeable individuals may make irrational purchasing decisions based on observing others' panic buying behaviour (Chua *et al.*, 2021:15). When a product is cheap, the consumer holding cost is low, and when consumers are risk-averse or uncertain about getting the product soon, they are more likely to hoard (Anastasiadou *et al.*, 2020:898). Seeing others engage in panic buying probably made the situation worse, because the actions of peers frequently influence people (Chua *et al.*, 2021:15). According to Loxton *et al.* (2020:174), such behavioural shifts could involve panic buying, an unfavourable herd mentality, adjustments to discretionary spending patterns, and poor investment decision-making.

According to Ahmad *et al.* (2019:30), impulse buying is a hedonistically complex behaviour that plays a significant role in consumer behaviour. It is prompted when a consumer unexpectedly recalls a specific need or desired product. As a result, Chen *et al.* (2020:14461) confirm that it is crucial to consider the products that impulse buyers buy to draw these individuals in, and to

arouse the emotions that will cause them to act. This is because impulse buying behaviour in consumers does not involve deliberate planning ahead of time, but rather the quick acquisition of a particular good without giving the consequences careful thought. Thus, enticing impulse shoppers requires a retail environment that is high-quality, appealing, and secure (Kumar *et al.*, 2021:615). This claim is supported by research showing that consumers with solid impulse buying inclinations are more perceptive and receptive to environmental stimuli, leading to an increase in impulsive buying (Utama *et al.*, 2021:108). Nevertheless, Ruiz *et al.* (2020:2) state that consumer's decisions are also influenced by several other factors, including the season, the consumer's personal general buying preferences, the costs of the products, and their sensitivity to these. Therefore, to effectively draw in these consumers, marketers must comprehend what consumers typically purchase on impulse, during panic attacks, and as part of their purchasing behaviour. The consumer selects from the previously unselected products at each stage, conditioning their selection on the items in the shopping basket (Ruiz *et al.*, 2020:2).

2.4.3 Time and frequency of purchase

Buason *et al.* (2021:3579) assert that products purchased have the potential to develop habits, leading to preferences for a product based on past consumption. Consumers build subconscious connections in their memories between responses and situations when they regularly perform a behaviour in a specific environment (Carden & Wood, 2018:120). The process of building a habit involves consistently engaging in the same goal-directed behaviour in similar situations, such as the same setting or visual stimuli (Best & Papies, 2017:41). Ilyas *et al.* (2020:434) note that when a product reaches a point where consumers wish to repurchase it, the manufacturer or supplier of the product has a responsibility to live up to expectations, since happy consumers are more likely to repurchase than unhappy ones. Thus, it follows that higher levels of satisfaction may encourage future purchases, whereas lower levels may cause a decline in purchases (Gibson *et al.*, 2022:10). Particularly in high-involvement categories like apparel, cosmetics, electronics, and other shopping products, high-frequency and high-spending consumers are seen to be the foundation of many successful brands (Flynn & Goldsmith, 2016:201).

Chhabra (2017:456) posits that consumers who participate in loyalty programmes become more likely to purchase from a particular retailer and exhibit more proactive behaviour due to their habituation, happiness, and expectation of future rewards. Numerous physical and virtual shops entice clients by providing a single, significantly discounted product line, motivating them to make additional purchases (Khedkar & Khedkar, 2021:431). In this regard, a 'loss leader' is a pricing tactic used by retailers in traditional settings when they set prices for particular products significantly lower than their original ones to draw consumers in, thus making it easier for

consumers to purchase products from a single retailer when they purchase goods from numerous categories (Inderst & Obradovits, 2020:24).

According to Bilgihan *et al.* (2016:111), the zero moments of truth model states that consumers are less frequently confronted with sequential moments of truth when making decisions; instead, they are confronted with a variety of stimuli simultaneously to decide what and where to say (WOM or eWOM) and what and where to buy (purchase decision or repeat purchase). According to an industry survey, consumers utilise their mobile devices at home and when shopping (Bilgihan *et al.*, 2016:105). Consumer loyalty to a brand of interest can be gained by repeat purchases (Srivastava & Kaul, 2016:278); thus, when people gain more online shopping experience, their frequency of purchases increases. Rahman *et al.* (2018:16) indicate that consumers prefer adopting online purchasing behaviour because of the wide variety of products available, and comparing products online has become easier. However, a delay in order fulfilment makes consumers anxious and reduces their frequency and number of orders; therefore, reducing order tardiness is just as crucial as enhancing order fulfilment performance (Nguyen *et al.*, 2018:271). In situations where consumers are pressed for time, they are more likely to make snap decisions and opt for a well-known brand, which is typically more expensive, rather than taking the time to weigh their options or select the cheapest product, which could lead to regret (Voramontri & Klieb, 2019, 231).

2.4.4 Method of purchase

Over the years, shopping has undoubtedly become the most commonly used term for consumer activities; conversely, terms used in the past included 'trade', 'barter' and possibly even 'market' (Lokhande, 2022:775). Mahajan and Saini (2018:152) highlight that shopping is the act of a consumer perusing the products or services offered by one or more merchants to exchange money for an appropriate selection of them. When a consumer goes shopping, the main question is which purchasing method best suits and satisfies their requirements and desires (Sarkar & Das, 2017:424). Yan (2020:2) suggests that different products, consumers, and stages of the buying experience influence consumers' preferences regarding online and offline purchasing, empowering them to make informed decisions. Currently, there are two methods for purchasing such as online and in person (Mahajan & Saini, 2018:152). Consumers' decisions regarding whether to purchase online or offline are influenced by several factors, including delivery times, quick satisfaction, and the feel and touch of the product (Kulkarni & Barge, 2020:588). The decision-making process is mostly the same for consumers making purchases offline and online, with two key exceptions being the marketing message and the shopping environment (Falode *et al.*, 2016:158).

According to Hult *et al.* (2019:20), consumer expectations and the overall quality of the purchasing experience significantly influence consumer satisfaction regarding offline sales. Some benefits of shopping offline include the ability for consumers to check quality immediately while offering feedback at the time of purchase; additionally, consumers can access the after-sales service section more quickly and effectively by going directly to the seller, who will respond to their inquiries more quickly (Sisca *et al.*, 2020:48). A physical store's guarantee is also more likely to be sought after by consumers motivated by the autotelic demand for touch and feel (Kulkarni & Barge, 2020:588).

In place of mediating channels, like local merchants, digital retailers are quickly displacing brick-and-mortar enterprises. Therefore, it is commonly believed that the emergence of digital transactions poses a danger to the traditional marketplace's ability to compete (Sisca *et al.*, 2020:48). Since consumers can easily access digital technology and there are global markets that offer this technology in the era of the fourth industrial revolution, consumer purchasing patterns have shifted from conventional digital purchases to online or mobile channels (Moon *et al.*, 2021:11).

According to Bilgihan *et al.* (2016:114), there has been a shift in the dynamics of e-commerce in recent years with consumers increasingly using the Internet to shop and utilise various devices when purchasing. Due to the ease with which material may be screened and a consideration set can be formed, the availability of more information as well as the broader variety of products offered across websites, information search costs are reduced in an online setting (Bleier *et al.*, 2019:110). In addition, the main elements that persuade consumers to shop online for goods are the accessibility of consumer reviews, the opportunity to compare similar products, and the simplicity of product delivery, regardless of order quantity (Kulkarni & Barge, 2020:588). Sisca *et al.* (2020:48) add that the service industry may now offer services with accuracy, and consumers can communicate with service providers virtually without ever having to meet with an employee face-to-face, thanks to intelligent digital gadgets and technologies.

The closure of physical stores during the COVID-19 pandemic and the increased acceptance of Internet purchasing have significantly impacted consumers' freedom to make purchases (Habib & Hamadneh, 2021:12). This unprecedented shift, as indicated by Akhtar *et al.* (2020:906), has caused a notable change in consumers' spending patterns towards non-contact services. With the widespread acceptance of mobile technology and its advancements, businesses are now compelled to adapt and enhance their online interaction and service delivery elements to provide the best possible user experience (Bilgihan *et al.*, 2016:114). As Bleier *et al.* (2019:110) assert, businesses must continually innovate to provide consumers with a distinctive online experience in today's competitive e-commerce landscape. The competition, which is just a click away,

necessitates firms to use the Internet to reduce marketing costs and, consequently, lower the prices of their goods and services to remain competitive in highly competitive marketplaces (Espinoza *et al.*, 2021:85).

The COVID-19 pandemic has led to swift adjustments in consumer payment patterns (Huterska *et al.*, 2021:8), with internet shopping and delivery services improving (Colaço *et al.*, 2022:7) due to extreme containment measures. Since consumers are very aware of shipping costs, businesses benefit from short- and long-term free shipping by increasing sales (Shehu *et al.*, 2020:31). In absolute terms, offline buying still outpaces online shopping, even though online shopping has been relatively popular in recent years, particularly among the youth and teenagers (Sarkar & Das, 2017:424). However, due to the significant percentage of consumers who prefer offline transactions, there are adverse reactions from consumers toward online transactions (Oloveze *et al.*, 2022:63). When consumers encounter difficulties making purchases online, they resort to making purchases offline; however, if they still encounter difficulties making purchases offline, they then make purchases online (Lokhande, 2022:776). Nalbant and Aydın (2023:16) claim that the degree of technical development in each area can contribute to the differences in how consumers respond to various technologies. Following a comparison of the two shopping methods, the consumer stated that online shopping is more convenient and provides greater satisfaction, encouraging the consumer to make purchases online (Lokhande, 2022:776). Since online buying is more convenient and quicker than offline shopping for many, businesses should operate online and offline to optimise value and serve all consumers (Zhu, 2024:235).

2.5 Market and consumer segmentation

Market segmentation is a technique that allows marketing professionals to better understand and connect with their target audience when identifying a market for a specific product and creating a suitable marketing mix (Leisch *et al.*, 2018:8). Many businesses routinely segment their consumer bases using a set of qualities that are specific to the industry (An *et al.*, 2018:54). This practice of separating a large consumer base into smaller consumer groups, composed of both current and potential consumers, is known as market segmentation (Shah *et al.*, 2020:6). The notion that consumer segments have distinct needs that cannot be adequately met by a marketing strategy that is tailored to every situation is the foundation of the market segmentation process (Leisch *et al.*, 2018:8). By focusing on the characteristics that each segment values most, consumer segmentation also helps to discern the preferences, needs and wants of the target audience, fostering a sense of empathy and connection (Hafez, 2023:2).

Market segmentation, as Jenkins *et al.* (2021:10) point out, allows for the alignment of media strategies and individualised messages with the shared characteristics of smaller consumer

groups, thereby enhancing the efficacy of interventions. According to Christy *et al.* (2021:1251), managers can use consumer segmentation to tailor marketing approaches, spot trends, organise product development, create marketing initiatives, and provide consumers with appropriate offerings using a range of distinctive consumer traits. When adequately executed, market segmentation also yields observable advantages, such as an enhanced understanding of consumer variations, which enhances the alignment between business capabilities and consumer requirements (An *et al.*, 2018:54). This alignment is crucial, as distinct consumers are usually marketed to with distinct offers, prices, promotions, distributes, or some combination of marketing characteristics, and market segmentation presupposes that different categories necessitate distinct marketing strategies (Gonen *et al.*, 2024:26).

2.5.1 Demographic segmentation

Demographic segmentation, a method with immense potential, involves breaking the consumer base into distinct segments based on observable and verifiable information (Hafez, 2023:3). Since demographic characteristics are generally straightforward to establish, these segmentation approaches are an increasingly common way to segment consumer markets (Shinde, 2016:113). It is a method that can help business owners identify the demographic that most closely fits the description of the ideal consumer (Hafez, 2023:3). Consumers' profiles are revealed through demographic segmentation, but a more in-depth understanding of their purchasing patterns and relationships with a particular brand has not been produced (Büger *et al.*, 2017:37). Age, gender, and income are a few examples of demographic characteristics (Tarigan *et al.*, 2023:4), which are discussed in the following sections.

2.5.1.1 Age

According to Pratap (2017), as individuals mature, their needs and wants also change, resulting in corresponding changes in their purchasing decision-making processes. Hafez (2023:3) states that market analysts frequently classify consumers based on age or other socioeconomic status to provide a broad overview of the market sector. As a result, Boada *et al.* (2023:16) indicate that a generational perspective as a form of segmentation provides the most accurate insight into variations in consumption expenditure. An age cohort is made up of individuals who are close in age, have a great deal of shared cultural icons, and have gone through significant historical moments together (Liang, 2022:864). To satisfy the needs, goals, and wants of consumers, one must recognise the fundamental principles that distinct generations are drawn to, thereby rendering a cohort analysis beneficial in consumer behaviour (Tomić *et al.*, 2019:768). The age of an individual is one of the key personal characteristics determining the behaviour of buyers (Ramya & Ali, 2016:80). As noted by Carpenter and Yoon (2015:11), age plays a crucial role in

marketing strategy as it influences the decision-making processes and patterns of consumption of consumers. This holds true to the extent that Ramya and Ali (2016:80) point out that one of the most common market segmentation variables is age.

Distinct events occurring at various periods enable each generation group to be unique in some way from the others, according to generation cohort theory (Lissitsa & Kol, 2016:310). Jones *et al.* (2018:94) assert that the theory continues to say that generational disparities are more inclined to be influenced by a group's common experiences and shared influences rather than by an individual's age. The premise that different generations of consumers have similar lifestyle traits and value systems underlies the division of consumers into groups (Verma, 2017:279). According to Chakraborty and Balakrishnan (2017:144), buyers' decisions to purchase products are influenced by a range of factors, including their mental processes and emotional responses.

Whether the variables as mentioned above are attributed to Baby Boomers, Generation X, or Generation Y, these generations are believed to have distinct viewpoints and personality dispositions (Lissitsa & Laor, 2021:7). Regarding the baby boomer generation's buying habits today, many of these individuals prefer to make buying decisions in physical stores (Ramadhan & Syahputri, 2020:1007). Baby boomers are known for being very confident in their choices because they are adamant about what they prefer and like issues related to their lifestyles (Bathmanathan *et al.*, 2018:9). In their capacity as consumers, Gen Xers seek convenience, are known for being extremely brand disloyal, and frequently require validation that their decisions are well-informed (Lissitsa & Kol, 2016:3010). Since Generation Y was raised in an environment where brands were heavily promoted, they are particularly astute in their judgment when it pertains to choosing brands and products (Naumovska, 2017:131). However, Generation Y is frequently sceptical regarding marketing and are indeed averse to it, and thus it is anticipated that Generation Y consumers would have greater opportunities to try a variety of brands once they distance themselves from the influence of their parents as role models (Wiese & Kruger, 2016:22). Given their prospective disposable income, capacity to determine trends, propensity toward embracing new products, and the likelihood of becoming lifelong consumers, Millennials have become a significant focus of consumer research when it comes to determining the specific factors shaping their buying attitudes and patterns (Naumovska, 2017:131).

Consumer purchasing behaviour may be influenced by age and lifecycle, since buyers' tastes for products and services fluctuate over time (Naim, 2023:5). At various points in their respective lives, consumers purchase various products, and as their tastes and preferences vary, so do their purchases (Ramya & Ali, 2016:80). Liang (2022:864) provides a pertinent example, pointing out that teens go through several exhilarating transitions as they grow from children to adults, including feelings of insecurity about who they are, a need to fit in, and the drive to discover what

constitutes their special identity. Thus, younger consumers are more significant in influencing purchase intention, because they are less price-conscious and more receptive to new experiences (Rai, 2019:24). Marketers can also inaccurately target elderly consumers if they do not know whether their purchasing habits differ from those of younger consumers (Lissitsa & Laor, 2021:7). The formulation of a marketing strategy and market segmentation for a business is profoundly influenced by age, in addition to its influence on purchasing behaviour (Boada *et al.*, 2023:16).

2.5.1.2 Gender

Across cultures and historical periods, gender, as a construct, displays universal traits (Schmitt *et al.*, 2018:51). Decision-making processes and difficulties of decision-making can be influenced by gender differences among consumers (Fekete-Farkas *et al.*, 2021:31). According to each person's different needs, wants, and lifestyles, gender disparities have an impact on purchasing decisions (Bhattacharjee & Chetty, 2019). Men and women generally make decisions differently, and gender differences constitute one of the primary distinctions between people (Nanggong & Rahmatia, 2018:7). As a result, gender information is commonly identified when doing market segmentation. Gender disparities in consumer behaviour are examined in the literature through a variety of lenses. It is feasible to provide males and females with the experiences they require by taking into account the unique distinctions between male and female concerning their goals and expectations (Szymkowiak & Garczarek-Bąk, 2018:258). It thus seems generally accepted that there are differences between men's and women's buying habits, perceptions, and styles (Radojka & Filipović, 2017:6).

Additionally, disparities exist in terms of how men and women react to advertisements in the marketing industry. Men and women take distinct routes when it comes to processing data and assessing the services that are offered (Fekete-Farkas *et al.*, 2021:31). Women consume knowledge with greater precision than males do, because they participate in deeper mental processing; males, on the other hand, typically limit their mental exertion and depend on less laborious inductive clues when making decisions (Kim *et al.*, 2021:436). Studies reveal that men and women handle information differently, analyse it differently (Kanwal *et al.*, 2022:37), and interpret stimuli differently based on distinct informational cues (Fekete-Farkas *et al.*, 2021:31). According to Kim *et al.* (2021:435), men are prone to make choices based on a biased assessment of data, whereas women are more prone to base decisions on a complete analysis of all available information. On the other hand, women typically look for connections between newly acquired information and previously generated information, whereas men typically rely on their self-made knowledge (Bhaduri & HaBrookshire, 2015:513).

Men and women also have distinct approaches to shopping; men tend to be more convenience-oriented and place less value on in-person connections, whereas women are more socially inclined and primarily engage in online purchases for recreational purposes (Bhattacharjee & Chetty, 2019). Compared to men, women find shopping and purchasing more fulfilling or enjoyable, which is reflected in the amount of time they spend doing so. Women shop more intently and stop at shelves more frequently to evaluate any readily accessible product information, whereas men typically view purchasing as a mission that must be completed with the least amount of time and effort (Lipowski & Angowski, 2016:56). While males tend to be more selective when analysing information, women try to internalise all available knowledge; women also tend to be more subjective and intuitive than men, who focus their attention on the relevant elements and usefulness of a purchase (Forgas-Coll *et al.*, 2022:986). Compared to men, women are more likely to hold negative opinions of services because they place greater weight on unfavourable information (Fekete-Farkas *et al.*, 2021:31). Consequently, women express greater dissatisfaction than men do with the things they buy online (Bhattacharjee & Chetty, 2019). According to Szymkowiak and Garczarek-Bąk (2018:258), males tend to buy with less effort, since they consider less information and are less perplexed by the vast array of products available. Men and women purchasers also seek different information while making consumption decisions (Suman *et al.*, 2019:5208).

Men place higher emphasis on an offer's core, while women are more drawn to the purported extra value (Forgas-Coll *et al.*, 2022:986). Accordingly, it has been discovered that it appears unlikely that the attitude/behaviour link is a gender-based differential effect because women, despite having stronger attitudes, are less likely than men to engage in CSR behaviours as a group (Jones III *et al.*, 2017:141). Consequently, women associate shopping with greater emotional, psychological, and symbolic significance than males do (Lipowski & Angowski, 2016:56). Women, being the more sentimental gender, develop attachments to individuals, such as store employees, while men are more brand loyal and only join loyalty programmes when the programmes become products themselves and offer specific features and advantages that they can use in their daily activities (Vilches-Montero *et al.*, 2018:68).

While some research indicates a minimal connection between gender and environmental knowledge, most studies have demonstrated that men possess greater environmental knowledge than women (Chen *et al.*, 2016:101). However, research by Sharma and Trivedi (2016:6) suggests that women require a higher level of education to exhibit greater ecological sensitivity, highlighting the role of education in gender differences. Conversely, previous research has provided evidence to gender does not influence the actual purchasing decision of organic products (Singh & Verma, 2017:480).

2.5.1.3 Income

Income is a demographic factor that has been frequently employed and researched to divide their consumer base and develop more effective marketing plans (Patel & Bansal, 2018:311). Many marketers segment their markets based on income levels (Tarigan *et al.*, 2023:4). Money regularly earned from employment or investments is referred to as income (Ramya & Ali, 2016:79). Many consumers face daily financial constraints, limiting their behaviour and preventing them from consuming as much as they desire (Hamilton *et al.*, 2019:301). One key factor influencing a person's purchasing behaviour is their expectations regarding income (Ramya & Ali, 2016:79). The increase in spending has also been supported by diversifying sources of income (Sun, 2022:40). An individual's increased income positively affects discretionary spending (Gupta *et al.*, 2020:8). The primary focus of economic theories of consumer behaviour is how effective income distribution generates demand for various products and services (Goswami, 2020:526).

Researching the impact of income on consumption is vital, as it has long been considered a significant factor influencing demand (Sun, 2022:40). The ability of consumers to acquire items correlates with their purchasing power, with prices varying according to income levels (Khar & Irfan, 2021:1191). A consumer's income level affects their choices regarding how much to spend on luxury items versus how much to save (Ahmed *et al.*, 2016:6682). According to Goswami (2020:526), economic theories analyse consumer behaviour using market demand, positing that quantity demanded and price have an inverse relationship. Low-income consumers tend to choose affordable products and tend to be satisfied with meeting their basic needs, as dictated by various consumer and environmental factors (Roy *et al.*, 2021:900). Consequently, low-income consumers are likely to forgo the costs associated with searching for new options and remain with a current business, even if their satisfaction levels decline (Byrne & Martin, 2021:9). Research on online purchasing behaviours indicates that higher-income consumers perceive less implicit risk when buying online; conversely, lower-income consumers may avoid online purchases due to potential financial losses if their choice does not meet expectations (Tiruwa *et al.*, 2018:384). To enhance the purchasing power of low-income consumers, businesses must create and maintain value while balancing price, availability, and performance (Roy *et al.*, 2021:900).

Regardless of one's socioeconomic level or the country's economic progress, there is a strong desire to purchase, utilise, and display luxury products to others due to increased income levels resulting from culture and shifting lifestyles, consumer preferences are rapidly changing (Naumova *et al.*, 2019:11). A consumer's purchasing power is profoundly determined by their income level; in instances where the consumer is required to spend a significant amount of money, income plays a salient role (Puška *et al.*, 2018:4). However, the preferences of middle-class consumers vary significantly; particularly, they often compromise their desire for specific

brands or qualities based on what they can afford (Ahmed *et al.*, 2016:6683). The expectation of rising income can lead to a psychological tendency to spend more on luxury, shopping, and durable goods, while the anticipation of decreasing income may result in a psychological aversion to spending on non-essential items, limiting expenditure to basic needs (Ramya & Ali, 2016:79).

A consumer's priority list regarding their income also significantly influences their purchasing behaviour (Ahmed *et al.*, 2016:6683). Thus, examining how various income sources impact consumption patterns can offer policy guidance for maximising that behaviour, as well as provide theoretical and practical implications for raising consumption levels based on household income structure (Sun, 2022:40). For example, higher-income households tend to purchase organic produce more frequently, and there is generally a strong positive correlation between household income and organic food purchases (Singh & Verma, 2017:480). As consumers at higher income levels tend to invest more as their purchasing habits and desire for luxuries increase, Yan (2022:151) has shown that wealthier families are more likely to make purchases and spend more on luxuries. Most studies concur that income level is positively related to ecologically conscious behaviours, based on the premise that those with higher incomes can more easily afford the higher costs of purchasing green products and supporting environmental causes (Chen *et al.*, 2016:105).

Men and women differ in the attitudes, roles, and capabilities they attribute to themselves, which shape their pro-environmental behaviour; yet there remains uncertainty about how this variable relates to gender (Patel *et al.*, 2017:203). Younger and more educated consumers tend to be more environmentally conscious compared to older individuals; younger people are also more likely to embrace new and innovative ideas (Sharma & Trivedi, 2016:6). Twenty percent of respondents in a study said they bought organic food two or three times a month, 48 percent said they bought it less frequently than that, and 22 percent said they bought it once or multiple times a week (Witek & Kuźniar, 2020:214). These demographic discrepancies may result from research design aspects and sample selection (Zhu & Sarkis, 2016:299). Furthermore, while traditional demographic traits are recognised as valuable research tools, inconsistent and contradictory findings have complicated the use of this data in identifying green consumers (Wang *et al.*, 2020:217). Demographics may influence the psychological factors affecting green purchasing behaviour at various levels, and this is a vital aspect that cannot be overlooked, even though they cannot fully predict consumers' green behaviour (Shatnawi *et al.*, 2019:574).

2.5.2 Geographic segmentation

Geographical data is believed to function as the initial market segmentation criterion and is usually applied when the consumer's place of residence is the only factor used for establishing market

groups (Leisch *et al.*, 2018:42). Under factors such as country and region-specific sizes or densities, consumers are categorised geographically based on the theory that people in a particular geographic area could possess comparable desires (Govind *et al.*, 2018:1942). Geographic variables can include classified areas like cities, states, and regions, as well as urban, rural, and suburban areas (Dietrich, 2017:80). Due to the possibility that any of these factors could distinguish consumers between regions, markets can be subdivided into regions (Andaleeb, 2016:181). Geographic segmentation can be beneficial in detecting geographic patterns and preferences, which can be essential to businesses that seek to expand into new regions. Marketers commonly use it to assess prospective markets in a specific area or to streamline ways to distribute products (Leisch *et al.*, 2018:42).

Many businesses use particularly regionalised or localised marketing tactics to appeal to consumers in various geographic places based on the business's abilities and need to take advantage of these distinctions (Arsova & Temjanovski, 2019:30). The concept of geographic segmentation is based on the notion that consumers who reside within the same geographical region have similar needs and wants, which may be very different from those of consumers in other parts of the world (Sharma, 2023:95). Different cultural norms, languages, climates, and economic circumstances may affect the buying habits of individuals depending on where they reside (Benjamin *et al.*, 2021:157). Store location, population size, locations, city/country of residence, and other spatial factors are believed to relate to geographic segmentation (Griva *et al.*, 2024:4). The following section explores the country and urban/rural approaches to geographic segmentation.

2.5.2.1 Country

Many businesses have looked abroad in bids to revive their operations in the face of fiercer competition and crowded marketplaces (Ostapenko, 2015:14). In addition to altering the typical geographic distribution of purchases, the COVID-19 pandemic also changed the amount, timing, and scope of purchases as regular consumer behaviours, capacities, and purchases were reduced and the global fear of contracting the disease increased (Loxton *et al.*, 2020:12). Ahmed and Kumari (2022:22) indicate that the outcome of this is the emergence of a new consumer in the twenty-first-century marketplace, a consumer who purchases the same products that are advertised in both local and international media. Kala and Chaubey (2016:57) affirm that for businesses to flourish over the long term and expand their consumer base, they now require a competitive business climate and rapid international expansion. However, identifying and segmenting the various consumer groups, mapping their differences, and comparing their consumption patterns, attitudes, and motivations are all crucial steps before creating marketing strategies (Migdał-Najman *et al.*, 2020:968). It is unlikely that suitable standardised tactics or a

standardised product will be provided to meet the needs of every person on the planet; therefore, before choosing to conduct business internationally, it is essential to consider the differences or similarities between consumers or nations (Talibi, 2022:399).

Residing in the same nation or region does not guarantee that consumers will have similar traits important to marketers, including the advantages they are seeking in a product (Leisch *et al.*, 2018:42). However, Taras *et al.* (2016:479) posit that geographical segmentation of a country can be done, because neighbouring countries and those with a specific type of terrain or climate are thought to share similarities. Cleveland *et al.* (2011:246) add that this strategy is called vertical segmentation, since it treats every nation as if it were a distinct market, necessitating the creation of unique marketing mixes that target and satisfy specific within-country segments. Country segmentation overlooks the presence of segments that transcend the boundaries of a specific geographic region and fails to account for consumer variations within each nation, as well as among the country markets that are grouped (Talibi, 2022:399). Compared to domestic markets, overseas markets present significantly more complex and challenging consumer patterns (Migdal-Najman, 2020:968). When a business enters a new international market, it faces the difficulty of understanding the new environment, including the constraints imposed by it, as it becomes directly involved in the domestic marketing environment of the foreign nation in which it has decided to conduct business (Otuedon, 2016:52).

The consumer buying behaviour of people varies from country to country due to economic conditions that affect the purchasing power of consumers. An increase in output and a rise in purchasing power are two indicators of improved well-being in a region, and real GDP of expenditure reflects both of these factors (Fajri *et al.*, 2019:337). Consumers from economically stable countries tend to possess more purchasing power than consumers in countries with unstable economic conditions (Badgaiyan & Verma, 2015:154). Consumers from countries with unstable economic conditions lean more towards buying necessities and limit their spending to planned purchases, while consumers from stable economic conditions are prone to purchase luxury products more, and engage in more impulse purchases (Ishrat *et al.*, 2023:309).

International marketers must also consider how globalisation is influencing these cultural variables and the ensuing consumer behaviours, as countries converge along socioeconomic indicators and cultural variables become more significant in explaining cross-country behavioural variation (Talibi, 2022:399). According to Czarnecka *et al.* (2018:13), national culture is characterised by thought, feeling, and behaviour patterns based on shared values and societal norms. This is because values are fundamental to a culture and have a significant impact on how symbols and messages found in advertising are interpreted and understood. One important disadvantage of this type of segmentation is that geographic segments often ignore cultural

values and the multifaceted nature of consumer behaviour; two individuals do not always share the same demands or interests just because they reside in the same zip code (Demangeot *et al.*, 2015:127; Leisch *et al.*, 2018:42). Therefore, to create an efficient worldwide marketing strategy, international marketers must be aware of cultural variations (Migdal-Najman, 2020:948). It is a helpful tool for selecting appealing markets, implementing a global marketing program across a group of nations, and determining which elements of the marketing mix to standardise and which to differentiate for an international marketing campaign all without claiming to be exhaustive (Talibi, 2022:399).

2.5.2.2 Urban/rural

Consumers purchase and use products, irrespective of whether they live in a metropolitan region or a rural area; yet, their purchasing behaviour is influenced by their location, and differences have been observed in the ways that they make decisions, purchase goods, and utilise them (Suyanto & Dewi, 2023:14). Metropolitan regions are defined as areas with high population densities, developed infrastructure, and ongoing urbanisation. In contrast, rural areas are the exact opposite of urban areas, with low population densities and little to no large-scale infrastructure (Sukanya & Tantia, 2023:370). In contrast to today's highly urbanised and industrialised urban society, rural society has not industrialised (Rithvikaa & Ramachander, 2017:64). Marketers must connect with both rural and urban consumers to draw in an increasing number of consumers (Saharan, 2019:45). Leading businesses are now focusing on the rural market to gain an advantage over those at the bottom of the pyramid, but to connect with rural consumers, they need to use an effective marketing plan (Sinha & Verma, 2019:511). Marketers must therefore be aware of the demands and specifications placed on rural consumers (Sousa *et al.*, 2020:359).

Businesses need increasingly targeted marketing strategies, because conventional strategies are ineffective in reaching rural consumers. To create a successful marketing approach, however, it is necessary to understand the relevant values, needs, social norms, and realities (Rathore, 2018:66). Businesses perceive rural markets as potentially lucrative, because of the rise in financial independence, changes in lifestyle and attitude, and increased demand for products (Rithvikaa & Ramachander, 2017:64).

Indeed, Juyal (2015:149) indicates that consumers' media preferences are heavily influenced by their demographics, whether urban or rural, with advertising having a greater impact on purchasing behaviour among younger customers (aged 21-44), both in urban and rural areas. In addition, rural communities with varying geographic settings, natural resource endowments, social relationships, and people's institutions, values, and attitudes will respond differently,

ultimately resulting in distinct patterns of evolution and outcomes (Li *et al.*, 2019:140). As a result, given that rural consumers often have lower levels of education, product awareness, and disposable income than their urban counterparts, as well as a variety of other factors like brand name, price, and after-sale service, it is evident that their purchasing habits differ significantly from those of their urban counterparts (Rithvikaa & Ramachander, 2017:68). However, rural markets are experiencing an upsurge in activity for a variety of reasons, including expanded retailing and retailers, market surpluses, improved infrastructure, and disposable income (Saharan, 2019:45). Even with its enormous potential and rapid expansion, the FMCG industry in rural areas still struggles with extremely low infrastructure and low income (Sinha & Verma, 2019:499). Many businesses are tapping into these prospective markets to take advantage of the prospects in the rural markets because of the vast size of these markets and the changes that have occurred over time (Rithvikaa & Ramachander, 2017:64). Saharan (2019:45) points out that despite having lower incomes and lower literacy rates than urban markets, rural markets are expanding twice as quickly.

While organised commerce is heavily present in metropolitan and urban areas, marketers in rural areas face difficulties in covering the geographically dispersed rural market due to high distribution costs (Sinha & Verma, 2019:499). Murendo and Mutsonziwa (2017:102) mention that compared to consumers residing in rural areas, urban residents are more financially literate. According to Saraswat *et al.* (2024:35), consumer behaviour is heavily influenced by cultural and socioeconomic factors, as well as marketing methods and accessibility in urban and rural areas. A study found that consumers in metropolitan areas were more inclined than those in rural areas to purchase green products and that women and urban inhabitants were more likely to do so (Khare, 2015:317).

Businesses can tailor their products, services, prices, delivery schedules, and marketing messaging to the requirements and inclinations of various geographic segments through the use of this segmentation method (Istamova & Diyor, 2023:766). This technique is difficult, because it requires considerable segmentation characteristics or variables that are present in all geographic locations as well as the recognised biases that can arise when respondents from diverse cultural backgrounds complete surveys (Leisch *et al.*, 2018:43). Geographical segments have a significant disadvantage in that they frequently ignore cultural preferences and the complexity of consumer behaviour; two persons do not necessarily have the same requirements or interests just because they live in the same zip code (Kannan & Maheswari, 2023:26; Veljković & Đorđević, 2014:145).

2.5.3 Psychographic segmentation

One way to address demographic constraints in behaviour prediction is by psychographic segmentation (Nica *et al.*, 2019:110). According to Andaleeb (2016:184), psychographic dimensions can be employed independently or in conjunction with other segmentation variables to effectively divide a market. According to Hardcastle and Hagger (2016:2), psychographic segmentation examines personality traits, beliefs, values, interests, and lifestyles to comprehend the "why" and "what" behind particular acts and behaviours. According to Wardana *et al.* (2023:718), understanding the psychographic profiles of consumers enables businesses to tailor their marketing strategies to suit their inclinations and driving forces, thereby influencing consumer purchase decisions. The marketing initiatives of businesses may elicit differing responses from different consumer segments (Andaleeb, 2016:184). Understanding consumers' varied demands and preferences requires a thorough understanding of psychographic segmentation (Wardana *et al.*, 2023:718). The following sections evaluate the personality, lifestyle, values, and belief factors.

2.5.3.1 Personality

In the current fast-paced, globalised, and fiercely competitive market, a business's ability to meet the demands and even engage consumers is essential to its survival and growth (Ngandoh, 2024:245). Consumers choose products to express their personalities (Orji *et al.*, 2017:17). One of the most significant and well-researched aspects of consumer behaviour is personality, which is primarily determined by an individual's genetic makeup (Gangai & Agrawal, 2016:35). Inherent characteristics including self-assurance, authority, independence, honour, social skills, self-defence, and flexibility are frequently used to characterise personality (Ittaqullah *et al.*, 2020:1570). Every person is unique in every way, with a distinct personality and behavioural patterns (González-Padilla *et al.*, 2024:103). Individuals' subtle, distinctive characteristics are reflected in their personalities (Wojciechowska, 2017:59). González-Padilla *et al.* (2024:103) state that an individual's beliefs, opinions, and tastes all reveal something about their personality. Personality traits are important factors that influence how people behave and impact every facet of a person's life, including their academic success, employment status, social inclusion, and general well-being, both individually and collectively (Kankaraš, 2017:11). There is currently considerable research emphasis on the relationship between a person's personality and their behaviour as a consumer, with the personalities of consumers influencing how businesses modify their strategies based on the classification and sensitivity of the target market (Pelau *et al.*, 2018:756).

According to Gangai and Agrawal (2016:35), in addition to physical characteristics, personality types also play a role in determining an individual's behaviour in the marketplace. This is because personality serves as a distinctive means of identifying an individual. However, personality changes over time due to a person's continual interaction with the outside world, and personality studies that ignore the difficulties and variations of an individual's actual context may be futile, because personality is sensitive to these issues (Kostromina & Grishina, 2019:42). Developing a lifestyle and creating benchmarks that act as inspiration and motivators to reach our full potential, both personally and physically, are the first steps in developing our personalities (Alzeer & Benmerabet, 2023:5). Thus, according to Ndofirepi and Matema (2020:270), personality plays a crucial role in influencing decisions made in life, such as whether to use environmentally friendly products.

According to Alzeer (2023:5), personality is defined as the distinct manner that which a person's qualities, attitudes, and aptitudes are arranged within by the person. This concept highlights the ways that people differ from each other based on the unusual arrangements of their traits. These personality factors have a significant impact on what consumers buy (Gangai & Agrawal, 2016:35). This is an effective dimension to use in marketing, because it allows for consumers to be arranged according to one or more personality qualities (Wojciechowska, 2017:60). Extroverts and introverts are the two major categories of personality types (Nuralfiah & Suwarti, 2021:162). Nopiana *et al.* (2023:86) indicate that, establishing ties with the outside world and interacting with the surroundings are challenging for an introverted person. On the other hand, extroverts focus their attention on their immediate surroundings; they think, feel, and act in relation to outside forces rather than the subjective; they typically enjoy interacting with others and are lively, talkative, enthusiastic, and thrive in social situations (Petric, 2019:2).

According to Khatri *et al.* (2022:79), a shopper's personality can affect their reasons for shopping and significantly shapes impulse purchasing behaviour. Huang *et al.* (2024:12) indicate that time constraints and restricted offers often lead to impulsive purchasing, proving that both moderating effects either amplify or reduce the differences in consumer personality factors that cause impulsive purchasing (Alzeer, 2023:5).

Consumers' choices, purchasing experiences and actions are influenced by their personality factors (Orji *et al.*, 2017:17). A consumer's personality is revealed when they choose to buy a particular branded product over another branded product (Qazzafi, 2020:1206). According to Kostromina and Grishina (2019:42), personality traits are a collection of crucial factors that define an individual's true self as well as how they act, think, behave, react, and make decisions in various spheres of their lives. Advertising efforts aimed at improving the target group's personality are directed by marketers of different products, who look for prospective personality qualities that

their intended audience may disclose (Orji *et al.*, 2017:17). In addition to improving theoretical models of consumer behaviour, an understanding of the significance of personality and behavioural traits has real-world applications for marketers and companies looking to better tailor their tactics to the demands and preferences of various customer segments (Shemshaki *et al.*, 2024:1716).

2.5.3.2 Lifestyle

An individual's lifestyle essentially refers to their way of living, and is shaped by their upbringing, present circumstances, and past experiences (Selvakumar & Raghavan, 2017:26). According to Brivio *et al.* (2023:13), behaviours that result from a person's social standing within a sociocultural and economic framework constitute their lifestyle. Consumers are the cornerstone of any business, since they search and purchase products based on their lifestyles, which gives marketers the chance to tailor their offers and win over consumers' high levels of acceptance and contentment (Anitha, 2016:90). According to Ramya and Ali (2016:80), a person's lifestyle comprises their patterns or manner of living, as demonstrated by their activities, interests, and ideas, which together represent the "whole person" interacting with their surroundings. A person's lifestyle can be defined as a unique combination of traits and beliefs moulded by their social environment and interactions with others (Brivio *et al.*, 2023:13). Every part of a person's consumption behaviour is influenced by their lifestyle, which is a result of innate personal traits that have developed via social contact as the person has matured throughout their life (Selvakumar & Raghavan, 2017:26). Lifestyle is demonstrated by one's pursuits, desires, and opinions (Ittaqullah *et al.*, 2020:1569).

Lifestyle has an impact on the population's consumption in many fundamental ways (Lubowiecki-Vikuk *et al.*, 2021:98). Consumer behaviour includes lifestyle choices, where a person's lifestyle has a positive and significant impact on their intention to buy; thus, the impact of lifestyle on the decision to buy can be mitigated by buying intention (Amri & Prihandono, 2019:55). Due to its significant influence on each person's everyday purchase decisions, lifestyle segmentation is regarded as crucial for both studying consumer behaviour generally and for international marketing (Anitha, 2016:90). An individual's lifestyle reflects how they conceptualise themselves; it influences their future actions by drawing on their prior choices (Selvakumar & Raghavan, 2017:26). According to Guiné *et al.* (2020:10), a group of people who exhibits a comparable perspective toward specific variables can be classified as having a particular lifestyle, which is influenced by their simultaneous demands for integration (feeling of belonging) and differentiation (sense of individuality). A person's lifestyle is influenced by a variety of factors, including motivation, personality, family history, social standing, cultural affiliation, and marketing stimuli

(Fleşeriu *et al.*, 2020:4). In this regard, Sheng *et al.* (2019:318) denote that consumers' complicated behavioural intention patterns can be explained by their lifestyle.

Lifestyle traits are ephemeral and vulnerable to rapid change; they are reflected in consumers' work and leisure routines, attitudes, interests, beliefs, values, income distribution, and self-concept, or how they see themselves and believe others see them (Van Acker *et al.*, 2016:26). Therefore, lifestyle involves more than age, gender, income, or education; it also has to do with integration or personal expression (Guiné *et al.*, 2020:10). For example, many consumers are lured into buying for lifestyle needs because of the hedonistic urges they experience during the purchasing process, which complicates one's shopping lifestyle (Tirtayasa *et al.*, 2020:19). When making brand decisions, consumers leading hedonistic lives frequently rely on emotional factors rather than rational considerations, and as a result, the products these consumers purchase to fulfil their fantasies and state their emotions are categorised as hedonistic consumption (Ittaqullah *et al.*, 2020:1570). To accommodate consumers' diverse lifestyles, marketing managers must therefore develop unique marketing tactics (Ramya & Ali, 2016:80).

According to Lubowiecki-Vikuk *et al.* (2021:96), there is no single sustainable lifestyle that is universally adopted, because various people have varied ideas, personalities, and levels of happiness. According to Brivio *et al.* (2023:13), a person's lifestyle reveals their consumption habits and how they spend their time and money. The most detailed understanding of someone's values or financial and time management practices comes from their lifestyle (Anitha, 2016:90). Consumers' lifestyles have a significant impact on consumer behaviour, but consumer behaviour also reflects consumers' lifestyles (Selvakumar & Raghavan, 2017:26).

In a society that values the environment, most consumers believe that living sustainably is a reputable and contemporary way of life, if they do not, they risk being written off as archaic (Jasrotia *et al.*, 2023:247). Determining a social identity represented in a consumer's lifestyle motivates consumer to acceptance a new product (Belanche *et al.*, 2020:14). Therefore, a person's behaviour and the brands, products, and services they choose to consume are influenced by their lifestyle compatibility (Anitha, 2016:90). Because these aspects are so powerful and can persuade many people to embrace organic lifestyles, opinion leaders and reference groups need to be discovered and used as part of a marketing strategy (Rana & Paul, 2017:163).

Marketing managers must create various marketing tactics to fit the needs of their target audience's lifestyles (Ramya & Ali, 2016:80). A shift in the way of living from generation to generation as a result of social and economic changes in society provides marketers with the chance to develop entire products and tailor them to the specific lifestyle of their target market

(Amri & Prihandono, 2019:25). Online retailers thus also need to pay closer attention to the shifting attitudes and lifestyle patterns of their consumers, as these factors have the most significant influence on consumers' purchase decisions, with a view to capitalise on the recent shift in consumer preference toward online shopping (Selvakumar & Raghavan, 2017:24). The ability to identify various consumer lifestyles is therefore very advantageous for marketing researchers in forecasting consumer behaviour, particularly intention to use (Belanche *et al.*, 2020:17).

2.5.3.3 Values and beliefs

Consumer choice is a matter that involves personal drivers and motivations as well as fundamental behavioural patterns that can be construed as a manifestation of the consumer's decision (Wertenbroch *et al.*, 2020:430). Decision-making processes among consumers are significantly influenced by their beliefs (Bromberg-Martin & Sharot, 2020:564). Whether or not individuals believe a particular product is essential and valuable depends on their beliefs (Ajzen, 2018:531). Values and knowledge constitute a framework for beliefs, which in turn generate attitudes that influence behaviour while also addressing a consumer's stable internal standards that can be applied to various scenarios (Groening *et al.*, 2018: 1855). Because attitude is one of the key elements influencing consumer behaviour, and because it can be challenging to change, businesses often match their products to the prevailing attitude pattern (Shatnawi *et al.*, 2019:575).

As transcendental aspirations, values act as fundamental principles that shape people's perceptions of goods and services, ultimately influencing their decisions about what to buy (Steg, 2016:287). Although a particular behaviour may be associated with a variety of characteristics, objectives, and attitudes, only values are systematically and holistically related to behaviour because a behaviour that is positively associated with one value is likely to be negatively associated with conflicting values and unrelated to orthogonal values (Sagiv & Roccas, 2021:310). Values shape an individual's behaviour and decisions about need-fulfilling consumption, because they represent their fundamental needs and aspirations (Sharma & Jha, 2017:78). When faced with new and contradictory information, beliefs, being more malleable than values, present a potential for change in consumer behaviour, especially when it comes to political and social trends, the influence of new social circles, and other factors (Berenji *et al.*, 2021:3; Pepper *et al.*, 2009:134). Behaviours and choices, particularly regarding the products we decide to buy and why, are influenced by our values and beliefs, which provide us with a sense of what matters to us and influences our shopping decisions (Wertenbroch *et al.*, 2020:430). According to Al Shishani (2020:16), marketers have the power to influence consumers' thoughts and

attitudes by implementing targeted campaigns to alter the brand's marketing message or positioning.

Sharma and Jha (2017:85) indicate that consumption decisions are expected to be impacted by the particular values and beliefs held by each person moderated by attitude. A person's beliefs are convictions that he has about things based on his experiences, education, and outside influences (friends and family) these beliefs will shape his purchasing behaviour (Sigar *et al.*, 2021:61). Values are categorised as social or personal, and Kenter *et al.* (2015:87) propound that although people represent and express their cultures, many fundamental societal values remain hidden and must be revealed entirely through collective discussion. Therefore, evaluating shared values rather than only individual values can provide a more thorough explanation of value. Researchers can gain a deeper understanding of the unique factors influencing consumer choices by examining the underlying values that shape consumer choices. Values explain individual variances in objectives and aspirations and influence how alternatives are judged and evaluated (Sagiv & Schwartz, 2022:538). Businesses can forge a close bond with their clients, foster a culture of consumer loyalty, and ultimately spur sales and expansion by getting to know their target audience's values and beliefs and ensuring that their goods and services reflect those values (Al Shishani, 2020:16).

Since contemporary advertising relies primarily on determining the needs and wants of the consumer base and secondly on market sales, psychographic segmentation aims to improve the distribution of products to the appropriate audiences (Raluca-Mihaela & Mihaela, 2016:99). By pinpointing segments with the most significant prospect of interest and loyalty, psychographic segmentation enables precision targeting (Wardana *et al.*, 2023:718). Since these characteristics can fluctuate quickly and there may not be easy access to objective data, this approach may be rather challenging (Pepper *et al.*, 2009:134). However, because psychographic segmentation groups' people based on internal motivators rather than external data points, this strategy might produce the best market segment results (Wardana *et al.*, 2023:718).

2.5.4 Behavioural segmentation

In behavioural segmentation, consumers are grouped according to their knowledge, attitudes, product usage, or reactions, and an effort is also made to comprehend their purchasing patterns from the perspectives of consumers and non-consumers (Susilo, 2016:192). According to Andaleeb (2016:184), behavioural-based market segmentation aims to determine the degree to which consumers buy a product, how much the consumers purchase the product, as well as how frequently they use the product. Based on the rate at which green products were used, Sakhawalkar and Pawar (2023:2254) attempted to segment the market and determine how the

various segments varied concerning their attitudes, perceptions, and demographics regarding the purchase of green products. Employing behavioural segmentation to learn more about the consumer experience not only aids in predicting future purchasing but also has the potential to significantly increase consumer satisfaction (Andaleeb (2016:184).

Marketers can also utilise behavioural segmentation to identify potential consumers and determine marketplaces where consumers are most likely to buy their products (Susilo, 2016:192). Consumer decision-making patterns, consumer activities, and market data are all important components of behavioural segmentation, as this method divides consumers into categories based on their past interactions with products and markets (Sakhawalkar & Pawar, 2023:2254). According to Büger and Hylkén Olsson (2017:2), behavioural segmentation records the frequency, occasion, and utilisation rate of purchases. Thus, this method assumes that a consumer's past purchasing patterns predict what they could purchase in the future (Andaleeb, 2016:184), even if buying patterns can fluctuate over time or in response to world events and other impacts. However, it remains the dedicated work of market researchers, as highlighted by Sakhawalkar and Pawar (2023:2259) that focuses on consumer satisfaction, brand or product interactions, degree of loyalty, and purchase readiness which gauge product understanding. With this information, they can provide businesses with valuable plans to enhance consumer engagement, satisfaction, and revenue.

2.6 Consumer buying behaviour

Researchers have been taking a keen interest in the areas of consumer buying behaviour over the past few years due to the complexity and usefulness of this concept (Stankevich, 2017:7). Ramya and Ali (2016:76) highlight that the vast and complex range of factors that consumers must consider before purchasing products or services results from the constantly changing process known as consumer buying behaviour. Different factors influence different consumers' buying decisions, whereas the decisions of certain consumers are affected by several factors simultaneously (Karnreungsiri & Praditsuwan, 2017:83). As a result, factors influencing buying behaviour have been a significant concern in research on consumer behaviour, because it is enigmatic and difficult to comprehend fully (Chopra *et al.*, 2020:1944). With several studies on consumer behaviour, certain factors influencing buying behaviour have been employed for years without any problems, while others have come under scrutiny from other researchers. Furthermore, newly arising factors that affect purchasing behaviour have emerged (Rana & Paul, 2017:159). To support the aforementioned, Emekci (2019:410) and Stankevich (2017:7) state that understanding human behaviour is a complex and challenging notion that requires constant research to stay current with the factors influencing certain buying behaviours.

Consumers are more likely to choose a product because it will satisfy a certain need or desire (Chopra *et al.*, 2020:1944). According to Ramya and Ali (2016:76), consumer buying behaviour and personal needs are related. Therefore, marketers need to understand what consumers need, how they gather information about various items, and how they utilise this to choose desired products (Mehta *et al.*, 2020:298). A thorough understanding of consumer needs will enable businesses to tailor their offerings more effectively to meet the needs and desires of their target market. Understanding why consumers purchase specific items and how they utilise them will enable businesses to comprehend the motivations behind consumers' purchasing decisions. Syed *et al.* (2021:75) purport that consumers' desire is a vital determinant in their decision-making process and can be characterised as an internal motivational force that prompts consumers to engage in favourable buying behaviours.

Indeed, several predictors of consumer shopping behaviour can be utilised to analyse a certain market (Pícha *et al.*, 2019:234). Ramya and Ali (2016:76) indicate that social, economic, cultural, and other multifaceted variables impact consumer buying behaviour. Chukwu *et al.* (2019:4) point out that economic factors such as income spending patterns, product prices, the costs of complementary goods, the availability of substitutes, and demand elasticity all impact consumer buying behaviour. Although the factors mentioned above have a significant impact on consumers' buying behaviour, it is crucial to consider the steps people take when planning to make a purchase. Consumer buying behaviour involves several crucial and ongoing decision-making processes, including information gathering, product selection, acquisition, use, assessment, and disposal (Chopra *et al.*, 2020:1944). To create strategies that appeal successfully to these consumers, it is crucial to understand the stages at which they are in the decision-making process. Gupta (2024:498) suggests that to gain a better understanding of consumer buying behaviour, it is essential to have marketing efforts aimed at gathering consumer insights and creating value propositions that increase consumer satisfaction. Chopra *et al.* (2020:1944) propose that consumer decision-making demonstrates the crucial elements of individual buying behaviour. Therefore, to adapt to shifting consumer buying behaviour fraught with uncertainty, businesses are not just advised, but inspired to make significant internal changes (Irene, 2019:615).

Today's consumers are motivated by brand modernity, ultimately affecting how consumers behave while making purchases, demonstrating that a business's existence is rooted in the satisfaction of consumers, which is an issue that most businesses currently face (Trudel, 2019:94). Therefore, Słupik *et al.* (2021:20) indicate that long-term market segmentation and individual consumer buying behaviour prediction are achieved using socioeconomic and demographic characteristics in consumer research.

In this regard, Emekci (2019:410) points out that environmentally conscious consumers have begun demonstrating concern through their buying behaviour. Researchers have concentrated on better understanding the factors that influence consumer buying behaviour as a result of the attitude-behaviour gap, showing that consumers rarely act on their commitment to purchase green products (Dhir *et al.*, 2021:9). Tan *et al.* (2019:14) note that to guarantee young consumers' interest in purchasing, the products must also be made easily accessible to them and advertised at a comparatively cheaper price. Therefore, Roy and Datta (2022:367) argue that marketers must have a thorough awareness of the factors influencing consumers' purchasing decisions to satisfy consumer demands. As a result, the effectiveness of a business's marketing initiatives depends on its decision-makers and marketers' capacity to manage new and evolving challenges in consumer buying behaviour (Trudel, 2019:94).

2.6.1 Types of consumer buying behaviour

The initial step in understanding why consumers purchase products is consumption, as businesses worldwide acknowledge that the consumer is king (Kataria & Pandey, 2023:56). Academics, businesses, and marketers study consumer behaviour to determine the variables that affect consumers' inclinations for buying the products and services they use (Ihinmoyan, 2022:82). Baron and Agustina (2022:140) state that consumer buying patterns directly evolve from consumer behaviour and attitudes, because many things combine to build the behaviour of each individual. As a result, Radlović (2021:4) highlights that buying decisions fluctuate depending on the products a consumer intends to buy at any given time. However, since the circumstances that impact consumer choices may fluctuate significantly, an individual's decisions may not always remain the same (Stankevich, 2017:7).

Financial variables that impact consumer purchasing decisions include income spending patterns, the retail prices of complementary goods, prices of substitute goods, and the capacity for demand (Chukwu *et al.*, 2019:4). Additionally, Gupta (2024:498) suggests that understanding consumer purchasing behaviour illuminates the psychology of how consumers reason, feel, and choose among available options, how the consumer is influenced by their surroundings, and how consumer motives and decision-making processes differ amongst products. For this reason, it is essential to understand consumer behaviour, as research on consumer behaviour is utilised to create strategies and products that increase business productivity and revenue (Sulaiman *et al.*, 2021:332). In addition, Kataria and Pandey (2023:56) propose that understanding why people use products helps marketers to create new products, determine which products meet consumer needs, and attract consumers by explaining how and why people use them.

According to Parashar *et al.* (2017:50), consumers acquire various products with differing demand elasticities and varying degrees of effort involved in purchasing decisions. The degree of risk involved in a purchase decision increases with the consumer's inadequate knowledge, the significance of the purchase, and the money spent on the product or service in question; these are all directly related to how easy it is for the consumer to obtain pertinent information (Radlović, 2021:4). High involvement purchases necessitate extensive thought and analysis, while low involvement purchases can be made with little thought or consultation (Jain, 2019:946). Researchers, psychologists, and marketers continue to be interested in the concept of consumer-level involvement, which has been distinguished on several levels, including the product itself, contextual factors, and reaction patterns (Hirche & Bruwer, 2014:295). Accordingly, there are four major categories into which consumer buying behaviour can be placed: complex purchasing, dissonance-reducing purchasing, habitual purchasing, and variety-seeking purchasing (Sevanandee & Damar-Ladkoo, 2018:181). The following sections discuss the four major categories of consumer buying behaviour.

2.6.1.1 Variety-seeking buying behaviour

Consumers who engage in variety seeking are not doing so because they are unhappy with the products or services they have already used; instead, they are tired of them because, although a repeat customer may initially give a product or service a favourable review, their preference for that feature will eventually wane (Numberi & Pattiasina, 2020:1721). In contrast, Firdaus and Budiman (2021:85) highlight that brand switching reflects the need to search for new or different products as consumers get tired easily of using the same products on a regular basis thus businesses should consider consumer preferences and needs to prevent consumers from switching to other businesses. Consumers searching for variety compare the products on offer and tend to choose the less expensive one, indicating that these consumers are not brand loyal and, indeed, that their preferences are subject to change based on sales and promotions (Kumar *et al.*, 2022:373). Caracciolo *et al.* (2022:20) indicate that variety seekers and income are positively connected; consumers with higher incomes are more likely to try new flavours and switch up their chosen brands. There are numerous reasons why one might need to search for a range of brands to satisfy their demands. Boredom is one of the most frequent causes, and a brand's restricted product selection is another (Harwanto *et al.*, 2020:209). Variety-seekers prefer to be exposed to a wide variety of items to examine and test various complementary and interchangeable offerings; as a result, they frequently switch channels to access a more comprehensive selection of products (Yang *et al.*, 2024: 449).

Given the fierce rivalry between businesses in the product market and the rapid pace of product updates, marketing that capitalises on consumers' variety-seeking behaviour demands greater

attention (Firdaus & Budiman, 2021:85). Consumers who are happy with the goods or services provided but who still choose a different provider for their subsequent purchases is a challenge that suppliers in many markets must deal with (Tian *et al.*, 2018:1597). Thus, the profitability of businesses whose products are not chosen for purchase is impacted by product switching owing to variety. Businesses must employ targeted marketing techniques, such as personalised recommendations, loyalty programmes, and exclusive offers, to raise consumer product loyalty (Chandramouli, 2020:10).

Thus, to keep their consumers from moving to other brands, brands must periodically add new varieties to their product or service lineups to steal consumers from rival brands looking for diversity in their shopping experiences (Firdaus & Budiman (2021:85). The same product purchased does not necessarily result in the same buying behaviour (Madhavan & Kaliyaperumal, 2015:94). Product categories have different impacts on variety-seeking, and past individual purchases influence the decision to engage in variety-seeking (Numberi & Pattiasina, 2020:1717). Consumers become tired of things that no longer satisfy their demands for stimulation when they purchase or use them repeatedly, which lowers the marginal utility of the product (Yang *et al.*, 2024:449).

2.6.1.2 Complex buying behaviour

In the present context, complex buying behaviour pertains to costly, rare purchases that entail considerable brand variations, strong consumer engagement, and substantial risk (Voramontri & Klieb, 2019:210). According to Ihinmoyan (2022:83), consumers who purchase high-involvement products typically exhibit complex buying behaviour patterns with a high degree of involvement in the purchasing process. As a result, numerous brands can be assessed independently to determine which brand best satisfies the list of required attributes (Kotler & Armstrong 2010:176). However, what truly sets complex buying behaviour apart is the learning process that consumers go through. Due to its rarity, complex purchasing will require a higher volume and more intense search, which generally occurs externally through commercial (such as salespeople and advertisements), personal (such as friends and family), and public media (such as magazines, television shows, newspapers, and the internet) sources (Voramontri & Klieb, 2019:214).

According to Ihinmoyan (2022:83), consumers who are highly involved can discern notable distinctions between rival brands. A marketer of a high-involvement product must thus comprehend the data collection and evaluation behaviours of high-involvement consumers. This understanding is crucial in creating strategies that help the buyer learn about the characteristics of the product class, their corresponding significance, and the business's strong reputation on the more significant characteristics (Ramachandran, 2013:89). Jocelyn (2018:18) points out that

every brand's marketer must offer as much information as possible regarding their product and create marketing plans that will help the consumer to discover the features they have chosen to buy, among other things. Additionally, by providing discounts and incentives, marketers should conduct post-sale support campaigns that convey targeted messaging intended to assist consumers and persuade them to remain loyal to their brand, thereby fostering repeat business and referrals (Panwar & Saxena, 2020:41).

2.6.1.3 Habitual buying behaviour

Pandey (2022:294) states that habitual purchasing behaviour is the term used to describe the tendency of consumers to buy a particular brand or product without giving it much thought. However, according to Gaspar *et al.* (2016:124), even though habits are thought of as automatic behaviours, they are not always unconscious because elements about the physical environment, earlier actions, or a person's characteristics are usually present. Furthermore, it can be argued that the habitual buying behaviour of consumers concerning cosmetics will be influenced by brand perception, labels, and product composition (Baron & Agustina, 2022:141). As the word habitual implies, these consumers are typically devoted to their favourite brands and retailers (Panwar & Saxena, 2020:42); yet, brand loyalty and repeat business are not the same things, as the latter does not always imply a significant level of commitment (Wali *et al.*, 2015:54).

Consumers who regularly buy a particular brand do not see the need to switch (Ashraf *et al.*, 2017:596). However, if they encounter problems, these consumers may well switch brands; rather than resolving their issues and buying a usual brand, they prefer a different one (Baron & Agustina, 2022:146). As a result, Kumar *et al.* (2022:373) indicate that because the products here are low-value, regular consumers may opt for ease over high engagement and select the best option among those offered.

According to a study's findings, familiarity helps consumers with their regular purchasing habits finish tasks on time because when customers' regular purchasing habits are strengthened, they are better able to complete tasks on time, which boosts an organisation's effectiveness (Igani & Aseminachin, 2022:116). Ashraf *et al.* (2017:596) states that consumers who follow a habitual buying behaviour may exhibit high levels of satisfaction, but they may choose to move to a different brand only when faced with higher costs, longer travel times, or wasted time. As a result, marketers of goods that fit into the category of routine response purchases play a crucial role in establishing and maintaining their brands in consumers' evoked sets and must steer clear of any actions that would cause consumers to fall out a particular buying habit (Stankevich, 2017:11). Since consumers are not always very devoted to any one brand, marketers of such items with minimal brand differences find it helpful to employ strategies like price and sales promotions to

encourage product testing (Jocelyn, 2018:19). According to Stankevich (2017), this entails sustaining high levels of brand recognition through recurring promotions, reminder advertising, and prominent shelf placements in retail establishments.

2.6.1.4 Dissonance-reducing buying behaviour

According Panwar and Saxena (2020:42), post-choice anxiety is a result of doubts about the decision made, which leads to cognitive dissonance, which can produce discomfort or anxiety even after a well-considered purchase. Consumers engage in dissonance-reducing purchasing behaviour when they have a significant financial commitment to an expensive, uncommon, or risky product, but see little difference between brands (Pandey, 2022:333). Consumers may purchase certain products without doing much investigation, because consumers compelled to purchase products with few options, time constraints, or financial constraints which are limited in terms of their ability to make decisions (Panwar & Saxena, 2020:42). Dissonance-reducing purchasing behaviour is the result of consumers' increased participation in purchases together with their incapacity to discern meaningful distinctions between brands (Palalic *et al.*, 2021:1253). Although the consumer is highly involved, they have few options due to the product's scarcity and lack of alternatives (Kumar *et al.*, 2022:373). Roy (2022:213) proposes that consumers who use dissonance-reducing purchasing strategies participate more actively in the purchasing process, because the product is rare and there are few suitable alternatives. However, some consumers need help distinguishing specific product or service brands from one another, despite their high level of involvement in the purchase process (Katrodia, 2021:61).

Without conducting extensive research, consumers often make purchasing decisions based on factors such as product availability, time constraints, and budget (Radlović, 2021:4). This means that consumers can be swayed by a lower price when choosing alternatives (Ihinmoyan, 2022). Dissonance-reducing buying behaviour occurs when consumers have a strong inclination toward expensive, erratic, or potentially hazardous goods, but there is minimal variation among brands (Sevanandee & Damar-Ladkoo, 2018:181). However, consumers have the power to employ cognitive tactics to reduce the dissonance created when making a decision, demonstrating the strength of consumer decision-making (Mohamed *et al.*, 2018:41). With few brand differences and limited options, this buying behaviour pattern has a high level of consumer participation; hence, the most attractive product is the one that is simplest to obtain (Radlović, 2021:4). Thus, even though the consumer may shop around, Jocelyn (2018:19) suggests that dissonance-reducing buying behaviour is a clear-cut and easy action for choosing a product among alternatives. Consumers who exhibit dissonance-reducing behaviours need confirmation from the seller that their choice was the right one (Roy, 2022:213). If marketers are prepared to offer discounts or coupons to clients who choose to remain loyal to the same brand, they can persuade

them with beliefs and evaluations that will make them feel good about their brand decision (Radlović, 2021:4).

2.6.2 Factors influencing consumer buying behaviour

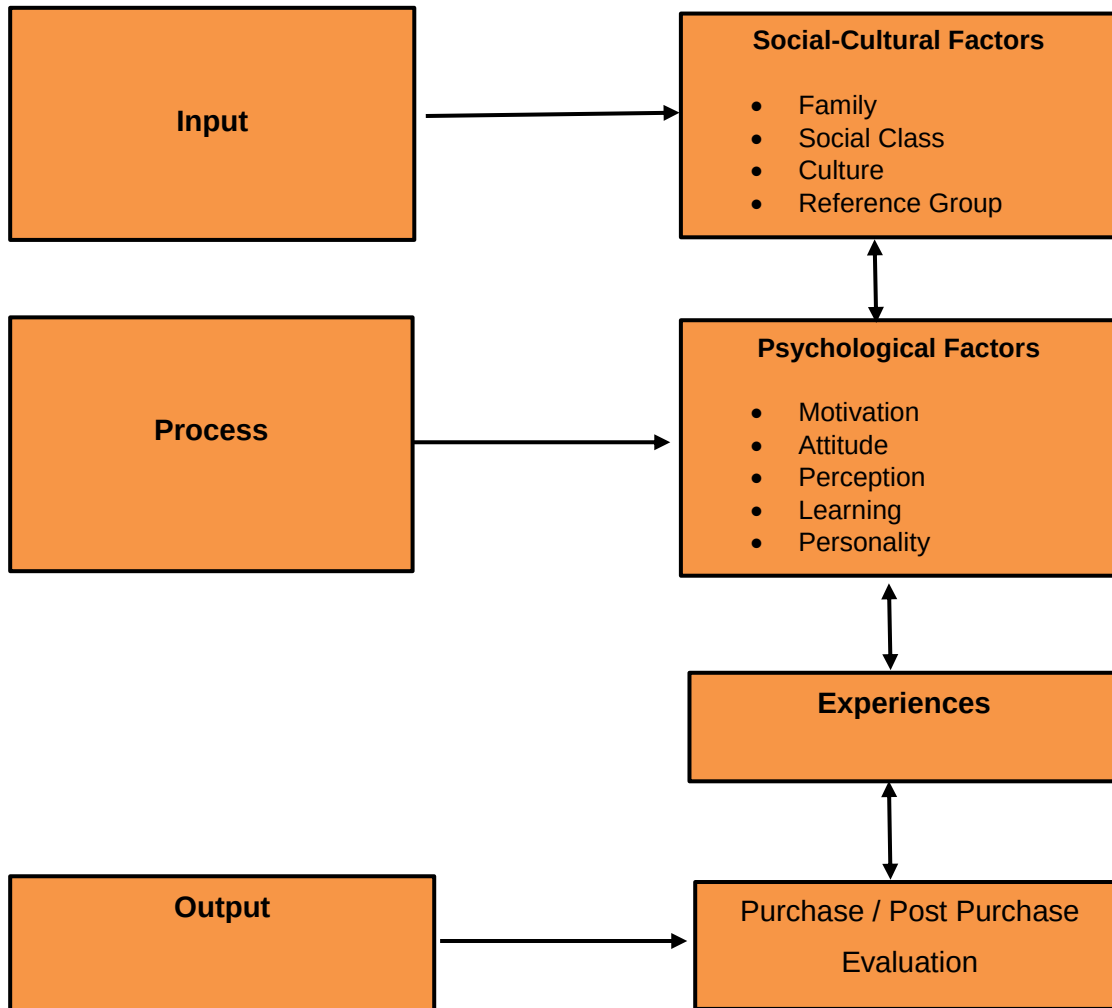
A consumer behaviour model is a theoretical framework for elucidating the reasons behind and processes involved in consumers' purchase decisions (Voramontri & Klieb, 2019:212). To assist a marketer in controlling each step of the consumer's journey, consumer behaviour models are set out to create a predictable road map for consumer decisions until conversion (Qazzafi, 2019:131). According to Schiffman and Wisenblit (2019:375), Schiffman and Kanuk's model of consumer decision-making demonstrates three separate but interwoven stages, namely the input, the process, and the output stages, which highlight the numerous factors that can influence a consumer's decision to buy. The information that a consumer is exposed to due to effective marketing and the actions of a group's socioeconomic status have a significant impact on consumer behaviour, which can lead to a change in routine (Panwar *et al.*, 2019:39). Schiffman and Wisenblit (2019:50) elucidate that when a consumer identifies a need through the business's marketing efforts and the external sociocultural influence, the input stage of the consumer decision-making process commences. During the decision-making process, the process stage centres on how consumers' choices are affected by psychological factors. Some evidence indicates that as consumers become more conscious of how their consumption affects the environment, they make a concerted effort to adjust their attitudes and behaviours for the betterment of future generations (Holotová *et al.*, 2020:95).

However, the depth and complexity of consumer decision-making, particularly in the context of green sustainability, necessitates further study to understand the factors influencing green product selection (Kumar *et al.*, 2019:381). Consumer decision-making is not solely affected by internal drivers; external factors should also be considered (Qazzafi, 2019:131; Wang & Yu, 2017:4). As a result, the following sections examine the sociocultural setting and the psychological field factors depicted in Figure 2-1.

Sociocultural factors influence how people react to situations, view the world, spend money, and choose their lifestyles through continuous and intense input, where individuals learn various consumption values (Kumar *et al.*, 2019:381). While psychological factors are the aspects of a consumer's character that restrict or expand how they think or behave, this will help any marketer better understand consumer behaviour to effectively appeal to the targeted demographic (Zhang & Dong, 2020:7). Even though the sociocultural and psychological factors are not explicitly explored in this research, the study's findings may indicate a direct or indirect influence of some

of these factors on a consumer's decision to purchase green cosmetics. For this reason, it is vital to discuss sociocultural and psychological factors.

Figure 2-1: The consumer behaviour model



Source: Adapted from Schiffman and Wisenblit (2019:375).

2.6.2.1 Socio-cultural factors

To execute marketing strategies and reach the target audience effectively, businesses must recognise that they have no control over external influences and should research the external factors that affect consumer decision-making (Inoni *et al.*, 2019:223). The consumer's status as a member of a society within a particular cultural sphere is virtually indistinguishable from the impact of culture on a consumer's purchasing decisions (Cleveland & Bartsch, 2019:571). As a result, it is reasonable to presume that sociocultural differences may also have an impact on differences in consumer attitudes and interests toward products or services (Najib, 2022:4). Schiffman and Wisenblit (2019:50) state that families, social classes, cultures, and reference

groups are a few of the more significant sociocultural variables that have an impact on consumer decision-making.

2.6.2.1.1 Family

In consumer behaviour, family members significantly influence consumer buying decisions (Nasution & Rossanty, 2018:196). Ramya and Ali (2016:78) indicate that families are considered to be the most essential group in society, because they shape the products or services that an individual is likely to purchase from an early age, thus impacting consumer buying behaviour. As a result, according to Başev (2021:7), family is a social element driving a person's buying behaviour while acting as a consumption unit. Singhal *et al.* (2019:7296) indicate that consumers consider family feedback and reviews to influence the products they intend to purchase significantly when engaging in product information searches. According to Voramontri and Klieb (2019:215), a reconsideration of the purchase decision may also be required due to the behaviour of family members and friends and unplanned events like product availability (size, colour, and stock-outs).

The consumer has two different family types: nuclear families and joint families (Kalotra & Sharma, 2016:23). According to Ramya and Ali (2016:78), in a nuclear family, with its smaller size, individuals have increased liberty to decide without consulting all other family members; in a joint family, with its larger size, more preference is given to group decision-making over individual decision-making. Family members can strongly influence consumer buying behaviour, particularly in a joint family (Kalotra & Sharma, 2016:23). As a result, Premapriya *et al.* (2016:915) suggest that sellers and promoters must provide the joint family group with all essential information about the technical specifications and features of the products. In contrast, based on the supposition that friends and family may not support a consumer's purchase decision that leads to additional purchases, Badgaiyan and Verma (2015:147) and Owusu *et al.* (2023:198) note that the fundamental cause of this could be that consumers may find that their family members are more concerned with financial matters and may, as a result, view impulsive buying as undesirable. When a consumer wants to engage in impulsive buying, Ramya and Ali (2016:78) indicate that the nuclear family is preferable, since individuals have greater freedom to make decisions. Therefore, Kumar and Rao (2019:40) suggest that making decisions affects a variety of factors and circumstances in the family and society, to the extent that marketers are now concentrating on the family as the primary decision-making unit to comprehend the roles that people play in the purchasing process.

2.6.2.1.2 Social class

Social class pervades many facets of our lives, influencing the public perceptions of who we are, what we do, and how we behave, including our consumption behaviour (Shavitt *et al.*, 2016:583). According to Ramya and Ali (2016:79), a society can be divided into social classes, which are more or less permanent divisions of organised people with similar values, interests, and behaviours. On that note, Millan and Mittal (2017:318) and Özel and Altunışık (2024:218) point out that since belongings are a component of one's self-worth and allow owners to play various societal roles. Indeed, consumers purchase goods consistent with their identity, social standing, and values. However, social class is not established by a single component such as income, but rather by an array of variables, such as financial status, profession, education, position, influence, assets, ownership, and lifestyle (Ramya & Ali, 2016:79).

According to Teotia (2024:1258), to determine the reputability of the quality of a brand, consumer usually hinge on their social status' perception of products and brands to determine the reputation of a brand's quality. Certain products, which may vary vis-à-vis the incentive for consumption, are greatly impacted by society or class factors, such as the desire to adhere to or meet the standards of a social group (Ramya & Ali, 2016:79). In this regard, Cunningham (2023:3) posits that face-saving refers to how people's reputations and social standing influence their behaviour, while societal conformity focuses on how pressure from the group influences behaviour. Some consumers have raised their disposable incomes to invest in luxury brands with a good reputation that can reflect their social standing (Agmeka *et al.*, 2019:852). Nonetheless, Chinwendu and Shedrack (2018:44) indicate that it is essential to note that while social class influences consumers' purchasing behaviour in many situations, it was found to be entirely absent when it came to consumers' flexibility in making purchases, such as impulse buying, across all social class categories. As a result, Ramya and Ali (2016:79) propose that marketing managers must thoroughly research the connection between social classes and consumer behaviour and take the necessary steps to cater to the members of the respective social classes for whom their products are intended.

2.6.2.1.3 Culture

According to Mironenko and Sorokin (2018:338), a culture is a tool for investigating and understanding the variances in consumer behaviour in various marketing environments rather than being a characteristic of people or groups. Hofstede (1986:25) highlights that marketers' need to adapt to consumer values and culture as it is described as the shared programming of the cognitive system that separates members of one group of individuals from those of another and has been closely intertwined at the national level. The two cultural tenets that have the

greatest impact on consumer attitudes and decision-making are individualism and collectivism (Germani *et al.*, 2020:3). According to Yin *et al.* (2019:4), consumers in cultures that prioritise collectivism frequently consider other people's opinions when making decisions and tend to give more weight to social approval. On the other hand, individuals who value individualism place more emphasis on the accomplishment of achieving their aspirations and the autonomy of their decision-making. As a result, purchasing and decision-making patterns are significantly influenced by culture (Ramya & Ali, 2016:79). Consumers in individualistic cultures tend to have an independent self-construal; they see themselves as agentic, self-reliant and different from others because their priorities are the pursuit of their happiness and the development of their unique qualities and abilities (Brodowsky *et al.*, 2020:24). Contrarily, Shavitt and Barnes (2020:41) state that in collectivist cultures, consumers typically have an interdependent view of themselves, because they value living up to others' expectations, blending in by making decisions that are supported by agreement, and fostering their significant relationships. Marketers must immerse themselves in the culture under study to understand the various perceived risks that will influence individual decision-making, also to prevent creating marketing messages that do not appeal to members of various cultural groups (Yin *et al.*, 2019:6).

2.6.2.1.4 Reference groups

Ramya and Ali (2016:78) explain that when individuals engage in social settings, they display particular behaviours to affiliate with particular reference groups and the individuals within those groups. Reference groups immediately affect consumer purchasing behaviour, seeing that they influence the products or brands consumers choose to buy (Fernandes & Panda, 2019:137). According to Madinga and Dondolo (2017:772), consumers engage with their reference groups to provide recommendations for developing their perspectives, beliefs, knowledge, and/ or behaviours. Raimondo *et al.* (2022:1967) state that the reference group may act as an ideal basis for consultation on whether individuals purchase a product or service from a particular brand, either consciously or unconsciously. As a result, reference groups permeate the social lives of the group's members and may also have a bearing on the value that group members place on specific products and services, thus significantly impacting consumer purchasing behaviour (Babin & Harris, 2018:158). Szmigin and Piacentini (2018:298) propound that marketing professionals can better grasp the various trends in consumer buying behaviour by using reference groups.

Reference groups are divided into three main categories, which include the associative group, the aspirational group, and the dissociative group (Madinga & Dondolo, 2017:772). Like unofficial advertising, an associative reference group can serve as a market guru and exhibit opinion leadership when formulating and disseminating thoughts about a product (Shareef *et al.*,

2019:63). On the other hand, Raimondo *et al.* (2022:1967) and White *et al.* (2014:434) point out that dissociative reference groups are consumers who study the behaviour and idiosyncrasies of a loathed group and meticulously refrain from purchasing products that could associate the consumer with that group, since their impact is viewed as harmful. Furthermore, Shareef *et al.* (2019:63) denote that any network member that a consumer wants to emulate as a role model is considered a member of the aspirational reference group because of their capacity for encouragement and influence, which can modify some members' attitudes and persuade others. As a result, reference groups can positively or negatively impact consumer behaviour, since they serve as a model for what constitutes ideal behaviour (Rudansky-Kloppers & Strydom, 2016:135). Therefore, Hoyer *et al.* (2018:308) point out that marketers can position their promotional efforts to attract the values and convictions of a specific reference group by observing the values and beliefs maintained by individuals who belong to that reference group.

2.6.2.2 Psychological factors

The intrinsic factors known as psychological influences are what determine a consumer's preferences and ultimately have an impact on their purchasing behaviour (Syed *et al.*, 2021:7). There are considerable differences in consumers' purchasing intentions because of the pervasive and long-lasting driving influence of psychological factors on consumer buying behaviour (Zhang & Dong, 2020:7). With the hope of reaching targeted consumers effectively, marketers will have the opportunity to adjust strategies and enhance their campaigns with the aid of a better grasp of consumer psychology. This necessitates a sound understanding of consumer buying behaviour; thus, one must comprehend the following factors: motivation, learning, perception, attitudes, and beliefs (Kansal, 2021:1303), which are discussed in subsequent sections.

2.6.2.2.1 Motivation

Action-instigating factors, including how, when, and why individuals devote resources to a task or activity, are determined by motivation, which can be conscious or unconscious (Lichev, 2017:9). Ramya (2016:78) suggests that when motivated, consumers are more likely to choose one specific brand of product or service to meet their requirements and satisfy their desires. The level of consumer motivation to meet their requirements has a profound and direct impact on their buying behaviour, underscoring the significance of research aimed at understanding and predicting consumer behaviour (Szmigin & Piacentini, 2018:271). Utilitarian and hedonistic factors both have a bearing on consumers' buying decisions (Won & Kim, 2020:205). According to Fernandes *et al.* (2020:30), consumers' emotional demands for a pleasurable and engaging shopping experience are related to hedonic purchasing motivation, so that strong hedonistic consumers are more concerned with the method of buying than with the practicality of the final

goods. In support of this notion, Won and Kim (2020:205) stipulate that hedonistic motivation occurs when consumers exhibit essential behaviours such as multi-sensory responses, imaginative thinking, and emotional reactions to products that place greater emphasis on the emotional side of things like experience, prestige, pleasure, social status, sensations, and social images. On the other hand, Fernandes *et al.* (2020:25) point out that a consumer with rational decision-making who seeks to maximise utility by concentrating on the product's concrete advantages may have utilitarian purchasing motivations such as seeking comfort, variety, quality goods, and affordable costs. As a result, Won and Kim (2020:205) indicate that utilitarian motivation occurs when consumers aim to attain purchasing goals quickly and with the least amount of annoyance, as they are motivated by the advantage of gaining utility from products and services offered by a business. Marketers play a crucial role in understanding these motivations and persuading consumers to purchase (Kansal, 2021:1303). Therefore, marketers must comprehend consumers' motives for interacting with and purchasing from their businesses, and to use this understanding to create appealing propositions that draw consumers to their businesses (Anderson *et al.*, 2014:773; Lina, 2022:20).

2.6.2.2.2 Learning

The ability to learn is arguably the most crucial human skill that will help a consumer to remember a brand or marketing message (Rudansky-Kloppers & Strydom, 2016:135). While recognising a brand or marketing message, Nugroho and Irena (2017:66) purport that learning entails how experience leads to a shift in consumer behaviour. For that reason, Qazzafi (2020:1207) highlights that learning enhances the capacity for problem-solving brought on by experience. Kotler and Keller (2016:191) indicate that learning is an approach that continuously evolves due to the most recent information discovered and the actual prior usage of a product, which will serve as a foundation for future consumer behaviour. In learning theory, the claim exists that the interaction of motivations, stimuli, signals, responses, and feedback generates learning (Kotler & Keller, 2016:191). In this regard, Hidayanto *et al.* (2017:80) note that consumers must compare product information while learning about it prior to deciding whether to make a purchase, as those with little familiarity with a product or business tend to seek more details than those who have used the product in the past. Evidence shows that through referrals from other consumers, social media, online platforms, and advertising in the mass media, consumers get to learn more about products or services (Al-Jundi *et al.*, 2019:9). When a consumer learns about a product, they highlight this by being able to recall the brand. According to Khurram *et al.* (2018:220), brand recall measures how well a consumer remembers a brand in a specific circumstance by simulating a chosen product or brand for which the consumer has prior knowledge or expertise. As a result, marketers should encourage communication and give consumers the knowledge they need to

understand the originality and calibre of products or services. This is necessary, because when consumers participate in the learning process, they adopt and buy a product or service (Al-Jundi *et al.*, 2019:7).

2.6.2.2.3 Perception

Schiffman and Wisenblit (2019:106) describe perception as a situation where consumers make sense of their surroundings, choose, categorise, and arrange the information. Consumers' ideas, sentiments, and beliefs about a brand are collectively referred to as consumer perception, which plays a significant role in fostering consumer loyalty and retention, as well as brand awareness and reputation (Qomariah, 2017:131). Perception has strategic consequences for marketers, since consumers base their judgments more on what they perceive than on the fundamentals of objective reality, which will affect their actions, buying patterns, and other behaviours (Hussin & Wahid, 2023:580; Wee *et al.*, 2014:382). According to Hawkins and Hoon (2019:9), perceptions of a business's products or services may significantly affect the long-term survival of a business's offering, which puts the abstract notion of consumer perception at odds with the practical effect on business performance. As a result, Kansal (2021:1303) suggests that the context and perception that a consumer will be confronted with in a situation motivates consumers to have a particular perception and behaviour towards a product. Srivastava *et al.* (2022:3) verify that, by developing favourable emotions and experiences, marketers can persuade consumers to make additional purchases by keeping consumers loyal to the brand rather than switching to competitors' product offerings. In the marketing industry, it is widely acknowledged that consumers favour products and services that reflect their self-perception, which refers to the entirety of an individual's cognitive ideas about themselves (Cohen *et al.*, 2014:883; Hussin & Wahid, 2023:580). Marketers must therefore create advertisements that develop and alter the perception of a product in consumers' minds to impact their decision to purchase a specific product effectively (Fatima & Lodhi, 2015:126; Mason *et al.*, 2021:7).

2.6.2.2.4 Attitudes

According to Ajzen (2018:530), consumers have specific needs that must be met, and to satisfy these needs, a consumer must acquire attitudes. Hoa *et al.* (2022:558) point out that consumer attitudes are composed of mental information, emotional information, and information about a consumer's previous and intended future actions. Purchasing behaviour varies among consumers due to different tastes and attitudes towards products, as well as the fact that consumers come from various segments and have distinct desires and requirements (Toha & Supriyanto, 2023:8), highlighting the crucial role of consumer attitudes in shaping purchasing behaviour. Fishbein's theory stipulates that attitude about a product, defined as the subjective likelihood that a product

possesses a particular quality, impacts individual assessments of or attitudes toward the object in question (Akyazi, 2023:209). Schiffman and Wisenblit (2019:172) add that the learned inclination that consumers possess towards a product, service, or brand, which can be positive or negative, is defined as attitude. Purchase behaviour varies among consumers due to varied tastes and attitudes towards products. Additionally, consumers come from various segments and have different desires and requirements. Consumer attitudes have an impact on their behaviour as well as how they assess others, things, and events (Prakash, 2018:66). Based on prior experiences, consumers may develop a favourable or unfavourable attitude about a product (Rudansky-Kloppers & Strydom, 2016:135).

According to Rondoni and Grasso (2021:6), the Attitude Behaviour Context theory contends that consumers act on the practical and emotional advantages they can derive from their purchases. Zwicker *et al.* (2020:2) propose that since attitudes are significant influencers of behaviour, a consumer's positive outlook may influence their purchasing decisions. The moment that a consumer actively seeks information about products or services through advertisements and information from family and friends, they can develop attitudes that will influence consumer decision-making (Prakash, 2017:66). The attitude that a consumer develops towards a brand or product is what will influence the decision-making process of a consumer on whether a consumer will engage in a purchase (Kansal, 2021:1303). A primary objective of every marketing plan is to understand consumer attitudes and perceptions (Chou *et al.*, 2020:1). According to Groenewald (2019:34), consumers gain information from a variety of sources, including marketing, interactions, and information given by others, to build attitudes toward specific products. When attitudes and behavioural intentions are inconsistent, consumers defend their indecision by citing opposing social and moral norms that reflect the attitude-behaviour gap linked to the psychological and personal factors that encourage or inhibit sustainable activity (Jung *et al.*, 2020:2).

2.6.2.2.5 Personality

Personality refers to the distinctive and lasting patterns of feelings, beliefs, and actions that define each person's response to the circumstances of one's life (Udo-Imeh, 2015:65). One way to distinguish one person from another is by their personality, which includes their various personality types in addition to their physical characteristics (Gangai & Agrawal, 2016:35). The urge to buy and seek for needs-satisfaction is influenced by personality, which is a significant psychological element (Barrera & Ponce, 2021:337). As a result, it has been discovered that certain personality types can affect forms of consumer behaviour, such as conscientious consumers' propensity to make purchases (Saran *et al.*, 2016:159). According to Gangai *et al.* (2016:35), one of the variables that affect one's behaviour in the consumer market is one's

personality, which is defined as an individual's unswerving pattern of behaviours that will affect what consumer purchases and the way one purchases products or services. Personality traits have a significant impact on how people behave, since these traits determine how they react to and interact with their environment (Talwar *et al.*, 2022:401).

Agbaria and Mokh (2022:1856) posit that McCrae and Costa's Big Five Personality Traits are used to examine agreeableness, openness to experience, conscientiousness, extroversion, and neuroticism because they are appropriate for analysing consumer behaviour. Ho and Wong (2022:287) denote that conscientiousness measures an individual's degree of diligence, and encompasses traits like responsibility, foresight, and orderliness, whereas openness to experience personality measures an individual's openness to new ideas and change. In comparison, extroversion personality evaluates a person's ability to handle stimulation from others and encompasses characteristics like being outgoing and stimulation-oriented, whereas neuroticism personality relates to a person's capacity to handle stress and affects emotional reactivity (Saran *et al.*, 2016:159).

On the other hand, agreeableness as a personality trait refers to aspects like a nurturing, conforming, and an accepting demeanour (Shahzad *et al.*, 2020:210). As a result, marketing professionals must strive to create various marketing plans and advertisements targeted at different types of personalities. Although marketers cannot change consumers' personalities, identifying the personality traits that significantly influence reactions and responses can attempt to play on those crucial traits deeply ingrained in a chosen group of consumers to influence their decisions (Wojciechowska, 2017:60).

Sociocultural and psychological factors are considered internal and external factors that influence consumer buying behaviours (Schiffman & Wisenblit, 2019:50). Although these are not the exhaustive list that influences consumer behaviour, they significantly influence consumer buying decisions. The consumer behaviour and decision-making process is prevalent in all industries, including the green marketing industry (Troudi & Bouyoucef, 2020:2). Green marketing campaigns aimed at increasing the awareness of green products are necessary to persuade consumers to buy green products during consumer decision-making successfully (Karunarathna *et al.*, 2020:128). Given that the present study is concerned with the purchasing of green cosmetics, it is necessary to discuss green products, green marketing, and the factors that influence the consumer purchasing behaviour of green products.

2.7 Consumer decision-making process

A closer look at consumers' viewpoints on the variables that affect their decision-making and buying behaviour is required to gain a deeper understanding of consumer buying behaviour

(Ramya & Ali, 2016:76). According to Lim *et al.* (2023:217), the way in which consumers behave is fundamental to marketing. Purchase decisions related to products and services are the outcome of a drawn-out, thorough process that involves comparing brands, conducting a rigorous information search, and evaluating the product (Stankevich, 2017:9). The method by which consumers make purchasing decisions is crucial, and if a marketer can successfully understand how consumers behave concerning these processes, they may be able to sell their products more efficiently (Qazzafi, 2019:131). For this reason, the process consumers undertake when obtaining and evaluating information directly impacts how they make decisions (Sachdeva, 2020:207).

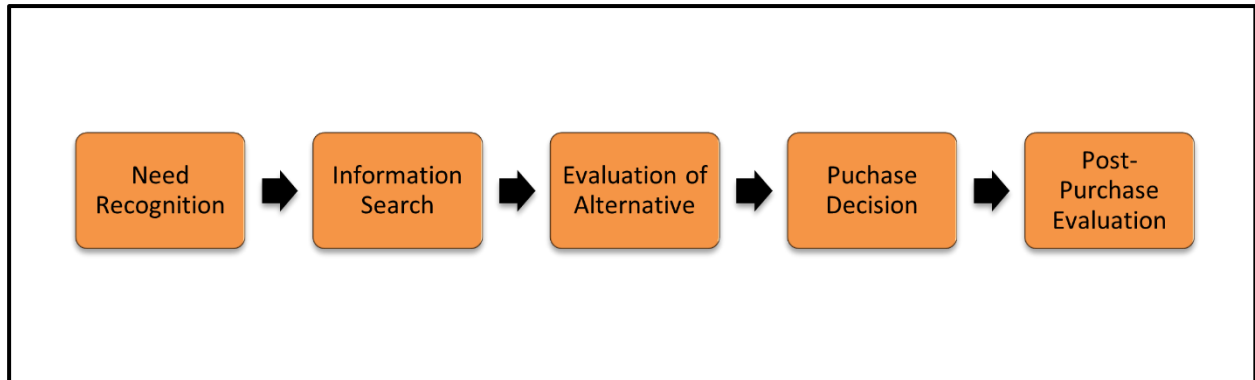
As a result, it has become of paramount importance that marketers should provide consumers with the essential knowledge and education that is aimed at encouraging or persuading consumers to make green purchases rather than non-green alternatives (Shimul *et al.*, 2022:50). Consumers are constantly faced with unforeseen challenges during the decision-making process. This is the result of the excess and yet contradictory information available through media and online reviews (Sachdeva, 2020:207). To allay consumer concerns and explain consumer choice in connection to developing sustainable attitudes and buying intention toward green cosmetics, encouraging buying behaviour should be considered as a first step (Shimul *et al.*, 2022:50). While some green choices are made with little to no effort (because of rapid emotional responses to environmental situations), academics in the discipline of ethical decision-making have typically concentrated on rational or cognitive approaches (Bangsa & Schlegelmilch, 2020:8). Immediately after engaging in an impulse purchase, consumers' feelings, considerations, and behaviour influence their subsequent choice of products, including whether they will make more impulse purchases (Spiteri Cornish, 2020:43).

According to the decision-making continuum, as consumers' engagement in a buying situation increases from a very low level to a high degree, decision-making gets increasingly difficult (Nowakowski, 2021:598). Consumer engagement is a crucial factor that may illuminate how consumers process information and how that knowledge affects their consumption-related behaviour (Jain, 2019:944). Consumers are presumptively aware of a problem, fully aware of their needs or wants, and consciously exerting cognitive effort in a series of steps to choose one product over competing alternatives (Stankevich, 2017:9). Therefore, the instant when marketers can fully comprehend the different stages of the decision-making process, more profound insight is gained – thus permitting marketers to grasp the intricate nature of the various consumer decisions, why some decisions require a greater degree of attention than others, and the risks that some decisions may pose to consumers (Nordin & Raval, 2023:2).

The five steps of the consumer buying decision process include problem identification, information search, alternative evaluation, purchase choice, and post-purchase behaviour (Qazzafi,

2019:131). These steps can help retailers and consumers to communicate effectively, since they can enhance the overall effectiveness of the promotional material when appropriately used (Rudansky-Kloppers & Strydom, 2016:135). The classic five steps of the consumer decision-making model are shown in Figure 2-2.

Figure 2-2: The consumer decision-making model



Source: Adapted from Stankevich (2017:12).

2.7.1 Need recognition

One key aspect of need recognition is identifying the issue in a way that allows the consumer to move towards a solution (Jung & Mittal, 2020:62).. The concept of need recognition encompasses both the actual needs of potential consumers for a specific product or service and the perceived needs that consumers establish through effective marketing communication tactics, underscoring the importance of these skills in the marketing field (Mason *et al.*, 2020:304). Consumers' actual state refers to how consumers perceive their current emotions and circumstances, while their desired state is how consumers envision their current situation to be or feel (Stankevich, 2017:10). Therefore, Al-Hashimi and AlDhari (2019:290) highlight that the desired state that consumers want can be anchored in expectations derived from prior encounters and the capacity of products and services to address specific needs. As a result, Qazzafi (2020:132) reflects that the most crucial action a marketer can take to influence need recognition is undoubtedly creating an enticing value proposition. In a situation where a problem exists, and the consumer is cognisant of the problem, the marketer must concentrate on persuading the consumer that that particular product is the best solution (Panwar *et al.*, 2019:42). In other words when a problem is dormant, the strategy seeks to get the consumer to identify the problem and subsequently provide a solution. Thus, Achar *et al.* (2016:166) indicate that marketers can create and enhance their products by analysing the needs of their consumers to produce goods that can address consumer issues. A purchasing choice is likely to be made immediately if there is an immediate demand and a product or service that can satisfy it.

2.7.2 Information search

The second step of the decision-making process for consumers is the information search. (Stankevich, 2017:10). Evidence provided by Al-Hashimi and AlDhari (2019:291) suggests that during the information phase, consumers assess and examine their immediate environment to fulfil their desire to learn adequate information about the products, services, ideas, or experiences that they intend to purchase to make informed and effective decisions. The level of involvement highlights the amount of effort and time buyers are prepared to put forth during the consumer buying process (Radlović, 2021:4). Accordingly, Bergkvist and Taylor (2022:301) suggest that for a few low-involvement products, marketing campaigns must achieve "top of mind" awareness if the product in question is considered a necessity or one that is frequently purchased. When consumers are confronted with a complex or expensive purchase majority of consumers may not have adequate information to complete the purchase (Ihinmoyan, 2022:83), thus, consumers might spend a sizable amount of time seeking information, making a variety of comparisons, and choosing what to buy (Stankevich, 2017:9). Consumers have shown a greater regard and appreciation for personal sources than for commercial ones; therefore, businesses face the challenge of determining which information sources have the greatest influence on their target markets to satisfy customers in a competitive environment (Panwar *et al.*, 2019:42).

A consumer who is aware of an issue or need is more likely to seek information from internal or external sources (Baginski & Weber, 2017:15). The ability of consumers to recall a product that is frequently prompted or influenced by personal experience is defined as internal research (Stankevich, 2017:10). However, Igani and Aseminachin, (2022:116) and Kranzbühler *et al.* (2018:442) indicate that constantly encountering bad experiences and a lack of product satisfaction can hinder repeat purchases in some buying situations, since the consumer already has the necessary knowledge from prior purchases and consumption. In contrast, external research is done when a person is unfamiliar with a product, which prompts them to seek information from personal, public, or sources that are heavily influenced by marketers, especially when their experience is constrained or regarded as inefficient (Voramontri & Klieb, 2019:214). Therefore, during the stage of information search, a consumer seeks to determine the worth of a potential product or service through the information, and the different alternatives are made available to the consumer, which is recognised or made more transparent (Wang & Yu, 2017:4). As a result, Stankevich (2017:10) states that if the information search for that information is adequate, a consumer should have an "evoked set list", which is a list of potential substitutes for the product or service, the buyer is contemplating.

2.7.3 Evaluation of alternatives

Zhang and Benyoucef (2016: 99) propose that the evaluation phase instructs consumers to compare competing products before opting for the superior choice. During a consumer's assessment of alternative products, both internal and external factors can play a significant role in comparing alternatives (Panwar *et al.*, 2019:42). According to Rybaczewska *et al.* (2020:308), an individual must analyse a variety of aspects during the evaluation of alternatives, including their own experiences, the function of the service or product, the potential consequences of making the wrong choice, the complexity of the options under consideration, and the urgency of their decision. Voramontri and Klieb (2019:214) stipulate that the performance of the alternatives under consideration is then compared based on key criteria, and decision-making guidelines are used to exclude some options before concluding. Therefore, Kataria and Pandey (2023:57) highlight that it is of paramount importance to analyse alternatives that consumers place significant importance on to determine which possibilities are practical, since consumers use a variety of criteria and specifications such as price, durability, labelling, and packaging. Typically, a consumer will use the cut-off approach to aid in reaching a final decision, where the consumer poses the following self-reflection questions: "Do I actually need the product?" "Do any substitutes exist?" and "Is the original item really so subpar?" (Stankevich, 2017:10).

However, the process of finally choosing an alternative can be time-consuming and complex for some consumers, as consumer decision-making is not a linear process. Makudza *et al.* (2022:21) indicate that the consumer decision model suggests that consumers can go back and forth at each stage since at any given time, the need for further information search may arise for alternative products. Therefore, it is necessary that marketers should employ a strategy that targets consumers with strong purchasing intentions and delivers trustworthy and persuasive information to them (Kietzmann *et al.*, 2018:266). This can assist consumers in reducing the number of options before deciding the alternative to purchase (Baginski & Weber, 2017:6).

2.7.4 Purchase decision

After identifying the need, gathering all necessary information, and weighing several alternatives, the consumer is finally ready to solidify the buying decision (Rybaczewska *et al.*, 2020: 308). According to Voramontri and Klieb (2019:215), purchase decisions are influenced not only by intention, but also significantly by external factors and personal circumstances. The moment when consumers intend to purchase a product or service points to the need to select which business to use, the specific product to purchase, and consideration of other important terms and conditions of the sale (Wang & Yu, 2017:5). To support the aforementioned, Ahmad *et al.* (2021:8) point out

that the purchase decision in the buying decision process is when consumers select a particular business, website, and the like as their preferred method of purchase above other competitors.

In addition to spending money on a product, the number of products, payment options, time, and effort spent on researching the product or service before making a purchase will also influence the purchase decision (Madhavan & Kaliyaperumal, 2015:103; Wang & Yu, 2017:5). At the point of sale, a consumer may occasionally end up making some unintended purchases when finalising an agreement to buy the product. Such unforeseen transactions are the outcome of alluring bargains or are simply made based on the characteristics of the consumer (Omar & Atteya, 2020:124). Voramontri and Klieb (2019:215) highlight that unintended purchases result from unexpected events, such as product availability (size, colour), out-of-stock situations, and family and friends' attitudes, which might also prompt a re-evaluation of a purchase decision. As a result, advertisers can highlight convenience and provide information on where to purchase products, backed by promises such as guarantees, warranties, or return policies, or they can offer incentives to purchase (Kietzmann *et al.*, 2018:266).

2.7.5 Post-purchase evaluation

The last and fifth stage of the consumer purchasing decision-making process is known as post-purchase decisions (Qazzafi, 2020:133). Based on the degree to which the prerequisites have been met, the purchase decision is deemed adequate or not (Omar & Atteya, 2020:124). In the period following a purchase, consumers can contrast their present buying behaviour with their expectations when the consumer intended to make a purchase (Wang & Yu, 2017:5). As a result, Rybaczewska *et al.* (2020:308) state that the post-purchase behaviour phase, where consumers evaluate their purchase decisions based on the relationship between their criteria and the product's perceived performance, marks the culmination of the entire consumer decision-making process and determines whether they were satisfied with their purchases. According to Razak *et al.* (2016:60), feedback provided by consumers in the form of assessment after acquiring a specific product or service, compared to consumer expectations, is known as consumer satisfaction.

Evidence provided by Qazzafi (2020:133) suggests that even after a consumer purchases a product, a business's day-to-day activities continue; therefore, businesses must understand how consumers behave and perceive their products. In instances where a need is met or a problem is satisfactorily resolved, there is a probability that the consumer will recommend the product to other consumers, which will increase the likelihood that consumers will purchase the same product when the need arises (Omar & Atteya 2020:124). Wang and Yu (2017:5) acknowledge that consumers can discuss specifics of the purchased products and recommend products they

are satisfied with to their friends through the website's communication channels, such as the evaluation and review systems, tweets, blog posts, and Facebook's "like" button.

When making a significant purchase, consumers may experience cognitive dissonance over whether the purchase will effectively fulfil the identified need (Voramontri & Klieb, 2019:215). Therefore, Qazzafi (2020:133) suggests that if a consumer needs to be adequately satisfied, the likelihood of retention for the same product is significantly lowered, causing consumers to have unfavourable reviews, which may discourage other consumers from purchasing the product. The goal of advertisers is to satisfy consumers by highlighting how well the brand meets their demands (Kietzmann *et al.*, 2018:266).

2.8 Conclusion

As the global environmental movement gains momentum, consumer demands and preferences continue to evolve. Consumer decision-making is influenced by the increasing expectations that contemporary consumers have for businesses to provide value in ecologically friendly ways. Consumers are presumptively aware of a problem, fully aware of their needs or wants, and consciously exert cognitive effort in a series of steps to choose one product over competing alternatives. Consumer buying behaviour involves several crucial and ongoing decision-making processes, including problem identification, information search, alternative evaluation, purchase choice, and post-purchase. Marketers must understand these stages, as it has been identified that a need exists when the desired state is thought to be either greater or lesser than the actual state; thus, marketers can create and enhance their products by analysing the needs of their consumers to produce goods that address consumer issues. After a need has been identified, the consumer will engage in the information search phase, where they assess and examine their immediate environment to fulfil their desire to learn adequate information about the products, services, ideas, or experiences they intend to purchase, making an informed and practical decision. A consumer should have an evoked set list or a list of prospective alternatives for the product or service they are considering if their information search is successful. The alternatives in the evoked set are then evaluated in accordance with the criteria in the next step of the evaluation process, which involves creating perceptions and preferences. Marketers must thus employ a strategy to identify consumers with high purchasing intents and provide reliable and convincing information. This is because the moment consumers intend to purchase a product or service, it necessitates the selection of the business to use, the specific product to purchase, and the consideration of other important terms and conditions of the sale.

While some factors influence individual consumers' purchasing decisions, others affect the purchasing decisions of a subset of consumers simultaneously. Socio-cultural factors influence

how people react to situations, view the world, spend money, and choose their lifestyles through continuous and intense input, where individuals learn various consumption values. While psychological factors are aspects of a consumer's character that influence how they think or behave, this understanding will help marketers effectively appeal to their target demographic. When marketers fully grasp the various stages of the decision-making process, they gain a deeper understanding that enables them to comprehend the complex nature of the different consumer decisions, the reasons why some decisions require more thought compared to others, and the risks that some decisions may present to consumers.

In conclusion, this chapter provided an overview of key consumer behaviour theories relevant to understanding purchase decision-making. These theoretical perspectives form the foundation for examining green cosmetic purchasing behaviour, particularly in relation to motivations, awareness, and perceived barriers. The subsequent chapter builds on this foundation by focusing specifically on green marketing concepts and practices that shape consumer perceptions and behaviours in the context of green cosmetics.

CHAPTER 3 GREEN MARKETING

3.1 Introduction

Consumers value buying green products increasingly more as they gain knowledge about issues relating to the environment's precarious situation (Nekmahmud & Fekete-Farkas, 2020:21). The literature, rooted in consumer behaviour theories and models, delves into the environmental implications of buying behaviours, underscores the rising demand for green goods, and inspires businesses to adopt environmentally conscious practices to thrive in the market (Savale *et al.*, 2023:2491). Ramya and Ali (2016:76) stress that understanding human behaviour is a complex and challenging concept, requiring continuous research to keep pace with the factors influencing specific buying behaviours. To curb environmentally harmful behaviour and bridge the attitude-behaviour gap, marketers and public policymakers must gain a deeper understanding of the link between concern and behaviour (FuiYeng & Yazdanifard, 2015:21). This chapter begins with an overview of green marketing, followed by a section on the evolution of green products. It then evaluates the factors influencing the purchase of green products and draws a conclusion.

3.2 Overview of green marketing

In contrast to traditional marketing strategies, which focus on satisfying consumer needs, green marketing is distinctive in the sense that it aims to improve both the environment's and people's quality of life as well as to ensure that the practice has no adverse effects on the environment (Eneizan *et al.*, 2016:16). A noteworthy point in this regard has been raised by Karunarathna *et al.* (2020:128), who note that green marketing is a motivating factor aimed at increasing promotional activities that appeal to and encourage green consumers to purchase environmentally responsible products and services. As a result, Thakkar (2021:64) highlights that green marketing is similar to traditional marketing; the only distinction is that it includes marketing operations that involve producing, distinguishing, pricing, and promoting products or services that can meet consumers' needs for environmental protection.

Businesses and consumers must play significant supply-demand roles to isolate demand and financial success from environmental degradation and a more sustainable economy (Szaban & Stefańska, 2023:443). Thakkar (2021:60) highlights the urgency of adapting to these changes, suggesting that consumer demand and behaviour have evolved over the past few decades because of the movement toward environmental protection and green marketing. Agu *et al.* (2024:2465) posit that green marketing and the green product segment are gaining prominence due to consumers' rising interest in green alternatives, environmentally conscious products, green

attitudes, and green sustainability. Therefore, employing comprehensive environmental strategies demonstrates to stakeholders that a business cares about society and the environment, and recognises green marketing as a business opportunity – both internally and externally (Papadas *et al.*, 2017:237). Amoako *et al.* (2022:322) as well as Mukonza and Swarts (2020:843) acknowledge that environmental friendliness in green marketing is driven by both moral concerns and market pressures, which can help businesses to adopt a long-term perspective and maintain stability in terms of profit, thereby facilitating trade-offs between business goals and environmental concerns.

Therefore, Song *et al.* (2019:94) and Szabo and Webster (2021:719) reflect that businesses have implemented green marketing strategies to promote their green policies, strengthen their competitive edge, and appeal to environmentally conscious consumers. In the hopes of promoting sustained financial gain in businesses by fulfilling consumers' needs and minimising negative environmental impacts, many businesses are beginning to offer green products and adopt green marketing strategies (Szaban & Stefańska, 2023:443). Accordingly, Thakkar (2021:60) purports that businesses choose and present consumers with green marketing techniques, and consumers respond to these efforts through their purchasing habits. As a result of the market demand from consumers for green products, businesses engage in green marketing to close the market gap.

However, Al-Swidi and Saleh (2021:13437) state that concerns have been raised about the idea of "green marketing" and how little this industry has helped with the shift to sustainability in developing countries. Since most businesses cannot implement green marketing strategies without several issues to consider, there are gaps in sustainability changes, and businesses tend to approach green marketing from an opportunistic standpoint (Nguyen *et al.*, 2019:10). Therefore, the present situation necessitates a discussion on how green businesses can be segmented. This is done to provide an overview of the stance that businesses take in terms of environmental performance, which differentiates "green" from "brown" businesses, and communication about environmental performance, which distinguishes "vocal" from "silent" businesses (Bladt, 2022:9). This understanding of green business segmentation is crucial, because it will help consumers to understand the different green marketing or marketing techniques that a business can choose to employ. As a result, the next section explores the different types of green business segmentation, to present a comprehensive understanding of this important aspect of green marketing.

3.3 Green businesses segmentation

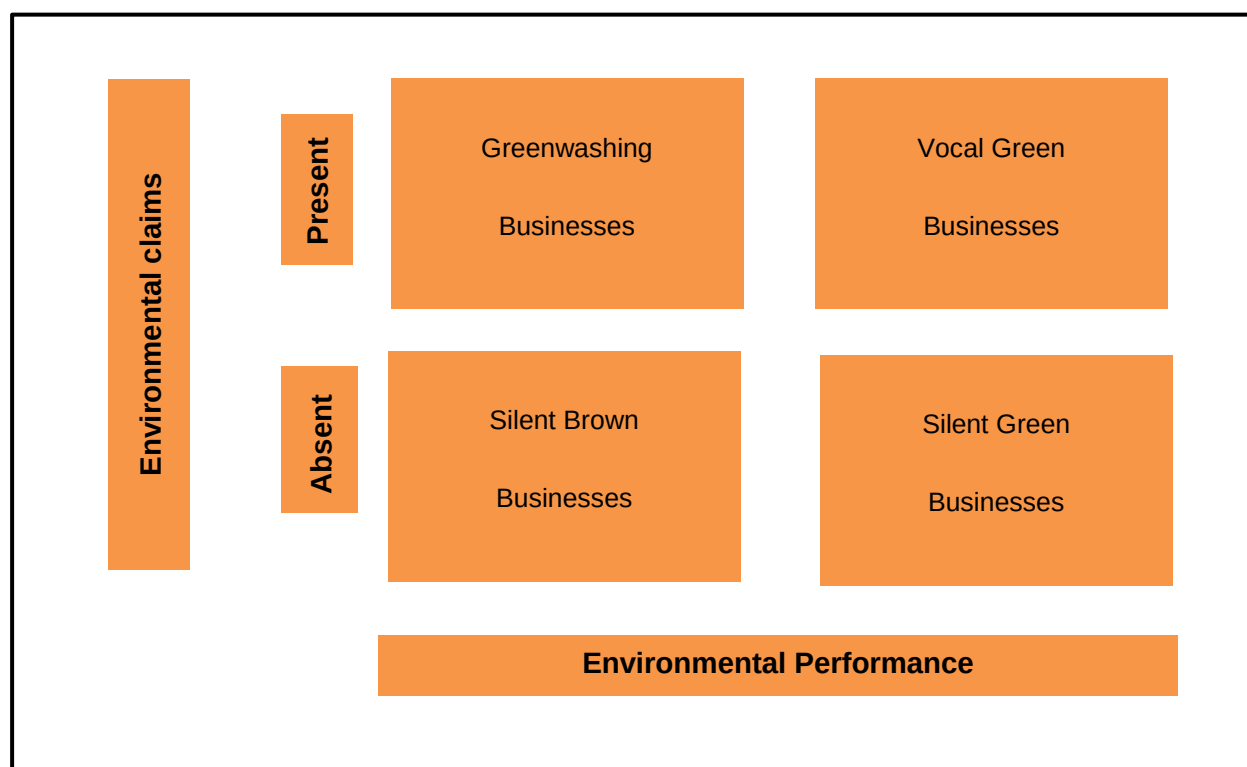
Purchasing green products was not always popular at the introduction stages of this approach, and buying green was seen as a lifestyle choice for the fringes of society (Yenipazarli & Vakharia,

2017:539). However, according to Agu *et al.* (2024:2465), a significant portion of consumers are now adopting eco-friendly attitudes and making changes to their shopping lists. The public's awareness of the surge in demand for environmentally friendly items has also begun to influence policy (Thakkar, 2021:58).

Three concerns that businesses must address to implement green marketing are the following: "what it takes," "what it makes," and "what it wastes" (Chhabra, 2017:75). "What it makes" refers to the goods and services produced through trade, while "what it takes" refers to the materials and energy resources taken from the planet's ecosystems. "What it wastes" refers to pollution, cultural waste, and the continuous devastation of the natural environment (McGrew, 2016:13). For example, consumers in Malaysia did not face obstacles in terms of the availability of green products, because they often discover eco-friendly products at supermarkets. However, this did not always inspire them to adopt green practices due – mostly due to high prices (Sharaf & Perumal, 2018:32).

Businesses are nonetheless aiming to satisfy the rising demands of this lucrative and expanding market niche, including manufacturers and merchants that adopt such a strategy (Sarkar *et al.*, 2022:10). Krishnakumar (2023:685) notes that while some businesses have improved their environmental performance, others have neglected to communicate their environmental performance, and as a whole, not all businesses are operating sustainably. According to De Jong *et al.* (2018), there is a typology of businesses that can be used to identify instances of greenwashing these dimensions are environmental performance, which differentiates "green" from "brown" businesses, and communication about environmental performance, which distinguishes "vocal" from "silent" businesses. Figure 3-1 presents the dimensions of greenwashing. The typology proposed by De Jong *et al.* (2018) gives rise to a debate regarding the role of environmental communication in legitimising firms' sustainability efforts. While vocal green firms may benefit from transparency and signalling, silent green firms despite strong environmental performance risk losing credibility, stakeholder recognition, and market value due to limited disclosure. At the same time, excessive communication by brown firms can result in greenwashing, misleading stakeholders and undermining trust. This creates tension between the ethical appeal of silence and the strategic necessity of disclosure, raising questions about the optimal balance between genuine environmental performance and transparent communication.

Figure 3-1: Typology of environmental strategies



Source: Adapted from De Jong *et al.* (2018:80).

3.3.1 Vocal green businesses

To achieve sustainability in business operations, green businesses uphold the sustainability of financial, social, and environmental goals within their core business area, and work to establish a solid foundation for each of these three elements (Sarkar *et al.*, 2020: 22890). According to De Jong *et al.* (2018:80), businesses that manage their environmental impact effectively while also communicating about it are referred to as loud green businesses. Many greener businesses identified internal motivation as their primary motivating factor, which is commonly manifested as a sense of environmental duty or moral obligation, improved public perception among clients and employees, and access to financing options (Purwandani & Michaud, 2021:590). Since many businesses' CSR initiatives not only serve society, but also positively impact consumers' attitudes through effective communication. This type of integrated CSR is regarded as desirable (Dijkhof, 2022:11). According to Bhagat (2024:51), businesses that practice green communication have the potential to gain credibility and goodwill by drawing in consumers and investors. This is because green communication provides investors with valuable information regarding corporate environmental responsibility.

3.3.2 Silent green businesses

According to De Jong *et al.* (2018:80), silent green businesses keep their good environmental results a secret. These "silent green firms" operate quietly and behave kindly toward the environment (Krishnakumar, 2023:685). Being distinct entities in the business world, silent green businesses aim to maximise business and process production while keeping a close watch on regulatory bodies and competitors (Woo & Kang, 2020:12). Green businesses that are quiet or are just starting, often underreport their CSR efforts in their reports. While this may appear altruistic, it can have the same negative effects as overstating (De Jong *et al.*, 2018:80). Businesses that alter their internal structures to incorporate CSR but do not disclose it enough would also lose credibility and transparency, which prevents them from reaping the full rewards of their efforts; therefore, such errors have a detrimental impact on their market value (García-Sánchez *et al.*, 2021:1458). A business may be perceived as engaging in altruistic CSR if it participates in CSR activities but keeps quiet about its good environmental performance; however, since these actions are rarely apparent to consumers, they have little effect on their perceptions (Dijkhof: 2022:11).

3.3.3 Greenwashing businesses

According to De Jong *et al.* (2018), businesses that blend poor environmental performance with boastful advertising about their commitment to sustainability are engaging in greenwashing. Greenwashing businesses exhibit a positive gap, meaning that they underperform but employ deceptive strategies; quiet green businesses, on the other hand, have a negative gap, indicating that they do better than they genuinely report (García-Sánchez *et al.*, 2021:1458). The primary causes of greenwashing are the media's and non-governmental groups' scrutiny and pressure, which play a crucial role in exposing such practices, as well as the absence of laws prohibiting it (Delmas & Burbano, 2011:65; Landén & Malmberg, 2016:6). Greenwashing, or spending only on communications rather than making real investments to enhance the environmental characteristics, is a less expensive method of interacting with stakeholders and enhancing a business's reputation (Bhagat, 2024:51; Savoja, 2023:7). Adopting the greenwashing technique may boost the market's reputation and consumer readiness to buy in the short term, but it does not appear to provide any long-term advantage in terms of improved operations and finances (De Jong *et al.*, 2018:80).

3.3.4 Silent brown businesses

While stakeholders are aware of environmental challenges, they find it difficult to assess businesses green practices and environmental performance; as a result, some brown businesses are unmotivated to invest in green operations and go green (Dijkhof, 2022:11). Due to the lack of

significant legal or regulatory repercussions for disclosing their environmental performance, brown businesses are pressured by investors and consumers to appear environmentally conscious (Wu *et al.*, 2017:2114). Brown businesses that are silent, however, do poorly in terms of the environment and do not communicate about it (De Jong *et al.*, 2018:80). Observing that it would be ineffective for businesses to disseminate damaging information about their poor environmental performance, brown businesses will instead decide to either keep quiet about their poor environmental performance or try to portray it in a positive light (Krishnakumar, 2023:685).

The preceding sections have delineated the various green business typologies in terms of environmental performance and communication. Understanding the green consumer, their diverse purchasing behaviours, and the composition of each consumer segment is crucial. Nittala and Moturu (2023:83) emphasise the importance of studying green buying behaviours, as consumers comprise a substantial portion of the sustainable marketing audience. Therefore, the next section is vital for identifying the green consumer segments that these businesses will target.

3.4 Green consumer segmentation

While De Jong *et al.* (2018) explain how firms differ in environmental performance and communication, they do not account for heterogeneity among consumers. As consumers differ in their environmental concern and information-processing abilities, the effectiveness of vocal or silent green strategies depends largely on green consumer segmentation. Consumers who are apathetic or lack motivation to adopt more environmentally friendly practices comprise an alarmingly high portion of the population (Johnstone & Tan, 2015:321). It is widely accepted that there are different degrees of both brown and green consumers and that no two brown or green consumers are the same (Fullerton *et al.*, 2023:2). Thus, market segmentation is even more important for the brown and green consumer markets, as it is required to set products apart from those of rivals in addition to meeting consumer demands for certain features and characteristics (Bladt, 2022:34; Yenipazarli & Vakharia, 2015:305).

Dhir *et al.* (2021:2) state that consumers can be categorised based on their level of commitment to the environment, which is determined by their diverse attitudes and behaviours, as well as differences in their knowledge and concern about the environment. According to Afonso *et al.* (2018), segmenting the green market and consumers is salient. It is crucial to identify the similarities and differences among various types of green consumers so that they can be categorised into specific green segments based on their traits, purchasing patterns, expectations, and marketing mix. An investigation into the use of environmentally friendly products is needed, since there is evidence that using environmentally friendly products differs from using conventional products, and consumers may be more inclined to use environmentally friendly

products than conventional products (Nittala & Moturu, 2023:83). Four main categories of green consumers are identified by Addisu (2018:64): Behavioural Greens (who behave environmentally conscious and refuse to pollute); Think Green (who think environmentally conscious but do not act environmentally conscious regularly); Potential Green (act without considering the environment); and True Brown (consumers who regard environmental issues negatively). The following sections discuss these four main categories of green consumers.

3.4.1 Behavioural green consumers

Behavioural green consumers are environmentally conscious individuals who exclusively purchase products that have a minimal or beneficial impact on the environment, while also actively promoting these products to others (Jeevan, 2017:4). Green consumers have unfavourable opinions of products that harm the environment and frequently practice green behaviours, according to Yang (2017:161). The behavioural green consumer believes that they have the power to positively impact the environment and aid in its preservation (Jeevan, 2017:4). Since green consumers think that they can have an impact on addressing environmental issues, they typically prioritise not just their short-term and short-term benefits, but also the long-term and sustainable benefits to their health, society, and environment (Nekmahmud & Fekete- 2020:21). Therefore, as noted by Chen *et al.* (2020:3), these consumers are more engaged, show a stronger dedication to the environment, and these sentiments show in their purchases. Barbarossa and De Pelsmacker (2016:239) suggest that environmentally conscious consumers may examine the supplier's policies and consider the product's environmental impact before purchasing. Consequently, Czajkowski *et al.* (2017:648) define behavioural green consumers as recyclers, composters, and green volunteers who donate their time and resources to environmental causes, some of which are centred around public goods and others around private benefits.

Additionally, Afonso *et al.* (2018:143) highlight the extensive knowledge and strong convictions of behavioural green consumers, who are often regarded as environmental leaders and activists. Their greater degree of knowledge and strong feelings about environmental issues distinguish them from other consumer segments. Research by Ali and Ahmad (2016:86) further supports this, indicating that environmentally conscious consumers are more likely than others to purchase green items and engage in environmentally beneficial actions. According to Kim *et al.* (2018:2147), the most environmentally conscious consumers are willing to pay more for green products and support environmental taxes, which attests to their leadership in the sustainability movement.

3.4.2 Think green consumers

Although more consumers claim to be concerned about the environment and are willing to pay a premium for green products, Dropulić and Krupka (2020:109) demonstrate that few consumers choose these products. Regarding behavioural traits, these consumers assert that they know little about environmental issues and eco-friendly items, and the primary driver of their lack of propensity toward eco-friendly behaviour is self-interest (Jeevan, 2017:5). Most contemporary consumers are concerned about the environment, but few are willing to forgo any rational value of the product, according to Birjis and Hossain (2017:313). The term "think green consumers" is best described by Jaiswal *et al.* (2021:796), who note that although individuals in this group attempt to purchase non-green products when they can, they will purchase non-green products if they are not convenient or do not meet other personal requirements, including budget. Although green shoppers are concerned about the environment, they typically prioritise convenience over the environment, according to Jeevan (2017:5). Birjis and Hossain (2017:313) state that most consumers remain hesitant to forgo a product's essential benefits, such as price availability, ease of use, quality, and efficiency, in favour of green features. According to Jaiswal *et al.* (2021:796), time and convenience are the most significant obstacles in this regard; therefore, even consumers who behave like green consumers occasionally fail to behave green. Although green consumers may be willing to pay a premium for environmentally friendly products, there may be behavioural barriers if the products are only readily available in some stores. Additionally, this group of consumers may not want to alter their daily routines or exert additional effort to purchase the products (Afonso *et al.*, 2018:145).

3.4.3 Potential green consumers

According to Apaydin and Szczepaniak (2017:105) and Jaiswal *et al.* (2021:796), it has been noted that prospective green consumers exhibit inconsistent green behaviour and have a tendency to choose green products only in specific product categories. Potential Greens exhibit conflicting opinions regarding consumers' capacity to enhance and safeguard the environment (Jeevan, 2017:5). Regarding behavioural traits, these consumers may exhibit ecologically unfriendly habits and have a relatively low frequency of green behaviour in their daily lives, despite having positive views toward environmentally friendly behaviour (Jaiswal *et al.*, 2021:796).

This is a complex dynamic, but one explanation for the "green gap" between beliefs and behaviours is that consumers may not believe that their green purchases would have an impact, and they may not trust the environmental claims presented in advertisements (Afonso *et al.*, 2018:145). One barrier to buying green products can be consumers' scepticism about its

sustainability, or the belief that it is less functional than a traditional product due to its sustainability (Niedermeier *et al.*, 2021:1824).

However, even when they are not actively seeking sustainable products or environmental knowledge, potential green buyers can be convinced (Apaydin & Szczepaniak, 2017:105). According to Fullerton *et al.* (2023:5), peer pressure can persuade a relatively indifferent consumer to act sustainably due to the social implications of ostentatious consumption. Jeevan (2017:5) suggests that potential green consumers are undecided about their degree of care about environmental issues; if purchasing green items is convenient and meets their needs, these consumers can be persuaded to do so. The behaviour of potential green consumers is also noted to be situation-specific, resulting from factors such as peer pressure, local environmental participation, cost fluctuations, and the lack of green alternatives (Afonso *et al.*, 2018:145). According to Liobikienė *et al.* (2017:3791), consumers can choose an ecologically friendly product if the price falls within their budget. This sector of the market is not very inclined to spend more for goods and services that protect the environment or for eco-friendly items (Jeevan, 2017:5). Since consumers purchase benefits, Jaiswal *et al.* (2021:796) emphasise that buying green items may depend on the consumer's perception of the benefits they will receive. Therefore, potential greens have no interest in engaging in green activism activities such as contributing to environmental causes, reading about eco-friendly businesses or products, or supporting environmental groups (Apaydin & Szczepaniak, 2017:105).

3.4.4 True brown consumers

Conventional consumers are generally considered to be non-green consumers, since do not place much emphasis on how their purchases will affect the environment (Jeevan, 2017:5). True brown consumers do not care about social and environmental issues, since they are too preoccupied with their daily problems (Afonso *et al.* 2018:145). Since they do not care about the environment, true brown consumers also do not attempt to alter their consumption habits (Jaiswal *et al.*, 2021: 796). According to Apaydin and Szczepaniak (2017:105), genuine brown consumers will not be willing to make any environmental compromise. According to Jeevan (2017:5), these consumers are primarily concerned with price, and less concerned about how climate change will impact society. Consequently, this group of consumers is unconcerned about the environment and might have unfavourable opinions about media that heavily emphasise the environment (Jaiswal *et al.*, 2021:796). Jeevan (2017:5) claims that these consumers tend to disregard environmental issues and even steer clear of businesses that heavily promote their products in an environmentally conscious manner. Accordingly, Apaydin and Szczepaniak (2017:105) note that genuine brown consumers exhibit moderate green behaviours, and do not participate in environmental activism or support environmental causes. Consumers in this category believe that

their activities need to be improved to benefit the natural environment, as highlighted by Afonso *et al.* (2018:145).

The categorisation of green consumers proposed by Addisu (2018) contributes to an ongoing debate concerning the discrepancy between environmental attitudes and actual purchasing behaviour. While some consumers demonstrate consistent pro-environmental actions, others express environmental concern without translating it into regular green consumption. Scholars debate whether this gap is driven by individual attitudes, limited access to green products, price sensitivity, or scepticism toward environmental claims. Furthermore, questions remain regarding the stability of green consumer segments and their applicability across different market contexts, particularly in developing countries.

3.5 The revolution of green products

In Europe, the term “green marketing” first gained popularity in the latter stages of the 1980s and early 1990s, after a few products were found to be detrimental to the environment (Santosh, 2024:254; Shil, 2012:74). It remains true that the growing demand for products and services spurred by an upsurge in the worldwide population places the community on the brink of harming nature (Vilkaite-Vaitone & Skackauskiene, 2019:53).

Dangelico (2016:560) states that market forces like rapid reaction and superior consumer service have resulted in international environmental issues becoming part of the political discussion of nearly every nation since the United Nations Conference on the Human Environment, held in Stockholm in 1972, during which sustainability was considered at the legislative level and a global scale. As a result, businesses have begun to adopt approaches to provide enticing offers that occasionally can prove to be environmentally and socially acceptable, resulting in a misbalance in both society and the environment, in the process impeding the quest for sustainability (Narula & Desore, 2016:1). Ali *et al.* (2023:23343) and Nozari *et al.* (2021:1) indicate that even though meeting individual demands still plays a crucial role in consumer behaviour, protecting the environment is now essential, because an increasing number of consumers have become more aware of the environmental issues caused by their consumption.

Designing a green product that is produced from recyclable or repurposed materials to meet the demands of consumers who are concerned about the environment is an ideal way to implement green marketing (Vilkaite-Vaitone & Skackauskiene, 2019:57). Marketers are obligated to operate sustainably in a society where marketing is deeply ingrained in daily life; however, they may also be a significant force for change in the direction of sustainable development (Nittala & Moturu, 2023:83; Thakkar, 2021:60). Although carbon dioxide emissions are not declining, businesses are nevertheless required to create approaches that simultaneously cater to the demands of

shareholders, managers, and employees, but additionally preserve the long-term objectives of humanity (Armutcu *et al.*, 2024:809; Vilkaite-Vaitone & Skackauskiene, 2019:53).

According to Tshuma (2022:64), it is essential to recognise that economic development strategies cannot be replaced by green marketing; however, adopting such practices can promote economic growth by aiming to protect the environment and promote ethical business practices that safeguard resources for both present and future generations. A key component of attaining sustainability is adopting green behaviour, typically linked to green purchases (Agu *et al.*, 2024:2465; Do Paco *et al.*, 2019:1001). Consumer demand for natural ingredients, eco-friendly packaging, and other green cosmetics components has increased because of people's growing health awareness in the personal beauty business (Lin *et al.*, 2018:11). However, studies on green purchasing habits are almost non-existent for the cosmetics sectors in South Africa (Shimul *et al.*, 2022:38), while green behaviour is still in its infancy in Zimbabwe (Tshuma, 2022:64). Green cosmetics make environmental appeals and assert that they were created following the tenets of "green chemistry," which Franca and Ueno (2020:133) define as a system of procedures and goods that minimises or altogether avoids the usage or production of hazardous ingredients.

Since consumers often prefer personal care and beauty products with all-natural components that are sourced and produced per ethical and environmental standards, natural "green" cosmetics are transitioning from an option to a necessity as an industry standard to govern the present-day manufacturing process for these beauty products (Shimul *et al.*, 2022:40; Vaz, 2021:53). The market for green cosmetics is rising around the world, and covers a broad spectrum of personal care goods, such as lotions, makeup, and beauty items that are environmentally friendly (Limbu *et al.*, 2022:1).

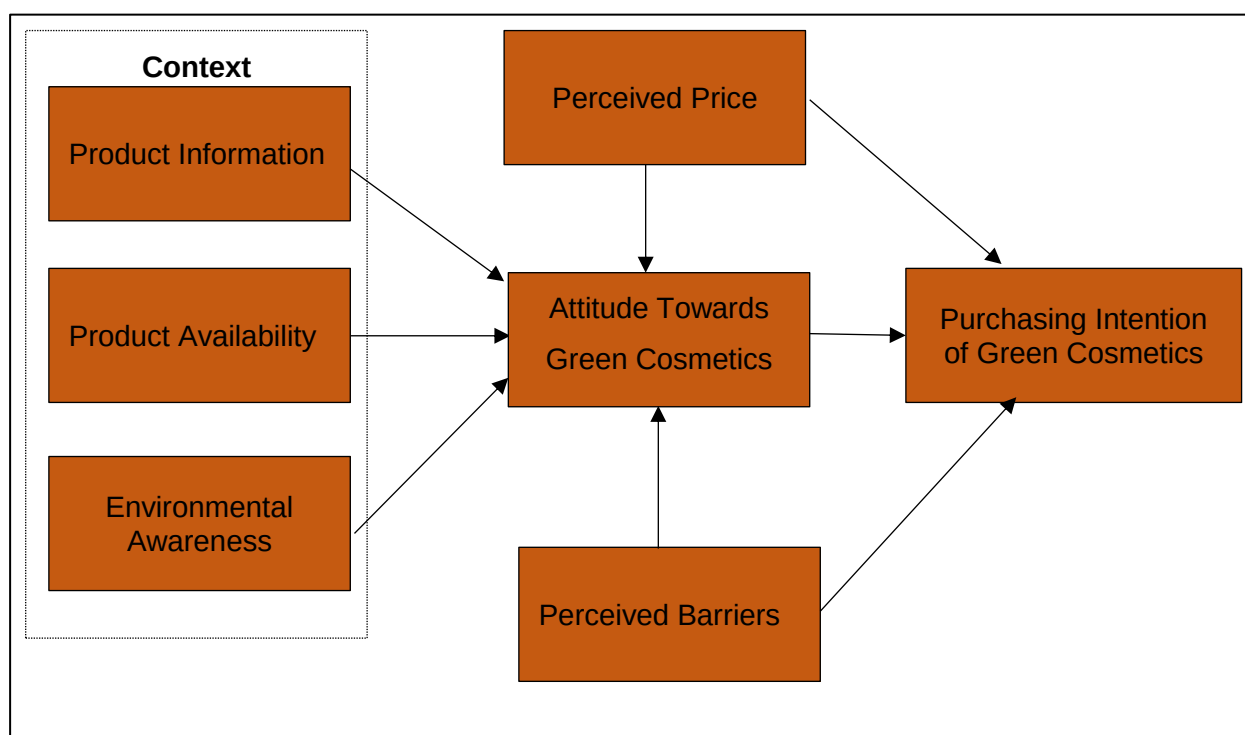
The economic, environmental, and social dynamics of African countries is becoming exceedingly intricate and changing quickly and continuously; in this context, green marketing is quickly being recognised as essential to altering the African continent's trajectory for environmental sustainability (Nyagadza, 2021:18). Only a small percentage of people in Zimbabwe, for example, are aware of the detrimental effects that the manufacturing and distribution of cosmetic products have on both the environment and human health, despite the country's substantial increase in beauty salons and spas, which indicates that the community is becoming more accepting of makeup use (Kaneta, 2021). Although South African consumers may be concerned about their health, it is possible that they only see a slight gain from using green cosmetics in terms of their physical well-being (Amra, 2022:7). Due to consumers' perceptions of insufficient credibility or trust in green products, Zimbabwe has been identified as lacking internationally accepted environmental standards, including green accreditation (Hove & Rathaha, 2021:84). According to Gerrans (2020:2), South Africa has accomplished significant strides toward sustainable

behaviour, with the local government facilitating the transition to sustainable development. Therefore, Sweet and Hattingh (2022) note that South Africa has numerous environmental regulations at the national, provincial, and municipal (local government) levels, as well as an environmental right enshrined in its Constitution. Nittala and Moturu (2023:91) posit that environmental consciousness is crucial for determining consumer behaviour and market satisfaction at many decision-making levels. However, the need for sustainable development has led to a rapid rise in research over the last decade, investigating the variables that contribute to environmentally conscious behaviours, with a particular focus on green buying behaviour (Do Paco *et al.*, 2019:999).

3.6 Factors influencing the purchasing of green products

Building on the consumer behaviour theories discussed in Chapter 2, this chapter provides an overview of green marketing, including its evolution, market segmentation, and the development of green products. The chapter further reviews green marketing literature with specific emphasis on green claims, product information, product availability, price perceptions, and perceived barriers influencing the adoption of green cosmetics. To close the attitude gap in green buying behaviour, the present study relies on the Alphabet theory. Although the concept that various factors can impact green purchasing is widely understood, the explicit use of the alphabet theory framework still needs to be explored extensively. The Alphabet theory is a revised theory based on the attitude-behaviour-context theory and value-belief-norm theory, first proposed by Zepeda and Deal in 2009. This theory can make it easier for researchers to understand why consumer buying intentions may not always translate into actual purchasing behaviour (Rivaroli *et al.*, 2020:2). According to the Alphabet theory, it is important to have the knowledge, seek out information, and develop habits to understand consumer preference for organic food (Li & Jaharuddin, 2020:2). The Alphabet theory, according to Stampa *et al.* (2020:2), combines knowledge, information seeking, context, habits, and demography with the theories of value-belief-norm theory, and attitude-behaviour-context theory. The applicability of the theory depends on its capacity to include new theoretical factors essential for bridging the attitude gap; however, it should be simple to impact the investigation (Schaufele & Hamm, 2017). Since there is not a single model that examines the effects of product information, product availability, environmental concern, perceived barriers, and perceived price toward green buying, the Alphabet theory can account for these factors. To understand green marketing, it is necessary to consider the factors that drive or hinder consumers from engaging with green marketing initiatives. The following sections evaluate how product information, product availability, environmental concerns, perceived barriers, and perceived price impact green marketing and the purchasing of green products, providing a thorough understanding of the subject. Figure 3-2 presents the theoretical

framework guiding this study. It has been adapted from the conceptual model by Le-Anh and Nguyen-To (2020) to guide the research study.

Figure 3-2: Theoretical framework formulated to guide this study

Source: Adapted from Le-Anh and Nguyen-To (2020).

3.6.1 Product information

Consumer purchasing power and consumer awareness have expanded due to economic progress, competition, as well as an overflow of market information (Gazzola *et al.*, 2017:13). Zhang and Dong (2020:7) indicate that when consumers have access to pertinent information about products, this increases their likelihood of making green purchases, since doing so enables them to understand the benefits of the products on a personal and societal level and their effects on the environment. Alamsyah *et al.* (2020:1967) emphasise the importance of incorporating green marketing into a business's marketing strategy to draw attention to the product and to serve as a platform for the government to disseminate knowledge about environmental issues. Environmental issues now fall under everyone's purview (Karunarathna *et al.*, 2020:128). Marketers can develop relevant campaigns to advance green marketing by educating consumers and providing them with the necessary information on how to use green products (Nekmahmud & Fekete-Farkas, 2020:21).

Erlangga (2021:3673) maintains that the use of internet media is optimal for promoting goods or services in the modern era, as it makes it simpler for consumers to obtain all the necessary information without having to visit the business physically. In addition, Kurdi *et al.* (2022:1136) propose that the literature on consumer information search encourages identifying the different consumer communication sources that may be connected to a particular purchase choice. The

Internet is used as a consumer communication source whereby consumers who use social media learn about products; this contributes significantly to the development of consumers' attitudes (Pop *et al.*, 2020:10). Furthermore, Hussain *et al.* (2017:101) and Yang (2017:113) support the notion that consumers today frequently surf the Internet for information, as online communication is expanding quickly through platforms like social media, websites, blogs, and others.

Glucksman (2017:86) points out that the emergence of social media has created an alternative medium for brands to interact with consumers more directly and naturally, whereby a new class of unaffiliated, independent endorsers known as "social media influencers" use blogs, tweets, and other forms of social media to sway the opinions of their audience by providing all the necessary information about a business's product and services. As a result, Varadarajan *et al.* (2022:482) state that consumers have access to a variety of product information attributable to the advancement of digital technology and the Internet, where it is simple to find comparable alternatives, causing consumers to demand products of higher quality and lower environmental impact progressively.

The literature on communication dissemination suggests that information regarding products and services can reach various social network members through a variety of communication sources (Hussain *et al.*, 2017:101). Additionally, prior studies have shown that parents and peers can serve as role models for acquiring information through observation and a reliable source of knowledge on green purchasing practices (Wijekoon & Sabri, 2021:21). According to Rossanty and Putra Nasution (2018:3082), the moment that consumers' requirements are not met by the information that is kept in their memories, they tend to favour alternative goods, or to consult their friends, partners, and family for advice based on their knowledge and experience. Purchase decisions are frequently influenced by the advice and suggestions of family and friends, since research has highlighted that consumers believe that information provided by family or friends is more credible. This is because family and friends do not have anything to gain from recommending the products or services of a business (Kansal, 2021:1304).

According to Leonidou and Skarmeas (2017:405), consumers are sceptical of green marketing by businesses, and they rely more on green word-of-mouth from family and friends to establish a higher level of legitimacy for green products. However, Tan *et al.* (2019:13) indicate that individuals' opinions about environmental concerns may not always translate into their decision to purchase green products due to the inconsistent nature of information about green products. Consumers often lack accurate information on the environmental characteristics of products or services due to the complex data, jargon, and unclear messages presented in green advertising, which also frequently overestimates the benefits of such products or services (Luo *et al.*, 2020:378). Research by Kumar *et al.* (2021:2055) demonstrates that consumers often receive

incomplete information about the environmental effects of a product and must undergo a lengthy, expensive, and unreliable process to access it.

Trivedi and Pal (2023:121) propose that when consumers consider purchasing a new product after exposure to green marketing, they often evaluate the product by comparing their existing knowledge of the product category with the latest information they have learned. Consumers who prioritise their health and the environment are more likely to invest in natural cosmetics. However, their purchase decisions are still heavily influenced by the knowledge and product information available (Amberg & Fogarassy, 2019:13). Bassi (2018:381) categorises shopping goods as items that are more expensive, less frequently purchased, have a longer shelf life, and require more information searching. Mkwizu *et al.* (2018:24) define convenience products as items that consumers frequently purchase, with little effort invested in research or comparison before making a purchase. Therefore, the type of product that a consumer intends to buy significantly influences the extent of their search for product information.

Nekmahmud and Fekete-Farkas (2020:20) recommend that young consumers represent the future market of green products and are more likely to address environmental problems by disseminating accurate information acceptable to eco-conscious consumers. In the current marketplace, consumers now prioritise purchasing green and healthy products (Trivedi & Pal, 2023:121). Shah *et al.* (2024:15) indicate that marketers must invest in promotional efforts to accentuate technical details and product features as providing this information will entice consumers to choose green cosmetics due to their health benefits and environmental concerns. By implementing eco-friendly promotional techniques like green branding, green advertising, and green ecolabels, the business and marketer can educate consumers about their green products (Nekmahmud & Fekete-Farkas, 2020:21). Businesses seeking for opportunities in the green product industry must make sure that their products are appropriately positioned and labelled to appeal to younger consumers with the products being advertised at a comparatively lower price and made readily available to the public (Tan *et al.*, 2019:134). For that reason, before deciding whether to buy and use a cosmetic product, consumers initially inspect the package to check the label's information (Khan *et al.*, 2021:1471).

However, Sadiq *et al.* (2021:9) stipulate that most green consumers remain sceptical of the information that businesses provide in green marketing regarding the functions or benefits of green cosmetics, because there is a lack of in-depth information on ingredients that would help consumers to ascertain whether green cosmetics are indeed environmentally friendly. Consumers rely on external cues such as green advertising to influence their internal reasoning before deciding whether to purchase goods or services in an environment with an unequal distribution of information (Luo *et al.*, 2020:378). Decision-making is significantly influenced by

comprehensive product attributes information, reliable information for consumers, and targeted consumer education (Amberg & Fogarassy, 2019:13). As a result, Cheung and To (2019:150) highlight that considering the significance of green product information, green marketers should offer consumers precise and reliable web-based information to help them to better understand the features and attributes of genuine green products. Consumers in the present era are also increasingly considering the safety of environmentally friendly cosmetic ingredients, because they are inclined to purchase products that are pure, safe for the skin, and beneficial to their health (Khan *et al.*, 2021:1470). Therefore, the propensity of consumers to research and seek information indicates a favourable link with green purchasing behaviour, which subsequently demonstrates positive attitudes toward green products amongst these consumers (Zulfikar & Mayvita, 2018:91).

3.6.2 Product availability

According to Al Mamun *et al.* (2020:2) and Ajayi *et al.* (2024:79), due to the harsh inorganic chemicals used in producing readily accessible conventional products skincare products, which are considered to be bad for the environment, green skincare products have a number of qualities that appeal to a particular group of people, primarily because they are created using components that are readily available in nature. Mishal *et al.* (2017:696) state that when consumers search for different alternatives when intending to purchase a product or service, they consider the attributes of the products by evaluating both environmentally favourable and ecologically damaging solutions available in the market. Unfortunately, because consumers are less focused on environmental wellness and less engaged in personal welfare, there is a lack of awareness among the public about the advantages of utilising green products (Al Mamun *et al.*, 2018:81). The level of awareness that exists amongst consumers is what will determine whether a consumer will purchase the product despite the product being available in the retail shops. Therefore, Qazzafi (2019:131) suggests that marketers need to understand the process that consumers use to purchase goods or services, and the fundamental stages they take before making a purchase decision.

One of the most important purchasing factors that consumers consider when making green purchases is the availability of the product (Witek & Kuźniar, 2020:10). When consumers place paramount importance on availability and convenience, as well as realising the significance of purchasing green products, this can help to alleviate issues related to the environment. In such a context, it is more likely that consumers will purchase green products (Adrita, 2020:320). According to Nekmahmud and Fekete-Farkas (2020:20), if green products are readily available and offer superior quality to conventional products, consumers will remain captivated and motivated to purchase such products. As a result, Rashid *et al.* (2022:96) note that when

consumers make purchases, factors such as convenience, availability, and quality are crucial considerations. Although sustainable features are seen as drivers that consumers evaluate when purchasing green products, research has shown that without ease of availability, a barrier to purchasing green products is evident for consumers (Trivedi & Pal, 2023:127). There are specific traditional barriers that consumers will not compromise on when intending to purchase green products such as availability, convenience, affordability, quality, and performance. These are usually the reasons why consumer intentions do not always translate into actual green purchasing intentions (Wijekoon & Sabri, 2021:22).

According to recent research, the primary reasons why environmentally conscious consumers do not purchase green products is the limited availability of green products (Sreen *et al.*, 2018:186). Stankevich (2017:9) describes the purchase decision and its process as a conundrum of weighing the options and choosing the best solution to a particular issue while possessing the power to purchase. The ease of purchasing, the ability to compare, and exchange, or return green products easily are all benefits of having green products available, resulting in consumers being more aware of and more likely to evaluate and consider green products before making a purchase (Al Mamun *et al.*, 2020:4). In this regard, Rashid *et al.* (2022:96) highlight that the significance of establishing favourable conditions in terms of availability could assist and simplify the decision of consumers to purchase green products. For that reason, consumers tend to choose products that are readily available and are reluctant to spend time searching for green products; therefore, the presence of eco-labelled products in a store influences their intention to purchase – this is because green purchases cannot occur without simple access to green products (Adrita, 2020:314).

Brand accessibility significantly influences consumers' decision to purchase any product due to the fact that consistently supplying and having the preferred brand available at convenient places are essential for choosing a brand (Gebrewahid, 2021:38). To attract consumers' attention, Ansu-Mensah (2021:4) indicates that green products need to be of comparable quality and be readily available. Mohd Suki (2016:2904) maintains that consumers' perceptions of purchasing green products are viewed as a necessity due to the positive green brand positioning. Therefore, given the significance of perceived product availability, it is possible to increase the availability of green products for convenience by rendering them more affordable through discounts, making them more readily available among businesses, or simply by making them easier to identify (Barbarossa & Pastore, 2015:201). As a result, Ansu-Mensah (2021:3) suggests that awareness is created before a product is made available. Therefore, Nekmahmud and Fekete-Farkas (2020:20) stipulate that consumer behaviour is influenced by additional elements, such as the availability of suitable opportunities and resources, which, taken together, correlate with the

degree to which individuals control their behaviour. Weissmann and Hock (2022:280) note that the availability of green items influences both the desire to purchase and the actual purchase of those products, whereas a shortage of green products is negatively correlated with both desire and actual purchase.

A hurdle that affects the discrepancy between consumers' optimistic views and their actual purchasing behaviour may be the restricted supply of green products (Carrión Bósquez *et al.*, 2023:541). According to Paul *et al.* (2016:125), despite certain consumers' positive perceptions of green products, they may be unable to purchase them due to limited purchasing power or a lack of stock. More specifically, consumers are not motivated to search out for low-involvement products; thus, any out-of-stock situation results in consumers switching to alternative brands (Gebrewahid, 2021:15). For green consumers, the attitude-behaviour gap is exacerbated by the scarcity of environmentally friendly products, which has been noted in several studies as one of the factors discouraging them from choosing them (Ricci *et al.*, 2018:62). Additionally, it has been noted that consumers do not explore green solutions, because there are not enough green products available in the market (Nekmahmud & Fekete-Farkas, 2020:20).

Patwary *et al.* (2020:18) highlight that consumers' decisions to choose green can fluctuate, potentially resulting in business sales losses, as it is challenging to attract green consumers. This has prompted marketers to acknowledge the financial benefits of consistently offering green products, as they attract green consumers who are more likely to make impulsive purchases when products are readily available on the shelves, thereby spurring sales (Tan *et al.*, 2019:134). Despite early positive attitudes towards green products, Barbarossa and Pastore (2015:198) argue that the moment when green products are not offered at the consumer's preferred store, it will have a negative emotional influence on their purchasing behaviour. However, some marketers utilise the scarcity of green products to explain the need to charge more for them, since consumers are willing to pay more when there is a strong demand for green products and a limited supply of the product (Pawlewicz, 2020:16). In contrast, Adrita, (2020:314) and Barbarossa and Pastore (2015:198) suggest that having green products that are readily available at several stores increases the awareness of the product, and decreases the issues associated with the unavailability of green products.

Green marketers must focus on conveying the availability of green products, the purchasing method, and the range of green products to enhance perceived availability and consumers' convenience by highlighting their logistics efficiency (Paul *et al.*, 2016:129; Walia *et al.*, 2020). As a result, businesses must supply more green products and shorten the time it takes to reach the market while learning more about what their consumers prefer in terms of goods and services (Alhamad *et al.*, 2023:46). Over time, green products have become more widely available, giving

consumers more confidence to use them; thus, the availability of green skincare products could boost consumers' intentions to use such products (Al Mamun *et al.*, 2020:4).

3.6.3 Environmental concerns

According to an anthropocentric altruism standpoint, individuals are concerned about environmental conditions primarily due to their belief that a degraded environment threatens people's health; as a result, the threat to people's well-being takes precedence over environmental threats (Jian *et al.*, 2020:3). Consumers are prone to engage in environmental behaviour to satisfy their need to address environmental issues, as well as to feel that they are protecting the environment and setting an example for others (Saleki *et al.*, 2019:595). Green purchasing intention, which pertains to the level of personal concern for ecology and the environment, is frequently seen to be directly related to environmental concerns and manifestation of behaviour (Zhuang *et al.*, 2021:2). Therefore, Nguyen *et al.* (2019:11) state that environmental awareness is a motivating factor for buying green products, and this has mostly been linked to being eco-friendly. Consumer actions in fields that are related to the environment are significantly impacted by environmental concerns (Liao *et al.*, 2020:1). According to Asih *et al.* (2020:3371), a direct and indirect relationship between attitudes and intentions to purchase green products is evident due to a rise in consumers' perceptions of environmental preservation and an unprecedented increase in environmental concern. In this regard, Ali *et al.* (2023:23343) note that an increasing number of consumers are adapting their daily routines and lifestyles to live more sustainably. If customers believe that environmental concerns are merely a means to generate profits and do not align with the company's fundamental values, identity, or operations, there is no guarantee that consumers will consistently opt for green products (Guerreiro & Pacheco, 2021:10).

On the other hand, Nekmahmud and Fekete-Farkas (2020:21) suggest that if marketers fail to fully understand why consumers are concerned about the environment, this lack of understanding will hinder their ability to translate consumers' environmental concerns into rigorous environmental protection and sustainable growth. Marketers should thus segment the market according to consumers' environmental concerns, and attract consumers who share those issues, rather than trying to entice all consumers to buy green products (Dahal & Singh, 2020:1600). According to Dhir *et al.* (2021:2) and Shah *et al.* (2021:13), individuals who are concerned about environmental issues and are knowledgeable about how to solve issues to act sustainably will help to businesses achieve sound environmental performance. The level of education of consumers, the popularity of green advertising, environmental concerns, and knowledge all significantly influence consumers' inclination to purchase green products (Sharma, 2021:1228). As a result, Alamsyah *et al.* (2020:1966) point out that due to increased consumer understanding

about the advantages of environmentally friendly products, green consumerism has emerged. Consumer concerns significantly affect consumers' decision-making or reasoning processes, functioning as moderators throughout their pursuit of purchasing green products. This is because these concerns may also have an impact on individuals' motivations and emotions (Thakkar, 2021:60). Green consumerism has evolved and expanded because of environmental concerns and consumer awareness of the benefits of ecologically friendly products – this has been the case ever since consumers became increasingly concerned with solutions to halt global warming (Alamsyah & Hariyanto, 2017:2). Consequently, consumers who invest time to discovering green products become aware of the potential benefits of green products; they are more likely to trust these products, which in turn raises environmental awareness and increases the purchase intention of green products (Ali *et al.*, 2023:23343; Dhir *et al.*, 2021:4). Therefore, increasing social awareness and environmental education can raise awareness of environmental concerns and knowledge (Sharma, 2021:1218). To address environmental concerns, the government is now employing green advertising strategies in public service announcements about environmental issues, as well as in businesses' marketing efforts to influence consumers to purchase green products (Alamsyah *et al.*, 2020:1962).

According to Lam and Li (2019:74), green marketers can be classified as proactive or reactive based on the degree to which environmental issues are considered in their marketing strategy, since proactive green marketers believe in the free-market system, while reactive green marketers wait for government intervention. Thakkar (2021:60) indicates that businesses are now forced to focus more on environmental issues in their manufacturing due to the necessity of producing green products. As a result of the market's competitiveness and the environment's increasing loss of biodiversity, many businesses have adopted corporate social responsibility procedures that promote environmentally friendly results (Chuah *et al.*, 2020:1; Kim & Lee, 2023:11). In this regard, businesses are paying greater attention to their marketing strategy to accommodate the shift in consumer buying behaviour toward environmentally friendly products, which will likely increase consumer knowledge of the benefits of becoming green, consequently growing consumers' environmental concerns (Nekmahmud & Fekete-Farkas, 2020:22).

Engaged consumers help businesses to understand their needs and expectations regarding social and environmental issues better (Karunarathna *et al.*, 2020: 128). Economic development and environmental problems work closely together, since the depletion of natural resources is a side effect of growth, which raises environmental concerns that have influenced society as a whole (Majeed *et al.*, 2022:1110).

According to Nave and Ferreira (2019:886), corporate social responsibility refers to the proactive integration of societal and environmental issues into daily operations, a crucial component of the

conversation between businesses and their stakeholders. As such, Lam and Li (2019:74) propound that consumers are a significant source of income; thus, taking into account their social and environmental concerns in a business's strategy and operations is also advantageous from an economic standpoint. As a result, concerns among consumers can be divided into two categories: intrinsic and extrinsic, reflecting two parts of an individual's self. In this sense, sustainability problems are extrinsic, whereas internal concerns include health consciousness and ethical consumerism (Tandon *et al.*, 2020:3).

The more concerned a consumer is about the environment, the greater the probability that the consumer will make an unconditional green purchase, meaning that the consumer will not be deterred by product hazards related to green products (Sharma & Foropon, 2019: 1024). Chin *et al.* (2018:2) indicate that, despite growing concern about the impacts of processed substances, environmental concerns significantly impact consumer engagement in purchasing eco-friendly cosmetics. A sizable portion of consumers has actively begun looking for green cosmetics that will cause the least amount of environmental damage and are unquestionably gentle on the skin as a result of the health-conscious and ecological trend (Fauzi & Hashim, 2015:80; Iqbal, 2023). A separate analysis by Kirmani and Khan (2016:160) it was found that the likelihood of green purchases is inversely correlated with environmental concerns. The overall magnitude of the association between environmental concern and intention to engage in green consumption is, however, inconsistently indicated by the findings of earlier studies (Yue *et al.*, 2020:2). Amberg and Fogarassy (2019:5) argue that the degree of environmental concern a consumer has determines their propensity to purchase green cosmetics.

3.6.4 Perceived barriers

Businesses adopt environmentally friendly practices due to various factors, including stakeholder demands, top management programs, regulations, and strategic advantages (Bıçakcıoğlu-Peynirci & Tanyeri, 2022:28). Stakeholders are increasingly pressuring businesses to disclose data related to their environmental commitments and to offer eco-friendly products (Agu *et al.*, 2024:2465). Globally, people are becoming more aware of misleading or outright false ecological claims made by businesses, non-profits, and even governments regarding their positions on environmental and climate issues (Nemes *et al.*, 2022:1). Businesses are increasingly recognising the importance of creating a green image to showcase their ecological awareness and social responsibility, especially amid fierce competition and public scrutiny (Tarabieh, 2021:461). Evidence indicates that consumers do not always purchase green products, despite growing environmental awareness worldwide about green cosmetic products (Dropulić & Krupka, 2020:109). This is unsurprising, given that businesses are more frequently engaging in environmental claims as part of their Corporate Social Responsibility communication strategy,

driven by consumers' willingness to pay a premium for eco-friendly products and practices (Orazi & Chan, 2020:108).

Although most critics concur that greenwashing harm the environment and consumers' health, green purchasing power encourages businesses to innovate or adjust their business strategy (Yang *et al.*, 2020:1500). De Jong *et al.* (2018) define greenwashing as a practice where a business advertises that a product is environmentally beneficial but takes adverse measures that affect the environment. Greenwashing claims can be used to boost a business's reputation, build sound connections with consumers and staff, or to attain short-term financial success while avoiding more significant adjustments required to substantially minimise adverse environmental effects (Nemes *et al.*, 2022:1). The deceptive nature of greenwashing has come under scrutiny, particularly from consumer advocacy and environmental groups, who hold businesses accountable for their misleading marketing and false environmental claims that distort the public's perception of sustainability (Bhagat, 2024:51).

In industrialised nations with greater environmental consciousness, the level of government regulation is higher than in less developed countries, where greenwashing regulation is entirely restricted, and its application is ambiguous (Thakkar, 2021:58; Wu *et al.*, 2017:2114). There are numerous obstacles facing businesses today when disclosing their green performance data, namely environmental, social, and governance data that has not been audited, the absence of a worldwide regulating authority, a variety of firm-level behavioural difficulties, and a lack of explicit regulatory requirements to guarantee the truth of reported environmentally friendly data (Yu *et al.*, 2020:4). However, Sharma and Kushwaha (2019:6) note that many businesses have adopted an opportunistic approach of the absence of regulatory authority to provide ambiguous green labels to consumers – this is due to less knowledge about the production process. Indeed, evidence suggests that environmentally conscious consumers view eco-labels as extremely helpful in identifying green products. However, scholars, activists, and environmentalists have claimed that these non-binding regulatory principles do not effectively shield consumers from the adverse consequences of the greenwashing phenomenon (Delmas & Burbano, 2011:65).

According to research, consumers in individualistic countries believe that advertisements are intended to deceive them and endorse legislation of functional green advertising, whereas consumers in collectivist countries believe that communication is used as a coercive persuasion strategy for others who are more open to regulation (Guerreiro & Pacheco, 2021:2). In 1991, according to Parguel *et al.* (2015:108), greenwash publicity was classified into three categories: false claims, omitting crucial information that could be used to assess the veracity of environmental claims, and using ambiguous or nebulous language that could be characterised as lying, bogging, or lying through lack of detail. Greenwashing has been investigated on two basic

levels: the business level and the product level. Torelli *et al.* (2020:408) indicate that at the corporate level, greenwashing is related to the misrepresentation of environmental problems that have an impact on the entire business, whereas at the product level, it is related to a deliberate tactic used by businesses to misrepresent and falsify the environmental aspects of a given good or service.

De Jong *et al.* (2018:80) propose a taxonomy for businesses centred around two dimensions: environmental sustainability performance (differentiating between "green" and "brown" businesses) and communication environmental sustainability performance (differentiating between "greenwash" and "silent" businesses). Bladt (2022:9) and Kwon *et al.* (2016:815) describe silent brown businesses as having poor sustainability ratings and no communication, while vocal green businesses combine high green performance with positive environmental communication. On the other hand, greenwashing businesses refers to the practice of businesses that mix negative environmental results with positive messages about their environmental performance, while silent green businesses do not publicly disclose their good environmental performance (De Jong *et al.*, 2018:80). Consumers are, nonetheless, growing increasingly cognisant of these issues, and are demanding that businesses act responsibly toward the environment, which may lead them to avoid businesses that support unscrupulous green projects (Agu *et al.*, 2024:2465).

Consumer trust is the primary factor influencing long-term consumer behaviour and purchase patterns (Amin & Tarun, 2021:1327). Consumers' intentions to make purchases are directly influenced by their level of trust, which refers to a psychological state whereby one embraces vulnerability due to a favourable assessment of the behaviour or intention of a third party (Wang *et al.*, 2022:8). Thus, Amin and Tarun (2021:1331) point out that it is possible to claim that consumer trust in the products or services may substantially impact consumers' purchasing attitudes and intentions, which will eventually determine their actual behaviour. To gain a comprehensive understanding of the products, cultivate the necessary environmental awareness, and ultimately promote the purchase of eco-friendly goods, environmentally conscious consumers will proactively reach out to green product suppliers when they feel more assured about the products (Amoako *et al.*, 2022:322). As a result, De Jong *et al.* (2018:80) suggest that the consumer market for environmentally friendly goods and services could be significantly impacted by greenwashing, which also alienates potential investors and has a detrimental effect on business credibility and perceived performance.

According to Afonso *et al.* (2018:145), consumers at times may not trust green products because they have been green washed, leading to inconsistent preferences when making purchasing decisions. As much as consumers support environmentally friendly practices, Thakkar (2021:58)

points out that for a consumer to support a specific green product, the product's traits or features must assist the environment. Shahrin *et al.* (2017:3206) state that a lack of trust in environmentally friendly products is typically brought on by erroneous information on product labels, green claims, and various standards and accreditation processes for environmentally friendly products. To convey the environmental superiority of products through product labelling, Lanero *et al.* (2020:12) note that the intent and veracity of such claims vary considerably, and that a sound understanding the meaning of the symbols and codes used on official labels is necessary for proper interpretation.

Conversely, Tarabieh (2021:461) affirms that businesses use greenwashing to deceive consumers into believing they can improve green brand images thus, marketing strategies should incorporate environmental implications, and companies should demonstrate their environmental performance through their advertising. Consumer perceptions of green cosmetics will change the instant when consumers believe that businesses are making green claims and engaging in false product advertisements, posing a serious threat to consumers' favourable perceptions and attitudes about green products (Riccolo, 2021:134). However, Hameed *et al.* (2021:13117) indicate that, even though some consumers have indicated a lack of trust in businesses promises to be green, some consumers may be more prone to purchase the business products or services if businesses are effective in altering their perceptions of these products and services through honest investments in green marketing initiatives.

3.6.5 Perceived price

Consumers take cost into account when making purchases from a business, because their perception of an item is influenced by its price (Baidun *et al.*, 2022:72). According to price strategy, one of the factors affecting business operations designed to provide a competitive edge is price – this is because businesses must adapt their pricing to the changing environment and shifting demands, particularly when competition becomes fiercer and demand becomes more constrained (Prasilowati *et al.*, 2021:451). Although green products are frequently promoted as luxury items, the price difference between green products and conventional products is a significant deterrent to the adoption of green products (Damian-Okoro, 2025:122). Today, a consumer selects a product based on several factors; the process of product selection has ceased to be determined solely by price, but rather by the value offered by the product (Alamsyah *et al.*, 2020:2433). Nevertheless, the long-term cost savings associated with eco-friendly products may entice buyers who are trying to strike a balance between short-term expenses and long-term benefits (Damian-Okoro, 2025:122). As a result, Joshi *et al.* (2021:6) indicate that by fostering views about the financial advantages of green purchasing, economic value has a favourable influence on

consumers' attitudes; thus, it is advised to raise monetary values associated with green buying to encourage customers to adopt a green mindset and make green purchases.

Functional characteristics, such as cost and quality, are crucial factors that influence consumers' decisions to select, purchase, and use green products over non-green ones (Amin & Tarun, 2021:1325). Consumers seeking greater perceived value may expect more benefits and will be more willing to pay a higher price (Pandey *et al.*, 2020:523). Liao *et al.* (2020:12) found that various consumer responses, such as willingness to pay premium prices, trust in the quality of the goods, and conviction that they cause less damage to the environment, demonstrate the efficacy of green advertising. Perceived value primarily reflects the mindset of individuals regarding quality or overall performance, including price; as a result, the notion of value is important for both the business marketer and the consumer (Misra *et al.*, 2022:223). Therefore, consumers are quite cost-conscious and place a high emphasis on value; thus, it is critical to understand when and why customers choose competitors, as well as how much price increases a consumer can withstand and still stick with a business (Pandey *et al.*, 2020:523). Therefore, consumers may consider green products if these are as appealing as conventional goods and are accepted by the market, based on key factors like practical effectiveness, consistency, usability, and price.

Consumers' evaluations and feelings regarding whether a business's price differential from that of a comparable third party is fair, acceptable, or justified are known as green product prices (Gelderman *et al.*, 2021:2066). Thus, access to information has increased consumer power, prompting consumers to search for additional details about the specifications and prices of the products they are considering (Dinerstein *et al.*, 2018:1820). Bhutto *et al.* (2019:611) propose that a sizable portion of customers will accept less expensive products, which may or may not be environmentally friendly. Research by Gelderman *et al.* (2021:2070) suggests that consumers expect reasonable prices, indicating that a product's perceived environmental value aligns with a comparatively high price. This is because many consumers are willing to pay more for green products, as long as the additional sacrifice is justified by substantial added value. Product pricing clearly has a significant impact on how customers make decisions. Since green products are often more expensive than conventional ones, this may lead consumers to perceive these as having superior quality and dependable environmental benefits (Wang *et al.*, 2019:4).

In contrast, Sun and Wang (2020:871) found that the high prices of adopting green products may well hamper consumers' ability and motivation to buy environmentally friendly goods, and thus price sensitivity can have a detrimental impact on the purchase of green products. Consumers' perceptions of quality and behavioural intentions may vary, depending on whether they are price-sensitive or not, with price playing a significant role in their purchasing decisions (Wang *et al.*,

2020:5). Accordingly, Wijekoon and Sabri (2021:24) reflect that consumers are typically price-conscious; they want to buy green items, but not at higher prices, and thus manufacturers of green products often charge a premium for environmentally friendly products. Therefore, price-sensitive consumers believe that the cost of goods is the most important element influencing their purchase decisions, and as a result, the impact of price on consumers' purchasing decisions is inclined to fluctuate depending on how consumers perceive the products or services (Tan *et al.*, 2019:9). Given that green products are often costlier than standard ones, Bhutto *et al.* (2019:611) demonstrate that it is conceivable that consumers who are concerned with costs may be unwilling to purchase green products because of their perceived high prices. Price sensitivity in consumers can cause them to prioritise cost when making a purchase (Wang *et al.*, 2020:5). Conversely, when consumers have sufficient funds to buy green products, their price sensitivity may decline (Sun & Wang, 2020:8871).

Because consumers are not always ready to prioritise the environment above their enjoyment and welfare, they typically prefer affordable green products and accord pricing more weight than environmental statements (Wijekoon & Sabri, 2021:24). However, taking an opportunistic approach to achieve increased profits can be detrimental to businesses since Leonidou and Skarmas (2017:411) suggest that the perception that green items are expensive can have a detrimental impact on consumers' motivation to make green purchases. Consumers concerned about costs might be less inclined to purchase green products, as these are often perceived as being more expensive. The ability to predict and assess the comparative appeal of a business's current offer (i.e., the consumer's assessment of the price paid) compared with other comparable offerings in the market is made possible by pricing transparency (Bhutto *et al.*, 2019:611).

Kamalanon *et al.* (2022:18) note that the decision to purchase environmentally friendly products is not solely based on environmental aspects but instead relies on multiple product attributes that may be viewed favourably or unfavourably by the consumer. According to Nekmahmud and Fekete-Farkas (2020:21), 100% of consumers believed that green marketing yielded more benefits than traditional marketing. Specifically, 60% of respondents preferred green products, while 40% of consumers, on average, favoured green products over non-green ones. However, purchase intentions and actual purchases do not always align. The steadily rising unemployment rates have significantly impacted consumer buying behaviour, causing consumers to consider their purchases and choose necessities over green products carefully. Brandtner *et al.* (2021:4) highlight that consumer satisfaction levels and perceptions of green products will be affected due to perceived high prices.

According to Amberg and Fogarassy (2019:6), the current attitude gap in purchasing green products widens when individual consumers believe that the high cost of green cosmetic products

outweighs ethical reasons. Although some studies have shown that consumers are willing to pay more for green products, Ewe and Tjiptono (2023:235) note that minimal research has examined how consumers react to different pricing strategies for promoting eco-friendly goods. Popovic *et al.* (2019:15) show that consumers' purchasing intentions and behaviours are unaffected by small price increases. Since green products are typically introduced at a higher price than conventional ones, consumers generally have a positive attitude toward paying more. Bhutto *et al.* (2019:611) note that issues with pricing and the failure of green products to meet performance expectations are typically the root of the discrepancy between consumer attitudes and purchasing behaviour.

3.7 Conclusion

The drive toward environmental protection and green marketing over the past few decades have changed consumer demand and behaviour. Due to consumers' growing interest in green alternatives, ecologically sensitive products, green attitudes, sustainable practices, green marketing, and the green product segment are gaining prominence. Environmental friendliness is motivated by ethical considerations and commercial forces in green marketing. These factors can help businesses to adopt a long-term perspective, value consistency in earnings, and discover trade-offs between their objectives and environmental concerns.

Consumers are more likely to make environmentally friendly purchases when they have access to relevant information about products, as this allows them to appreciate the advantages of the products on both a personal and societal level, as well as their impact on the environment. By educating consumers and providing them with the information they need to use green products, marketers can create focused campaigns that promote green products. Access to information gives consumers more leverage and encourages them to research the features and costs of the products they are considering.

When consumers consider alternative options before making a purchase decision, they weigh the qualities of products, evaluating both environmentally advantageous and ecologically hazardous market options. The ease of availability and sustainable features are still regarded as characteristics that consumers consider when purchasing green products, despite research showing that they face obstacles in this regard. Marketers will only be able to turn consumers' environmental concerns into a focus on strict environmental protection and sustainable growth if they completely understand why consumers are concerned about the environment. Instead of persuading all consumers to buy green products, marketers should segment the market based on consumers' environmental concerns and target consumers who share those concerns. Despite a global increase in consumer awareness of environmental issues and the use of green cosmetic products, evidence suggests that consumers often do not purchase green products. Faulty or

misleading information on product labels, green claims, and different standards and accreditation procedures for environmentally friendly items are frequently blamed for a lack of faith in environmentally friendly goods. Taking an opportunistic approach to achieve increased profits can indeed be detrimental to businesses, since the perception that green items are expensive can harm consumers' motivation to make green purchases. Issues with pricing and the failure of green products to meet performance expectations are typically at the root of the discrepancy between consumer attitudes and purchasing behaviour.

To enhance conceptual clarity and alignment between the literature review and the study objectives, Table 3-1 summarises the key constructs identified in the literature, their definitions, the corresponding empirical variables operationalised in this study, and their links to the research objectives. This table provides an overview of how the theoretical and empirical components of the study are integrated.

Table 3-1: Constructs, empirical variables, and research objectives

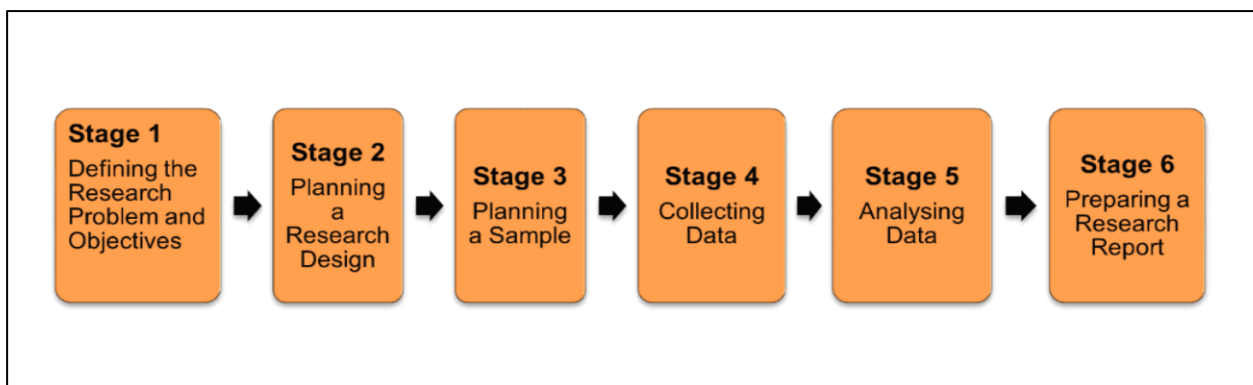
Construct (Literature)	Definition (Literature)	Empirical Variable (Study)	Research Objective Link
Product information	Sources and quality of information that consumers use to evaluate green products.	Consumer reliance on online sources, word-of-mouth, product packaging, and product labelling.	Objective 1 & 2: Information sources motivate adoption and influence decision-making.
Environmental awareness	Consumer knowledge and concern about environmental issues and sustainability.	Level of environmental awareness and its influence on green cosmetics purchase.	Objective 1: Drives preference and adoption of green cosmetics.
Product availability	The extent to which green cosmetics are accessible and available in the market.	Perceived availability and accessibility of green cosmetics.	Objective 2: Influences decision-making and purchasing.
Perceived price	Consumer perception of cost relative to conventional products.	Perceived price as a barrier or motivator in purchasing green cosmetics.	Objective 2: Influences decision-making and purchasing decisions.
Perceived barriers	Factors that prevent or hinder consumers from purchasing green products.	Green claims, green trust, greenwashing risk, green consumer scepticism.	Objective 2: Identifies barriers affecting adoption and decision-making.

CHAPTER 4 RESEARCH METHODOLOGY

4.1 Introduction

According to Mishra and Alok (2022:1), a research methodology refers to a strategy used in academia to identify, rationalise, and predict a phenomenon or research problem. The main objective of this chapter is to provide an overview of the research techniques used in this study. According to Karimjanova and Soliayeva (2022:220), marketing research enables businesses to learn about market trends and events, facilitating effective communication with internal and external stakeholders in their daily operations. Conducting market research requires a thorough analysis of the data collected as well as theoretical and practical findings for a business to more successfully advertise and, ultimately, flourish in the marketplace (Babin & Zikmund, 2016:5). The principal objective of market research, according to Sekaran and Bougie (2016), is to acquire data about current and potential consumers so that a business can minimise any risks when determining which potential consumers to pursue. Babin and Zikmund (2016:5) outlined the six steps of the marketing research process as depicted in Figure 4-1, which were used in this study.

Figure 4-1: Stages in the marketing research process



Source: Adapted from Babin and Zikmund (2016:62).

4.1.1 Stage 1: Defining the research problem and research objectives

As McDaniel and Gates (2010:41) and Nayak and Singh (2021:31) point out, identifying the research problem is a crucial phase in the marketing research process. These not only specify the study's objectives but also suggest a strategy for executing the research study. The research problem should outline the study's significance, identify any existing knowledge gaps, and describe any potential consequences that the study may have (Azad & Pandya, 2021:472). Hyman and Sierra (2015:2) assert that providing a clear definition of a research problem will help other researchers to understand the scope and impact of the research, as well as in finding

prospective topics for further research. Therefore, without a clear definition of the research problem, the research process will result in the formulation of poor research objectives and the loss of time and resources (Pecher *et al.*, 2020:4).

The shift in consumer demand towards green products has compelled businesses to adopt development opportunities linked to green marketing (Medrano *et al.*, 2019:1). The extensive adoption of green products in developed countries, coupled with the green awakening in developing countries, has made significant contributions to the continual growth of the global green industry (Huang *et al.*, 2022:38798). When faced with stagnant sales of green products, Nekmahmud and Fekete-Farkas (2020:21) suggest that marketers should focus more on consumer preferences and decision-making processes, because there is a continually changing preference for green products – this despite the growth rate of environmentally conscious consumers. Caruana *et al.* (2016:215) propose that when consumers experience context-specific issues, including a lack of money, time, or product availability, their favourable attitude toward green products is impeded. Thus, an attitude gap is demonstrated between positive attitudes towards green products and actual green buying behaviour. This research problem is particularly significant in the context of the cosmetic industry, where the need for greener products is becoming increasingly salient (Shimul *et al.*, 2021:4).

Further analyses are required to gain a more profound and holistic understanding of the attitude gap and devise strategies for addressing the identified problem areas. Even though the green industry has grown significantly over the past few years, consumer perceptions of green cosmetics and green buying behaviour have remained mainly under-researched (Shimul *et al.*, 2022:382). Despite the cosmetic industry being one of the fastest-growing sectors, the production of 120 billion units of cosmetic packaging annually contributes to over packaging, plastic pollution, and unsustainable resource consumption, which are among the sector's major environmental issues (Fletcher, 2023). Amberg and Fogarassy (2019:2) suggest that a more profound understanding of the detrimental consequences that synthetic materials have on human health and the environment is being brought about by the increasing use of natural materials and additives, particularly in cosmetic products. This has heightened the need for research on the cosmetic industry due to the shifting marketing trends toward cosmetics made from natural ingredients that support a healthy lifestyle (Lin *et al.*, 2018:71). As a result, an examination of the cosmetic industry was necessary to develop new and improved cosmetics that minimises the catastrophic effects of cosmetics packaging on the environment and provide greener cosmetics. The identified need for precise data regarding the success or failure of green cosmetic businesses in practice in Johannesburg and Harare, as well as gaps in the current literature, contributed to

defining the research challenge for this study. The research problem was discussed and identified in detail in Chapter 1, Section 1.2.

As Nishikawa-Pacher (2022:21) points out, the research problem serves as the starting point for formulating a straightforward research question and developing well-formulated research objectives. A clear research question is not just a starting point; it is a guiding light that leads to the development of precise research aims and objectives that are intricately linked (Doody & Bailey, 2016:19). The research problem, therefore, paved the way for formulating the study's research questions, which are outlined in Section 1.4.1 of Chapter 1. Babin and Zikmund (2016:62) further elaborate that after the research question has been formulated, the primary objective can be developed from it, and secondary objectives can be established to support the primary objective. Based on this guidance, Table 4-1 presents the research study objectives formulated for this study.

Table 4-1: Research study objectives

Primary objective	
To develop a conceptual framework that elucidates the green cosmetics buying behaviour of South African and Zimbabwean consumers and to identify and compare the key factors influencing their buying decisions.	
Secondary objectives	
Theoretical objectives	Empirical objectives
1. Discuss the consumer buying behaviour theories and models. 2. Explore green marketing and the green cosmetics industry. 3. Identify existing factors from the literature that influence the buying behaviour of green products and cosmetics.	4. Identify and analyse the key motivations and drivers behind consumers' preferences and adoption of green cosmetics in South Africa and Zimbabwe. 5. Explore the factors that play a key role in the decision-making of South African and Zimbabwean consumers when buying green cosmetics. 6. Develop a conceptual framework that elucidates the green cosmetics buying behaviour of South African consumers and identifies key factors influencing their purchasing decisions. 7. Develop a conceptual framework that elucidates the green cosmetics buying behaviour of Zimbabwean consumers and identifies key factors influencing their purchasing decisions. 8. Conduct cross-cultural comparisons of the conceptual frameworks to identify similarities and differences in green cosmetics buying behaviour between South African and Zimbabwean consumers.

4.1.2 Stage 2: Planning a research design

The type of research approach that researchers choose depends on their objectives, as well as the scope of their research question (Skinner *et al.*, 2015:32). Malhotra (2017:172) highlights that a research strategy is an explicit course of action that directs one's emotions and behaviours, allowing one to do research methodically and on schedule to deliver high-quality data and thorough reporting. Based on the research questions and objectives, the depth of current information on the topic that is to be investigated, the amount of time and funding available, and the researcher's philosophical foundations, an acceptable and workable research strategy must be chosen (Toyon, 2023:2; Wedawatta *et al.*, 2011:3). The essential elements of a research study are explained by the research strategy, including the research paradigm, research approach, and research design.

4.1.2.1 Research paradigm

Before any research can be undertaken, it is crucial to establish a paradigm, as it serves as the cornerstone for all decisions made during the research process, providing the researchers with a conceptual framework for data collection and interpretation (Kamal, 2019:1388). In this regard, Jonker and Pennink (2010:80) and Khatri (2020:1435) suggest that a paradigm assists the researcher in understanding and clarifying the study's objectives, and in creating a coherent analysis. While each researcher may have their unique interpretation of reality, studies are rooted in a specific paradigm that is used to fully comprehend the topic at hand (Chilisa & Kawulich, 2012:52; Ugwu *et al.*, 2021:116). Bonache and Festing (2020:100) have identified two fundamental research paradigms, namely positivism and interpretivism, from which other commonly used paradigms are derived. The research paradigm framework is supported by three key pillars: ontology, epistemology, and methodology (Haigh & Withell, 2020:17; Hussain *et al.*, 2013:2374).

4.1.2.1.1 Ontological differences between positivist and interpretivist paradigms

Rehman and Alharthi (2016:51) note that an ontological question prompts a researcher to examine the nature of reality, since ontology encompasses the essence of individuals' opinions regarding reality. Thus, identifying the rationale for the presence of a particular phenomenon is the ultimate objective of ontology (Junjie & Yingxin, 2022:11). As a result, Khatri (2020:1436) proposes that ontology examines the degree of reality that exists in certain occurrences and objects, but it also focuses on the systems that influence how individuals perceive these events and objects. According to Ugwu *et al.* (2021:118), since reality is what we are studying, ontology is crucial to a paradigm, as it helps to understand the elements that collectively constitute reality. Kivunja and Kuyini (2017:27) posit that ontology aims to identify the true nature or fundamental

ideas underlying the themes that researchers analyse to understand the significance contained in study data.

A positivist researcher believes that reality is present and must be uncovered through established scientific methods (Tubey *et al.*, 2015:224). Park *et al.* (2020:691) and Scotland (2012:10) suggest that, since most positivists believe reality is unmediated by our senses, positivism adopts a realistic ontological viewpoint, holding that a reality that can be discovered as it already exists without the researcher's intervention. The positivist stance asserts that empirical evidence is crucial to scientific knowledge, and that reality exists independently of social construction, according to its ontology (Antwi & Hamza, 2015:218). In other words, positivists contend that there is a complex causal linkage between concepts in social reality, where external factors are considered when determining what motivates an individual's actions (Majeed, 2019:121).

As noted by Junjie and Yingxin (2022:11), an interpretivist ontology proposes that reality can be comprehensively understood through social construction, which is shaped by intersubjectivity. A great deal of importance is placed on investigating and understanding social and experiential phenomena. The relativist ontology of interpretivism maintains that people create and assess reality following their respective ideological and cultural perspectives (Hussain *et al.*, 2013:2376). Kumatongo and Muzata (2021:18) show that the ontological premises of interpretivism hold that a single occurrence may have several possible interpretations or meanings. This is because reality is intricate, localised, and specific by its very nature due to different individuals observing social reality in distinct manners, leading to various interpretations of the same occurrence. The interpretive paradigm enables researchers to take into account multiple characteristics, such as behavioural aspects derived from participants' experiences, and this could assist in characterising reality, given the interpretive researcher's preconceptions and notions (Alharahsheh & Pius, 2020:42). Therefore, interpretive researchers consider research participants to serve as a component of the research tools used to represent the study in question (Hussain *et al.*, 2013:2376).

4.1.2.1.2 Epistemological differences between positivist and interpretivist paradigms

Varpio and MacLeod (2020:688) indicate that epistemology expands on ontology, being the branch of philosophy that deals with the nature of being, by applying the essence of reality to the process of acquiring knowledge. The field of philosophy known as epistemology is concerned with the foundations of knowledge and how it is gained and verified (Rehman & Alharthi, 2016:52). According to Alharahsheh and Pius (2020:40), epistemology is considered as a salient issue within the researcher, because it deals with how a researcher can discern what is true and untrue, and how they interpret the world around them. Therefore, Kivunja and Kuyini (2017:27) posit that

the focus of epistemology revolves around the distinct types of individual knowledge and comprehension that a researcher can amass to be competent in further developing, expanding, and enriching learning in their field of study. Al-Ababneh (2020:78) highlights that the potential and feasibility of neutrality, subjectivity, causality, validity, and generalisability are all topics dealt with by researchers regarding the epistemological question.

Assuming that people cannot be independent of their knowledge, subjective epistemology establishes an unambiguous relationship between the research and the subject at hand (Alharahsheh & Pius, 2020:42). Therefore, Hussain *et al.* (2013:2376) state that subjectivism is the very essence of the interpretative paradigm's epistemology as it understands that each researcher's knowledge is unique and empowers them to engage with their participants in any social event. The goal of interpretivist research is to examine how specific social groups or individuals develop and assign meaning to various realities, and to illustrate whether these realities determine their behaviour (Junjie & Yingxin, 2022:11). Consequently, interpretivist researchers believe that individuals develop, comprehend, and experience the world through their interactions with one another and with more extensive social systems; as a result, their approach of exploration is interpretive, and the goal of the exploration is to gain an understanding of a specific phenomenon, not to apply the findings to a general population (Tubey *et al.*, 2015:225).

Positivist epistemology is a form of objectivism, whereby positivists approach the world with a sense of neutrality to seek out all that is known about a "neutral" reality, where the researcher and the subject matter of the investigation are separate entities (Majeed, 2019:122). According to Antwi and Hamza (2015:219), positivism may create and authenticate an array of causal probabilities that can foresee patterns in human behaviour by blending deductive reasoning with empirical observations of individual conduct. In a positivist epistemology, research is focused on finding discernible and quantifiable facts or regularities where the events that will be measured and observed should produce credible and relevant data (Alharahsheh & Pius, 2020:41). Therefore, Kumatongo and Muzata (2021:17) point out that positivists employ scientific methodologies and systematise the knowledge-generating process with the support of quantification to improve accuracy in explaining variables and their relationships.

4.1.2.1.3 Methodological differences between positivist and interpretivist paradigms

Ugwu *et al.* (2021:118) describe a methodology as the study techniques, strategies, procedures, and processes used in well-planned research to gain an understanding of a phenomenon. Kivunja and Kuyini (2017:28) indicate that a methodology not only describes the logic and structure of the methodical steps used to conduct a research study but also acknowledges the crucial role of the audience in the research process. Two types of research methods can be utilised, namely

quantitative research and qualitative research (Alharahsheh & Pius, 2020:40). A research's methodological approach must be consistent with the study's ontological and epistemological perspectives (Kamal, 2019:1391).

Tubey *et al.* (2015:226) state that positivist reality should be investigated through the rigorous method of scientific inquiry. According to the positivist ideology, researchers approach problems objectively without affecting the actual subject under investigation; thus, highly well-structured methods, quantifiable findings, and statistical evaluation are required by a positivist philosophy (Al-Ababneh, 2020:80). The quantitative method of analysis stresses the necessity for precise measurement; furthermore, the capacity to generalise regarding the world is another feature of the paradigm (Alharahsheh & Pius, 2020:41). Positivism uses quantitative techniques to identify causal linkages based on the idea that different variables have a cause-and-effect relationship (Bonache & Festing, 2020:105).

On the other hand, Antwi and Hamza (2015:220) point out that interpretivist epistemology and constructionist ontology support qualitative methods. Kumatongo and Muzata (2021:19) suggest that interpretivists use techniques that allow researchers to present qualitative data to add validity to their knowledge of the phenomena under study. By emphasising a subjective and descriptive strategy to address complex circumstances instead of an objective and statistical method, an interpretivist philosophy creates insight in an entirely novel manner (Al-Ababneh, 2020:80). According to Alharahsheh and Pius (2020:42), researchers' comprehensive examination of individual experiences using qualitative research designs and methodologies can provide a profound understanding of the issue at hand, enabling researchers to delve further into every individual's perspective through formal interviews and conversations.

An interpretivist paradigm was used for this exploratory study. As a paradigm, interpretivism presupposes that reality is subjective, and can vary when considering different people; thus, interpretivism seeks to include richness in the insights acquired (Alharahsheh & Pius, 2020:42). According to the interpretivist philosophy, knowledge and meaning are acts of interpretation; thus, there is no objective knowledge that is not dependent on humans' capacity for thought and reasoning (Pham, 2018:3). The interpretivist paradigm was relevant for the present study, because intentions depend on the needs and attitudes of the individual. By using interpretivism, the study was able to acquire a detailed understanding of green cosmetic buying behaviour while identifying the reasons for purchasing green cosmetics. This unique approach offered a fresh and intriguing perspective on the study. Williams and Moser (2019:46) state that an understanding of people's social reality, including their attitudes, beliefs, and motivations, can be gained through qualitative research. According to Barnham (2015:1), 'why' questions have long been associated with qualitative research, with the assumption that using these kinds of interrogative approaches

may facilitate achieving "deeper" levels of understanding. Qualitative research was crucial for the present study, because it sought to understand consumers' views, behaviour, and motivation in greater detail. Thus, a qualitative research approach was deemed appropriate for this study since it aimed to understand the factors that impacted the buying behaviour of female consumers when buying green cosmetics in Johannesburg and Harare.

4.1.2.2 Research approach

Reasoning is one of the key elements that may be beneficial in problem-solving in practice Hidayah and Sa'dijah (2020:348) point out that the act of generating conclusions requires both reasoning and evidence to construct a compelling case for the veracity of a claim, which is how reasoning is theoretically described. Inductive and deductive reasoning are the two primary methods that facilitate the acquisition of new information (Shin, 2019: 300).

4.1.2.2.1 Deductive reasoning

Deductive reasoning is a form of logic, where a conclusion is founded on the agreement of several premises that are typically taken to be true (Shin, 2019:300). According to Tang *et al.* (2022:9513), deductive reasoning is described as the process of inferring general truths from specific scenarios by applying known general truths to one or more known general assertions. Deduction is evident when the researcher initiates the analysis by employing the existing classifications prescribed by the theory or earlier research findings (Armat *et al.*, 2018:220). Shin (2019:300) claims that the deductive method for study examines the theory, draws logical conclusions based on that theory, and poses these findings as hypotheses that will be tested using data before being presented as general findings contingent on validating or falsifying the hypotheses developed. A deductive research method uses statistical techniques to determine the participants that accurately represent the population's behaviour in a specific situation (Soiferman, 2010:12).

4.1.2.2.2 Inductive reasoning

Inductive reasoning is a method of reasoning that involves applying specific experiences, observations, or facts to assess a situation (Shin, 2019:300). It is not just a theoretical concept, but a practical tool for researchers. Armat *et al.* (2018:219) state that when there are little or no existing theories or research results, the inductive method is employed, demonstrating its real-world application. Inductive reasoning, as a means of developing theories, begins with observations of particular situations and aims to draw generalisations about the phenomenon being studied (Janiszewski *et al.*, 2016:203). It entails a strategy that guides researchers to begin with empirical data and proceed to create a theory based on that evidence, thereby influencing analysis with research question(s), study aim(s), and some significant assumptions (Armat *et al.*,

2018:219). Inductive research often necessitates qualitative research methodologies that provide explanations for 'how' and 'why' (Woiceshyn & Daellenbach, 2018:3).

For this research, the study employed inductive reasoning to explore the green cosmetics buying behaviour of South African and Zimbabwean consumers. The lack of published research on green consumer buying behaviour in developing countries, such as South Africa and Zimbabwe, has caused these nations to continue to lag in terms of green marketing initiatives (Masviba *et al.*, 2022:39; Shimul *et al.*, 2022:38). The study's use of inductive research not only contributed to the field of green cosmetics, but also addressed a pressing need for research in these regions, because it allowed the researcher to build theories from a set of data and open up new lines of inquiry for future research (Babin *et al.*, 2020:87; Janiszewski *et al.*, 2016:203). Interpretivist research supports the researcher in inductively generating a theory or pattern of meanings (Alharahsheh & Pius, 2020:42).

4.1.2.3 Research design

The research design is a precise tool that provides the research with a framework and structure, ensuring the final validity of the findings and conclusions (Burns & Bush, 2019:99). Asenahabi (2019:77) points out that research design is the overarching strategy for linking theoretical research problems to relevant and attainable empirical research; it is an investigation that offers precise guidance, instilling confidence in the research process. The research design serves as the overall strategy for gathering, analysing, and measuring data, ensuring a cohesive and logical approach to solving the research topic (Babin & Zikmund, 2016:67). In other words, Akhtar (2016:72) states that the research design serves as the overall strategy for gathering, analysing, and measuring data, ensuring a precise and logical approach to solving the research topic.

4.1.2.3.1 Experimental research design

Diener *et al.* (2022:1101) propose that an experimental design establishes a causal relationship between independent and dependent variables. Aaker *et al.* (2013:323) and Singh (2021:1) define experiments as research in which a monitored setting is used to change one or more independent variables to test a theory about one or more dependent variables. In experimental research, several independent factors are controlled, and the dependent variables are meticulously monitored, typically through pre- and post-testing (Rogers & Revesz, 2019:133). Malhotra *et al.* (2012:97) emphasise the active role of the researcher in modifying experiential factors, because it is the researcher's responsibility to control variables and track changes corresponding to the proposed effect.

4.1.2.3.2 Explanatory research design

According to Rahi (2017:2), an explanatory study aims to identify the fundamental causes and relationships between various variables, shedding light on why a specific phenomenon occurs and how it is connected to other elements. The primary goal of explanatory research is to identify problems and key variables in a specific study subject, which enables the development of a new perspective on a scenario, allowing for the elaboration, expansion, or testing of a hypothesis (Möttus *et al.*, 2020:1185). Rahi (2017:2) suggests that explanatory research searches for reasons behind the results while presenting the research to either reinforce or refute an explanation or prediction; thus, it works well for studies where a researcher requires qualitative findings to decipher noteworthy findings and outlier results, providing a solid foundation for hypothesis testing and instilling confidence in the research process.

4.1.2.3.3 Descriptive research design

Descriptive research is a form of scientific study with the primary objective of explaining a situation or occurrence, typically regarding the features or functions of a market (Zena & Hadisumarto, 2013:42). To establish precise predictions regarding the behaviour of the population, Möttus *et al.* (2020:1185) and Wiid and Diggines (2009) indicate that descriptive research requires identifying the characteristics of a group of individuals in instances when information of a specific market or set of consumers is hazy. Therefore, to ascertain whether there are distinctions between groups, descriptive research is also employed (Siedlecki, 2020:8). The who, what, when, where, why, and how of descriptive research are addressed, which must initially be followed by the formulation of research questions and hypotheses before being addressed (Doyle *et al.*, 2020:445).

4.1.2.3.4 Exploratory research design

Exploratory research is typically informal; unstructured research is conducted to gain a deeper understanding of the study problem's context (Swedberg, 2020:18). When a topic is properly defined, exploratory research is performed to determine the optimal research strategy, data collection technique, and target population (Casula *et al.*, 2021:1707). Exploratory research's goal is to identify novel ideas, discover what is happening, and ask questions in a bid to evaluate phenomena in an entirely novel manner and is typically used in the initial phases of research when the principles are not yet sufficiently defined to provide an operational definition (Rahi, 2017:2). Furthermore, Al-Ababneh (2020:84) highlight that instead of reaching definitive findings and precise outcomes, exploratory research offers a grasp of fundamental research issues and is often used to categorise issues, clarify ambiguous situations, and find concepts for prospective

business prospects. This section focused on phenomenology, grounded theory, case study, and qualitative descriptive research designs discussed below.

a Grounded Theory

Grounded theory is a research methodology that focuses on developing theories that are grounded in methodically gathered and examined facts (Noble & Mitchell, 2016:34). Grounded theory is distinct from other qualitative methods in that it aims to explain the phenomenon being studied instead of offering descriptive explanations of what is being investigated (Harris, 2014:39). The objective can be defined as exploring an area of interest that focuses on the primary concern that emerges from the research area through collected data (Walsh *et al.*, 2015:583). Accordingly, grounded theory is a research methodology that generates theories, resulting in a collection of grounded concepts that form an empirical framework to explain how and why individuals, groups, communities, or countries encounter and react to events, difficulties, or problematic circumstances (Lambert, 2019:132). Therefore, grounded theory aims to provide a theory that is informed by participant perspectives and anchored in data, going beyond description to provide a theoretical explanation of a process or occurrence (Turner & Astin, 2021:286). As a result, the researcher plays a crucial role in grounded theory, thoroughly immersing themselves in the data, investigating the events in the data, and uncovering the analytical narratives the data represent by using grounded theory tools, which offer an organised method for sorting through data (Thornberg, 2017:357). Since grounded theory research employs an inductive approach, the researcher must maintain an open mind throughout the study, as such studies create theory rather than verify it (Turner & Astin, 2021:287). Grounded theory is therefore distinguished from other research approaches by three fundamental principles: theory generation, an emergent theory based on empirical research, and the simultaneous collection and analysis of systematic data (Harris, 2014:38).

b Case Analysis

The effectiveness of case study research as a methodology for examining and comprehending complicated challenges in real-world contexts has grown (Harrison *et al.*, 2017:1). The qualitative case study approach is a research methodology that facilitates the investigation of a phenomenon in a specific setting using a range of data sources whereby the investigation is conducted via a variety of lenses to uncover the phenomenon's many dimensions (Rashid *et al.*, 2019:2). Case studies offer a way to examine intricate circumstances with several variables being examined, and they play a crucial role in expanding the body of knowledge in a topic (Queirós *et al.*, 2017:377). Gaining a thorough grasp of a complicated subject and providing answers to 'how' and 'why' inquiries are the objectives of a case study (Yin, 2018:61). The ability to employ a range of research techniques, build rapport with research participants, obtain sufficiently detailed

descriptions that can be applied to similar circumstances, and, in the end, gain in-depth insight are some advantages of using a case study approach in research (Ponelis, 2015:536).

To provide a thorough exposition of a single instance and its analysis, a case study should be structured around the problem, context, issues, and lessons learned (Mohajan, 2018:33). Theoretical inferences are drawn by comparing the processes found in each example, which is examined as a separate case (Ridder, 2017:282). Nevertheless, drawing conclusions and generalising them might be challenging, especially when few or no case studies are considered (Queirós *et al.*, 2017:377). Thus, hypotheses are not tested through case studies; instead, case studies play a vital role in creating hypotheses, general ideas, or expectations that can serve as a guide for future empirical studies (Mohajan, 2018:33). Accordingly, case study researchers typically use triangulation in their data gathering process, producing a thorough case description that aids in the discovery of trends and connections as well as the development, expansion, or testing of a theory (Ridder, 2017:282). Case-based theory-building research contributes significantly to advancing a field's knowledge, because the insights gained can be utilised as hypotheses or propositions in subsequent studies (Ponelis, 2015:537).

c Phenomenology

According to Aagaard (2017:529), phenomenology is derived from the Greek word *phainomenon*, which means "that which shows itself from itself" in its broadest and most fundamental sense. Thus, when examining how one or more individuals feel about a concept or occurrence, phenomenology is a technique used to delve into people's experiences in everyday life (Mohajan, 2018:30). In other words, phenomenology is an activity rather than a theory, an endeavour to ascertain the truth about things and to describe occurrences in the broadest sense by explaining the way they manifest to consciousness, or the way they seem to the experiencer (Van Manen, 2023:12). Phenomenology aims to explain the meaning of this experience, both in the context of what was experienced and how it was experienced – thus studying an experience as it is subjectively lived, new insights and understandings can be created to guide or even refocus our knowledge of that experience (Neubauer *et al.*, 2019:92).

According to Webb and Welsh (2019:170), phenomenological inquiry focuses on the person's subjective perception and understanding of their surroundings. Phenomenological approaches are better at depicting than at explaining subjective realities, insights, opinions, motivations, behaviours, and shared knowledge because they openly reveal study participants rather than concealing them (Qutoshi, 2018:219). The primary focus of phenomenological research is to convey or analyse human experience as experienced by the experiencer in a way that can be used as a source of qualitative evidence, because the researcher's first concern is to gather

qualitative data to obtain examples of ordinary experiences (Mayoh & Onwuegbuzie, 2015:95). As a phenomenological approach to inquiry, this kind of research employs a variety of data gathering techniques, such as interviews, observations, action research, debates, focus groups, and text analysis (Qutoshi, 2018:220).

d Qualitative descriptive

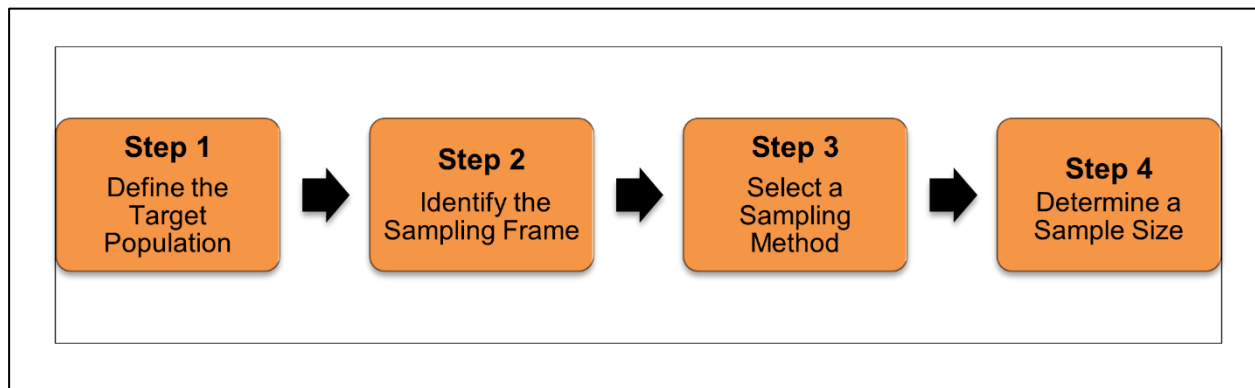
According to Milvy and Thomas (2009), the qualitative descriptive design facilitates the provision of an 'extensive overview of an event in the typical context of those events'. When one wants to describe occurrences straightforwardly, qualitative descriptive research is the preferred approach (Sandelowski, 2000:336). The best approach for such studies is thus a qualitative descriptive design, because it acknowledges the subjective nature of the issue, the variety of participant experiences, and the fact that the results will be presented using language that closely matches or directly reflects the original research question (Doyle *et al.*, 2020:444). Researchers typically study a phenomenon in its natural state and draw from a naturalistic viewpoint (Sandelowski, 2000:336), which helps them to feel connected to the real world. According to Lambert and Lambert (2012), naturalistic inquiry, which involves examining something in its natural state to the greatest extent feasible given the research parameters, is often cited in qualitative descriptive investigations. As a result, no study variables are pre-selected, variables are not manipulated, and no theoretical perspective on a target phenomenon is previously adopted (Sandelowski, 2000:336).

According to Kim *et al.* (2017), qualitative description is less theoretical than other qualitative methodologies, which allows for greater flexibility in adhering to a theory or framework during the study's design and execution. The adaptability of qualitative descriptive studies, as their researchers are not burdened by prior theoretical and philosophical commitments (Sandelowski, 2000:336), empowers them to adjust their framework as needed throughout the study. When using qualitative description, researchers may decide to steer their research via the lens of a related interpretive theory or conceptual framework, but they are willing to adjust that framework as needed throughout the study (Colorafi *et al.*, 2016:17). Therefore, topics of particular interest to practitioners and policymakers can be answered in a straightforward and generally unadorned manner (i.e., minimally theorised or otherwise changed or spun) using qualitative description (Sandelowski, 2010:81). Like other qualitative research methodologies, qualitative descriptive studies are typically defined by concurrent data collection and analysis; this means that codes are created from the data during the study, making qualitative descriptive research entirely data-derived (Lambert & Lambert, 2012:256).

The present study utilised the qualitative descriptive research design. Qualitative descriptive research has been characterised as less theoretical, because it allows for versatility in adherence to an approach when planning and conducting a study (Doyle *et al.*, 2020:445). The primary goal of a qualitative descriptive study is to generate results that are more closely related to the data frequently used in thematic surveys, which are made up of much less transformed analyses of the data (Colorafi & Evans, 2016:17;). A qualitative descriptive methodology is well-suited for obtaining straightforward answers to questions relevant to practitioners and policymakers (Kim *et al.*, 2017:24). Accordingly, qualitative descriptive research aims to understand participants' thought processes, perceptions, and worldviews (Bradshaw, 2016). Finding out who, what, where, and why of events or experiences is usually the goal of qualitative description studies (Doyle *et al.*, 2020:445). Therefore, when little is known about a subject, qualitative descriptive research helps to provide a clear account of views and experiences (Lambert & Lambert, 2012:256). Given that there is limited knowledge about the purchase behaviour of green cosmetics, the present study employed a descriptive research design, as it aimed to understand individual experiences with the factors that influence the purchasing intentions of green cosmetic products among female consumers in South Africa and Zimbabwe when making green purchase decisions.

4.1.3 Stage 3: Planning a sample

Sampling is a strategy employed by researchers to systematically select individuals from an established population to serve as participants in observational studies or experiments, thereby supporting the research's purposes (Sharma, 2017: 749). According to Acharya *et al.* (2013:330) and Johnson *et al.* (2020:141), a sample is a subsection of the overall population that is chosen because it is comparable to the entire population; as a result, by using a representative sample, the researcher may decrease the costs incurred, as well as the time and energy required to complete the study. Wang and Cheng (2020:67) indicate that a sample plan is a crucial tool in guiding data collection, specifying who and which units are responsible for delivering the data. A sampling plan is a series of procedures implemented as a guide to ensure that the data gathered corresponds to the target population (Johnson *et al.*, 2020:141). Therefore, sampling in qualitative research refers to the purposeful selection of participants who can provide rich, detailed information relevant to the research objectives (Sharma, 2017:749). Unlike quantitative studies that aim for representativeness, qualitative sampling focuses on depth and insight, choosing participants based on their experience and knowledge of the phenomenon under study (Acharya *et al.* (2013:330). Figure 4-2 presents the steps for developing a sampling plan.

Figure 4-2: Developing a sampling plan

Source: Adapted from Babin and Zikmund (2016:340).

4.1.3.1 Define the target population

Obilor (2023:2) and Shiu *et al.* (2009:450) explain that the researcher gathers data from a population that has already been described in terms of items and sampling units. In addition, sampling units describe the components of the population that are usable in the sampling technique (Abadie *et al.*, 2020:265). The target population must be identified before selecting a sample of respondents from the sampling unit (Stratton, 2021:373). A target population is a broad group of people from which a more specific group will be selected (Asiamah *et al.*, 2017:1612). To generalise a group's response, it is essential to define the target population in a research study clearly. According to Esteban-Bravo and Vidal-Sanz (2021), the term "target population" refers to the set of individuals that a researcher intends to examine and explore in the planned study. Table 4-2 provides a summary of the target population relevant to this study.

Table 4-2: Summary of the sample plan for this study

Defining elements	Application to empirical study
Sample element	Female consumers aged 18 years and older who have purchased a green cosmetic product in the past six
Sample unit	Female consumer
Extent	Residing in Johannesburg (South Africa) and Harare (Zimbabwe)
Time	2024

For this study, the target population for this study consisted of female consumers aged 18 years and older who have purchased green cosmetic products within the past six months and reside in Johannesburg (South Africa) and Harare (Zimbabwe). This population was chosen because the study seeks to understand consumer perceptions, experiences, and awareness of green cosmetics and greenwashing within these urban contexts. Research has shown that women

make up 48% of the world's population, according to Technavio (2022). Comparing the global statistics to South Africa, StatsSA (2021:6) points out that, in South Africa in 2021, males accounted for 48.9% (around 29,39 million) of the population, while females accounted for 51.1% (around 30.75 million). Meanwhile, Zimbabwe had about 8.45 million female residents in 2021, compared to about 7.54 million males (O'Neill, 2023). The researcher must identify the sample pool to ensure the study is viable and practically doable. Women between the ages of 15–70 around the globe are becoming increasingly invested in 'green' attributes; when buying beauty products, 64% of women choose natural components, 60% prefer environmentally friendly products, and 52% prefer plant-based components (Gebashe *et al.*, 2022:3). Netronic SA (2023) indicates that in 2022, there would have been 5.76 million people living in Johannesburg, 49.8% of whom will be female; Jolly (2020) highlights that 67% of females choose to use eco-friendly cosmetics if the price is right. There has been little to no study on the green cosmetics market in Zimbabwe. However, a quick Google search revealed that at least 30 small to medium-sized businesses in Zimbabwe (Harare) manufacture natural and green cosmetics, indicating a market for these products. In 2022, Africaine (2023), there were 15 7 289 558 females in Zimbabwe, with females accounting for 48% of the total population. In Zimbabwe, Harare had the highest proportion with a little over 16 % of the total population.

Given that internationally and in South Africa, the percentage of women who prefer to buy green products is in the 60–70% range, one may anticipate that the female green consumer in Zimbabwe will fall roughly within that range. Consequently, a 60–70% range of female consumers in Johannesburg and Harare roughly use green cosmetics, which was the sample pool from which the researcher selected the participants in Johannesburg, South Africa, and Harare, Zimbabwe.

According to Perryman *et al.* (2016:580), gender is a significant personal trait that affects consumers' decisions and behaviours. Research and Markets (2022) denotes that investing in women from developing countries offers one of the most significant potential returns. The use of cosmetics and body care has long played a significant role in the lives of female consumers, making the cosmetics sector particularly popular among women (Indriani *et al.*, 2019:628). As a result, female consumers in the cosmetic and beauty industry constitute the largest segment compared to male consumers (Pudaruth *et al.*, 2015:179).

4.1.3.2 Identify the sampling frame

Once the target population has been established, a sample frame is often determined, which includes a list of all potential sampling units (Berndt, 2020:225). Baltes and Ralph (2022:2) define a sampling frame as an exhaustive list of all the people or things you want to study, in which a sample is a subset of a sampling frame. The sample frame ought to reflect the population, since

it is the population represented by the sampling frame that allows for generalisation, thereby impacting the broader research community (Taherdoost, 2016:20).

In probability sampling, the sampling frame is essential since random selection from that frame cannot solve the research problem if it is not correctly selected from the population of interest (Acharya *et al.*, 2013:330). In contrast, non-probability samples often lack a sampling frame, making it impossible to determine the relationship between them and the likelihood of selection (Baker *et al.*, 2013:97). In other words, Gilbert *et al.* (2021:90) propose that one generally lacks knowledge of the larger study area from which one desires to conclude.

For this study, there was no defined sampling frame. A non-probability sampling method was used to create a sample of the entire population, as the population is too large for a sampling frame to be determined.

4.1.3.3 Select a sampling technique

The procedure of choosing individuals from whom data is supposed to be based is known as the sampling technique (Rahman *et al.*, 2022:46). This is a crucial aspect of research, as highlighted by Taherdoost (2016:18), who points out that the identification of the sampling techniques to be employed is necessary, because most researchers are severely constrained in their ability to obtain a genuinely random sample that will accurately represent the entire population by labour, time, and financial constraints. The two main categories of sampling techniques, probability sampling methods, and non-probability sampling methods are of significant importance in the field of research (Rahi, 2017:3). The probability sampling technique permits the calculation of the probability of obtaining an individual sample in an approach that is scientific and gives each component an equal chance of selection (Etikan *et al.*, 2016:55). By contrast, Mulisa (2022:76) highlights that when probability sampling is not theoretically, practically, or feasibly rational, non-probability sampling is a sampling process that cannot serve as an empirical foundation for determination of the likelihood that any given object/individual in the world has an opportunity to be included in the study sample.

4.1.3.3.1 Probability sampling

When using a probability sampling technique, every component of the entire population has a guaranteed statistical probability of being chosen for the sample (Mulisa 2022:76). As Taherdoost (2016:20) points out, this method, although time-and energy-intensive, is the least biased. Over time, humans have employed various random selection techniques, including drawing names out of a hat. However, with the advancement of technology, computers are now playing a crucial role in the field, often used generate random numbers that serve as the foundation for random

selection (Rahi, 2017:3). This technological advancement has significantly improved the efficiency and accuracy of random sampling. Simple random sampling, stratified sampling, cluster sampling, and systematic sampling are all types of probability sampling (Sharma, 2017:750).

a Simple random sampling

Rahi (2017:3) indicates that simple random sampling is a sampling procedure in which every member of the population has a comparable likelihood of being included in the sample, whereby the sampling fraction for this procedure is n/N , where “n” represents the sample size and “N” represents the size of the population. Simple random sampling entails selecting objects thoroughly at random, granting each item an equal likelihood of being considered (Sharma, 2017:750). According to Noor *et al.* (2022:78), simple random sampling guarantees impartiality, representation, and equality of probability for the population; yet, it can be time-consuming, infrequently supported by an exhaustive list of the population that is easily accessible, and difficult when the population is varied and dispersed. Simple random sampling requires the use of a sampling frame, and the sample generally exhibits a more significant sampling error than stratified samples of equivalent size (Acharya *et al.*, 2013:331).

b Stratified sampling

According to Rahi (2017:3), stratified sampling is a procedure in which each stratum receives an equal probability of being chosen. In the two-step process of stratified sampling, the population is divided into subpopulations or strata, and each subgroup is then sampled in an equally exclusive and jointly extensive way, with the goal of not omitting any population component (Iliyasu & Etikan, 2021:25). This comprehensive approach ensures that the stratified random sample gives the researcher a sample that is a good representation of the population under study, presuming that there are few missing data points (Sharma, 2017:750). The purpose of the stratified random sample is to ensure that no group will be ignored, and that each group's informational elements are treated fairly in the sample, thereby reducing the possibility of human bias in the selection of the group of people or objects to be included in the sample (Mahmud *et al.*, 2020:91). Acharya *et al.* (2013:331) point out that with stratified sampling it is possible to make assumptions about each stratum's features and to conduct comparisons, but there are drawbacks, including the necessity for precise data on each stratum's proportions and the high cost of creating stratified lists.

c Cluster sampling

According to Rahi (2017:3), cluster sampling is a sampling strategy in which researchers select samples from groups of individuals with different geographic locations that may not be accessible simultaneously. Simkus and Simkus (2023) mention that a simple random sample of clusters is chosen from each subgroup once the population has been partitioned into proportionally exclusive

and individually complete subgroups. Taherdoost (2016:21) indicates that the cluster sampling process is broken down into the following parts: determining the cluster categorisation for the sampling frame, such as the type of business or region; the quantity of each cluster; and selecting the sample using random sampling. After the clusters have been chosen, they are assembled into frames, from which different statistical analyses and assessments are conducted, leading to the necessary conclusions (Sharma, 2017:750). When the population is dispersed far and it is not feasible to sample and choose an accurate representation of each component, a cluster sample is most beneficial to use in a larger sample size (Acharya *et al.*, 2013:331).

d Systematic sampling

According to Rahi (2017:3), systematic sampling is an approach to probability sampling in which the initial sample point is chosen randomly, and the instances are subsequently chosen at predetermined intervals. Every *n*th number (skip interval) in the sequence of numbers is chosen for inclusion in the sample using a random method as a starting point (Berndt, 2020:225). Researchers have minimal influence over who is chosen for systematic sampling after the initial beginning point; thus, true randomness in the selection procedure safeguards against bias in the data collection process (Sharma, 2017:750). However, the drawback is that, in theory, each unit or person is chosen using an established order from a list when using this sampling technique (Adwok, 2015:95). Only the initial subject's selection is a probability selection because, in the following selections, some subjects would have no possibility of being chosen (Acharya *et al.*, 2013:331). Bhardwaj (2019:160) posits that systematic sampling is more practical, offering researchers a valuable tool not constrained by the number of additional variables or levels that any of them may reach. Table 4-3 summarises the strengths and weaknesses of the probability sampling techniques discussed above.

Table 4-3: Strengths and weaknesses of probability sampling techniques

Technique	Strengths	Weaknesses
Simple random sampling	Easily understood, results projectable	Difficult to construct sampling frame, expensive, lower precision, no assurance of representativeness
Systematic sampling	Can increase representativeness, easier to implement than simple random sampling, sampling frame not always necessary	Can decrease representativeness
Stratified sampling	Includes all important sub-population, precision	Difficult to select relevant stratification variables, not feasible to stratify on many variables, expensive
Cluster sampling	Easy to implement, cost-effective	Imprecise, difficult to compute, and interpret results

Source: Adapted from Taherdoost (2016:23).

4.1.3.3.2 Non-probability sampling

Non-probability sampling entails the use of sampling techniques in which the sample components (respondents) have a highly improbable chance of being chosen for the sample of the selection method (Etikan & Bala, 2017:215). Researchers can choose a unit that accurately represents the population being studied using non-probability sampling strategies, according to Etikan *et al.* (2016:55). Taherdoost (2016:19) highlights that a non-probability sample does not need to be random or representative; instead, there must be a sound and weighty justification for why some cases or individuals should be included while others should not. Convenience sampling, quota sampling, snowball sampling, and purposive sampling are the four non-probability sampling techniques that are most frequently utilised, according to Rahi (2017:3).

a Convenience sampling

Rahi (2017:3) indicates that convenience sampling refers to a method for gathering data from populations that are readily accessible and convenient for researchers. Convenience sampling is the process of collecting a sample that contains elements convenient for the researcher, as the fieldworkers are responsible for selecting the sampling units (Etikan & Bala, 2017:215). Since convenience sampling is less complicated and less expensive than other sampling approaches, Taherdoost (2016:22) notes that students frequently prefer convenience sampling as a sampling technique. Convenience sampling enables researchers to conduct interviews or obtain results affordably, but they risk being accused of bias due to differences in the target population (Rahi, 2017:3).

b Quota sampling

Rahi (2017:3) states that samples from quotas establish sample element quotas from each stratum while defining the population strata. By using predetermined quotas based on specific demographic traits, attitudes, or behaviours, potential respondents are chosen for quota sampling (Etikan & Bala, 2017:215). This selection process, as Taherdoost (2016:22) explains, is a non-random sampling technique, where participants are chosen based on these specified qualities, ensuring that the overall sample will exhibit a comparable range of characteristics to the larger population. However, it is important to note that due to the non-random selection process, the results from this type of sampling strategy cannot be generalised (Rahi, 2017:3).

c Snowball sampling

Etikan *et al.* (2016:55) indicate that the snowball sampling method produces biased samples due to the ability of those who participated with many social connections to give researchers a higher percentage of additional respondents who share the same characteristics as the initial responder.

Small populations that are challenging to reach because of their closed character are best suited for this strategy (Taherdoost, 2016:22). The drawback is that as the sample becomes increasingly more prominent, it will become more challenging to utilise, because the selection of the entire sample depends on individuals who are chosen at the beginning of the stage, belong to a certain clique, or have many biases (Etikan & Bala, 2017:216).

d Purposive sampling

Rahi (2017:3) suggests that purposive sampling is another name for judgmental sampling because it has a specific goal. Purposive sampling involves selecting respondents based on the assumption that they will meet the study's needs, because they possess the necessary attributes of a sample member (Etikan & Bala, 2017:215). Andrade (2021:87) points out that a sample is purposive if it serves a purpose related to the study in which more inclusion and exclusion criteria are established, each with a necessary objective. According to Patino and Ferreira (2018:84), inclusion and exclusion restrictions serve as stringent rules, providing a framework to prevent the research from being overly general or invalid. Table 4-4 summarises the strengths and weaknesses of the non-probability sampling techniques discussed above.

Table 4-4: Strengths and weaknesses of non-probability sampling techniques

Technique	Strengths	Weaknesses
Convenience sampling	Least expensive, least time-consuming, most convenient	Selection bias, sample not representative, not recommended by descriptive or causal research
Purposive sampling	Low-cost, convenient, not time-consuming, ideal for exploratory research design	Does not allow generalisation, subjective
Quota sampling	Sample can be controlled for certain characteristics	Selection bias, no assurance
Snowball sampling	Can estimate rare characteristics	Time-consuming

Source: Adopted from Taherdoost (2016:23).

For the purpose of this study, purposive sampling technique was employed to select participants who could provide rich and relevant insights into green cosmetics and greenwashing. Purposive sampling is a non-random approach commonly used in qualitative research to identify information-rich cases that align with the research objectives (Etikan et al., 2016). The study sought to explore nuanced perceptions of green cosmetics and greenwashing among female consumers who have recently purchased green cosmetic products. Therefore, purposive sampling provided the methodological advantage of identifying information-rich cases that could offer depth and contextual understanding, rather than achieving statistical representativeness. Alternative qualitative sampling approaches, such as convenience sampling, were considered less suitable due to their potential to recruit participants lacking relevant experience, thereby limiting the

richness of the data. Snowball sampling was also considered but deemed inappropriate because it may introduce network bias and reduce diversity in perspectives. The decision to employ one-on-one interviews rather than focus groups was based on the need to obtain individual consumer perspectives and to reduce social desirability bias and group influence.

Purposive sampling was used to select participants for the present research on green cosmetics, because it allows for intentionally targeting individuals with specific characteristics and experiences relevant to the study's objectives. The research focused on exploring the attitudes, behaviours, and experiences of female consumers who have recently purchased green cosmetic products. Using purposive sampling, the study expressly included individuals who met key criteria, such as being 18 years or older, having purchased a green cosmetic within the past six months, and residing in Johannesburg or Harare. This approach ensured that the data collected would be not only rich and reflective of the particular demographic and consumer behaviours under investigation, but also highly relevant to the study's objectives. Purposive sampling, therefore, was ideal for gaining in-depth insights from a targeted group of participants who could provide valuable and context-specific information on the topic.

The inclusion and exclusion criteria for selecting interview participants was designed to ensure that the sample was both relevant to the research objectives and ethically appropriate. Participants were required to be 18 years or older to ensure that they can provide informed consent legally, adhering to ethical research standards. The study specifically focused on female participants, because the research aimed to investigate their unique experiences and perceptions regarding green cosmetics. Additionally, participants had to have purchased a green cosmetic product within the past six months, ensuring that their experiences were current and reflective of recent consumer behaviour. Participants had to reside in Johannesburg, South Africa, or Harare, Zimbabwe, to further narrow the scope and provide context-specific insights. This geographic limitation was necessary to capture perspectives from these two urban regions, where the consumer behaviour surrounding green cosmetics might differ. Individuals who did not meet these criteria were excluded from the study to maintain focus on the target demographic and ensure that the data collected was relevant and meaningful. The recruitment process involved reaching out to individuals who met these criteria through online platforms, physical green cosmetic shops, and personal networks, ensuring a purposeful selection of participants with relevant experience for the study

4.1.3.4 Determine sample size

Andrade (2020:102) states that the number of individuals or observations included in a study is the sample size. Gill (2020:579) suggests that the sample size in qualitative research studies is

typically smaller than that in quantitative research studies, as the researcher seeks depth and insight into a particular research objective. According to Vasileiou *et al.* (2018:2), small but adequate qualitative sample sizes are necessary to foster the growth of fresh, richly insightful perspectives on the issue being investigated. However, Braun and Clarke (2022:31) confirm that a precise sample size can only be determined after collecting data for a qualitative study, because the sample size relies on when the saturation point is achieved. Instead, in a qualitative study that employs purposive sampling, the sample size is often determined by referring to the point of data saturation (Morse, 2015:1318).

Until data saturation was reached, the research study continued to collect data through interviews. Data saturation was achieved in this study through the iterative conduct of participant interviews and data analysis. The first two interviews from each country yielded valuable information, which was coded and examined to identify recurring themes. Few new notions or ideas were introduced during the subsequent interviews; instead, the same themes started to reappear. New interviews were grouped under pre-existing topics throughout the coding phase, which revealed this repetition in the data collection. It was evident by the sixth interview in each country that the study questions had been thoroughly addressed and that no noteworthy new material had emerged. Findings from different participants were consistent, suggesting that the data adequately represented the viewpoints and experiences pertinent to the research. Thus, data saturation was reached, as further interviews were unlikely to yield additional insights beyond those already uncovered. The researcher can focus on developing a comprehensive understanding of a particular social and cultural context with a small sample size, a practical approach that is generally impossible when studying larger groups; thus, the researcher deemed 6 participants as adequate (Subedi, 2021: 7). Cited in Bekele and Ago (2022:48), Bernard (2013) points out that there is increasing evidence that 10–20 essential research participants are sufficient to identify and comprehend the main problems in any study of lived experience. According to Hennink and Kaiser (2022:6), what distinguishes a small sample is a range of sample sizes for saturation in various qualitative techniques (such as 9–17 interviews or 4–8 focus groups). Therefore, the sample size of 12 participants (six from each country) was determined through the principle of data saturation, which is widely regarded as an appropriate criterion for determining sample adequacy in qualitative research (Braun & Clarke, 2022). Data collection continued until no new themes or insights emerged, indicating that saturation had been reached. This sample size provided sufficient depth to address the research questions while remaining feasible within the study's time and resource constraints.

4.1.4 Stage 4: Collecting data

In an era where researchers worldwide are gathering and archiving vast volumes of data, the abundance of data sources inspires us to utilise available information for research (Johnston, 2014:619). The ease or complexity of acquiring data varies depending on the type of information needed, according to Moore *et al.* (2021:694). Every research study is different; therefore, the most appropriate data-gathering technique should be used to obtain the pertinent data (Larrinaga, 2017:157). Researchers have differentiated two distinct types of data: secondary and primary data, which come from various sources (Taherdoost, 2021:12). There is an infinite supply of data sources available, and multiple techniques exist to access these data sources.

4.1.4.1 Secondary data

Secondary data is archival data initially collected for a reason unrelated to the study (Taherdoost, 2021:12). This information has offered the primary quantitative approach new depth and enabled the identification of theoretical notions (Ruggiano & Perry, 2019:82). Due to the disconnection between the researcher and the data collection process, secondary data analysis offers both advantages and problems in and of itself (Mwita, 2022:534). The benefits typically relate to gaining access to resources and the provision of background information for the researcher's primary research, whereas the drawbacks typically relate to the inability to control how the findings were gathered and communicated and the possibility of using the information for different purposes than those for which it was originally intended (Clark, 2013:58; Taherdoost, 2021:12).

To gain an in-depth understanding of the research problem, the study's various sources should be evaluated to address the attitude gap in green buying behaviour effectively. According to Snyder (2019:333), the foundation of all academic research efforts is building on prior information and establishing connections as these are gleaned from extant knowledge. As part of a research methodology, an efficient and well-executed literature review not only establishes a solid platform for knowledge expansion but also plays a crucial role in theory building. The present study used the following databases to develop a solid theoretical background:

- A-Z publication finder
- EBSCOhost
- Emerald insight journals
- Google Scholar
- JSTOR
- ScienceDirect

- Sage Publication

For this research study, secondary data was gathered to assist in developing Chapters 1 to 3 of the study. Mwita (2022:534) points out that while secondary data is not meant to explain or answer the researcher's particular research questions or problems, it requires that the researcher gathers primary data to effectively and efficiently attain the research objectives. Given the scarcity of research on the factors influencing the buying behaviour of female consumers in South Africa and Zimbabwe buying green cosmetics, this study was novel and presented an intriguing addition to the field.

4.1.4.2 Primary data collection

When secondary research proves insufficient and study goals cannot be achieved, a primary data-gathering method is used (Mwita, 2022:534). The primary research conducted by the researcher constitutes a valuable contribution to the academic community, adding to the pool of social knowledge that already exists (Hox & Boeijs, 2005:593; Taherdoost, 2021:12). Joubert *et al.* (2016:175) state that both quantitative and qualitative research methods can be used to gather primary data, inspiring researchers to explore these methods in their work.

4.1.4.2.1 Quantitative research

The purpose of quantitative data collection is to measure or quantify a specific study subject, typically analysed through statistical and mathematical techniques (McNabb, 2015:12). The fundamental link between the mathematical representation of quantitative relationships and empirical observation is established through the estimation process in quantitative research (Basias & Pollalis, 2018:92). Standardised surveys and other quantitative measuring instruments are often used to carefully assess what is observed, while quantitative researchers seek to explore the phenomena that interest them from a distance to avoid human bias and to maintain objectivity (Antwi & Hamza, 2015:221).

The primary purpose of quantitative research is to help identify correlations between different variables and outcomes so that future researchers can use the data to independently replicate the analysis and corroborate original findings (Choy, 2014:99). According to Antwi and Hamza (2015:221), most quantitative researchers seek to establish cause-and-effect links to generate probabilistic predictions and generalisations, because they believe that behaviour and cognition are highly predictable and explicable. The focus of quantitative researchers is to measure variables accurately, and evaluating theories related to a broad causal explanation (McNabb, 2015:12).

4.1.4.2.2 Qualitative research

Qualitative research is an encompassing phrase that refers to research methodologies that are concerned with phenomena by analysing experiences, behaviours, and relationships, where the researcher has to learn to decode the data and draw a conclusion on their observations (Basias & Pollalis, 2018:94). Qualitative researchers prioritise undertaking in-depth analyses of events that emerge in the normal course of social life. This is because they typically argue that reality is socially formed, and that social behaviour conforms to socially built standards (Barnham, 2015:838). The researcher is considered the instrument of data collection, because qualitative researchers contend that it is crucial to be close to study participants to gain firsthand knowledge of the individualised dimensions of the phenomena being studied (Antwi & Hamza, 2015:221). The qualitative researcher asks the questions, gathers the data, interprets the findings, and documents the observations (Barnham, 2015:838). Instead of concentrating on a single issue, this approach considers a conceptual philosophical paradigm in an open-ended, curious manner, while adopting a particular viewpoint (Choy, 2014:99). Table 4-5 presents a comparison of quantitative and qualitative research methods.

Table 4-5: A comparison between quantitative and qualitative research

Key Features	Qualitative Research	Quantitative Research
Examines	Phenomena	Phenomena
Interpretation	Qualitative research encompasses a sequence of interpretive techniques that aim to describe, decode, and interpret concepts and/or phenomena, rather than capturing the frequency of specific phenomena in society.	A quantitative research approach typically refers to the systematic, empirical investigation of phenomena through statistical and mathematical analysis, as well as the processing and analysis of numerical data.
Usually selected when	• An interpretation is required. • Research is needed in relatively new research areas. • Answers are required for research questions related to "what", "how," "when," and "where". • There is uncertainty about the conceptions under consideration.	• There is a need to analyse and process a large amount of quantitative data to verify hypotheses and/or test the theory. • There is no uncertainty about the conceptions under consideration. • The research can be carried out with questionnaires that include simple questions and short answers that can easily be quantified and compared.
General context	• Related to observation • Uses flexible questionnaires • Investigates phenomena • Uses methods such as interviews for in-depth research.	• Correlation with experiments • Testing of hypotheses related to phenomena. • Use of advanced statistical tools • Using questionnaires
Question form	Open questions	Closed questions
Data format	Usually comprises text or spoken words that is transferred into textual format.	Numeric data (quantified) usually obtained by questionnaires.

Advantages	• Allows the researcher to understand the nature and complexity of the phenomenon under consideration. • Facilitates research in new areas. • Supports the examination of a phenomenon in its natural environment. • Supports in-depth research.	• The result is numerical (quantitative) and is therefore often considered objectively (fact-based, measurable and observable). • The quantitative research approach facilitates the processing and analysis of large volumes of data. • Quantitative data makes it easier to highlight changes and differences. • In quantitative research, it is easier to compare numerical data. • The quantitative research approach facilitates the development of quantitative valuation indicators.

Source: Adopted from Basias and Pollalis (2018:96).

The present study employed an exploratory research approach to gain a deeper understanding of how people in Zimbabwe and South Africa utilise green cosmetics. Recognising the need for more research on green cosmetic purchasing patterns in both nations, the primary goal was to gather new data and insights about how South African and Zimbabwean businesses use and assess the effectiveness of their green cosmetics in their respective markets and countries. Therefore, a qualitative research strategy has been chosen, as the primary goal of this study was to utilise an exploratory research design to produce new and novel insights. Both quantitative and qualitative research involves a variety of data gathering methods, with high-quality data collection procedures increasing the validity or accuracy of study results (Sadan, 2017:58). According to Ajayi (2017:3), qualitative and quantitative research can employ a range of data collecting and analysis methods, which has an impact on participant selection and the timing of data collection. These are discussed below.

4.1.4.2.3 Quantitative data collection techniques

In quantitative research, primary data are mostly gathered through questionnaires (Mohajan, 2020:77). Although a detailed explanation of each quantitative data gathering method is beyond the scope of this study, a synopsis of these methods is provided below.

a Questionnaire

One of the popular tools for gathering data is the questionnaire, which is a form or instrument that consists of a series of questions. Responses are provided by participants (from a specific demographic) who fill in the questionnaire to provide the researcher with the data required for the study (Taherdoost, 2021:14). According to Dewaele (2018:269), questionnaires are used as research instruments to measure and obtain valid and reliable data to guarantee that seamless analysis can be performed and the hypothesis can be tested. Questionnaires are widely used in

research, because they provide an efficient, cost-effective way to collect a great deal of data from sizable sample sizes (Taherdoost, 2021:14). A questionnaire that is adequately constructed ought to reduce unanswered questions, which is a common issue with many surveys. This is the case because a questionnaire only collects information that the respondents are prepared to provide and that the method itself permits (Ranganathan & Caduff, 2023:152). To collect numerical data, various survey methods, including electronic/self-administered, in-person, and telephone questionnaires, are typically used in the context of quantitative research (Kuphanga, 2024:3).

b Self-administered questionnaires

One technique for gathering data is the use of a self-administered questionnaire, which asks participants to complete a survey independently, thus without the assistance of an interviewer (Boparai *et al.*, 2018: 211). To make self-administered questionnaires easier to complete, they should have an intuitive design and clear instructions (Kuphanga, 2024:3). Self-administered questionnaires are less resource-intensive compared to alternative data collection methods and are particularly suitable for covering sensitive subjects and achieving broad geographic coverage of the intended population (Gnambs & Kaspar, 2015:1239).

c Interviewer-administered questionnaires

According to Ross *et al.* (2015:1), interviews in which a trained interviewer poses questions to a respondent and documents their responses are known as interviewer-administered surveys. Although interviewer-administered questionnaires require more resources, questionnaires given by interviewers provide the researcher with more control over the measurement's quality (Banning *et al.*, 2021:62). Nonetheless, extra care needs to be taken to account for potential interviewer bias when creating questionnaires that an interviewer will give. This is because the interviewer may ask questions that cause responses that differ in some way from those obtained when people complete the questionnaire independently (Nuno & John, 2015:7).

d Telephone-administered surveys

To collect data using a telephone-administered survey, a representative sample of people is interviewed over the phone. Here, the researcher asks a set of pre-planned questions to the respondents (Banning *et al.*, 2021:62). Compared to in-person interviews, telephone surveys offer several benefits, such as the ability to contact a geographically scattered sample, including those residing in isolated rural locations (McIntosh & Morse, 2015:7). One of the major hindrances in telephone questionnaires is that potential responders may view phone calls as telemarketing, and react unfavourably to them (Olson *et al.*, 2021:384).

4.1.4.2.4 Qualitative data collection techniques

In qualitative research, primary data are gathered through observations, focus groups and interviews (Busetto *et al.*, 2020:2; Driscoll, 2011:160; Sadan, 2017:58). The most used data collection techniques for qualitative research are discussed below.

a Observation

Observations, as opposed to reporting behaviour or expressing opinions, are a powerful tool for gaining an understanding of a specific environment and the actual behaviour within it (Busetto *et al.*, 2020:3). Mwita (2022:533) highlights that participant observation, unlike unobtrusive observation, is not merely concerned with recording participants' behaviour. Rather, it is concerned with fostering active interaction with participants and becoming an integral part of their community. Observations are key in establishing and guiding relationships with participants, understanding the dynamics of communication, the structure and priorities in a given environment, and what matters to the participants in the social setting being studied. They also help in formulating the right questions and learning how to ask them to enhance our understanding of the research questions (Kawulich, 2012:153; Taherdoost, 2021:23).

b Focus groups

Focus groups are group interviews used to delve into the knowledge and experiences of participants, as well as the motivations behind their actions (Busetto *et al.*, 2020:3). Mwita (2022:533) suggests that a focus group is a group of individuals who gather to discuss a specific subject with the aim of collecting data. Such a discussion is facilitated, observed, and documented by a researcher. The number of participants in a focus group is small; usually a six-to-nine-person group, and in this way, the interview setting gives a comparatively homogeneous group a chance to discuss the interviewer's questions (Dilshad & Latif, 2013:192; Taherdoost, 2021:21). In such a situation, Nyumba *et al.* (2018:21) highlight that the researcher acts as a facilitator or moderator of a group discussion among participants, rather than focusing on the conversation between the researcher and the participants, as is the case with interviews.

c Interviews

Interviews are used to learn more about an individual's subjective experiences, beliefs, and motivations, rather than focusing on facts or actions (Busetto *et al.*, 2020:3). The researcher assumes the function of an "investigator" during an interview, which means that the researcher asks questions, manages the conversation's dynamics, or engages in dialogue with a single person at a time. Such a discussion is one-on-one, qualitative, and in-depth (Nyumba *et al.*, 2018:21). According to Mwita (2022:533), there are three primary forms of research interviews:

structured, semi-structured, and unstructured. A structured interview is one in which a series of predetermined questions are asked, and the questions are asked to all respondents in the same order (Taherdoost, 2021:21). To gather in-depth information, Jamshed (2014:87) states that unstructured interviews are typically advised when conducting long-term fieldwork, because the researcher gives participants the freedom to express themselves in their own ways and at their own pace, with little interference from the interviewer. A semi-structured interview, in turn, is a qualitative research technique that combines an adaptable interview structure with a predetermined array of open-ended questions, enabling the researcher to inquire further about the interviewee or pursue a different line of inquiry suggested by what the interviewee conveys (McIntosh & Morse, 2015:2).

The present study employed semi-structured interviews to gain a deeper understanding of the topic under investigation. The questions asked during the interview were based on prior information and had been formulated in advance and were developed using the interview guide. Clearly, thus, semi-structured interviews necessitate a certain amount of previous study in the research issue area (Kallio *et al.*, 2016: 2955). As a result, participants are free to answer the open-ended questions however they like, and the researcher can delve deeper into these responses. This approach allows for a measure of freedom in terms of the responses of a semi-structured interview (O'Keeffe *et al.*, 2016:1912).

Therefore, before a semi-structured interview can commence, a researcher must have in-depth knowledge and should have done preparation about a particular topic with a view to gain a deep understanding of the interviewee's lived experience and perceptions; thus, training was required before data collection began. The research supervisor in the present study attended the first interview, which was used as a pilot study to test the interview guide and to identify any potential issues. The researcher adjusted the interview schedule as necessary to ensure that it provided in-depth answers. After making the adjustments, the researcher specified the changes and resubmitted the revised document to the Ethics Committee for approval. After this, the researcher gathered the data from the other interviews that were collected for the research. The interview guide (Appendix A) consisted of a series of questions regarding the reasons why consumers engage in or do not engage in the purchase of green cosmetics. Although there was a general structure in terms of how the interview was conducted, the interviews were not rigid, since the researcher was able to probe to gain a deeper understanding of each construct. The interviews lasted approximately 30 minutes each.

The participants were invited to participate in the study through a comprehensive approach, utilising various social media platforms (WhatsApp, Facebook, and Instagram) associated with green cosmetic businesses. This strategy aimed to ensure a wide array of participants. The

researcher first obtained approval from the administrators of these social media pages before posting the invitation letter. The South African businesses approached for approval included Chill Cape Town, Giver Her Hope Soap, Khween Shebar, Skoon, Kudu Cosmetics, Jane, Melan Skincare, Soil Organic, and Vuvu Organic Beauty. The researcher also requested the invitation letter to be posted on Zimbabwe's Crystal Aura, The Balm of Africa, Chebe Magic zw, Organic Jewel, Natural Charm, and Langa Cosmetics' social media pages. Upon receiving interest from the participants, relevant screening questions were asked to ensure that the participants complied with the exclusion and inclusion criteria. The invitation to participate in the study clearly outlined the study's primary objective, inclusion criteria, the guarantee of participant anonymity, and the voluntary nature of participation. The invitation also provided information about the study, the interview duration (stated as approximately 30 minutes), and the online interview platforms (Microsoft Teams or Zoom).

Once the participants confirmed their willingness to participate in the study, written informed consent was obtained from them before conducting the interview sessions. The researcher used a gatekeeper (research colleague) to obtain informed consent from the research participants. McFadyen and Rankin (2016:82) state that a gatekeeper is typically used to refer to the individuals and entities that serve as an intermediary to gain quick and easy access between researchers and participants. After the gatekeeper had received the informed consent forms, the prospective participants were sent a consent form (Appendix C) that they were required to sign to show that they would voluntarily participate in the study before the interview. After this, an official invitation was sent out (Appendix B) through the communication channel that the researcher used for contacting participants. The invitation comprised information regarding the study's objective, study inclusion criteria, the available dates and times for the interview, and the available platforms that the participant could choose to be interviewed on that were convenient for them. Once this information was obtained, an interview was scheduled using the information provided by the participant. In addition, a message confirming the interview was sent to the prospective participant containing the date, time, and preferred platform for the interview (i.e. Microsoft Teams or Zoom). After this, the interview guide (Appendix A) was sent to the participant, which outlined the questions that the interview was based on a few days prior to the interview. Three days before the scheduled interview, the researcher sent a reminder regarding the interview. On interview day, the research participant was reminded that the interview would be recorded and that the study's objective, as well as inclusion and exclusion criteria would be reiterated. The recorded audio was transcribed using Language Matters, a translation and transcription agency based on the Potchefstroom Campus of the North-West University.

4.1.5 Stage 5: Analysing data

The most fundamental part of any research is data analysis, which is a process that involves not just summarising gathered data, but also interpreting it using analytical and logical reasoning. This critical thinking is essential for determining patterns, relationships, or trends (Silverman, 2018:1). Once the data have been collected, it must be cleaned for further analysis to produce high-quality results. The process that was used to analyse the data is discussed in the following sections.

4.1.5.1 Data preparation

The data for the research study were gathered through semi-structured interviews. According to Nayak and Singh (2015:126), data preparation entails transforming and cleaning raw data before processing and analysis begin. Transcribing interview audio for additional analysis is a component of data preparation. For this study, Language Matters, a video and audio transcription services provider situated on the Potchefstroom campus of the North-West University, was used for the transcription process. To make sure that the recordings have been accurately transcribed, the researcher carefully listened to the recordings and compared them with the transcripts.

4.1.5.2 Method of data analysis: Morse and Field approach

The Morse and Field approach was utilised to analyse the data collected in this research study, since it has been widely adopted in the marketing field. Content analysis was implemented, and Kleinheksel *et al.*, 2020:128) as well as Morse and Field (1996) elucidate the requirement for total immersion and familiarity for a theory to arise from raw data. The Morse and Field approach is particularly appropriate for this study because it supports in-depth, contextual exploration of phenomena across different settings and is widely used in the marketing field. Given the comparative aims of the research, this approach enables the researcher to examine and contrast consumer motivations, awareness, and decision-making processes in South Africa and Zimbabwe while maintaining consistency in data collection and analysis. The iterative and flexible nature of the Morse and Field method allows for the identification of both shared themes and context-specific differences, thereby enhancing the validity and depth of comparative findings. The Morse and Field approach consists of four steps, namely comprehend, synthesise, theorise, and recontextualise.

4.1.5.2.1 Step 1: Comprehend

Comprehension is a cognitive process that requires the reader or researcher to engage with the material to derive meaning actively (Beck *et al.*, 2010:320). To provide an in-depth description of

the information analysed, the researcher must have a complete understanding of the phenomenon under consideration. De Casterlé *et al.* (2012:4) and Francis *et al.* (2022:1862) emphasise that comprehension in qualitative analysis encompasses understanding the entirety of a situation or participants' experiences. As a result, the researcher's grasp of the research issue and the study's setting should align during the review of the literature and the empirical portion of this investigation (Morse & Field, 1996: 104). To fully comprehend the interviews, the researcher actively took field notes during the interviews, demonstrating the researcher's active role in the comprehension process. Rashid *et al.* (2019:4) point out that the researcher records events, discussions, and behaviours seen in the interviews in field notes and reflections on those observations. The locus of detail captured by the interviewer's field notes differs from what was spoken during the recorded conversation (Johnson *et al.*, 2021:1148).

In addition to the field notes, the researcher employed deductive and inductive coding during the data analysis of this research project. Codes or meaning units contain certain concepts or viewpoints that can stand autonomously (Linneberg & Korsgaard, 2019:261). In qualitative research, coding is the act of assembling, categorising, and thematically sorting acquired data to create a structured framework on which to build meaning (Williams & Moser, 2019:45). Coding is a procedure that is an essential part of the analytical process and refers to how researchers dissect their data to create new knowledge (Elliott, 2018:2850). Through intellectual analysis, the researcher generated codes and categories. Codes can be created a priori from theories or concepts already in existence (theory-driven/deductive); but they can also be developed from unprocessed data (data-driven/inductive) (DeCuir-Gunby *et al.*, 2011:137), which in this case are derived from interview transcripts. According to Xiao *et al.* (2023:76), deductive coding is a top-down approach, where researchers create a codebook with a preliminary set of codes, descriptions, and examples drawn from the research, and then apply those codes to newly discovered qualitative data. In contrast, inductive coding is a bottom-up method, where the researcher begins with no theory and adds codes as they analyse the dataset (Humble & Mozelius, 2022:90).

As indicated by Byrne (2022:1396), the researcher should be familiar with the available literature on the research topic to recognise what information is interesting and pertinent in deductive coding before collecting data. On the other hand, when using inductive coding, the prior theories should be kept apart from the data acquired during the data analysis to prevent influencing the data with a viewpoint it does not reflect (Mezmir, 2020:23).

As discussed in the present study in Section 3.2 of the literature review, the socio-cultural factors, psychological factors, experiences and purchase/post-purchase evaluation were the themes, and the family, social class, culture, references groups, motivation, attitude, perception, learning and

personality were categories within the different themes that affect consumer decision-making. These were classified as deductive categories and themes, adding to the scientific aspect of the coding process. On the other hand, since the interview questions were related to the constructs developed in Section 3.3, the responses' analysis did not correspond to each other directly. In the same way, the analysis of the responses did not start with preconceived notions of what the codes should be but allowed the narrative or theory to emerge from the raw data.

As a result (see Bradshaw *et al.*, 2017:5), a more profound knowledge of your data could be developed to uncover additional codes, categories and themes through patterns that emerged. The qualitative coding involved categorising excerpts from the qualitative data systematically. A line-by-line analysis must be performed to code exploratory questions that are inductive (Linneberg & Korsgaard, 2019:263). Line-by-line coding refers to assigning codes to each line of the interview transcript to delve deeply into the data, and to extract as much as possible from it by identifying certain qualities and directing an analysis in that particular line of text once the concept becomes apparent (Van Niekerk, 2020:99). Assessing the ATLAS.ti project file enabled the researcher to comprehend how the labelled lines of analysis were distributed across the document. This enabled the researcher to create inductive codes for the specific lines within the transcripts as part of this research's coding process.

The coding process involves assigning appropriate names to evidence segments of interest (Mezmir, 2020:18). This is achieved through the examination of the ATLAS.ti project file. Here, the researcher was able to understand how the marked lines of analysis were distributed across the text. To keep work organised and ensure that no codes are forgotten when using deductive and inductive coding, it was helpful to utilise a codebook from the very beginning of the coding process. Codebooks are a well-established tool for improving the consistency of coding in qualitative research projects, often including a comprehensive list of codes and definitions/explanations that guide researchers in the process (Oliveira, 2023:300). Therefore, a codebook with clearly defined assigned codes was constructed using deductive and inductive coding until data saturation was reached, to ensure that sufficient comprehension has been attained. To reach data saturation, the researcher analysed the data after every interview.

4.1.5.2.2 Step 2: Synthesise

Synthesising is characterised by sifting – this is because sifting makes it possible to read or listen to the material that is needed to develop themes that will allow the researcher to confidently explain participant behaviours (Braun & Clarke, 2022:40). Thus, the synthesis process enables the researcher to recognise similarities and differences among the interview data and to account for and explain variations (Garside, 2015:5). Saldana (2016:101) points out that the coding phase,

which involves assigning words or themes to specific groups of data and determining their connections, is a component of synthesis. As noted above, the codebook, with clearly defined assigned codes, was constructed in the comprehension stage using deductive and inductive coding and was considered as a synthesis component. This alludes to the fact that the researcher used a technique called horizontalisation, which is a step in the reduction process in which the researcher gave each participant's statement equal weight and eliminated any repetitions and remarks that have no bearing on the study objectives (Trzeciakiewicz, 2021:69). This means that to find discrepancies and similarities among the codes in the codebook and to eliminate codes that were redundant or overlapped, the codes were compared to one another. Once repeating statements have been detected, concentrated axial coding was required to enable a researcher to create connections between the data. According to Cascio *et al.* (2019:120) and Vollstedt and Rezat (2019:87), axial coding is the method of connecting codes (categories and concepts) using both inductive and deductive reasoning. Williams and Moser (2019:50) highlight that these categories can be produced by deriving new concepts from abstracting a pre-existing code or constructing abstractions of existing codes.

For this research, a comprehensive method, incorporating a codebook, horizontalisation, and a mix of open and axial coding, was employed to examine and code the interview data. The codebook, a key component of this method, was developed to establish a consistent framework for classifying and identifying the data. This codebook was flexible enough to accommodate new codes that emerged during the analysis process, while also containing established codes that aligned with the research objectives.

The first step of open coding involved a comprehensive review of each interview transcript, line by line, to identify important words, phrases, or ideas. These were then assigned descriptive codes that encapsulated the significance of the information, enabling a thorough investigation of personal experiences. Importantly, this phase did not impose any predetermined classifications, but rather aimed to segregate the data into distinct, meaningful codes in a transparent manner. To ensure that all participants' voices were treated equally, horizontalisation was applied, meaning that all statements were considered equal, and each piece of data was treated as potentially valuable, regardless of its perceived importance.

Following the completion of open coding, the data was subjected to axial coding, in which the codes generated during open coding were organised into categories and subcategories based on their relationships and patterns. This procedure allowed for a more transparent comprehension of the relationships between various thoughts or actions by relating the open codes to more general themes or concepts. Subcategories were honed, and overarching themes surfaced using axial coding, which offered a clear framework for analysing the participants' experiences. The

qualitative data were methodically arranged and synthesised with the aid of open and axial coding, which also provided important insights into the attitudes and actions of the participants about green cosmetics.

4.1.5.2.3 Step 3: Theorise

Theorising, a meticulous technique, is used to connect various components or concepts into a unified whole based on overarching principles, aiding in the explanation of pertinent phenomena (Babin & Zikmund, 2018:70). The goal of this rigorous process is to draw logical conclusions from explanations based on evidence, preserving the researcher's ability to frame understanding and interpretation for others (Collins & Stockton, 2018:2). For this study, a thorough comparison of numerous interpretations and explanations was conducted until the most adequate and appropriate theories were found. Theorising provides a robust framework for classifying and ordering facts by explaining phenomena (Schurink, 2010:421). To identify commonalities and differences in the purchasing behaviour of green cosmetics across the two countries, the researcher developed and compared conceptual frameworks for South Africa and Zimbabwe. The theory serves as a robust framework through which ideas, opinions, and significant issues are shaped during research (Schurink, 2010: 420). Theorising was used in the research to identify recurring causal factors that contributed to explaining the buying behaviours of green cosmetics across nations through comparisons of conceptual frameworks. This meticulous process continued until the most adequate and suitable theories were obtained.

The researcher used bracketing and intuitive reasoning while theorising. Bracketing is a technique that researchers can use to mitigate the potentially harmful impacts of unacknowledged biases related to the research, thereby enhancing the rigour of the research project. Dorfler and Stierand (2021:787) define bracketing as the process of organising the characteristics that are unique to the researcher's perception of the phenomena under study.

To observe and articulate the phenomenon, a researcher must suspend or set aside any presuppositions, prejudices, assumptions, hypotheses, or prior experiences, according to Gearing (2004:1430). The researcher must be completely transparent and attentive concerning their viewpoint, existing opinions and convictions, and when developing hypotheses, engage in the self-reflective process of "bracketing," through which they acknowledge and set aside (but do not abandon) their prior understandings and presumptions. This is necessary to achieve the analytical objective of studying the responses of the participants with an open mind, according to Starks and Trinidad (2007:1376). The researcher of the present study used a reflexive journal as a form of bracketing to report on the thoughts, feelings, reactions, and reflections associated with the researcher's subjective experience during the research process, specifically when purchasing

green cosmetics. The reflexive journal can assist researchers to consider various characteristics, such as behavioural aspects derived from participants' experiences, thereby helping to characterise reality in light of the interpretive researcher's preconceptions and notions.

Immediately after bracketing, intuiting happens. Intuition is a process in which the researcher continually focuses on the phenomenon's significance as established by past research, according to Greening (2019:90). The researcher presents the data variance until a consensus is reached to complete this process effectively. Thus, this procedure necessitated the researcher to be fully immersed in the study and the topic under investigation.

4.1.5.2.4 Step 4: Re-contextualise

The final stage of the Morse and Field method for analysing qualitative data is recontextualising, which is defined as a method for creating a theory that combines the study's results and conclusions, as these can also be used in other research projects and studies (Morse, 1991:34). This approach entails placing the study within the existing body of knowledge for the research study area and establishing theory-based generalisations (Greenall & Løfaldli, 2019:242). The theories generated in step three are designed in a way that indicates to which populations and environments they apply (Van Niekerk, 2020:102). The similarities and differences found when comparing the conceptual frameworks of South Africa and Zimbabwe were integrated to show how current theoretical models support them. The supporting content and data gathered by comparing the conceptual frameworks of Zimbabwe and South Africa can, therefore, help to place the results of this study in a new context. Further recommendations are provided on how this study can support future research and advancements in the field, based on the outcomes of this procedure and the lessons learned throughout the study.

4.1.5.3 Trustworthiness

Qualitative researchers must document, systematise, and disclose the techniques used for analysis in sufficient detail to allow the reader to assess the process's credibility, to demonstrate that data analysis has been carried out in a precise, consistent, and complete manner (Connelly, 2016:435). To conduct a reliable and rigorous study, Guba (1981:75) suggests that qualitative researchers consider the following four criteria:

4.1.5.3.1 Credibility

This refers to the measure of the reliability of a qualitative study; it is partly dependent on the validity of the researchers' study methodology and conclusions. According to Connelly (2016:435), various techniques can be utilised to enhance the credibility of qualitative

investigations, including triangulation, prolonged familiarisation with data, rigorous analysis of transcripts, negative case analysis, member checks, and referential adequacy. For this research study, triangulation was used to test the study's credibility. As Carter *et al.* (2014) describe, triangulation involves the use of multiple theories, facts, approaches, and observers in a single study to compare one source's evidence with data from another, thereby confirming its assertions. According to Donkoh and Mensah (2023:7), using triangulation reduces possible methodological and individual biases, and improves the generalisability of a study by using data acquired from multiple sources to corroborate, elaborate on, and highlight a research problem. The present study employed data triangulation and theory triangulation. The primary data used for data triangulation in qualitative investigations are typically acquired from observation and interviews, which allow for collecting the same information from diverse groups at various times and locations. For this research study, primary data were collected through semi-structured interviews with female consumers aged 18 and above in South Africa and Zimbabwe at various dates and times. Writing field notes or reports during and immediately following an observation or interview session with participants is another method of data triangulation that is intended to provide extra details on the context in which the observation or interview was conducted (Donkoh & Mensah, 2023:7). By taking field notes, the researcher was able to document nonverbal behaviour, such as participants' reactions and gestures, which may provide information or hints that would be overlooked in an audio or video recording of an interview.

Additionally, the study used theory triangulation. Hadi and José (2016:644) highlight that the primary goal of theoretical triangulation is to investigate a theory while considering several perspectives and issues that either support or contradict research findings. By offering a more comprehensive and in-depth investigation of the data, theoretical triangulation increases the likelihood of uncovering alternative theories (Korstjens & Moser, 2018:121). The triangulation of theories was used to help to familiarise the researcher with the literature on green marketing, green products, and green cosmetics. Also, repetitive in-depth questioning of the collected data as this relates to the main insights discovered in the study is driven by overlapping, recurrent themes. These themes provide a means to critically evaluate the results from each theory and to pinpoint pertinent takeaways aimed at exploring ways of enhancing the purchase of green cosmetics. Due to the triangulation's role in establishing a complete image of the social setting under research and in correlating the information gathered, triangulation is, therefore, a crucial component of this study's credibility (Fusch *et al.*, 2018:22, 26). Triangulation increases this study's credibility and the possibility that the research findings reflect reality accurately.

For processing the research data for the present study, triangulation was used to ensure the validity of the study's conclusions, utilising a variety of data sources and techniques. Female

consumers aged 18 and above in South Africa and Zimbabwe participated in semi-structured interviews at various times and dates, providing the primary data. This method facilitated the capturing of a diverse range of viewpoints from various contexts and periods, ensuring that the results were not skewed by a particular instance or set of participants. In addition to the interviews, field notes and reports were promptly prepared after each session, documenting observations and reflections on environmental factors, nonverbal cues, and any immediate insights that could enhance the understanding of the interview data. These field notes contained supplementary information that bolstered and validated the analysis, ensuring that the findings were not solely reliant on the interview transcripts – thus enhancing the overall validity and reliability of the study's conclusions.

In addition to the processes noted above, the study used theory triangulation. Hadi and José (2016:644) highlight that the main goal of theoretical triangulation is to investigate a theory while keeping in mind several perspectives and issues that either support or contradict research findings. By offering a more comprehensive and in-depth investigation of the data, theoretical triangulation increases the likelihood of uncovering alternative theories (Korstjens & Moser, 2018:121). Due to the triangulation's role in establishing a complete image of the social setting under research and in correlating the information gathered, triangulation is, therefore, a crucial component of this study's credibility (Fusch *et al.*, 2018:22).

For the purpose of this study, a triangulation of theories was used to assess the data by combining several theoretical viewpoints to guarantee the validity of the study's conclusions. The study consulted well-established literature on green marketing, green products, and cosmetics to provide a strong theoretical framework. The study discovered overlapping and recurring patterns that surfaced during the interviews, mainly through repeated in-depth questioning, by looking at the data through these several lenses. Because each theory offered a distinct perspective on consumer decision-making, environmental concerns, and marketing tactics, this method made it possible to gain a more profound knowledge of the participants' attitudes and behaviours about green cosmetics. Key discoveries were reinforced by repeated questioning, which ensured that the themes found were the same for all participants. A critical assessment of the results was made possible by applying several theories, providing a thorough understanding of the variables affecting the decision to buy eco-friendly cosmetics. The study's ability to synthesise the findings from each theoretical standpoint allowed it to highlight the most important conclusions, adding to the findings' validity and reliability. The study also offers practical suggestions for boosting the attractiveness of eco-friendly cosmetics, empowering marketers and businesses with actionable insights. Triangulation thereby increases this study's credibility and the possibility that the research findings reflect reality accurately.

Lastly, peer debriefing was used to ensure this study's credibility. According to Ahmed (2024:2), peer debriefing comprises asking experts or colleagues for their opinions to validate interpretations and lessen researcher bias. By offering an outside viewpoint from an informed source to guarantee rigour in the reliability and credibility of the research, peer debriefers and critical friends fulfil a similar role in ensuring the study's success, as Smith and Hill (2023:128) point out. Additionally, as researchers start to make sense of data, peer debriefers critically examine emerging theories, help to clarify interpretations, and challenge the researcher's assumptions, all of which contribute to the credibility of the findings, analyses, and conclusions reached (Schnarp and Sanders, 2019:118).

To improve interviewer self-reflection and foster trust in the data being gathered, peer debriefing entails sharing experiences and findings with other interviewers or research teams during the interview data collection process (Simoni *et al.*, 2019:2186). As a result, peer debriefing was crucial during the research procedure to guarantee the validity of the study's conclusions. A key aspect of peer debriefing was its role in challenging the researcher's interpretations, coding choices, and emerging themes. This process, carried out by experts and colleagues who were not directly involved in the study, was instrumental in promoting critical thinking in this study. These colleagues offered insightful criticism by challenging the presumptions made during data analysis and presenting different viewpoints. By presenting preliminary findings and discussing the rationale behind data coding and theme development, peer debriefing played a significant role in identifying any biases or gaps in the analysis, thereby enhancing the research's objectivity. This process also encouraged critical reflection on the methodology and theoretical frameworks used in the study. In summary, the study's rigour and credibility were increased by implementing peer debriefing, which ensured that the data supported the conclusions and fairly reflected the participants' experiences.

4.1.5.3.2 Transferability

Transferability refers to the extent to which insights from qualitative research may be replicated in or applied to multiple situations and with various research individuals (Anney, 2014:271). Transferability is developed by showing readers that the research study's conclusions might be used to different settings, locations, eras, and populations (Kyngas *et al.*, 2020:46). The qualitative researcher can increase transferability by in-depth outlining of the study's framework and the fundamental premise of the research (Korstjens & Moser, 2018:121). Readers can take the details of the study's context into account and contrast the study's context to the details of a setting or circumstance that the reader is familiar with. Stahl and King (2020:27) advise that it is of paramount importance that a research study should provide sufficient contextual information that will aid the target audience in assessing the degree to which the results of a study can be

transferred to other contexts (Hadi, 2016:3). Once other researchers or the target audience of the research have sufficient information, they can evaluate the research study's initial context to assess whether it is comparable to their own. To do this effectively, one needs to explore whether there are sufficient similarities between the two scenarios that can make the study's result transferable. For the study, the researcher compared the South African and Zimbabwean conceptual frameworks to establish similarities and differences in green cosmetics buying behaviour between the countries. Transferability was achieved once the research can demonstrate that the two conceptual frameworks designed for the two countries share similarities. The researcher set out to demonstrate to the study's intended audience that, because the findings within the South African and Zimbabwean contexts are comparable and thus transferable, the conclusions drawn from those contexts may also apply to other contexts. According to Hadi *et al.* (2016:6), readers must have as much information as possible about the research context and study. Therefore, a comprehensive contextualisation of this study includes providing in-depth and detailed information about the research participants (including the inclusion and exclusion criteria), data collection, analysis, context, and reporting on the study, to ensure that connections can be made and transferability is achieved.

4.1.5.3.3 Dependability

This highlights the necessity for the researcher to take the context of the investigation into account, thus necessitating outlining a comprehensive methodological explanation and considering how different contexts affect how the research approached the investigation (Kyngas *et al.*, 2020:44). Since another researcher cannot utilise the same methodology in a different setting and produce the same results, reliability is conceptualised differently for qualitative research, and the phrase dependability is used in its place (Haq *et al.*, 2023:157). A codebook enhances dependability by increasing transparency (Olson *et al.*, 2016:29). Coding dependability involves assigning codes consistently over time to the entire dataset (Cascio *et al.*, 2019:117). In this study, the researcher used deductive coding and conducted a methodical line-by-line analysis after each interview to create inductive codes, ensuring consistency throughout the transcripts. The researcher maintained this coding process, checking for errors regularly to determine whether the errors impacted how the researcher understood the interview transcripts. All previously coded interview transcripts were evaluated, and if necessary, re-coded to ensure that they corresponded with the amended codes when the issues were recognised and the codebook was clarified. This iterative coding method continued until all transcripts had been adequately coded to promote dependability. In addition, according to Kyngas *et al.* (2020:46), researchers aim to ensure that the conclusions they draw are supported by the original data they gathered, so that if other researchers examined the data, they would reach the same conclusions,

interpretations, and findings. An audit trail was used for this research study. Korstjens and Moser (2018:121) note that an audit trail entails a procedure where the researcher maintains an unambiguous record of the data, documents, and procedures used in the study to account for and verify each of the crucial decisions and activities. For this research, to ensure the study's theoretical replicability and produce reliable results, the researcher meticulously documented the precise procedures employed for data collection, analysis, and interpretation, and provided sufficient background information about each component.

4.1.5.3.4 Confirmability

Confirmability entails the extent to which the findings could be verified or corroborated by other parties (Kyngas *et al.*, 2020:46). According to Chung *et al.* (2020:3300), confirmability refers to the degree to which the results of the investigation can be verified as originating from the actual experiences of study participants, and not from the researcher's prejudiced imagination, preferences, or personal traits. Klem *et al.* (2022:61) emphasise that the confirmability of qualitative data is ensured through repeated data checks during data collection and analysis, thereby ensuring that findings are likely replicable by other researchers. In this regard, the researcher used an audit trail to provide the confirmability of the findings. Scharp and Sanders (2019:3) define an audit trail as a procedure where the researcher keeps a visible record of the information, paperwork, and procedures utilised to account for and double-check the key choices and actions during the research process. Baharmand *et al.* (2022:1206) note that a precise coding scheme that distinguishes the codes and patterns identified during studies can serve as evidence of confirmability. For the present study, the researcher documented the subjects that stood out as distinctive and intriguing during the data collection, recorded thoughts regarding coding, explained why some codes were combined, and defined the themes. Doing this made it possible to carry out a data audit that assessed the methods used for data collecting and analysis and allowed for arriving at conclusions regarding any bias or distortion that may have occurred. Thus, Baharmand *et al.* (2022:1206) indicate that confirmability entails a certain level of objectivity on the side of the researchers and is improved by creating an audit trail.

4.1.6 Stage 6: Preparing a research report

Stage 6 involves interpreting the findings and providing recommendations, taking into account the study's objectives, which is the final step of the marketing research process (Asadoorian & Kantarelis, 2004). This stage aims to discuss the outcomes, summarise information and rigorously conclude whether the factors affecting consumers' purchasing decisions for green cosmetics in South Africa and Zimbabwe are comparable or dissimilar. A summary of the key conclusions of

this research study is presented in Chapter 5. Chapter 6 presents a range of findings and recommendations based on the empirical results gathered.

4.2 Conclusion

The chapter outlined the research techniques used in the study. A crucial phase in the market research process is identifying the research problem, since it specifies the study's objectives and suggests a strategy for executing the study. The research problem was discussed and identified in Chapter 1, Section 1.2, Chapter 1, Section 1.4.2 outlines the primary objective, and Chapter 1, Section 1.4.3 outlines the secondary objectives. Based on the research problem and objectives, the researcher's philosophical foundation, deeply rooted in an interpretivist perspective and inductive reasoning, guided the study. The interpretivist paradigm presupposes that reality is subjective and can vary when considering different people, while inductive reasoning entails applying specific experiences, observations, or facts to assess a situation. As a result, the study employed a qualitative descriptive research design, as it aimed to understand the participants' thought processes, perceptions, and worldviews to generate results that are closely aligned with the data.

The target population for the study were female consumers above the age of 18 who reside in Johannesburg and Harare and have purchased green cosmetics in the past six months and were recruited for this study. The research participants were selected using non-probability sampling, as the population is too large for a sampling frame to be determined. Therefore, the sample size was selected using purposive sampling. However, before collecting data for a qualitative study, a precise sample size can only be provided if the sample size relies on when the saturation point is achieved. The data were collected through semi-structured interviews to gain a deeper understanding of the topic being studied. Participants were free to answer the open-ended questions in any way they liked, and the researcher could delve deeper into these responses, making this framework and the freedom of the responses a semi-structured feature of this methodology.

For this study, Language Matters, a video and audio transcription services provider situated on the Potchefstroom campus of the North-West University, was used for the transcription process. To make sure that the recordings have been accurately transcribed, the researcher carefully listened to the recordings and compared them with the transcripts. The Morse and Field approach was utilised to analyse the data collected in this study, since it has been widely adopted in the marketing field and requires total immersion and familiarity for a theory to arise from raw data. Qualitative researchers must document, systematise, and disclose the analysis techniques in sufficient detail to allow the reader to assess the process' credibility can show that data analysis

has been carried out in a precise, consistent, and complete manner; therefore, the researcher utilised credibility, transferability, dependability and confirmability as the four criteria to ensure trustworthiness.

CHAPTER 5 REPORTING OF RESULTS

5.1 Introduction

This chapter presented the findings from the data gathered and examined, using the research techniques outlined in Chapter 4. To analyse the qualitative data, the second stage of the Morse and Field approach identified categories and themes, which were then described in the chapter that begins with questions asked of the research participants during the in-depth interviews (see section 4.1.5.2). A thorough explanation of the outcomes was provided for each of the selected categories. This chapter concluded with a summary of the key findings for each of the identified themes.

5.2 Research results: South African consumers

This section focused on the study's findings and provided a comprehensive discussion of the purpose of the in-depth interview questions. To clarify these, it was crucial to establish robust links between the study's overarching goals, the body of previous research, and each of the in-depth interview questions. The relationships between these questions, categories, and themes that arose from the investigation were also clarified.

5.2.1 Aims of in-depth interview questions and relation to literature, objectives, and interpretation categories of the South African participants

Table 5-1 provides an overview of the relationships among the research objectives, the questions posed during the in-depth interviews, the literature (as presented in Chapters 2 and 3), and the categories and themes identified (as determined by the Morse and Field approach) that have been covered in the empirical research.

Table 5-1: Aims of in-depth interview questions and their relation to literature, objectives and interpretation categories for the South African consumers

In-depth interview question 1: Describe your personal motivations or reasons for choosing to purchase green cosmetics.			
Aim	To investigate consumer motivations for purchasing green cosmetics		
Research objective	Secondary research objective 4		
Literature	Chapter 2 and 3		
Theme	1	Category	A, B, C

Table 5-1: Aims of in-depth interview questions and their relation to literature, objectives and interpretation categories for the South African consumers (continued)

In-depth interview question 2: How did you first become aware of green cosmetics, and what factors influenced your decision to try them?			
Aim	To investigate consumer initial awareness and reasons for trying green cosmetics		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	2	Category	A, B
In-depth interview question 3: Explain the role of environmental awareness or concern in your decision-making process when purchasing green cosmetics?			
Aim	To investigate environmental concern influence on the decision-making process of green cosmetics		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	4	Category	A
In-depth interview question 4: Elaborate on challenges or barriers you have faced when considering or purchasing green cosmetics and how they affected your decision-making?			
Aim	To investigate challenges faced when purchasing green cosmetics		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	3	Category	A, B, C
In-depth interview question 5: Share any experiences or interactions with friends, family, or social media personalities that influenced your decision to purchase green cosmetics.			
Aims	To investigate the influence friends, family, or social media have on the decision-making process of green cosmetics		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	4	Category	B
In-depth interview question 6: What sources of information do you typically rely on to gather knowledge about green cosmetics before making a purchase decision?			
Aims	To investigate sources of information consumers, rely on when purchasing green cosmetics		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	4	Category	C

Table 5-1: Aims of in-depth interview questions and their relation to literature, objectives and interpretation categories for the South African consumers (continued)

In-depth interview question 7: Describe any instances where your purchase decisions for green cosmetics were influenced by social or cultural factors.			
Aims	To investigate the influence that social or cultural factors have on the decision-making process of green cosmetics		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	4	Category	B
In-depth interview question 8: What are the factors that will influence your decision to choose between a conventional cosmetic product and a green cosmetic product?			
Aims	To investigate why consumers, choose between a conventional cosmetic product and a green cosmetic product		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	4	Category	D
In-depth interview question 9: When your preferred brand of green cosmetics is unavailable at your preferred retail store, explain the alternative actions you consider?			
Aims	To investigate actions taken by consumers when preferred brand is not available		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	4	Category	E
In-depth interview question 10: How do you evaluate the environmental claims made by the green cosmetic brands? Probe: describe the factors that contribute to your trust or scepticism about these claims?			
Aims	To investigate influence of environmental claims on green purchases		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	4	Category	C
In-depth interview question 11: Considering that green cosmetics generally have a higher price compared to conventional cosmetic products, would you still purchase green cosmetics if there was an increase in price? Please briefly explain your perspective.			
Aims	To investigate influence of price on green purchases		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	4	Category	D

The remaining portion of this part of the chapter was organised based on the themes and categories found using the ATLAS.ti 24 software to analyse qualitative data using the Morse and Field approach (see Section 4.1.5.2). The CD-ROM attached to this dissertation contains information about the data analysis, including guidelines for identifying the categories within each theme and the codebook that was utilised. The results of the empirical research were categorised and thematically organised in Table 5-2, which also serves as an introduction to the findings that will be covered in the following sections of this chapter.

Table 5-2: The thematic and categorical framework for empirical research results

	Category (A)	Category (B)	Category (C)	Category (D)	Category (E)
Theme 1: <i>Motivation for consumers to purchase green cosmetics.</i>	Reference groups	Environmental impact	Product content		
Theme 2: <i>Awareness of green cosmetics.</i>	Online	Word-of-mouth	Product packaging		
Theme 3: <i>Barriers and challenges experienced when considering to or purchasing green cosmetics.</i>	Price	Availability			
Theme 4: <i>Factors affecting the consumer decision-making process when considering to or purchasing green cosmetics.</i>	Environmental awareness	Socio-cultural factors	Product information source	Product characteristics	Alternative options

Below is a detailed discussion of the categories that were established for each subject. The study results for every theme that was indicated were also covered. Following the results for each category, a summary of the major discoveries related to each theme was given.

5.2.2 Theme 1: Personal motivations for choosing to purchase green cosmetics

This section covered the findings for each of the defined categories and aimed to give a thorough explanation of the factors that South African consumers considered when choosing to purchase green cosmetics (refer to Table 5-2).

5.2.2.1 Category 1(A): Reference group

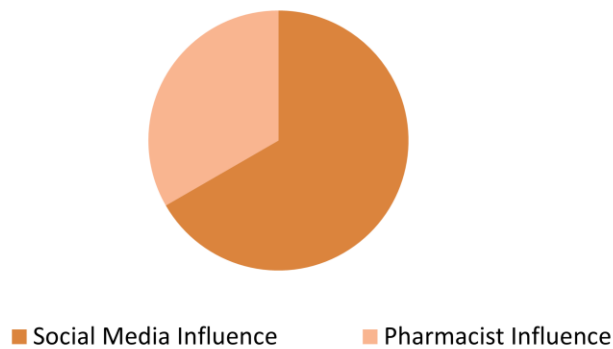
Category 1(A) considered the personal motivations and reasons for choosing to purchase green cosmetics consumers based on their reference group.

The study's findings demonstrated how participants base their decisions about purchasing green cosmetics on their reference groups. A few participants mentioned that social media and their pharmacists influenced their decision to buy green cosmetics. Thus, reference groups influenced individuals' norms, values, and aspirations through peer contact and social perception, helping shape their attitudes and behaviours. Considering the notion that consumers are more inclined to make a purchase and sometimes even repeat one if they trust an influencer's recommendation, influencer marketing has become a potent tool for connecting with consumers and growing businesses.

One of the reasons why a study participant decided to buy green cosmetics was the buzz and popularity that these products have generated on social media, where the advantages of using them on the skin and hair are profoundly emphasised. Since public figures and social media influencers frequently share experiences, observations, and recommendations that closely align with their audience's interests and lifestyle, another participant acknowledged the significant impact that these figures and influencers have had on their motivation to purchase green cosmetics. Therefore, the reference group's main objective was to offer product knowledge and opinions that influence the items considered socially acceptable or beneficial for skin and hair health. When came to an individual's health, consumers tended to rely on professionals' recommendations, as they provided personalised healthcare that yielded optimum outcomes for the consumer. One of the participants indicated that consulting a pharmacist was one of the reasons for purchasing green cosmetics, as the pharmacist provided the participant with information about a product that best suited the skin care problems the participant was facing.

Figure 5-1: Category 1(A) research results – Theme 1**Motivation for purchasing green cosmetics: reference group**

This category considered reference groups as a factor in participants' decisions to buy green cosmetics. One participant mentioned that the pharmacist's product recommendation had an impact on their decision. Conversely, another participant stated that their decision to buy green cosmetics was impacted by the buzz and popularity that these products have been receiving on social media. Notably, many influencers were vocal about their support of green products, further influencing consumer decisions.

Aspects of Reference Group As a Motivating Factor**Supporting verbatim quotes:**

"And this one time I went to the chemist, the pharmacy..."

Participant 4

"... There are a lot of influencers who have been specifically speaking and advocating about green products."

Participant 6

"...the hype that the government is getting all over social media on TikTok, on Facebook, on Instagram."

Participant 2

5.2.2.2 Category 1(B): Environmental impact

Category 1(B) considered the personal motivations and reasons for choosing to purchase green cosmetics where consumers based their decisions on environmental impact.

The study's findings suggested that participants were acutely aware of the environmental impact of their purchasing decisions. This awareness was the primary reason for their preference for green cosmetics, as they considered the long-term environmental implications of their choices. This commitment to sustainability made them more likely to make eco-friendly purchases, contributing to a more environmentally friendly future. The study also found that the primary factors influencing their decision to purchase green cosmetics were the products' environmental friendliness and their awareness of animal welfare.

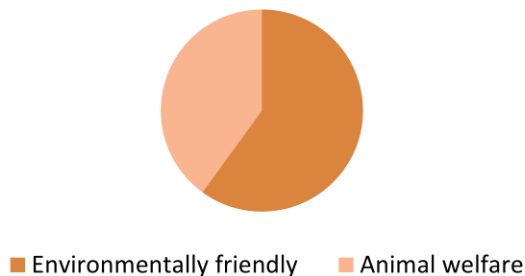
By reducing biological diversity and compromising the overall health of the ecosystem, the use of traditional cosmetics and unsustainable consumption practices has harmed the natural environment. The majority of the research participants emphasised that buying eco-friendly cosmetics is a powerful means to advocate and promote sustainable practices, in addition to the products' favourable effect on the environment. Furthermore, a participant expressed a preference for purchasing green cosmetics from businesses that demonstrate a positive impact and support firms that aim to improve the environment rather than cause harm. The majority of conventional cosmetics use animals for product toxicity testing or laboratory research, resulting in experiments that are often fatal to the animals. One of the participants stated that before purchasing cosmetics, they would consider whether the products are tested on animals, as the participant were passionate about animal well-being. To support this insight, another participant stated that the reason for purchasing green cosmetics was that green cosmetics promote animal welfare, since the products are not tested on animals.

Figure 5-2: Category 1(B) research results – Theme 1

Motivation for purchasing green cosmetics: environmental impact

This category specifically considered environmental impact as a motivation for participants to purchase green cosmetics based on the ability of the green cosmetics to promote animal welfare and the ability of green cosmetics to be environmentally friendly. Most participants highlighted that the reason for purchasing green cosmetics was because the products are environmentally friendly and was also a way of supporting sustainable practices. Some participants linked the reason for purchasing green cosmetics to the product's ability to promote animal welfare, as the products are not tested on animals.

Aspects of Environmental Impact as a motivating factor



Supporting verbatim quotes:

"...the reason why I choose to buy green products, it's because they're environmentally friendly ..."
Participant 1

"...purchasing green cosmetics is also a way of supporting sustainable practices..... positive way to just contribute to a greener planet."
Participant 4

"...my understanding of green cosmetics, it's either the environmental impact or what I would also look at is with regards to animal testing..."
Participant 5

"...it also promotes animal welfare since, you know, the products are not being tested on animals."
Participant 4

"...I have the options... I would rather go for the one that has a positive impact where I can see that companies are attempting to make some sort of difference, ecological difference and not to cause any harm..."
Participant 5

5.2.2.3 Category 1(C): Product content

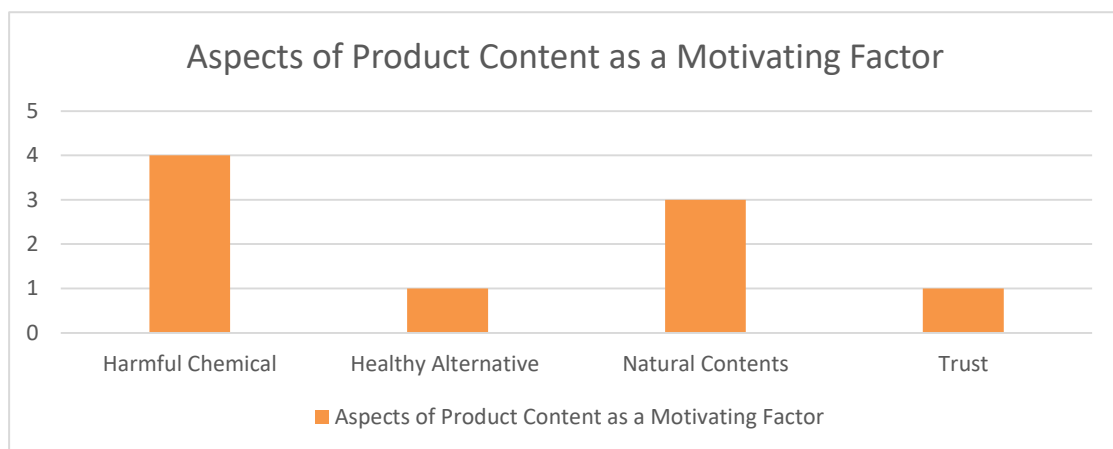
Category 1(C) considered the personal motivations and reasons for choosing to purchase green cosmetics consumers based on product content.

The study's findings showed that the majority of participants' reasons for purchasing green cosmetics were related to the contents. Conventional cosmetics often contain hazardous and toxic petrochemicals that are detrimental to human health. Most of the research participants believed that non-green cosmetics contained harsh ingredients that could damage the skin and leave behind a residue of several black spots. Putting their health first was the driving force behind adopting green cosmetics, as one participant noted, considering the drawbacks of using traditional cosmetics. Natural cosmetics are in greater demand due to consumers' growing ecological consciousness. One participant stated that one of the reasons they buy green cosmetics was that they contain organic and natural components that give their skin vital nutrients. Because green cosmetics' natural constituents are abundant, nutrient-dense, and non-irritating to the skin, they can be used on a variety of skin types, including the most sensitive. To bolster this notion, one participant said that their skin became smoother as a result of the natural elements in the green cosmetics. Considering the advantages of using eco-friendly cosmetics, one participant noted that their reason for purchasing eco-friendly products was their belief in the quality of these products.

Figure 5-3: Category 1(C) research results – Theme 1

Motivation for purchasing green cosmetics: product content

This category specifically considered product content as a motivation for participants to purchase green cosmetics based on the harmful chemicals found in conventional cosmetics. Thus, green cosmetics became the healthier alternative that the majority of the participants in this research study prefer, trusting them to contain natural contents that nourish the skin. The participants' preference for green cosmetics clearly indicated their belief in the harmful effects of non-green cosmetics, leading to the trace of several dark spots on the skin.



Supporting verbatim quotes:

"I don't want to use chemicals or products that have harsh chemicals on my hair..."

Participant 1

"...green cosmetics that contain organic and natural ingredients provide my skin with important nourishment."

Participant 2

"...and I noticed that whenever you use green products, because the ingredients are more natural it does aid my skin because it smoother.."

Participant 6

"...its just prioritising my health..."

Participant 4

"...with green cosmetics, I trust them a lot versus akk these other cosmetics."

Participant 3

5.2.3 Theme 2: Awareness of green cosmetics

The main aim of this section was to provide a detailed discussion of how the participants first became aware of green cosmetics within the South African context and to present the results for each of the identified categories (see Table 5-2).

5.2.3.1 Category 2(A): Online

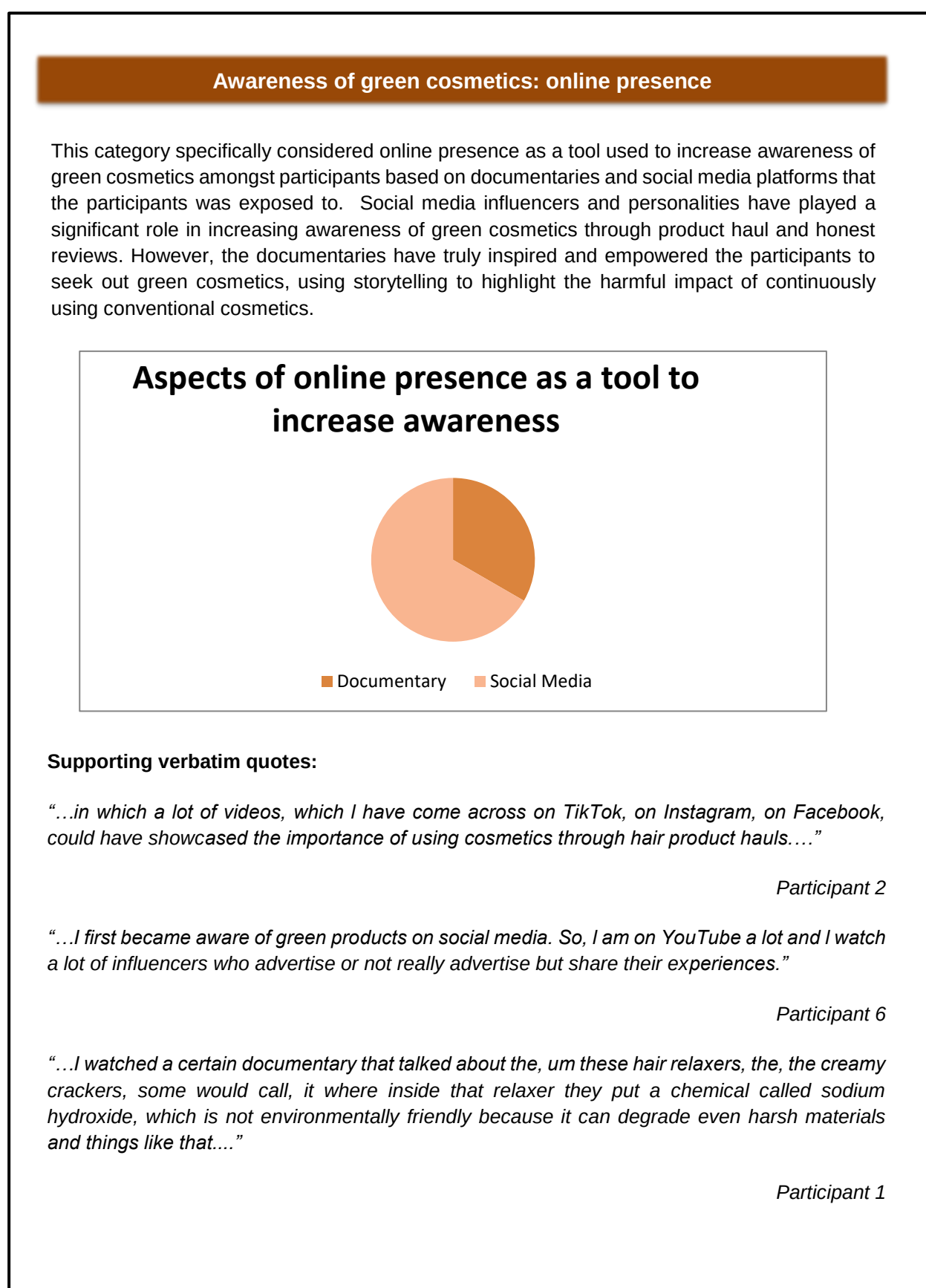
Category 2(A) considers the awareness of green cosmetics consumers based on the online factor.

According to the study's findings, participants frequently searched for various types of green cosmetics on websites. Regarding the online aspect of gaining knowledge about green cosmetics, a few participants emphasised the impact of social media and documentary material in terms of encouraging them to try eco-friendly cosmetics.

Social media sites have evolved into virtual marketplaces where consumers can discover new products, read reviews, and seek advice from their peers. One participant commented that the method by which they initially learned about green cosmetics and were persuaded to buy them was through the abundance of endorsements and personal experiences from influencers. Consequently, the availability of real-time updates and social media testimonies significantly affected consumers' buying decisions. As a result, the study's findings demonstrated that a different participant emphasised the value of providing truthful evaluations and comments about the products, as well as the tangible advantages of product hauls, to raise consumer awareness of the importance of buying green cosmetics.

The combination of storytelling and authenticity in documentaries captivates audiences. It offered a thorough examination that conventional marketing lacks, thereby rendering documentaries an effective tool for boosting the value of a product or service while also raising brand awareness. One participant shared how a documentary, that highlighted the harmful effects of chemicals in conventional cosmetics on both the human body and the environment, inspired them to seek out natural and eco-friendly alternatives. This underscored the significant influence of documentaries on consumer behaviour.

Figure 5-4: Category 2(A) research results – Theme 2



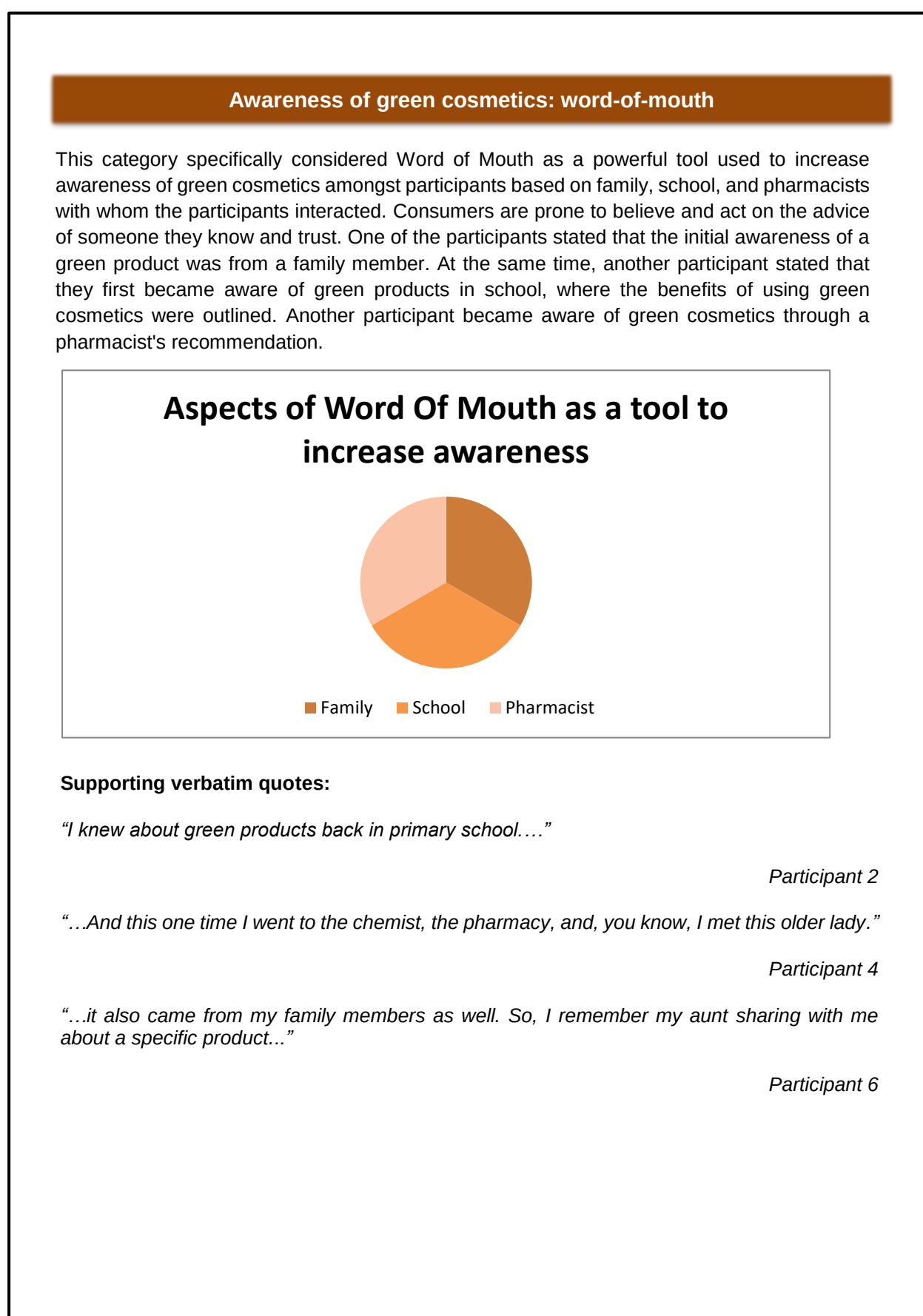
5.2.3.2 Category 2(B): Word-of-mouth

Category 2(B) considered the awareness of green cosmetics consumers based on word-of-mouth.

The study's findings indicated that participants' knowledge of the various green cosmetics is mainly acquired through word-of-mouth. A few interviewees drew attention to the influence of their families, schools, and pharmacists on their awareness of, and choice to use green cosmetics. One participant recalled receiving information from a family member about a particular green product they had used previously and the results they had obtained; this motivated the participant to try the product in the hopes of achieving similar results. This personal experience with the product, combined with the trust in a family member's recommendation, was a key factor in consumer choices, as consumers are more inclined to take action based on the recommendations of someone they know and trust than on advertising or other forms of marketing.

Schools are typically considered places where many individuals can learn new information; a level of trust was attached to the information shared the instant a school authorises it. One person mentioned that they first learned about green products at school, where the advantages of using green cosmetics were discussed. This made the participant more inclined to buy green cosmetics that are less harmful to the environment. On the other hand, another participant stated that they had had eczema from a young age and tried different conventional cosmetics, which worsened the situation; however, since a pharmacist recommended a green cosmetic product, there had been a significant improvement. The result mentioned above indicates that consumers trust pharmacists to take on more direct responsibility for ensuring that their needs are addressed by delivering health guidance that best suits their needs.

Figure 5-5: Category 2(B) research results – Theme 2

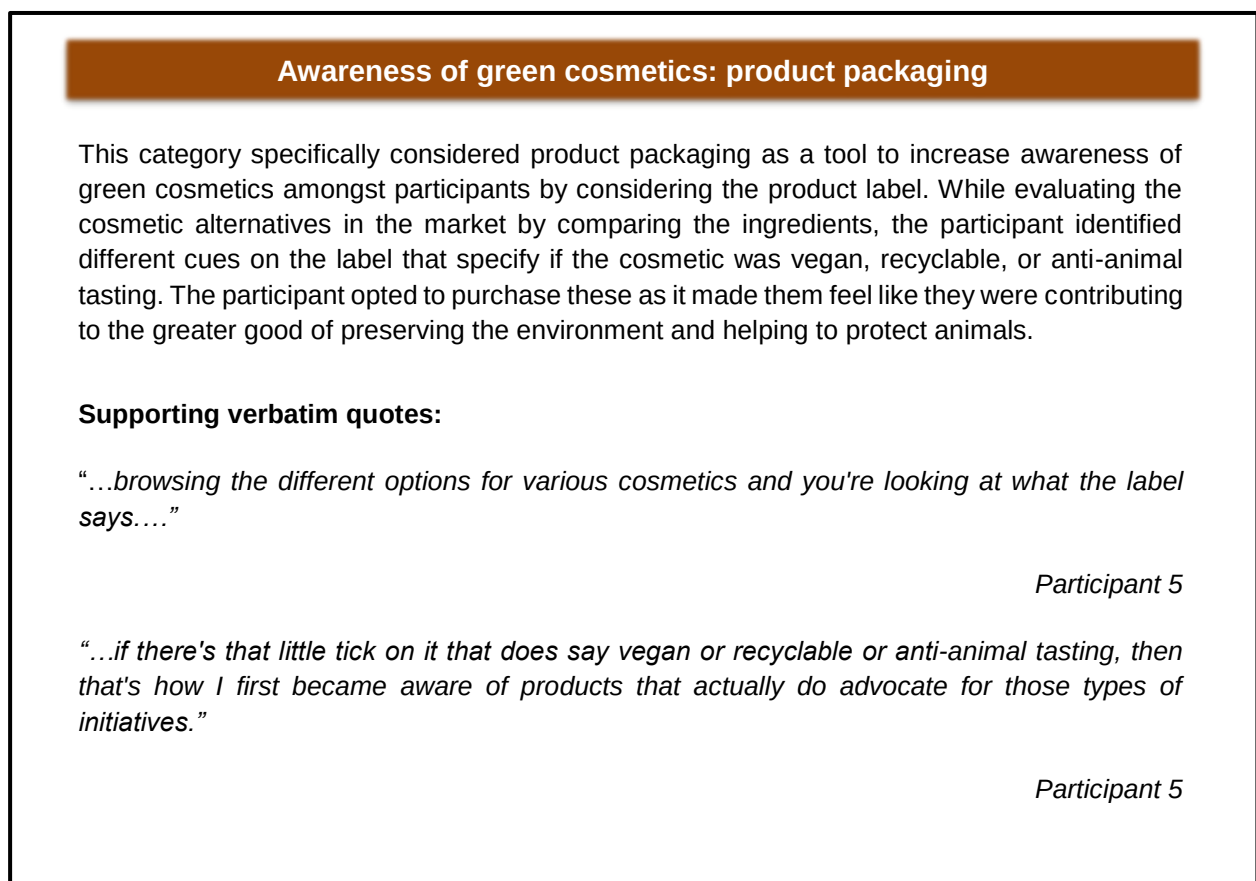


5.2.3.3 Category 2(C): Product packaging

Category 2(C) considered the awareness of green cosmetics consumers based on product packaging.

The study's results, obtained through a series of in-depth interviews, show that one of the participants relied on product packaging to increase awareness of the different green cosmetics. One participant in the study reported that they first became aware of green cosmetics while evaluating alternatives and comparing the ingredients listed on product labels. Green labels increase purchase intentions by making consumers with high ecological motivations perceive the product as compatible with their ecological motives. Thus, the participant further pointed out that they became aware of green cosmetics by identifying specific cues on a package that specify whether the cosmetic was vegan, recyclable, or free from animal testing, as they advocate for these initiatives.

Figure 5-6: Category 2(C) research results – Theme 2



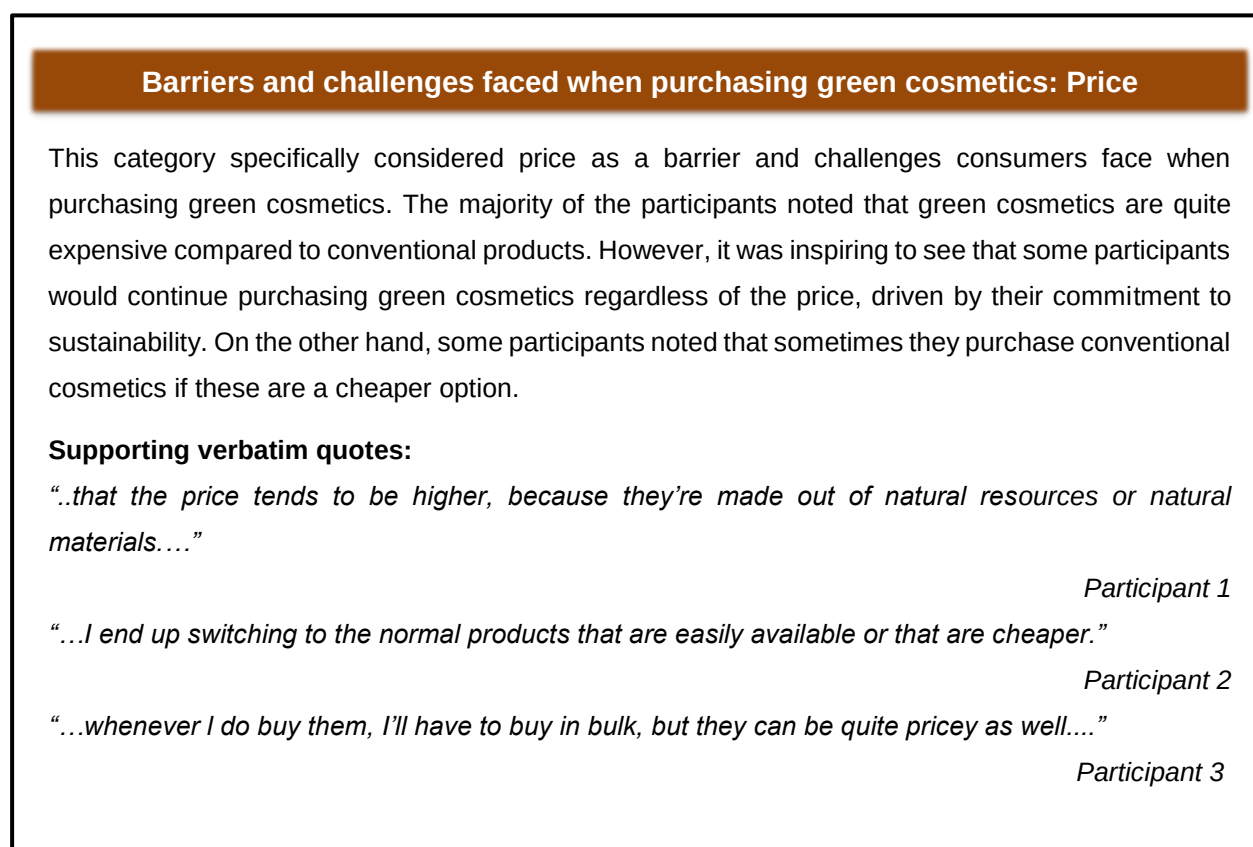
5.2.4 Theme 3: Barriers and challenges

The main aim of this section was to provide a detailed discussion of the barriers and challenges that consumers face when considering purchasing green cosmetics within the South African context. This section also presented the results for each of the identified categories (see Table 5-2).

5.2.4.1 Category 3(A): Price

Category 3(A) considered the barriers and challenges that consumers face when purchasing green cosmetics, particularly in relation to the price of the product. According to the findings of this study, most participants considered pricing one of the largest obstacles and difficulties that consumers face when deciding whether to buy green cosmetics. Participants noted that the price of green cosmetics was typically higher than that of conventional cosmetics. The issue of pricing was salient, as any price increase could lead to a loss of consumers. Some participants reported that they are motivated to switch to conventional cosmetics, which are less expensive, due to price increases. However, conflicting results were noted in this study, because another participant indicated that, despite a price difference, it was not enough to advocate against purchasing green cosmetics due to the environmental and health benefits gained from using the products.

Figure 5-7: Category 3(A) research results – Theme 3



5.2.4.2 Category 3(B): Availability

Category 3(B) considered the barriers and challenges that the consumer face when considering purchasing green cosmetics based on the availability of the product.

The results of this study indicated that a significant majority of participants viewed product availability as one of the most critical barriers and challenges that consumers face when considering green cosmetics. Most participants consistently emphasised that the primary reason hindering their decision to purchase green cosmetics was related to product unavailability. One of the participants noted that only a few manufacturing companies produce a significant number of green cosmetics, which hinders their ability to purchase green cosmetics consistently. Given that relatively few businesses are producing green cosmetics, another participant noted that the limited product range of green cosmetics would not necessarily be suitable for all skin and hair types. As a result, product availability has a significant impact on purchase intention for sustainable products, highlighting the importance of accessibility in driving sustainable consumption choices. One of the participants noted that green cosmetics are only sold at select stores, making them difficult to find, and consumers often opt to purchase them in bulk, which can be quite pricey. Another participant pointed out that the moment it was difficult to access green cosmetics, they would switch to readily available cosmetics. The results indicated that product unavailability has a significant impact on businesses, resulting in lost potential sales and a direct effect on long-term loyalty.

Figure 5-8: Category 3(B) research results – Theme 3



Figure 5-8: Category 3(B) research results – Theme 3 (continued)

Supporting verbatim quotes:

“...not a lot of manufacturing companies that are producing a lot of green cosmetics....”

Participant 4

“...It was difficult to find them because they were at very selected stores at that time..... whenever I do buy them, I'll have to buy in bulk, but they can be quite pricey as well.”

Participant 3

“....that I have faced when trying to buy green cosmetics products is that they are not easily available. So I end up switching to the normal products that are easily available”

Participant 3

“...they limited in their range. So like the colours or what they suited for in terms of skin types and different smells and things like that ...”

Participant 5

5.2.5 Theme 4: Factors influencing the decision-making process

The main aim of this section was to provide a detailed discussion of the factors influencing decision-making processes when considering to purchase green cosmetics within the South African context, as well as the results for each of the identified categories (see Table 5-2).

5.2.5.1 Category 4(A): Environmental awareness

Category 4(A) considered the factors influencing decision making process to purchase green cosmetics based on environmental awareness.

The study's findings indicated that most participants considered environmental awareness to be one of the key factors influencing their decision to purchase green cosmetics. The majority of participants repeatedly emphasised that one of the key components in decision-making was environmental awareness. Some participants mentioned that excessive consumption of conventional cosmetics has contributed to pollution, resulting in environmental damage. This alarming trend of overconsumption has not only harmed the environment but also contributed to the escalation of global warming. To preserve biodiversity and mitigate global warming, some study participants asserted that their growing environmental consciousness and concern have influenced their desire to buy eco-friendly cosmetics made from renewable resources, with eco-friendly packaging, and products not using animal testing in manufacturing. However, according to two survey participants, buying green cosmetics was only sometimes influenced by

participants' knowledge of the environment, as they purchase the products for their own needs and personal benefit.

Figure 5-9: Category 4(A) research results – Theme 4

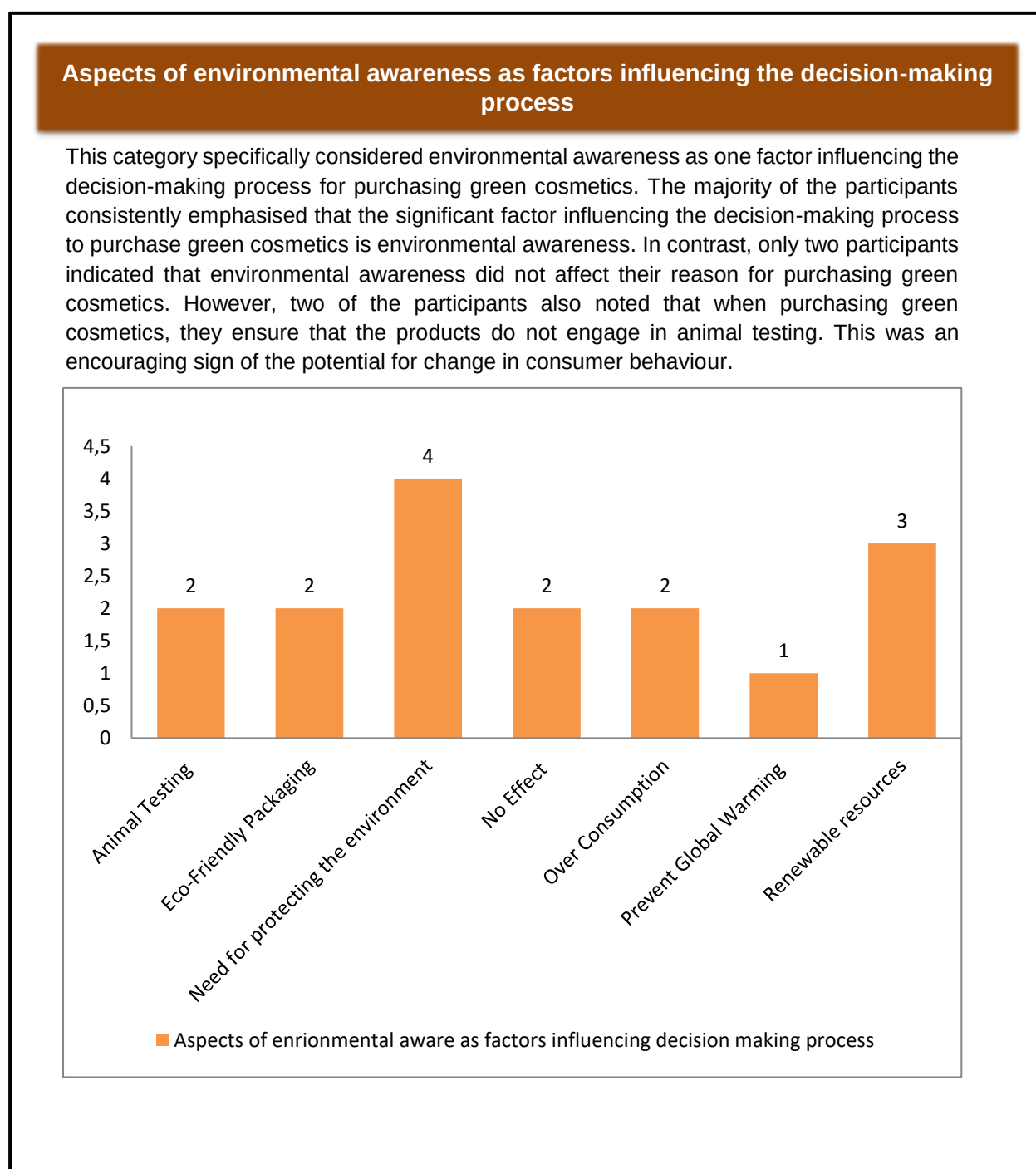


Figure 5-9: Category 4(A) research results – Theme 4

Supporting verbatim quotes:
<i>“....protect the environment by just promoting a greener future because, you know, global warming is bad, even though people don't want to admit it...”</i>
<i>Participant 4</i>
<i>“....hearing about the levels of pollution and how over consuming and things like that contributes to or negatively contributes to environmental sustainability and negatively implicates our planet.”</i>
<i>Participant 5</i>
<i>“....want to buy products that are environmentally friendly that haven't been, uhm, sourced from places or from minerals or resources that aren't renewable to us as human beings</i>
<i>Participant 1</i>
<i>“...Environmental awareness or concern, it does not necessarily influence my decisions to buy green cosmetics ...”</i>
<i>Participant 2</i>

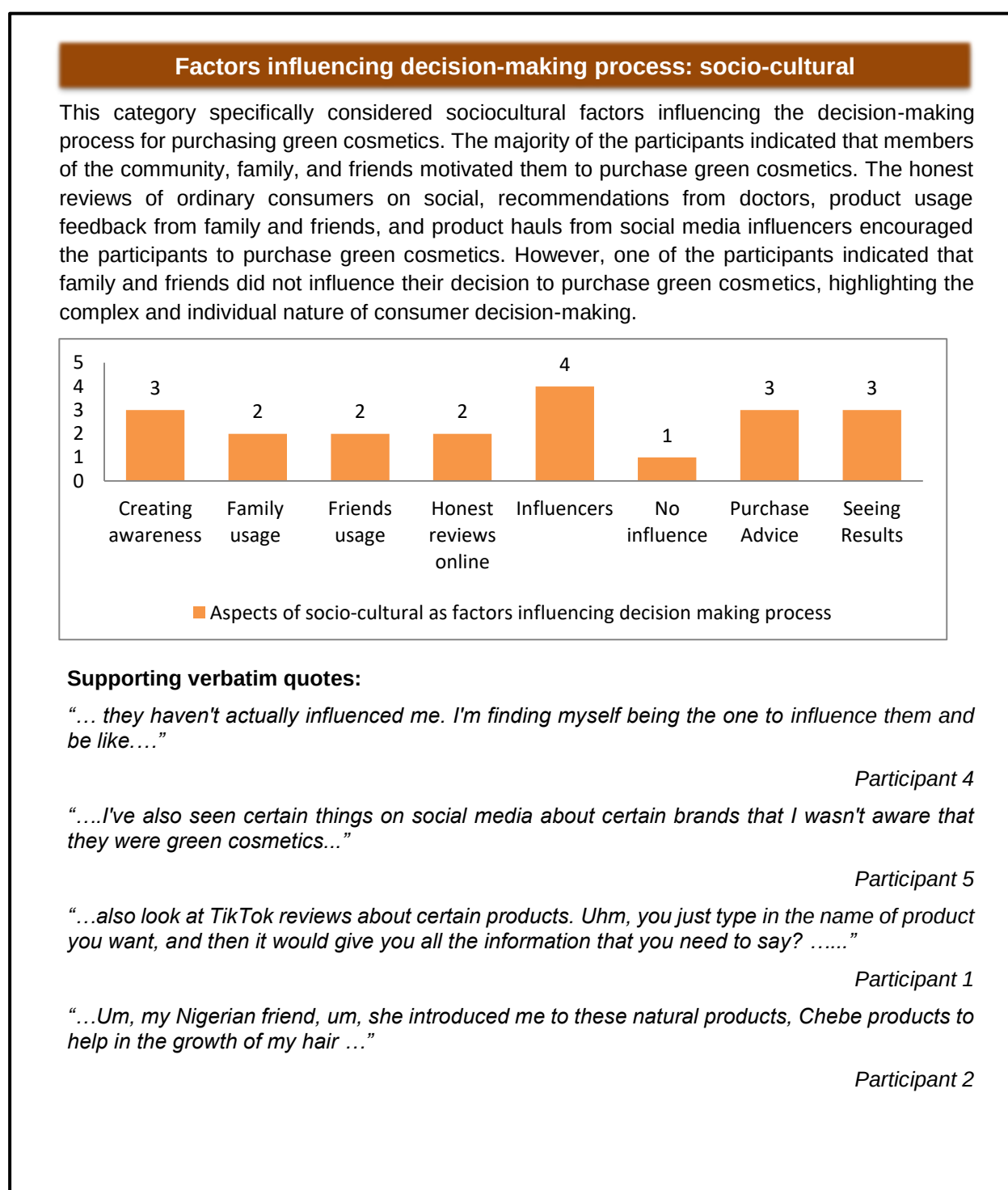
5.2.5.2 Category 4(B): Socio-cultural

Category 4(B) considered the factors influencing decision-making process to purchase green cosmetics based on socio-cultural factors.

The results of this study indicated that most participants viewed socio-cultural factors as salient in terms of influencing their decision-making process to purchase green cosmetics, since the majority included some characteristics linked to socio-cultural factors. Half of the participants highlighted that they often seek purchase advice from qualified medical practitioners (dermatologists) or members of their social circle (family and friends). In addition, some participants reported that after witnessing the products' effectiveness for their family and friends, they were motivated to purchase green cosmetics, as they had firsthand experience with the results of using the products. However, one of the participants highlighted that family and friends did not influence their reasons to purchase green cosmetics. Instead, the participant motivated the family and friends to try green cosmetics based on the benefits observed from using green cosmetics. Many businesses have embraced using social media to promote and create

awareness of green cosmetics; one of the participants mentioned that social media made the participant aware of the cosmetics brands that the participant did not realise were green. The majority of participants reported that they became aware of green cosmetics through social media influencers and honest reviews from members of the public, which influenced their decision to purchase them.

Figure 5-10: Category 4(B) research results – Theme 4



5.2.5.3 Category 4(C): Product information source

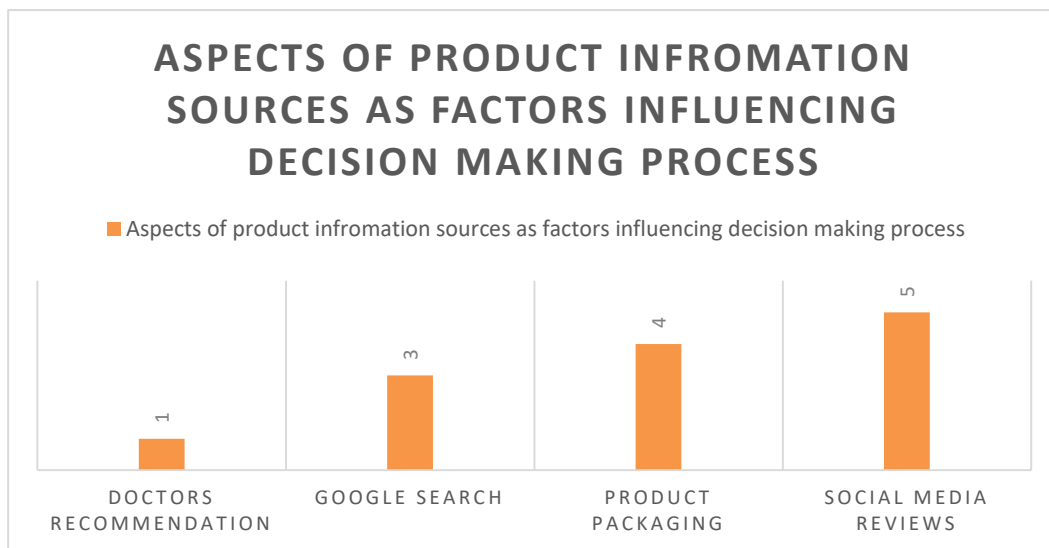
Category 4(C) considered the factors influencing decision-making process to purchase green cosmetics based on product information source.

Based on the study's findings, most participants considered the product information source to be significant when evaluating which green cosmetics to purchase. Doctors' recommendations, product packaging, social media reviews, and Google searches were the primary sources of information that the research study participants consulted. A participant expressed that they relied on their physician, dermatologist, and general practitioner to provide precise details regarding the products most suitable for their skin type. However, three of the participants stated that they would use Google to research various green cosmetic options before making a purchase, to determine which option would best meet their needs. The majority of participants stated that they would inspect the product packaging in-store to ensure the ingredients are safe, and do not contain any hazardous chemicals before purchasing green cosmetics. Subsequently, a considerable proportion of consumers indicated that they relied on social media reviews to confirm whether the eco-friendly makeup they purchased was indeed eco-friendly and yielded the outcomes that the brand promised.

Figure 5-11: Category 4(C) research results – Theme 4

Factors influencing decision-making process: product information source

This category specifically considered product information sources as one of the factors influencing the decision-making process to purchase green cosmetics. The study showed that most consumers do not only rely on information provided by the company on the product packaging but also engage in further Google searches and social media reviews to verify if the cosmetics are green and actually produce the benefits that the products claim to provide. However, one of the participants noted that they placed significant trust in the doctor's recommendation for green cosmetics that would best suit their needs, highlighting the importance of professional endorsements in consumer decision-making.



Supporting verbatim quotes:

"I rely a lot on my doctors. I relied a lot on my dermatologist at that time, as well as my GP...."

Participant 3

"....I rely on both social like YouTube, as well as the actual internet. I try to go and actually research the different ingredients in a product ..."

Participant 6

"...I would also confirm that on Google. And then I think that's where I also get a lot of information on the product itself....."

Participant 5

"...also look at TikTok reviews about certain products. Um, you just type in the name of product you want and then it would give you all the information that need to see..."

Participant 1

5.2.5.4 Category 4(D): Product characteristics

Category 4(D) considered the factors influencing decision-making process to purchase green cosmetics based on product characteristics.

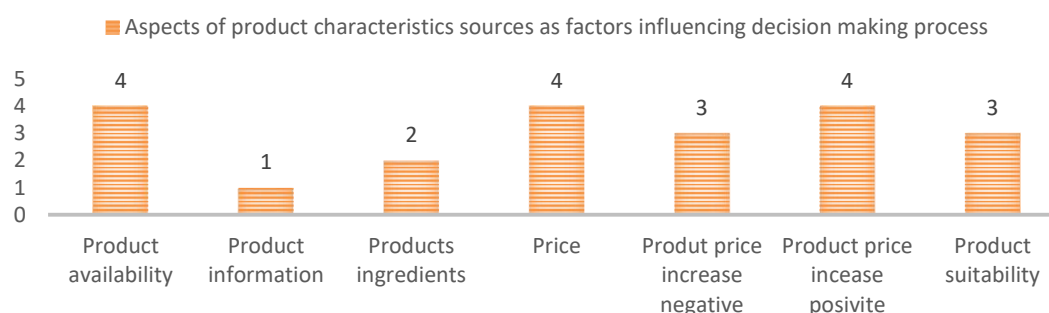
The results of this study indicated that the majority of participants viewed product characteristics as one of the key factors influencing their decision-making process when purchasing green cosmetics. One of the participants suggested that the amount of readily available information about a product influenced consumers to purchase green cosmetics. On the other hand, two participants noted that their decision to purchase green cosmetics mainly relied on the product ingredients, as they consider green cosmetics due to their natural, renewable ingredients, which cause the least amount of damage to the environment and the skin. The availability of products is one of the main factors influencing whether an individual would purchase a product. The study thus showed conflicting responses. One of the participants indicated that if green cosmetics are unavailable, they would consider visiting different stores and purchasing a green cosmetic that the participant did not react to, that was conveniently available at the time. Another participant suggested that, if, green cosmetics are not readily available, they considered purchasing conventional cosmetics. Price can be a significant factor in determining the perceived sacrifice required to acquire a green cosmetic and its quality, and thus it was essential to analyse what factors influence consumers' buying decisions. The findings suggest that some consumers consider affordability a factor when prices rise. One participant said they would look for less expensive alternatives to their favourite green cosmetic, while another said they would buy conventional cosmetics as soon as green products became pricey.

Figure 5-12: Category 4(D) research results – Theme 4

Factors influencing decision-making process: product characteristics

This study focused on product characteristics as a key factor influencing the decision to purchase green cosmetics. The findings revealed that consumers consider the product's ingredients, product information, suitability to their needs, availability, and price. However, conflicting results were found regarding product availability and price increase. Notably, some participants indicated that they would seek alternative green cosmetics or switch to conventional cosmetics if the price increased or if a green cosmetic was unavailable. These findings have significant implications for the green cosmetics market, highlighting the need for careful pricing and supply strategies.

ASPECTS OF PRODUCT CHARACTERISTICS SOURCES AS FACTORS INFLUENCING DECISION MAKING PROCESS



Supporting verbatim quotes:

"...the amount of information that I will get on the product..."

Participant 2

"....because of the ingredients used in the green cosmetics..."

Participant 4

"...like if can afford it, then I will buy into that product. But if I can see that, I might not be able to afford it with the budget that I have for my my essentials, I would rather go on the internet or TikTok or Facebook to find an alternative brand that I could potentially use....."

Participant 1

"...for me, I always look at how long this product lasts me? So, if it ranges between three to six months or even a year, I don't mind purchasing it..."

Participant 6

5.2.5.5 Category 4(E): Alternative options

Category 4(E) considered the factors influencing decision-making process to purchase green cosmetics based on alternative options.

The majority of participants in this survey believed that alternative options influenced their decision to buy green cosmetics, according to the study's findings. However, it was important to note that consumer decisions are significantly influenced by product availability and financial restrictions. Consistent product availability ensured that consumers can always find what they need, thereby increasing consumer satisfaction and strengthening loyalty. According to the study's findings, most participants in this survey are not brand loyal, as they frequently switch to other green cosmetic brands when their preferred green items become unavailable. One participant mentioned that when their favourite green cosmetic had been discontinued, they had to consult with their doctor about the best alternative green cosmetic that would work for them. Additionally, another participant noted that when their preferred brand is unavailable at their preferred store, they would opt for online shopping to obtain the specific brand they are looking for.

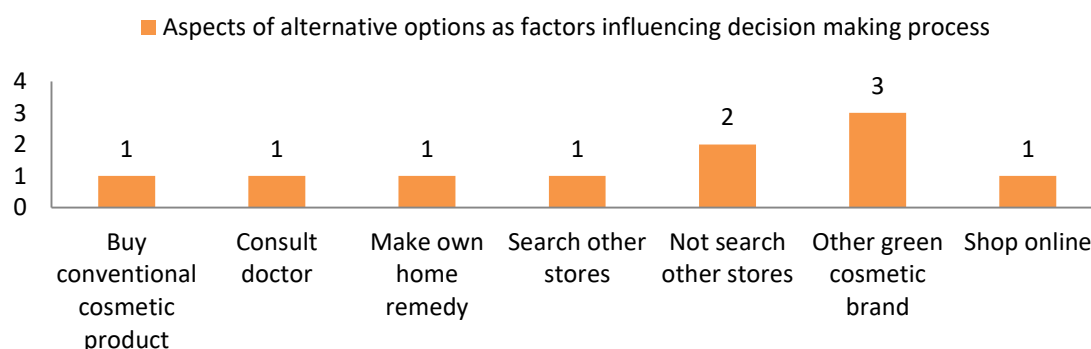
In contrast, another participant mentioned that they would search for their preferred brand of green cosmetics at other stores. However, these results conflict with what some consumers highlighted in the study; some participants noted that when their preferred brand is unavailable at their preferred store, they would not search for it at other stores because of the reward points offered by the stores where they shop. One of the participants shared quite the opposite sentiments. They indicated that when green cosmetics are unavailable, they would watch YouTube videos to make their green cosmetics. Another participant suggested that when green cosmetics are unavailable at their preferred store, they can easily switch to conventional cosmetics.

Figure 5-13: Category 4(E) research results – Theme 4

Factors influencing decision-making process: alternative options

This category specifically considered alternative options as a source as one of the factors influencing the decision-making process to purchase green cosmetics. The study results showed that the majority of the participants are not loyal to just one product due to the constant unavailability of green products, which urgently needs to be addressed to prevent participants from switching to other green cosmetic brands. The study showed that one of the participants would consult their doctor before switching to another green cosmetic, while another participant would search for their preferred brand at other stores. However, another participant indicated that they would resort to making their own home remedy, whereas another participant showed that they would switch to conventional cosmetics.

Aspects of alternative options as factors influencing decision making process



Supporting verbatim quotes:

"I would switch to another brand. I would not go to different stores to look for specific green cosmetic product..."

Participant 2

"....an alternative that I would do is definitely consult with my GP..."

Participant 3

"...Yes, definitely I would consider purchasing online. As long as I get the product"

Participant 4

"...I buy at Dis-Chem and Clicks because, uhm, I have uhm club cards with [these] stores, so it's nice to shop there to have the points and things like that..."

Participant 1

"...so I would either ask the retail store themselves when are they going to be getting more stock..."

Participant 3

5.3 Summary of the empirical research results

Table 5-3 summarises the categories and themes identified in the empirical research results. It also notes the main findings pertaining to each identified theme.

Table 5-3: Summary of empirical research results: South Africa

Theme 1: Motivation for consumers to purchase green cosmetics			
Categories	1(A) Reference group	1(B) Environmental impact	1(C) Product content
Main finding 5.1	The in-depth interviews revealed a notable appreciation for the role played by reference groups in persuading consumers to purchase green cosmetics. These groups provided knowledge on the environmental consequences of continuing traditional cosmetic purchases, leading to a significant increase in consumer awareness about the products' contents. The outcome made clear that reference groups significantly influence individual attitudes and behaviours, as consumers frequently rely on them as external cues for evaluation, judgment, and decision-making when making purchases. The study's subjects recognised the importance of consulting public personalities and social media influencers for trustworthy information. Social media marketing has gained popularity in recent years, leading consumers to become increasingly dependent on social media. Shared experiences, opinions, and suggestions that aligned with the interests and lifestyles of the users were disseminated through social media. The findings also demonstrated that in addition to consumers frequently depending on reference groups to obtain reliable product information, consumers consistently sought professional advice regarding their health. Nonetheless, consumers are becoming more conscious of the unsustainable effects of contemporary consumption on the ecosystem. This growing awareness encompassed not only the environment, but also ethics. The study's participants were more likely to make sustainable purchases, driven by their moral responsibility to contribute to a greener future. The results demonstrated that consumers are thinking about the long-term environmental effects of their purchases, as well as the ethical implications. Participants considered whether animal experimentation occurred during the creation of green cosmetics and whether these products were environmentally friendly, demonstrating their moral responsibility in their purchasing decisions. Furthermore, consumers are now part of an expanding group that is more concerned with the ingredients indicated on products, favouring natural and organic ingredients that nourish the skin over potentially harmful ones. The growing appeal of green cosmetics was indicative of this mutual dedication to both the environment and human health.		

Table 5-3: Summary of empirical research results: South Africa (continued)

Theme 2: Awareness of green cosmetics			
Categories	2(A) Online	2(B) Word-of-mouth	2(C) Product packaging
Main finding 5.2	The examination of the interview transcripts demonstrated the significant contribution that social media and documentaries have made to raising awareness of green cosmetics. As a means of raising awareness and emphasising the value of buying green cosmetics, social media platforms were used as virtual marketplaces where consumers can find an abundance of testimonials, honest reviews, and opinions about the products through product hauls. The potency of documentaries as a means of raising awareness lied in their narratives, which drew attention to the detrimental effects of chemicals in conventional cosmetics on both the environment and human health. The participants' trust in information sources was not solely based on the credibility of businesses. Instead, they were more likely to believe and act on advice from individuals with whom they have personal relationships. This inclination to trust and follow advice from friends, teachers, and pharmacists highlighted the role of trust in the study's context. In addition, when awareness was raised about green cosmetics, participants relied on specific indicators on a product's packaging to determine whether a cosmetic was green, after analysing substitutes and comparing the contents of the package.		

Table 5-3: Summary of empirical research results: South Africa (continued)

Theme 3: Barriers and challenges when considering to or purchasing green cosmetics		
Categories	3(A) Price	3(B) Availability
Main finding 5.3	The study's results demonstrated the challenges and restrictions associated with pricing and availability when considering green cosmetics. Businesses and brands risk losing revenue if they cannot satisfy consumers' immediate demand for accessibility and affordability. Pricing was seen as a deterrent to purchasing cosmetics, and the importance of affordability in consumer choices cannot be overstated. It was a critical factor in determining whether a consumer can purchase a specific product within their financial means. Thus, the higher cost of green cosmetics can lead consumers to opt for conventional cosmetics instead, as they are less expensive. Even with the environmental and health benefits derived from using the products, one participant's response suggested that the price difference was not significant enough to justify not buying green cosmetics, leading to contradictory findings in this study. However, the majority of the participants repeatedly emphasised that product availability was the main factor impeding consumers' decisions to buy eco-friendly cosmetics. A variety of linked factors, including restricted production, limited choice of green cosmetics, product unavailability, and the sale of green cosmetics in select retailers, all impact product availability. Product availability has a significant impact on product supply chain performance. Despite these challenges, the growing demand for green cosmetics, driven by increased consumer awareness, presented a promising future for eco-friendly products. A surplus led to a market imbalance between the supply and demand for eco-friendly cosmetics, hindering the smooth flow of green cosmetics in the market. This imbalance, when coupled with a product shortage and excess demand, forced businesses to raise prices, making it challenging for consumers to purchase green cosmetics on a regular basis. Moreover, it underscored the urgent need for companies producing green cosmetics to be fully equipped to create a comprehensive range of products suitable for every skin and hair type, a factor often overlooked in the market.	

Table 5-3: Summary of empirical research results: South Africa (continued)

Theme 4: Factors affecting the consumer decision-making process when considering to or purchasing green cosmetics			
Categories	4(A) Environmental awareness	4(B) Socio-cultural factors	4(C) Product information source
	4(D) Product characteristics	4(E) Alternative options	
Main finding 5.4	The critical inference drawn from these findings was that environmental awareness was a significant factor influencing the decision-making process to purchase green cosmetics. The unsustainable consumption of conventional cosmetics has led to increased pollution, contributing to environmental degradation and global warming. However, consumers are now taking a stand. They choose cosmetics made from renewable resources with eco-friendly packaging and do not engage in animal testing when producing their products, thereby protecting biodiversity. This shift in consumer behaviour drove the cosmetics industry towards sustainability. Even in the face of conflicting responses, where a minority of the participants indicated that environmental awareness does not necessarily influence the decision to purchase green cosmetics, the power of the majority was clear. A significant proportion of the participants identified socio-cultural issues affecting choosing green cosmetics. As profoundly embedded patterns of behaviour shared by a community, socio-cultural practices considerably impact decision-making processes by defining values, norms, and perceptions that shape choices. The participants' decision to purchase green cosmetics was influenced by recommendations from family, friends, and influencers, as well as candid product reviews. These reviews played a crucial role in building consumer confidence, as they offered reassurance about the product's reliability. From this finding, it showed that product consumption by friends and family raised awareness, boosted the confidence of potential consumers in their purchasing decisions, and alleviated concerns. Before making a purchase, a consumer conducted a thorough investigation to obtain information they considered trustworthy. The study's findings underscored the pivotal role of social media evaluations, which the majority of participants relied on for the most current information about a specific green cosmetic. A significant number of consumers also scrutinised the product package to ensure the safety and absence of harmful substances. Additionally, the participants' feedback revealed that a portion of them would turn to Google to explore various green cosmetic options to find the ones that best met their needs. Consequently, providing consumers with reliable and up-to-date data was deemed critical for every business. This was not just about fostering consumer happiness, loyalty, and trust, but also about the weight of consumer decisions. Whether on social media or in product ingredients, we all seek knowledge.		

Table 5-3: Summary of empirical research results: South Africa (continued)

Theme 4: Factors affecting the consumer decision-making process when considering to or purchasing green cosmetics			
Categories	4(A) Environmental awareness	4(B) Socio-cultural factors	4(C) Product information source
	4(D) Product characteristics	4(E) Alternative options	
Main finding 5.4	Consumers value transparency and are drawn to products with the appropriate label, box, or brochure detailing their features. One participant pointed out that they relied on their doctor's advice to determine whether a cosmetic was green or not, depending on whether or not it will meet their needs. The way consumers view and desire to accept a product was significantly influenced by its characteristics. The key determinants in this category are the availability, information, ingredients, pricing, and suitability of the product. It was crucial to note that the majority of participants stated that the two most important elements influencing their purchasing decisions are the product's price and availability. Understanding the vital role of product characteristics in consumer decisions can enlighten and empower marketing professionals and researchers in consumer behaviour studies.		

5.4 Research results: Zimbabwean consumers

This section explained the goals of the in-depth interview questions in detail and concentrated on the study's findings. It emphasised the process of connecting each detailed interview question to the corpus of earlier research and the study's overarching goals. This approach ensured methodological rigour and provided a clear description of the relationship between these inquiries and the categories and themes that resulted from the research.

5.4.1 Aims of in-depth interview questions and relation to literature, objectives and interpretation categories

Table 5-4 presented the relationships among the research objectives outlined in Section 1.4.3.2, the pertinent literature reviewed in Chapters 2 and 3, the categories and themes identified through the application of the Morse and Field methodology, and the presentation of empirical research findings for Zimbabwean consumers.

Table 5-4: Aims of in-depth interview questions and relation to literature, objectives and interpretation categories for the Zimbabwean consumers

In-depth interview question 1: Describe your personal motivations or reasons for choosing to purchase green cosmetics.			
Aim	To investigate consumer motivations for purchasing green cosmetics		
Research objective	Secondary research objective 4		
Literature	Chapter 2 and 3		
Theme	1	Category	A, B, C
In-depth interview question 2: How did you first become aware of green cosmetics, and what factors influenced your decision to try them?			
Aim	To investigate consumer initial awareness and reasons for trying green cosmetics		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	2	Category	A, B
In-depth interview question 3: Explain the role of environmental awareness or concern in your decision-making process when purchasing green cosmetics?			
Aim	To investigate environmental concern influence on the decision-making process of green cosmetics		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	4	Category	A
In-depth interview question 4: Elaborate on challenges or barriers you have faced when considering or purchasing green cosmetics and how they affected your decision-making			
Aim	To investigate challenges faced when purchasing green cosmetics		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	3	Category	A, B, C
In-depth interview question 5: Share any experiences or interactions with friends, family, or social media personalities that influenced your decision to purchase green cosmetics.			
Aims	To investigate the influence friends, family, or social media have on the decision-making process of green cosmetics		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	4	Category	B

Table 5-4: Aims of in-depth interview questions and relation to literature, objectives and interpretation categories for the Zimbabwean consumers (continued)

In-depth interview question 6: What sources of information do you typically rely on to gather knowledge about green cosmetics before making a purchase decision?			
Aims	To investigate sources of information consumers, rely on when purchasing green cosmetics		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	4	Category	C
In-depth interview question 7: Describe any instances where your purchase decisions for green cosmetics were influenced by social or cultural factors.			
Aims	To investigate the influence that social or cultural factors have on the decision-making process of green cosmetics		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	4	Category	B
In-depth interview question 8: What are the factors that will influence your decision to choose between a conventional cosmetic product and a green cosmetic product?			
Aims	To investigate why consumers, choose between a conventional cosmetic product and a green cosmetic product		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	4	Category	D
In-depth interview question 9: When your preferred brand of green cosmetics is unavailable at your preferred retail store, explain the alternative actions you consider?			
Aims	To investigate actions taken by consumers when preferred brand is not available		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	4	Category	E
In-depth interview question 10: How do you evaluate the environmental claims made by the green cosmetic brands? Probe: describe the factors that contribute to your trust or scepticism about these claims?			
Aims	To investigate influence of environmental claims on green purchases		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		

Reporting of results

Theme	4	Category	C
In-depth interview question 11: Considering that green cosmetics generally have a higher price compared to conventional cosmetic products, would you still purchase green cosmetics if there was an increase in price? Please briefly explain your perspective.			
Aims	To investigate influence of price on green purchases		
Research objective	Secondary research objective 5		
Literature	Chapter 2 and 3		
Theme	4	Category	D

The remaining portion of this section was organised based on the themes and categories found using the ATLAS.ti 24 software to analyse qualitative data. The thoroughness of the data analysis, guided by the Morse and Field approach (see section 4.1.5.2), was evident in the CD-ROM attached to this dissertation. It contained detailed information about the data analysis, including guidelines for identifying categories within each theme and the codebook used. The results of the empirical research was categorised and thematically organised in Table 5-5, which also served as an introduction to the findings that are covered in the later sections of this chapter.

Table 5-5: The thematic and categorical framework for empirical research

	Category (A)	Category (B)	Category (C)	Category (D)	Category (E)
Theme 1: <i>Motivation</i> for consumers to purchase green cosmetics.	Reference groups	Environmental impact	Product content		
Theme 2: <i>Awareness</i> of green cosmetics.	Online	Word-of-mouth			
Theme 3: <i>Barriers and challenges</i> experienced when considering to or purchasing green cosmetics.	Price	Availability	Awareness		
Theme 4: <i>Factors</i> affecting the consumer decision-making process when considering to or purchasing green cosmetics.	Environmental awareness	Socio-cultural factors	Product information source	Product characteristics	Alternative options

Below is a detailed discussion of the categories established for each subject. Every theme identified has its study findings addressed as well. The results for each category were given first, followed by a summary of the major discoveries related to each theme.

5.4.2 Theme 1: Personal motivations for choosing to purchase green cosmetics

The main aim of this section was to provide a detailed discussion of the reasons why consumers opt to purchase green cosmetics within the Zimbabwean context, and to present the results for each of the identified categories (see Table 5-5).

5.4.2.1 Category 1(A): Reference group

Category 1(A) considered the personal motivations and reasons for choosing to purchase green cosmetics consumers based on their reference group.

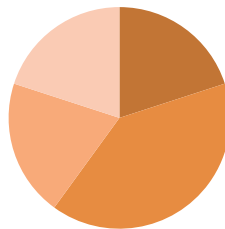
The study's responses indicated that participants rely on their reference groups when choosing reasons to purchase green cosmetics. Several aspects of reference groups were mentioned in the participants' responses, namely family influence, friends' influence, teachers' influence, and doctor's influence. The reference group aimed to provide product knowledge and feedback that influence the products that are considered socially acceptable or beneficial for skin and hair. One of the participants reported that a doctor's recommendation during a visit motivated them to try green cosmetics, as the products provided a solution to their dry skin. Another participant noted that the reason motivating them to purchase green cosmetics was the hype surrounding them from their friends. Additionally, one of the participants pointed out that the natural hair movement sparked a desire to acquire green cosmetics, as it promoted the use of natural hair products. Some participants indicated that teachers were the primary reason for purchasing green cosmetics, as they gained education on the harmful effects of their consumption on the environment and were encouraged to make purchases that were environmentally friendly. From peer interaction and social perception, it was found that reference groups influence individuals' norms, values, and desires, influencing their attitudes and behaviours. The Zimbabwean participants were motivated to try green cosmetics by individuals in their reference group whom they trusted to provide accurate information, highlighting the influence of social perception on consumer attitudes and the importance of being aware of societal trends.

Figure 5-14: Category 1(A) research results – Theme 1

Motivation for purchasing green cosmetics: reference group

Reference groups, including the natural hair movement, played a significant role in motivating participants to choose green cosmetics. The influence of friends, social media influencers, medical professionals, and educators was more compelling than advertisements by a business. For instance, two participants became more environmentally conscious due to the teacher's instruction on the effects of individual consumption. The hype that green cosmetics were gaining from friends and doctors' recommendations, as well as the influence of the natural hair movement, motivated the other three participants.

Aspects of Reference group as a motivating factor



Doctors Influence Teacher Influence
Friends Influence Social Media Influence

Supporting verbatim quotes:

"...because the doctor recommended that a specific brand of green cosmetics was good for my dry skin. ..."

Participant 5

"...my friends were hyping the product, saying that the product is good for their skin."

Participant 4

"...the natural hair movement started, they were advocating for natural hair products."

Participant 1

"...I studied geography, and my teacher would always talk about why it is important to take care of our environment."

Participant 6

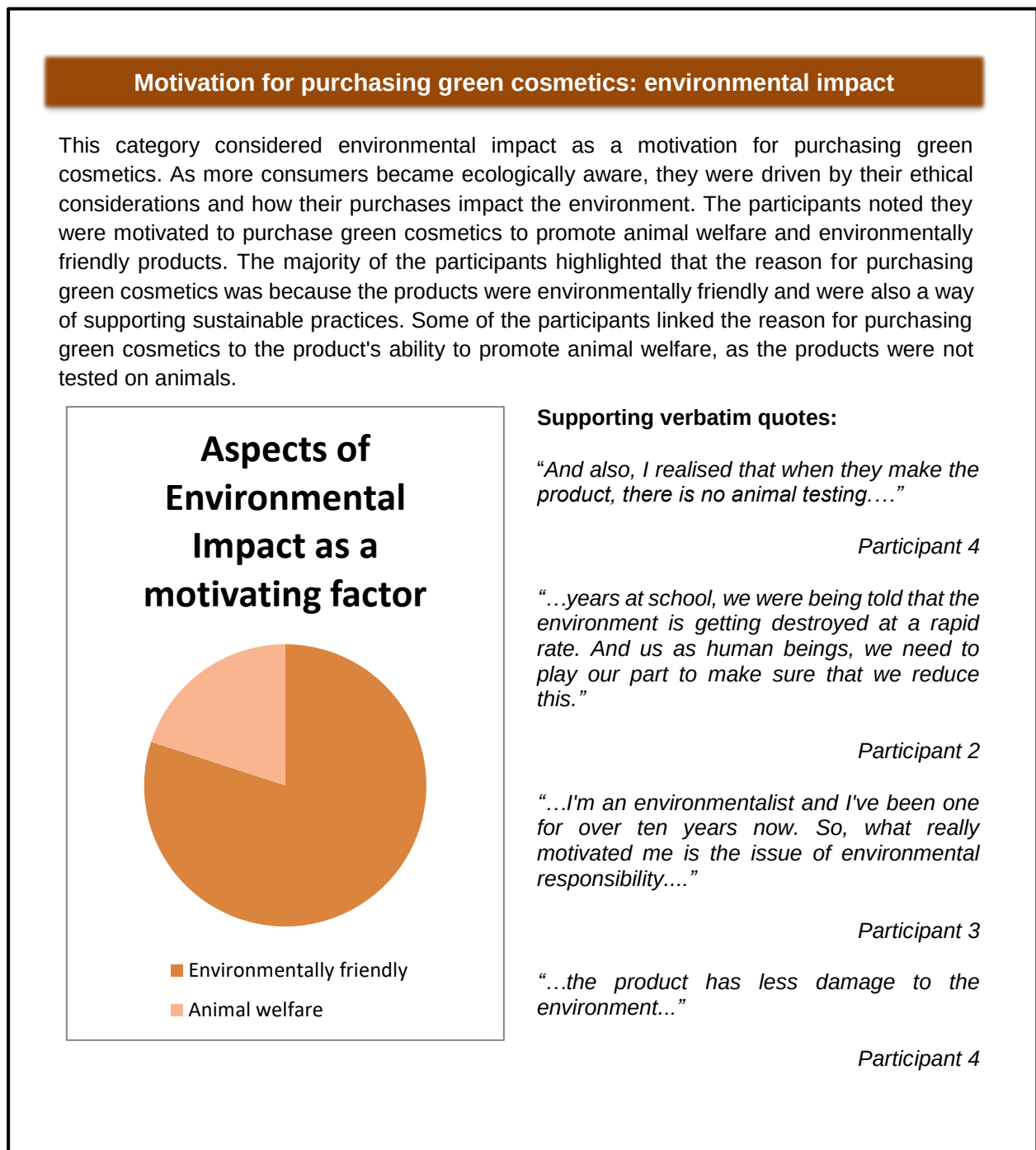
5.4.2.2 Category 1(B): Environmental impact

Category 1(B) considered the personal motivations and reasons for choosing to purchase green cosmetics consumers based on environmental impact.

The participants' primary reason for preferring to purchase green cosmetics, as revealed by the interviews, was to reduce the environmental impact of the products they used. Consumers used their purchasing power to support businesses and products that align with their values. The majority of participants stated that the environment was deteriorating at an accelerated rate, emphasising the urgent necessity for humans to contribute to slowing down this process. Conventional cosmetics have an adverse effect on the environment, because they contain hazardous chemicals. Furthermore, they are often packaged in non-biodegradable materials, which increases waste and pollution when the items and their packaging are disposed of. When consumers are more aware and concerned about the environment, they are more likely to make green purchasing decisions. The results indicated that many participants were motivated to purchase green cosmetics to support environmentally friendly practices.

For the past 100 years, the cosmetics industry has routinely used animal experimentation in laboratories to evaluate cosmetics and determine their safety for human use. Based on the study's findings, one participant expressed that they were driven to buy eco-friendly cosmetics because they do not involve animal testing, which was seen as harsh to animals due to its negative impact on them.

Figure 5-15: Category 1(B) research results – Theme 1



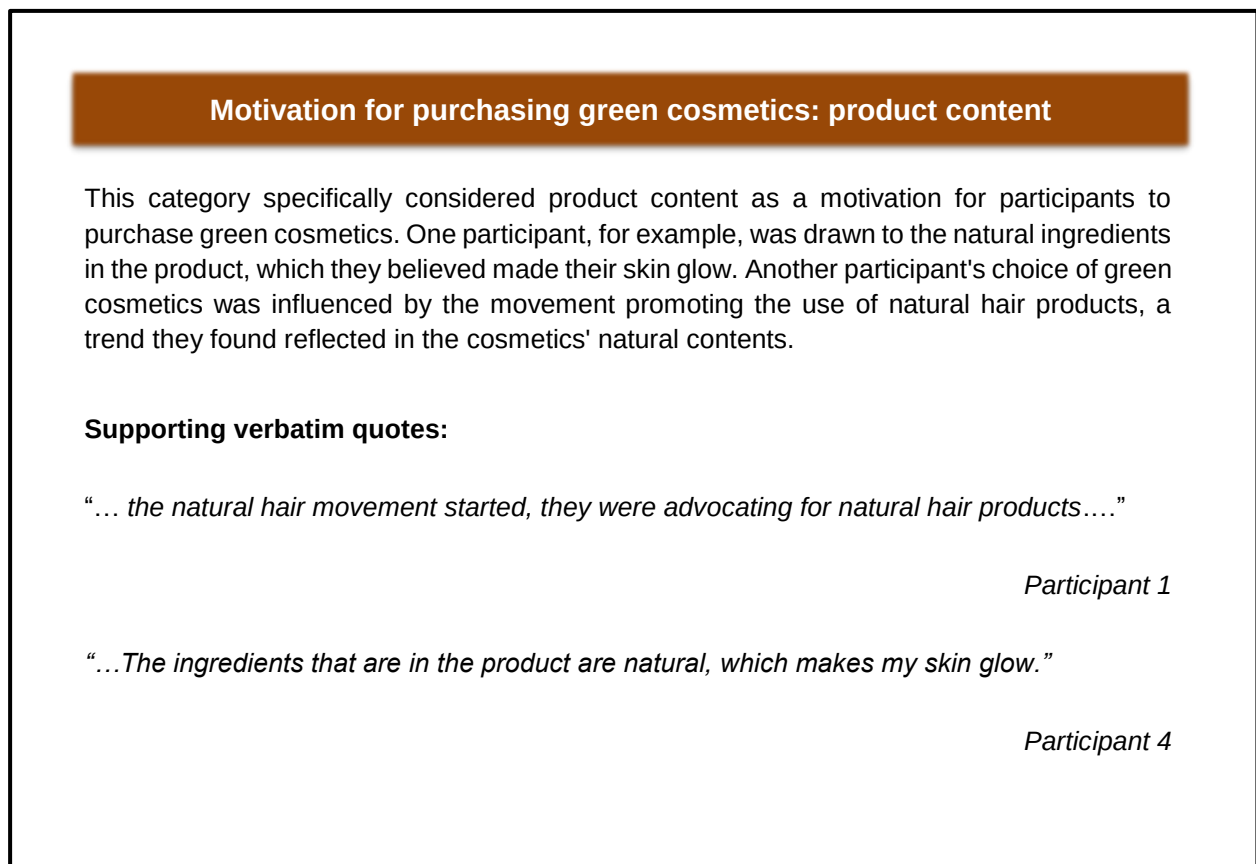
5.4.2.3 Category 1(C): Product content

Category 1(C) considered the personal motivations and reasons for purchasing green cosmetics based on product content.

The study's results indicated that participants were primarily motivated to purchase green cosmetics due to the product's contents. This was not just an environmental concern, but a significant health issue. The potential for landfills to overflow with waste and become

contaminated due to the long periods of certain common cosmetic ingredients, such as mercury, cadmium, and synthetic chemicals, underscored the urgency of the issue. The identified category of motivation was the product content. For instance, one participant was motivated to buy green cosmetics because the natural ingredients made her skin appear radiant, and because natural and oleochemical substances were less likely to cause allergic reactions or skin irritation. Another participant highlighted that the use of green cosmetics was motivated by the movement promoting the use of natural hair products, which were beneficial due to their natural ingredients.

Figure 5-16: Category 1(C) research results – Theme 1



5.4.3 Theme 2: Awareness of green cosmetics

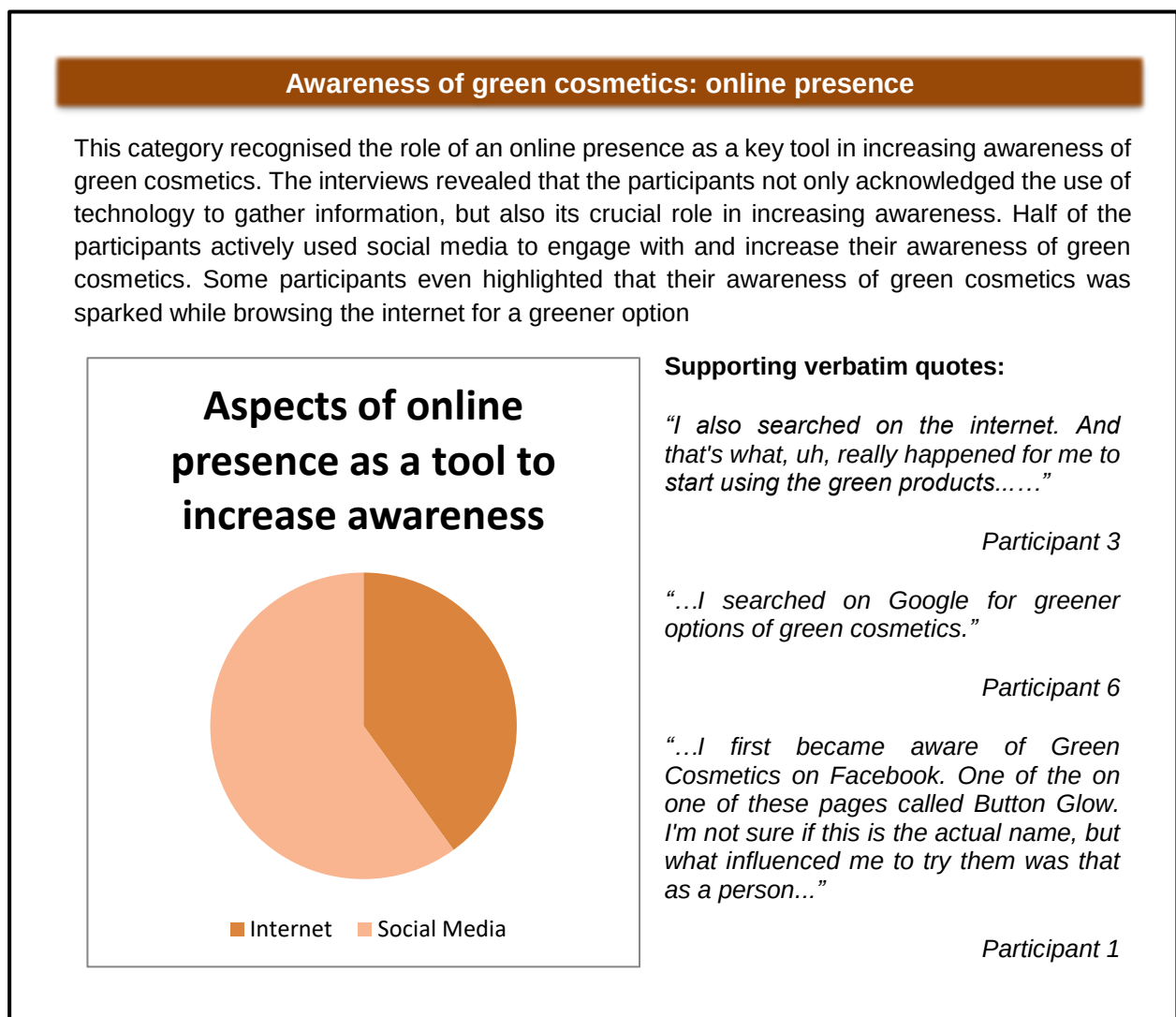
The main aim of this section was to provide a detailed discussion of how the participants first became aware of green cosmetics within the Zimbabwean context, and to present the results for each of the identified categories (see Table 5-5).

5.4.3.1 Category 2(A): Online

Category 2(A) considered the awareness of green cosmetics consumers based on the online factor.

According to the study's findings, participants frequently searched for various eco-friendly cosmetics on websites. Technology, particularly digital campaigns and awareness of projects, played a significant role in raising awareness. Study participants highlighted the importance of social media and the internet in their responses, noting how these platforms have encouraged them to try green cosmetics. For instance, two research participants credited their initial exposure to green cosmetics to online searches for more environmentally friendly products. This underscored the power of Google as a potent instrument that can reach a large audience and drive positive change. Social media's vast reach transcends geographic borders, allowing individuals and businesses to connect with consumers globally. This global connectivity was a key factor in boosting environmental awareness. Half of the participants reported that their knowledge of eco-friendly cosmetics increased through social media. One participant even discovered a green cosmetics company through social media, while another credited their awareness of green cosmetics to the influence of green movements on these platforms.

Figure 5-17: Category 2(A) research results – Theme 2

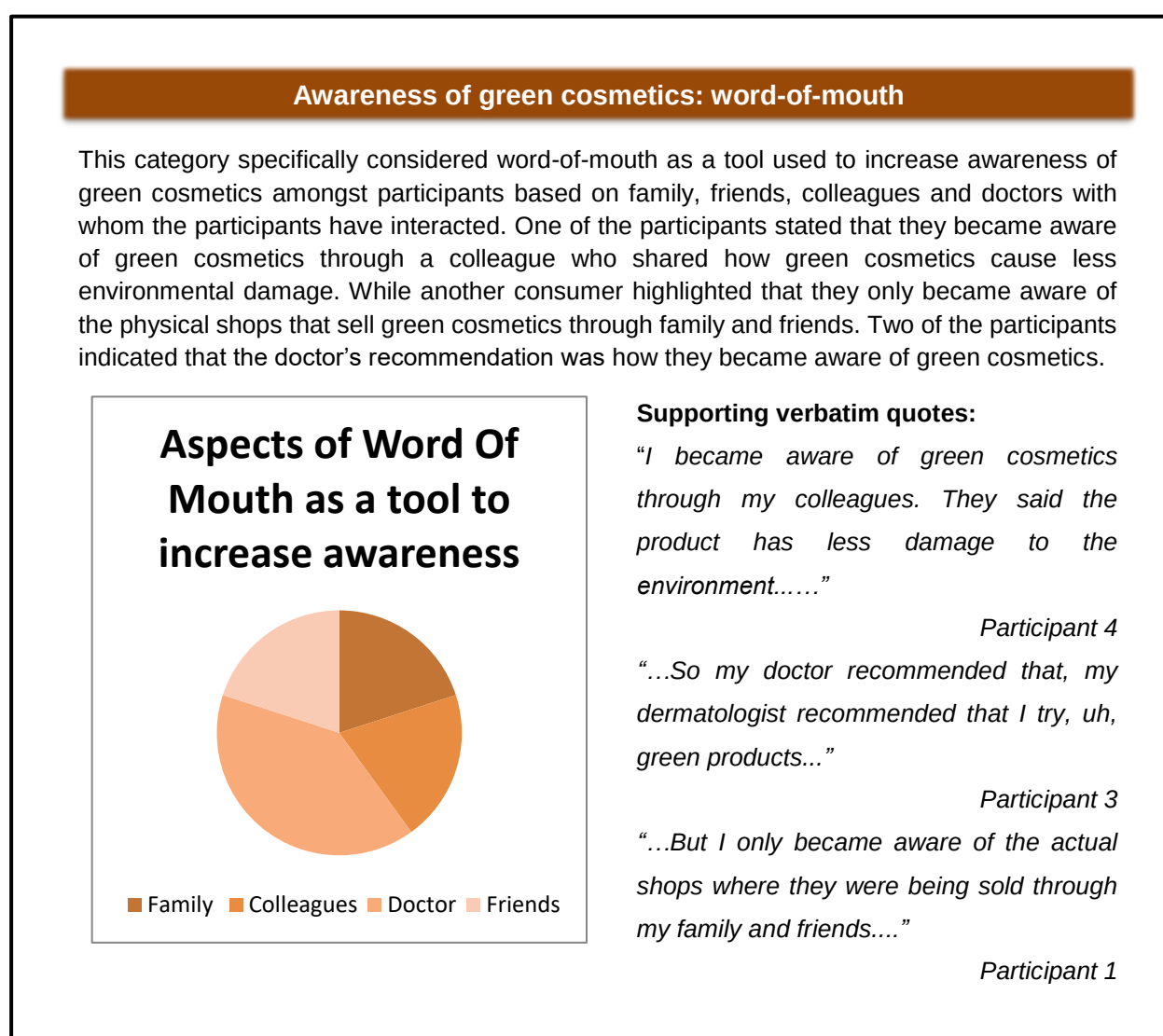


5.4.3.2 Category 2(B): Word-of-mouth

Category 2(B) considered the awareness of green cosmetics consumers based on word-of-mouth.

The participants in the study reported an increased awareness of green cosmetics through word-of-mouth. Word-of-mouth marketing fostered a devoted following of people who interact with a company and shared their experiences with others. It is a type of social influence predicated on personal connections and trust. The aspects of word-of-mouth that emerged from this study included family, friends, colleagues and doctors. One of the participants stated that they became aware of green cosmetics through a colleague who shared how green cosmetics cause less environmental damage. Another participant highlighted that they only became aware of the physical shops that sell green cosmetics through family and friends. Two of the participants indicated that their doctors' recommendation was how they became aware of green cosmetics. Therefore, it can be inferred that recommendations from friends, family, colleagues or doctors were often perceived as more trustworthy and credible than traditional advertising or marketing messages, because consumers tended to place greater trust in the experiences and opinions of those they know personally or perceive as similar to themselves.

Figure 5-18: Category 2(B) research results – Theme 2



5.4.4 Theme 3: Barriers and challenges

The main aim of this section was to provide a detailed discussion of the barriers and challenges that consumers faced when considering purchasing green cosmetics within the Zimbabwean context, and to present the results for each of the identified categories (see Table 5-5).

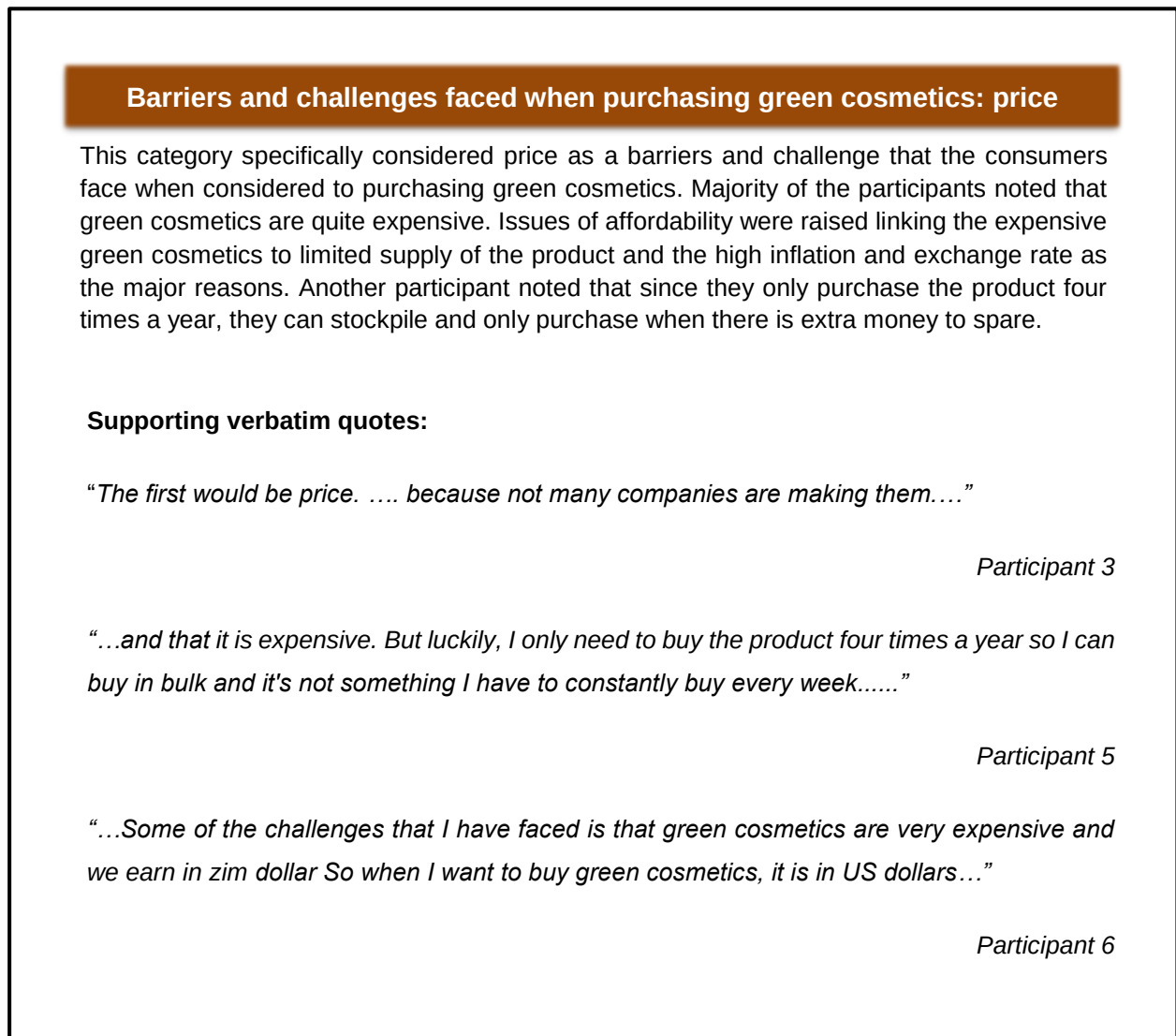
5.4.4.1 Category 3(A): Price

Category 3(A) considered the barriers and challenges that the consumer faced when considering purchasing green cosmetics based on the price of the product.

The results of this study indicated that a significant majority of participants viewed price as one of the major barriers and challenges that consumers faced when considering purchasing green cosmetics. The issue of high inflation was raised by one of the participants, who stated that they

earned in Zimbabwean dollars, but that green cosmetics were sold in US dollars; thus, they have to convert their money, making the green cosmetics quite expensive. One of the participants alluded to the limited number of businesses selling green cosmetics as the main reason green cosmetics were rather costly. Another participant noted that the product was quite expensive, but given that they only need to buy it four times a year, they would make a point to purchase and stockpile the product the moment they have extra money to spare.

Figure 5-19: Category 3(A) research results – Theme 3



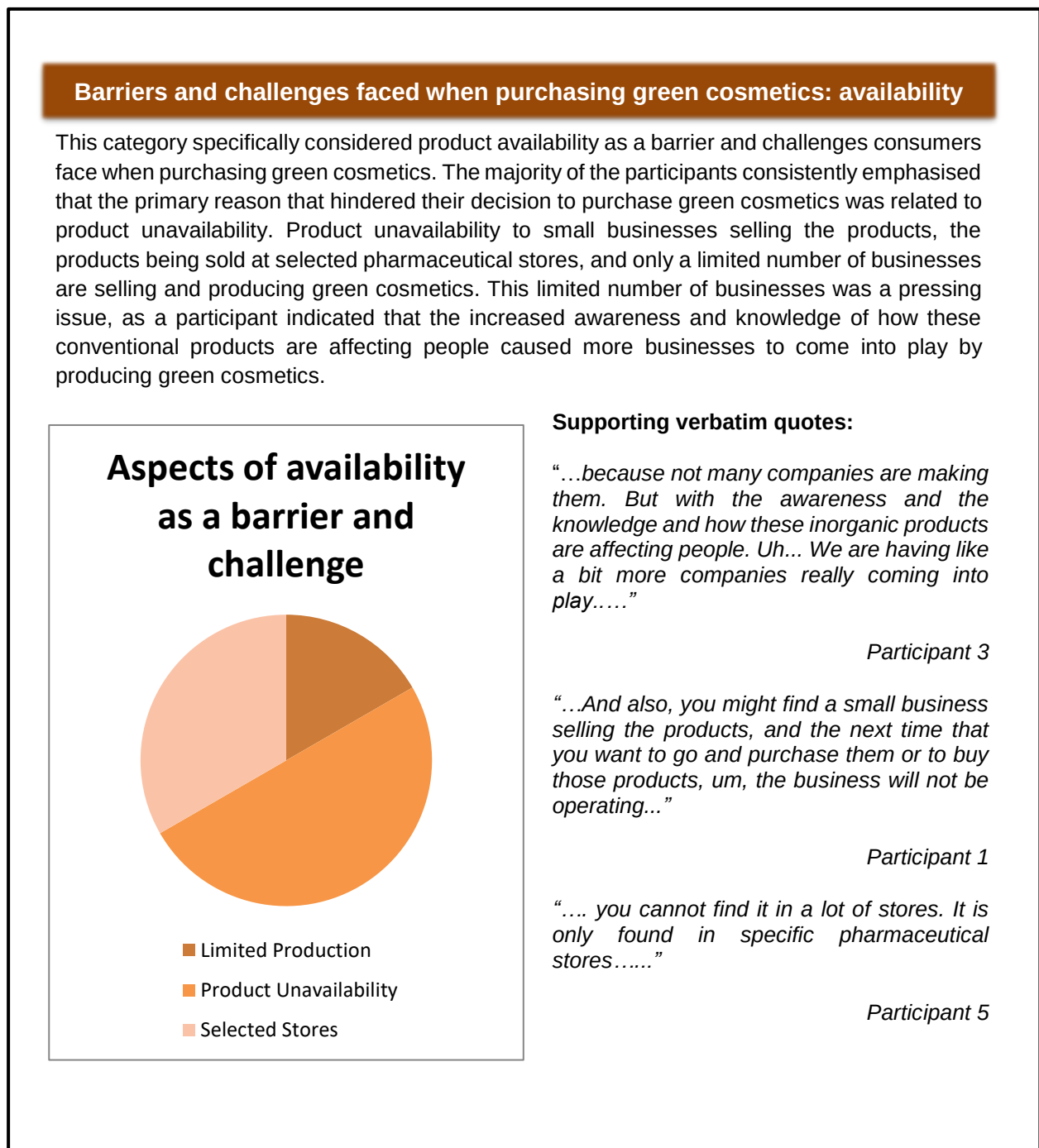
5.4.4.2 Category 3(B): Availability

Category 3(B) considered the barriers and challenges that the consumer faced when considering purchasing green cosmetics based on the availability of the product.

Product availability was the most significant barrier and challenge the participants highlighted in the study. The majority of the participants stressed that the major reason that hampered their

decision to purchase green cosmetics was related to product unavailability. One of the participants attributed product unavailability to small businesses selling the products; therefore, due to financial constraints, the business might shut down, resulting in the cessation of production of a particular green cosmetic brand. Another participant indicated that green cosmetics are only regularly found at some shops, causing the participant to purchase in bulk in case they might come back and find the product out of stock. This practice of bulk purchasing, while a practical solution, also highlighted the inconvenience and uncertainty faced by consumers due to limited availability.

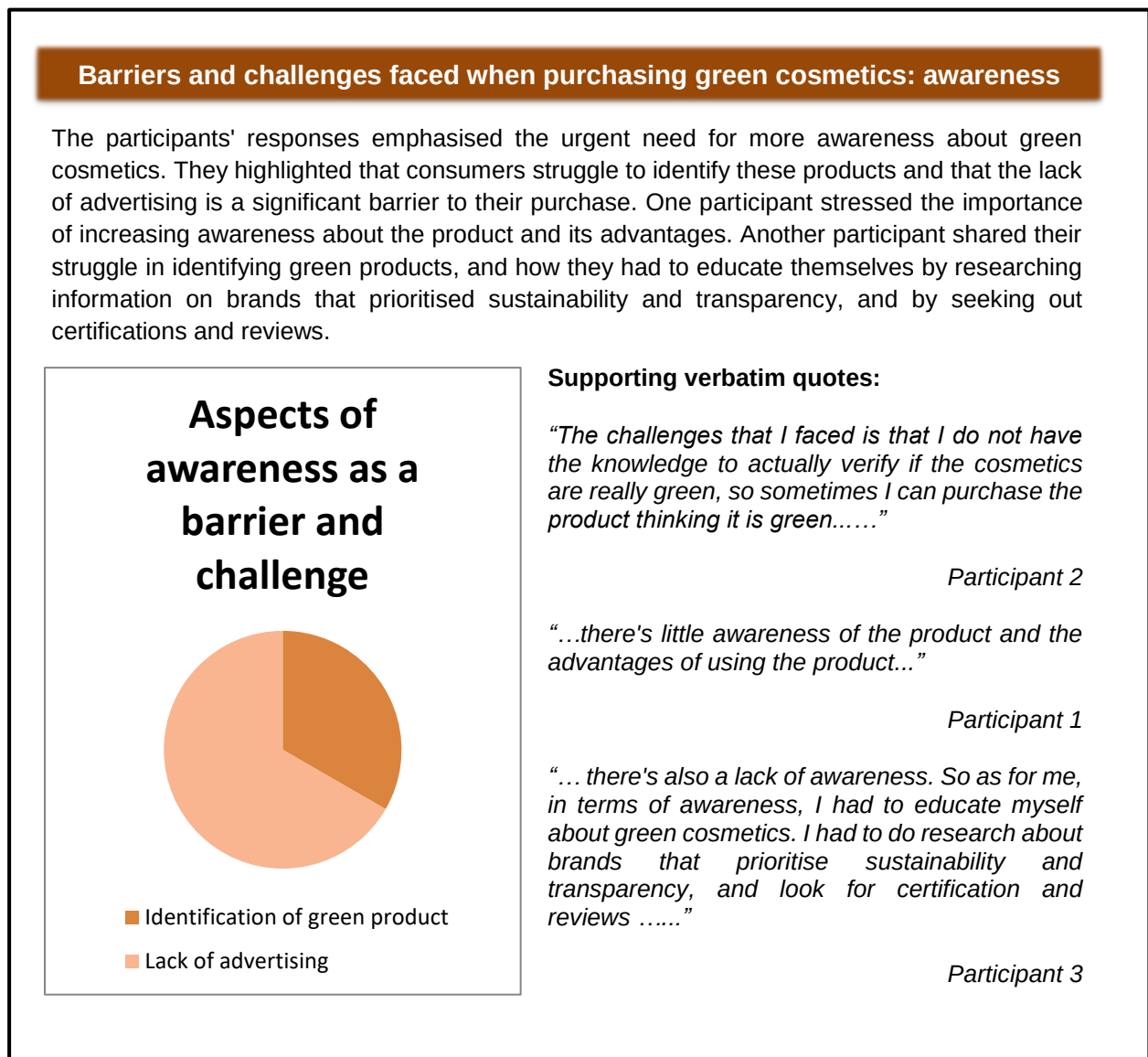
Figure 5-20: Category 3(B) research results – Theme 3



5.4.4.3 Category 3(C): Awareness

Category 3(C) considered the barriers and challenges that the consumer faces when considering purchasing green cosmetics based on the awareness of the product.

The study's findings indicated that awareness was one of the difficulties and obstacles the participants encountered. The participants' comments highlighted two factors preventing consumers from purchasing green cosmetics: consumers' inability to recognise green cosmetics, and a lack of sufficient promotion. By informing consumers about the social and environmental impacts of their purchases, both within their immediate sphere of influence and on social media, businesses can encourage them to make environmentally beneficial decisions. This underscored the potential for businesses to not only sell products, but also promote the positive impact of their products on the environment and society. According to one participant, only a few people know about the product or the benefits of using green cosmetics. Therefore, the need for greater awareness of green cosmetics can stem from a lack of knowledge and inadequate advertising. Using an integrated marketing communication approach, which was conspicuously absent in Zimbabwe, was crucial for informing and educating consumers about green cosmetics. One participant reported that one of their difficulties was their inability to independently confirm whether the cosmetics were genuinely green, occasionally prompting them to buy traditional cosmetics. Additionally, a participant mentioned that to become knowledgeable about green cosmetics, they needed to conduct their own research on businesses that prioritised sustainability and transparency, as well as verify certification and reviews.

Figure 5-21: Category 3(C) research results – Theme 3

5.4.5 Theme 4: Factors influencing decision making process

The main aim of this section was to provide a detailed discussion of the factors influencing decision-making process when considering to purchase green cosmetics within the Zimbabwean contexts and presents the results for each of the identified categories (see Table 5-5).

5.4.5.1 Category 4(A): Environmental awareness

Category 4(A) considered the factors influencing decision making process to purchase green cosmetics based on environmental awareness.

According to the study's findings, the majority of participants considered environmental awareness to be a factor in their decision to purchase green cosmetics. Half of the participants

noted that the necessity to preserve the environment has raised environmental awareness and the variables influencing consumers' decisions to purchase green cosmetics. Their responses highlighted the significant role of consumers, with one participant stating that they purchase green cosmetics because every stage of the production process, from formulation to production, was meticulously designed to minimise harmful environmental effects. Another participant emphasised the influential power of consumers, mentioning that they buy green cosmetics because they helped to reduce global warming by using renewable resources.

Figure 5-22: Category 4(A) research results – Theme 4

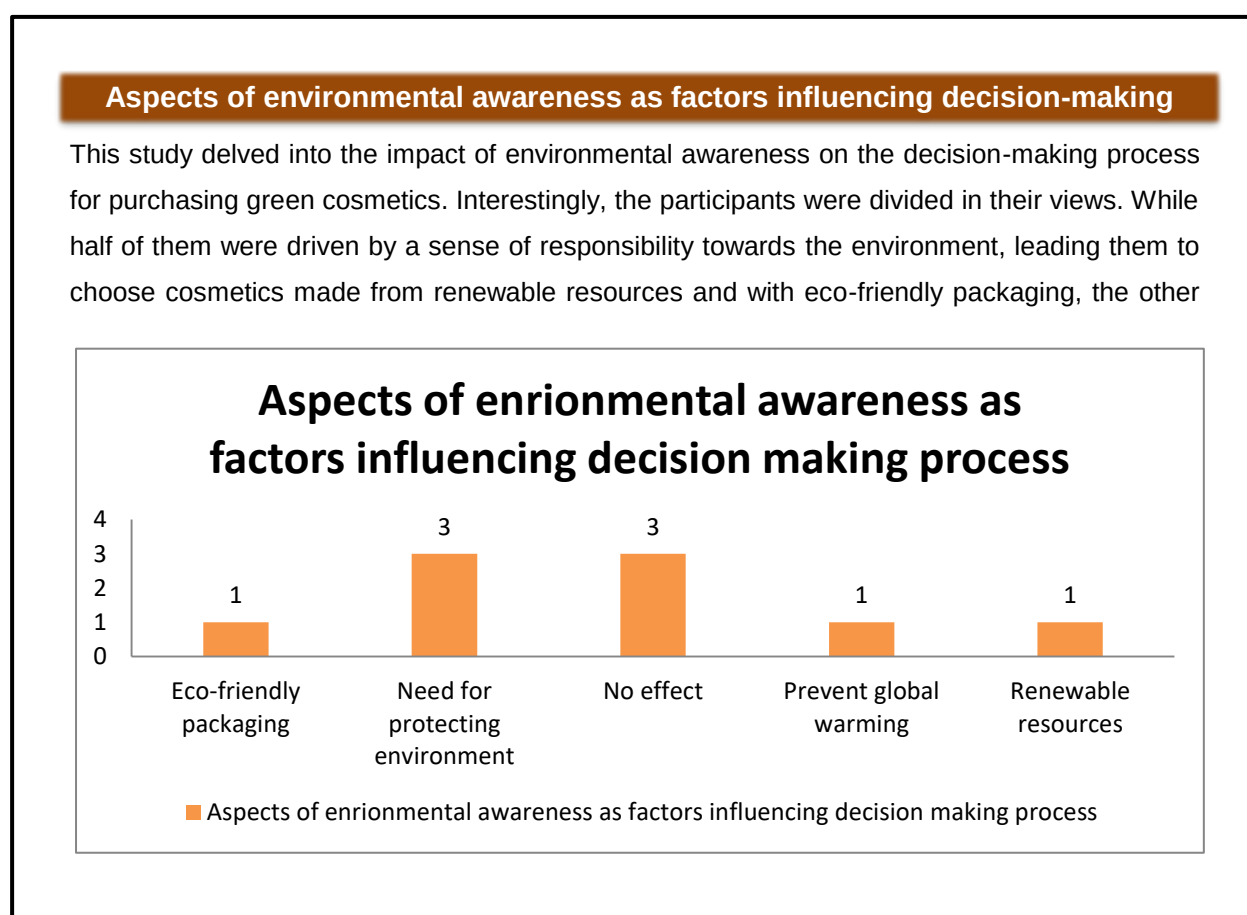


Figure 5-22: Category 4(A) research results – Theme 4 (continued)

Supporting verbatim quotes:

“Because each step of the manufacturing process is carefully considered from formulation to production to reduce negative environmental impacts. Uh, it’s different from these inorganic makeups because organic, uh, green products, they reduce toxic pesticides....”

Participant 3

“...I was not really aware about the environmental awareness. I actually do not know that the green products were helping the environment...”

Participant 1

“...I believe that is our responsibility to take care of the environment as humans for the future generations before some of the things become extinct.....”

Participant 6

“...also something simple like not throwing plastic packages everywhere...”

Participant 2

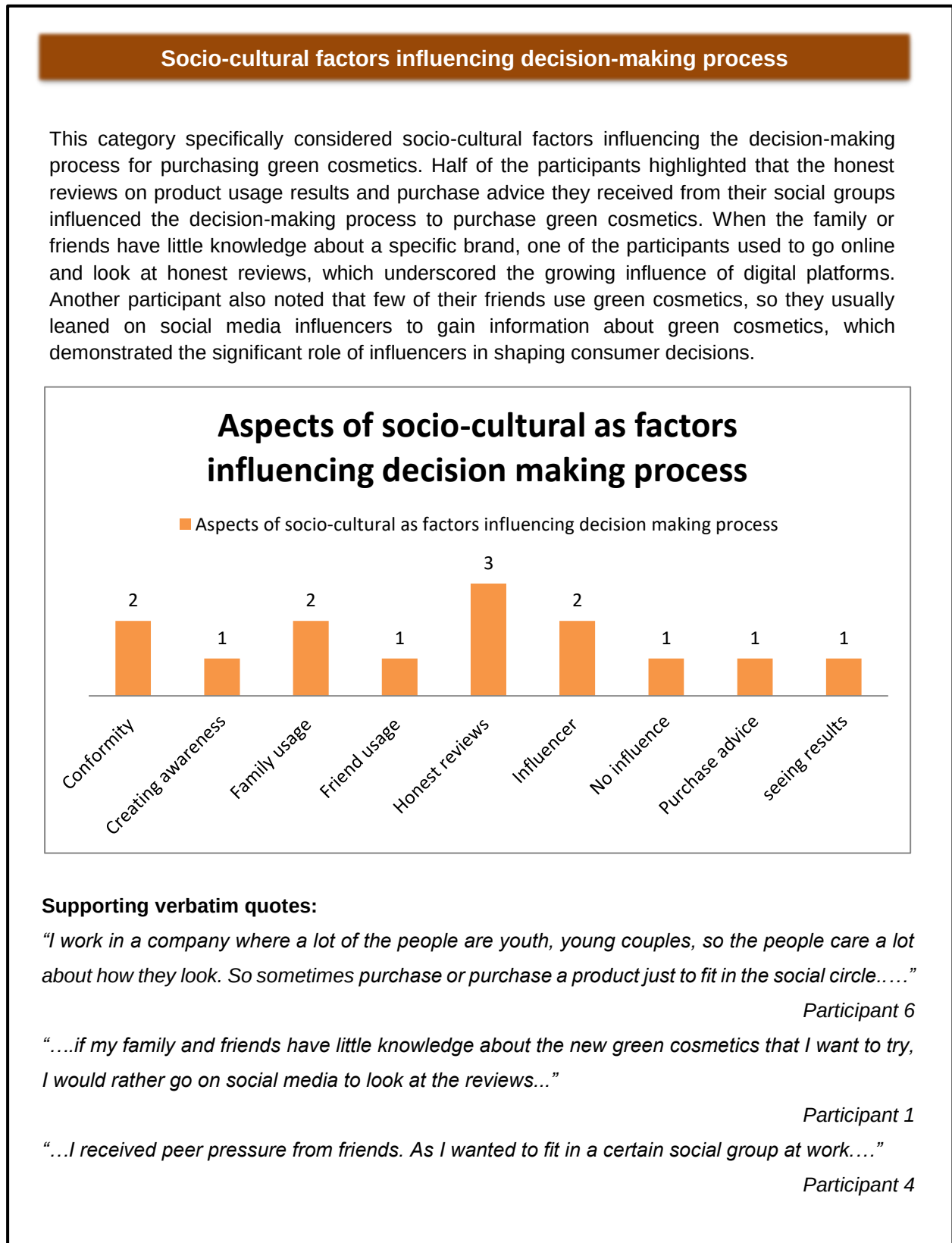
5.4.5.2 Category 4(B): Socio-cultural

Category 4(B) considered the factors influencing decision-making processes to purchase green cosmetics based on socio-cultural factors.

The results of this study indicated that most participants viewed socio-cultural as one of the factors influencing the decision-making process to purchase green cosmetics. This was because the majority of participants included some characteristics linked to socio-cultural issues. Half of the participants highlighted that the honest reviews they received from their social groups influenced their decision-making to purchase green cosmetics. The results showed that the participants received purchase advice from their family, friends, and influencers, and based on seeing the results of using their reference group (family, friends, and influencers), the participants were motivated to try the product, indicating a potential for growth in the green cosmetics market. One of the participants noted that when family or friends have little knowledge about a specific brand, they tend to go online and look at the honest reviews of other ordinary consumers who do not have anything to gain from advertising the products. However, two participants noted that the need to fit into a particular social group was why they purchase green cosmetics. Yet another

participant noted that only a few of their friends use green cosmetics, so they usually lean on social media influencers to gain information about green cosmetics.

Figure 5-23: Category 4(B) research results – Theme 4



5.4.5.3 Category 4(C): Product information source

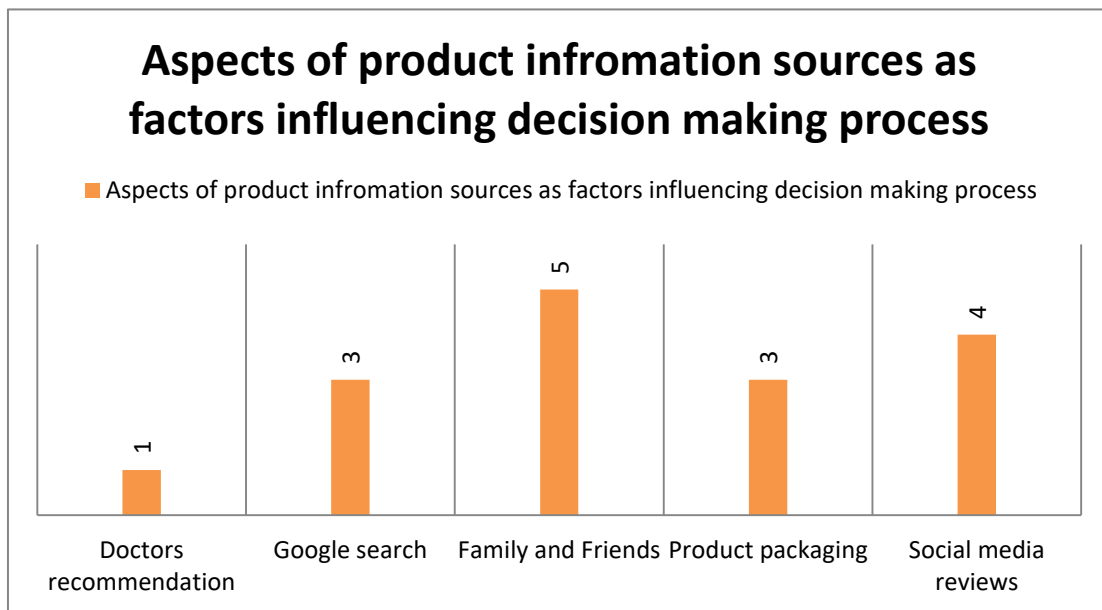
Category 4(C) considered the factors influencing decision-making processes to purchase green cosmetics based on the product information source.

The findings of this research showed that most participants considered the source of product information to be one of the factors affecting their choice of green cosmetics. The participants primarily relied on product packaging, social media reviews, Google searches, and recommendations from doctors, close friends, and family members to gather information on green cosmetics. As friends and family included individuals with whom the participants spent the most time and could easily track the advantages and changes occurring to the skin or hair after the friends used the green cosmetics, they depended on them the most to gain accurate information. The second most popular response was that the participants considered the honest reviews of other consumers who have purchased green cosmetic products as a precise source of product information. On the other hand, three of the participants indicated that, before making a purchase, they would search for different green cosmetics on Google to identify alternatives in the market that best meet their needs. Three other participants indicated that while in-store, before purchasing green cosmetics, they would check the product packaging to verify whether the ingredients were green and contained no harmful chemicals. However, one of the participants stated that they relied on their doctor to provide accurate information on the products that would best suit their skin, particularly in terms of potential allergic reactions or other health concerns.

Figure 5-24: Category 4(C) research results – Theme 4

Factors influencing decision-making process: product information source

The product information source was explicitly considered in this category as one of the elements influencing the decision to purchase green cosmetics. The study's findings, revealed that most consumers learn about green cosmetics primarily from friends and family, are significant. Social media reviews, product packaging, and Google searches were also important to confirm whether the cosmetics are genuinely green and deliver the advantages that the brands advertise. One participant pointed out that they depended on their doctor's advice regarding which green cosmetics would most suit their needs.



Supporting verbatim quotes:

"...so, I only relied on the information I got from my doctor and from my aunt...."

Participant 5

"...typically I rely on are my colleagues and friends because they are ones I spend more time with, and it is easy to track the changes of the skin and see if the product actually work in this, may lead me to see the use of the product...."

Participant 4

"...I use mostly the internet"

Participant 3

"...I also look at the product package and ingredients ..."

Participant 6

5.4.5.4 Category 4(D): Product characteristics

Category 4(D) considered the factors influencing decision-making process to purchase green cosmetics based on product characteristics.

The majority of participants in the study reported that product characteristics influenced their decision to purchase green cosmetics. As the results showed, product availability was considered one of the primary factors influencing whether an individual would buy the product. According to four participants, price, ingredients, suitability, and information about the product were crucial factors they considered before purchasing green cosmetics. However, there were contradictory outcomes from the price increase of green cosmetics. Due to their perception of the product's benefits, only two participants commented that a price increase would not influence their decision to purchase green cosmetics. In contrast, the majority of participants stated that it would influence their decision. Conversely, one participant mentioned that while purchasing green cosmetics, they always wanted to ensure that the product is packaged in an environmentally responsible manner.

Figure 5-25: Category 4(D) research results – Theme 4

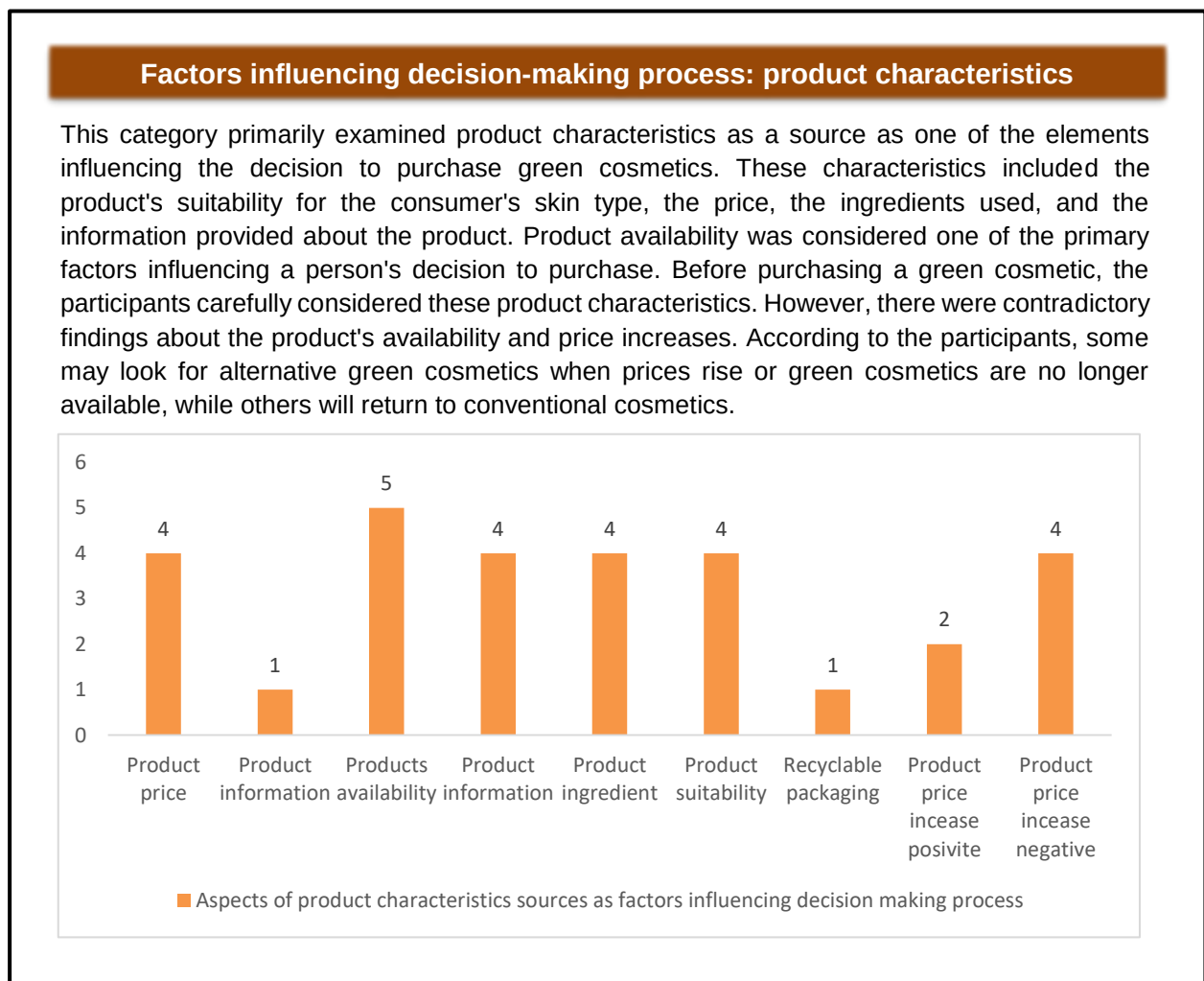


Figure 5-25: Category 4(D) research results – Theme 4 (continued)

Supporting verbatim quotes:

“...it has to be easily available. I'm not going to look for a product, uh, for more than eight more than three shops at that time....”

Participant 2

“.... I should easily get information about the product that is working for me. If not, I won't be easily convinced to buy the product....”

Participant 4

I look at the active ingredients, and then I look at what the product is made of before I can use it.”

Participant 3

5.4.5.5 Category 4(E): Alternative options

Category 4(E) considered the factors influencing decision making process to purchase green cosmetics based on alternative options.

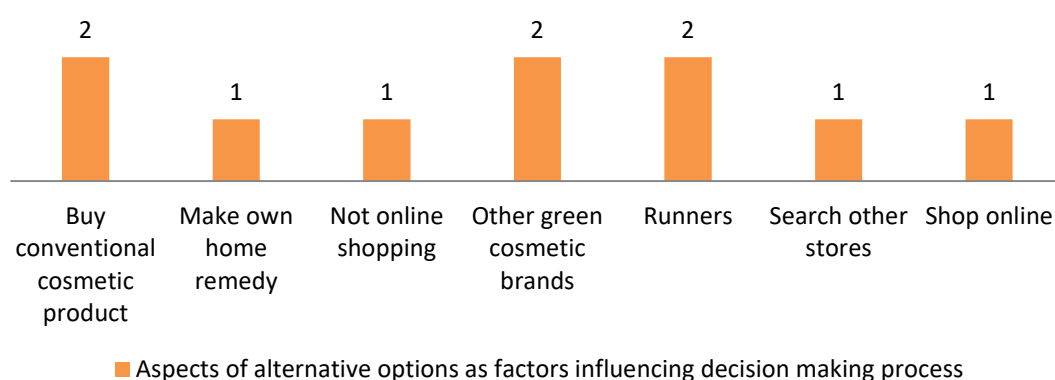
The results of this study indicated that participants viewed alternative options as one of the factors influencing their decision-making process when purchasing green cosmetics. The majority of the participants noted that if their preferred brand is unavailable at their preferred store, they would not consider purchasing conventional cosmetics. In contrast, only two participants indicated they would switch to conventional cosmetics. Of the participants who would not purchase conventional cosmetics, two of the participants indicated that they would search for alternative green cosmetics. In contrast, one participant would opt to search for their preferred green products in other stores, while the other would either created their own green cosmetics remedy or purchase them online. However, one of the participants indicated that they do not trust online and thus would not consider purchasing online; however, they would consider using a runner, also known as someone who would purchase on behalf of the consumer.

Figure 5-26: Category 4(E) research results – Theme 4

Factors influencing decision-making process: alternative options

This category considered alternative options as a deciding factor when purchasing green cosmetics. The study's findings demonstrated that most participants were not brand loyal, as evidenced by the two participants who switched to conventional cosmetics, the other two who searched for their favourite brand online or at another store, and the final two who switched to other green cosmetic brands. If the participants were still looking for the product online, one claimed to be devoted to a single brand and would make their home remedy. However, other participants claimed that if they could not find their favourite brand in-store, a participant who was brand loyal said they would instead utilise a runner than shop online.

Aspects of alternative options as factors influencing decision making process



Supporting verbatim quotes:

"I switch on to another product that used to work for me...."

Participant 2

"...I also sometimes when push comes to shove, I do my own home remedy cosmetics. [Laughing] I've started doing home remedy cosmetics in times of need..."

Participant 3

"...I'm not a fan of the, um, on the online shopping and there are a lot of scams out there, so I prefer runners....."

Participant 1

"Sometimes I purchase online. Uh, Some Korean products are very good because they do make, uh, organic products, green products in Japan, China there. So I purchase online..."

Participant 3

5.5 Summary of the empirical research results: Zimbabwe

Table 5-6 summarised the categories and themes identified in the empirical research results. It also noted the main findings pertaining to each identified theme.

Table 5-6: Summary of empirical research results: Zimbabwe

Theme 1: Motivation for consumers to purchase green cosmetics			
Categories	1(A) Reference group	1(B) Environmental impact	1(C) Product content
Main finding 5.5	The in-depth interviews, conducted with a diverse group of consumers, revealed a noteworthy respect for the role of reference groups in motivating consumers to purchase green cosmetics. These interviews were designed to understand the influence of social circles on consumer behaviour. The participants identified the following individuals as sources of information that inspired them to purchase green cosmetics: friends, family, teachers, and doctors. Although businesses supply the products and bear the burden of persuading consumers to purchase green cosmetics, these individuals were primarily driven by the members of their social circle, whose viewpoints held tremendous significance for them. The teacher's teaching on the effects of individual consumption, the natural hair movement, and the doctor's advice, combined with the buzz about green cosmetics from friends, inspired participants to adopt greener consumption habits. These individuals in the reference groups may not be wealthier or more educated. However, they offered the most trustworthy advice since they are more knowledgeable or experienced with green cosmetics. The majority of consumers were now aware that conventional cosmetics often use non-biodegradable packaging and contain hazardous chemicals, which contributed to increased waste and pollution when items and packaging are disposed of. Participants, therefore, supported businesses and green cosmetics that share their beliefs about sustainable consumption through their purchasing power, thereby lessening their environmental impact. This support is a sign of hope, as businesses are increasingly aligned with consumer preferences for green cosmetics. Thus, the participants' purchasing power supported environmentally friendly initiatives that also promoted animal welfare, as environmental impacts refer to modifications to the natural environment brought about by human activities that negatively affected the ecosystem's inhabitants or the air, land, water, fish, and wildlife. Thus, the primary reason for purchasing green cosmetics is that they are environmentally friendly and support sustainable practices. Some participants linked the reason for purchasing green cosmetics to the product's ability to promote animal welfare, as the products are not tested on animals. Furthermore, a few individuals mentioned that they exclusively purchase green cosmetics because of the ingredients in those products.		

Table 5-6: Summary of empirical research results: Zimbabwe (continued)

Theme 1: Motivation for consumers to purchase green cosmetics			
Categories	1(A) Reference group	1(B) Environmental impact	1(C) Product content
Main finding 5.5	A participant was motivated to purchase a green cosmetic because the natural ingredients made her skin appear radiant, and because natural and oleochemical substances are less likely to cause allergic reactions or skin irritation. Importantly, the movement advocating for the use of natural hair products has been instrumental in promoting the usage of green cosmetics, uniting consumers under the shared belief in the power of natural ingredients.		

Theme 2: Awareness of green cosmetics		
Categories	2(A) Online	2(B) Word-of-mouth
Main finding 5.6	Technology has been used to raise awareness through digital campaigns and advocacy initiatives. For product information and to learn more about green cosmetics, the majority of consumers often turned to Internet media as their one-stop shop. Study participants noted in their responses the importance of social media and the internet in raising awareness and encouraging them to try green cosmetics. The internet and social media, with their vast global reach that surpasses geographic limits, are instrumental in engaging individuals and businesses with audiences worldwide, making social media the greatest contribution to environmental awareness-raising. Half of the participants reported that their awareness of green cosmetics was increased by reading through social media, while two individuals said they first learned about green cosmetics when they searched the internet for alternative green cosmetics. Conversely, green cosmetics sales were encouraged through word-of-mouth marketing. This reliable strategy, built a devoted following of people who interacted with a brand and tell others about their experiences, was a type of social influence founded on personal connections and trust. As a result, recommendations from relatives, peers, coworkers, or physicians are likely to be seen as more reliable and credible than traditional marketing or advertising messages. This security in the reliability of word-of-mouth marketing was because people were more likely to believe the experiences and opinions of people they know well or who they identify with.	

Table 5-6: Summary of empirical research results: Zimbabwe (continued)

Theme 3: Barriers and challenges when considering to or purchasing green cosmetics			
Categories	3(A) Price	3(B) Availability	3(C) Awareness
Main finding 5.7	A barrier to purchase is anything that prevents a consumer from making a purchase; consequently, to boost sales, a business must remove any obstacles that might be keeping consumers from making a purchase or even locating a product. The majority of research participants reported that their main obstacles and difficulties were related to the availability, price, and awareness of green cosmetics. Zimbabwe has experienced ongoing hyperinflation throughout the years, and the COVID-19 pandemic has added to the country's high rates of poverty and vulnerability. Affordability concerns were raised, citing the restricted availability of pricey green cosmetics, high inflation, and volatile currency rates as the leading causes. The problem of a high inflation rate was a barrier because the participants earned their salaries in Zimbabwean dollars. At the same time, green cosmetics were being sold in US dollars, making them quite pricey due to the conversion rates. The main concern that the participant also brought up was the fact that there was a great demand for green cosmetics and a short supply, which allowed a few businesses to take advantage of the ability to set higher prices. It was crucial to address the availability issue to ensure that all consumers have equal access to green cosmetics. Although green cosmetics are more expensive, the price difference does not only affect some participants because the green cosmetics last longer, allowing participants to stockpile for times when they have additional cash to spare. The majority of participants repeatedly emphasised that product availability was the main factor impeding their decision to buy green cosmetics. However, they also highlighted the significant role of consumer awareness in increasing demand for green cosmetics. Product availability, defined as a business's capacity to satisfy consumer demand on time, is a key area for improvement. Given that the majority of businesses in Zimbabwe are small businesses, the country's unstable economy caused these enterprises to close without warning, resulting a scarcity of green cosmetics. Additionally, given the limited number of businesses selling green cosmetics and the fact that these products are only available at select stores, the product was difficult to find and purchase. On the other hand, a participant noted that the limited number of businesses producing green cosmetics initially led to increased awareness and knowledge about the impact of these inorganic products on consumers, prompting more businesses to enter the market by producing green cosmetics. Due to the growing popularity of green cosmetics, most businesses worldwide encouraged consumers to make environmentally friendly decisions. Therefore, using an integrated marketing communication approach, which was conspicuously absent in		

Zimbabwe, was crucial for informing and educating consumers about green cosmetics.

Table 5-6: Summary of empirical research results: Zimbabwe (continued)

Theme 3: Barriers and challenges when considering to or purchasing green cosmetics			
Categories	3(A) Price	3(B) Availability	3(C) Awareness
Main finding 5.7	One of the challenges the participants faced was determining whether the cosmetics were genuinely green, which led them to purchase conventional cosmetics occasionally. On the other hand, another participant mentioned that to learn about green cosmetics, they had to educate themselves by reading about brands that prioritise sustainability and transparency, looking for certification, and reading reviews.		

Theme 4: Factors affecting the consumer decision-making process when considering to or purchasing green cosmetics			
Categories	4(A) Environmental awareness	4(B) Socio-cultural factors	4(C) Product information source
	4(D) Product characteristics	4(E) Alternative options	
Main finding 5.8	Consumers are increasingly dedicated to making environmentally conscious purchasing decisions as they became more aware of the impact their actions have on the environment. According to half of the participants, purchasing green cosmetics was influenced by reasons such as growing environmental consciousness and a desire to protect the environment. The findings demonstrated that the participants, through their careful evaluation of every stage of the manufacturing process, from formulation to production, drove the demand for green cosmetics that were produced from renewable materials to minimise adverse environmental effects and mitigate global warming. This consumer-driven demand was empowering and led to significant changes in the cosmetics industry. Conversely, the remaining 50% of participants indicated that their desire to buy eco-friendly cosmetics was unaffected by environmental awareness. Consumers' buying decisions were influenced by their social interactions, beliefs, values, and norms prevalent in their society. Understanding these factors was vital for marketers to target and engage their audience effectively. Half of the participants in the study relied more on purchase advice and honest reviews from their social groups (family, friends, and influencers) as one of the factors influencing their decision-making process when purchasing green cosmetics. However, it's important to note that social media played a significant role in this process. The primary information sources relied upon by the participants were doctors' recommendations, product packaging, social media reviews, Google searches, and recommendations from family and friends. The participants mainly		

relied on friends and family because these were the people with whom they spent most of their time.

Table 5-6: Summary of empirical research results: Zimbabwe (continued)

Theme 4: Factors affecting the consumer decision-making process when considering to or purchasing green cosmetics			
Categories	4(A) Environmental awareness	4(B) Socio-cultural factors	4(C) Product information source
	4(D) Product characteristics	4(E) Alternative options	
Main finding 5.8	They could quickly identify the benefits and changes to the skin or hair after their friends used green cosmetics. This highlights the importance of maintaining a robust online presence to reach and influence consumers effectively. The desire to fit in a particular social group was one of the reasons for purchasing green cosmetics; however, when family or friends have little knowledge about a specific brand, the participants tend to go online and look at the honest reviews of other ordinary consumers and social media influencers who do not have anything to gain from advertising the products. Significant importance was also placed on social media reviews, product packaging, and conducting a Google search to verify if the cosmetics are green and produce the benefits the products claim to provide. However, one of the participants noted that they relied on the doctor's recommendation for green cosmetics that would best suit their needs. According to the findings, product availability was considered one of the primary factors influencing an individual's buying decision. Before purchasing a green cosmetic, the participants considered the product's suitability, price, ingredients, and information. However, there were contradictory findings about the product's availability and price increases. According to the participants, some looked for alternative green cosmetics when prices rose or if green cosmetics were no longer available, while others went back to conventional cosmetics. The study's findings demonstrated that most participants were not brand loyal, as evidenced by the two participants who switched to conventional cosmetics, the other two who searched for their favourite brand online or at another store, and the final two who switched to other green cosmetic brands. In a display of resourcefulness, one participant, when unable to find the product online, claimed to be devoted to a single brand and would make their home remedy.		

5.6 Conclusion

The findings emanating from the empirical data gathered for this study's objectives were reported in this chapter. The first section of the chapter included a synopsis of the questions posed to the South African participants during their in-depth interviews. The review included information on the questions posed, their purpose, the secondary research goal they addressed, the literature chapter that addressed the particular questions, and the themes and categories connected to the questions that South African participants were asked. The chapter also included a comprehensive thematic and categorical framework to summarise the empirical findings related to each identified category and theme, ensuring the completeness of the research. A summary of the critical conclusions pertinent to each theme for the South African participants was presented.

The chapter presented a meticulous rundown of the questions posed to the Zimbabwean participants during their in-depth interviews. The review specified the questions, their purpose, the secondary research goal they addressed, the literature chapter that addressed the particular issues, and the themes and categories associated with the participants' questions from Zimbabwe. The chapter also included a thematic and categorical framework to summarise the empirical findings related to each identified category and theme. A summary of the critical conclusions pertinent to each issue for the Zimbabwean participants was given at the end of the chapter, highlighting the thoroughness of the review process.

Table 5-7 summarised the key patterns identified in the findings and provides an interpretation of each pattern in relation to the study's research objectives. This summary provided a concise overview of how the themes emerged from the findings contributed to understanding the motivations, awareness, barriers, and decision-making factors related to green cosmetics purchasing behaviour.

Table 5-7: Summary of key patterns and interpretation of findings in relation to research objectives

Theme	Key Pattern Observed	Interpretation of Pattern	Linked Research Objective
Motivation to purchase green cosmetics	Consumers were motivated by reference groups, environmental impact, and product content.	Motivations were shaped by both social influence and environmental values, with reference groups reinforcing trust and adoption. Thus, reference groups, environmental considerations, and product content collectively influenced adoption decisions, suggesting that green cosmetic purchasing was driven not only by environmental concern but also by trust, social validation, and perceived product effectiveness.	Objective 1

Awareness of green cosmetics	Awareness emerged mainly through online platforms, word-of-mouth, and product packaging.	Awareness was developed through a mix of digital, social, and point-of-purchase information sources. This pattern indicated that informal and marketing-driven information sources played a central role in shaping consumer awareness, rather than formal education or regulatory communication.	Objective 2
Barriers and challenges	Price and product availability were the main barriers.	Despite motivation and awareness, structural market barriers limit adoption of green cosmetics. Regardless of positive attitudes towards green cosmetics, limited accessibility and higher perceived costs constrain adoption, particularly within the South African and Zimbabwean contexts.	Objective 2
Factors affecting decision-making	Environmental awareness, socio-cultural factors, information sources, and alternative products influenced decisions.	Consumer decision-making was multi-dimensional and shaped by both individual values and contextual constraints.	Objective 2

The findings from Chapter 5 directly addressed the research problem by explaining why consumers do not consistently purchase green cosmetics despite increased availability and marketing. Theme 1 (Motivation) showed that reference groups and perceived product benefits influence green purchases, suggesting that social influence and perceived health benefits can drive adoption. Theme 2 (Awareness) revealed that consumers relied mainly on online sources, word-of-mouth, and packaging, indicating that formal information and credible eco-labels were limited. Theme 3 (Barriers) demonstrates that price and availability hindered adoption, supporting the existence of the attitude–behaviour gap. Theme 4 (Decision-making) highlighted the combined role of environmental awareness, socio-cultural factors, and product information in shaping purchase decisions. Collectively, these findings explained the gap between consumer intentions and behaviour and provided insights into how green marketing can be improved to reduce misleading claims and increase adoption.

To accomplish the study's objectives, Chapter 6 focuses on the relationships between the empirical research findings and the literature review presented in Chapters 2 and 3. Finally, the primary study's aim, conclusions and recommendations are given for each secondary research goal.

CHAPTER 6 CONCLUSIONS, RECOMMENDATIONS, AND LIMITATIONS

6.1 Introduction

The research problem identified that despite the growing availability and marketing of green products, consumers in South Africa and Zimbabwe do not consistently purchase green cosmetics. This issue is partly caused by limited awareness, misleading green marketing claims (greenwashing), and barriers such as price and availability. Furthermore, economic differences between South Africa and Zimbabwe may influence consumer behaviour and purchasing decisions, while the green cosmetics industry remained under-researched in the African context. Therefore, this study aimed to explore the factors influencing green cosmetics buying behaviour and to develop a conceptual framework that explains consumer motivation, awareness, barriers, and decision-making in both countries. This chapter provides a brief overview of the study. The conclusions and recommendations for each of the secondary research objectives are presented in this chapter. The chapter outlines the link between the secondary aim of the study, the theoretical background, and the main findings of the research to determine whether the primary research objective has been achieved. Lastly, the chapter presents the limitations of this research study and recommendations for future research.

6.2 Overview of the study

This section is essential, because it provides background information to support the recommendations and conclusions related to each objective discussed in Section 1.4. This section provides a summary of the study objectives, the concepts addressed in the literature (Chapters 2 and 3), and the research methodology as set out in Chapter 4.

The primary objective of this research study was to develop a conceptual framework that elucidates the green cosmetics buying behaviour of South African and Zimbabwean consumers. This understanding is crucial, because it allows businesses to adapt to the shifting marketing trends toward cosmetics made from natural ingredients that support a healthy lifestyle. The main reason for investigating this research objective was stipulated within the problem statement (see Section 1.2). A study into the cosmetic industry can provide businesses with valuable information that will aid in analysing marketing strategies, identifying target consumers, and strengthening areas of weakness to compete effectively in the cosmetic industry. However, due to consumer demands for green products and rival brands' use of green marketing tactics, the cosmetics industry is compelled to adopt greener practices. This has heightened the need for research on

the cosmetic industry. As a result, an examination of the cosmetic industry is necessary to develop new and improved cosmetics that will minimise the catastrophic effects of cosmetics packaging on the environment and provide greener cosmetics.

A comprehensive literature review was conducted to outline the key concepts of the research objectives as well as the problem statement and was presented in Chapters 2 and Chapter 3. The review played a crucial role in shaping the research objectives, ensuring that the study was thorough and well-informed. Chapter 2 focused mainly on addressing and understanding the nature of consumer buying behaviour. Research based on consumer behaviour is salient, because it helps industry experts to develop intuitions or anticipate consumer wants, ultimately leading to greater consumer satisfaction. Developments in marketing are not just passing business fads; instead, they frequently result from more significant societal, cultural, or economic changes that have a profound impact on consumer behaviour. Therefore, the chapter deemed it necessary to discuss the shift in consumer behaviour and patterns. Since analysing purchasing trends and decision-making processes, patterns in consumer behaviour are revealed to be of great use to businesses looking to match their strategies to the demands and preferences of their target market. To thoroughly comprehend the peculiarities of consumer behaviour and tailor the business's offer to the needs expressed by potential consumers within the market, the chapter stipulates that it was essential to divide the market into segments to better discern the preferences, needs, and wants. Consumer segmentation yields observable advantages, such as an enhanced understanding of consumer variations, which improves the alignment between business capabilities and consumer needs. Psychographic, demographic, geographical, and behavioural characteristics are broad underpinnings for segmentation. When conducting the research study, the female cohort was considered to be the largest demographic group that purchases cosmetics. South Africa and Zimbabwe are the geographical locations that the study focused on. However, since buying decisions fluctuate depending on the kind of products a consumer intends to buy at any given time, the chapter provides insight into types of consumers buying behaviour and factors influencing consumer buying behaviour. As a result, understanding consumer purchasing behaviour illuminates the psychology of how consumers reason, feel, and choose among available options, how the consumer is influenced by their surroundings, and how consumer motives and decision-making processes differ among products. As a result, the chapter recognises the importance of understanding the consumer decision-making process, since consumers are presumptively aware of a problem, fully aware of their needs or wants, and consciously exert cognitive effort in a series of steps to choose one product over competing alternatives.

Chapter 3 provided insights into green marketing, which is gaining prominence due to consumers' growing interest in green alternatives, environmentally conscious products, and green attitudes, as well as the importance of sustainability. Given that consumers are leaning more towards green products, the chapter segmented green businesses. While some businesses have improved their environmental performance, others have neglected to communicate about their environmental performance; still, not all businesses operate sustainably. However, the chapter further highlighted that even though consumers lean more towards green cosmetics and products, they do not always "walk the talk" when consuming them. Thus, green consumers are divided into four main categories: Behavioural Greens, Think Green, Potential Green and True Brown consumers.

To close the attitude gap in green buying behaviour, it is necessary to consider the factors that drive or hinder consumers from engaging with green marketing initiatives. Thus, the chapter discussed how product information, product availability, environmental concern, perceived barriers, and perceived price impact green marketing and purchasing green products. The key concepts of each literature chapter are presented in Table 6-1.

Table 6-1: The key concepts of each literature chapter

Key aspects	References
Chapter 2: Consumer buying behaviour	
The term consumer behaviour was defined, including a discussion on consumer behaviour post-covid 19 which was discussed in the context of South Africa and Zimbabwe.	Section 2.2
Analysing and discussing the shifts in consumer behaviour elucidated the importance developing marketing strategies the cater to these changes.	Section 2.3
Consumer behaviour patterns are discussed to be of great use to businesses looking to match their strategies to the demands and preferences of their target market. Patterns of consumer behaviour can be categorised into location, items purchased, mode of purchase, timing and frequency of purchases, which were discussed.	Section 2.4
Market segmentation was defined and discussed. In addition, the various bases of segmentation were discussed, including geographic, demographic, psychographic, and behavioural segmentation.	Section 2.5
The four major types of consumers buying behaviour complex purchasing, dissonance-reducing purchasing, habitual purchasing, and variety-seeking purchasing were defined and discussed.	Section 2.6.1
The factors affecting consumer behaviour were discussed including socio-cultural factors (families, social classes, cultures, and reference groups) as well as psychological factors (motivation, learning, perception, attitudes, and beliefs).	Section 2.6.2
The entire consumer decision-making process was discussed, and a detailed discussion was provided for each of the stages of the process.	Section 2.7

Table 6-1: The key concepts of each literature chapter (continued)

Key aspects	References
Chapter 3: Green marketing	
A definition of the term "green marketing" and how green marketing is different to traditional marketing was discussed.	Section 3.2
Green business segmentation was defined and discussed. In addition, the various bases of segmentation were discussed, including which differentiates "green" from "brown" businesses, and communication about environmental performance, which distinguishes "vocal" from "silent" businesses.	Section 3.3
Green consumer segmentation was defined and discussed. In addition, the various bases of segmentation were discussed which includes Behavioural Greens (who behave environmentally conscious and refuse to pollute), Think Green (who think environmentally conscious but do not act environmentally conscious regularly), Potential Green: act without considering the environment; True Brown: see environmental issues negatively.	Section 3.4
The factors influencing the purchasing of green products were discussed including product information, product availability, environmental concern, perceived barriers, and perceived price	Section 3.6

To address the primary research objective of the study effectively, both secondary and primary research data collection methods were utilised. An extensive literature review was conducted, forming part of the secondary research, while primary research involved collecting data for the empirical study. The study utilised a qualitative descriptive research design, in which the data was collected using semi-structured interviews to gain a deeper understanding of the topic being studied. A non-probability purposive sampling method was employed to recruit participants and gather relevant and insightful data from the selected sample. The data collected for the empirical study were analysed using the rigorous Morse and Field approach and ATLAS.ti qualitative data analysis software (see section 4.1.5.2), ensuring the reliability and validity of the findings. The results were then presented in Chapter 5. The subsequent section addresses the research objectives by presenting conclusions and recommendations for each objective.

6.3 Addressing the research objectives

The main aim of this section is to provide answers to the research objectives formulated for this study by addressing the objectives both from a literature and empirical perspective. An indication of how the study's research objectives are linked to the literature review and empirical study was provided in Table 6-2.

Table 6-2: The study's research objectives linked to the literature review, empirical study and Themes

Research objective	Literature review	Empirical study	Chapter 5 Themes (Findings)
Primary research objective			
To develop a conceptual framework that elucidates the green cosmetics buying behaviour of South African and Zimbabwean consumers, and to identify and compare the key factors influencing their buying decisions.	Chapter 2 & Chapter 3	Semi-structured interview questions 1 -11	Theme 1: Motivation; Theme 2: Awareness; Theme 3: Barriers; Theme 4: Decision-making
Secondary research objective			
Theoretical objective			
Discuss the consumer buying behaviour theories and models.	Chapter 2		
Explore green marketing and the green cosmetics industry.	Chapter 3		
Identify factors that influence the buying behaviour of green products and cosmetics.	Chapter 3		
Empirical objectives			
Identify and analyse the key motivations and drivers behind consumers' preferences and adoption of green cosmetics in South Africa and Zimbabwe.	Chapter 2 & Chapter 3	Semi-structured interview questions 1	Theme 1: Motivation
Explore the factors that play a key role in the decision-making of South African and Zimbabwean consumers when buying green cosmetics.	Chapter 2 & Chapter 3	Semi-structured interview questions 2 - 11	Theme 2: Awareness, Theme 3: Barriers, Theme 4: Decision-making
Develop a conceptual framework that elucidates the green cosmetics buying behaviour of South African consumers and identifies key factors influencing their purchasing decisions.	Chapter 2 & Chapter 3	Semi-structured interview questions 1 - 11	Themes 1–4 (SA-specific findings)
Develop a conceptual framework that elucidates the green cosmetics buying behaviour of Zimbabwean consumers and identifies key factors influencing their purchasing decisions.	Chapter 2 & Chapter 3	Semi-structured interview questions 1 - 11	Themes 1–4 (Zimbabwe-specific findings)
Conduct cross-cultural comparisons of the conceptual frameworks to identify similarities and differences in green cosmetics buying behaviour between South African and Zimbabwean consumers.	Chapter 2 & Chapter 3	Semi-structured interview questions 1 - 11	Themes 1–4 (Comparative findings)

The study's empirical findings in Chapter 5 were organised into four themes (Motivation, Awareness, Barriers, and Decision-making) that directly correspond to the research objectives. Theme 1 provides insight into consumer motivations and drivers for adopting green cosmetics, aligning with Empirical Objective 1. Themes 2, 3, and 4 describe factors affecting consumer awareness, barriers to purchase, and the decision-making process, thus supporting Empirical Objective 2. The combined findings across all themes enabled the development of separate conceptual frameworks for South African and Zimbabwean consumers, fulfilling Empirical Objectives 3 and 4. Finally, the comparative analysis of these themes supports Empirical Objective 5 by identifying similarities and differences in green cosmetics buying behaviour between the two countries. Conclusions were drawn and recommendations made for each secondary objective, based on the empirical research results presented in Chapter 5, as well as the literature review in Chapters 2 and 3. The following section presents conclusions and recommendations related to each of the study's research objectives.

6.4 Conclusions and recommendations

6.4.1 Secondary objective 1

Secondary objective 1 was to provide an overview of the literature related to this study, namely, the consumer behaviour model and theories in consumer segmentation and the consumer decision-making process. Table 6-3 presents the literature findings, conclusions, and recommendations related to Secondary Objective 1.

Table 6-3: Literature findings, conclusions, and recommendations: secondary research objective 1

Literature findings: Secondary objective 1

Developments in marketing are not just passing business fads; instead, they frequently result from more significant societal, cultural, or economic changes that have a substantial impact on consumer behaviour (Rathore, 2018:66). Individual consumption patterns have changed as a result of Covid-19's effects on the economy, society, and psychology (Rogers, 2022). Gupta (2024:498) suggests that understanding consumer purchasing behaviour illuminates the psychology of how consumers reason, feel, and choose among available options, how the consumer is influenced by their surroundings, and how consumer motives and decision-making processes differ amongst products. According to Mehta *et al.* (2020:292), a consumer is an individual who identifies a need or desire for a specific product or service and opts to purchase, use, and dispose of the product after use. Purchase decisions for products and services are the outcome of a drawn-out, thorough process that involves comparing brands, conducting a rigorous information search, and evaluating the product. (Stankevich, 2017:9). The five steps of the consumer buying decision process include problem identification, information search, alternative evaluation,

purchase choice, and post-purchase behaviour are crucial, and if a marketer can successfully comprehend how consumers behave concerning these processes, they may be able to sell their products more efficiently (Qazzafi, 2019:131). These steps can help retailers and consumers to communicate effectively, since they can enhance the overall effectiveness of the promotional material when appropriately used (Rudansky-Kloppers & Strydom, 2016:135).

Additionally, according to Parashar *et al.* (2017:50), consumers acquire various products with differing demand elasticities and the degree of effort involved in purchasing decisions. High-involvement purchases necessitate extensive thought and analysis, while low-involvement purchases can be made with little thought or consultation (Meerabai, 2019:11483). Researchers, psychologists, and marketers remain interested in consumer-level involvement, a concept that has been distinguished on several levels, including the product itself, contextual factors, and reaction patterns (Hirche & Bruwer, 2014:295). Accordingly, there are four major categories into which consumer buying behaviour can be placed: complex purchasing, dissonance-reducing purchasing, habitual purchasing, and variety-seeking purchasing (Sevanandee & Damar-Ladkoo, 2018:181).

To assist marketers in controlling each step of the consumer's journey, consumer behaviour models aim to create a predictable roadmap for consumer decisions until conversion (Qazzafi, 2019:131). According to Schiffman and Wisenblit (2019:375), Schiffman and Kanuk's model of consumer decision-making comprises three separate but interwoven stages: the input stage, the process stage, and the output stage, which highlight the numerous factors that can influence a consumer's decision to make a purchase. Consumer decision-making is not solely affected by internal drivers; external factors should also be considered (Wang & Yu, 2017:4). Sociocultural factors, which play a significant role in consumer behaviour, influence how people react to situations, view the world, spend money, and choose their lifestyles through continuous and intense input, where individuals learn various consumption values (Kumar *et al.*, 2019:381). While psychological factors are aspects of a consumer's character that restrict or expand how they think or behave, this understanding will help marketers to better comprehend consumer behaviour to appeal to the targeted demographic effectively (Zhang & Dong, 2020:7).

Jenkins *et al.* (2021:10) emphasise that the division of a market into identifiable segments is not just a process, but a strategic starting point for market segmentation. This strategic tool enables managers to tailor marketing approaches, identify trends, organise product development, create targeted marketing initiatives, and provide consumers with relevant offerings by leveraging a range of distinctive consumer traits. When executed with precision, market segmentation yields tangible benefits, such as an enhanced comprehension of consumer variations, thereby strengthening the alignment between business capabilities and consumer requirements (An *et al.*, 2018:54). The information that a consumer is exposed to due to effective marketing and the actions of a group's socioeconomic status has a significant impact on consumer behaviour, which can lead to a change in routine (Panwar *et al.*, 2019:39).

Table 6-3: Literature findings, conclusions, and recommendations: secondary research objective 1 (continued)

Conclusions: Secondary objective 1

Conclusion 1: Understanding the consumer decision-making process is crucial for marketers, because it allows them to identify the driving forces behind consumers' purchasing goods and services. The process consumers undertake when obtaining and evaluating information directly impacts their decisions. Therefore, the instant that marketers can fully comprehend the different stages of the decision-making process, a deeper insight is gained, permitting marketers to grasp the intricate nature of the various consumer decisions, why some decisions require a greater degree of attention than others and the risks that some decisions may pose to consumers.

Conclusion 2: Every consumer is different and possesses a unique thought process and attitude when purchasing products and services. Studying these consumer behaviours can help marketers to understand what may and may not influence a purchasing decision. Consumer buying behaviour is determined by the level of involvement that a consumer shows in a purchase decision. This involvement allows consumers to ensure that this product is precisely what they want or do not want. The level of consumer participation determines their purchasing behaviour, as does the degree of risk. The higher the product price, the higher the risk, requiring more consumer involvement in the purchasing decision.

Conclusion 3: A consumer is a vital part of any business and is a primary focus of marketing efforts. Satisfying the needs and wants of consumers more effectively than rivals is the core objective of a business. The literature emphasises that consumer behaviour is not only influenced by internal factors but also by external factors. Combining these internal and external factors influences consumers' sense of self and the lifestyle they seek to build for themselves. That lifestyle is built through both conscious and unconscious decisions. Therefore, understanding the factors that influence the decision-making process is critical in understanding how consumers choose, use, and ultimately feel about the products and services around them.

Conclusion 4: Every consumer comes with unique requirements, so a one-size-fits-all marketing strategy will not work to engage users across the board. Marketing to the right people at the right time and in the right way can elevate the campaigns of any company. Therefore, the literature states that segmentation aims to tailor marketing efforts to the business's ideal consumer profile, aiding marketing teams in creating tailored messaging that aligns with the distinct characteristics of each group. Through market segmentation, businesses minimise risk by identifying which products are most likely to earn a share of a target market and the best ways to market and deliver those products.

6.4.2 Secondary objective 2

Secondary objective 2 was to explore green marketing and the green cosmetics industry. Table 6-4 presents the literature findings, conclusions and recommendations pertaining to secondary objective 2.

Table 6-4: Literature findings, conclusions, and recommendations: secondary research objective 2

Literature findings: Secondary objective 2

The South African cosmetics and personal care industry is competitive, with a sizable presence of regional and international businesses in the market, where demand is primarily driven by increasing adoption toward skincare routines and consumer awareness of brand know-how (Amra, 2022:7). On the other hand, Zimbabwe's local cosmetic market is still small. Consumers are perceived as being dismissive of local brands without at least considering local brands, and the presence of regional and international cosmetic businesses has made it difficult for local cosmetic businesses (Gore, 2019). The cosmetic industry is one of the fastest-growing sectors. Fletcher (2023) emphasises that the 120 billion units of cosmetic packaging alone produced annually are a significant contributor to overpackaging, plastic pollution, and unsustainable consumption of resources, which are major environmental concerns within the sector, necessitating the study of green cosmetics.

Although South African consumers may be concerned about their health, it is possible that they only see a slight gain from using green cosmetics in terms of their physical well-being (Amra, 2022:7). Only a small percentage of people in Zimbabwe are aware of the detrimental effects that the manufacturing and distribution of cosmetic products have on both the environment and human health, despite the country's substantial increase in beauty salons and spas (Kaneta, 2021). Thus, the outlook for industry growth and the nature of consumer demand may be somewhat hazy, for green products to truly thrive in the market, effective marketing strategies that appeal to a diverse consumer from ardent environmentalists to those who have recently realised the advantages of sustainable living (Thirumalayampalayam & Nadu, 2023:4482).

Mukonza and Swarts (2020:843) acknowledge that environmental friendliness in green marketing is driven by both moral concerns and market pressures, which can help businesses adopt a long-term perspective and maintain stability in profit, thereby facilitating trade-offs between business goals and environmental concerns. Despite expressed concerns about the negative impact of modern consumerism on the environment and the increasing availability of green products in supermarkets, consumers are not consistently purchasing green products as expected (Dropulić & Krupka, 2020:109).

However, due to the opportunistic stance that most businesses take regarding green marketing, some consumers are too apathetic or lazy to adopt more environmentally friendly practices, making up an alarmingly high portion of the population (Johnstone & Tan, 2015:321; Nguyen *et al.*, 2019:10).

Table 6-4: Literature findings, conclusions, and recommendations: secondary research objective 2 (continued)

Conclusion: Secondary objective 2

Conclusion 5: To reduce environmentally harmful behaviour and narrow the attitude-behaviour gap, marketers and public policymakers must understand the connection between concern and behaviour. Therefore, employing comprehensive environmental strategies demonstrates to stakeholders that a business cares about society and the environment and recognises green marketing as a business opportunity both internally and externally. The public's awareness of the surge in demand for environmentally friendly items has begun to influence policy. Thus, designing a green product made from recyclable or repurposed materials to meet the needs of environmentally conscious consumers is an ideal place to implement green marketing. However, while some businesses have improved their environmental performance, others have neglected to communicate about their environmental performance, and not all businesses are operating sustainably. This has caused consumers to become sceptical about whether products are green, leading to an attitude gap in green purchase behaviour. Therefore, it is crucial to identify the similarities and differences among various types of green consumers, enabling them to be categorised into specific green segments based on their traits, purchasing patterns, expectations, and marketing mix.

6.4.3 Secondary objective 3

Secondary objective 3 focused on exploring existing factors from the literature that influence the buying behaviour of green products and cosmetics. Table 6-5 presents the literature findings, conclusions, and recommendations pertaining to theoretical secondary objective 3.

Table 6-5: Literature findings, conclusions, and recommendations: secondary research objective 3

Literature findings: Secondary objective 3

Sadiq *et al.* (2021:9) stipulate that most green consumers are still sceptical of the information businesses provide in green marketing regarding the functions or benefits of green cosmetics, since there is no in-depth information on ingredients that will help consumers ascertain whether green cosmetics are environmentally friendly. According to Leonidou and Skarmas (2017:405), these consumers rely more on green word-of-mouth from family and friends to establish greater legitimacy for green products. Purchase decisions are frequently influenced by the advice and suggestions of family and friends, as research has highlighted that consumers believe information provided by family or friends is more credible, as they do not have a financial incentive to recommend a business's products or services (Kansal, 2021:1304). Therefore, the propensity of consumers to research and seek information indicates a favourable link with green purchasing behaviour, which subsequently demonstrates positive attitudes toward green products amongst these consumers (Zulfikar & Mayvita, 2018:91).

There are specific traditional barriers that consumers will not compromise on when intending to purchase green products, such as availability, convenience, affordability, quality, and performance; this is usually the reason why consumer intentions rarely translate into actual green purchasing intentions (Wijekoon & Sabri, 2021:22). For green consumers, the attitude-behaviour gap is exacerbated by the scarcity of environmentally friendly products, which has been noted in a number of studies as one of the factors discouraging them from choosing them (Ricci *et al.*, 2018:62). Patwary *et al.* (2020:18) highlight that consumers fluctuate in their decision to choose green products, potentially resulting in business sales losses as it is challenging to attract green consumers.

According to an anthropocentric altruism standpoint, individuals are concerned about environmental conditions primarily due to their contention that a degraded environment threatens people's health; as a result, the threat to people's well-being takes precedence over environmental threats (Jian *et al.*, 2020:3). A sizeable portion of consumers has actively begun looking for green cosmetics that will cause the least amount of environmental damage that will be unquestionably gentle on the skin as a result of the health-conscious and ecological trend (Fauzi & Hashim, 2015:80; Iqbal, 2023). The overall magnitude of the association between environmental concern and intention to engage in green consumption is, however, inconsistently indicated by the findings of earlier studies (Yue *et al.*, 2020:2).

Table 6-5: Literature findings, conclusions, and recommendations: secondary research objective 3 (continued)

Literature findings: Secondary objective 3

Consumers do not consistently purchase green products, despite the heightened environmental consciousness among consumers worldwide about the use of green cosmetic products (Dropulić & Krupka, 2020:109). According to Afonso *et al.* (2018:145), consumers do not always trust green products, because they have been green-washed, leading to inconsistent preferences for green products when making purchasing decisions. Shahrin *et al.* (2017:3206) state that a lack of trust in environmentally friendly products is typically brought about by erroneous information on product labels, green claims, and various standards and accreditation processes for environmentally friendly products. As a result, consumers are becoming increasingly aware of these issues and demanding that businesses act responsibly toward the environment, which may lead them to avoid businesses that support unscrupulous green projects (Agu *et al.*, 2024:2465).

Although green products are frequently promoted as luxury items, the price difference between green products and conventional products is a significant deterrent to the adoption of green products (Damian-Okoro, 2025:122). Research by Gelderman *et al.* (2021:2070) suggests that consumers expect reasonable prices, indicating that a product's perceived environmental value aligns with a comparatively high price. This is because many consumers are willing to pay more for green products, as long as the additional sacrifice is justified by substantial added value. However, according to Amberg and Fogarassy (2019:6), the current attitude gap in purchasing green products widens the moment that individual consumers believe that the high cost of green cosmetic items outweighs ethical reasons. Popovic *et al.* (2019:15) indicate that while some consumers' purchasing intentions and behaviours are unaffected by small price increases (since green products are typically introduced at a higher price than conventional ones), consumers generally have a positive attitude toward their readiness to pay more. Hence, Bhutto *et al.* (2019:611) note that issues with pricing and the failure of green products to meet performance expectations are typically the root of the discrepancy between consumer attitudes and purchasing behaviour.

Conclusions: Secondary objective 3

Conclusion 6: Marketers should be acutely aware that the product a consumer intends to purchase will significantly influence the effort the consumer will put into obtaining information. This understanding underscores the vital role of marketers in shaping consumer behaviour. To effectively compete in the market, businesses are encouraged to provide consumers with readily available information. This includes developing relevant campaigns to promote green marketing and educate consumers on the benefits of using green products. However, given the consumer scepticism towards the production and authenticity of green products, it becomes essential for marketers to invest in promotional efforts that highlight technical details and product features. Providing this information will not only attract consumers who are health-conscious and environmentally aware but will also shape their purchasing decisions towards green cosmetics.

Table 6-5: Literature findings, conclusions, and recommendations: secondary research objective 3 (continued)

Conclusions: Secondary objective 3

Conclusion 7: Businesses must supply more environmentally friendly products and shorten the time it takes to bring them to market, while learning more about what their consumers prefer in terms of goods and services. The ease of purchasing allows consumers to compare, exchange, or return green products quickly, making them more aware and knowledgeable about green products. This knowledge empowers them to evaluate and consider green products before making a purchase. As a result, green marketers must focus on conveying the availability of green products, the purchase method, and the range of green products to increase perceived availability and consumers' convenience by highlighting their logistical efficiency. Green brand positioning is a benefit for marketers seeking to distinguish their offerings from those of their competitors, granting them a sense of distinctiveness while generating increased demand and boosting consumer interest in purchasing greener products.

Conclusion 8: A sizable portion of consumers has actively sought green cosmetics that will cause the least environmental damage and will be unquestionably gentle on the skin due to the environmental and health-conscious trend. Therefore, marketers should segment the market according to consumers' environmental concerns and attract consumers who share those concerns, rather than trying to entice all consumers to buy green products. There are two different types of green marketers, which can be classified as proactive or reactive, based on the degree to which environmental issues are considered in their marketing strategy. Proactive green marketers, in particular, believe in the free-market system. At the same time, active green marketers may wait for government intervention. However, marketers need to understand why consumers are concerned about the environment. Therefore, the marketer's ability to transform consumers' environmental concerns into rigorous environmental protection and sustainable growth should be noted.

Conclusion 9: Businesses are increasingly realising the need to create a green image to demonstrate their ecological awareness and social responsibility as they face intense competition and public scrutiny. However, some businesses have adopted an opportunistic approach in the absence of a regulating authority, providing consumers with ambiguous green labels due to limited knowledge about the production process. Evidence suggests that environmentally conscious consumers view eco-labels as extremely helpful in identifying green products. However, scholars, activists, and environmentalists have argued that these non-binding regulatory principles are insufficient. Stricter regulations are urgently needed to effectively shield consumers from the adverse consequences of the greenwashing phenomenon.

Table 6-5: Literature findings, conclusions, and recommendations: secondary research objective 3 (continued)

Conclusions: Secondary objective 3

Conclusion 10: The decision to purchase environmentally friendly products is not solely based on environmental aspects but instead considers multiple product attributes that the consumer may view favourably or unfavourably. Green products are typically introduced at a higher price than conventional ones; consumers generally have a positive attitude toward their readiness to pay more for green products. However, high green prices may hamper consumers' ability and motivation to buy environmentally friendly goods, as price sensitivity has a significant and potentially detrimental impact on green products. Because consumers are not always ready to prioritise the environment above their enjoyment and welfare, they typically prefer affordable green products and give pricing more weight than environmental statements. The economic and practical benefits that consumers can gain during the purchase process shape their opinions, beliefs, and behaviour.

6.4.4 Secondary objective 4

Secondary objective 4 aimed to discover the key motivations and drivers behind consumers' preferences and adoption of green cosmetics in South Africa and Zimbabwe. Table 6-6 presents the literature findings, conclusions, and recommendations pertaining to secondary objective 4.

Table 6-6: Literature findings, conclusions, and recommendations: secondary research objective 4

Literature findings: Secondary objective 4

The growing demand for products and services spurred on by an upsurge in worldwide population places the community on the brink of harming nature (Vilkaite-Vaitone & Skackauskiene, 2019:53). Ali *et al.* (2023:23343) and Nozari *et al.* (2021:1) indicate that even though meeting individual demands still plays a crucial role in consumer behaviour, protecting the environment is now essential as an increased number of consumers have become more aware of the environmental issues caused by their consumption. In a society that values the environment, most consumers believe that living sustainably is a reputable and contemporary way of life; if they do not, they risk being perceived as outdated (Jasrotia *et al.*, 2023:247). Szaban and Stefańska (2023:443) stipulate that, with a growing emphasis on the demand side of environmentally conscious consumption and the possibilities for influencing consumer choices and individual behaviour, it has become clear that sustainability will not be accomplished through supply-side innovation alone. Thakkar (2021:60) highlights the urgency of adapting to these changes, suggesting that consumer demand and behaviour have evolved over the past few decades because of the movement toward environmental protection and green marketing. Therefore, Baah *et al.* (2021:31) indicate that without outside governmental intervention, businesses seeking to achieve optimal profits are often hesitant to adopt innovative green technologies.

Table 6-6: Literature findings, conclusions, and recommendations: secondary research objective 4 (continued)

Literature findings: Secondary objective 4

Thus, market segmentation is even more critical for the brown and green consumer markets, as it is required to set products apart from those of rivals in addition to meeting consumer demands for specific features and characteristics (Yenipazarli & Vakharia, 2015:305; Bladt, 2022:34). Designing a green product that is produced from recyclable or repurposed materials to meet the demands of consumers who are concerned about the environment is an ideal place to implement green marketing (Vilkaite-Vaitone & Skackauskiene, 2019:57). Three concerns that businesses must address to implement green marketing are "what it takes," "what it makes," and "what it wastes" (Chhabra, 2017:75). "What it makes" refers to the goods and services produced through trade, while "what it takes" refers to the materials and energy resources taken from the planet's ecosystems. "What it wastes" relates to pollution, cultural waste, and the continuous devastation of the natural environment (McGrew, 2016:13). Dhir *et al.* (2021:2) state that consumers can be categorised based on their level of commitment to the environment, which is determined by their diverse attitudes and behaviours, as well as differences in their knowledge and concern about the environment. Consumer demand for natural ingredients, eco-friendly packaging, and other green cosmetics components has increased as a result of people's growing health awareness in the personal beauty business (Lin *et al.*, 2018:11). Consumers prefer personal care and beauty products with all-natural components that are sourced and produced per ethical and environmental standards, natural "green" cosmetics are transitioning from an option to a necessity as an industry standard to govern the present-day manufacturing process for these beauty products (Shimul *et al.*, 2022:40; Vaz, 2021:53).

According to Sharma and Jha (2017:85), consumption decisions are expected to be impacted by the particular values and beliefs held by each person moderated by attitude. A person's beliefs are convictions that he has about things based on his experiences, education, and outside influences (friends and family) these beliefs will shape his purchasing behaviour (Sigar *et al.*, 2021:61). According to Madinga and Dondolo (2017:772), consumers situate themselves in the context of their reference groups to provide recommendations for developing their perspectives, beliefs, knowledge, and/or behaviours Raimondo *et al.* (2022:1967) state that the reference group may act as an ideal basis for consultation on whether individuals purchase a product or service from a particular brand consciously or unconsciously. The primary groups of individuals capable of impacting how consumers behave and how well-informed they are about products and services include media, friend networks, and other sources than their families (Kansal, 2021:1304).

Table 6-6: Literature findings, conclusions, and recommendations: secondary research objective 4 (continued)

Conclusion based on South African consumers: Secondary objective 4

Conclusion 1.1: A noteworthy appreciation for the role played by the reference groups (social media influence and pharmacist influence) in persuading consumers to purchase green cosmetics was realised in the findings. The majority of the participants indicated that social media influence played a significant role in their purchase of green cosmetics due to the hype and the traction that green cosmetics have been gaining in social media contexts. When it comes to an individual's health, consumers tend to rely on the recommendations provided by professionals, as they offer personalised healthcare that yields optimum outcomes for the consumer.

Conclusion 1.2: The majority of the participants were more likely to make sustainable purchases that will contribute to a greener future, since the results demonstrated that consumers are thinking about the long-term environmental effects of their purchases. Most conventional cosmetics use animals for product toxicity testing or laboratory research, resulting in experiments that are often fatal to the animals. Thus, one of the participants thought about whether or not animal experimentation occurred during the production of the green cosmetics before engaging in a purchase

Conclusion 1.3: Most of the participants in this research study believed that non-green cosmetics contained harsh chemicals that could be harmful to the skin and could leave a trace of several dark spots on the skin. The participants are becoming increasingly ecologically aware, driving a growing demand for natural cosmetics that provide the skin with necessary nourishment and do not cause skin irritation, making green cosmetics suitable for most skin types, including the most sensitive. Thus, the motivation for purchasing green cosmetics is that participants trust them more than conventional cosmetics, as they are perceived as less harmful to the skin.

Table 6-6: Literature findings, conclusions, and recommendations: secondary research objective 4 (continued)

Recommendations based on South African consumers: Secondary objective 4

Recommendation 1.1: Given the significant impact of social media in terms of motivating green consumers to purchase green cosmetics, businesses must ensure they have a strong online presence. Since consumers use social media to look for honest reviews and recommendations, businesses must aim to have a strong public relations and social media management team that can help to organise a business's online presence and shape its reputation. Unhappy consumers often express their dissatisfaction through negative reviews, making public relations and social media management teams crucial in managing reputation and minimising negative publicity.

Policy interventions should acknowledge and capitalise on the importance of reference groups influencing consumer choices, such as social media influencers and medical experts, to promote green consumerism in South Africa. One critical intervention would be implementing laws that incentivise businesses to work with influencers who disseminate truthful, moral, and transparent information on green cosmetics. It is therefore recommended that bloggers and influencers in the beauty business should declare their brand ties and give accurate information about the green cosmetics that the influencers recommend; this may entail developing policies or a certification program. This would promote confidence in the green cosmetics industry and shield consumers from deceptive advertising. Furthermore, the government can incentivise collaborations between green cosmetic companies and medical experts, such as dermatologists or pharmacists, who are essential in directing consumers toward safe and effective green cosmetics. Thus, providing healthcare professionals with ongoing education on the advantages of green cosmetics policies could encourage them to advocate for these green cosmetics to consumers in their professional positions.

To ensure that claims made by green cosmetic manufacturers are backed by scientific evidence, regulatory frameworks should be implemented that mandate businesses to provide proof of the efficacy and safety of their products, thereby boosting consumer confidence and enabling experts to make well-informed recommendations. In addition to this, campaigns to educate consumers about the influence of social media and medical experts on consumer behaviour should also stress the importance of critically evaluating cosmetic products, especially those advertised online. By encouraging consumers to make decisions based on reliable recommendations, these interventions can help to create a healthier and more sustainable market for green cosmetics, thereby promoting green consumerism.

Table 6-6: Literature findings, conclusions, and recommendations: secondary research objective 4 (continued)

Recommendations based on South African consumers: Secondary objective 4

Recommendation 1.2: Consumers are constantly looking for ways to promote sustainable consumption by purchasing environmentally friendly cosmetics that also take into account animal welfare. Therefore, marketers should consider a green campaign that will attract environmentally conscious consumers, build trust, and encourage sustainable consumer behaviour. Through clearly segmenting the business as one that produces environmentally friendly cosmetics that consider animal welfare, supports genuine sustainability efforts, and helps consumers make informed choices based on their environmental values.

It is recommended that the government should play a crucial role by implementing stringent laws that require all cosmetics sold in the country to explicitly state their testing procedures, with an emphasis on the use of animals in testing. This can be accomplished by requiring cruelty-free products to be certified, making it simple for consumers to recognise cosmetics that do not use animal testing. The government can also establish a national cruelty-free norm which forbids animal testing for cosmetics. Policymakers can reassure the public by encouraging more brands to switch from harmful testing methods to more ethical, ecologically friendly models. The government can finance studies into cutting-edge testing techniques that are more humane and can provide more trustworthy data for consumer safety, such as computer modelling and in vitro testing.

Education efforts are essential for increasing public awareness of the benefits of cruelty-free cosmetics and the moral dilemmas associated with animal testing in the cosmetics industry, extending beyond labelling and testing regulations. Educating the consumer empowers them to make more informed purchases and understand how their choices support environmental sustainability and animal welfare. In addition to increasing demand for cruelty-free, eco-friendly cosmetics, South Africa can foster a more ethical and transparent market that reflects the ideals of today's eco-conscious consumers by promoting these legislative initiatives. This will make the public feel more responsible and empowered in their role as consumers.

Table 6-6: Literature findings, conclusions, and recommendations: secondary research objective 4 (continued)

Recommendations based on South African consumers: Secondary objective 4

Recommendation 1.3: The harmful chemicals found in conventional cosmetics and their impact on skin and hair have given rise to the desire to purchase cosmetics made from natural contents as the consumer trust that the cosmetics will be a healthier alternative. Ultimately, seeking to sell green cosmetics can motivate businesses to enhance transparency and accountability because one way to be honest with your consumers is to make sure that the ingredient label has recognisable ingredients. As consumers expect more information about a product's impact on the planet, plant, and producer, businesses should disclose more information about production, processing, logistics and packaging. Thus, it is of paramount importance that green businesses should work closely with suppliers who are truly committed to sustainable practices and can communicate their unique approaches.

The goals of policy interventions should be to safeguard consumers, promote transparency, and provide incentives for ethical and sustainable practices in the cosmetics sector, thereby encouraging green consumption in South Africa. The first recommendation to make cosmetic product labelling a requirement could assist consumers in making informed choices regarding the ingredients and safety of their purchases. One way to do this would be to demonstrate that hazardous substances, such as parabens, sulphates, and artificial fragrances, are present. These substances are often associated with skin irritation and long-term health risks. In addition, a uniform certification for natural and cruelty-free cosmetics can aid consumers in recognising the labels, thus ensuring that the cosmetics are made ethically, tested without using animals, and free from harmful chemicals. Governments are recommended to make the adoption of green cosmetics more financially feasible for businesses, thereby fostering a more sustainable and ethical cosmetics industry. Additionally, regulations could promote the use of organic and plant-based components by certifying products that meet stringent safety and efficacy requirements for sensitive skin.

Public education initiatives play a crucial role in empowering consumers to make informed choices. By raising awareness about the negative impacts of chemicals commonly found in non-green cosmetics, these initiatives can stimulate demand for safer, more natural alternatives. Policymakers and marketers can encourage a more environmentally conscious consumer base by informing consumers about the long-term health and environmental benefits of green cosmetics. Lastly, promoting the study and development of green cosmetic formulas with government funds or collaborations with academic institutions and research centres may spur innovation in producing safer, more efficient, and environmentally friendly cosmetics. In addition to safeguarding consumers, these legislative measures would encourage the green cosmetics industry to expand and meet the rising demand for sustainable and skin-nourishing cosmetics.

Table 6-6: Literature findings, conclusions, and recommendations: secondary research objective 4 (continued)

Conclusion based on Zimbabwean consumers: Secondary objective 4

Conclusion 1.4: Not all of the participants were motivated to try green cosmetics based on advertisements by businesses, but rather by the influence exerted by friends, social media, doctors and teachers. The education provided by the teacher on the impact of individuals' consumption motivated two participants to learn towards greener products. While the hype surrounding green cosmetics was gaining traction from friends, the natural hair movement and doctors' recommendations motivated the other three participants. These reference groups help shape the participants' attitudes and behaviours through peer interaction and social perception, influencing the norms, values, and desires of the participants. Given that these reference groups have nothing to gain from giving positive reviews about a green cosmetic, the purchase advice is given more importance than the communication from the businesses.

Conclusion 1.5: As more consumers are becoming ecologically aware, they consider how their purchases impact the environment. The participants noted that they were motivated to purchase green cosmetics to promote animal welfare and environmentally friendly products. The majority of the participants highlighted that the reason for purchasing green cosmetics is that the products are environmentally friendly. Thus, consumers use their purchasing power to support businesses and products that align with their values.

Conclusion 1.6: Two participants indicated that they exclusively purchase green cosmetics because of the ingredients in the green cosmetics. One of the participants mentioned that they were motivated to purchase a green cosmetic because the product's natural ingredients made her skin seem radiant, and because natural ingredients are less likely to produce allergic reactions or skin irritation. Another participant highlighted that the movement advocating for the use of natural hair products served as the driving force behind the usage of green cosmetics due to the natural ingredients present in them.

Table 6-6: Literature findings, conclusions, and recommendations: secondary research objective 4 (continued)

Recommendations based on Zimbabwean consumers: Secondary objective 4

Recommendation 1.4: Reference groups serve as sources of comparison, influence and norms for consumers' opinions, values, and behaviours. Businesses must understand that reference groups may exert either a positive or negative impact on consumption behaviours. Thus, marketers should strive to prompt the spread of positive word-of-mouth from reference groups by consistently exceeding expectations with a product, providing excellent consumer service, and offering exclusive information to consumers. By doing so, satisfied consumers in an individual's reference groups would freely share their stories about how much they like a product, thus building a strong brand reputation.

It is recommended that policymakers and marketers should leverage the influence of reference groups to promote green consumerism in Zimbabwe. Reference groups significantly impact consumer behaviour; thus, by creating frameworks that encourage collaboration between green cosmetic businesses and reliable reference groups, policymakers can ensure that reliable individuals, particularly educators and medical professionals, are adequately informed about the advantages of green cosmetics. This could involve government-funded training or certification programs to enable educators, physicians, and other community leaders to educate the public about the health and environmental benefits of green products.

Furthermore, the government should support laws that encourage community centres and public institutions to host webinars, seminars, or workshops with professionals on green product selection, environmental sustainability, and green consumerism. This can help to expand the reach and influence of such efforts and could play a significant role in promoting constructive peer relationships and conversations about green cosmetics. By utilising the power of social groups to influence consumer behaviour, these workshops could be strategically planned to promote green consumerism.

Therefore, it is essential to have regulations in place that mandate influencers, educators, and medical experts to disclose any relationships with cosmetic brands. This is crucial for protecting against potential conflicts of interest and ensuring the legitimacy and authenticity of these endorsements. Such measures would significantly enhance consumer confidence in the information disseminated by these reference groups. Ultimately, Zimbabwe can foster a consumer culture where green cosmetics are viewed as a movement supported by reliable peers and professionals, rather than merely a business-driven fad, enabling consumers to make more green purchases.

Table 6-6: Literature findings, conclusions, and recommendations: secondary research objective 4 (continued)

Recommendations based on Zimbabwean consumers: Secondary objective 4

Recommendation 1.5: Marketers should engage in extensive research on the benefits that consumers are seeking to gain from purchasing green cosmetics to meet and exceed consumer expectations. Therefore, to increase sales of green cosmetics marketing teams should build on basic data of how the cosmetics are environmentally friendly and consider animal welfare to tell a more compelling and product story through product descriptions, lifestyle photography and the like to complement product attributes and capture consumers' attention, helping the consumers to visualise what life looks like using green cosmetics.

It is recommended that the government should implement eco-labelling and certification programmes that pinpoint products that are cruelty-free and environmentally friendly, thereby enabling consumers to make more informed purchasing decisions. These certifications, backed by stringent ethical and environmental guidelines, can ensure that products meet specific sustainability requirements, such as low environmental impact, ethical sourcing, and cruelty-free testing. The government's potential offering of tax breaks or subsidies to businesses that adhere to these sustainability guidelines can further empower consumers, making it feasible for small and medium-sized businesses to invest in more environmentally friendly production techniques.

Additionally, regulations could incentivise businesses to disclose the environmental impact of cosmetics, such as product ingredients and carbon footprint, by requiring reporting or clear labelling, encouraging accountability in the sector while enabling consumers to use their purchasing power effectively. Public education initiatives, in collaboration with media outlets, local communities, and environmental NGOs, could also increase knowledge of the advantages of green products by emphasising how consumer decisions affect the environment and the welfare of animals. These partners can help to ensure that the message reaches a large audience. Finally, the government can fund research and development in green technology and sustainable materials, enabling businesses to innovate and mitigate the environmental impact of their products. By implementing these regulatory changes, Zimbabwe can create a market where consumers are motivated to support sustainability through their purchasing decisions, prompting businesses to meet the growing demand for green products.

Table 6-6: Literature findings, conclusions, and recommendations: secondary research objective 4 (continued)

Recommendations based on Zimbabwean consumers: Secondary objective 4

Recommendation 1.6: Consumers, when purchasing green cosmetics, evaluate the product contents of the green cosmetics to ensure that they do not contain harmful chemicals and are made of natural resources. Thus, the product contents are essential to both consumers and marketers. The consumer uses attributes as the basis for evaluating a product, as product content provides benefits the consumer seeks when purchasing a product and comparing it to competitive brands. Meanwhile, a business uses product content as a point of differentiation. Since there are numerous green claims, businesses should be transparent about their cosmetic ingredients and content, as they are an essential factor in building brand loyalty and trust with consumers.

Policy interventions should focus on promoting greater accessibility and transparency regarding the ingredients used in cosmetic products, with a special emphasis on the benefits of natural components, to encourage green consumption in Zimbabwe. Regulations requiring cosmetic products to include clear, uniform labelling that identifies the precise natural components used and their advantages for skin health and safety would be a critical intervention. This would not only require businesses to disclose whether dangerous chemicals, such as parabens, sulphates, or artificial fragrances, which are frequently linked to allergic reactions or skin irritation, are present in their products, but also reassure consumers about the safety and quality of these products. Consumers who value the natural content of products would be better equipped to make informed purchases if this transparency were encouraged.

Furthermore, the government can support research and certification initiatives for natural and organic cosmetics, thereby informing businesses that invest in sourcing and creating products using environmentally friendly, plant-based ingredients. Furthermore, public education initiatives could be launched to increase awareness of the benefits of using natural components in cosmetics for both environmental and human health benefits. These campaigns, which highlight the advantages of natural cosmetics for individual health and environmental sustainability, can be disseminated through various media channels, online platforms, and community events. Lastly, partnerships between governmental entities and health or beauty groups should be fostered to promote the use of natural cosmetics, particularly in community centres and schools where people can learn about the benefits of using natural products for the environment and skin health. Through these collaborative efforts, policymakers can help foster a market that promotes the growth of green consumerism driven by the increasing consumer preference for products with natural, safe, and effective ingredients

6.4.5 Secondary objective 5

Secondary objective 5 aimed to explore the factors that play a key role in the decision-making of South African and Zimbabwean consumers when buying green cosmetics. Table 6-7 presents the literature findings, conclusions, and recommendations pertaining to secondary objective 5.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5

Literature findings: Secondary objective 5

The internet is used as a consumer communication source where consumers mostly use social media to learn about product while contributing significantly to the development of consumers' attitudes (Pop *et al.*, 2020:10). Consumers spend a great deal of time on social media and reading reviews before making decisions (Xhema, 2019:506). Evidence shows that through referrals from other consumers, social media, online platforms, and advertising in the mass media (advertising), consumers get to learn more about products or services (Al-Jundi *et al.*, 2019:9). Glucksman (2017:86) points out that the emergence of social media has created an alternative medium for brands to interact with consumers more directly and naturally, and in this context, a new class of unaffiliated, independent endorsers known as "social media influencers" use blogs, tweets, and other forms of social media to sway the opinions of their audiences by providing much information about a business's product and services.

Consumers are profoundly influenced by peer pressure and social norms, as they frequently turn to friends, family, and other reliable sources for suggestions and guidance when making purchasing decisions (Schutte, 2023). Ramya and Ali (2016:78) indicate that families are considered the most essential group in society, as they shape the products or services that an individual is likely to purchase from an early age, thus impacting consumer buying behaviour. The moment when a consumer actively seeks information about products or services through advertisements, and information from family and friends, they can develop attitudes that will influence their decision-making (Prakash, 2017:66). According to Rossanty and Putra Nasution (2018:3082), the moment when consumers' requirements are not addressed by the information that is kept in their memory, consumers tend to favour alternative goods, or frequently consult their friends, family and professionals for advice based on their knowledge and experience.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Literature findings: Secondary objective 5

Businesses seeking opportunities in the green product industry must make sure that their products are appropriately positioned and labelled to also appeal to younger consumers, with the products being advertised at a comparatively lower price and made readily available to the public (Tan *et al.*, 2019:134). Nowadays, consumers are more discerning about what they buy, paying close attention to price, especially when purchasing non-essential items (Milaković, 2021:1438). Birjis and Hossain (2017:313) state that most consumers remain hesitant to forgo a product's essential benefits, such as price, availability, ease of use, quality, and efficiency, in favour of green features. Functional characteristics, such as cost and quality, are crucial factors that influence consumers' decisions to select, purchase, and use green products over non-green ones (Amin & Tarun, 2021:1325). Therefore, price-sensitive consumers believe that the cost of goods is the most significant factor influencing their purchasing decisions, and as a result, the impact of price on consumers' purchasing decisions is inclined to fluctuate depending on how consumers perceive the products or services (Tan *et al.*, 2019:9). Research by Gelderman *et al.* (2021:2070) suggests that consumers expect reasonable prices, indicating that a product's perceived environmental value aligns with a comparatively high price.

One of the most important purchasing factors that consumers consider when making green purchases is the availability of the product (Witek & Kuźniar, 2020:10). Although sustainable features are seen as drivers that a consumer evaluates when purchasing green products, research has shown that without the ease of availability, barriers to purchasing green products do exist (Trivedi & Pal, 2023:127). Consumers tend to choose products that are readily available and are reluctant to spend time searching for green products; therefore, the presence of eco-labelled products in a store influences their intention to purchase. This is because green purchases cannot occur without simple access to green products (Adrita, 2020:314). Weissmann and Hock (2022:280) note that the availability of green items influences both the desire to purchase and the actual purchase of those products, whereas a shortage of green products is negatively correlated with both willingness and actual purchase of those products. Adrita (2020:314) and Barbarossa and Pastore (2015:198) suggest that having green products readily available in several stores increases awareness of the product. However, despite expressed concerns about the negative impact of modern consumerism on the environment and the increasing availability of green products in supermarkets, consumers are not consistently purchasing green products as expected (Dropulić & Krupka, 2020:109).

Considerable pressure is being placed on decision-makers in businesses owing to stringent environmental laws and mounting consumer pressure concentrating on preserving the environment and sustainable consumption (Baah *et al.*, 2021:31). This state of affairs necessitates production and consumption aimed at decreasing environmental degradation, by making it essential for businesses to implement motivating tools such as awareness campaigns, environmental impact advertising, and rewards that encourage the purchase of green products (Zhang & Dong, 2020:14).

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Literature findings: Secondary objective 5

Green marketing campaigns aimed at increasing awareness of green products are necessary to persuade consumers to buy green products during consumer decision-making successfully (Karunaratna *et al.*, 2020:128). Consumer demand for natural ingredients, eco-friendly packaging, and other green cosmetics components has increased as a result of people's growing health awareness in the personal beauty business (Lin *et al.*, 2018:11). Unfortunately, because consumers are at times less focused on environmental wellness and less engaged in personal welfare, there is a lack of awareness among the general public about the advantages of utilising green products (Al Mamun *et al.*, 2018:81). The level of awareness that exists amongst consumers is what will determine whether a consumer will purchase the product, despite the product being available in the retail shops.

According to an anthropocentric altruistic perspective, many individuals are concerned about environmental conditions primarily due to their contention that a degraded environment threatens people's health; as a result, the threat to people's well-being takes precedence over environmental threats (Jian *et al.*, 2020:3). Alamsyah *et al.* (2020:1966) point out that due to increased consumer understanding about the advantages of environmentally friendly products, green consumerism has emerged, whereby consumers are more concerned with preventing the world from experiencing the effects of global warming. A sizeable portion of consumers has actively begun looking for green cosmetics that will cause the least amount of environmental damage and that will be gentle on the skin as a result of the environmental and health-conscious trend (Fauzi & Hashim, 2015:80; Iqbal, 2023). However, if customers believe that environmental concerns are merely a quick way to make money and do not align with the company's basic beliefs, identity, or operations, there will be no guarantee that consumers will consistently opt for green products (Guerreiro & Pacheco, 2021:10). The overall magnitude of the association between environmental concerns and intention to engage in green consumption is, however, inconsistently indicated by the findings of earlier studies (Yue *et al.*, 2020:2). Nekmahmud and Fekete-Farkas (2020:21) indicate that if marketers fail to fully understand why consumers are concerned about the environment, it will hinder the marketer's ability to transform consumers' environmental concerns into rigorous environmental protection and sustainable growth.

Sociocultural factors influence how people react to situations, view the world, spend money, and choose their lifestyles through continuous and intense input, where individuals learn various consumption values (Schiffman & Wisenblit, 2019:50). As a result, it is reasonable to presume that sociocultural differences may also have an impact on differences in consumer attitudes and interests toward products or services (Najib, 2022:4).

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Literature findings: Secondary objective 5

Schiffman and Wisenblit (2019:50) state that families, social classes, cultures, and reference groups are a few of the more significant socio-cultural variables that have an impact on consumer decision-making. Aswari (2019:27) indicates that families are the most essential group in society, as they shape the products or services an individual is more likely to purchase from an early age, thus impacting consumer buying behaviour. Reference groups permeate the social lives of any group's members, influencing the value that group members place on specific products and services, thereby significantly impacting consumer purchasing behaviour (Babin & Harris, 2018:158). Szmigin and Piacentini (2018:298) propound that marketing professionals can better grasp the various trends in the sphere of consumer buying behaviour by using reference groups.

Due to the ease with which material can be screened and a consideration set formed, the availability of more information, and a broader variety of products offered across websites, information search costs are reduced in an online setting (Bleier *et al.*, 2019:110). Singhal *et al.* (2019:7296) indicate that consumers consider family feedback and reviews to be significant influences on the products they intend to purchase when engaging in product information searches. Varadarajan *et al.* (2022:482) state that consumers have access to a variety of product information, attributable to the advancement of digital technology and the internet, where it is simple to find comparable alternatives. This, in turn, causes consumers to demand products of higher quality and lower environmental impact progressively. Hidayanto *et al.* (2017:80) note that consumers must compare product information while learning about it prior to deciding whether to make a purchase, as those with little familiarity with a product or business tend to seek more details than those who have used the product in the past. Compared to men, women find shopping and purchasing more fulfilling or enjoyable, which is reflected in the amount of time they spend doing so. Women shop more intently and stop at shelves more frequently to evaluate any readily accessible product information, whereas men typically view purchasing as a mission that must be completed with the least amount of time and effort (Lipowski & Angowski, 2016:56). Consumers often lack correct product information on the environmental characteristics of products or services because of the complicated data, jargon, and unclear messages presented in green advertisements, which also tend to overestimate the benefits of products (Luo *et al.*, 2020:378). Research by Kumar *et al.* (2021:2055) demonstrates that consumers often receive incomplete information about the environmental effects of a product and must undergo a lengthy, expensive, and unreliable process to access it.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Literature findings: Secondary objective 5

Kamalanon *et al.* (2022:18) note that the decision to purchase environmentally friendly products is not solely based on environmental aspects but instead considers multiple product attributes that may be viewed favourably or unfavourably by the consumer. Without conducting extensive research, consumers often make purchasing decisions based on factors such as product availability, time constraints, and budget (Radlović, 2021:4). This means that while choosing alternatives, consumers can be swayed by a comparatively lower price (Ihinmoyan, 2022). Consumers rely on external cues, like green advertising, to nudge their internal reasoning before deciding whether to purchase products or services in an environment with an unequal distribution of information (Luo *et al.*, 2020:378). However, consumers in this era are increasingly considering the safety of environmentally friendly cosmetic ingredients, as they are inclined to purchase products that are pure, safe for their skin, and beneficial for their health (Khan *et al.*, 2021:1470). Decision-making is significantly influenced by comprehensive product attributes information, reliable information for consumers, and targeted consumer education (Amberg & Fogarassy, 2019:13).

Ansu-Mensah (2021:3) shows that before a product is made available, awareness should be created. Typically, a consumer will use the cut-off approach that will aid in reaching a final decision, where the consumer as researcher poses the following self-reflection questions: "Do I actually need the product?" "Do any substitutes exist?" Is the original item really so subpar?" (Stankevich, 2017:10). Chukwu *et al.* (2019:4) point out that economic factors such as income spending patterns, product prices, the costs of complementary goods, the availability of substitutes, and demand elasticity all impact consumer buying behaviour. In this regard, Mohd Suki (2016:2904) states that effective green brand positioning can be considered as a benefit for marketers seeking to distinguish their offerings from those of their competitors, thereby granting them a sense of distinctiveness, while also generating increased demand and boosting consumer interest in purchasing greener products. Consumer loyalty to a brand of interest can be gained by repeat purchases (Srivastava & Kaul, 2016:278); thus, it is clear that when people gain more online shopping experience, their frequency of purchases increases. According to Liobikienė *et al.* (2017:3791), consumers have the option to choose an ecologically friendly product if the price falls within their budget. Since consumers are not always devoted to any one brand, marketers of items with minimal brand differences find it helpful to employ strategies such as price and sales promotions to encourage product testing (Jocelyn, 2018:19).

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Conclusions based on South African consumers: Secondary objective 5

Conclusion 2.1: The results showed the contribution that social media and documentaries have made towards raising awareness of green cosmetics. The majority of participants indicated that social media influencers and personalities have played a significant role in increasing awareness of green cosmetics using product hauls and honest reviews. On the other hand, documentaries created awareness among one of the participants using storytelling that highlighted the harmful impact of continuously using conventional cosmetics, which motivated the participant to seek green cosmetics.

Conclusion 2.2: The participants are not willing to take information from businesses as gospel; instead, they are more inclined to believe and follow the advice provided by individuals that they know and trust. The participants are thus more open to information from friends, schools, and pharmacists, as they believe that these individuals are more likely to provide candid evaluations and recommendations on green cosmetics.

Conclusion 2.3: Green labels increase purchase intentions by making consumers with high ecological motivation perceive the product as compatible with their ecological motives. While evaluating the cosmetic alternatives in the market by comparing the ingredients, the participants identified different cues on the label that specify if the cosmetic is vegan or recyclable or anti-animal testing; this participant opted to purchase these as it made the participant feel like they are contributing to a greater good of preserving the environment and protecting animals.

Conclusion 2.4: Participants consistently emphasised that green cosmetics are generally more expensive than conventional cosmetics. The higher prices motivated a participant to switch to cheaper conventional cosmetics, while other participants indicated that even though there is a price difference, it is not enough to advocate to not purchasing green cosmetics due to the environmental and health benefits attained from the use of the products.

Conclusion 2.5: The majority of the participants repeatedly emphasised that product availability is the main factor impeding decisions to buy eco-friendly cosmetics. A variety of linked factors, including limited production, a limited choice of green cosmetics, product unavailability, and the sale of green cosmetics in certain retailers all affect product availability as indicated by the participants.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Conclusions based on South African consumers: Secondary objective 5

Conclusion 2.6: To halt the negative consequences of the over-consumption of conventional cosmetics, the participants have an increased desire to purchase cosmetics that are made from renewable resources, with packaging that is eco-friendly, and do not engage in animal testing when producing their cosmetics, to protect biodiversity. Conflicting responses were also found where a minority of the participants indicated that environmental awareness does not necessarily influence the decision to purchase green cosmetics, because they purchase the products for their own sake and to cater to a specific need.

Conclusion 2.7: A significant proportion of the participants identified socio-cultural issues as affecting their decision to choose green cosmetics. The participants' decision to buy a green cosmetic was influenced by recommendations from family, friends, and influencers, as well as candid product reviews and seeing the results of the products' effects. From this, it follows that product consumption by friends and family raises awareness, boosts the confidence of potential consumers in their purchasing decisions, and alleviates concerns.

Conclusion 2.8: The study's findings demonstrated that the majority of participants referred to social media evaluations for the most up-to-date information regarding a particular green cosmetic. While a sizable portion of participants examined the product package to confirm that the components were safe and devoid of hazardous substances. Furthermore, some participants would use Google to research various green cosmetic options to choose the ones that best suited their needs. However, one of the participants noted that they relied on their doctor's recommendation regarding green cosmetics that would best suit their needs.

Conclusion 2.9: The study results showed that when purchasing green cosmetics, participants considered the product's ingredients, product information, the suitability of the product to their needs, the availability of the product, and the price. Product availability was one of the main characteristics that was expected to influence whether an individual would purchase the product, as indicated by the results. Conflicting results were found regarding product availability and price increases. The participants stated that when there is a price increase or if a green cosmetic is unavailable, some participants will find alternative green cosmetics. In contrast, others will switch to conventional cosmetics.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Conclusions based on South African consumers: Secondary objective 5

Conclusion 2.10: The study results showed that majority of the participants are not loyal to just one product, often because the green cosmetics are frequently unavailable, causing the participants to switch to other green cosmetic brands. The study showed that one of the participants would consult their doctor before switching to another green cosmetic, while another participant would search for their preferred brand at another store. However, another participant indicated that they would resort to making their home remedy, whereas another participant indicated that they would switch to conventional cosmetics. On the other hand, one participant indicated that they would wait for the green cosmetic to be in stock, while another participant would consider buying online for their preferred green cosmetic.

Conclusions based on Zimbabwean consumers: Secondary objective 5

Conclusion 2.11: For product information and to learn more about green cosmetics, the majority of consumers often turn to the internet and social media as their one-stop shop. A number of the participants noted the importance that social media and the internet had in raising awareness and encouraging them to try green cosmetics. The internet and social media have a huge global reach that surpasses geographic limits, making it possible for participants to interact with other consumers all over the world, thus making social media the greatest contribution to environmental awareness-raising.

Conclusion 2.12: The results indicated that the participant first became aware of green cosmetics through the recommendations from relatives, peers, coworkers, or doctors which they believed to be more reliable and credible than traditional marketing or advertising messages. This is because participants are more likely to believe the experiences and opinions of people they know well or who they identify with.

Conclusion 2.13: Zimbabwe has experienced ongoing hyperinflation throughout the years, and the Covid-19 pandemic has added to the country's high rates of poverty and vulnerability. Affordability concerns were raised, with participants citing the pricey green cosmetics' restricted availability, high inflation, and volatile currency rate as the main concerns. Although green cosmetics are more expensive, the difference in price does not really affect some of the participants, because the green cosmetics last longer and the participants can stockpile for the times when they have additional cash to spare.

Conclusion 2.14: The majority of businesses in Zimbabwe are small businesses; the country's unstable economy may cause these businesses to close without warning, leaving a scarcity of green cosmetics. Given the limited number of businesses selling green cosmetics and the availability of these products in select stores, green products are at times difficult to find and purchase.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Conclusions based on Zimbabwean consumers: Secondary objective 5

Conclusion 2.15: One of the challenges the participants faced was not knowing how actually to confirm whether the cosmetics are truly green, and the lack of sufficiently informative advertising, which led them to occasionally buy conventional cosmetics. On the other hand, another participant mentioned that to learn about green cosmetics, they had to educate themselves by reading about brands that prioritise sustainability and transparency, looking for certifications, and reading reviews.

Conclusion 2.16: According to half of the participants, purchasing green cosmetics is influenced by factors such as growing environmental awareness and the desire to protect the environment. The findings demonstrate that the participants carefully evaluate every stage of the manufacturing process, from formulation to production, to ensure that the green cosmetics are indeed produced from renewable materials, thereby minimising adverse environmental effects and contributing to global warming reduction. Conversely, the remaining 50% of participants indicated that their desire to buy eco-friendly cosmetics was unaffected by environmental awareness.

Conclusion 2.17: Half of the participants highlighted that the honest reviews on product usage results and purchase advice that they receive from their social groups were among the factors influencing their decision-making process to purchase green cosmetics. When family or friends have little knowledge about a specific brand, one of the participants noted going online and looking at honest reviews there. Yet another participant noted that not many of their friends use green cosmetics, so they usually lean on social media influencers to gain information about green cosmetics.

Conclusion 2.18: The study revealed that the majority of consumers primarily rely on family and friends to gather information on green cosmetics. The desire to fit in with a particular social group was one of the reasons to purchasing green cosmetics; however, when family or friends have little knowledge about a specific brand, the participants indicated that they would go online and look at the honest reviews of other ordinary consumers and social media influencers who do not have anything to gain from advertising the products. Significant importance was also placed on social media reviews, product packaging and conducting of google search to verify if the cosmetics are green, and whether they actually produce the benefits that the products claim to provide. However, one of the participants noted that they relied on the doctor's recommendation on the green cosmetics that would best suit their needs.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Conclusions based on Zimbabwean consumers: Secondary objective 5

Conclusion 2.19: Product availability was one of the primary product characteristics influencing a person's decision to purchase or not. Before purchasing a green cosmetic, the participants gave careful thought to the product's suitability, price, ingredient, information, and recyclability of the packaging. However, there were contradictory findings about the availability of the product and price increases. According to the participants, some may seek alternative green cosmetics when prices rise or if green cosmetics are no longer available, while others would revert to conventional cosmetics.

Conclusion 2.20: The study's findings demonstrated that most participants were not brand loyal, as evidenced by the two participants who switched to conventional cosmetics, the other two who searched for their favourite brand online or at another store, or engaged in the services of a runner, and the final two switched to other green cosmetic brands. If the participants could not find the product online, one participant claiming to be devoted to a single brand and would then rather make their own home remedy.

Recommendations based on South Africa and Zimbabwean consumers: Secondary Objective 5

Recommendations 2.1: Businesses should understand that social media can create a platform for sharing stories, narratives, and photos, providing facts and data in a consumable way, which engages an audience by helping them understand the benefits of using green cosmetics. It appears that consumers are being more authentic and honest on social media than ever before, including influencers. Thus, businesses should develop marketing strategies such as hosting live videos, Q&A sessions, and giveaways to help a business foster a personal connection with the audience, which can ultimately lead to increased sales.

South Africa and Zimbabwe are recommended to implement targeted policy interventions that leverage social media and documentaries, which have already been successful in increasing awareness of green cosmetics, to promote environmentally friendly behaviour. Developing incentives such as financial rewards or recognition for content creators and influencers to endorse green products can be very useful in this regard. Government-sponsored programmes can also be implemented to facilitate the creation and dissemination of documentaries that highlight the adverse environmental effects of traditional cosmetics. By giving filmmakers financial support or tax breaks, such documentaries might reach a larger audience and use inspiring narratives to draw attention to the risks of non-sustainable consumption, encouraging viewers to adopt more environmentally friendly consumption.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Recommendations based on South Africa and Zimbabwean consumers: Secondary Objective 5

Recommendations 2.1: Policies must prioritise the implementation of transparent certification and labelling procedures for green products as such policies empower consumers to make informed choices and distinguish green cosmetics from traditional cosmetics. Additionally, public education initiatives, particularly through digital and social media channels, can further encourage consumers to seek out more environmentally friendly cosmetics. A combination of such interventions can create a comprehensive framework for promoting green consumerism, thereby increasing industry-wide sustainability and demand for green products in South Africa and Zimbabwe. By emphasising the need for transparent certification and labelling, businesses can ensure that consumers are empowered to make sustainable choices, thereby driving the demand for green products.

Recommendations 2.2: Word-of-mouth typically comes from sources who have nothing to gain by promoting brands' products and services, and therefore it is regarded as the best type of advertising. Businesses should strive to deliver exceptional consumer service to ensure a positive customer experience. Therefore, businesses can create engaging social media content that creates an emotional response in followers, influencing them to spread positive recommendations and information about a product. A business must also be transparent in showcasing its commitment to sustainability to attract a loyal consumer base with shared values, potentially leading to increased consumer retention and referrals. Since consumers tend to trust the reviews they see on social media, businesses should encourage consumers to leave reviews and offer incentives to consumers who refer others. By doing this, a business can cultivate brand advocates who generate positive word-of-mouth and further enhance the business's reputation.

Since the participants indicated a preference for advice from trusted close individuals over corporate advertising, policy interventions should empower trusted persons and businesses as reliable sources of information to boost green consumerism in South Africa and Zimbabwe. One important policy can be to implement public awareness campaigns that motivate educational institutions, community centres, and reputable experts, such as pharmacists, to support green consumption actively. When implemented, these campaigns can instil hope and optimism in the potential of educational institutions to play a significant role in promoting green consumerism. Green product education should be integrated into school curricula to help young consumers make environmentally conscious decisions from a young age. In addition, it is recommended that community-driven campaigns, rather than corporate-sponsored advertising, be implemented. This is because if laws encourage local influencers such as family members or close friends to share their personal experiences and candid opinions about green products, consumers would be more receptive to such information. By highlighting the role of these local influencers, consumers will likely feel more connected and engaged in the process, fostering a sense of community.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Recommendations based on South Africa and Zimbabwean consumers: Secondary Objective 5

Recommendations 2.3: Business should concentrate on creative and thoughtful packaging, since packaging is used to effectively communicate their brand's story, values, and personality to attract consumers. Therefore, innovative designs and eye-catching colours draw attention to product on store shelves and increase brand awareness. Thus, clear and consistent green labelling should be the primary goal of governmental interventions to enhance transparency and credibility while promoting green behaviour in South Africa. Evidence from the study revealed that labels indicating whether a cosmetic product is cruelty-free, recyclable, or vegan increase the likelihood of purchase, particularly among consumers with a strong ecological drive. Establishing a national green certification programme that standardises labels across the market could be a significant regulatory intervention. This would bolster consumer trust by ensuring that green products with claims such as 'vegan', 'recyclable', or 'cruelty-free' are appropriately validated by an impartial third-party organisation.

Additionally, a national green certification programme featuring clear emblems that convey a product's sustainability attributes would help consumers to easily identify green cosmetics options. Government incentives could also be offered to businesses that earn these green certificates, encouraging more companies to adopt sustainable practices and enhancing competition in the environmentally conscious sector. Policies could include campaigns to educate consumers about the ethical and environmental benefits of choosing products with green labels, as this would help them become more aware of how their purchasing decisions impact the environment and animal welfare. By effectively communicating and verifying the ecological qualities of green cosmetics, such initiatives can promote sustainable consumerism, enabling shoppers to make more informed choices. Such regulations could benefit both consumers and the environment by promoting a shift in the market toward more ethical and sustainable production methods.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Recommendations based on South Africa and Zimbabwean consumers: Secondary Objective 5

Recommendation 2.4: The green cosmetic businesses should clearly outline the value and benefits of purchasing the green cosmetics while contrasting these insights with the dangers of using traditional cosmetics to play on the heartstrings of environmentally conscious consumers. By doing this, they will likely evoke an emotional response from consumers, causing them to focus more on the benefits of a product than its price. Therefore, it is recommended that policy interventions should focus on the long-term environmental and health benefits of green cosmetics, while simultaneously addressing pricing issues to promote green consumption in South Africa and Zimbabwe. One of the main issues arising from the present study is that green cosmetics are more expensive than conventional alternatives, which often leads consumers to choose less sustainable, less expensive options. The government should provide financial incentives such as tax breaks or subsidies to businesses that manufacture and market green cosmetics to lessen this problem. The implementation of such tax breaks or subsidies can minimise the price difference between conventional and green cosmetics, increasing the number of individuals who can afford green cosmetics. Policies should also promote the importance of bulk purchases, granting consumers access to green cosmetics at lower prices by pooling the consumers' purchasing power, thereby empowering them to make sustainable choices.

Indeed, regulations play a crucial role in raising awareness about the long-term benefits of green products for consumers who are still willing to pay more for green cosmetics due to their environmental and health advantages. Government-sponsored advertisements emphasise the reduced health risks and environmental effects of sustainable cosmetics, informing consumers how these products can improve their overall well-being and mitigate environmental harm. Furthermore, regulations could encourage the creation of economical, green substitutes that satisfy strict sustainability requirements and are more accessible to consumers on a budget. Another solution is to establish a green product loyalty programme, in which consumers who regularly purchase green cosmetics receive discounts, offers, or other incentives. Combined, these legislative initiatives can alleviate consumers' price sensitivity while highlighting the wider health and environmental advantages of green cosmetics, promoting a broader uptake of green products in South Africa and Zimbabwe.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Recommendations based on South Africa and Zimbabwean consumers: Secondary Objective 5

Recommendation 2.5: Businesses should aim to increase the production of green cosmetics by incorporating a wider and more diverse range of products to appeal to a broader range of consumers. In addition to that, businesses should also partner with other businesses whose aim is to engage in sustainable practises. Thus, one of the primary objectives of policy interventions should be to address the product availability issue and encourage environmentally friendly consumption in South Africa and Zimbabwe. Participants noted that the scarcity of green cosmetics dramatically influences their purchasing decisions. As a key player, the government can implement legislation to encourage local manufacturers of green cosmetics through grants or subsidies for businesses that prioritise green and sustainable product lines. This proactive role not only makes green cosmetics more accessible, but also reduces dependency on imports, encourages domestic businesses to manufacture green cosmetics, and significantly mitigates the adverse environmental effects of transportation, instilling confidence in the public about the government's commitment to sustainability.

Government regulations can also encourage retailers to stock a variety of green products. This could be achieved by offering financial aid or tax incentives to retailers that dedicate a specific portion of their shelf space to green products. Furthermore, regulations could mandate that large retail chains sell green cosmetics, thereby making them more widely available to consumers nationwide. Therefore, by reducing geographical restrictions on availability and collaborating with e-commerce platforms, the reach of green cosmetics could be extended to areas with limited physical retailers.

Regulations requiring green products to be certified and listed in physical and online retail locations could be a significant intervention that simplifies the process for consumers to find and purchase green cosmetics. Thus, measures to ensure that green cosmetics are available in mainstream retail outlets, where the majority of consumers purchase, rather than in high-end or speciality stores, could also be part of this strategy. Lastly, the government could collaborate with industry stakeholders to establish more transparent distribution channels for green products and to promote a shift in market dynamics. This would ensure that producers, retailers, and consumers are all aligned in expanding the availability of green cosmetics throughout South Africa and Zimbabwe. These comprehensive legislative initiatives would promote the growth of green consumption in the country by overcoming the current barriers of limited product availability and choice.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Recommendations based on South Africa and Zimbabwean consumers: Secondary Objective 5

Recommendation 2.6: Businesses in Zimbabwe must use an integrated marketing communication approach to inform and educate consumers about green cosmetics. Businesses should encourage communication and give consumers the knowledge they need to understand the originality and quality of green cosmetics because when consumers participate in the learning process, they end up adopting and buying a product. In addition to this, green cosmetic businesses should invest in search engine optimisation. This is necessary, because targeted marketing and useful insights can help a business to attract high-quality leads and convert them into loyal consumers. Policy interventions that address the challenges of verifying sustainability claims and increasing consumer awareness are vital for promoting green consumerism in the cosmetics market.

One of the significant obstacles that participants encountered was distinguishing between green and non-green cosmetics. Indeed, consumers frequently have difficulties differentiating between products that make misleading claims and those that are genuinely sustainable, without clear certifications or regulated labelling. Governments can address this issue by implementing laws that require transparent, standardised green certifications for cosmetics. With a universal labelling system established, consumers can confidently identify products that meet specific ethical and environmental standards, such as those with organic ingredients, cruelty-free testing, or recyclable packaging. Another evident challenge was the insufficient promotion and awareness of eco-friendly cosmetics, which led participants to choose conventional cosmetics occasionally. This could be effectively mitigated through public awareness campaigns that educate consumers about the benefits of green cosmetics, available certifications, and how to make informed choices when purchasing. These initiatives, supported by government agencies or nonprofit organisations, aim to enhance awareness of eco-friendly companies and assist consumers in identifying truly sustainable products. Moreover, many consumers expressed a desire to explore sustainable cosmetics by seeking information on businesses that prioritise sustainability. While this self-education is advantageous, it can also be quite burdensome for consumers. Policymakers could ease this by promoting the establishment of independent platforms or services that compile and verify sustainability information for cosmetics. These platforms can function as a one-stop shop for research, offering reviews, certification details, and brand transparency rankings. Governments can also require that all cosmetics businesses provide comprehensive, easily accessible information on their packaging or websites concerning their sourcing policies, environmental impact, and certifications. This would simplify the process for consumers to make informed decisions, saving them considerable time and effort. .

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Recommendations based on South Africa and Zimbabwean consumers: Secondary Objective 5

Recommendation 2.7: Businesses should implement motivating tools such as awareness campaigns, environmental impact advertising, and rewards that encourage the purchase of green products. Such strategies can capture the attention of the consumers who are not influenced by environmental awareness to purchase green cosmetics. Thus, marketers should continually develop campaigns that emphasise how the decisions consumers make today will potentially mitigate the negative environmental and social challenges that future generations will face.

As a key player, the government can consider enacting laws requiring businesses to use sustainable manufacturing and packaging methods. For the vast majority of participants who value cruelty-free production methods, eco-friendly packaging, and cosmetics derived from renewable resources, this would be a benefit. Policies can require cosmetics to be packaged in recyclable or biodegradable materials and reward businesses that employ plant-based or renewable components. Manufacturers who pledge to use cruelty-free techniques and sustainable sourcing may be eligible for tax incentives, grants, or other financial support, making the development of eco-friendly cosmetics more profitable and promoting broader industry acceptance of these practices. Additionally, the government can implement a certification or labelling scheme for cosmetics that adhere to particular ethical and environmental criteria, including cruelty-free, vegan, or sustainably sourced products. Additionally, this would motivate businesses to follow these guidelines to compete in the expanding market for green products. Campaigns to raise consumer awareness of the ethical and environmental benefits of purchasing cosmetics that support biodiversity preservation can be implemented. This would increase demand for green cosmetics and encourage people to purchase more sustainably, fostering a sense of ownership and involvement in promoting green consumerism among the South African and Zimbabwean population. However, to address the small percentage of participants who prioritise their own interests and personal gain over environmental considerations, governments can consider promoting the incorporation of both environmental and personal benefits into the creation and marketing of green cosmetics, highlighting the long-term financial benefits of purchasing premium, sustainable products or the health advantages of utilising cosmetics developed with natural, non-toxic chemicals. By encouraging environmentally friendly production methods, increasing the availability of eco-friendly products, and informing consumers about the long-term benefits of choosing green cosmetics, these legislative initiatives can collectively support the growth of green consumerism.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Recommendations based on South Africa and Zimbabwean consumers: Secondary Objective 5

Recommendation 2.8: Marketers must create marketing strategies suited to the needs of the significant market groups represented by reference groups, social groups, and cultures. For this reason, it is necessary that marketers should create brand images, product combinations, and marketing methods that align with the target market's lifestyle, based on the consumers' reference groups, social groups, and cultures. Consumers' buying decisions are influenced by the social interactions, beliefs, values, and norms prevalent in their society; thus, understanding these factors is vital for marketers to effectively target and engage their target audience. Therefore, marketers should create brand images, product combinations, and marketing methods that align with the target market's lifestyle based on the consumers' reference groups, social groups, and cultures. It is recommended that policy interventions should utilise social networks and reliable reference groups to encourage sustainable consumerism and to address the sociocultural factors' impact on South African and Zimbabwean consumers' decisions to purchase green cosmetics. As participants reported, purchase decisions are significantly influenced by recommendations from friends, family, and influencers. In light of this, policies can be created to encourage the development of local green product ambassadors who are respected members of the communities. To boost consumer confidence and raise awareness of sustainable products, these individuals can be encouraged to share their experiences using green cosmetics. Furthermore, laws can be enacted to promote the dissemination of actual outcomes from green cosmetics, such as providing financial incentives or subsidies to businesses that offer consumers free samples or trials. Seeing actual results from friends, family, or internet influencers' increases confidence in buying decisions. This strategy would help alleviate any concerns about the effectiveness of green products. To make it easier for prospective buyers to obtain reliable, firsthand knowledge from their peers, a platform or database can be established for consumers to exchange verified product reviews and experiences about green cosmetics. Lastly, community-based projects can be initiated to integrate green behaviour into cultural customs, making sustainable cosmetics a more socially acceptable norm. Public education campaigns can highlight the broader environmental and social benefits of adopting green consumerism, aligning sustainable product selection with positive societal values. This approach can be particularly effective in promoting green cosmetics as a culturally appropriate and socially conscious choice, with the support of well-known individuals from diverse communities further reinforcing this message. By leveraging sociocultural influences as a catalyst for change, these policy interventions would help to increase the acceptance and adoption of green cosmetics across different social groups in South Africa and Zimbabwe, thereby fostering a more sustainable consumer culture.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Recommendations based on South Africa and Zimbabwean consumers: Secondary Objective 5

Recommendation 2.9: Businesses should aim for transparency by disclosing all relevant information about sustainable practices and green cosmetics so that consumers can make informed decisions. Businesses ought to be open and honest about their practices, products, and values, because this creates a strong foundation of trust that encourages consumers to remain loyal and advocate for the brand to others. Consumers choose business that they trust, thus transparent green practices allow consumers to see through the product's natural ingredients, add their support to protect the environment, and lead consumers to have a moral conscience, which can promote a corporate social responsibility image. In addition to this, green businesses should invest in search engine optimisation with a view to increase the business' organic traffic, build trust and credibility, enhance the user experience, gain a competitive advantage, and achieve a high return on investment. With targeted marketing and valuable insights, search engine optimisation can help businesses to attract high-quality leads and convert them into loyal consumers. Enhancing access to reliable, accurate, and current information about green cosmetics across various platforms, such as social media, product packaging, and reliable medical professionals, could be the primary goal of governmental interventions to promote green consumerism in South Africa and Zimbabwe. These interventions, which aim to provide consumers with trustworthy information, can empower them to make informed decisions about cosmetic purchases. Since the participants noted that they mainly relied on social media reviews to get the most recent information, the government can enact laws encouraging accountability and openness in the digital sphere. This can entail instituting rules and standards for influencers and content producers to guarantee that reviews of green cosmetics are truthful, grounded in real-world experience, and devoid of deceptive statements. Policies should mandate that influencers reveal any financial rewards or sponsorships from cosmetic companies to preserve credibility and guarantee that consumers receive accurate, unbiased information. To help consumers locate trustworthy information, the government can also work with social media businesses to establish eco-friendly beauty sections where verified reviews and professional viewpoints on eco-friendly cosmetics are curated. Furthermore, the government should impose more stringent rules regarding labelling requirements for green cosmetics, given that many participants check product packaging to ensure components are safe and non-hazardous. This would entail mandating that producers disclose every ingredient in a uniform, easily comprehensible style, using colour codes or symbols that indicate whether the product is cruelty-free, devoid of dangerous chemicals, or made from renewable resources. Such rules will directly address consumers' concerns about sustainability and safety by empowering them to make educated decisions about the substances used in cosmetics. Additionally, by eliminating misunderstandings and false information, uniform and transparent labelling procedures would enable consumers to compare items more readily.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Recommendations based on South Africa and Zimbabwean consumers: Secondary Objective 5

Recommendation 2.9: Strengthening the role of healthcare practitioners in promoting green cosmetics is another crucial policy intervention. The government can implement training and certification programmes for healthcare providers on the advantages and considerations of green cosmetics, as some participants rely on medical advice. This would allow physicians, dermatologists, and pharmacists to provide their patients with well-informed counsel, pointing them toward green cosmetics that best meet their needs. Policies could also incentivise healthcare professionals to participate in public awareness campaigns about the safety and benefits of green cosmetics, creating an additional layer of trust and credibility in the recommendation process. Lastly, the government could encourage the creation of an official online resource or platform that compiles data on green cosmetics, such as product reviews, ingredient breakdowns, environmental impact, and professional recommendations. Such a platform can serve as a comprehensive and reliable source of information, which is critical given that some participants use search engines like Google to look into green cosmetic options. Through such actions, governments can equip South African and Zimbabwean consumers with the information and resources they need to make informed decisions about sustainable purchasing. In addition to addressing consumer concerns over safety, efficacy, and environmental impact, these rules would aid in adopting green cosmetics by encouraging transparency on social media, improving product labelling, and enlisting the assistance of reliable healthcare professionals.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Recommendations based on South Africa and Zimbabwean consumers: Secondary Objective 5

Recommendation 2.10: Businesses should aim to minimise the barriers that hinder consumers from consistently purchasing green cosmetics by ensuring that products are readily available to consumers. Occasionally giving complementary green products is recommended, to cater to the price-conscious consumers and to help consumers to see that the benefits of green cosmetics outweigh the cost, while also increasing awareness of such complementary green cosmetics. Businesses should also ensure that consumers do not need to engage in extensive information searches by making information about green cosmetics readily available, clearly outlining the benefits of green cosmetics and using jargon that is not complicated on product labels in order to incentivise more consumers to purchase green cosmetics.

One of the study's main conclusions is that product availability dramatically impacts people's buying decisions; participants noted that they might look for other options if a green cosmetic is unavailable. The government can help to solve this problem by enacting laws encouraging domestic manufacturing of eco-friendly cosmetics, which would lessen reliance on imports and guarantee a steady supply of sustainable goods. This could entail providing grants or subsidies to businesses that manufacture eco-friendly cosmetics locally, promoting the growth of a strong and varied market for green products. By boosting domestic manufacturing, governments can mitigate the effects of supply chain interruptions, which could otherwise result in product shortages. Such policies will ensure a steady supply of green cosmetics, foster a robust local industry, and reduce environmental impact, offering a promising future for green consumerism in South Africa and Zimbabwe. Another aspect of such a policy is to ensure that green cosmetics are available at various retail outlets, from large chains to local convenience stores. This would address the issue of product availability and expand the consumer base for green cosmetics. By expanding the range of green cosmetics in various retail outlets, the government can make sustainable alternatives more accessible to consumers.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Recommendations based on South Africa and Zimbabwean consumers: Secondary Objective 5

Recommendation 2.10: Another crucial element in the decision-making process, namely price, has been recognised as both an incentive and a barrier. Due to their perceived health and environmental advantages, some participants are willing to pay more for green cosmetics, while in contrast, other participants may choose to use conventional cosmetics instead, according to the study. To remedy this, the government should enact laws designed to mitigate the difference in price between conventional and green cosmetics. One approach in this regard can entail subsidies or tax reductions for eco-friendly products, thus helping to lower their prices and make green cosmetics more competitive vis-à-vis conventional cosmetics. Furthermore, the government can implement initiatives that use loyalty programmes to incentivise the continued purchasing of green products, offering discounts or other advantages to consumers who regularly select sustainable solutions. While policies should address availability and price, such policies should also focus on building consumer confidence by providing precise and understandable product information. Since some participants indicated that they consider the ingredients and suitability of green cosmetics before making a purchase, policies could mandate more transparent labelling that provides comprehensive, consistent information on the components, sourcing methods, and environmental impact of products. This would enable consumers to make informed decisions and purchase products that meet their needs without compromising sustainability.

Table 6-7: Literature findings, conclusions, and recommendations: secondary research objective 5 (continued)

Recommendations based on South Africa and Zimbabwean consumers: Secondary Objective 5

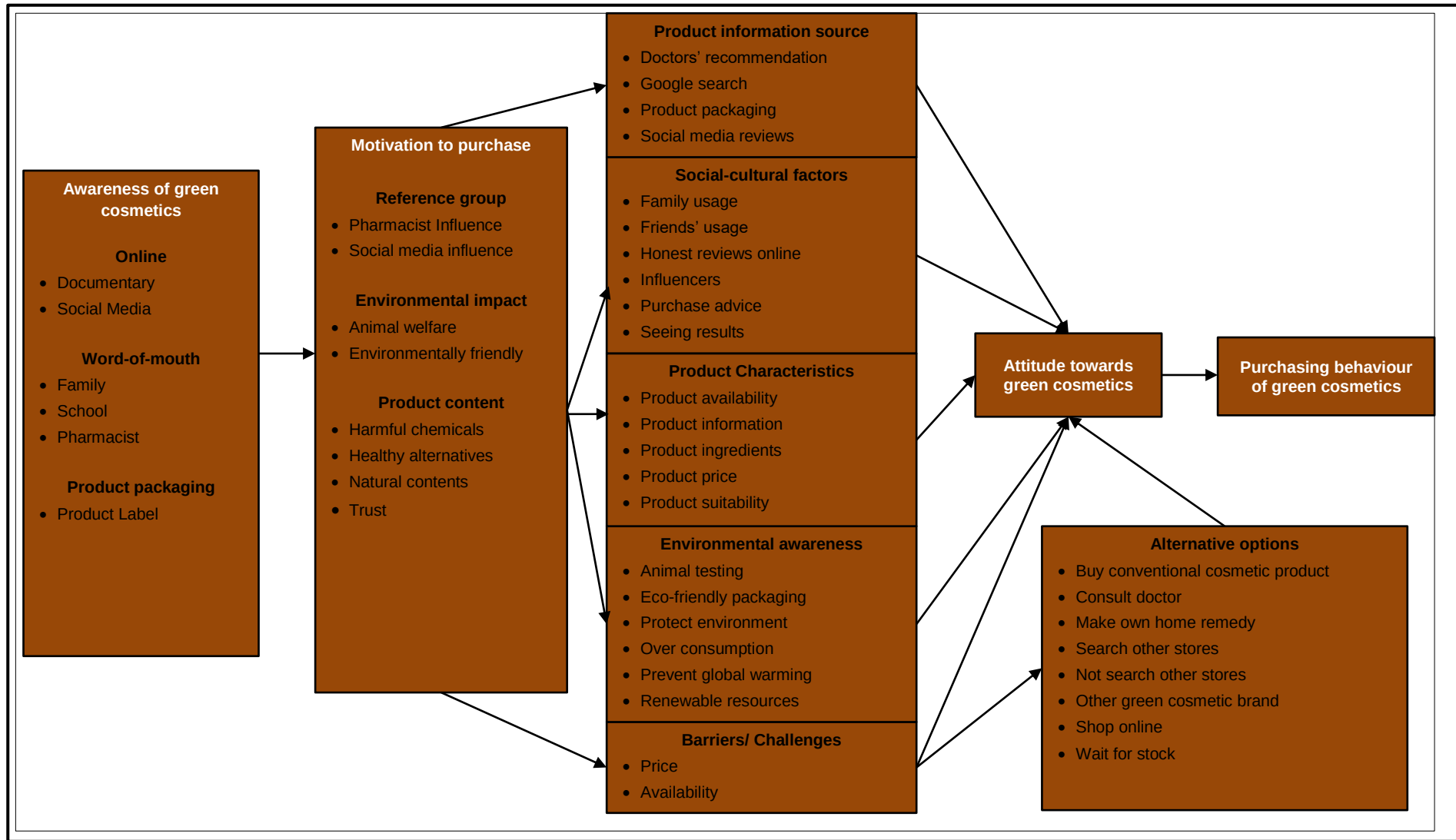
Recommendation 2.11: Businesses must fully comprehend that consumers want choice and flexibility from consumer service. Businesses should grasp that substitutes provide choices and alternatives for consumers while creating competition and lower prices in the marketplace. Thus, a business should offer multiple options or alternatives that ensure consumers can find a solution that best fits their needs and preferences. In addition, businesses must develop good green cosmetics available at great locations as well as a great website, because these they are all important factors to consider when attracting consumers from competitors. Several legislative interventions can be implemented to boost product availability, enhance brand loyalty, and boost consumer trust in green cosmetics. When implemented by governments, such interventions can significantly promote green consumerism in South Africa and Zimbabwe and solve the problems noted in the study. The frequent unavailability of popular green cosmetics is one of the main issues noted, which causes consumers to switch between brands, search for alternatives, or even switch to traditional products. The government may incentivise producers and retailers to guarantee a consistent supply of green cosmetics by assisting local manufacturers with logistics to lessen their dependency on global supply networks. Consumers are less likely to switch brands or turn to less sustainable alternatives if green cosmetics were readily available in physical and online locations. Therefore, improvements in the online availability of green cosmetics should also be the policy focus, especially for consumers who prefer to shop online when their preferred brands are unavailable. The government can encourage e-commerce platforms to incorporate functionalities that enable consumers to monitor the stock levels of their preferred green products and receive alerts when the products are in stock. Policies should also support public education efforts emphasising the benefits of adopting properly made green cosmetics versus do-it-yourself alternatives for consumer who turn to home remedies or switching to conventional cosmetics. Such advertisements should highlight the possible health hazards of home remedies' uncontrolled substances and provide information on choosing safe, eco-friendly, and efficient cosmetics from well-known green manufacturers. The government can assist in lowering the reliance on potentially hazardous substitutes by empowering consumers to make safer, more informed decisions. This can be achieved through public awareness campaigns, regulatory measures, and support for businesses that promote and sell green cosmetics. The government should incentivise businesses to increase consumer brand loyalty to address further brand loyalty and frequent switching between green cosmetic brands. Loyalty programmes, which give loyal consumers discounts or special incentives, could help to achieve this. Manufacturers might also be urged to create a certification programme for green cosmetics, making it simpler for consumers to recognise reliable brands and continuously motivating businesses to uphold strict sustainability and product quality requirements.

6.4.6 Secondary objective 6

Secondary objective 6 set out to develop a conceptual framework that elucidates the green cosmetics buying behaviour of South African consumers and identifies key factors influencing their purchasing decisions.

An in-depth analysis of the empirical findings related to the South African participants led to the formulation of the conceptual framework in Figure 6-1. Consumers become more attentive to their needs as soon as a discrepancy is evident between their desired condition and their actual reality (Mishra, 2018:5). Evidently, one aspect of need recognition is determining the issue in an approach that makes it possible for the consumer to proceed to seek a solution (Jung & Mittal, 2020:62). According to Patwary *et al.* (2020:14), consumers are increasingly requiring information on how green products are made and how they affect the environment. Consumers became aware of the need to reduce the negative impact of modern consumerism by purchasing green cosmetics. The the empirical findings showed that South African consumers first became aware of green cosmetics through the use of online media (documentaries and social media), word-of-mouth (family, friends and pharmacists), and products packaging (product labels). The moment when a consumer becomes aware of green cosmetics, Syed *et al.* (2021:75) suggests that the consumers' desire to find a solution becomes an important determinant in their decision-making process. This can be characterised as an internal motivational force that prompts consumers to engage in favourable buying behaviours. The South African consumers in this study were motivated to purchase green cosmetics by their reference group (pharmacists and social media), environmental impact (animal welfare and environmentally friendly products), and product content (harmful chemicals, healthy alternatives, natural contents, and trust). Despite the consumers being motivated to purchase green cosmetics, it remains important to consider the factors that drive or hinder consumers from purchasing green cosmetics. Guerreiro and Pacheco (2021:10) and Patwary *et al.* (2020:18) note that consumers hardly ever “walk the talk”, and routinely purchase products that are dangerous to the environment, despite being motivated to purchase green cosmetics. The empirical results showed that the South African consumers are motivated to purchase green cosmetics by product information sources, sociocultural factors, product characteristics and environmental awareness. However, the South African consumers are constantly faced with barriers and challenges (product unavailability and price) that hinder consumers from purchasing green cosmetics – leading consumers to seek alternatives or changing their purchase intentions.

Figure 6-1: Conceptual framework on the factors influencing purchasing decisions of South African consumers

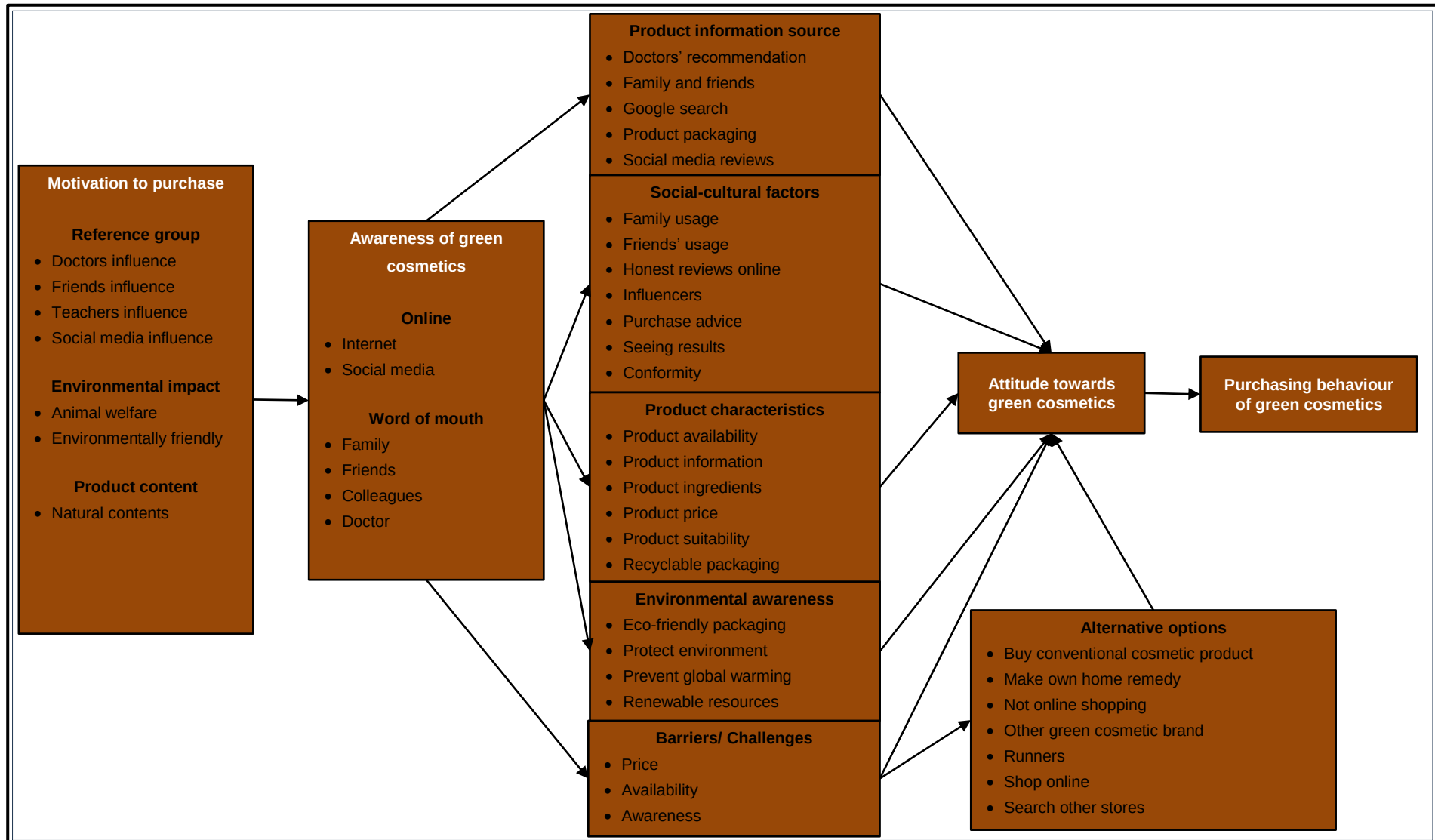


6.4.7 Secondary objective 7

Empirical secondary objective 7 aimed to develop a conceptual framework that elucidates Zimbabwean consumers' green cosmetics buying behaviour and identifies key factors influencing their purchasing decisions.

An in-depth analysis of the empirical findings of the Zimbabwean participants led to the formulation of the conceptual framework in Figure 6-2, developed below. Stankevich (2017:10) notes that a purchasing notion is created when a need or problem is recognised, depending on the situation and circumstances, such as personal or situational factors. Green consumerism has evolved and expanded because of environmental concerns and consumer awareness of the benefits of ecologically friendly products ever since consumers became increasingly concerned with solutions to mitigate global warming (Alamsyah & Hariyanto, 2017:2). Consumers became aware of the need to reduce the negative impact of modern consumerism by purchasing green cosmetics, the empirical findings showed that the Zimbabwean consumers first became aware of green cosmetics through the use of online media (internet, and social media influence) and word-of-mouth (family, friends, colleagues, and doctors). The moment when a consumer becomes aware of green cosmetics, their choice is a matter that involves personal drivers and motivations as well as fundamental behavioural patterns that can be construed as a manifestation of the consumer's decision (Wertenbroch *et al.*, 2020:430). The Zimbabwean consumers in this study were motivated to purchase green cosmetics by their reference groups (doctors, friends, teachers, and social media influence), environmental impact (animal welfare and environmentally friendly products), and product content (natural contents). Despite the consumer being motivated to purchase green cosmetics, it is important to consider the factors that drive or hinder consumers from purchasing green cosmetics. There are specific traditional barriers that consumers will not compromise on when intending to purchase green products, such as availability, convenience, affordability, quality, and performance. These often comprise the reasons why consumer intentions rarely translate into actual green purchasing intentions (Wijekoon & Sabri, 2021:22). The empirical results showed that the Zimbabwean consumers are motivated to purchase green cosmetics by product information sources, sociocultural factors, product characteristics and environmental awareness. However, the Zimbabwean consumers are constantly faced with barriers and challenges (product unavailability and price) that hinder consumers from purchasing green cosmetics leading consumers to seek alternatives or affect their purchase intentions.

Figure 6-2: Conceptual framework on the factors influencing the purchasing decisions of Zimbabwean consumers



6.4.8 Secondary objective 8

Secondary objective 8 set out to compare the South African and Zimbabwean conceptual frameworks to establish similarities and differences in terms of green cosmetics buying behaviour between the countries.

Although consumers generate their autonomous patterns of consumption and behaviour through their choices, Gupta (2024:498) indicates that by analysing purchasing trends and decision-making processes, consumer behaviour patterns are of great use to businesses looking to match their strategies to the demands and preferences of their target market. Under factors such as country and region-specific sizes or densities, consumers are categorised geographically based on the theory that people in a particular geographic area could possess comparable desires (Govind *et al.*, 2018:1942).

6.4.8.1 Theme 1: Motivation for consumers to purchase green cosmetics

6.4.8.1.1 Reference group similarities and differences

South Africa has experienced a significant rise in terms of the importance of social media and influencer culture, as well as reference groups like pharmacists and online communities. The beauty industry trends regarding the growing consciousness of sustainability and wellness have significantly impacted the South African consumer, causing reference groups to promote green cosmetics. As a result, there is an increasing number of South African consumers who are exposed to green-conscious influencers and medical professionals who support using green cosmetics, increasing the green cosmetic appeal on various social media platforms. Consumers use social media to connect with multiple social media influencers and consumer reference groups, and thus, social media has played a crucial role in increasing the green cosmetics appeal in South Africa. Furthermore, reference groups have increased the desire of South African consumers to support international movements like ethical consumerism and environmental conservation.

Despite the unique circumstances in Zimbabwe, reference groups hold equal significance to South Africa. Zimbabwean consumers often depend on the advice and experiences of trusted reference groups, such as families and close-knit communities, to make purchasing decisions despite the economic hardships such as inflation and limited discretionary income. In this context, advice from friends or community reference groups is the primary influence in aiding in the purchasing of green cosmetics. There is a green awakening, although coupled with a limited market of green cosmetics in Zimbabwe, thus, the influence of community-based reference groups can help consumers to navigate the scarcity and higher prices of green cosmetics.

Reference groups serve as reliable sources of knowledge in both South Africa and Zimbabwe due to green cosmetics being considered a niche market. However, South Africa and Zimbabwe's social and economic contexts shape the influence exerted by these reference groups. While international beauty trends and online communities influence South African consumers, Zimbabwe's regional reference groups dominate more traditional, community-focused networks. This contrast highlights the role of reference groups in shaping consumer behaviours and the importance of social connections in driving the adoption of green products.

6.4.8.1.2 Environmental impacts: similarities and differences

The growing awareness of environmental sustainability, animal welfare, and cruelty-free products has resulted in South Africans considering the ethical implications of their purchase decision. The global trends and regional movements have motivated South African consumers to purchase green cosmetics through the ease of access to information through social media and the Internet. Consumers in the South African market had an increased motivation to purchase green cosmetics regularly because of being exposed to global eco-consciousness norms through influencers, product hauls, and online platforms. As a result, for South Africans, purchasing cruelty-free cosmetics is not just a choice, but a statement of the consumer's commitment to an ethical and sustainable future through joining a broader global movement for ethical consumption and avoiding goods that have undergone animal testing. On the other hand, the desire to promote and support animal welfare has led to the growing trend among consumers in Zimbabwe to purchase green cosmetics, highlighting the concerns associated with sustainability, product safety, and health. The health advantages that are connected with cosmetics devoid of dangerous chemicals and toxins appealed to the Zimbabwean consumer. There is an increasing interest in purchasing green cosmetics to protect the environment, as word-of-mouth recommendations from classmates, family, and local community leaders significantly influence Zimbabwean consumers.

Consumers in Zimbabwe and South Africa are unified in their desire to shun cosmetics that use animals in testing, reflecting a growing ecological consciousness and a premium placed on animal welfare. While the factors influencing consumer choices vary depending on the socioeconomic and cultural contexts, South Africa and Zimbabwe are experiencing a shift towards ecological consciousness and a preference for cruelty-free and green products. Zimbabwean consumers are guided by community-based recommendations, local availability, and health considerations, while global trends and reference groups play a significant role in shaping the choices of South African consumers in urban and digital environments. However, the common thread between both countries is the shared desire to contribute towards a greener future and reduce the harmful effects of conventional cosmetic practices on animals and the environment.

6.4.8.1.3 Product content

A great importance was placed on the health and safety attributes linked to the purchasing of green cosmetics, since South African consumers are more conscious of the potentially dangerous chemicals and artificial ingredients found in conventional cosmetics. A large number of the South African participants have examined the components in traditional beauty products and found that traditional cosmetics are connected to allergic reactions, skin irritation, and long-term health hazards. Consumers are actively seeking green cosmetics, given that consumers share the sentiments that green cosmetics provide a safer and healthier option for their skin and are less likely to have adverse effects, especially for consumers with sensitive skin. On the other hand, the Zimbabwean market is increasingly becoming aware of green cosmetics, attributed to the natural contents in green cosmetics; however, the possible harm associated with the harsh chemicals in conventional cosmetics is not as prominent in their reasons. Given that green cosmetics are regarded as a more natural and holistic option, Zimbabwean consumers highlight the advantages of using green cosmetics for overall health and well-being. Although consumers in Zimbabwe believe that green cosmetics are safer and healthier, it is possible that consumers do not fully understand the potential negative impact of the harmful chemicals found in traditional cosmetics as much as consumers in South Africa do.

Due to differences in information availability and exposure to international beauty standards, South Africa and Zimbabwe participants have different opinions about green cosmetics' health advantages. South African consumers are more inclined to conduct in-depth research on the components of cosmetics, and South African consumers are impacted by international beauty trends, highlighting the risks associated with chemicals in personal care products. The information that the South African consumers are privy to aid the consumers to make well-informed decisions regarding the safety and effectiveness of the cosmetics they purchase, something that Zimbabwean consumers may not always be able to do. This is because they may not have as direct access to the same amount of information or may place more importance on other considerations like availability and price than on a thorough ingredient analysis. South African and Zimbabwean consumers are part of a global trend towards more conscientious consumption and share a common desire to choose products that preserve the environment and are a healthy alternative for the skin.

Participants in Zimbabwe and South Africa have different reasons for purchasing green cosmetics, even if the consumers are motivated to purchase green cosmetics due to their natural ingredients. South African consumers emphasise safety and long-term skin advantages by weighing the detrimental effects of harsh chemicals in conventional cosmetics and selecting green cosmetics as a healthier option. Although Zimbabwe consumers value natural components,

the possible risks associated with traditional cosmetics are largely overlooked, and consumers concentrate on green cosmetics' overall health and sustainability advantages. These differences highlight the gaps in awareness and information availability between nations and the distinctive ways consumers prioritise their health and environmental values in various circumstances.

6.4.8.2 Theme 2: Awareness of green cosmetics

6.4.8.2.1 Online similarities and differences

South Africans and Zimbabweans shared a great deal of similarities in the tools that the consumers used to learn about green cosmetics, making social media and social media and other digital platforms essential in promoting awareness of green cosmetics. Social media personalities and influencers are instrumental in spreading awareness as they promote the advantages of green cosmetics through product hauls and honest product reviews. Social media have become more than just a promotional tool; it has become a potent tool for connecting with consumers worldwide by creating a sense of community among consumers in South Africa and Zimbabwe, enabling consumers to share experiences and learn from one another. Social media influencers sharing their experiences with green cosmetics have contributed to the credibility and trustworthiness of the products.

However, South Africa and Zimbabwe have distinct ways in which consumers would absorb information on green cosmetics outside social media. The participants in Zimbabwe frequently use the internet as their primary information resource and view the internet as a one-stop resource for information regarding green cosmetics. A great reliance on the internet was evident in Zimbabwe, where product availability is limited and access to physical retail establishments. The internet empowered consumers to make well-informed decisions as it allowed consumers to research different green cosmetics manufacturers, read in-depth reviews, and compare prices and ingredients without being limited by location. The results showed that some Zimbabwean consumers would take a proactive approach to seek information on green cosmetics; thus, the internet broadened their knowledge beyond local offers and provided insights from foreign marketplaces. Zimbabwean consumers are also more inclined to rely on internet forums and international e-commerce platforms for product education, and thus the internet is a crucial resource for increasing awareness of green cosmetics and assisting consumers in making well-informed judgments.

One distinctive difference that was noted by one of the South African consumers was the reliance on documentaries. Participants highlighted that the storytelling effect of documentaries primarily educated the participants on the detrimental effects of traditional cosmetics on their health and the environment. As a result, documentaries make the problem of traditional cosmetics seem

urgent and personal, as this narrative-driven strategy appeals to South African consumers to realise the harm caused by the extensive use of hazardous substances and animal testing in the beauty industry. Documentaries provide an eye-opening experience that increases awareness and encourages South African consumers to make more ethical decisions by providing strong visual evidence that instils a sense of obligation to purchase cosmetics consistent with their beliefs, especially those related to sustainability, animal welfare, and individual health.

Social media influencers are instrumental in spreading information about green cosmetics in South Africa and Zimbabwe. To increase awareness of green cosmetics, consumers in South Africa and Zimbabwe employed different methods to research and educate themselves. When researching green cosmetics, Zimbabwean consumers mostly rely on the internet, which is a central location for information regarding green product businesses, ingredients, and reviews. On the other hand, South African consumers also mentioned documentaries as part of their information-gathering process; these visual narratives offer a more profound understanding of the detrimental impacts of traditional cosmetics and encourage a shift toward more environmentally friendly alternatives.

6.4.8.2.2 Word-of-mouth: similarities and differences

The majority of consumers were initially made aware of green cosmetics through trusted individuals rather than business promotions, indicating that consumers in South Africa and Zimbabwe value trust-based awareness. Word-of-mouth was the most recurring trend that shaped the awareness of green cosmetics in both empirical findings, with families and medical experts contributing significantly to the raised awareness. The results emphasised the importance of personal connections and reliable sources in shaping consumer behaviour, given that consumers need to have confidence in the benefits of green cosmetics. The similarities that were evident in South Africa and Zimbabwe are that family members were an important source of information that consumers turned to when seeking recommendations about health-related products, and their advice is highly valued. Additionally, healthcare providers have a comparable impact on participants in South Africa and Zimbabwe, given the knowledge that medical professionals have on cosmetics that contain fewer dangerous chemicals or improve skin health. As a result, the empirical findings prove that medical professionals' advice is crucial as it blends professional knowledge with a concern for the individual's well-being, thus making them a vital source of trust when buying green cosmetics.

However, both the South African and Zimbabwean markets not only relied on families and medical experts but also expanded their knowledge of green cosmetics through various word-of-mouth sources. The study recognised schools as significant in enhancing awareness of green cosmetics

in South Africa since schools are incorporating sustainability, environmental awareness, and health into the curriculum, which includes the benefits of natural and green products, significantly shaping the knowledge and preferences of consumers. South African consumers identified educational influence as a key factor in the decision-making process, whereas consumers in Zimbabwe preferred recommendations from individuals who had similar experiences or cultural ties. Therefore, given the limited access to advertising, Zimbabwean consumers relied more on peer-to-peer personal experiences.

In conclusion, there were similarities in how the South African and Zimbabwean markets both increased awareness of green cosmetics from reliable individuals like family members and medical professionals. However, participants from South Africa expressed that schools are increasingly including health and sustainability education into the curricula, aiding in the awareness of the importance of purchasing green products and sustainable living. On the other hand, most Zimbabwean consumers rely on friends and coworkers to disseminate information through word-of-mouth, pointing out the significance of informal networks in influencing consumer decisions.

6.4.8.2.3 Product packaging: similarities and differences

South African and Zimbabwean consumers differed quite significantly in terms of learning about green cosmetics and product evaluation, especially when considering the components of product packaging. The responses provided by the South African consumers had a consensus that actively comparing the ingredients listed on product labels increased awareness of green cosmetics. Thus, South African consumers are more knowledgeable of green cosmetics, enabling the consumer to pinpoint the essential indicators that constitute a product to be green, such as the usage of sustainable packaging, the existence of eco-friendly or organic certifications, and the lack of dangerous chemicals. Much importance was placed on product transparency by the South African consumers, especially on ingredients and production processes, which reflects a more consumer-savvy approach. As a result, given that consumers are cognisant of the harmful effects of artificial chemicals in cosmetics, product labelling has become paramount in providing easier access to information on the benefits of natural and organic products. The knowledge about green cosmetics that exists amongst the consumers enables the consumers to make conscious purchases that are safe for their health while aligning with their ethical values, such as sustainability and cruelty-free practices. On the other hand, the evaluation of the product packaging did not have a significant influence on influencing awareness of green cosmetics in Zimbabwe as compared to South Africa. Therefore, the focus on the product label as a source of information seems less prominent for Zimbabwean consumers. This discrepancy could be caused

by Zimbabwe's underdeveloped green cosmetics market, where consumers might not always have access to thorough packaging and ingredient information found in more developed markets.

In conclusion, the contribution of product labelling to increasing awareness of green cosmetics is a significant area of distinction between participants from South Africa and Zimbabwe. Participants from South Africa are more likely to become more conscious by carefully reading labels and ingredients, enabling them to make well-informed choices regarding the cosmetics sustainability, safety, and ethical standards. On the other hand, Zimbabwean participants are more likely to be aware of products through word-of-mouth and personal recommendations from friends, family, and co-workers than through product packaging.

6.4.8.3 Theme 3: Barriers and challenges when considering to purchase green cosmetics

6.4.8.3.1 Price: similarities and differences

Comparable results were identified in the South African and Zimbabwean markets, where the consumers expressed affordability issues, highlighting that green cosmetics are more expensive than conventional cosmetics. According to the participants, the premium prices of green cosmetics significantly influenced purchase decisions, leading consumers to frequently choose less expensive conventional alternatives instead. South African and Zimbabwean markets comprise price-sensitive consumers who are aware of the potential advantages of green cosmetics, but budgetary constraints prevent consumers from using green cosmetics.

Nevertheless, since consumer behaviour is dynamic, how consumers evaluate the perceived advantages of green cosmetics against the price difference, notwithstanding these affordability problems, was one of the notable differences that consumers in South Africa and Zimbabwe exhibited. A participant in South Africa cited the long-term health and environmental advantages of green cosmetics to justify the premium prices, as green cosmetics are free of dangerous chemicals and better for the environment. The results from the South African market reflected a commitment amongst the participants to promote green products, despite premium prices. On the other hand, Zimbabwean participants emphasised how the country's financial instability increased the financial constraints faced by the consumers. Therefore, despite being aware of the advantages associated with purchasing green cosmetics, the participants' inclination to purchase green cosmetics was sometimes overshadowed by the premium price when participants engaged in a cost-benefit analysis. As a result, due to Zimbabwe's economic situation, consumers may be more inclined to value price over the environmental or health benefits of green cosmetics.

In conclusion, despite South African and Zimbabwean consumers having comparable concerns about affordability regarding green cosmetics, the degree to which price affects consumer choice differs. The results indicated that the instability in the economic situation forced Zimbabwean consumers to purchase less expensive conventional cosmetics, while South African consumers are likely to bear the higher prices of green cosmetics as they value the long-term benefits of using green cosmetics.

6.4.8.3.2 Availability: similarities and differences

Product availability was one of the prevalent obstacles that were evident amongst South African and Zimbabwean consumers, and which hindered green cosmetic purchases. The lack of availability of green cosmetics stemmed from the limited manufacturing and sales, which were also mentioned by the participants as significant causes of the shortage of these products in both situations. There was a consensus amongst the participants that the preferred green cosmetics were not always conveniently available, and when they were available, only a select number of retail stores offered the products. As a result, there was a discrepancy between the desired action and the actual purchasing behaviour of green cosmetics due to the access constraint, which forced participants to either compromise on their green cosmetic selections or give up entirely in favour of more accessible conventional cosmetics.

Despite the shared concern about product supply, South Africa and Zimbabwe faced distinct challenges. A differentiating factor amongst participants in South Africa is the limited range of selection of green cosmetics, which was evident highlighted issues in whereby the retailers that stocked on green cosmetics offered only a few brands or product categories posing a significant obstacle for consumers to find green cosmetics that met their needs, tastes, or budget. The results showed that there are an increasing consumer knowledge and desire in South Africa for sustainable products, necessitating an urgent need for a more diverse range of green solutions to become available in South Africa's established cosmetics market. As a result of the limited selection, participants compromised on their principles and settled for cosmetics that did not fully satisfy their needs.

On the other hand, the Zimbabwean market mainly concentrated on product unavailability due to production and distribution limitations. Supply chain instabilities, coupled with the country's economic difficulties, have made it extremely difficult for businesses in Zimbabwe to import and market a range of green cosmetics. As a result of having limited access to green cosmetics, the purchasing process becomes tedious, making the incorporation of green cosmetics into the daily lives of consumers difficult. In instances where the participants were eager to purchase green cosmetics, the consumers' options for green cosmetics were frequently too limited to satisfy their

particular requirements or preferences due to the shortage of green cosmetics in Zimbabwean retailers.

In conclusion, one of the barriers identified by participants in South Africa and Zimbabwe was limited access to green cosmetics. South African consumers revealed that even though the green industry is gaining prominence, there is still a limited selection of green cosmetics to cater to every skin type, making the decision-making process difficult. However, the supply chain constraints, paired with economic considerations have complicated the purchase of green cosmetics.

6.4.8.3.3 Awareness: similarities and differences

The level of awareness of green cosmetics was identified as one of the notable distinctions, although the degree to which a lack of awareness affected purchasing decisions differed in the South African and Zimbabwe markets. A major obstacle was identified by Zimbabwean consumers, despite their interest in purchasing green cosmetics. Reports were made by consumers that alluded to the difficulties faced in determining the legitimacy of green cosmetics as a result of a lack of information and inadequate advertising. For that reason, inadequate knowledge and the absence of easily comprehensible information led to scepticism on the claims made by green brands, prompting consumers to occasionally choose conventional cosmetics instead.

The knowledge that the Zimbabwean consumers have of green cosmetics is a result of the proactive approach to self-educating on green cosmetics, rather than relying on retail promotions or mainstream advertising. The results from the study showed consumers actively seeking out certification labels, reading product reviews, and researching companies that value sustainability and transparency to gain in-depth knowledge of green cosmetics. There is a need for accessible and clear information on green cosmetics because the reliance on individual self-education causes green cosmetics to be less appealing to a broader audience. As a result, the Zimbabwean green cosmetic requires immediate intervention to improve communication and awareness-raising capabilities to maintain consumer interest. Conversely, the opposite was true for the South African market, which indicated an abundance of information available regarding green cosmetics due to increased advertisement and availability of green cosmetics in mainstream stores, resulting in a societal shift toward sustainability consciousness. The developed market of green cosmetics has made eco-labelling, product transparency, and certifications available to consumers to aid in confirming the veracity of green claims, highlighting the need for clearer product information in Zimbabwe. Therefore, the awareness of green cosmetics did not pose a significant obstacle in South Africa, enabling consumers to make informed and educated decisions without depending on self-education.

The research study showed the urgency of promoting awareness of green cosmetics; however, a lack of advertising and inadequate knowledge and awareness about green cosmetics severely hampered consumer confidence and engagement in Zimbabwe. However, a more advanced knowledge infrastructure surrounding green cosmetics benefits South African consumers, enabling consumers to make more informed purchases. The difference in awareness between the two countries emphasises the pressing need for more marketing, educational initiatives, and unambiguous product labelling in Zimbabwe.

6.4.8.4 Theme 4: Factors affecting the consumer decision-making process when considering to or purchasing green cosmetics

6.4.8.4.1 Environmental awareness: similarities and differences

The results of the study indicated that consumers in South Africa and Zimbabwe expressed a desire to protect the environment, and their environmental knowledge significantly influenced their purchase decisions. A strong desire to reduce environmental impact drove the consumers in both countries to promote green products and purchase green cosmetics. To combat global warming and support environmental conservation, the use of eco-friendly packaging and cosmetics derived from renewable resources particularly resonated with South African and Zimbabwean participants. The purchase of green cosmetics is aligned with consumers' broader principles of green sustainability that guide consumer decisions to promote businesses that prioritise environmental integrity. Participants in both countries identified environmental awareness as a significant motivator in influencing consumer behaviour, and thus increasing awareness will promote the purchase increase of green cosmetics.

Notwithstanding these commonalities, the study's evidence showed that participants in South Africa and Zimbabwe highlighted significant differences in how environmental awareness influenced purchasing decisions. Although environmental concerns had a significant role in influencing participant decisions, some participants from Zimbabwe and South Africa stated that their level of environmental awareness did not significantly impact their decisions to purchase green cosmetics. As a result, these contradictory findings imply that for some consumers, despite growing environmental awareness, environmental awareness is not always the primary determinant of consumer purchase decision, especially when other obstacles like price or accessibility are more prevalent.

The South African market demonstrated a deeper understanding of the broader environmental impact of conventional cosmetics. Consumers in South Africa are actively avoiding conventional products that contain dangerous chemicals and excessive plastic packaging, which significantly contribute to environmental deterioration. Thus, consumer awareness of the harmful effects drove

consumers to purchase green cosmetics to mitigate the damaging effects of the cosmetic industry's operations on the environment and promote sustainability. Furthermore, South African consumers exhibited a clear understanding of the moral issues surrounding animal testing and actively purchased cruelty-free cosmetics and avoided companies that used animals in their experiments. This reinforced the idea that using green cosmetics was a way to align consumers' beauty regimens with their principles. In contrast, in the Zimbabwean market, while environmental awareness remained a key factor in the decision-making process, the ethical dimension of animal testing did not emerge as prominently in the study. The differences in animal testing considerations when purchasing cosmetics reflect the varying levels of exposure to global sustainability movements, or consumer education about animal rights in the two countries.

The level of influence that environmental awareness has on South African and Zimbabwean consumers' purchase decisions varies, despite both countries using green cosmetics to protect the environment. Similar environmental concerns were evident in South Africa and Zimbabwe, where participants placed great importance on eco-friendly packaging and renewable resources in cosmetics. However, Zimbabwean participants placed less emphasis on animal experimentation in cosmetics than South African consumers. South Africa has an advanced market for green and cruelty-free products that provides consumers with more significant opportunities to engage with these ethical concerns, while Zimbabwe's market may not necessarily focus on eco-conscious and cruelty-free products.

6.4.8.4.2 Socio-cultural similarities and differences

Socio-cultural variables in South Africa and Zimbabwe were a significant determinant of the decision to purchase green cosmetics. Families, friends, and influencers have a significant influence on the purchasing decisions in both South Africa and Zimbabwe as they provide candid evaluations and personal results from using green cosmetics. The guidance and product benefits that consumers get from reliable reference groups are crucial in persuading participants to adopt green cosmetics and making consumers feel more secure about their purchases. Much importance was placed on the advice and experiences from a trusted circle of family and friends, and it has become a powerful tool in influencing the purchase decision of green cosmetics as compared to traditional advertising. Furthermore, the growth of social media influencers in South Africa and Zimbabwe played a crucial role in the proliferation of green cosmetics trends. Social media influencers take on the persona of reliable individuals who offer honest product evaluations and foster a feeling of relatability, thus significantly influencing their followers' consumer behaviour. The important role that social media influencers have in influencing the adoption of green cosmetics bridges the gap between consumers and marketers, increasing the accessibility and familiarity of green cosmetics for a larger audience.

Even though socio-cultural factors had a beneficial impact on the majority of consumers, some participants from both countries indicated that socio-cultural factors had no bearing on their purchase decisions. Evidence from the study showed that consumers individually seek out information to educate themselves on green cosmetics rather than being influenced by others. Thus, some consumers in South Africa and Zimbabwe indicated that the self-education that these consumers engaged in enabled them to be more confident in influencing their social groups and motivating others to adopt green cosmetics. In contrast to other viewpoints expressed in the study, participants prioritised the authenticity of their decision-making process, indicating a more autonomous and individualistic approach to purchasing.

The desire to conform to a particular social group was an intriguing statement made by one of the participants in Zimbabwe to greatly impact their decision to purchase green cosmetics. This distinction shows the influence that social expectations have on consumer behaviour, the participant in this instance believed that purchasing green cosmetics was a means of conforming to the standards and values of a specific social group. As a result, the decision to purchase green cosmetics may have been influenced as much by social identification and belonging as by environmental awareness in Zimbabwe, where trends may not be as popular and access to green cosmetics may be restricted.

Socio-cultural factors were important in influencing the purchase of green cosmetics in Zimbabwe and South Africa; however, the degree and extent of influence differed. Numerous participants in both countries cited that social media influencers, honest product evaluations, and peer recommendations were key factors in their decision to purchase green cosmetics. However, the proactive approach of certain consumers to educate themselves on the benefits of green cosmetics gave these consumers the confidence to influence their social networks. The most significant difference was observed in Zimbabwe, where social pressure to fit in with a particular group appeared to be a significant factor in purchasing green cosmetics.

6.4.8.4.3 Product information sources: similarities and differences

The results from the study showed that South African and Zimbabwean participants expressed a strong reliance on social media evaluations to obtain information about green cosmetics. Social media provided consumers with the latest trends, product information, and empowered the consumers to make educated purchase decisions on green cosmetics. The vast real-time information available to the study's participants as a result of social media gave the participants confidence to try new products, given the proof of the advantages that green cosmetics promised to provide. In addition, consumers in both countries emphasised paying close attention to the packaging of green cosmetics to ensure that the green cosmetics were devoid of dangerous

ingredients and materials. Close inspection of the packaging was done to ensure that green cosmetics are suitable for individual use; thus, the participants in both countries were particularly drawn to packaging emphasising transparency, certification labels, or claims of being devoid of harmful ingredients.

The comparison of South African and Zimbabwean consumers revealed a prevalent theme of searching for various green cosmetic options on internet search engines by reading reviews, comparing ingredients, and investigating brands before engaging in a purchase. Using Google provided consumers with vast amounts of product information that would not always be easily accessible in physical settings, thus empowering consumers to make more informed decisions that matched their environmental principles and personal requirements. Another common factor in both countries was that advice from medical professionals was highly valued, especially regarding issues with skin health, allergies, or the effectiveness of green cosmetics. The majority of the participants relied on physicians to provide non-toxic, safe cosmetics that suit the participants' unique skin types and medical concerns, demonstrating the importance of reputable professionals in influencing consumer decisions, particularly in markets where consumers are less likely to try out new cosmetics.

One notable difference that was evident in the research study was that participants in Zimbabwe relied heavily on friends and family for product information, despite the fact that participants in both countries placed trust in professional advice, social media, and packaging to aid in their choices of green cosmetics. The advice that Zimbabwean consumers received from family and friends was based on personal experience with green cosmetics, providing invaluable assistance to consumers in navigating the green cosmetic market. Zimbabwean participants value first-hand, in-person suggestions and shared experiences from family and friends, resulting in a more collective decision-making method, highlighting the importance of social ties in the decision-making process.

The similarities that emerged between South African and Zimbabwean participants are that the participants place a great importance on product packaging, social media evaluations, online searches, and physician recommendations when making purchase decisions regarding green cosmetics. These methods that participants used to collect information highlight consumers' need for transparency and the guarantee to ensure that green cosmetics claims are legitimate. However, one significant distinction between the two countries was the greater weight Zimbabwean participants placed on friends and family as a source of product knowledge, emphasising the importance of social ties in the decision-making process.

6.4.8.4.4 Product characteristics: similarities and differences

The prevailing themes in South Africa and Zimbabwe were a shared concern about how a product should satisfy the needs and wants of consumers without sacrificing the product's characteristics. Several consumers indicated that their desire to purchase green cosmetics aligned with their needs, health, and environmental concerns, which are now major factors in the skincare and cosmetics industry. As a result, participants in both countries highlighted the importance of several product attributes, including the product's components, pricing, packaging information, and how well the product suits the consumer's skin before making a purchase. Nonetheless, the research indicated contradicting results in terms of availability and price increases, since participants reported different reactions when the price of green cosmetics increased or when green cosmetics were not available. The strong desire to purchase green cosmetics influences the participants in both countries to purchase alternative green cosmetics and comparable green cosmetics from other businesses, illustrating the intricate connection between the actual realities of market availability, pricing, and consumer loyalty to green businesses. As a result, price sensitivity and availability concerns remain significant obstacles that may prevent consumers from regularly selecting green cosmetics over conventional alternatives, even though there is a growing interest in green products.

An intriguing distinction of understanding the product's lifecycle emerged from one of the Zimbabwean participants, who emphasised that one of the key product features that affected their purchasing decision was cosmetics packaging's recyclable nature. A great importance was placed on a product's entire lifecycle, from manufacture to disposal, highlighting the broader environmental impact of packaging waste. Although consumers in both countries valued environmental awareness, Zimbabwe appeared to place greater emphasis on packaging recyclability as a determining factor, while South African participants placed less emphasis on recyclability when purchasing green cosmetics. The reason for such results can stem from the fact that the market for green cosmetics is more developed in South Africa, and thus consumers are aware of green cosmetics that adhere to broader sustainability requirements, making packaging issues less of a concern for many consumers. However, Zimbabwe's market may still be developing, with consumers attributing greater significance to a product's packaging and environmental impact. Consumers in both South Africa and Zimbabwe evaluated the price, ingredients, general appropriateness of green cosmetics, and product availability as crucial factors. However, participants' reactions to price increases or product unavailability varied; some chose greener alternatives, while others resorted to conventional cosmetics. Zimbabwean participants' attention to package recyclability was a noteworthy difference, demonstrating a more nuanced concern about the environmental impact of the product's whole lifecycle.

6.4.8.4.5 Alternative options

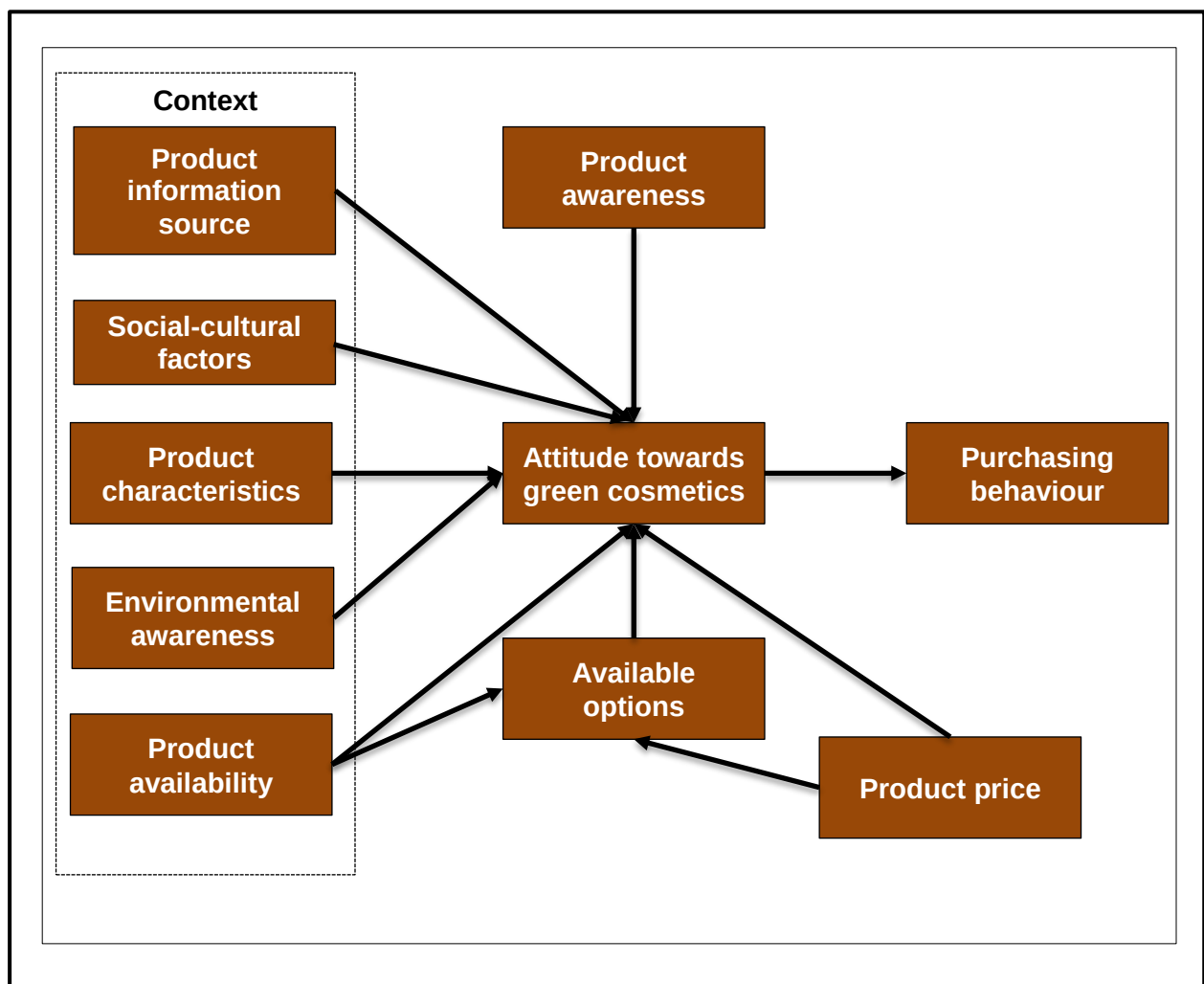
The lack of brand loyalty to one green cosmetic brand was one of the notable similarities that existed between South Africa and Zimbabwe. The lack of consistent availability of green cosmetics heightened the frustrations of the majority of participants in both countries, leading to a switch between several green cosmetic brands. The participants highlighted that they frequently switched green cosmetic brands because green cosmetics were frequently sold out, making it hard for consumers to depend on a single brand for all their skincare requirements. Thus, the constant search for alternatives caused a disturbance in purchasing patterns and created uncertainty when selecting green cosmetics. Participants who exhibited brand loyalty had to adopt different tactics to purchase preferred green cosmetic brands by either purchasing online or at other retailers in instances when there was difficulty locating the participants' preferred green cosmetics in a preferred retail store. The findings showed that those consumers who were brand loyal but had trouble finding the green cosmetic brand in the usual locations opted for online purchasing. Similarly, several participants actively sought their preferred brand at different stores, highlighting the extent to which consumers were prepared to locate reliable and preferred green cosmetics.

There was a clear distinction in consumer behaviour in terms of how participants in the two countries responded to green cosmetics shortages. The rise of green-conscious consumers in South Africa has resulted in consumers actively seeking advice from a physician to choose a suitable green cosmetic substitute if their preferred brand was unavailable or while waiting for the cosmetics to be restocked at their preferred retail establishment. A participant in South Africa indicated that the driving force behind waiting for the products to be restocked at their preferred retail establishment was due to the loyalty incentives or reward points that the consumers collected from frequenting the same store, indicating stronger brand loyalty because of the benefits of loyalty programmes. On the other hand, participants from Zimbabwe responded differently to product unavailability, with the majority of the participants indicating that purchasing green cosmetics online was not an option, as they opted to use the services of a runner who would search for the consumers' desired green cosmetics at various retail stores. Thus, using a runner demonstrates a more individualised and casual shopping style as participants in Zimbabwe typically turn to reliable locals to assist in locating difficult-to-find products. This approach also addresses the dearth of established internet infrastructure for green cosmetics in Zimbabwe and the restrictions on the availability of green cosmetics in physical retailers. The ways in which participants in South Africa and Zimbabwean responded to product unavailability differ, highlighting the two countries' different consumer behaviour and market development degrees. Due to the ease of waiting for green cosmetics restock or professional consultations,

South African consumers are likely to search for alternative green cosmetics because consumers have well-established retail networks and online purchasing platforms. On the other hand, consumers in Zimbabwe, who might have more significant logistical difficulties in obtaining green cosmetics, depend more on informal channels like runners and personal networks to meet their demands.

6.4.8.5 Joint comparative conceptual framework

Figure 6-3: Joint comparative conceptual framework of South Africa and Zimbabwe



6.4.8.6 Links between findings and comparative analytic framework

To effectively distinguish the similarities and differences between the findings of the study and previous research studies, the section compares the Theory of Planned Behaviour (TPB), the Value-Belief-Norm theory (VBN), Attitudes-Behaviours-Context (ABC) Theory, and the Alphabet theory. According to the theory of planned behaviour (TPB), the inclination that drives an individual's behaviour is their attitude, subjective norm, and perception of behavioural control

(Laheri *et al.*, 2024:282). Subjective norms refer to the perceived social pressure that individuals face to engage in a certain behaviour (Groening *et al.*, 2018:1859). One of the consistent results evident in the present study was that social and cultural variables play a significant role in shaping consumer behaviour and influencing consumers' decisions to purchase green cosmetics. This result is aligned with the subjective norm aspect of the theory of planned behaviour, because participants in both countries stated that recommendations from friends, family, and influencers, as well as honest product reviews and observing the effects of the products on their reference groups, influenced their decision to purchase green cosmetics. In contrast, according to Wu and Chiang (2023:5), attitude entails the actions and time that an individual takes to assess whether the behaviour is positive or negative. The present study found that environmental awareness influences participants' decision to purchase green cosmetics. The desire for animal welfare, natural resources in products, eco-friendly packaging, protecting the environment, and preventing global warming shows that consumers with strong environmental concern are prone to purchase green cosmetics, which is directly linked to the attitude component of TPB.

Karimi *et al.* (2021:3) emphasise that perceived behavioural control (PBC) is when an individual evaluates a behaviour and makes a judgement of whether the behaviour is feasible in a particular situation. The PBC component of TBP was evident in the findings, because consumers in both countries conducted a careful consideration of the product's suitability, price, ingredients, information, and alternative options before purchasing a green cosmetic to ensure that their purchase was feasible. The results from the study showed that the price sensitivity and product unavailability affected the PBC, thereby influencing the participants' purchase decisions. Some Zimbabwean participants cited a lack of awareness about green cosmetics as a reason for not purchasing green cosmetics. Participants in both countries cited product unavailability and high prices as barriers to purchasing green cosmetics. As a result, consumers can have a positive attitude towards green cosmetics, but do not always purchase green cosmetics due to financial constraints, availability issues, or a lack of awareness. Thus, the basis of TPB is questioned, since there is a discrepancy between the expected behaviour (purchasing green cosmetics) and the actual conduct (buying non-green cosmetics or using home remedies).

According to Groening *et al.* (2018:1859), the value-belief-norm theory (VBN) is largely used to evaluate the environmental context of a situation as it considers external (norms) and internal (values) impacts. Al Mamun *et al.* (2022:3) highlight that to guide an individual's daily activities, values are used as essential guiding principles that make available various beliefs that serve as organised systems that control one's attitude and behaviours. VBN focuses on an individual's ability to engage in green behaviour, because it assumes that the propensity of an individual to participate in green behaviour depends on whether that individual is more aligned with values that

exceed their immediate self-interest, such as altruistic or biospheric values, as opposed to egoistic values (Hong *et al.*, 2024:128). Strong egoistic individuals will prioritise and consider the impact of their behaviour on their resources, while altruistic individuals prioritise the impact of their behaviour on others, and biospheric individuals prioritise the impact of their behaviour on the environment and nature (Hiratsuka *et al.*, 2018:74). The cost and benefit analysis of green behaviour is significant to individuals with strong egoistic value orientations, and thus when the perceived benefits outweigh the perceived costs, these individuals will engage in green behaviour, and vice versa (Gupta & Nair, 2021:3). Based on the findings of participants in both countries, the three different values were apparent when participants were considering purchasing green cosmetics. The findings indicate that participants who will purchase conventional cosmetics if the price of the preferred green cosmetic increases or is unavailable is consistent with egoistic value. Hiratsuka *et al.* (2018:74) state that egoistic value normally involves avoiding engaging in green behaviour, since the costs to an individual exceed the benefits. On the other hand, green behaviour is associated with significant societal and environmental advantages, thus behaving by altruistic and biospheric values usually entails engaging in green behaviour (Hong *et al.*, 2024:128). The study's findings support altruistic and biospheric values as participants engaged in green behaviour, even when the preferred green cosmetic was unavailable – then the participants searched for green substitutes, developed at-home remedies, waited for stock to arrive, and shopped online when the product was temporarily out of stock, or the price increased.

According to the VBN theory, values (concern for the environment) impact beliefs (the advantages of using green cosmetics), which in turn influence individual norms (the moral need to preserve the environment) and, lastly, behaviour (Groening *et al.*, 2018:1859). The study's findings demonstrate that participants' environmental consciousness and desire to preserve the environment are consistent with the values and beliefs outlined in the VBN model. This implies that consumers in Zimbabwe and South Africa favour green cosmetics due to strong green beliefs. Sociocultural variables in the research study were found to influence personal norms, leading to the desire to purchase green products as an aspect of an individual's social identity. However, external constraints such as product unavailability and high prices challenge the VBN theory's direct link between environmental values and behaviour. The results of the study showed that even though participants are committed to engaging in green behaviours, the moment the consumers cannot afford or access green cosmetics, their norms may conflict with their actions, leading participants to purchase non-green cosmetics or make home remedies, which the VBN model does not predict. The VBN theory is challenged by the fact that many consumers exhibit both green and non-green behaviour (Groening *et al.*, 2018:1856).

One framework for describing how attitudes might influence behaviour is the Attitudes-Behaviours-Context (ABC) Theory, which asserts that when the context is neutral, attitudes are the primary determining factor of behaviour (Sadiq *et al.*, 2023:3384). Thus, contextual influences can negatively or positively affect behaviour and affect attitudes thus (Rivaroli *et al.*, 2020:2). According to the study's findings, South African and Zimbabwean consumers have positive attitudes towards cosmetics with natural ingredients and eco-friendly packaging, which is consistent with the ABC model. The research study's results highlight that the product attributes (e.g., ingredients, environmentally friendly packaging), social-cultural elements, and the availability of substitute products affect consumers' purchase decisions. The context's obstacles, such as high prices and unavailable products directly impact purchase behaviour. Even if consumers have a favourable attitude toward buying eco-friendly cosmetics, the consumers' behaviour will not match their attitude if they encounter obstacles such as high prices or limited availability.

VBN-ABC-D-K-IS-H theory, also known as the Alphabet Theory, was created in 2009 by Zepeda and Deal by combining and enriching VBN Theory and ABC Theory with additional parts, including the demographics (D), knowledge (K), information seeking (IS), and habit (H) (Rivaroli *et al.*, 2020:2). According to this paradigm, demographics shape attitudes (values, beliefs, and norms) and are constantly modified by context, knowledge, and information-seeking activity (Groening *et al.*, 2018:1856). According to Pramezwarly *et al.* (2021:1960), consumer habits are influenced by circumstance and attitude, which in turn affect behaviour. According to Testa *et al.* (2020:3436), knowledge and information searching are crucial to understand why consumers purchase green cosmetics. Consumers actively seek information on green cosmetics via various information sources (such as product packaging, Google searches, doctor's recommendations, reviews, and social media). This is consistent with the Alphabet Theory's information-seeking (IS) component, which suggests that consumers' behaviour is influenced by the consumer's quest for knowledge to enable consumers to make wise decisions when purchasing green cosmetics. However, the results showed that even though consumers can gather a great deal of information about green cosmetics, the moment they face barriers of high price and limited availability, the knowledge of green cosmetics will not be enough to influence the participants to purchase green cosmetics. Thus, since green cosmetics are expensive or difficult to obtain, consumers may choose DIY solutions or nongreen alternatives, even if they know the environmental effects. This suggests that while knowledge and information seeking are important, they are insufficient in light of external barriers. Habits and demographics were not considered for this study, since they are not statistically significant indicators of green purchasing behaviour. The Alphabet Theory helps to explain the complexities of consumer behaviour by demonstrating how a range of internal and external factors, such as values, beliefs, knowledge, context, habits, and demographics, affect

the decision-making process. However, obstacles like price and accessibility cast doubt on the notion that attitudes and values always influence buying decisions, highlighting the significance of including external restrictions in the model.

While the Theory of Planned Behaviour (TPB), Value–Belief–Norm (VBN) theory, Attitudes–Behaviour–Context (ABC) theory, and Alphabet theory are distinct, they collectively inform the present study’s theoretical framework. TPB contributes attitudinal, normative, and control-related factors influencing intention to purchase green cosmetics. VBN theory informs the role of environmental awareness, moral obligation, and personal values. The ABC theory highlights the interaction between individual attitudes and contextual factors such as availability and price, while the Alphabet theory provides insight into the influence of information, trust, and perceived barriers. These perspectives were synthesised to identify key constructs: environmental awareness, product information, perceived price, availability, and perceived barriers, which guided the development of the study’s conceptual framework and empirical investigation. Table 6-8 summarises the theoretical foundations underpinning the study by mapping the key constructs of the selected consumer behaviour theories onto the constructs used in this research. This alignment demonstrates how the study’s conceptual framework integrates established theoretical perspectives with the empirical variables examined in the South African and Zimbabwean contexts.

Table 6-8: Mapping theoretical constructs to study variables

Theory	Key constructs	Constructs used in this study
TPB	Attitudes, subjective norms, perceived behavioural control	Environmental awareness, reference groups, perceived barriers
VBN	Values, beliefs, norms	Environmental concern, moral motivation
ABC	Attitudes and contextual constraints	Availability, price, access
Alphabet theory	Information, trust, credibility	Product information, Perceived Barriers (green trust, greenwashing risk)

6.4.8.7 Summary of the similarities and differences between South Africa and Zimbabwe

Table 6-9: Summary of the similarities and differences between South Africa and Zimbabwe

	Similarities	Differences
Theme 1: Motivation		
Reference group	Social media influence Doctor/pharmacist Influences	Friends' influence Teachers' influence
Environmental impact	Animal welfare Environmentally friendly	N/A
Product content	Natural content	Harmful chemicals, healthy alternatives Trust
Theme 2: Awareness		
Online	Social media	Internet and documentaries
Word-of-mouth	Family, doctor/pharmacist	Colleagues, friends and school
Theme 3: Barriers and challenges		
Availability	Limited product, product unavailability, selected stores	Limited range
Price	Higher price	N/A
Awareness	Identification of green products, lack of advertising	N/A
Theme 4: Factors influencing the decision-making process		
Environmental awareness	Need for protecting the environments, renewable resources, preventing global warming, eco-friendly packaging and no effect	Animal testing and over-consumption
Socio-cultural factors	Creating awareness, family usage, friend usage, honest reviews, influencers, purchase advice, seeing results, no influence	Conformity
Product information source	Doctors' recommendation, Google search, product packaging and social media reviews	Family and friends,
Product characteristics	Product availability, product information, product ingredients, price, price increase results in negative, price increase results in positive, product suitability	Recyclable packaging
Alternative options	Buy convention cosmetic products, make own home remedy, shop online, other green cosmetic brands and search other stores	Runner, consult doctor, not shop online, wait for stock and not search other stores

6.5 Linking all aspects of the study: research objectives, questions in the interview guide, main findings, conclusions and recommendations

Table 6-10 provides a summary of the links between all aspects of the study, including the study's primary and secondary research objectives, the questions asked in the interview guide, the main findings, conclusions, and recommendations.

Table 6-10: Links between research objectives, questions, main findings, conclusions, and recommendations

Questions	Main finding	Conclusion	Recommendations
Identify and analyse the key motivations and drivers behind consumers' preferences and adoption of green cosmetics in South Africa and Zimbabwe.			
Questions 1	5.1 and 5.5	1.1 - 1.6	1.1 - 1.6
Explore the factors that play a key role in the decision-making of South African and Zimbabwean consumers when buying green cosmetics.			
Questions 2 - 11	5.2 - 5.4 and 5.6 - 5.8	2.1 – 2.20	2.1 - 2.11
Develop a conceptual framework that elucidates the green cosmetics buying behaviour of South African consumers and identify key factors influencing their purchasing decisions.			
Questions 1 - 11	5.1 - 5.4	1.1 – 1.3 and 2.1 – 2.10	1.1 - 1.3 and 2.1 - 2.11
Develop a conceptual framework that elucidates the green cosmetics buying behaviour of Zimbabwean consumers and identify key factors influencing their purchasing decisions.			
Questions 1 - 11	5.5 - 5.8	1.4. – 1.6 and 2.11 – 2.20	1.4 - 1.6 and 2.1 - 2.11
Conduct cross-cultural comparisons of the conceptual frameworks to identify similarities and differences in green cosmetics buying behaviour between South African and Zimbabwean consumers.			
Question 1 - 11	5.1 - 5.8	1.1 - 1.6 and 2.1 – 2.20	1.1 - 1.6 and 2.1 - 2.11

6.6 Limitations of the study

Despite the valuable insights generated, this study has several limitations that should be considered when interpreting the findings and assessing their transferability to other contexts.

- Limited scope of psychological and personality factors-** The study did not investigate psychological or personality traits that may influence attitudes and intentions towards green cosmetics. Consequently, the findings may not fully explain individual differences in motivation and decision-making. This limitation restricts the depth of understanding of consumer behaviour, as personality traits (e.g., environmental consciousness, materialism, risk aversion) often significantly affect green purchasing decisions. Therefore, the interpretation of the results should be considered incomplete, as other psychological factors may be influencing the outcomes. The findings may not be transferable to consumer groups with different psychological profiles, as the study may

overemphasise external factors (e.g., product information, price) while underestimating internal psychological drivers.

- **Female-only sample-** The research focused exclusively on female consumers. While women represent a significant portion of the cosmetics market, excluding male consumers limits the generalisability of the findings. Gender differences may influence motivations, barriers, and perceptions of green cosmetics, potentially leading to different decision-making patterns. The results primarily reflect female perspectives and may not represent the broader population. Therefore, conclusions should be interpreted as specific to female consumers rather than universal. The findings cannot be assumed to apply to male consumers or mixed-gender populations, reducing transferability to the broader market.
- **Limited consideration of economic and demographic diversity-** The study did not include a broad range of economic statuses or demographic variables as moderating factors. As a result, the findings may not fully capture how income, education, or socio-economic status influence green cosmetics purchasing. The results may be biased towards the views of a specific socio-economic group, and the influence of price and affordability may be under- or overestimated depending on participants' economic status. The findings may not apply to consumers from different income levels, limiting their transferability across diverse socio-economic environments.
- **Exclusion of government influence and policy factors-** The study did not explore the role of government regulations, policies, and incentives in influencing green cosmetics purchases. Government initiatives can shape consumer behaviour through regulations, subsidies, or awareness campaigns. The findings may not fully explain external institutional influences that can strongly affect green purchasing behaviour. As such, interpretations may over emphasise consumer-based factors while overlooking systemic influences. Findings may not be transferable to countries or contexts where government interventions strongly shape green consumption patterns.
- **Purposeful sampling and limited participant diversity-** Participants were selected using purposive sampling and were mainly environmentally conscious green cosmetic buyers. This approach provided in-depth insights but may introduce bias. Because the sample primarily included motivated green consumers, the findings may overstate positive attitudes towards green cosmetics and understate barriers faced by less committed consumers. The results may not be transferable to general consumers or non-green consumers, as the sample does not represent the full spectrum of consumer attitudes.
- **No comparison between green and non-green cosmetics-** The study did not compare perceptions of green cosmetics with conventional products. Therefore, the findings do not fully reveal why some consumers prefer green products over non-green alternatives. The research cannot determine whether the identified motivations and barriers are unique to

green cosmetics or are common to all cosmetics categories. The findings may not be transferable to contexts where consumers evaluate green and non-green products differently.

Overall, the study provides meaningful insights into the green cosmetics purchasing behaviour of female consumers in Johannesburg and Harare. However, the findings should be interpreted within the context of the limitations described. Future research should include broader demographic diversity, compare green and non-green consumers, and incorporate psychological, economic, and institutional factors to enhance the transferability and robustness of the results.

6.7 Recommendations for future research

The following recommendations are made for future studies of this kind:

- The use of a probability sampling method might have reduced the representativeness of the entire populations and not only the participants included in this study, and a study including more participants could be undertaken in the future.
- This research only focused on factors such as awareness, product information, product availability, environmental concern, perceived barrier, and perceived price that influence the green purchase behaviour for green cosmetic products for female consumers in South Africa and Zimbabwe. Future studies can consider looking at other factors like green brand image, green satisfaction, green brand equity and green scepticism.
- The study only focused on green cosmetic products in general, whereas future research can look at analysing specific green cosmetic products such as skincare and hair care products, as these are the top two product categories of which the female consumers in this research study were aware.
- Another limitation of the study is the sample size, as it may not be a true reflection of the results of the whole population of female consumers in South Africa and Zimbabwe.
- Future research could extend the number and diversity of participants to enhance the generalisability of the findings further.
- Future research should consider including all participants regardless of having used green cosmetics before to identify the reasons for not buying green cosmetics.

6.8 Conclusion

This chapter began with an overview of the study, after which the research objectives were addressed from both a literature and empirical perspective. The chapter offered conclusions and recommendations regarding each specific research objective of the study. The results, theoretical chapters, conclusions, and recommendations have been made in academic and practical contributions to the green industry concerning the buying behaviour of green cosmetics. Given that the concept of green cosmetics is under-researched in South Africa and Zimbabwe, the theoretical chapters provide a clear understanding of how these markets are growing, how consumers are adapting to green cosmetics, and the factors influencing the purchase of green cosmetics. Retailers and marketers can use these insights to enhance their marketing strategies. The chapter concluded by outlining the limitations of the study and presenting recommendations for future research.

REFERENCE LIST

- Aagaard, J. 2017. Introducing Postphenomenological Research: A Brief And Selective Sketch Of Phenomenological Research Methods. *International Journal Of Qualitative Studies In Education*, 30(6):519-533.
- Abadie, A., Athey, S., Imbens, G.W. & Wooldridge, J.M. 2020. Sampling-Based Versus Design-Based Uncertainty In Regression Analysis. *Econometrica*, 88(1):265-296.
<https://doi.org/10.3982/ECTA12675>
- Abbas, J. & Sağsan, M. 2019. Impact Of Knowledge Management Practices On Green Innovation And Corporate Sustainable Development: A Structural Analysis. *Journal Of Cleaner Production*, 229: 611-620. <https://doi.org/10.1016/j.jclepro.2019.05.024>
- Abratańska, K. & Erle, T. 2021. *The Effect Of Self-Construal Priming And Decision Context On Variety-Seeking Behaviour*. Tilburg: Tilburg University. (Thesis-Phd).
- Abubakar, A.A., Faruk, M.U., Tijjani, Z., Abubakar, A.A. & Faruk, M. 2022. Do Digital Marketing Influence Consumer Purchasing Behavior? Emerging Views From Gombe State University Students In Nigeria. *Creative Business Research Journal*, 2(2):76-83.
- Achar, C., So, J., Agrawal, N. & Duhachek, A. 2016. What We Feel And Why We Buy: The Influence Of Emotions On Consumer Decision-Making. *Current Opinion In Psychology*, 10:166-170. <https://doi.org/10.1016/j.copsyc.2016.01.009>
- Acharya, A.S., Prakash, A., Saxena, P. & Nigam, A. 2013. Sampling: Why And How Of It. *Indian Journal Of Medical Specialties*, 4(2):330-333. <https://doi.org/10.7713/ijms.2013.0032>
- Addie, Y.O., Ball, B. & Adams, K.A. 2020. For Us, By Them? A Study On Black Consumer Identity Congruence & Brand Preference. *Howard Journal Of Communications*, 31(4):351-371.
<https://doi.org/10.1080/10646175.2019.1697399>
- Addisu, B. 2018. Green Marketing: Sustainable And Responsible Consumption Of Eco-Friendly Products In Ethiopia. *Journal Of Economics And Sustainable Development*, 9(21):60-71.

- Adrita, U.W. 2020. Consumers' Actual Purchase Behaviour Towards Green Product: A Study On Bangladesh. *International Journal Of Business Innovation And Research*, 21(3):311-323. <https://doi.org/10.1504/IJBIR.2020.105923>
- Adwok, J. 2015. Probability Sampling-A Guideline For Quantitative Health Care Research. *Annals Of African Surgery*, 12(2):95-99.
- Afonso, C., Gavilan, D., García-Madariaga, J. & Gonçalves, H.M. (2018). Green Consumer Segmentation: Managerial And Environmental Implications From The Perspective Of Business Strategies And Practices. In: Leal-Millan, A., Peris-Ortiz, M. & Leal-Rodríguez, A. (Eds) *Sustainability In Innovation And Entrepreneurship. Innovation, Technology, And Knowledge Management*. Springer, Cham. https://doi.org/10.1007/978-3-319-57318-2_9
- Afrane, S., Ampah, J.D. & Aboagye, E.M. 2022. Investigating Evolutionary Trends And Characteristics Of Renewable Energy Research In Africa: A Bibliometric Analysis From 1999 To 2021. *Environmental Science And Pollution Research*, 29(39):59328-59362. <https://doi.org/10.1007/s11356-022-20125-0>
- Afrasia Bank. 2018. South Africa Wealth Report 2018. <https://www.afrasiabank.com/en/about/contact/south-africa-wealth-report> Date of Access: 24 May 2025.
- Africaine, A.D. 2023. *Zimbabwe's Population Rises 16% To 15.2 Million – Census*. <https://www.lol.co.za/news/africa/zimbabwes-population-rises-16-to-152-million-census-871d3ef0-A700-5e8f-Aae4-1dfde76728b3> Date Of Access 22 July 2023.
- Agbaria, Q. & Mokh, A.A. 2022. Coping With Stress During The Coronavirus Outbreak: The Contribution Of Big Five Personality Traits And Social Support. *International Journal Of Mental Health And Addiction*, 20(3):1854-1872. <https://doi.org/10.1007/s11469-021-00486-2>
- Agmeka, F., Wathoni, R.N. & Santoso, A.S. 2019. The Influence Of Discount Framing Towards Brand Reputation And Brand Image On Purchase Intention And Actual Behaviour In E-Commerce. *Procedia Computer Science*, 161:851-858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Agu, E.E., Iyelolu, T.V., Idemudia, C. & Ijomah, T.I. 2024. Exploring The Relationship Between Sustainable Business Practices And Increased Brand Loyalty. *International Journal Of*

Management & Entrepreneurship Research, 6(8):2463-2475.

<https://doi.org/10.51594/ijmer.v6i8.1365>

Ahmad, M.B., Ali, H.F., Malik, M.S., Humayun, A.A. & Ahmad, S. 2019. Factors Affecting Impulsive Buying Behavior With Mediating Role Of Positive Mood: An Empirical Study. *European Online Journal Of Natural And Social Sciences*, 8(1):17-35.

Ahmad, N., Mahmood, A., Ariza-Montes, A., Han, H., Hernández-Perlines, F., Araya-Castillo, L. & Scholz, M. 2021. Sustainable Businesses Speak To The Heart Of Consumers: Looking At Sustainability With A Marketing Lens To Reap Banking Consumers' Loyalty. *Sustainability*, 13(7):1-16. <https://doi.org/10.3390/su13073828>

Ahmad, W. & Zhang, Q. 2020. Green Purchase Intention: Effects Of Electronic Service Quality And Consumer Green Psychology. *Journal Of Cleaner Production*, 267:1-17.

<https://doi.org/10.1016/j.jclepro.2020.122053>

Ahmed, M.E., Khan, M.M. & Samad, N. 2016. Income, Social Class And Consumer Behaviour: A Focus On Developing Nations. *Journal Of Applied Business And Economic Research*, 14(10):6679-6702. https://serialsjournals.com/abstract/66101_ch-34.pdf

Ahmed, N. & Kumari, A. 2022. The Implication Of E-Commerce Emerging Markets In Post-COVID Era. *International Journal Of Entrepreneurship And Business Management*, 1(1):21-31. <https://doi.org/10.54099/ijebm.v1i1.102>

Ahmed, S.K. 2024. The Pillars Of Trustworthiness In Qualitative Research. *Journal Of Medicine, Surgery, And Public Health*, 2:100051. <https://doi.org/10.1016/j.jlmedi.2024.100051>

Ajayi, S.A., Olaniyi, O.O., Oladoyinbo, T.O., Ajayi, N.D. & Olaniyi, F.G. 2024. Sustainable Sourcing Of Organic Skincare Ingredients: A Critical Analysis Of Ethical Concerns And Environmental Implications. *Asian Journal Of Advanced Research And Reports*, 18(1): 65-91. <https://doi.org/10.9734/ajarr/2024/v18i1598>

Ajayi, V.O. 2017. Primary Sources Of Data And Secondary Sources Of Data. Makurdi: *Benue State University* (Phd-Dissertation).

Ajzen, I. 2018. Consumer Attitudes And Behavior. In *Handbook Of Consumer Psychology* (Pp. 529-552). New York: Routledge. <https://doi.org/10.4324/9780203809570.ch20>

- Akar, E., Yüksel, H.F. & Bulut, Z.A. 2015. The Impact Of Social Influence On The Decision-Making Process Of Sports Consumers On Facebook. *Journal Of Internet Applications And Management*, 6(2):5-27. <https://doi.org/10.5505/iuyd.2015.40412>
- Akbarov, S. 2020. The Impact Of Social Media Marketing On Consumer-Moderating Role Of Gender And Income. *Scholedge International Journal Of Multidisciplinary And Allied Studies*, 7(7):147-163. <http://doi.org/10.19085/sijmas070701>
- Akbarov, S. 2022. Consumer Ethnocentrism And Purchasing Behavior: Moderating Effect Of Demographics. *Journal Of Islamic Marketing*, 13(4):898-932. <https://doi.org/10.1108/JIMA-02-2020-0047>
- Akhtar, I. 2016. Research Design. *Research In Social Science: Interdisciplinary Perspectives*. <https://dx.doi.org/10.2139/ssrn.2862445> Date Of Access: 14 April 2024.
- Akhtar, N., Nadeem Akhtar, M., Usman, M., Ali, M. & Iqbal Siddiqi, U. 2020. COVID-19 Restrictions And Consumers' Psychological Reactance Toward Offline Shopping Freedom Restoration. *The Service Industries Journal*, 40(13-14):891-913. <https://doi.org/10.1080/02642069.2020.1790535>
- Akyazı, T.E. 2023. A Study On The Relationship Between Employees' Attitude Towards Artificial Intelligence And Organizational Culture. *Asian Journal Of Economics, Business And Accounting*, 23(20):207-219.
- Al Mamun, A., Hayat, N., Mohiuddin, M., Salameh, A.A., Ali, M.H. & Zainol, N.R. 2022. Modelling The Significance Of Value-Belief-Norm Theory In Predicting Workplace Energy Conservation Behaviour. *Frontiers In Energy Research*, 10:1-15. <https://doi.org/10.3389/fenrg.2022.940595>
- Al Mamun, A., Mohamad, M.R., Yaacob, M.R.B. & Mohiuddin, M. 2018. Intention And Behavior Towards Green Consumption Among Low-Income Households. *Journal Of Environmental Management*, 227:73-86. <https://doi.org/10.1016/j.jenvman.2018.08.061>
- Al Mamun, A., Nawı, N.C., Hayat, N. & Zainol, N.R.B. 2020. Predicting The Purchase Intention And Behaviour Towards Green Skincare Products Among Malaysian Consumers. *Sustainability*, 12(24):1-18. <https://doi.org/10.3390/su122410663>

- Al Shishani, D. 2020. Factors Influence The Buying Behaviours Of Consumers. *International Journal Of Recent Research In Social Sciences And Humanities (IJRSSH)*, 7(3):14-21.
- Al-Ababneh, M.M. 2020. Linking Ontology, Epistemology And Research Methodology. *Science & Philosophy*, 8(1):75-91.
- Alamsyah, D., Othman, N. & Mohammed, H. 2020. The Awareness Of Environmentally Friendly Products: The Impact Of Green Advertising And Green Brand Image. *Management Science Letters*, 10(9):1961-1968.
- AL-Ghaswyneh, O.F.M. 2019. Factors Affecting The Consumers Decision Behavior Of Buying Green Products. *Esic Market Economics And Business Journal*, 50(2):389-418.
<https://doi.org/10.7200/esicm.163.0502.4>
- Alhamad, A.M., Jaafar, Z.M. & Salem, A.M. 2023. Influence Of Consumer Environmental Responsibility On Green Consumption Intention In Iraqi Universities: The Role Of Purchase Convenience And Availability Of Green Products. *International Journal Of Engineering And Science*, 13(7):41-49.
- Alharahsheh, H.H. & Pius, A. 2020. A Review Of Key Paradigms: Positivism VS Interpretivism. *Global Academic Journal Of Humanities And Social Sciences*, 2(3):39-43.
- Al-Hashimi, M. & Aldhari, S. 2019. Factors Influencing Consumer Behavior Of Women Within The SPA & Beauty Sector: A Case In The Kingdom Of Bahrain. *Journal Of Business & Retail Management Research*, 13:289-302. <https://doi.org/10.24052/jbrmr/v13is04/art-27>
- Ali, A. & Ahmad, I. 2016. Environment Friendly Products: Factors That Influence The Green Purchase Intentions Of Pakistani Consumers. *Pakistan Journal Of Engineering, Technology & Science*, 2(1):84-117.
- Ali, M., Ullah, S., Ahmad, M.S., Cheok, M.Y. & Alenezi, H. 2023. Assessing The Impact Of Green Consumption Behavior And Green Purchase Intention Among Millennials Toward Sustainable Environment. *Environmental Science And Pollution Research*, 30(9):23335-23347.
<https://doi.org/10.1007/s11356-022-23811-1>

- Al-Jundi, S.A., Shuhaiber, A. & Augustine, R. 2019. Effect Of Consumer Innovativeness On New Product Purchase Intentions Through Learning Process And Perceived Value. *Cogent Business & Management*, 6(1):1-21. <https://doi.org/10.1080/23311975.2019.1698849>
- Al-Swidi, A. & Saleh, R.M. 2021. How Green Our Future Would Be? An Investigation Of The Determinants Of Green Purchasing Behavior Of Young Citizens In A Developing Country. *Environment, Development And Sustainability*, 23:13436-13468. <https://doi.org/10.1007/s10668-020-01220-z>
- Alzeer, J. & Benmerabet, H. 2023. The Development Of Human Personality: A Comprehensive Overview. *Psychological Disorders And Research*, 6(1):1-8. <https://doi.org/10.31487/j.pdr.2023.01.01>
- Alzoubi, H., Alshurideh, M., Kurdi, B., Akour, I. & Aziz, R. 2022. Does BLE Technology Contribute Towards Improving Marketing Strategies, Customers' Satisfaction And Loyalty? The Role Of Open Innovation. *International Journal Of Data And Network Science*, 6(2):449-460. <https://doi.org/10.5267/j.ijdns.2021.12.009>
- Amberg, N. & Fogarassy, C. 2019. Green Consumer Behavior In The Cosmetics Market. *Resources*, 8(3):1-19. <https://doi.org/10.3390/resources8030137>
- Amin, S., & Tarun, M. T. 2021. Effect Of Consumption Values On Customers' Green Purchase Intention: A Mediating Role Of Green Trust. *Social Responsibility Journal*, 17(8):1320–1336. <https://doi.org/10.1108/SRJ-05-2020-0191>
- Amoako, G.K., Dzogbenuku, R.K., Doe, J. & Adjaisson, G.K. 2022. Green Marketing And The Sdgs: Emerging Market Perspective. *Marketing Intelligence & Planning*, 40(3):310-327. <https://doi.org/10.1108/mip-11-2018-0543>
- Amra, F. 2022. *Cosmeceutical (Skincare) Sub-Sector Report*. [https://www.tikzn.co.za/resources/docs/research/Cosmetics%20Market%20\(002\).pdf](https://www.tikzn.co.za/resources/docs/research/Cosmetics%20Market%20(002).pdf) Date Of Access: 17 May 2024.
- Amri, S. & Prihandono, D. 2019. Influence Lifestyle, Consumer Ethnocentrism, Product Quality On Purchase Decision Through Purchase Intention. *Management Analysis Journal*, 8(1):25-38. <https://doi.org/10.15294/maj.v8i1.26057>

- An, J., Kwak, H., Jung, S.G., Salminen, J. & Jansen, B.J. 2018. Customer Segmentation Using Online Platforms: Isolating Behavioral And Demographic Segments For Persona Creation Via Aggregated User Data. *Social Network Analysis And Mining*, 8(1):54-73.
<https://doi.org/10.1007/s13278-018-0531-0>
- Anastasiadou, E., Anestis, M.C., Karantza, I. & Vlachakis, S. 2020. The Coronavirus' Effects On Consumer Behavior And Supermarket Activities: Insights From Greece And Sweden. *International Journal Of Sociology And Social Policy*, 40(9/10):893-907.
<https://doi.org/10.1108/ijssp-07-2020-0275>
- Andaleeb, S.S. 2016. Market Segmentation, Targeting, And Positioning. In *Strategic Marketing Management In Asia: Case Studies And Lessons Across Industries*. West Yorkshire: Emerald Group Publishing Limited. Pp. 179-207. <https://doi.org/10.1108/978-1-78635-746-520161006>
- Anderson, K.C., Knight, D.K., Pookulangara, S. & Josiam, B. 2014. Influence Of Hedonic And Utilitarian Motivations On Retailer Loyalty And Purchase Intention: A Facebook Perspective. *Journal Of Retailing And Consumer Services*, 21(5):773-779.
<https://doi.org/10.1016/j.jretconser.2014.05.007>
- Andrade, C. 2020. Sample Size And Its Importance In Research. *Indian Journal Of Psychological Medicine*, 42(1):102-103. https://doi.org/10.4103/ijpsym.ijpsym_504_19
- Andrade, C. 2021. The Inconvenient Truth About Convenience And Purposive Samples. *Indian Journal Of Psychological Medicine*, 43(1):86-88. <https://doi.org/10.1177/0253717620977000>
- Anieting, A. & Mosugu, J. 2017. Comparison Of Quota Sampling And Snowball Sampling. *Indian Scholar*, 3(3):33-36.
- Anitha, N. 2016. Influence Of Lifestyle On Consumer Decision Making With Special Reference To Organized Retail Formats In Chennai. *Indian Journal Of Commerce And Management Studies*, 7(1):85-91. <https://ijcms.in/index.php/ijcms/article/view/358>
- Anney, V.N. 2014. Ensuring The Quality Of The Findings Of Qualitative Research: Looking At Trustworthiness Criteria. *Journal Of Emerging Trends In Educational Research And Policy Studies*, 5(2):272-281.

- Ansah, E.S., Dabuo, F.T. & Madzikanda, B. 2020. Drivers Of Customer Purchasing Behavior In The Smartphone Market. Evidence From Zimbabwe. *International Journal Of Economics, Commerce And Management*, 8(6):340-354.
- Ansu-Mensah, P. 2021. Green Product Awareness Effect On Green Purchase Intentions Of University Students': An Emerging Market's Perspective. *Future Business Journal*, 7(1):1-13. <https://doi.org/10.1186/s43093-021-00094-5>
- Antonides, G. 2017. Sustainable Consumer Buying Behaviour: A Collection Of Empirical Studies. *Sustainability*, 9(10):1-5. <https://doi.org/10.3390/su9101686>
- Antwi, S.K. & Hamza, K. 2015. Qualitative And Quantitative Research Paradigms In Business Research: A Philosophical Reflection. *European Journal Of Business And Management*, 7(3):217-225.
- Apaydin, F. & Szczepaniak, M. 2017. Analyzing The Profile And Purchase Intentions Of Green Consumers In Poland. *Ekonomika*, 96(1):93-112. <https://doi.org/10.15388/ekon.2017.1.10666>
- Arenas-Gaitán, J., Peral-Peral, B. & Reina-Arroyo, J. 2022. Food-Related Lifestyles Across Generations. *British Food Journal*, 124(5):1485-1501. <https://doi.org/10.1108/BFJ-04-2021-0393>
- Arif, M. 2022. Character Education Innovation In Forming Millennial Generation Personality. *Didaktika Religia*, 10(1):67-88. <https://doi.org/10.30762/didaktika.v10i1.4>
- Ariffin, S., Yusof, J.M., Putit, L. & Shah, M.I.A. 2016. Factors Influencing Perceived Quality And Repurchase Intention Towards Green Products. *Procedia Economics And Finance*, 37:391-396. [https://doi.org/10.1016/S2212-5671\(16\)30142-3](https://doi.org/10.1016/S2212-5671(16)30142-3)
- Aripin, Z., Aristanto, E. & Pynatih, N.M.N. 2023. Will Doing A Lot Of Promotions Help Increase Image And Consumer Appeal? *Journal Of Economics, Accounting, Business, Management, Engineering And Society*, 1(1):12-24.
- Armat, M.R., Assarroudi, A., Rad, M., Sharifi, H. & Heydari, A. 2018. Inductive And Deductive: Ambiguous Labels In Qualitative Content Analysis. *The Qualitative Report*, 23(1):219-221.

- Armutcu, B., Zuferi, R. & Tan, A. 2024. Green Product Consumption Behaviour, Green Economic Growth And Sustainable Development: Unveiling The Main Determinants. *Journal Of Enterprising Communities: People And Places In The Global Economy*, 18(4):798-819. <https://doi.org/10.1108/jec-05-2023-0074>
- Arsova, M. & Temjanovski, R. 2019. Strategy For Market Segmentation And Differentiation: Contemporary Marketing Practice. *Journal Of Economics*, 4(1):27-35.
- Arthur, A., Owusu, I. & Boateng, E.D. 2020. Determinants Of Consumer Impulsive Purchasing Behaviour In Medium-Large Shopping Malls In Ghana. *Open Journal Of Business And Management*, 8(2):379-395. <https://doi.org/10.4236/ojbm.2020.82024>
- Asenahabi, B.M. 2019. Basics Of Research Design: A Guide To Selecting Appropriate Research Design. *International Journal Of Contemporary Applied Researches*, 6(5):76-89.
- Ashraf, M., Naeem, M. & Shahzadi, M. 2017. Impact Of Branding On Consumer Buying Behavior: An Evidence Of Footwear Industry Of Punjab, Pakistan. *International Journal Of Academic Research In Business And Social Sciences*, 7(7):592-603. <http://doi.org/10.6007/IJARBS/v7-i7/3124>
- Asiamah, N., Mensah, H.K. & Oteng-Abayie, E.F. 2017. General, Target, And Accessible Population: Demystifying The Concepts For Effective Sampling. *The Qualitative Report*, 22(6):1607-1621. <https://doi.org/10.46743/2160-3715/2017.2674>
- Asih, D., Setini, M., Soelton, M., Muna, N., Putra, I., Darma, D. & Judiarni, J. 2020. Predicting Green Product Consumption Using Theory Of Planned Behavior And Reasoned Action. *Management Science Letters*, 10(14):3367-3374. <https://doi.org/10.5267/j.msl.2020.5.042>
- Aswari, A. 2019. How Digital Technology Driven Millennial Consumer Buying Behaviour In Indonesia. *Journal Of Distribution Science*, 17(8):25-34.
- Aw, E.C.X. 2019. Understanding The Webrooming Phenomenon: Shopping Motivation, Channel-Related Benefits And Costs. *International Journal Of Retail & Distribution Management*, 47(10):1074-1092. <https://doi.org/10.1108/IJRDM-01-2019-0026>

- Awara, N.F., Ufot, J.A. & Sunday, E.E. 2017. Causes And Remedies Of Consumer Dissonance: A Review. *AKSU Journal Of Management Sciences (AKSUJOMAS)*, 2(2):1-12
- Azad, A. & Pandya, S. 2021. A Four-Stage Framework For The Development Of A Research Problem Statement In Doctoral Dissertations. *International Journal Of Doctoral Studies*, 16:469-485. <https://doi.org/10.28945/4839>
- Baah, C., Opoku-Agyeman, D., Acquah, I.S.K., Agyabeng-Mensah, Y., Afum, E., Faibil, D. And Abdoulaye, F.A.M., 2021. Examining The Correlations Between Stakeholder Pressures, Green Production Practices, Firm Reputation, Environmental And Financial Performance: Evidence From Manufacturing Smes. *Sustainable Production And Consumption*, 27:100-114. <https://doi.org/10.1016/j.spc.2020.10.015>
- Babin, B. & Zikmund, W. 2016. *Essentials Of Marketing Research*. 6th Ed. Boston, MA: Cengage Learning.
- Babin, B.J. & Harris, E. 2018. *Consumer Buying Behaviour*. 8th Ed. Boston, MA: Cengage.
- Babin, B.J. & Zikmund, W.G. 2018. *Essentials Of Marketing Research*. 6th Ed. Boston, MA: Cengage.
- Badgaiyan, A.J. & Verma, A. 2015. Does Urge To Buy Impulsively Differ From Impulsive Buying Behaviour? Assessing The Impact Of Situational Factors. *Journal Of Retailing And Consumer Services*, 22:145-157. <https://doi.org/10.1016/j.jretconser.2014.10.002>
- Baginski, J.P. & Weber, C. 2017. A Consumer Decision-Making Process? *Unfolding Energy Efficiency Decisions Of German Owner-Occupiers HEMF Working Paper, No. 08/2017*, University Of Duisburg-Essen, House Of Energy Markets & Finance, Essen.
- Baharmand, H., Vega, D., Lauras, M. & Comes, T. 2022. A Methodology For Developing Evidence-Based Optimization Models In Humanitarian Logistics. *Annals Of Operations Research*, 319(1):1197-1229. <https://doi.org/10.1007/s10479-022-04762-9>
- Baiche, L. & Milanovic, A. 2023. *Impulsive Buying Behaviour And Restaurant Selection And Consumption*. Gothenburg: University Of Gothenburg (Masters-Thesis).

- Baidun, A., Prananta, R., Harahap, M.A.K. & Yusuf, M. 2022. Effect Of Customer Satisfaction, Marketing Mix, And Price In Astana Anyar Market Bandung. *Al-Kharaj: Journal Of Islamic Economic And Business*, 4(2):70-80. <https://doi.org/10.24256/kharaj.v4i2.3583>
- Bake, A. 2021. *The Impact Of Green Marketing Strategies On Customer Purchase Decision In Zimbabwe's FMCG Sector*. Afribary. <https://afribary.com/works/the-impact-of-green-marketing-strategies-on-customer-purchase-decision-in-zimbabwe-s-fmcg-sector> Date Of Access: 13 February 2025.
- Baker, R., Brick, J.M., Bates, N.A., Battaglia, M., Couper, M.P., Dever, J.A., Gile, K.J. & Tourangeau, R. 2013. Summary Report Of The AAPOR Task Force On Non-Probability Sampling. *Journal Of Survey Statistics And Methodology*, 1(2):90-143. <https://doi.org/10.1093/jssam/smt008>
- Baltes, S. & Ralph, P. 2022. Sampling In Software Engineering Research: A Critical Review And Guidelines. *Empirical Software Engineering*, 27(4):1-38. <https://doi.org/10.1007/s10664-021-10072-8>
- Bangsa, A.B. & Schlegelmilch, B.B., 2020. Linking Sustainable Product Attributes And Consumer Decision-Making: Insights From A Systematic Review. *Journal Of Cleaner Production*, 245:118902. <https://doi.org/10.1016/j.jclepro.2019.118902>
- Banning, L.B., Meyer, V.M., Keupers, J., Lange, J.F., Pol, R.A. & Benjamens, S. 2021. Surveys In Surgical Education: A Systematic Review And Reporting Guideline. *European Surgical Research*, 62(2):61-67. <https://doi.org/10.1159/000516125>
- Barbarossa, C. & De Pelsmacker, P. 2016. Positive And Negative Antecedents Of Purchasing Eco-Friendly Products: A Comparison Between Green And Non-Green Consumers. *Journal Of Business Ethics*, 134:229-247. <https://doi.org/10.1007/s10551-014-2425-z>
- Barbarossa, C. & Pastore, A. 2015. Why Environmentally Conscious Consumers Do Not Purchase Green Products: A Cognitive Mapping Approach. *Qualitative Market Research: An International Journal*, 18(2):188-209. <https://doi.org/10.1108/qmr-06-2012-0030>
- Bargh, J.A. 2022. The Hidden Life Of The Consumer Mind. *Consumer Psychology Review*, 5(1):3-18. <https://doi.org/10.1002/arcp.1075>

- Barnham, C. 2015. Quantitative And Qualitative Research: Perceptual Foundations. *International Journal Of Market Research*, 57(6):837-854. <https://doi.org/10.2501/IJMR-2015-070>
- Baron, I.S. & Agustina, H. 2022. Understanding The Effect Of Cosmetics Brand Perception, Halal Label, And Product Composition On Habitual Buying Behaviour Through Perceived Price. *Journal Of Management And Marketing Review*, 7(3):138-149. [https://doi.org/10.35609/jmmr.2022.7.3\(6\)](https://doi.org/10.35609/jmmr.2022.7.3(6))
- Barrera, G.A. & Ponce, H.R. 2021. Personality Traits Influencing Young Adults' Conspicuous Consumption. *International Journal Of Consumer Studies*, 45(3):335-349. <https://doi.org/10.1111/ijcs.12623>
- Bas, M.O. 2024. Brand Recognition And Consumer Choices. *Journal Of Artificial Intelligence General Science (JAIGS)*, 6(1):509-545. <https://doi.org/10.60087/jaigs.v6i1.281>
- Başev, A.P.D.S.E. 2021. The Effects Of The Words Of Child Consumers Of The Selfie Age On The Family Purchasing Decision Process. *Çocuk-Oyun-Oyuncak*, P.1-244.
- Bashar, A., Nyagadza, B., Ligaraba, N. & Maziriri, E.T. 2023. The Influence Of Covid-19 On Consumer Behaviour: A Bibliometric Review Analysis And Text Mining. *Arab Gulf Journal Of Scientific Research*. Vol.: In Press :1-17. <https://doi.org/10.1108/AGJSR-12-2022-0281>
- Basias, N. & Pollalis, Y. 2018. Quantitative And Qualitative Research In Business & Technology: Justifying A Suitable Research Methodology. *Review Of Integrative Business And Economics Research*, 7(1):91-105.
- Bassi, F. 2018. A New Approach To Validate Customer Satisfaction Multi-Item Measures: The Case Of Shopping Goods. *The International Review Of Retail, Distribution And Consumer Research*, 28(4):380-396. <https://doi.org/10.1080/09593969.2018.1470996>
- Basu, S. & Savani, K. 2017. Choosing One At A Time? Presenting Options Simultaneously Helps People Make More Optimal Decisions Than Presenting Options Sequentially. *Organizational Behavior And Human Decision Processes*, 139:76-91. <https://doi.org/10.1016/j.obhdp.2017.01.004>

Bathmanathan, V., Rajadurai, J. & Sohail, M.S. 2018. Generational Consumer Patterns: A Document Analysis Method. *Global Business And Management Research: An International Journal*, 10(4):1-13.

Batra, R. & Keller, K.L. 2016. Integrating Marketing Communications: New Findings, New Lessons, And New Ideas. *Journal Of Marketing*, 80(6):122-145.
<https://doi.org/10.1509/jm.15.0419>

Bawack, R.E., Wamba, S.F. & Carillo, K.D.A., 2021. Exploring The Role Of Personality, Trust, And Privacy In Customer Experience Performance During Voice Shopping: Evidence From SEM And Fuzzy Set Qualitative Comparative Analysis. *International Journal Of Information Management*, 58:1-43. <https://doi.org/10.1016/j.ijinfomgt.2021.102309>

Becker, R.A. & Shadbegian, R.J. 2009. Environmental Products Manufacturing: A Look Inside The Green Industry. *The BE Journal Of Economic Analysis & Policy*, 9(1):1-16.
<https://doi.org/10.2202/1935-1682.2117>

Begum, S., Xia, E., Ali, F., Awan, U. & Ashfaq, M. 2022. Achieving Green Product And Process Innovation Through Green Leadership And Creative Engagement In Manufacturing. *Journal Of Manufacturing Technology Management*, 33(4):656-674. <https://doi.org/10.1108/JMTM-01-2021-0003>

Belanche, D., Flavián, M. & Pérez-Rueda, A. 2020. Mobile Apps Use And WOM In The Food Delivery Sector: The Role Of Planned Behavior, Perceived Security And Customer Lifestyle Compatibility. *Sustainability*, 12(10):1-21. <https://doi.org/10.3390/su12104275>

Beltramello, A., Haie-Fayle, L. & Pilat, D.2013. *Why New Business Models Matter For Green Growth*. OECD Green Growth Papers, 2013-01, OECD Publishing, Paris. 1-107.
<https://doi.org/10.1787/5k97gk40v3ln-en>

Benissan, E. 2024. *Understanding Luxury In South Africa*.
[https://www.voguebusiness.com/story/consumers/understanding-luxury-in-south-africa#:~:text=South%20Africa%20reigns%20supreme%20on,%2Dworth%20individuals%20\(HNWI\)](https://www.voguebusiness.com/story/consumers/understanding-luxury-in-south-africa#:~:text=South%20Africa%20reigns%20supreme%20on,%2Dworth%20individuals%20(HNWI)) Date Of Access: 24 May 2025.

- Benjamin, S., Adare, C., Adeola, A. & Eboha, V. 2021. Market Segmentation And Productivity Of Dufil Products In Nigeria. *International Journal Of Management Studies And Social Science Research*, 3(1):155-172.
- Berenji, S., Nayak, P.K. & Shukla, A., 2021. Exploring Values And Beliefs In A Complex Coastal Social-Ecological System: A Case Of Small-Scale Fishery And Dried Fish Production In Sagar Island, Indian Sundarbans. *Frontiers In Marine Science*, 8:1-23.
<https://doi.org/10.3389/fmars.2021.795973>
- Bergkvist, L. & Taylor, C.R. 2022. Reviving And Improving Brand Awareness As A Construct In Advertising Research. *Journal Of Advertising*, 51(3):294-307.
<https://doi.org/10.1080/00913367.2022.2039886>
- Berndt, A.E. 2020. Sampling Methods. *Journal Of Human Lactation*, 36(2):224-226.
<https://doi.org/10.1177/0890334420906850>
- Berryman, D. R. 2019. Ontology, Epistemology, Methodology, And Methods: Information For Librarian Researchers. *Medical Reference Services Quarterly*, 38(3):271-279.
<https://doi.org/10.1080/02763869.2019.1623614>
- Best, M. & Papies, E.K., 2017. Right Here, Right Now: Situated Interventions To Change Consumer Habits. *Journal Of The Association For Consumer Research*, 2(3):1-65.
<https://doi.org/10.1086/695443>
- Bhaduri G. & Ha-Brookshire J.E. 2015. Gender Differences In Information Processing And Transparency: Cases Of Apparel Brands' Social Responsibility Claims. *Journal Of Product And Brand Management*, 24(5):504–517. 1. <https://doi.org/10.1108/jpbm-08-2014-0683>
- Bhagat, C. 2024. Greenwashing Vs. Genuine Efforts: The Role Of Transparent Communication In Building Corporate Credibility. *Journal Of Law For Future Security*, 1(2):51-62.
- Bhardwaj, P. 2019. Types Of Sampling In Research. *Journal Of The Practice Of Cardiovascular Sciences*, 5(3):157-163.
- Bhattacharjee, J. & Chetty, P. 2019. *Impact Of Demographic Factors On Online Buying Behaviour*. <https://www.projectguru.in/online-buying-behaviour/> Date Of Access: 24 May 2025.

- Bhavana, A. & Thiruchanuru, S. 2018. Green Marketing: Gap Analysis In The Decision-Making Process Of A Green Consumer. *Journal Of Business Management & Social Sciences Research*, 7(3):50-57.
- Bhutto, M.Y., Zeng, F., Soomro, Y.A. & Khan, M.A. 2019. Young Chinese Consumer Decision Making In Buying Green Products: An Application Of Theory Of Planned Behavior With Gender And Price Transparency. *Pakistan Journal Of Commerce And Social Sciences (PJCSS)*, 13(3):599-619.
- Bıçakcıoğlu-Peynirci, N. & Tanyeri, M. 2022. Stakeholder And Resource-Based Antecedents And Performance Outcomes Of Green Export Business Strategy: Insights From An Emerging Economy. *International Journal Of Emerging Markets*, 17(1):1-46. <https://doi.org/10.1108/ij OEM-03-2020-0245>
- Bilgihan, A., Kandampully, J. & Zhang, T. 2016. Towards A Unified Customer Experience In Online Shopping Environments: Antecedents And Outcomes. *International Journal Of Quality And Service Sciences*, 8(1):102-119. <https://doi.org/10.1108/IJQSS-07-2015-0054>
- Billore, S. & Anisimova, T. 2021. Panic Buying Research: A Systematic Literature Review And Future Research Agenda. *International Journal Of Consumer Studies*, 45(4):777-804. <https://doi.org/10.1111/ijcs.12669>
- Birjis, A. & Hossain, M. 2017. Clustering Of Green Consumers In Bangladesh: Unfolding The Educated Adults. *The International Journal Of Business & Management*, 5(12):312-318.
- Bisen, A.C., Agrawal, S., Sanap, S.N., Ravi Kumar, H.G., Kumar, N., Gupta, R. & Bhatta, R.S. 2023. COVID-19 Retreats And World Recovers: A Silver Lining In The Dark Cloud. *Health Care Science*, 2(4):264-285. <https://doi.org/10.1002/hcs2.57>
- Bisschoff, C. & Liebenberg, P. 2016. Identifying Factors That Influence Green Purchasing Behavior In South Africa. In Fowler, J. G. & Weiser, J., Eds., *Reimagining: The Power Of Marketing To Create Enduring Value*, San Antonio. TX: Society For Marketing Advances 2015. Pp.174-189.
- Bladt, D. 2022. *The Impact Of Greenwashing On Consumers Brand Attitude*. Enschede: University Of Twente (Masters: Dissertation).

- Bleier, A., Harmeling, C.M. & Palmatier, R.W. 2019. Creating Effective Online Customer Experiences. *Journal Of Marketing*, 83(2):98-119. <https://doi.org/10.1177/0022242918809930>
- Bloch, R., Fox, S., Monroy, J. & Ojo, A. 2015. Urbanisation And Urban Expansion In Nigeria. *Urbanisation Research Nigeria (URN) Research Report*. London: ICF International.
- Blomsma, F., Bauwens, T., Weissbrod, I. & Kirchherr, J. 2023. The 'Need For Speed': Towards Circular Disruption—What It Is, How To Make It Happen And How To Know It's Happening. *Business Strategy And The Environment*, 32(3):1010-1031. <https://doi.org/10.1002/bse.3106>
- Boada, M., Burneo, D., Morocho, F. & Gutiérrez, J. 2023. Relationship Between Consumer Insights And Purchase Patterns Across Different Generations: A Quantitative Approach. *Open Access Library Journal*, 10(11):1-20. <https://doi.org/10.4236/oalib.1110867>
- Bonache, J. & Festing, M. 2020. Research Paradigms In International Human Resource Management: An Epistemological Systematisation Of The Field. *German Journal Of Human Resource Management*, 34(2):99-123. <https://doi.org/10.1177/2397002220909780>
- Boparai, J.K., Singh, S. & Kathuria, P. 2018. How To Design And Validate A Questionnaire: A Guide. *Current Clinical Pharmacology*, 13(4):210-215. <https://doi.org/10.2174/1574884713666180807151328>
- Bossle, M.B., De Barcellos, M.D., Vieira, L.M. & Sauvée, L. 2016. The Drivers For Adoption Of Eco-Innovation. *Journal Of Cleaner Production*, 113:861-872. <https://doi.org/10.1108/bfj-10-2015-0388>
- Bozz, A., Campi, C., Garelli, S., Ugazio, E. & Battaglia, L. 2022. Current Regulatory And Market Frameworks In Green Cosmetics: The Role Of Certification. *Sustainable Chemistry And Pharmacy*, 30:1-10. <https://doi.org/10.1016/j.scp.2022.100851>
- Bradshaw, C., Atkinson, S. & Doody, O. 2017. Employing A Qualitative Description Approach In Health Care Research. *Global Qualitative Nursing Research*, 4(1):1-8. <https://doi.org/10.1177/233339361742282>

- Brandtner, P., Darbanian, F., Falatouri, T. & Udokwu, C. 2021. Impact Of COVID-19 On The Consumer End Of Retail Supply Chains: A Big Data Analysis Of Consumer Satisfaction. *Sustainability*, 13(3):1-18. <https://doi.org/10.3390/su13031464>
- Braun, V. & Clarke, V. 2022. *Thematic Analysis: A Practical Guide*. London: SAGE.
- Brivio, F., Viganò, A., Paterna, A., Palena, N. & Greco, A. 2023. Narrative Review And Analysis Of The Use Of “Lifestyle” In Health Psychology. *International Journal Of Environmental Research And Public Health*, 20(5):1-18. <https://doi.org/10.3390/ijerph20054427>
- Brodowsky, G.H., Tarr, E., Ho, F.N. & Sciglimpaglia, D. 2020. Tolerance For Cheating From The Classroom To The Boardroom: A Study Of Underlying Personal And Cultural Drivers. *Journal Of Marketing Education*, 42(1):23-36. <https://doi.org/10.1177/0273475319878810>
- Bromberg-Martin, E.S. & Sharot, T. 2020. The Value Of Beliefs. *Neuron*, 106(4):561-565. <https://doi.org/10.1016/j.neuron.2020.05.001>
- Brown, G.D.A., Lewandowsky, S., & Huang, Z. 2022. Social Sampling And Expressed Attitudes: Authenticity Preference And Social Extremeness Aversion Lead To Social Norm Effects And Polarization. *Psychological Review*, 129(1):18–48. <https://doi.org/10.1037/rev0000342>
- Brunner, R. & Norouzi, S. 2021. *Going Green Across Borders: A Study On The Impact Of Green Marketing On The Internationalization Of Smes*. Växjö: Linnaeus University (Masters -Thesis).
- Buason, A., Kristofersson, D. & Rickertsen, K. 2020. Demand Systems And Frequency Of Purchase Models. *Applied Economics*, 52(53):5843-5858. <https://doi.org/10.1080/00036846.2020.1776836>
- Buason, A., Kristofersson, D. & Rickertsen, K. 2021. Habits In Frequency Of Purchase Models: The Case Of Fish In France. *Applied Economics*, 53(31):3577-3589. <https://doi.org/10.1080/00036846.2021.1883541>
- Büger, M. & Hylkén Olsson, R. 2017. *Multichannel Segmentation Vs. Demographic Segmentation*. Lund: Lund University (Masters -Thesis).
- Buheji, M., Da Costa Cunha, K., Beka, G., Mavric, B., De Souza, Y.L., Da Costa Silva, S.S., Hanafi, M. & Yein, T.C. 2020. The Extent Of Covid-19 Pandemic Socio-Economic Impact On

- Global Poverty. A Global Integrative Multidisciplinary Review. *American Journal Of Economics*, 10(4):213-224. <https://doi.org/10.5923/j.economics.20201004.02>
- Burns, A.C. & Bush, R.F. 2019. *Marketing Research*. 9th Ed. Edinburgh Gate: Pearson.
- Busetto, L., Wick, W. & Gumbinger, C. 2020. How To Use And Assess Qualitative Research Methods. *Neurological Research And Practice*, 2(1):1-10. <https://doi.org/10.1186/s42466-020-00059-z>
- Byrne, D.P. & Martin, L.A. 2021. Consumer Search And Income Inequality. *International Journal Of Industrial Organization*, 79:1-11. <https://doi.org/10.1016/j.ijindorg.2021.102716>
- Cachero-Martínez, S., García-Rodríguez, N. & Salido-Andrés, N. 2024. Because I'm Happy: Exploring The Happiness Of Shopping In Social Enterprises And Its Effect On Customer Satisfaction And Loyalty. *Management Decision*, 62(2):492-512. <https://doi.org/10.1108/MD-11-2022-1536>
- Călin, F.M. 2015. Consumer Response To Product And Service Quality. *Procedia - Social And Behavioral Sciences*, 187:526-531. <https://doi.org/10.1016/j.sbspro.2015.03.098>
- Calza, F., Parmentola, A. & Tutore, I. 2017. Types Of Green Innovations: Ways Of Implementation In A Non-Green Industry. *Sustainability*, 9(8):1-17. <https://doi.org/10.3390/su9081301>
- Caracciolo, F., Furno, M., D'Amico, M., Califano, G. & Di Vita, G. 2022. Variety Seeking Behavior In The Wine Domain: A Consumer Segmentation Using Big Data. *Food Quality And Preference*, 97:1-26. <https://doi.org/10.1016/j.foodqual.2021.104481>
- Carden, L. & Wood, W. 2018. Habit Formation And Change. *Current Opinion In Behavioral Sciences*, 20:117-122. <https://doi.org/10.1016/j.cobeha.2017.12.009>
- Carpenter, S.M. & Yoon, C. 2015. Aging And Consumer Decision Making. *Aging And Decision Making*, Pp.351-370. <https://doi.org/10.1016/b978-0-12-417148-0.00017-0>
- Carrión Bósquez, N.G., Arias-Bolzmann, L.G. And Martínez Quiroz, A.K. 2023. The Influence Of Price And Availability On University Millennials' Organic Food Product Purchase Intention. *British Food Journal*, 125(2):536-550. <https://doi.org/10.1108/BFJ-12-2021-1340>

- Carter N., Bryant-Lukosius, D., Dicenso, A., Blythe, J. & Neville, A.J. 2014. The Use Of Triangulation In Qualitative Research. *Oncology Nursing Forum*, 41(5):545-547. <https://doi.org/10.1188/14.onf.545-547>
- Caruana, R., Carrington, M.J. & Chatzidakis, A. 2016. Beyond The Attitude-Behaviour Gap: Novel Perspectives In Consumer Ethics: Introduction To The Thematic Symposium. *Journal Of Business Ethics*, 136(2):215-218. <https://doi.org/10.1007/s10551-014-2444-9>
- Carvalho, B.L.D., Salgueiro, M.D.F. & Rita, P. 2016. Accessibility And Trust: The Two Dimensions Of Consumers' Perception On Sustainable Purchase Intention. *International Journal Of Sustainable Development & World Ecology*, 23(2):203-209. <https://doi.org/10.1080/13504509.2015.1110210>
- Cascio, M.A., Lee, E., Vaudrin, N. & Freedman, D.A. 2019. A Team-Based Approach To Open Coding: Considerations For Creating Intercoder Consensus. *Field Methods*, 31(2):116-130. <https://doi.org/10.1177/1525822X19838237>
- Casula, M., Rangarajan, N. & Shields, P. 2021. The Potential Of Working Hypotheses For Deductive Exploratory Research. *Quality & Quantity*, 55(5):1703-1725. <https://doi.org/10.1007/s11135-020-01072-9>
- Cavicchioli, R., Ripple, W.J., Timmis, K.N., Azam, F., Bakken, L.R., Baylis, M., Behrenfeld, M.J., Boetius, A., Boyd, P.W., Classen, A.T. And Crowther, T.W., 2019. Scientists' Warning To Humanity: Microorganisms And Climate Change. *Nature Reviews Microbiology*, 17(9):569-586. <https://doi.org/10.1038/s41579-019-0222-5>
- Chadambuka, R.A. 2021. *Exploring Informal Cross Border Trading And Poverty Reduction In Harare*. Johannesburg: University Of The Witwatersrand. (Dissertation - Masters).
- Chagwasha, M., Mhlanga, D., Mveku, B., Matizanadzo, N. & Dzingirai, M. 2023. Influence Of Green Marketing Strategies On Consumer Purchase Decision: Evidence From Fast-Moving Consumer Goods Industry In Zimbabwe. In *The Fourth Industrial Revolution In Africa: Exploring The Development Implications Of Smart Technologies In Africa* (Pp. 327-343). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-28686-5_17

- Chakraborty, T. & Balakrishnan, J. 2017. Exploratory Tendencies In Consumer Behaviour In Online Buying Across Gen X, Gen Y And Baby Boomers. *International Journal Of Value Chain Management*, 8(2):135-150. <https://doi.org/10.1504/IJVC.2017.085483>
- Chandramouli, A. 2020. Strategies And Impact Of Customer Loyalty Programs In The Technology Sector: A Comprehensive Analysis. *Journal Of Technological Innovations*, 1(2):1-12.
- Chauhan, S.S., Thapar, N. & Kumar'Ranjan, R. 2020. Effect Of Marketing Communications On The Consumer Decision Making: A Study Of Indian Life Insurance Industry. *Sustainable Humanosphere*, 16(1):504-515.
- Chen, F.Y., Tu, S.L. & Wang, H.E. 2016. Green Market Segmentation: A Case Of Airline Customers In Taiwan. *Journal Of Sustainable Development*, 9(1):99-109. <http://doi.org/10.5539/jsd.v9n1p99>
- Chen, L.F. & Tsai, C.T. 2016. Data Mining Framework Based On Rough Set Theory To Improve Location Selection Decisions: A Case Study Of A Restaurant Chain. *Tourism Management*, 53:197-206. <https://doi.org/10.1016/j.tourman.2015.10.001>
- Chen, S., Qiu, H., Xiao, H., He, W., Mou, J. & Siponen, M. 2021. Consumption Behavior Of Eco-Friendly Products And Applications Of ICT Innovation. *Journal Of Cleaner Production*, 287:125436. <https://doi.org/10.1016/j.jclepro.2020.125436>
- Chen, W.K., Chen, C.W. & Lin, Y.C. 2020. Understanding The Influence Of Impulse Buying Toward Consumers' Post-Purchase Dissonance And Return Intention: An Empirical Investigation Of Apparel Websites. *Journal Of Ambient Intelligence And Humanized Computing*, 14:14453–14466. <https://doi.org/10.1007/s12652-020-02333-z>
- Cheung, M.F. & To, W.M. 2019. An Extended Model Of Value-Attitude-Behavior To Explain Chinese Consumers' Green Purchase Behavior. *Journal Of Retailing And Consumer Services*, 50:145-153. <https://doi.org/10.1016/j.jretconser.2019.04.006>
- Chhabra, M.K. 2017. Green Marketing: Golden Goose Or Lame Duck. *Biz And Bytes*, 8(1):75-82.

- Chhabra, S. 2017. An Empirical Analysis Of The Effect Of A Retailers Loyalty Programme On Their Customers' Loyalty. *Global Business Review*, 18:445-464. <https://doi.org/10.1177/0972150916668612>
- Chifamba, J. & Murairwa, T. 2024. Skin 'Bleaching' Practices And Associated Adverse Health Effects In Zimbabwe: A Canonical Correlational Study Of Harare. *Journal Of Pharmaceutical Research International*, 36(6):54-66. <https://doi.org/10.9734/jpri/2024/v36i67522>
- Chigora, F. & Zvavahera, P. 2015. Be Green And You Are Branded: Case Of Small To Medium Enterprises In Zimbabwe Tourism Sector. *Journal Of Entrepreneurship And Business Innovation*, 2(2):1-13. <https://doi.org/10.5296/Jebi.V2i2.7963>
- Chikutukutu, I. 2024. *The Changes In Zimbabwean Consumer Spending Habits As Incomes Decline.*, from. <https://agrarianafrica.com/articles/changes-zimbabwean-consumer-spending-habits-incomes-decline/> Date Of Access: 24 May 2023.
- Chin, J., Jiang, B.C., Mufidah, I., Persada, S.F. & Noer, B.A. 2018. The Investigation of Consumers' Behavior Intention In Using Green Skincare Products: A Pro-Environmental Behavior Model Approach. *Sustainability*, 10(11):1-15. <https://doi.org/10.3390/su10113922>
- Chinjova, F. & Scott, B. 2021. Impact Of "Buy Zimbabwe" Campaign On Capacity Utilisation For Manufacturing Companies In Zimbabwe. *Scholars International Journal Of Anatomy And Physiology*, 4(4):50-58.
- Chinomona, R. 2016. Brand Communication, Brand Image And Brand Trust As Antecedents Of Brand Loyalty In Gauteng Province Of South Africa. *African Journal Of Economic And Management Studies*, 7(1):124-139. <https://doi.org/10.1108/AJEMS-03-2013-0031>
- Chinwendu, O.D. & Shedrack, M.C. 2018. Investigating The Influence Of Social Class On Consumers' Shopping Behaviour In Nigeria. *International Journal Of Marketing Research Innovation*, 2(2):38-48. <https://doi.org/10.46281/ijmri.v2i2.224>
- Chopra, C., Gupta, S. & Manek, R. 2020. Impact Of Social Media On Consumer Behaviour. *International Journal Of Creative Research Thoughts*, 8(6):1943-1961.
- Chou, S.F., Horng, J.S., Liu, C.H.S. & Lin, J.Y. 2020. Identifying The Critical Factors Of Customer Behavior: An Integration Perspective Of Marketing Strategy And Components Of

Attitudes. *Journal Of Retailing And Consumer Services*, 55:1-11.

<https://doi.org/10.1016/j.jretconser.2020.102113>

Chow, A. 2020. Retail Therapy Or An Urge To Splurge: A Study Of Impulse Buying Among University Students. Regina: The University Of Regina. (Thesis - Phd).

Choy, L.T. 2014. The Strengths And Weaknesses Of Research Methodology: Comparison And Complimentary Between Qualitative And Quantitative Approaches. *IOSR Journal Of Humanities And Social Science*, 19(4):99-104.

Christy, A.J., Umamakeswari, A., Priyatharsini, L. & Neyaa, A. 2021. RFM Ranking—An Effective Approach To Customer Segmentation. *Journal Of King Saud University-Computer And Information Sciences*, 33(10):1251-1257. <https://doi.org/10.1016/j.jksuci.2018.09.004>

Chua, G., Yuen, K.F., Wang, X. & Wong, Y.D. 2021. The Determinants Of Panic Buying During COVID-19. *International Journal Of Environmental Research And Public Health*, 18(6):1-28. <https://doi.org/10.3390/ijerph18063247>

Chuah, S.H.W., El-Manstrly, D., Tseng, M.L. & Ramayah, T. 2020. Sustaining Customer Engagement Behavior Through Corporate Social Responsibility: The Roles Of Environmental Concern And Green Trust. *Journal Of Cleaner Production*, 262:1-49. <https://doi.org/10.1016/j.jclepro.2020.121348>

Chukwu, B.A., Kanu, E.C. & Ezeabogu, A.N. 2019. The Impact Of Advertising On Consumers Buying Behaviour. *International Journal Of Arts And Commerce*, 8(1):1-15.

Chung, C.J., Biddix, J.P. & Park, H.W. 2020. Using Digital Technology To Address Confirmability And Scalability In Thematic Analysis Of Participant-Provided Data. *The Qualitative Report*, 25(9):3298-3311. <https://doi.org/10.46743/2160-3715/2020.4046>

Chung, K.C. 2020. Green Marketing Orientation: Achieving Sustainable Development In Green Hotel Management. *Journal Of Hospitality Marketing & Management*, 29(6):722-738. <https://doi.org/10.1080/19368623.2020.1693471>

CI, A. & Ranjini, S. 2023. Do High Involvement Product Effect Buying Behavior Of Consumers- Evidence From Mysore City. *Journal Of Namibian Studies: History Politics Culture*, 35:5130-5146. <https://doi.org/10.59670/jns.v35i.5408>

Clark, G. 2013. Secondary Data. In R. Flowerdew, & D. M. Martin (Eds.), *Methods In Human Geography: A Guide For Students Doing A Research Project*, Pp. 57-73. London: Routledge.

Cleveland, M. & Bartsch, F. 2019. Global Consumer Culture: Epistemology And Ontology. *International Marketing Review*, 36(4):556-580. <https://doi.org/10.1108/IMR-10-2018-0287>

Cleveland, M., Papadopoulos, N. & Laroche, M. 2011. Identity, Demographics, And Consumer Behaviors: International Market Segmentation Across Product Categories. *International Marketing Review*, 28(3):244-266. <https://doi.org/10.1108/02651331111132848>

Cohen, S.A., Prayag, G. & Moital, M. 2014. Consumer Behaviour In Tourism: Concepts, Influences And Opportunities. *Current Issues In Tourism*, 17(10):872-909. <https://doi.org/10.1080/13683500.2013.850064>

Colaço, R. & e Silva, J.D.A. 2022. Exploring The E-Shopping Geography Of Lisbon: Assessing Online Shopping Adoption For Retail Purchases And Food Deliveries Using A 7-Day Shopping Survey. *Journal Of Retailing And Consumer Services*, 65:1-9. <https://doi.org/10.1016/j.jretconser.2021.102859>

Colorafi, K.J. & Evans, B. 2016. Qualitative Descriptive Methods In Health Science Research. *HERD: Health Environments Research & Design Journal*, 9(4):16-25. <https://doi.org/10.1177/1937586715614171>

Connelly, L.M. 2016. Trustworthiness In Qualitative Research. *Medical-Surgical Nursing*, 25(6):435-436.

Cornish, L.S. 2020. Why Did I Buy This? Consumers' Post-Impulse-Consumption Experience And Its Impact On The Propensity For Future Impulse Buying Behaviour. *Journal Of Consumer Behaviour*, 19(1):36-46. <https://doi.org/10.1002/cb.1792>

Cunningham, N. 2023. The Role Of Social Group Influences When Intending To Purchase Premium Alcohol. *Cogent Business & Management*, 10(1):1-19. <https://doi.org/10.1080/23311975.2023.2174093>

Czajkowski, M., Hanley, N. & Nyborg, K. 2017. Social Norms, Morals And Self-Interest As Determinants Of Pro-Environment Behaviours: The Case Of Household Recycling.

Environmental And Resource Economics, 66:647-670. <https://doi.org/10.1007/s10640-015-9964-3>

Czarnecka, B., Brennan, R. & Keles, S. 2018. Cultural Meaning, Advertising, And National Culture: A Four-Country Study. *Journal Of Global Marketing*, 31(1):4-17. <https://doi.org/10.1080/08911762.2017.1376364>

Dabija, D.C., Bejan, B.M. & Tipi, N. 2018. Generation X Versus Millennials Communication Behaviour On Social Media When Purchasing Food Versus Tourist Services. *E+ M Ekonomie A Management*, 21(1):191-205. <https://doi.org/10.15240/tul/001/2018-1-013>

Dahal, D. & Singh, A.P. 2020. Study On Impact Of Environmental Concern Towards Green Purchase Intention In Guwahati. *International Journal Of Management (IJM)*, 11(11): 1597-1600. <https://doi.org/10.34218/IJM.11.11.2020.151>

Damian-Okoro, I.R.P. 2025. Consumer Attitudes Towards Sustainability And Eco-Friendly Products In Nigeria. *Indian International Journal Of Research In Accounting, Marketing And Management*, 10(2):118-137.

Dangelico, R.M. 2016. Green Product Innovation: Where We Are And Where We Are Going. *Business Strategy And The Environment*, 25(8):560-576. <https://doi.org/10.1002/bse.1886>

Dangi, N., Gupta, S.K. & Narula, S.A. 2020. Consumer Buying Behaviour And Purchase Intention Of Organic Food: A Conceptual Framework. *Management Of Environmental Quality: An International Journal*, 31(6):1515-1530. <https://doi.org/10.1108/MEQ-01-2020-0014>

Das, D., Sarkar, A. & Debroy, A. 2022. Impact Of COVID-19 On Changing Consumer Behaviour: Lessons From An Emerging Economy. *International Journal Of Consumer Studies*, 46(3):692-715. <https://doi.org/10.1111/ijcs.12786>

De Casterlé, B.D., Gastmans, C., Bryon, E. & Denier, Y. 2012. QUAGOL: A Guide For Qualitative Data Analysis. *International Journal Of Nursing Studies*, 49(3):360-371. <https://doi.org/10.1016/j.ijnurstu.2011.09.012>

De Freitas Netto, S.V., Sobral, M.F.F., Ribeiro, A.R.B. & Soares, G.R.D.L. 2020. Concepts And Forms Of Greenwashing: A Systematic Review. *Environmental Sciences Europe*, 32:1-12. <https://doi.org/10.1186/s12302-020-0300-3>

- De Jong, M.D., Harkink, K.M. & Barth, S. 2018. Making Green Stuff? Effects Of Corporate Greenwashing On Consumers. *Journal Of Business And Technical Communication*, 32(1):77-112. <https://doi.org/10.1177/1050651917729863>
- De Silva, M., Wang, P. & Kuah, A.T. 2021. Why Wouldn't Green Appeal Drive Purchase Intention? Moderation Effects Of Consumption Values In The UK And China. *Journal Of Business Research*, 122:713-724. <https://doi.org/10.1016/j.jbusres.2020.01.016>
- Decuir-Gunby, J.T., Marshall, P.L. & McCulloch, A.W. 2011. Developing And Using A Codebook For The Analysis Of Interview Data: An Example From A Professional Development Research Project. *Field Methods*, 23(2):136-155. <https://doi.org/10.1177/1525822X10388468>
- Delmas, M.A. & Burbano, V.C. 2011. The Drivers Of Greenwashing. *California Management Review*, 54(1):64-87. <https://doi.org/10.1525/cmr.2011.54.1.64>
- Demangeot, C., Broderick, A.J. & Craig, C.S., 2015. Multicultural Marketplaces: New Territory For International Marketing And Consumer Research. *International Marketing Review*, 32(2):118-140. <https://doi.org/10.1108/IMR-01-2015-0017>
- Denga, E. M., Vajjhala, N. R., & Rakshit, S. 2022. The Role Of Digital Marketing In Achieving Sustainable Competitive Advantage. In O. Yildiz (Dd.), *Digital Transformation And Internationalization Strategies In Organizations* (Pp. 44-60). IGI Global Scientific Publishing. <https://doi.org/10.4018/978-1-7998-8169-8.ch003>
- Dewaele, JM. 2018. Online Questionnaires. In: Phakiti, A., De Costa, P., Plonsky, L., Starfield, S. (Eds.), *The Palgrave Handbook Of Applied Linguistics Research Methodology*. London: Palgrave Macmillan. https://doi.org/10.1057/978-1-137-59900-1_13
- Dhir, A., Sadiq, M., Talwar, S., Sakashita, M. & Kaur, P. 2021. Why Do Retail Consumers Buy Green Apparel? A Knowledge-Attitude-Behaviour-Context Perspective. *Journal Of Retailing And Consumer Services*, 59:1-11. <https://doi.org/10.1016/j.jretconser.2020.102398>
- Di Crosta, A., Ceccato, I., Marchetti, D., La Malva, P., Maiella, R., Cannito, L., Cipi, M., Mammarella, N., Palumbo, R., Verrocchio, M.C. & Palumbo, R. 2021. Psychological Factors And Consumer Behavior During The COVID-19 Pandemic. *Public Library Of Science One*, 16(8):1-23. <https://doi.org/10.1371/journal.pone.0256095>

- Diener, E., Northcott, R., Zyphur, M.J. & West, S.G. 2022. Beyond Experiments. *Perspectives On Psychological Science*, 17(4):1101-1119. <https://doi.org/10.1177/17456916211037670>
- Dietrich, T. 2017. Segmentation In Social Marketing: Five Steps To Success. In: Dietrich, T., Rundle-Thiele, S., Kubacki, K. (Eds.) *Segmentation In Social Marketing*. Singapore: Springer. https://doi.org/10.1007/978-981-10-1835-0_6
- Dijkhof, M.B. 2022. *Tell Me Lies, Tell Me Green Little Lies. The Effects Of Corporate Greenwashing On Consumers In Terms Of Perceived Environmental Claims, Perceived Environmental Performance, Perceived Integrity Of The Communication And Purchase Intention*. Amsterdam: University Of Amsterdam/ (Doctoral - Thesis). Pp.1-96.
- Dilshad, R.M. & Latif, M.I. 2013. Focus Group Interview As A Tool For Qualitative Research: An Analysis. *Pakistan Journal Of Social Sciences*, 33(1):191-198.
- Dinerstein, M., Einav, L., Levin, J. & Sundaresan, N. 2018. Consumer Price Search And Platform Design In Internet Commerce. *American Economic Review*, 108(7):1820-1859. <https://doi.org/10.1257/aer.20171218>
- Ding, R. 2021. Economic Growth: The Theoretical Debate On Resources, The Environment And Growth Limits And The Choices Faced By Human Beings. *China Political Economy*, 4(1):2-13. <https://doi.org/10.1108/cpe-05-2021-0002>
- Dini, I. & Laneri, S. 2021. The New Challenge Of Green Cosmetics: Natural Food Ingredients For Cosmetic Formulations. *Molecules*, 26(13):1-28. <https://doi.org/10.3390/molecules26133921>
- Djeri, L., Armenski, T., Tesanovic, D., Bradić, M. & Vukosav, S. 2014. Consumer Behaviour: Influence Of Place Of Residence On The Decision-Making Process When Choosing A Tourist Destination. *Economic Research - Ekonomska Istraživanja*, 27(1):267-279. <https://doi.org/10.1080/1331677X.2014.952108>
- Do Paço, A., Shiel, C. & Alves, H. 2019. A New Model For Testing Green Consumer Buying Behaviour. *Journal Of Cleaner Production*, 207:998-1006. <https://doi.org/10.1016/j.jclepro.2018.10.105>

- Donkoh, D. & Mensah, J. 2023. Application Of Triangulation In Qualitative Research. *Journal Of Applied Biotechnology & Bioengineering*, 10(1):6-9.
- Donvito, R., Aiello, G., Grazzini, L., Godey, B., Pederzoli, D., Wiedmann, K.P., Halliburton, C., Chan, P., Tsuchiya, J., Skorobogatykh, I.I. & Oh, H. 2020. Does Personality Congruence Explain Luxury Brand Attachment? The Results Of An International Research Study. *Journal Of Business Research*, 120:462-472. <https://doi.org/10.1016/j.jbusres.2020.06.047>
- Doody, O. & Bailey, M.E. 2016. Setting A Research Question, Aim And Objective. *Nurse Researcher*, 23(4):19-23.
- Doyle, L., McCabe, C., Keogh, B., Brady, A. & McCann, M. 2020. An Overview Of The Qualitative Descriptive Design Within Nursing Research. *Journal Of Research In Nursing*, 25(5):443-455. <https://doi.org/10.1177/1744987119880234>
- Dragolea, L.L., Butnaru, G.I., Kot, S., Zamfir, C.G., Nuță, A.C., Nuță, F.M., Cristea, D.S. & Ștefănică, M., 2023. Determining Factors In Shaping The Sustainable Behavior Of The Generation Z Consumer. *Frontiers In Environmental Science*, 11:1-21. <https://doi.org/10.3389/fenvs.2023.1096183>
- Driscoll, D.L. 2011. Introduction To Primary Research: Observations, Surveys, And Interviews. *Writing Spaces: Readings On Writing*, 2(2011):153-174.
- Dropulić, B. & Krupka, Z. 2020. Are Consumers Always Greener On The Other Side Of The Fence? Factors That Influence Green Purchase Intentions–The Context Of Croatian And Swedish Consumers. *Market-Tržište*, 32 (Special Issue):99-113. <https://doi.org/10.22598/mt/2020.32.spec-issue.99>
- Dube, K. 2021. Implications Of COVID-19 Induced Lockdown On The South African Tourism Industry And Prospects For Recovery. *African Journal Of Hospitality, Tourism And Leisure*, 10(1):270-287. <https://doi.org/10.46222/ajhtl.19770720-99>
- Dubihlela, J. & Dorah D. 2017. Young South African Consumers' Conspicuous Consumption Patterns And Their Status-Brand-Shopping Behaviour. *Journal Of Social Science*, 53(3):128-136.

Dudziak, A., Stoma, M. & Osmólska, E. 2023. Analysis Of Consumer Behaviour In The Context Of The Place Of Purchasing Food Products With Particular Emphasis On Local Products. *International Journal Of Environmental Research And Public Health*, 20(3):1-23.

<https://doi.org/10.3390/ijerph20032413>

Duong, C.D. 2022. Big Five Personality Traits And Green Consumption: Bridging The Attitude-Intention-Behavior Gap. *Asia Pacific Journal Of Marketing And Logistics*, 34(6):1123-1144.

<https://doi.org/10.1108/APJML-04-2021-0276>

Dzama, T. 2019. *The Influence Of Corporate Societal Marketing Programmes On Brand Equity With Special Focus On Econet Wireless Zimbabwe*. Harare: Open University. (Doctoral Thesis).

Eger, L., Komárková, L., Egerová, D. & Mičík, M. 2021. The Effect Of COVID-19 On Consumer Shopping Behaviour: Generational Cohort Perspective. *Journal Of Retailing And Consumer Services*, 61:1-23. <https://doi.org/10.3390/ijerph20032413>

Elbeltagi, I. & Agag, G. 2016. E-Retailing Ethics And Its Impact On Customer Satisfaction And Repurchase Intention: A Cultural And Commitment-Trust Theory Perspective. *Internet Research*, 26(1):288-310. <https://doi.org/10.1108/IntR-10-2014-0244>

Elkhwesky, Z., Salem, I.E., Varmus, M. & Ramkissoon, H. 2022. Sustainable Practices In Hospitality Pre And Amid COVID-19 Pandemic: Looking Back For Moving Forward Post-COVID-19. *Sustainable Development*, 30(5):1426-1448. <https://doi.org/10.1002/sd.2304>

Elliott, V. 2018. Thinking About The Coding Process In Qualitative Data Analysis. *Qualitative Report*, 23(11):2850-2860.

Emekci, S. 2019. Green Consumption Behaviours Of Consumers Within The Scope Of TPB. *Journal Of Consumer Marketing*, 36(3):410-417. <https://doi.org/10.1108/JCM-05-2018-2694>

Enaifoghe, A.O. & Asuelime, R.A. 2018. South Africa's National Development Vis-À-Vis Regional Dynamics. *Journal Of African Foreign Affairs*, 5(1):129-147. .
<https://doi.org/10.31920/2056-5658/2018/v5n1a7>

Eneizan, B. M. & Wahab, K. A. 2016. Effects Of Green Marketing Strategy On The Financial And Non-Financial Performance Of Firms: A Conceptual Paper. *Arabian Journal Of Business And Management Review*, 6(5):14-27.

- Eneizan, B.M., Abd-Wahab, K., Zainon, M.S. & Obaid, T.F. 2016. Effects Of Green Marketing Strategy On The Financial And Non-Financial Performance Of Firms: A Conceptual Paper. *Arabian Journal Of Business And Management Review*, 5(12):1-14.
- Ercis, A. & Unalan, M. 2017. Relationship Among Big Five Personality Traits, Compulsive Buying And Variety Seeking. *Journal Of Management Marketing And Logistics*, 4(3):217-223. <http://doi.org/10.17261/Pressacademia.2017.483>
- Erlangga, H. 2021. Effect Of Digital Marketing And Social Media On Purchase Intention Of Smes Food Products. *Turkish Journal Of Computer And Mathematics Education (TURCOMAT)*, 12(3):3672-3678.
- Espinoza, M.C., Ganatra, V., Prasanth, K., Sinha, R., Montañez, C.E.O., Sunil, K.M. & Kaakandikar, R. 2021. Consumer Behavior Analysis On Online And Offline Shopping During Pandemic Situation. *International Journal Of Accounting & Finance In Asia Pacific (IJAFAP)*, 4(3):75-87. <https://doi.org/10.32535/ijafap.v4i3.1208>
- Esteban-Bravo, M. & Vidal-Sanz, J.M. 2021. *Marketing Research Methods: Quantitative And Qualitative Approaches*. Cambridge, UK: Cambridge University Press.
- Etemad, H. 2020. Managing Uncertain Consequences Of A Global Crisis: Smes Encountering Adversities, Losses, And New Opportunities. *Journal Of International Entrepreneurship*, 18:125-144. <https://doi.org/10.1007/s10843-020-00279-z>
- Etikan, I. & Bala, K. 2017. Sampling And Sampling Methods. *Biometrics & Biostatistics International Journal*, 5(6):215-217. <https://doi.org/10.15406/bbij.2017.05.00149>
- Etikan, I., Alkassim, R. & Abubakar, S. 2016. Comparison Of Snowball Sampling And Sequential Sampling Technique. *Biometrics And Biostatistics International Journal*, 3(1):55-56.
- Ewe, S.Y. & Tjiptono, F. 2023. Green Behavior Among Gen Z Consumers In An Emerging Market: Eco-Friendly Versus Non-Eco-Friendly Products. *Young Consumers*, 24(2):234-252. <https://doi.org/10.1108/yc-06-2022-1533>
- Fajri, H.C., Siregar, H. & Sahara, S. 2019. Impact Of Climate Change On Food Price In The Affected Provinces Of El Nino And La Nina Phenomenon: Case Of Indonesia. *International*

Journal Of Food And Agricultural Economics (IJFAEC), 7(4):329-339.

<https://doi.org/10.22004/ag.econ.296761>

Falkof, N. 2023. Consuming Africa: Safari Aesthetics In The Johannesburg Beauty Industry. In *Consuming Happiness*. London: Routledge. Pp. 70-82.

Falode, B.O., Amubode, A.A., Adegunwa, M.O. & Ogunduyile, S.R., 2016. Online And Offline Shopping Motivation Of Apparel Consumers In Ibadan Metropolis, Nigeria. *International Journal Of Marketing Studies*, 8(1):150-160. <http://doi.org/10.5539/ijms.v8n1p150>

Fastercapital. 2023. *And Location Impacts Purchase Behavior*.

<https://fastercapital.com/content/And-Location-Impact-Purchase-Behavior.html#Understanding-the-Relationship-between-Demographics-and-Location-in-Purchase-Behavior> Date Of Access: 22 March 2023.

Fatima, S. & Lodhi, S. 2015. Impact Of Advertisement On Buying Behaviours Of The Consumers: Study Of Cosmetic Industry In Karachi City. *International Journal Of Management Sciences And Business Research*, 4(10):125-137.

Fauzi, N. F. S. N. & Hashim, R. A. 2015. Generation X And Purchase Intention Toward Green Cosmetic And Skin Care Products. *OUM International Journal Of Business And Management*, 1(2):79-91.

Fekete-Farkas, M., Gholampour, A., Bouzari, P., Jarghooiyan, H.& Ebrahimi, P. 2021. How Gender And Age Can Affect Consumer Purchase Behavior? Evidence From A Microeconomic Perspective From Hungary. *AD-Minister*, 39:25-46. <https://doi.org/10.17230/ad-minister.39.2>

Felix, E. 2015. Marketing Challenges Of Satisfying Consumers Changing Expectations And Preferences In A Competitive Market. *International Journal Of Marketing Studies*, 7(5):41-52. <http://dx.doi.org/10.5539/ijms.v7n5p41>

Ferdinand, M. & Ciptono, W.S. 2022. Indonesia's Cosmetics Industry Attractiveness, Competitiveness And Critical Success Factor Analysis. *Jurnal Manajemen Teori Dan Terapan*, 15(2):209-223.

Fernandes, E., Semuel, H. & Adiwijaya, M. 2020. The Influence Of Social Media Advertising On Purchase Intention Through Utilitarian And Hedonic Shopping Motivation. *International Journal Of Biological Sciences*, 3(1):23-36.

Fernandes, N. 2020. *Economic Effects Of Coronavirus Outbreak (COVID-19) On The World Economy*. IESE Business School Working Paper No. WP-1240-E.
<http://doi.org/10.2139/ssrn.3557504>

Fernandes, S. & Panda, R. 2019. Influence Of Social Reference Groups On Consumer Buying Behavior: A Review. *Journal Of Management Research*, 19(2):131-142.

Firdaus, F. & Budiman, B. 2021. The Impact Of Brand Image, Price, And Variety Seeking On Brand Switching Behavior. *Journal Of Advanced Multidisciplinary Research*, 2(2):78-89.
<https://doi.org/10.30659/jamr.2.2.78-89>

Fleşeriu, C., Cosma, S.A. & Bocăneţ, V. 2020. Values And Planned Behaviour Of The Romanian Organic Food Consumer. *Sustainability*, 12(5):1-21.
<https://doi.org/10.3390/su12051722>

Fletcher, C. 2023. *The Environmental And Health Impacts Of The Cosmetic Industry*.
<https://earth.org/environmental-impacts-cosmetic-industry/#:~:text=Unfortunately%2C%20things%20like%20excessive%20packaging,120%20billi on%20units%20each%20year> Date Of Access: 26 April 2023.

Flynn, L.R. & Goldsmith, R.E. 2016. Introducing The Super Consumer. *Journal Of Consumer Behaviour*, 15:201-207. <https://doi.org/10.1002/cb.1535>

Forbes, S.L. 2017. Post-Disaster Consumption: Analysis From The 2011 Christchurch Earthquake. *The International Review Of Retail, Distribution And Consumer Research*, 27: 28–42. <https://doi.org/10.1080/09593969.2016.1247010>

Forgas-Coll, S., Huertas-Garcia, R., Andriella, A. & Alenyà, G. 2022. How Do Consumers' Gender And Rational Thinking Affect The Acceptance Of Entertainment Social Robots? *International Journal Of Social Robotics*, 14(4):973-994.
<https://doi.org/10.1007/s12369-021-00845-y>

Franca, C.C.V. & Ueno, H.M. 2020. Green Cosmetics: Perspectives And Challenges In The Context Of Green Chemistry. *Desenvolvimento E Meio Ambiente*, 53:133-150.

<http://doi.org/10.5380/dma.v53i0.62322>

Francis, T., Roberts-Lombard, M. & Goldman, G. 2022. The Leverage Of Marketing Communication Opportunities By Using Facebook In Faculties At A Selected Comprehensive University. In 2022 *International Business Conference* (P. 1858). Pretoria: Tshwane University Of Technology.

Fróna, D., Szenderák, J. & Harangi-Rákos, M. 2019. The Challenge Of Feeding The World. *Sustainability*, 11(20):1-18. <https://doi.org/10.3390/su11205816>

Fuerst, F. & Shimizu, C. 2016. Green Luxury Goods? The Economics Of Eco-Labels In The Japanese Housing Market. *Journal Of The Japanese And International Economies*, 39:108-122.

<https://doi.org/10.1016/j.jjie.2016.01.003>

Fuiyeng, W. & Yazdanifard, R. 2015. Green Marketing: A Study Of Consumers' Buying Behavior In Relation To Green Products. *Global Journal Of Management And Business Research: E Marketing*, 15(5):16-23.

Fullerton, S., Van Tonder, E., & Lee, J. 2023. *Differences In Consumers' Green Consumption Mindsets And Behavior Across South Africa, South Korea And The United States Based Upon Measures Of Hofstede's Cultural Dimensions Theory*. Association Of Marketing Theory And Practice Proceedings. https://digitalcommons.georgiasouthern.edu/amp-proceedings_2023/40

Fusch, P., Fusch, G. & Ness, L. 2018. Denzin's Paradigm Shift: Revisiting Triangulation In Qualitative Research. *Journal Of Social Change*, 10(1):19-32.

<https://doi.org/10.5590/JOSC.2018.10.1.02>

Gangai, K.N. & Agrawal, R. 2016. The Influence Of Personality Traits On Consumer Impulsive Buying Behaviour. *International Journal Of Marketing And Business Communication*, 5(1):35-42.

Garas, S.R.R., Mahran, A.F.A. & Mohamed, H.M.H. 2023. Do You Consider Buying A Counterfeit? New Evidence From The Theory Of Planned Behaviour And Cognitive Dissonance Theory. *Journal Of Product & Brand Management*, 32(4):544-565.

<https://doi.org/10.1108/JPBM-11-2021-3734>

- Garcia, A.C., Ambrose, A., Hawkins, A. & Parkes, S. 2021. High Consumption, An Unustainable Habit That Needs More Attention. *Energy Research & Social Science*, 80:1-11.
<https://doi.org/10.1016/j.erss.2021.102241>
- García-Sánchez, I.M., Hussain, N., Khan, S.A. & Martínez-Ferrero, J. 2021. Do Markets Punish Or Reward Corporate Social Responsibility Decoupling? *Business & Society*, 60(6):1431-1467.
<https://doi.org/10.1177/0007650319898839>
- Gardner, B. 2015. A Review And Analysis Of The Use Of “Habit” In Understanding, Predicting And Influencing Health-Related Behaviour. *Health Psychology Review*, 9:277-295.
<https://doi.org/10.1080/17437199.2013.876238>
- Garside, R. 2015. *Methods For Synthesizing Qualitative Evidence*.
https://ktdrr.org/training/workshops/qual/session3/session3_031815.pdf Date Of Access: 24 May 2025.
- Gaspar, R., Palma-Oliveira, J.M. & Corral-Verdugo, V. 2016. Dynamic Mental Representations Of Habitual Behaviours: Food Choice On A Web-Based Environment. *Psychology, Community And Health*, 5(2):115-133. <https://doi.org/10.5964/pch.v5i2.171>
- Gazzola, P., Colombo, G., Pezzetti, R. & Nicolescu, L. 2017. Consumer Empowerment In The Digital Economy: Availing Sustainable Purchasing Decisions. *Sustainability*, 9(5):1-19.
<https://doi.org/10.3390/su9050693>
- Gearing, R. 2004. Bracketing In Research: A Typology. *Qualitative Health Research*, 14(10):1429-1452. <https://doi.org/10.1177/1049732304270394>
- Gebashe, F.C., Naidoo, D., Amoo, S.O. & Masondo, N.A. 2022. Cosmeceuticals: A Newly Expanding Industry In South Africa. *Cosmetics*, 9(4):77-99.
<https://doi.org/10.3390/cosmetics9040077>
- Gebrewahid, F. 2021. *Factors Influencing Consumer Buying Decision Towards Fast Moving Consumer Goods (FMCG), In The Case Of Laundry Detergents In Addis Ababa*. London: St. Mary's University (Thesis-Phd).
- Gelderman, C.J., Schijns, J., Lambrechts, W. & Vijgen, S. 2021. Green Marketing As An Environmental Practice: The Impact On Green Satisfaction And Green Loyalty In A Business-

To-Business Context. *Business Strategy And The Environment*, 30(4):2061-2076.

<https://doi.org/10.1002/bse.2732>

Germani, A., Buratta, L., Delvecchio, E. & Mazzeschi, C. 2020. Emerging Adults And COVID-19: The Role Of Individualism-Collectivism On Perceived Risks And Psychological Maladjustment. *International Journal Of Environmental Research And Public Health*, 17(10):1-15. <https://doi.org/10.3390/ijerph17103497>

Gerrans, L. 2020. *Green Nudges: Exploring The Use Of Behavioural Insights To Accelerate The Transition To Sustainable Development In South African Municipalities*. Stellenbosch: Stellenbosch University. (Thesis - Phd).

Ghazali, I., Abdul-Rashid, S.H., Md Dawal, S.Z., Aoyama, H., Sakundarini, N., Ho, F.H. & Herawan, S.G. 2021. Green Product Preferences Considering Cultural Influences: A Comparison Study Between Malaysia And Indonesia. *Management Of Environmental Quality: An International Journal*, 32(5):1040-1063. <https://doi.org/10.1108/meq-11-2020-0245>

Ghosh, M. 2019. Determinants Of Green Procurement Implementation And Its Impact On Firm Performance. *Journal Of Manufacturing Technology Management*, 30(2):462–482. <https://doi.org/10.1108/JMTM-06-2018-0168>

Gibson, S., Hsu, M.K. & Zhou, X. 2022. Convenience Stores In The Digital Age: A Focus On The Customer Experience And Revisit Intentions. *Journal Of Retailing And Consumer Services*, 68, E103014. <https://doi.org/10.1016/j.jretconser.2022.103014>

Gilbert, N. A., Clare, J. D., Stenglein, J. L. & Zuckerberg, B. 2021. Abundance Estimation Of Unmarked Animals Based On Camera-Trap Data. *Conservation Biology*, 35(1):88-100. <https://doi.org/10.1111/cobi.13517>

Gill, S.L.2020. Qualitative Sampling Methods. *Journal Of Human Lactation*, 36(4):579-581. <https://doi.org/10.1177/089033442094921>

Gleim, M.R., Smith, J.S., Andrews, D. & Cronin Jr, J.J. 2013. Against The Green: A Multi-Method Examination Of The Barriers To Green Consumption. *Journal Of Retailing*, 89(1):44-61. <https://doi.org/10.1016/j.jretai.2012.10.001>

- Glucksman, M. 2017. The Rise Of Social Media Influencer Marketing On Lifestyle Branding: A Case Study Of Lucie Fink. *Elon Journal Of Undergraduate Research In Communications*, 8(2):77-87.
- Gnambs, T. & Kaspar, K. 2015. Disclosure Of Sensitive Behaviors Across Self-Administered Survey Modes: A Meta-Analysis. *Behavior Research Methods*, 47:1237-1259.
<https://doi.org/10.3758/s13428-014-0533-4>
- Goh, S.K. & Balaji, M.S. 2016. Linking Green Scepticism To Green Purchase Behavior. *Journal Of Cleaner Production*, 131:629-638. <https://doi.org/10.1016/j.jclepro.2016.04.122>
- Gonen, L.D., Tavor, T. & Spiegel, U. 2024. Unlocking Market Potential: Strategic Consumer Segmentation And Dynamic Pricing For Balancing Loyalty And Deal Seeking. *Mathematics*, 12(21):1-31. <https://doi.org/10.3390/math12213364>
- González-Padilla, P., Navalpotro, F.D. & Saura, J.R. 2024. Managing Entrepreneurs' Behavior Personalities In Digital Environments: A Review. *International Entrepreneurship And Management Journal*, 20(1):89-113. <https://doi.org/10.1007/s11365-022-00823-4>
- Gore, T. 2019. *Cosmetics Trends Find A New Home In Zimbabwe*.
<https://www.herald.co.zw/cosmetics-trend-find-new-home-in-zim/> Date Of Access: 25 April 2023.
- Goswami, K. 2020. "To Buy Or Not To Buy": An Analysis Of The Problematic Of Consumer Behaviour. *International Journal Of Management (IJM)*, 11(10):525-532.
<https://doi.org/10.34218/IJM.11.10.2020.050>
- Govender, J.P. & Govender, T.L. 2016. The Influence Of Green Marketing On Consumer Purchase Behavior. *Environmental Economics*, 7(2):77-85.
[https://doi.org/10.21511/ee.07\(2\).2016.8](https://doi.org/10.21511/ee.07(2).2016.8)
- Govind, R., Chatterjee, R. & Mittal, V. 2018. Segmentation Of Spatially Dependent Geographical Units: Model And Application. *Management Science*, 64(4):1941-1956.
<https://doi.org/10.1287/mnsc.2016.2699>
- Govindan, K., Kaliyan, M., Kannan, D. & Haq, A.N. 2014. Barriers Analysis For Green Supply Chain Management Implementation In Indian Industries Using Analytic Hierarchy Process.

International Journal Of Production Economics, 147:555-568.

<https://doi.org/10.1016/j.ijpe.2013.08.018>

Greenall, A.K. & Løfaldli, E. 2019. Translation And Adaptation As Recontextualization: The Case Of The Snowman. *Adaptation*, 12(3):240-256. <https://doi.org/10.1093/adaptation/apz002>

Greening, N. 2019. Phenomenological Research Methodology. *Scientific Research Journal*, 7(5):88-92. https://doi.org/10.31364/scirj/v7.i5.2019_p0519656

Grewal, L., Hmurovic, J., Lamberton, C. & Reczek, R.W. 2019. The Self-Perception Connection: Why Consumers Devalue Unattractive Produce. *Journal Of Marketing*, 83(1):89-107. <https://doi.org/10.1177/0022242918816319>

Grillitsch, M. & Hansen, T. 2019. Green Industry Development In Different Types Of Regions. *European Planning Studies*, 27(11):2163-2183. <https://doi.org/10.1080/09654313.2019.1648385>

Griva, A., Zampou, E., Stavrou, V., Papakiriakopoulos, D. & Doukidis, G. 2024. A Two-Stage Business Analytics Approach To Perform Behavioural And Geographic Customer Segmentation Using E-Commerce Delivery Data. *Journal Of Decision Systems*, 33(1):1-29. <https://doi.org/10.1080/12460125.2022.2151071>

Groenewald, L. 2019. *The Effect Of Reference Groups And Lifestyle On The Buying Behaviour Of Singletons*. Potchefstroom: North-West University (Thesis-Phd).

Groening, C., Sarkis, J. & Zhu, Q. 2018. Green Marketing Consumer-Level Theory Review: A Compendium Of Applied Theories And Further Research Directions. *Journal Of Cleaner Production*, 172:1848-1866. <https://doi.org/10.1016/j.jclepro.2017.12.002>

Guba, E.G. & Lincoln, Y.S. 1989. *What Is This Constructivist Paradigm Anyway?* London: SAGE.

Guerreiro, J. & Pacheco, M. 2021. How Green Trust, Consumer Brand Engagement And Green Word-Of-Mouth Mediate Purchasing Intentions. *Sustainability*, 13(14):1-13. <https://doi.org/10.3390/su13147877>

- Guiné, R.P., Florença, S.G., Barroca, M.J. & Anjos, O. 2020. The Link Between The Consumer And The Innovations In Food Product Development. *Foods*, 9(9):1-22.
<https://doi.org/10.3390/foods9091317>
- Guo, R., Lv, S., Liao, T., Xi, F., Zhang, J., Zuo, X., Cao, X., Feng, Z. & Zhang, Y. 2020. Classifying Green Technologies For Sustainable Innovation And Investment. *Resources, Conservation And Recycling*, 153:1-13. <https://doi.org/10.1016/j.resconrec.2019.104580>
- Gupta, A.S. & Mukherjee, J. 2022. Long-Term Changes In Consumers' Shopping Behavior Post-Pandemic: An Exploratory Study. *International Journal Of Retail & Distribution Management*, 50(12):1518-1534. <https://doi.org/10.1108/IJRDM-04-2022-0111>
- Gupta, R. & Nair, K.S. 2021. Masstige Value Of Smartphone Brands: Impact On Egoistic Value Orientation Of Indian Consumers. *Academy Of Strategic Management Journal*, 20:1-11.
- Gupta, R.K. 2024. Strategies For Long Term Business Survival And Growth (What You Do Today To Stay In Business Tomorrow). *International Journal Of Research In Management*, 6(2):495-504. <https://doi.org/10.33545/26648792.2024.v6.i2f.248>
- Gupta, Y., Agarwal, S. & Singh, P.B. 2020. To Study The Impact Of Instafamous Celebrities On Consumer Buying Behavior. *Academy Of Marketing Studies Journal*, 24(2):1-13.
- Gürlek, M. & Tuna, M. 2018. Reinforcing Competitive Advantage Through Green Organizational Culture And Green Innovation. *The Service Industries Journal*, 38(7-8):467-491.
<https://doi.org/10.1080/02642069.2017.1402889>
- Gafurov, B. 2023. The Relationship Between Culture And Language In Learning Process. *Евразийский Журнал Социальных Наук, Философии И Культуры*, 3(5):55-63.
<https://doi.org/10.5281/zenodo.7901915>
- Habib, S. & Hamadneh, N.N. 2021. Impact Of Perceived Risk On Consumers' Technology Acceptance In Online Grocery Adoption Amid Covid-19 Pandemic. *Sustainability*, 13(18):1-15.
<https://doi.org/10.3390/su131810221>
- Hadi, M.A. & José, C.S. 2016. Ensuring Rigour And Trustworthiness Of Qualitative Research In Clinical Pharmacy. *International Journal Of Clinical Pharmacy*, 38(3):641–646.
<https://doi.org/10.1007/s11096-015-0237-6>

- Hafez, M. 2023. *Pioneering Perspectives: Strategies And Considerations In Market Segmentation And Targeting*. Ontario: Western University (Master – Thesis).
<http://doi.org/10.2139/ssrn.4802226>
- Haigh, N. & Withell, A.J. 2020. The Place Of Research Paradigms In Sotl Practice: An Inquiry. *Teaching & Learning Inquiry*, 8(2):17-31.
- Halkiopoulou, C., Antonopoulou, H., Gkintoni, E., Aroutzidis, A. 2022. Neuromarketing As An Indicator Of Cognitive Consumer Behavior In Decision-Making Process Of Tourism Destination—An Overview. In: Katsoni, V., Șerban, A.C. (Eds.) *Transcending Borders In Tourism Through Innovation And Cultural Heritage*. Cham: Springer International Publishing. Pp. 679-697. https://doi.org/10.1007/978-3-030-92491-1_41
- Hall, C.R., Hodges, A.W., Khachatryan, H. & Palma, M.A. 2020. Economic Contributions Of The Green Industry In The United States In 2018. *Journal Of Environmental Horticulture*, 38(3):73-79. <https://doi.org/10.24266/0738-2898-38.3.73>
- Hallikainen, H. & Laukkanen, T. 2018. National Culture And Consumer Trust In E-Commerce. *International Journal Of Information Management*, 38(1):97-106.
<https://doi.org/10.1016/j.ijinfomgt.2017.07.002>
- Hameed, I., Hyder, Z., Imran, M. & Shafiq, K. 2021. Greenwash And Green Purchase Behavior: An Environmentally Sustainable Perspective. *Environment, Development And Sustainability*, 23:13113–13134. <https://doi.org/10.1007/s10668-020-01202-1>
- Hamilton, R.W., Mittal, C., Shah, A., Thompson, D.V. & Griskevicius, V. 2019. How Financial Constraints Influence Consumer Behavior: An Integrative Framework. *Journal Of Consumer Psychology*, 29(2):285-305. <https://doi.org/10.1002/jcpy.1074>
- Hanaysha, J.R. 2017. An Examination Of Marketing Mix Elements And Customer Retention In Malaysian Retail Market. *American Journal Of Marketing Research*, 3(1):1-7.
- Hanaysha, J.R. 2018. An Examination Of The Factors Affecting Consumer's Purchase Decision In The Malaysian Retail Market. *PSU Research Review*, 2(1):7-23. <https://doi.org/10.1108/prr-08-2017-0034>

- Hanno, I., Centini, M., Anselmi, C. & Bibiani, C. 2015. Green Cosmetic Surfactant From Rice: Characterization And Application. *Cosmetics*, 2(4):322-341.
<https://doi.org/10.3390/cosmetics2040322>
- Haq, M.A. & Abbasi, S. 2016. Indirect Impact Of Hedonic Consumption And Emotions On Impulse Purchase Behavior: A Double Mediation Model. *Journal Of Management Sciences*, 3(2):108-122. <https://doi.org/10.20547/jms.2014.1603202>
- Haq, Z.U., Rasheed, R., Rashid, A. & Akhter, S. 2023. Criteria For Assessing And Ensuring The Trustworthiness In Qualitative Research. *International Journal Of Business Reflections*, 4(2):150-173. <https://doi.org/10.56249/ijbr.03.01.44>
- Haque, M., Akhtar, M.W., Bala, R. & Azam, M.S. 2023. Impact Of Green Marketing On Market Performance In Rural India. *Academy Of Marketing Studies Journal*, 27(2):1-11.
- Haralayya, B. 2021. Effect Of Branding On Consumer Buying Behaviour At Vijay Bharat Motors Pvt Ltd, Bidar. *Iconic Research And Engineering Journals*, 4(12):207-222.
- Hardcastle, S.J. & Hagger, M.S. 2016. Psychographic Profiling For Effective Health Behavior Change Interventions. *Frontiers In Psychology*, 6:1-2. <https://doi.org/10.3389/fpsyg.2015.01988>
- Harris, T. 2014. Grounded Theory. *Nursing Standard*, 29(35):37-43.
- Harrison, H., Birks, M., Franklin, R. & Mills, J. 2017. Case Study Research: Foundations And Methodological Orientations. In *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research*, 18(1):1-17. <https://doi.org/10.17169/fqs-18.1.2655>
- Harwanto, H., Nuari, N.R. & Christian, P. 2020. The Effect Of Brand Image, Variety-Seeking Tendency, And Peer Influence To Promotional Activity Interest And Its Effect To Purchase Intention On Millennials. *International Journal Of Research And Review*, 7(2):208-213.
- Hasan, N., Rana, R.U., Chowdhury, S., Dola, A.J. & Rony, M.K.K. 2021. Ethical Considerations In Research. *Journal Of Nursing Research, Patient Safety And Practise (JNRPS)*, 1(01):1-4.
- Hasbullah, N.N., Sulaiman, Z., Mas' od, A. & Ahmad Sugiran, H.S. 2022. Drivers Of Sustainable Apparel Purchase Intention: An Empirical Study Of Malaysian Millennial Consumers. *Sustainability*, 14(4):1-24. <https://doi.org/10.3390/su14041945>

- Hassan, S., Craft, S.H., & Kortam, W. 2003. Understanding The New Bases For Global Market Segmentation. *Journal Of Consumer Marketing*, 20(5):446-462.
<https://doi.org/10.1108/07363760310489670>
- Hassen, T.B., El Bilali, H., Allahyari, M.S., Berjan, S. & Fotina, O. 2021. Food Purchase And Eating Behavior During The COVID-19 Pandemic: A Cross-Sectional Survey Of Russian Adults. *Appetite*, 165:1-10. <https://doi.org/10.1016/j.appet.2021.105309>
- Hattingh, D. & Ramlakan, S. 2022. *Stretched South African Consumers Put Health And Sustainability On The Shopping List*. <https://www.mckinsey.com/za/our-insights/stretched-south-african-consumers-put-health-and-sustainability-on-the-shopping-list> Date Of Access: 25 March 2024.
- Hawkins, D.L. & Hoon, S. 2019. *The Impact Of Customer Retention Strategies And The Survival Of Small Service-Based Businesses*. <http://doi.org/10.2139/ssrn.3445173>
- Hefer, Y. & Nell, E.C. 2015. Creating A Store Environment That Encourages Buying: A Study On Sight Atmospherics. *Journal Of Governance And Regulation*, 4:471-475.
https://doi.org/10.22495/jgr_v4_i4_c4_p4
- Hendra, H. 2024. New Consumer And Marketing Patterns In The Post-Pandemic Scenario Are Paving The Way For The SDGS Implementation. *International Journal Of Artificial Intelligence Research*, 7(1.1):1-5. <https://doi.org/10.29099/ijair.v7i1.1.1063>
- Hendrawan, D. & Nugroho, D.A. 2018. Influence Of Personality On Impulsive Buying Behaviour Among Indonesian Young Consumers. *International Journal Of Trade And Global Markets*, 11(1-2):31-39. <https://doi.org/10.1504/IJTGM.2018.092489>
- Hensel, P. & Glinka, B. 2018. Grounded Theory. In: Ciesielska, M., Jemielniak, D. (Eds.). *Qualitative Methodologies In Organization Studies*. Cham: Palgrave Macmillan.
https://doi.org/10.1007/978-3-319-65217-7_3
- Hensher, M. 2020. Covid- 19, Unemployment, And Health: Time For Deeper Solutions? *The BMJ*, 371, M3687. <http://doi.org/10.1136/bmj.m3687>
- Heo, H. & Lee, S. 2025. Consumer Information-Seeking And Cross-Media Campaigns: An Interactive Marketing Perspective On Multi-Platform Strategies And Attitudes Toward Innovative

Products. *Journal Of Theoretical And Applied Electronic Commerce Research*, 20(2):1-21.
<https://doi.org/10.3390/jtaer20020068>

Hidayah, I.N. & Sa'dijah, C. 2020. Characteristics Of Students' Abductive Reasoning In Solving Algebra Problems. *Journal On Mathematics Education*, 11(3):347-362.
<http://doi.org/10.22342/jme.11.3.11869.347-362>

Hidayanto, A.N., Ovirza, M., Anggia, P., Budi, N.F.A. & Phusavat, K. 2017. The Roles Of Electronic Word Of Mouth And Information Searching In The Promotion Of A New E-Commerce Strategy: A Case Of Online Group Buying In Indonesia. *Journal Of Theoretical And Applied Electronic Commerce Research*, 12(3):69-85. <https://doi.org/10.4067/S0718-18762017000300006>

Hiratsuka, J., Perlaviciute, G. & Steg, L. 2018. Testing VBN Theory In Japan: Relationships Between Values, Beliefs, Norms, And Acceptability And Expected Effects Of A Car Pricing Policy. *Transportation Research Part F: Traffic Psychology And Behaviour*, 53:74-83.
<https://doi.org/10.1016/j.trf.2017.12.015>

Hirche, M. & Bruwer, J. 2014. Buying A Product For An Anticipated Consumption Situation: Observation Of High-And Low-Involved Wine Buyers In A Retail Store. *International Journal Of Wine Business Research*, 26(4):295-318. <https://doi.org/10.1108/IJWBR-01-2014-0007>

Ho, S.P.S. & Wong, A. 2023. The Role Of Customer Personality In Premium Banking Services. *Journal Of Financial Services Marketing*, 28(2):285-305. <https://doi.org/10.1057/s41264-022-00150-3>

Hoa, P.T.T., Ngan, N.L.K., Nga, N.L.P., Anh, T.N. & Linh, N.T.T. 2022. The Impact Of Belief, Attitude And Subjective Norm On OCOP Products Purchase Intention Of Vietnamese Consumers. *International Journal Of Multidisciplinary Research And Analysis*, 5:556-563.
<https://doi.org/10.47191/ijmra/v5-i2-44>

Hofstede, G. 1984. *Culture's Consequences: International Differences In Work Related Values*. Beverly Hills, CA: SAGE.

Holotová, M., Nagyová, L. & Holota, T. 2020. The Impact Of Environmental Responsibility On Changing Consumer Behaviour–Sustainable Market In Slovakia. *Economics & Sociology*, 13(3):84-96. <https://doi.org/10.14254/2071-789x.2020/13-3/6>

Hong, Y., Al Mamun, A., Masukujjaman, M. & Yang, Q. 2024. Significance Of The Environmental Value-Belief-Norm Model And Its Relationship To Green Consumption Among Chinese Youth. *Asia Pacific Management Review*, 29(1):127-140.

<https://doi.org/10.1016/J.Apmrv.2023.10.002>

Hong, Z. & Guo, X. 2019. Green Product Supply Chain Contracts Considering Environmental Responsibilities. *Omega*, 83:155-166. <https://doi.org/10.1016/j.omega.2018.02.010>

Hopwood, C.J., Wright, A.G. & Bleidorn, W. 2022. Person–Environment Transactions Differentiate Personality And Psychopathology. *Nature Reviews Psychology*, 1(1):55-63.

<https://doi.org/10.1038/s44159-021-00004-0>

Horner, S. & Swarbrooke, J. 2020. *Consumer Behaviour In Tourism*. London: Routledge.

Hossain, S.F.A., Nurunnabi, M., Hussain, K. & Saha, S.K. 2019. Effects Of Variety-Seeking Intention By Mobile Phone Usage On University Students' Academic Performance. *Cogent Education*, 6(1):1-18. <https://doi.org/10.1080/2331186X.2019.1574692>

Hosta, M. & Zabkar, V. 2021. Antecedents Of Environmentally And Socially Responsible Sustainable Consumer Behavior. *Journal Of Business Ethics*, 171(2):273-293.

<https://doi.org/10.1007/s10551-019-04416-0>

Hove, G. & Rathaha, T. 2021. The Extent Green Marketing Has Been Embraced In The Construction Industry-Employee Perspective In Zimbabwe. *International Business Research*, 14(6):78-90. <https://doi.org/10.5539/ibr.v14n6p78>

Hox, J.J. & Boeije, H.R. 2005. Data Collection, Primary Versus Secondary. *Encyclopedia Of Social Sciences*, 4:593-599.

Hsu, C. C., Choon Tan, K., Hanim Mohamad Zailani, S. & Jayaraman, V. 2013. Supply Chain Drivers That Foster The Development Of Green Initiatives In An Emerging Economy.

International Journal Of Operations & Production Management, 33(6):656-688.

<https://doi.org/10.1108/IJOPM-10-2011-0401>

Hsu, C.C., Quang-Thanh, N., Chien, F., Li, L. & Mohsin, M. 2021. Evaluating Green Innovation And Performance Of Financial Development: Mediating Concerns Of Environmental Regulation.

Environmental Science And Pollution Research, 28(40):57386-57397.

<https://doi.org/10.1007/s11356-021-14499-w>

Hu, Y. & Huang, J. 2023. Delineating And Comparing Local Labor Market Geographies Of Millennials, Generation Xers, And Baby Boomers. *Travel Behaviour And Society*, 30:325-334.

<https://doi.org/10.1016/j.tbs.2022.10.012>

Huang, H., Long, R., Chen, H., Li, Q., Wu, M. & Gan, X. 2022. Knowledge Domain And Research Progress In Green Consumption: A Phase Upgrade Study. *Environmental Science And Pollution Research*, 29(26):38797-38824. <https://doi.org/10.1007/s11356-022-19200-3>

Huang, S.C., Silalahi, A.D.K., Eunike, I.J. & Riantama, D. 2024. Understanding Impulse Buying In E-Commerce: The Big Five Traits Perspective And Moderating Effect Of Time Pressure And Emotions. *Telematics And Informatics Reports*, 15:1-14.

<https://doi.org/10.1016/j.teler.2024.100157>

Huang, Y., Meng, R. & Tan, J. 2022, April. The Impact Of Health Consciousness On Organic Lipstick Market. In *2022 7th International Conference On Social Sciences And Economic Development (ICSSED 2022)* (Pp. 157-164). Atlantis Press.

<https://doi.org/10.2991/aebmr.k.220405.027>

Hult, G.T.M., Sharma, P.N., Morgeson III, F.V. & Zhang, Y. 2019. Antecedents And Consequences Of Customer Satisfaction: Do They Differ Across Online And Offline Purchases? *Journal Of Retailing*, 95(1):10-23. <https://doi.org/10.1016/j.jretai.2018.10.003>

Humble, N. & Mozelius, P. 2022. Content Analysis Or Thematic Analysis: Doctoral Students' Perceptions Of Similarities And Differences. *Electronic Journal Of Business Research Methods*, 20(3):89-98. <https://doi.org/10.34190/ejbrm.20.3.2920>

Hupile, M. & Siambombe, A. 2024. Economic Inclusion In Crisis: Challenges And Opportunities For Policy Reform In Zimbabwe. *AJIS*, 4(1):35-49. <https://doi.org/10.59186/SI.4UJ2SRMF>

Hussain, M.A., Elyas, T. & Nasseef, O.A. 2013. Research Paradigms: A Slippery Slope For Fresh Researchers. *Life Science Journal*, 10(4):2374-2381.

- Hussain, S., Ahmed, W., Jafar, R.M.S., Rabnawaz, A. & Jianzhou, Y. 2017. Ewom Source Credibility, Perceived Risk And Food Product Customer's Information Adoption. *Computers In Human Behavior*, 66:96-102. <https://doi.org/10.1016/j.chb.2016.09.034>
- Hussin, H. & Wahid, N.A. 2023. Conceptualizing Customer Experience In Organic Food Purchase Using Cognitive-Affective-Behavior Model. *Journal Of Governance And Integrity*, 6(2):577-586. <https://doi.org/10.15282/jgi.6.2.2023.9732>
- Huterska, A., Piotrowska, A.I. & Szalacha-Jarmużek, J. 2021. Fear Of The COVID-19 Pandemic And Social Distancing As Factors Determining The Change In Consumer Payment Behavior At Retail And Service Outlets. *Energies*, 14(14):1-18. <https://doi.org/10.3390/en14144191>
- Huyghe, E., Verstraeten, J., Geuens, M. & Van Kerckhove, A. 2017. Clicks As A Healthy Alternative To Bricks: How Online Grocery Shopping Reduces Vice Purchases. *Journal Of Marketing Research*, 54(1):61-74. <https://doi.org/10.1509/jmr.14.0490>
- Hyman, M & Sierra, J. 2015. Marketing Research Process: Six Stages. *NMSU Business Outlook*, 13(4):1-12
- Igani, D.C. & Aseminachin, K.I. 2022. Product Advertisement Practices And Consumer Buying Behaviour Of Manufacturing Firms In Port Harcourt. *BW Academic Journal*, 10(2):108-118
- Ihinmoyan, T. 2022. Effects Of Digital Advertising On Consumer Buying Behaviour In Nestle Plc Nigeria Lagos. *International Journal Of Multidisciplinary And Current Educational Research*, 4(4):80-86.
- Iliyasu, R. & Etikan, I. 2021. Comparison Of Quota Sampling And Stratified Random Sampling. *Biometrics & Biostatistics International Journal*, 10(1):24-27.
- Ilyas, G.B., Rahmi, S., Tamsah, H., Munir, A.R. & Putra, A.H.P.K. 2020. Reflective Model Of Brand Awareness On Repurchase Intention And Customer Satisfaction. *The Journal Of Asian Finance, Economics And Business*, 7(9):427-438. <https://doi.org/10.13106/jafeb.2020.vol7.no9.427>
- Imschloss, M. & Schwemmler, M. 2024. Value Creation In Post-Pandemic Retailing: A Conceptual Framework And Implications. *Journal Of Business Economics*, 94(6):851-889. <https://doi.org/10.1007/s11573-023-01189-x>

Indriani, I.A.D., Rahayu, M. & Hadiwidjojo, D. 2019. The Influence Of Environmental Knowledge On Green Purchase Intention The Role Of Attitude As Mediating Variable. *International Journal Of Multicultural And Multireligious Understanding*, 6(2):627-635.

<http://doi.org/10.18415/ijmmu.v6i2.706>

Inoni, O.R., Salami, C.G.E. & Olannye, A.P. 2019. Effects Of Internal And External Factors On Organizational Buying Behaviour: A Review Of Extant Literature. *Izvestiya Journal Of Varna University Of Economics*, 63(3):216-237.

Investsa. 2020. *Investing In South Africa's Cosmetics And Personal Care Sector*.

http://www.investsa.gov.za/wp-content/uploads/2021/03/FACT-SHEET_COSMETICS_2020.pdf

Date Of Access: 24 April 2023.

Iqbal, J. 2023. *The Impact Of Green Brand Elements On Consumer Loyalty For Green Cosmetics After COVID 19 Outbreak In Malaysia*. Perth: Curtin University (Thesis - Phd).

Iqbal, M., Erianto, W., Yudiono, N. & Fahmi, M.R.A. 2023, August. Factor Of Marketing Mix On Purchase Intention: An Empirical Research In Fashion Industry, Mojokerto Regency, East Java, Indonesia. In *Fifth Annual International Conference On Business And Public Administration* (Aicobpa 2022) (Pp. 534-547). Atlantis Press.

Irene, S.M. 2019. Consumer Behaviour And New Consumer Trends Vis-À-Vis The Icts. *Esic Market Economics And Business Journal*, 50(3):599-620. <http://doi.org/10.2139/ssrn.3535521>

Ishrat, I., Hasan, M., Farooq, A. & Khan, F.M. 2023. Modelling Of Consumer Challenges And Marketing Strategies During Crisis. *Qualitative Market Research: An International Journal*, 26(4):285-319. <https://doi.org/10.1108/QMR-12-2021-0149>

Islam, T. & Chandrasekaran, U. 2019. Religiosity, Values And Consumer Buying Behaviour: A Study Of Young Indian Muslim Consumers. *Journal Of Consumer Marketing*, 36(7):948-961. <https://doi.org/10.1108/jcm-10-2017-2415>

ISS African Futures. 2023. *Zimbabwe*.

<https://futures.issafrica.org/geographic/countries/zimbabwe/> Date Of Access: 24 April 2023.

Istamova, M. & Diyor, X. 2023. Doing Business Based On Customer Segmentation. *Ethiopian International Journal Of Multidisciplinary Research*, 10(12):766-768.

- Ittaqullah, N., Madjid, R. & Suleman, N.R. 2020. The Effects Of Mobile Marketing, Discount, And Lifestyle On Consumers' Impulse Buying Behavior In Online Marketplace. *International Journal Of Scientific And Technology Research*, 9(3):1569-1577.
- Jain, M. 2019. A Study On Consumer Behavior-Decision Making Under High And Low Involvement Situations. *IJRAR-International Journal Of Research And Analytical Reviews*, 6(1):943-947.
- Jaiswal, D., Kaushal, V., Singh, P.K. & Biswas, A. 2021. Green Market Segmentation And Consumer Profiling: A Cluster Approach To An Emerging Consumer Market. *Benchmarking: An International Journal*, 28(3):792-812. <https://doi.org/10.1108/BIJ-05-2020-0247>
- Jamshed, S. 2014. Qualitative Research Method-Interviewing And Observation. *Journal Of Basic And Clinical Pharmacy*, 5(4):87-88. <https://doi.org/10.4103/0976-0105.141942>
- Janiszewski, C., Labroo, A. & Rucker, D. 2016. A Tutorial In Consumer Research: Knowledge Creation And Knowledge Appreciation In Deductive-Conceptual Consumer Research. *Journal Of Consumer Research*, 43(2):200-209. <https://doi.org/10.1093/jcr/ucw023>
- Jasrotia, S.S., Darda, P. & Pandey, S. 2023. Changing Values Of Millennials And Centennials Towards Responsible Consumption And Sustainable Society. *Society And Business Review*, 18(2):244-263. <https://doi.org/10.1108/SBR-01-2022-0013>
- Jeevan, P. 2017. Green Consumer-Segmentation And Marketing Strategies - A Conceptual Framework. *Glimpses Of Consumer Behaviour Towards 2020*, Bonfring, Coimbatore, December 2014, ISBN 978-93-84743-25-3, Available At SSRN: <https://ssrn.com/abstract=2960063>
- Jenkins, E.L., Legrand, S., Brennan, L., Molenaar, A., Reid, M. & Mccaffrey, T.A. 2021. Psycho-Behavioural Segmentation In Food And Nutrition: A Systematic Scoping Review Of The Literature. *Nutrients*, 13(6):1-16. <https://doi.org/10.3390/nu13061795>
- Ji, P., Ma, X. & Li, G. 2015. Developing Green Purchasing Relationships For The Manufacturing Industry: An Evolutionary Game Theory Perspective. *International Journal Of Production Economics*, 166:155-162. <https://doi.org/10.1016/j.ijpe.2014.10.009>

- Jian, Y., Yu, I.Y., Yang, M.X. & Zeng, K.J. 2020. The Impacts Of Fear And Uncertainty Of COVID-19 On Environmental Concerns, Brand Trust, And Behavioral Intentions Toward Green Hotels. *Sustainability*, 12(20):1-14. <https://doi.org/10.3390/su12208688>
- Jílková, P. & Králová, P. 2021. Digital Consumer Behaviour And Ecommerce Trends During The COVID-19 Crisis. *International Advances In Economic Research*, 27(1):83-85. <https://doi.org/10.1007/s11294-021-09817-4>
- Jisana, T.K. 2014. Consumer Behaviour Models: An Overview. *Sai Om Journal Of Commerce & Management*, 1(5):34-43.
- Jocelyn, M.A.S. 2018. *An Analysis Of The Impact Of Public Relations On Consumer Buying Behaviour: The Case Of KFC (Pick 'N' Eat Ltd)*. Mauritius: Open University Of Mauritius.
- Johnson, D.R., Scheitle, C.P. & Ecklund, E.H. 2021. Beyond The In-Person Interview? How Interview Quality Varies Across In-Person, Telephone, And Skype Interviews. *Social Science Computer Review*, 39(6):1142-1158. <https://doi.org/10.1177/0894439319893612>
- Johnson, J.L., Adkins, D. & Chauvin, S. 2020. A Review Of The Quality Indicators Of Rigor In Qualitative Research. *American Journal Of Pharmaceutical Education*, 84(1):138-146. <https://doi.org/10.5688/ajpe7120>
- Johnston, M.P. 2014. Secondary Data Analysis: A Method Of Which The Time Has Come. *Qualitative And Quantitative Methods In Libraries*, 3(3):619-626. Accessed May 24, 2025, From:
- Johnstone, M.L. & Tan, L.P. 2015. Exploring The Gap Between Consumers' Green Rhetoric And Purchasing Behaviour. *Journal Of Business Ethics*, 132:311-328. <https://doi.org/10.1007/s10551-014-2316-3>
- Jolly, T. 2020. Price A Determining Factor In Most Women's Cosmetics Choices. <https://zululandobserver.co.za/229485/price-a-determining-factor-in-most-womens-cosmetics-choices/> Date Of Access: 22 July 2023.
- Jones III, R.J., Reilly, T.M., Cox, M.Z. & Cole, B.M. 2017. Gender Makes A Difference: Investigating Consumer Purchasing Behavior And Attitudes Toward Corporate Social Responsibility Policies. *Corporate Social Responsibility And Environmental Management*, 24(2):133-144. <https://doi.org/10.1002/csr.1401>

- Jones, J.S., Murray, S.R. & Tapp, S.R. 2018. Generational Differences In The Workplace. *Journal Of Business Diversity*, 18(2):88–97. <https://doi.org/10.33423/jbd.v18i2.528>
- Jonker, J. & Pennink, B.W. 2010. The Essence Of Methodology. In *The Essence Of Research Methodology*. Berlin, Heidelberg: Springer. Pp. 21-41. https://doi.org/10.1007/978-3-540-71659-4_2
- Joshi, Y. & Rahman, Z. 2015. Factors Affecting Green Purchase Behavior And Future Research Directions. *International Strategic Management Review*, 3(2015):128–143. <https://doi.org/10.1016/j.ism.2015.04.001>
- Joshi, Y., Uniyal, D.P. & Sangroya, D. 2021. Investigating Consumers' Green Purchase Intention: Examining The Role Of Economic Value, Emotional Value And Perceived Marketplace Influence. *Journal Of Cleaner Production*, 328:1-8. <https://doi.org/10.1016/j.jclepro.2021.129638>
- Jung, H.J., Choi, Y.J. & Oh, K.W. 2020. Influencing Factors Of Chinese Consumers' Purchase Intention To Sustainable Apparel Products: Exploring Consumer "Attitude–Behavioral Intention" Gap. *Sustainability*, 12(5):1-14. <https://doi.org/10.3390/su12051770>
- Jung, J. & Mittal, V. 2020. Political Identity And The Consumer Journey: A Research Review. *Journal Of Retailing*, 96(1):55-73. <https://doi.org/10.1016/j.jretai.2019.09.003>
- Junjie, M. & Yingxin, M. 2022. The Discussions Of Positivism And Interpretivism. *Online Submission*, 4(1):10-14. <https://doi.org/10.36348/gajhss.2022.v04i01.002>
- Juyal, S.A. 2015. Influence Of Media Habits On Buying Behaviour Of Urban And Rural Consumers In Uttarakhand. *Asian Journal Of Research In Marketing*, 4(2):141-150.
- Kahupi, I., Hull, C.E., Okorie, O. & Millette, S. 2021. Building Competitive Advantage With Sustainable Products—A Case Study Perspective Of Stakeholders. *Journal Of Cleaner Production*, 289:1-23. <https://doi.org/10.1016/j.jclepro.2020.125699>
- Kala, D. & Chaubey, D. 2016. Country-Of-Origin Effect And Consumers' Buying Behaviour: Evidence From Indian Market. *Management Convergence*, 7(1):47-59.

- Kallio, H., Pietilä, A.M., Johnson, M. & Kangasniemi, M. 2016. Systematic Methodological Review: Developing A Framework For A Qualitative Semi-Structured Interview Guide. *Journal Of Advanced Nursing*, 72(12):2954-2965. <https://doi.org/10.1111/jan.13031>
- Kalonga, A.2023. *A Brief Analysis Of The Consumer Goods Market In Zimbabwe From A Supply Chain Perspective*. <https://www.linkedin.com/pulse/brief-analysis-consumer-goods-market-zimbabwe-from-supply-kalonga-18chf/> Date Of Access: 22 March 2024.
- Kalotra, A.K. & Sharma, N. 2016. Factors Influencing Behavior And Choices Of The Consumers While They Avail Hospitality Services: A Study Of Delhi. *Journal Of Hospitality Application And Research*, 11(2): 21-48.
- Kamal, S.S.L.B.A. 2019. Research Paradigm And The Philosophical Foundations Of A Qualitative Study. *PEOPLE: International Journal Of Social Sciences*, 4(3):1386-1394. <https://doi.org/10.20319/pijss.2019.43.13861394>
- Kamalanon, P., Chen, J.S. & Le, T.T.Y. 2022. "Why Do We Buy Green Products?" An Extended Theory Of The Planned Behavior Model For Green Product Purchase Behavior. *Sustainability*, 14(2), E689. <https://doi.org/10.3390/su14020689>
- Kaneta, K. 2021. *Cosmetics And The Environment*. *Green Business Gazette*. <https://www.gbq.co.zw/2022/01/19/cosmetics-and-the-environment/> Date Of Access: 22 September 2023.
- Kankaraš, M. 2017. *Personality Matters: Relevance And Assessment Of Personality Characteristics*. OECD Education Working Papers, No. 157, Paris: OECD Publishing. <https://doi.org/10.1787/8a294376-en>
- Kannan, G. & Maheswari, V. 2023. A Study On The Purchase Behaviour Of Rural And Urban Consumer Towards Selected Fast-Moving Consumer Goods In Salem. *International Journal Of Advances In Engineering Architecture Science And Technology*, 1(5):25-30.
- Kansal, M.D. 2021. A Study To Assess The Impact Of Point Of Purchase Display On Purchase Decision. *International Journal Of Research Publication And Reviews*, 2(8):1301-1321. <https://doi.org/10.3390/app132212147>

- Kansiime, M.K., Tambo, J.A., Mugambi, I., Bundi, M., Kara, A. & Owuor, C. 2021. COVID-19 Implications On Household Income And Food Security In Kenya And Uganda: Findings From A Rapid Assessment. *World Development*, 137:1-10.
<https://doi.org/10.1016/j.worlddev.2020.105199>
- Kanwal, M., Burki, U., Ali, R. & Dahlstrom, R. 2022. Systematic Review Of Gender Differences And Similarities In Online Consumers' Shopping Behavior. *Journal Of Consumer Marketing*, 39(1):29-43. <https://doi.org/10.1108/JCM-01-2021-4356>
- Kanyenze, G., Chitambara, P. & Tyson, J. 2017. *The Outlook For The Zimbabwean Economy*. London: Supporting Economic Transformation, Pp.1-29.
- Kapoor, R., Singh, A.B. & Misra, R. 2019. Green Cosmetics-Changing Young Consumer Preference And Reforming Cosmetic Industry. *International Journal Of Recent Technology And Engineering*, 8(4):12932-12939. <https://doi.org/10.35940/ijrte.d6927.118419>
- Kapoor, S. & Banerjee, S. 2021. On The Relationship Between Brand Scandal And Consumer Attitudes: A Literature Review And Research Agenda. *International Journal Of Consumer Studies*, 45(5):1047-1078. <https://doi.org/10.1111/ijcs.12633>
- Kar, S.K. & Harichandan, S. 2022. Green Marketing Innovation And Sustainable Consumption: A Bibliometric Analysis. *Journal Of Cleaner Production*, 361:1-14.
<https://doi.org/10.1016/j.jclepro.2022.132290>
- Karedza, G., Sikwila, M. & Bhebhe, T.B. 2017. The Impact Of Psychological Influences On Consumer Buying Behavior Of Smes' Products: A Case Study Of The Manufacturing Sector In Zimbabwe. *Asian Business Research Journal*, 2:1-7.
<https://doi.org/10.20448/journal.518.2017.21.1.7>
- Karimi, S., Liobikienė, G., Saadi, H. & Sepahvand, F. 2021. The Influence Of Media Usage On Iranian Students' Pro-Environmental Behaviors: An Application Of The Extended Theory Of Planned Behavior. *Sustainability*, 13(15):8299. <https://doi.org/10.3390/su13158299>
- Karimi, S., Papamichail, K.N. & Holland, C.P. 2015. The Effect Of Prior Knowledge And Decision-Making Style On The Online Purchase Decision-Making Process: A Typology Of Consumer Shopping Behaviour. *Decision Support Systems*, 77:137-147.
<https://doi.org/10.1016/j.dss.2015.06.004>

- Karimjanova, R.M. & Soliyeva, G.A. 2022. The Role And Importance Of Marketing Research In The Modernization Of The Economy Of The Republic. *European Journal Of Innovation In Nonformal Education*, 2(1):220-224.
- Karnreungsiri, I. & Praditsuwan, N. 2017. Factors Influencing Buying Behavior And Buying Decision Process Of Customers: An Examination On Relationship Using One-Way Analysis Of Variance. *PSAKU International Journal Of Interdisciplinary Research*, 6(2):76-84.
<https://doi.org/10.12778/235108618x15452373745857>
- Karunarathna, A.K.P., Bandara, V.K., Silva, A.S.T. & De Mel, W.D.H. 2020. Impact Of Green Marketing Mix On Consumers' Green Purchasing Intention With Special Reference To Sri Lankan Supermarkets. *South Asian Journal Of Marketing*, 1(1):127-153.
- Kasrad, K. 2022. Analysis Of Purchase Decision Estimates Based On Store Atmosphere And Affordable Prices. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 2(1):27-34.
<https://doi.org/10.37481/jmeh.v2i1.246>
- Kataria, N. & Pandey, R.K. 2023. A Study On Consumer Buying Behaviour Towards Eatery Outlets In Silvassa City. *Management Journal For Advanced Research*, 3(1):54-62.
<https://doi.org/10.54741/mjar.3.1.8>
- Katrodia, A. 2021. A Study Of Identity Consumer Purchasing Behavior And Factors That Influence Consumer Purchase Decision: With Reference To Durban. *Journal Of The Research Society Of Pakistan*, 58(3):60-71.
- Kaushik, M. & Guleria, N. 2020. The Impact Of Pandemic COVID-19 In Workplace. *European Journal Of Business And Management*, 12(15):9-18.
- Kautish, P. & Sharma, R. 2021. Study On Relationships Among Terminal And Instrumental Values, Environmental Consciousness, And Behavioral Intentions For Green Products. *Journal Of Indian Business Research*, 13(1):1-29. <https://doi.org/10.1108/JIBR-01-2018-0013>
- Kawulich, B. 2012. Collecting Data Through Observation. *Doing Social Research: A Global Context*, 6(12):150-160.
- Keane, M. & Neal, T. 2021. Consumer Panic In The COVID-19 Pandemic. *Journal Of Econometrics*, 220(1):86-105. <https://doi.org/10.1016/j.jeconom.2020.07.045>

- Kenter, J.O., O'Brien, L., Hockley, N., Ravenscroft, N., Fazey, I., Irvine, K.N., Reed, M.S., Christie, M., Brady, E., Bryce, R. & Church, A. 2015. What Are Shared And Social Values Of Ecosystems? *Ecological Economics*, 111:86-99. <https://doi.org/10.1016/j.ecolecon.2015.01.006>
- Kenton, W. 2021. *Conspicuous Consumption: Definition And Examples*. <https://www.investopedia.com/terms/c/conspicuous-consumption.asp#:~:text=Conspicuous%20consumption%20is%20the%20purchase,members%20of%20a%20person's%20class> Date Of Access: 22 September 2023.
- Khan, N., Sarwar, A. & Tan, B.C. 2021. Determinants Of Purchase Intention Of Halal Cosmetic Products Among Generation Y Consumers. *Journal Of Islamic Marketing*, 12(8):1461-1476. <https://doi.org/10.1108/JIMA-11-2019-0248>
- Khan, S.N. & Mohsin, M. 2017. The Power Of Emotional Value: Exploring The Effects Of Values On Green Product Consumer Choice Behavior. *Journal Of Cleaner Production*, 150:65-74. <https://doi.org/10.1016/j.jclepro.2017.02.187>
- Khandelwal, U., Kulshreshtha, K. & Tripathi, V. 2019. Importance Of Consumer-Based Green Brand Equity: Empirical Evidence. *Paradigm*, 23(1):83-97. <https://doi.org/10.1177/0971890719844428>
- Khar, M.A. & Irfan, M. 2021. The Impact Of Socioeconomic Factors On Consumer Buying Behavior: A Case Of Mobile Phone Market Of Pakistan. *Indian Journal Of Economics And Business*, 20(4):1183-1193.
- Khare, A. 2015. Antecedents To Green Buying Behaviour: A Study On Consumers In An Emerging Economy. *Marketing Intelligence & Planning*, 33(3):309-329. <https://doi.org/10.1108/MIP-05-2014-0083>
- Khatri, J., Marín-Morales, J., Moghaddasi, M., Guixeres, J., Giglioli, I.A.C. & Alcañiz, M. 2022. Recognizing Personality Traits Using Consumer Behavior Patterns In A Virtual Retail Store. *Frontiers In Psychology*, 13:1-17. <https://doi.org/10.3389/fpsyg.2022.752073>
- Khatri, K.K. 2020. Research Paradigm: A Philosophy Of Educational Research. *International Journal Of English Literature And Social Sciences*, 5(5):1435-1440. <https://doi.org/10.22161/ijels.55.15>

Khedkar, C.E. & Khedkar, A.E. 2021. Pricing: A Key Ingredient Of Marketing Strategy. *Vidyabharati International Interdisciplinary Research Journal*, 13(1):429-432.

Khurram, M., Qadeer, F. & Sheeraz, M. 2018. The Role Of Brand Recall, Brand Recognition And Price Consciousness In Understanding Actual Purchase. *Journal Of Research In Social Sciences*, 6(2):219-241.

Kietzmann, J., Paschen, J. & Treen, E. 2018. Artificial Intelligence In Advertising: How Marketers Can Leverage Artificial Intelligence Along The Consumer Journey. *Journal Of Advertising Research*, 58(3):263-267. <https://doi.org/10.2501/jar-2018-035>

Kim, H., Sefcik, J.S. & Bradway, C. 2017. Characteristics Of Qualitative Descriptive Studies: A Systematic Review. *Research In Nursing & Health*, 40(1):23-42.
<https://doi.org/10.1002/nur.21768>

Kim, J., Kim, J. & Jo, H. 2018. Decision Tree Analysis For The Consumers' Willingness To Pay For Eco-Friendly Products. *Advanced Science Letters*, 24(3):2146-2151.
<https://doi.org/10.1166/asl.2018.11877>

Kim, J.H., Kim, M., Yoo, J. & Park, M. 2021. Consumer Decision-Making In A Retail Store: The Role Of Mental Imagery And Gender Difference. *International Journal Of Retail & Distribution Management*, 49(3):421-445. <https://doi.org/10.1108/IJRDM-10-2019-0353>

Kim, N. & Lee, K. 2023. Environmental Consciousness, Purchase Intention, And Actual Purchase Behavior Of Eco-Friendly Products: The Moderating Impact Of Situational Context. *International Journal Of Environmental Research And Public Health*, 20(7):1-17.
<https://doi.org/10.3390/ijerph20075312>

Kirk, C.P. & Rifkin, L.S. 2020. I'll Trade You Diamonds For Toilet Paper: Consumer Reacting, Coping And Adapting Behaviors In The COVID-19 Pandemic. *Journal Of Business Research*, 117:124-131. <https://doi.org/10.1016/j.jbusres.2020.05.028>

Kirman, M.D. & Khan, M.N. 2016. Environmental Concern To Attitude Towards Green Products: Evidences From India. *Serbian Journal Of Management*, 11(2):159-179.
<https://doi.org/10.5937/sjm11-9241>

- Kivunja, C. & Kuyini, A.B. 2017. Understanding And Applying Research Paradigms In Educational Contexts. *International Journal Of Higher Education*, 6(5):26-41.
<https://doi.org/10.5430/ijhe.v6n5p26>
- Kleinheksel, A.J., Rockich-Winston, N., Tawfik, H. & Wyatt, T.R. 2020. Demystifying Content Analysis. *American Journal Of Pharmaceutical Education*, 84(1):127-137.
<https://doi.org/10.5688/ajpe7113>
- Klem, N.R., Bunzli, S., Smith, A. & Shields, N. 2022. Demystifying Qualitative Research For Musculoskeletal Practitioners Part 5: Rigor In Qualitative Research. *Journal Of Orthopaedic & Sports Physical Therapy*, 52(2):60-62. <https://doi.org/10.2519/jospt.2022.10487>
- Knowles, J., Ettenson, R., Lynch, P. & Dollens, J. 2020. Growth Opportunities For Brands During The COVID-19 Crisis. *MIT Sloan Management Review*, 61(4):2-6.
- Kollamparambil, U. & Jogee, R. 2018. Johannesburg: Interlinked Narratives And Investment By Foreign Firms. *The State Of African Cities*, 234-321.
https://www.afdb.org/fileadmin/uploads/afdb/Documents/GenericDocuments/The_State_of_African_Cities_-_PART_C.pdf Date Of Access: 25 February 2025.
- Korstjens, I. & Moser, A. 2018. Series: Practical Guidance To Qualitative Research. Part 4: Trustworthiness And Publishing. *European Journal Of General Practice*, 24(1):120-124.
<https://doi.org/10.1080/13814788.2017.1375092>
- Koschate-Fischer, N., Hoyer, W.D., Stokburger-Sauer, N.E. & Engling, J. 2018. Do Life Events Always Lead To Change In Purchase? The Mediating Role Of Change In Consumer Innovativeness, The Variety Seeking Tendency, And Price Consciousness. *Journal Of The Academy Of Marketing Science*, 46:516-536. <https://doi.org/10.1007/s11747-017-0548-3>
- Koskinen, S., 2017. *Targeted Social Media Advertising And Consumer Decision Making In Online Buying Behavior*. Oulu: University Of Oulu. (Dissertation - Masters).
- Kostromina, S.N. & Grishina, N.V. 2019. The Dynamic Personality: 'Continuity Amid Change'. *Psychology In Russia: State Of The Art*, 12(2):33-44.
<https://doi.org/10.11621/pir.2019.0203>

- Kosyak, A. & Popov, S. 2020. Analyzing Consumer Preferences For Green Products And Environmental Impact. *Journal Of Energy And Environmental Policy Options*, 3(4):134-140.
- Kotler, P. & Armstrong, G. 2010. *Principles Of Marketing*. 13th Ed. London: Pearson Education.
- Kotler, P. & Keller, L.K. 2016. *Marketing Management*. Pearson Education. Fifteenth Ed.
- Kotler, P., Bowen, J., Makens, J. & Baloglu, S. 2021. *Marketing For Hospitality And Tourism*. 8th Ed., Global Ed. Harlow: Pearson Education Limited.
- Kotni, V.V.D.P. & Divya, S. 2019. A Study On Consumer Behaviour And Buying Patterns In Apparel Retail Environment. *International Journal Of Research*, 6(1):878-887.
- Kranzbühler, A.M., Kleijnen, M.H., Morgan, R.E. & Teerling, M. 2018. The Multilevel Nature Of Customer Experience Research: An Integrative Review And Research Agenda. *International Journal Of Management Reviews*, 20(2):433-456. <https://doi.org/10.1111/ijmr.12140>
- Kraus, M. W., Callaghan, B. & Ondish, P. 2019. Social Class As Culture: The Convergence Of Resources And Rank In The Social Realm. In D. Cohen & S. Kitayama, Eds. *Handbook Of Cultural Psychology*. New York: The Guilford Press. Pp. 246-250.
<https://doi.org/10.1177/0963721411414654>
- Krishnakumar, K. 2023. A Green Mirage: Corporate Greenwashing And Its Malicious Acts To Society And Climate Change, *Journal Of Emerging Technologies And Innovative Research (JETIR)*,10(10):683-691.
- Krüger, J. & Rootman, C. 2017. Buying Behaviour In The South African Clothing Retail Industry: Considering Reference Groups And Culture. *Journal Of Contemporary Management*, 14(1):1035-1063. <https://hdl.handle.net/10520/EJC-ad46ac38b>
- Kuckertz, A., Brändle, L., Gaudig, A., Hinderer, S., Reyes, C.A.M., Prochotta, A., Steinbrink, K.M. & Berger, E.S. 2020. Startups In Times Of Crisis – A Rapid Response To The COVID-19 Pandemic. *Journal Of Business Venturing Insights*, 13:1-13.
<https://doi.org/10.1016/j.jbvi.2020.e00169>
- Kulkarni, S.R.& Barge, P. 2020. Effect Of COVID-19 On The Shift In Consumer Preferences With Respect To Shopping Modes (Offline/Online) For Groceries: An Exploratory Study.

International Journal Of Management, 11(10):581-590. <https://hdl.handle.net/10520/EJC-ad46ac38b>

Kumar, A., Chaudhuri, D.S., Bhardwaj, D.A. & Mishra, P. 2021 Emotional Intelligence And Its Impact On Team Building Through Mediation Of Leadership Effectiveness, *International Journal Of Management*, 11(12):614-624. <https://doi.org/10.34218/ijm.11.12.2020.054>

Kumar, B.A. & Rao, A.S. 2019. Family Purchase Decision Making-A Review. *Osmania Journal Of Management*, 1:40-50.

Kumar, M.R., Ahluwalia, I.S., Hazarika, D., Kumar, K. & Singh, M. 2022. Types Of Consumer Buying Behaviour. *Journal Of Contemporary Issues In Business And Government*, 28(4):372-378. <https://doi.org/10.47750/cig.2022.28.04.026>

Kumar, P. & Ghodeswar, B.M. 2015. Factors Affecting Consumers' Green Product Purchase Decisions. *Marketing Intelligence & Planning*, 33(3):330-347. <https://doi.org/10.1108/MIP-03-2014-0068>

Kumar, P., Polonsky, M., Dwivedi, Y.K. & Kar, A. 2021. Green Information Quality And Green Brand Evaluation: The Moderating Effects Of Eco-Label Credibility And Consumer Knowledge. *European Journal Of Marketing*, 55(7):2037-2071. <https://doi.org/10.1108/ejm-10-2019-0808>

Kumar, R. & Abdin, M.S. 2021. Impact Of Epidemics And Pandemics On Consumption Pattern: Evidence From Covid-19 Pandemic In Rural-Urban India. *Asian Journal Of Economics And Banking*, 5(1):2-14. <https://doi.org/10.1108/AJEB-12-2020-0109>

Kumar, R., Saha, R., PC, S. & Dahiya, R. 2019. Examining The Role Of External Factors In Influencing Green Behaviour Among Young Indian Consumers. *Young Consumers*, 20(4):380-398. <https://doi.org/10.1108/YC-12-2018-0921>

Kumatongo, B. & Muzata, K.K. 2021. Research Paradigms And Designs With Their Application In Education. *Journal Of Lexicography And Terminology*, 5(1):16-32.

Kuphanga, D. 2024. Questionnaires In Research: Their Role, Advantages, And Main Aspects. *Preprint*. <https://doi.org/10.13140/RG.2.15334.64325>

- Kurdi, B.A., Alshurideh, M., Akour, I., Tariq, E., Alhamad, A. & Alzoubi, H. 2022. The Effect Of Social Media Influencers' Characteristics On Consumer Intention And Attitude Toward Keto Products Purchase Intention. *International Journal Of Data And Network Science*, 6(4):1135-1146.
- Kwon, W.S., Englis, B. & Mann, M. 2016. Are Third-Party Green–Brown Ratings Believed? The Role Of Prior Brand Loyalty And Environmental Concern. *Journal Of Business Research*, 69(2):815-822. <https://doi.org/10.1016/j.jbusres.2015.07.008>
- Kyngas, H., Mikkonen, K. & Kaariainen, M. 2020. *The Application Of Content Analysis In Nursing Science Research*. 1st Ed. Oulu: Springer.
- Laheri, V.K., Lim, W.M., Arya, P.K. & Kumar, S. 2024. A Multidimensional Lens Of Environmental Consciousness: Towards An Environmentally Conscious Theory Of Planned Behavior. *Journal Of Consumer Marketing*, 41(3):281-297. <https://doi.org/10.1108/JCM-03-2023-5875>
- Lam, J.S.L. & Li, K.X. 2019. Green Port Marketing For Sustainable Growth And Development. *Transport Policy*, 84:73-81. <https://doi.org/10.1016/j.tranpol.2019.04.011>
- Lambert, M. 2019. Grounded Theory. In *Practical Research Methods In Education* (Pp. 132-141). City: Routledge.
- Lambert, V.A. & Lambert, C.E. 2012. Qualitative Descriptive Research: An Acceptable Design. *Pacific Rim International Journal Of Nursing Research*, 16(4):255-256.
- Landén, J. & Malmberg, E. 2016. *Sustainability Reports: Environmental Friendly Or A Greenwashing Tool? A Study Of How Global Mining Companies Use Sustainability Report*. Jönköping: Jonkoping University/ (Masters - Thesis). Pp.1-59
- Lanero, A., Vázquez, J.L. & Sahelices-Pinto, C. 2020. Heuristic Thinking And Credibility Of Organic Advertising Claims: The Role Of Knowledge And Motivations. *Sustainability*, 12(21):1-19. <https://doi.org/10.3390/su12218776>
- Lanto, S.M. 2021. *Disruptive Innovation By Start-Ups In The South African Skincare Market*. Johannesburg: Wits Business School (Thesis - Phd).

Lantos, G.P., 2015. *Consumer Behavior In Action: Real-Life Applications For Marketing Managers*. City: Routledge.

Larrinaga, O.V. 2017. Is It Desirable, Necessary And Possible To Perform Research Using Case Studies? *Cuadernos De Gestión*, 17(1):147-171. <https://doi.org/10.5295/cdg.140516ov>

Lautiainen, T. 2015. *Factors Affecting Consumers' Buying Decision In The Selection Of A Coffee Brand*. Lappeenranta: Saimaa University Of Applied Sciences (Bachelors - Dissertation).

Le-Anh, T. & Nguyen-To, T. 2020. Consumer Purchasing Behaviour Of Organic Food In An Emerging Market. *International Journal Of Consumer Studies*, 44(6):563-573. <https://doi.org/10.1111/ijcs.12588>

Lee, J., Bhatt, S. & Suri, R. 2018. When Consumers Penalize Not So Green Products. *Psychology & Marketing*, 35(1):36-46. <https://doi.org/10.1002/mar.21069>

Lee, J.J. & Ma, Z. 2022. How Do Consumers Choose Offline Shops On Online Platforms? An Investigation Of Interactive Consumer Decision Processing In Diagnosis-And-Cure Markets. *Journal Of Research In Interactive Marketing*, 16(2):277-291. <https://doi.org/10.1108/JRIM-03-2020-0046>

Lee, T.C., Anser, M.K., Nassani, A.A., Haffar, M., Zaman, K. & Abro, M.M.Q. 2021. Managing Natural Resources Through Sustainable Environmental Actions: A Cross-Sectional Study Of 138 Countries. *Sustainability*, 13(22):1-19. <https://doi.org/10.3390/su132212475>

Lei, Y., Yayla, A. & Kahai, S. 2017. Guiding The Herd: The Effect Of Reference Groups In Crowdfunding Decision Making. *Journal Of Business And Economics*, 1(1):50-62.

Leisch, F., Dolnicar, S. & Grün, B. 2018. *Market Segmentation Analysis: Understanding It, Doing It, And Making It Useful*. Heidelberg: Springer. <https://doi.org/10.1007/978-981-10-8818-6>

Leong, C.M., Loi, A.M.W. & Woon, S. 2022. The Influence Of Social Media Ewom Information On Purchase Intention. *Journal Of Marketing Analytics*, 10:145-157. <https://doi.org/10.1057/s41270-021-00132-9>

- Leonidou, C.N. & Skarmeas, D. 2017. Gray Shades Of Green: Causes And Consequences Of Green Scepticism. *Journal Of Business Ethics*, 144:401-415. <https://doi.org/10.1007/s10551-015-2829-4>
- Li, S. & Jaharuddin, N.S. 2020. Identifying The Key Purchase Factors For Organic Food Among Chinese Consumers. *Frontiers Of Business Research In China*, 14:1-23. <https://doi.org/10.1186/s11782-020-00093-3>
- Li, W., Li, W., Seppänen, V. & Koivumäki, T. 2023. Effects Of Greenwashing On Financial Performance: Moderation Through Local Environmental Regulation And Media Coverage. *Business Strategy And The Environment*, 32(1):820-841. <https://doi.org/10.1002/bse.3177>
- Li, Y. 2021. *Consumer Choice Behaviors In Sequential Purchases For Experiential Products*. New York: Cornell University. (Thesis - Phd).
- Li, Y., Westlund, H. & Liu, Y. 2019. Why Some Rural Areas Decline While Some Others Not: An Overview Of Rural Evolution In The World. *Journal Of Rural Studies*, 68:135-143. <https://doi.org/10.1016/j.jrurstud.2019.03.003>
- Liang, X. 2022. A Study On The Influence Of Age Factor On Consumer Behavior In Live-Streaming Shopping. In *2022 2nd International Conference On Economic Development And Business Culture (ICEDBC 2022)*. City: Atlantis Press. Pp. 862-873.
- Liao, Y. K., Wu, W. Y. & Pham, T. T. 2020. Examining The Moderating Effects Of Green Marketing And Green Psychological Benefits On Consumers' Green Attitude, Value, And Purchase Intention. *Sustainability*, 12(18):1-19. <https://doi.org/10.3390/su12187461>
- Lichev, G.T. 2017. Psychological Factors In Determining Consumer Behaviour. *Eastern Academic Journal*, 1:8-16.
- Lim, W.M., Kumar, S., Pandey, N., Verma, D. & Kumar, D. 2023. Evolution And Trends In Consumer Behaviour: Insights From Journal Of Consumer Behaviour. *Journal Of Consumer Behaviour*, 22(1):217-232. <https://doi.org/10.1002/cb.2118>
- Limbu, Y.B., Pham, L. & Nguyen, T.T.T. 2022. Predictors Of Green Cosmetics Purchase Intentions Among Young Female Consumers In Vietnam. *Sustainability*, 14(19):1-15. <https://doi.org/10.3390/su141912599>

- Lin, P.C. & Huang, Y.H. 2012. The Influence Factors On Choice Behavior Regarding Green Products Based On The Theory Of Consumption Values. *Journal Of Cleaner Production*, 22(1):11-18. <https://doi.org/10.1016/j.jclepro.2011.10.002>
- Lin, Y., Yang, S., Hanifah, H. & Iqbal, Q. 2018. An Exploratory Study Of Consumer Attitudes Toward Green Cosmetics In The UK Market. *Administrative Sciences*, 8(4):71-85.
- Lina, R. 2022. Improving Product Quality And Satisfaction As Fundamental Strategies In Strengthening Customer Loyalty. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 2(1):19-26. <https://doi.org/10.37481/jmeh.v2i1.245>
- Linneberg, M.S. & Korsgaard, S. 2019. Coding Qualitative Data: A Synthesis Guiding The Novice. *Qualitative Research Journal*, 19(3):259-270. <https://doi.org/10.1108/QRJ-12-2018-0012>
- Liobikienė, G. & Bernatoniene, J. 2017. Why Determinants Of Green Purchase Cannot Be Treated Equally? The Case Of Green Cosmetics: Literature Review. *Journal Of Cleaner Production*, 162:109-120. <https://doi.org/10.1016/j.jclepro.2017.05.204>
- Liobikienė, G., Mandravickaitė, J. & Bernatoniene, J. 2016. Theory Of Planned Behavior Approach To Understand The Green Purchasing Behavior In The EU: A Cross-Cultural Study. *Ecological Economics*, 125:38-46. <https://doi.org/10.1016/j.ecolecon.2016.02.008>
- Lipowski, M. & Angowski, M. 2016. Gender And Consumer Behaviour In Distribution Channels Of Services. *International Journal Of Synergy And Research*, 5:45-58. <https://doi.org/10.17951/ijsr.2016.5.45>
- Lissitsa, S. & Kol, O. 2016. Generation X Vs. Generation Y—A Decade Of Online Shopping. *Journal Of Retailing And Consumer Services*, 31:304-312. <https://doi.org/10.1016/j.jretconser.2016.04.015>
- Lissitsa, S. & Kol, O. 2021. Four Generational Cohorts And Hedonic M-Shopping: Association Between Personality Traits And Purchase Intention. *Electronic Commerce Research*, 21:545-570. <https://doi.org/10.1007/s10660-019-09381-4>

- Lissitsa, S. & Laor, T. 2021. Baby Boomers, Generation X And Generation Y: Identifying Generational Differences In Effects Of Personality Traits In On-Demand Radio Use. *Technology In Society*, 64:1-10. <https://doi.org/10.1016/j.techsoc.2021.101526>
- Liu, H., Huang, Y., Wang, Z., Liu, K., Hu, X. & Wang, W., 2019. Personality Or Value: A Comparative Study Of Psychographic Segmentation Based On An Online Review Enhanced Recommender System. *Applied Sciences*, 9(10):1-28. <https://doi.org/10.3390/app9101992>
- Livas, C. 2021. The Powers And Perils Of Societal Advertising. *Journal Of Macromarketing*, 41(3):454-470. <https://doi.org/10.1177/0276146720978261>
- Loiseau, E., Saikku, L., Antikainen, R., Droste, N., Hansjürgens, B., Pitkänen, K., Leskinen, P., Kuikman, P. & Thomsen, M. 2016. Green Economy And Related Concepts: An Overview. *Journal Of Cleaner Production*, 139:361-371. <https://doi.org/10.1016/j.jclepro.2016.08.024>
- Lokhande, M.J. 2022. Online And Offline Shopping: A Comparative Study. *International Journal Of All Research Education And Scientific Methods (IJARESM)*, 10(12):775-786.
- Lorek, A. 2015. Current Trends In The Consumer Behaviour Towards Eco-Friendly Products. *Economic And Environmental Studies*, 15(2):115-129.
- Loxton, M., Truskett, R., Scarf, B., Sindone, L., Baldry, G. & Zhao, Y. 2020. Consumer Behaviour During Crises: Preliminary Research On How Coronavirus Has Manifested Consumer Panic Buying, Herd Mentality, Changing Discretionary Spending And The Role Of The Media In Influencing Behaviour. *Journal Of Risk And Financial Management*, 13(8):1-21. <https://doi.org/10.3390/jrfm13080166>
- Lubowiecki-Vikuk, A., Dąbrowska, A. & Machnik, A. 2021. Responsible Consumer And Lifestyle: Sustainability Insights. *Sustainable Production And Consumption*, 25:91-101. <https://doi.org/10.1016/j.spc.2020.08.007>
- Lundberg, P. 2024. *Exploring The Brand Identities And Consumer Perceptions Of Nordic Upscale Natural Cosmetics Brands*. Lappeenranta: Lappeenranta–Lahti University Of Technology LUT. (Thesis-Phd). 1-79.

- Luo, B., Sun, Y., Shen, J. & Xia, L. 2020. How Does Green Advertising Scepticism On Social Media Affect Consumer Intention To Purchase Green Products? *Journal Of Consumer Behaviour*, 19(4):371-381. <https://doi.org/10.1002/cb.1818>
- Lupindo, M., Madinga, N.W. & Dlamini, S. 2024. Green Beauty: Examining Factors Shaping Millennials' Attitudes Toward Organic Personal Care Products In South Africa. *European Journal Of Management Studies*, 29(3):271-291. <https://doi.org/10.1108/EJMS-01-2024-0001>
- Lynch, S. & Barnes, L. 2020. Omnichannel Fashion Retailing: Examining The Customer Decision-Making Journey. *Journal Of Fashion Marketing And Management: An International Journal*, 24(3):471-493. <https://doi.org/10.1108/JFMM-09-2019-0192>
- Machová, R., Ambrus, R., Zsigmond, T. & Bakó, F. 2022. The Impact Of Green Marketing On Consumer Behavior In The Market Of Palm Oil Products. *Sustainability*, 14(3):1-25. <https://doi.org/10.3390/su14031364>
- Madhavan, M. & Kaliyaperumal, C. 2015. Consumer Buying Behavior-An Overview Of Theory And Models. *St. Theresa Journal Of Humanities And Social Sciences*, 1(1):74-112.
- Madinga, N.W. & Dondolo, B.H. 2017. The Role Of Reference Group On Consumer Purchasing Behavior: A Literature Review. In *The 29th Conference Of The Southern African Institute Of Management Scientists (SAIMS)*, Bloemfontein, South Africa.
- Madyibi, S. 2017. *The Relationship Between Conspicuous Consumption And Poverty In Developing Countries: Evidence From South Africa*. Cape Town: University Of The Western Cape (Masters' Dissertation).
- Magilvy, J.K. & Thomas, E. 2009. A First Qualitative Project: Qualitative Descriptive Design For Novice Researchers. *Journal For Specialists In Pediatric Nursing*, 14(4):298-300.
- Mahajan, S. & Saini, N. 2018. A Comparative Study On Online And Offline Shopping. *International Research Journal Of Management And Commerce*, 5(4):151-169.
- Mahmud, M.S., Huang, J.Z., Salloum, S., Emara, T.Z. & Sadatdiynov, K. 2020. A Survey Of Data Partitioning And Sampling Methods To Support Big Data Analysis. *Big Data Mining And Analytics*, 3(2):85-101. <https://doi.org/10.26599/BDMA.2019.9020015>

- Mahsyar, S. & Surapati, U. 2020. Effect Of Service Quality And Product Quality On Customer Satisfaction And Loyalty. *International Journal Of Economics, Business And Accounting Research (IJEBAR)*, 4(01):204-211.
- Maichum, K., Parichatnon, S. & Peng, K.C. 2016. Application Of The Extended Theory Of Planned Behavior Model To Investigate Purchase Intention Of Green Products Among Thai Consumers. *Sustainability*, 8(10):1-20. <https://doi.org/10.3390/su8101077>
- Majeed, A., Ahmed, I. & Rasheed, A. 2022. Investigating Influencing Factors On Consumers' Choice Behavior And Their Environmental Concerns While Purchasing Green Products In Pakistan. *Journal Of Environmental Planning And Management*, 65(6):1110-1134. <https://doi.org/10.1080/09640568.2021.1922995>
- Majeed, I. 2019. Understanding Positivism In Social Research: A Research Paradigm Of Inductive Logic Of Inquiry. *International Journal Of Research In Social Sciences*, 9(11):118-125.
- Majukwa, D. 2019. *Sustainability Strategies For Small And Medium-Sized Enterprises In Zimbabwe*. Minnesota: Walden University. (Thesis-Phd).
- Makanyeza, C. & Du Toit, F. 2017. Consumer Ethnocentrism In Developing Countries: Application Of A Model In Zimbabwe. *Acta Commercii*, 17(1):1-9. <http://doi.org/10.4102/ac.v17i1.481>
- Makhitha, K.M. 2021. Black Consumers Perceptions Towards Luxury Brands In South Africa. *International Journal Of Research In Business And Social Science (2147-4478)*, 10(4):28-36. <https://doi.org/10.20525/ijrbs.v10i4.1135>
- Makhitha, K.M. 2021. Green Product Management: An Emerging Market Perspective In South Africa. In: Mukonza, C., Hinson, R.E., Adeola, O., Adisa, I., Mogaji, E., Kirgiz, A.C. (Eds.) *Green Marketing In Emerging Markets*. Palgrave Studies Of Marketing In Emerging Economies. Cham: Palgrave Macmillan. Pp.145-177. https://doi.org/10.1007/978-3-030-74065-8_7
- Makhitha, K.M., Khumalo, M. & Sekhu, T. 2024. The Influence Of Emerging Market Consumers' Purchase Intention Of Luxury Clothing On Their Purchase Behaviour: A South African Perspective. *International Journal Of Research In Business And Social Science (2147-4478)*, 13(1):75-86. <https://doi.org/10.20525/ijrbs.v13i1.3023>

- Makudza, F., Sandada, M. & Madzikanda, D.D. 2022. Modelling Social Commerce Buying Behaviour: An Adaption Of The Sequential Consumer Decision Making Model. *Management Research And Practice*, 14(1):17-29.
- Malhotra, G. 2017. Strategies In Research. *International Journal For Advance Research And Development*, 2(5):172-180.
- Mambiravana, T., Shava, E. & Gunhidzirai, C. 2022. Currency Collapse And Middle-Class Livelihoods In Zimbabwe: The Case Of Msasa Park Suburb In Harare. *Mankind Quarterly*, 62(3):555-578.
- Maniatis, P. 2016. Investigating Factors Influencing Consumer Decision-Making While Choosing Green Products. *Journal Of Cleaner Production*, 132:215-228.
<https://doi.org/10.1016/j.jclepro.2015.02.067>
- Mariam, S., Putra, A.H.P.K., Ramli, A.H. & Aryani, F. 2023. Analysis Of The Effect Of Debt Level, Market Orientation, And Financial Literacy On Microenterprise Financial Performance: The Mediating Role Of Consumer Behavior. *Atestasi: Jurnal Ilmiah Akuntansi*, 6(2):469-494.
<https://doi.org/10.57178/atestasi.v6i2.06>
- Martínez, M.P., Cremasco, C.P., Gabriel Filho, L.R.A., Junior, S.S.B., Bednaski, A.V., Quevedo-Silva, F., Correa, C.M., Da Silva, D. & Padgett, R.C.M.L. 2020. Fuzzy Inference System To Study The Behavior Of The Green Consumer Facing The Perception Of Greenwashing. *Journal Of Cleaner Production*, 242, P.116064. <https://doi.org/10.1016/j.jclepro.2019.03.060>
- Martin-Neuning, R. & Ruby, M.B. 2020. What Does Food Retail Research Tell Us About The Implications Of Coronavirus (COVID-19) For Grocery Purchasing Habits? *Frontiers In Psychology*, 11:1-4. <https://doi.org/10.3389/fpsyg.2020.01448>
- Mason, A., Narcum, J. & Mason, K. 2020. Changes In Consumer Decision-Making Resulting From The COVID-19 Pandemic. *Journal Of Customer Behaviour*, 19(4):299-321.
<https://doi.org/10.1362/147539220X16003502334181>
- Massoud, M.D. 2021. *Cultural Diversity In Consumer Behaviour: The Case Of Wine Consumption In Lebanon: Determining Variables That Affect Consumer Behaviour Of Lebanese Wine*. Nottingham: Nottingham Trent University. (Thesis - Phd).

- Masviba, M., Zengeni, N. & Mwando, M. C. 2022. An Analysis Of The Factors Driving The Implementation Of Green Tourism Practices In Zimbabwe. *IOSR Journal Of Humanities And Social Science*, 27(7):38-48. . <https://doi.org/10.9790/0837-2707093848>
- Matamanda, A.R., Dube, T. & Campbell, M., 2021. Studentification And Its Interplay On Urban Form And Urban Policy: Reflection From Bulawayo, Zimbabwe. In *Urban Geography In Postcolonial Zimbabwe: Paradigms And Perspectives For Sustainable Urban Planning And Governance*. Cham: Springer International Publishing. Pp. 57-75. https://doi.org/10.1007/978-3-030-71539-7_4
- Mathai, S.T. & Haridas, R. 2014. Personality - Its Impact On Impulse Buying Behaviour Among The Retail Customers In Kochin City. *Journal Of Business And Management*, 16(4):48-55.
- Matindike, S. & Mago, S. 2023. Going Green: Greenness And Greening By African Businesses. *Africagrowth Agenda*, 20(1):8-11. <https://doi.org/10.1002/9781394197798.ch10>
- May, C.R., Albers, B., Bracher, M., Finch, T.L., Gilbert, A., Girling, M., Greenwood, K., Macfarlane, A., Mair, F.S., May, C.M. & Murray, E. 2022. Translational Framework For Implementation Evaluation And Research: A Normalisation Process Theory Coding Manual For Qualitative Research And Instrument Development. *Implementation Science*, 17(1):1-15. <https://doi.org/10.1186/s13012-022-01191-x>
- Mayoh, J. & Onwuegbuzie, A.J. 2015. Toward A Conceptualization Of Mixed Methods Phenomenological Research. *Journal Of Mixed Methods Research*, 9(1):91-107.
- Maziriri, E.T. 2020. Green Packaging And Green Advertising As Precursors Of Competitive Advantage And Business Performance Among Manufacturing Small And Medium Enterprises In South Africa. *Cogent Business & Management*, 7(1):1-21. <https://doi.org/10.1080/23311975.2020.1719586>
- Maziriri, E.T., Nyagadza, B., Chuchu, T. & Mazuruse, G. 2024. Antecedents Of Attitudes Towards The Use Of Environmentally Friendly Household Appliance Products In Zimbabwe: An Extension Of The Theory Of Planned Behaviour. *PSU Research Review*, 8(3):749-773. <https://doi.org/10.1108/prr-03-2022-0033>
- Mcdaniel, C. & Gates, R. 2010. *Marketing Research Essentials*. 7th Ed. Hoboken, N.J: Wiley.

McFadyen, J. & Rankin, J. 2016. The Role Of Gatekeepers In Research: Learning From Reflexivity And Reflection. *GSTF Journal Of Nursing And Health Care (JNHC)*, 4(1):82-88. https://doi.org/10.5176/2345-718X_4.1.135

Mcgrath, A. 2017. Dealing With Dissonance: A Review Of Cognitive Dissonance Reduction. *Social And Personality Psychology Compass*, 11(12):1-17. <https://doi.org/10.1111/spc3.12362>

McGrew, L.L. 2016. *Managing Change For Environmental Sustainability: An International Comparison Of Small And Medium Enterprises In The Fabric And Textile Industry*. Toowoomba: Southern Queensland University. (Thesis-Phd). Pp.1-251.

McIntosh, M.J. & Morse, J.M. 2015. Situating And Constructing Diversity In Semi-Structured Interviews. *Global Qualitative Nursing Research*, 2:1-12. <https://doi.org/10.1177/23333936155976>

Mckinsey. 2020a. *Consumer Sentiment And Behavior Continue To Reflect Uncertainty Of The COVID-19 Crisis*. <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/a-global-view-of-how-consumer-behavior-is-changing-amid-covid-19> Date Of Access: 14 March 2023.

Mckinsey. 2020b. *Global Surveys Of Consumer Sentiment During The COVID19 Crisis*. <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/a-global-view-of-how-consumer-behavior-is-changing-amid-covid-19> Date Of Access: 15 March 2023.

McNabb, D.E. 2015. *Research Methods For Political Science: Quantitative And Qualitative Methods*. City: Routledge.

Mecredy, P. 2022. *Do Older Consumers Purchase Differently? The Effect Of Age On Brand Awareness, Consideration, And Purchase*. City: Massey University. (Thesis-Phd).

Medina, C.A.G., Martinez-Fiestas, M., Viedma-Del-Jesús, M.I. & Aranda, L.A.C. 2020. The Processing Of Price During Purchase Decision Making: Are There Neural Differences Among Prosocial And Non-Prosocial Consumers? *Journal Of Cleaner Production*, 271:1-11. <https://doi.org/10.1016/j.jclepro.2020.122648>

Medrano, N., Cornejo-Cañamares, M. & Olarte-Pascual, C. 2020. The Impact Of Marketing Innovation On Companies' Environmental Orientation. *Journal Of Business & Industrial Marketing*, 35(1):1-12. <https://doi.org/10.1108/JBIM-10-2018-0319>

Mehroliya, S., Alagarsamy, S., & Solaikutty, V.M. 2021. Customers Response To Online Food Delivery Services During COVID-19 Outbreak Using Binary Logistic Regression. *International Journal Of Consumer Studies*, 45(3):396-408. <https://doi.org/10.1111/ijcs.12630>

Mehta, S., Saxena, T. & Purohit, N. 2020. The New Consumer Buying Behaviour Paradigm Amid COVID-19: Permanent Or Transient? *Journal Of Health Management*, 22(2):291-301. <https://doi.org/10.1177/0972063420940834>

Mezmir, E.A. 2020. Qualitative Data Analysis: An Overview Of Data Reduction, Data Display, And Interpretation. *Research On Humanities And Social Sciences*, 10(21):15-27. <https://doi.org/10.7176/RHSS/10-21-02>

Migdał-Najman, K., Najman, K. & Badowska, S. 2020. The GNG Neural Network In Analyzing Consumer Behaviour Patterns: Empirical Research On A Purchasing Behaviour Process Realized By The Elderly Consumers. *Advances In Data Analysis And Classification*, 14:947-982. <https://doi.org/10.1007/s11634-020-00415-6>

Milaković, I.K. 2021. Purchase Experience During The COVID-19 Pandemic And Social Cognitive Theory: The Relevance Of Consumer Vulnerability, Resilience, And Adaptability For Purchase Satisfaction And Repurchase. *International Journal Of Consumer Studies*, 45(6):1425–1442. <https://doi.org/10.1111/ijcs.12672>

Millan, E. & Mittal, B. 2017. Consumer Preference For Status Symbolism Of Clothing: The Case Of The Czech Republic. *Psychology & Marketing*, 34(3):309-322. <https://doi.org/10.1002/mar.20990>

Mironenko, I.A. & Sorokin, P.S. 2018. Seeking For The Definition Of “Culture”: Current Concerns And Their Implications. A Comment On Gustav Jahoda’s Article “Critical Reflections On Some Recent Definitions Of “Culture””. *Integrative Psychological And Behavioral Science*, 52:331-340. <https://doi.org/10.1007/s12124-018-9425-y>

- Mishal, A., Dubey, R., Gupta, O.K. & Luo, Z. 2017. Dynamics Of Environmental Consciousness And Green Purchase Behaviour: An Empirical Study. *International Journal Of Climate Change Strategies And Management*, 9(5):682-706. <https://doi.org/10.1108/IJCCSM-11-2016-0168>
- Mishra, N.P., Das, S.S., Yadav, S., Khan, W., Afzal, M., Alarifi, A., Ansari, M.T., Hasnain, M.S. & Nayak, A.K. 2020. Global Impacts Of Pre-And Post-COVID-19 Pandemic: Focus On Socio-Economic Consequences. *Sensors International*, 1:1-7. <https://doi.org/10.1016/j.sintl.2020.100042>
- Mishra, O. 2018. Sources Of Need Recognition In Online Consumers Decision Making Process. *International Journal Of Exclusive Management Research*, 8:1-13.
- Mishra, S.B. & Alok, S. 2022. *Handbook Of Research Methodology*. City: Educreation Publishing.
- Misra, S., Pedada, K. & Sinha, A. 2022. A Theory Of Marketing's Contribution To Customers' Perceived Value. *Journal Of Creating Value*, 8(2):219-240. <https://doi.org/10.1177/23949643221118152>
- Mkwizu, K.H., Wilbard, J.G., Mbilinyi, B.D. & Maliva, N.S. 2018. Factors Influencing Consumers' Convenience Shopping Of Industrial Products: A Study Of Kinondoni District. *Business Management Review*, 21(1):23-33.
- Moav, O. & Neeman, Z. 2010. Status And Poverty. *Journal Of The European Economic Association*, 8(2-3):413-420. <https://doi.org/10.1111/j.1542-4774.2010.tb00512.x>
- Moeliono, N., Fakhri, M., Sari, D., Kurnia, B. & Anindita, D.A. 2020. Green Brand Awareness Factors On The Body Shop Product. In *Proceedings Of The International Conference On Industrial Engineering And Operations Management*. Pp. 932-938.
- Mohajan, H.K. 2018. Qualitative Research Methodology In Social Sciences And Related Subjects. *Journal Of Economic Development, Environment And People*, 7(1):23-48.
- Mohajan, H.K. 2020. Quantitative Research: A Successful Investigation In Natural And Social Sciences. *Journal Of Economic Development, Environment And People*, 9(4):50-79.

Mohamed, F.A., Hassan, A.M. & Tipton, J.C. 2018. Product Review: Post Purchase Dissonance Perspective. *International Journal Of Business Research*™, 18(3):39-46.
<https://doi.org/10.18374/IJBR-18-3.1>

Mohd Suki, N. 2016. Green Product Purchase Intention: Impact Of Green Brands, Attitude, And Knowledge. *British Food Journal*, 118(12):2893-2910. <https://doi.org/10.1108/BFJ-06-2016-0295>

Moon, J., Choe, Y. & Song, H. 2021. Determinants Of Consumers' Online/Offline Shopping Behaviours During The COVID-19 Pandemic. *International Journal Of Environmental Research And Public Health*, 18(4):1-15. <https://doi.org/10.3390/ijerph18041593>

Moore, Z., Harrison, D.E. & Hair, J. 2021. Data Quality Assurance Begins Before Data Collection And Never Ends: What Marketing Researchers Absolutely Need To Remember. *International Journal Of Market Research*, 63(6):693-714.
<https://doi.org/10.1177/14707853211052183>

Mor, K., Kumar, M.A., Seema, M. & Saini, M.G. 2021. Studying Curiosity Motivated Behaviour, Variety Seeking Behaviour And Risk-Taking Behaviour: A Breakthrough In Consumer Psychology. *Indian Journal Of Psychological Science*, 14(1):96-107.

Morse, J.M. & Field, P.A. 1996. *Nursing Research: The Application Of Qualitative Approaches*. 2nd Ed. Cheltenham: Stanley Thornes.

Morse, J.M. 1991. *Qualitative Research: A Contemporary Dialogue*. Newbury Park: SAGE.

Morse, J.M. 2015. Analytic Strategies And Sample Size. *Qualitative Health Research*, 25(10):1317-1318. <https://doi.org/10.1177/1049732315602867>

Moser, A.K. 2015. Thinking Green, Buying Green? Drivers Of Pro-Environmental Purchasing Behavior. *Journal Of Consumer Marketing*, 32(3):167-175. <https://doi.org/10.1108/JCM-10-2014-1179>

Möttus, R., Wood, D., Condon, D.M., Back, M.D., Baumert, A., Costantini, G., Epskamp, S., Greiff, S., Johnson, W., Lukaszewski, A. & Murray, A. 2020. Descriptive, Predictive And Explanatory Personality Research: Different Goals, Different Approaches, But A Shared Need

To Move Beyond The Big Few Traits. *European Journal Of Personality*, 34(6):1175-1201.
<https://doi.org/10.1002/per.2311>

MRF (The Marketing Research Foundation). 2023. *The Latest Strategic Decision-Making Marketing All Product Survey(Maps®) Data Is Now Available*. Date Of Access: 13 April 2023.
From: <https://mrfsa.org.za/the-latest-strategic-decision-making-maps-data-is-now-available/>

Muchandiona, C., Kakava, N.Z. & Makanyeza, C. 2021. The Effect Of Consumer Ethnocentrism On The Acceptance Of Imported Grocery Products In Harare, Zimbabwe. *Cogent Business & Management*, 8(1):1-19. <https://doi.org/10.1080/23311975.2021.1963167>

Mukechi, N. 2020. *Consumer Spending: From A Zimbabwean Point Of View*. Accessed September 22, 2023, From: <https://www.thehumancapitalhub.com/articles/consumer-spending-from-a-zimbabwean-point-of-view>

Mukonza, C. & Swarts, I. 2020. The Influence Of Green Marketing Strategies On Business Performance And Corporate Image In The Retail Sector. *Business Strategy And The Environment*, 29(3):838-845. <https://doi.org/10.1002/bse.2401>

Munerah, S., Koay, K.Y. & Thambiah, S. 2021. Factors Influencing Non-Green Consumers' Purchase Intention: A Partial Least Squares Structural Equation Modelling (PLS-SEM) Approach. *Journal Of Cleaner Production*, 280:1-11.
<https://doi.org/10.1016/j.jclepro.2020.124192>

Muposhi, A. 2019. Emergence Of Green Marketing Capitalism In South Africa: Implications For Green Economy Agenda. *International Journal Of Business And Management Studies*, 11(1):1-15.

Murashkin, M. And Tyrväinen, J. 2020. *Adapting To The New Normal: A Qualitative Study Of Digital Leadership In Crisis*. Umeå: Umeå University. (Masters - Dissertation).

Mustafa, S., Hao, T., Jamil, K., Qiao, Y. & Nawaz, M. 2022. Role Of Eco-Friendly Products In The Revival Of Developing Countries' Economies And Achieving A Sustainable Green Economy. *Frontiers In Environmental Science*, 10:1-14.
<https://doi.org/10.3389/fenvs.2022.955245>

- Mutambara, E. & Muzurura, J. 2023. Factors That Influence The Successful Marketing Of Bioplastic Products In Zimbabwe: Towards A Circular Economy By 2030. *International Journal Of Innovative Research And Scientific Studies*, 6(2):389-398.
- Mwita, K. 2022. Factors To Consider When Choosing Data Collection Methods. *International Journal Of Research In Business And Social Science* (2147-4478), 11(5):532-538.
<https://doi.org/10.20525/ijrbs.v11i5.1842>
- Nadanyiova, M., Gajanova, L. & Majerova, J. 2020. The Impact Of Psychographic Segmentation On The Perception Of Green Marketing. *Economic And Social Development: Book Of Proceedings*, Pp. 269-276.
- Naeem, M. 2021. The Role Of Social Media To Generate Social Proof As Engaged Society For Stockpiling Behaviour Of Customers During Covid-19 Pandemic. *Qualitative Market Research: An International Journal*, 24(3):281-301. <https://doi.org/10.1108/QMR-04-2020-0050>
- Naim, A. 2023. Consumer Behavior In Marketing Patterns, Types, Segmentation. *European Journal Of Economics, Finance And Business Development*, 1(1):1-18.
- Najib, M., Sumarwan, U., Septiani, S., Waibel, H., Suhartanto, D. & Fahma, F. 2022. Individual And Socio-Cultural Factors As Driving Forces Of The Purchase Intention For Organic Food By Middle Class Consumers In Indonesia. *Journal Of International Food & Agribusiness Marketing*, 34(3):320-341. <https://doi.org/10.1080/08974438.2021.1900015>
- Nalbant, K.G. & Aydın, S. 2023. Development And Transformation In Digital Marketing And Branding With Artificial Intelligence And Digital Technologies Dynamics In The Metaverse Universe. *Journal Of Metaverse*, 3(1):9-18. <https://doi.org/10.57019/jmv.1148015>
- Nanggong, A. & Rahmatia, R. 2018. Gender Differences Of Sustainable Consumer Behavior In Technology Adoption: Evidence From Indonesia. *In Journal Of International Conference Proceedings*, 1(2):1-10. <https://doi.org/10.32535/jicp.v1i2.267>
- Narula, S.A. & Desore, A. 2016. Framing Green Consumer Behaviour Research: Opportunities And Challenges. *Social Responsibility Journal*, 12(1):1-22. <https://doi.org/10.1108/SRJ-08-2014-0112>

- Nash, J. 2019. Exploring How Social Media Platforms Influence Fashion Consumer Decisions In The UK Retail Sector. *Journal Of Fashion Marketing And Management: An International Journal*, 23(1):82-103. <https://doi.org/10.1108/JFMM-01-2018-0012>
- Nasution, M.D.T.P. & Rossanty, Y. 2018. Country Of Origin As A Moderator Of Halal Label And Purchase Behaviour. *Journal Of Business And Retail Management Research*, 12(2):194-201. <https://doi.org/10.24052/JBRMR/V12IS02/COOAAMOH LAPB>
- Naumova, O., Bilan, S. & Naumova, M. 2019. Luxury Consumers' Behavior: A Cross-Cultural Aspect. *Innovative Marketing*, 15(4):1-13. [https://doi.org/10.21511/im.15\(4\).2019.01](https://doi.org/10.21511/im.15(4).2019.01)
- Naumovska, L. 2017. Marketing Communication Strategies For Generation Y–Millennials. *Business Management And Strategy*, 8(1):123-133. <https://doi.org/10.5296/bms.v8i1.10260>
- Nave, A. & Ferreira, J. 2019. Corporate Social Responsibility Strategies: Past Research And Future Challenges. *Corporate Social Responsibility And Environmental Management*, 26(4):885-901. <https://doi.org/10.1002/csr.1729>
- Nayak, J.K. & Singh, P. 2015. *Fundamentals Of Research Methodology Problems And Prospects*. 1st Ed. New Delhi: SSDN Publishers & Distributors.
- Nayak, J.K. & Singh, P. 2021. *Fundamentals Of Research Methodology Problems And Prospects*. Delhi: SSDN Publishers & Distributors.
- Ndhlovu, P.T., Mooki, O., Mbeng, W.O. & Aremu, A.O. 2019. Plant Species Used For Cosmetic And Cosmeceutical Purposes By The Vhavenda Women In Vhembe District Municipality, Limpopo, South Africa. *South African Journal Of Botany*, 122:422-431. <https://doi.org/10.1016/j.sajb.2019.03.036>
- Ndlovu, N., Mafumbate, J., Mafuka, A., & Brena, M. (2017). The Impact Of The 'Buy Zimbabwe' Campaign On Performance Of Zimbabwean Companies In The Retail Sector. *Journal Of Economics And Behavioral Studies*, 8(6):227–236. [https://doi.org/https://doi.org/10.22610/jebs.v8i6\(J\).1496](https://doi.org/https://doi.org/10.22610/jebs.v8i6(J).1496)
- Ndofirepi, T.M. & Matema, S.C. 2020. Relationship Between Personality And The Intention On Repeat Purchases For Environmentally Friendly Products. *Journal Of Contemporary Management*, 17(2):250-277. <https://hdl.handle.net/10520/EJC-20842e529f>

- Nekmahmud, M., & Fekete-Farkas, M. 2020. Why Not Green Marketing? Determinates Of Consumers' Intention To Green Purchase Decision In A New Developing Nation. *Sustainability*, 12(19):1-3. <https://doi.org/10.3390/su12197880>
- Nekmahmud, M., Naz, F., Ramkissoon, H. & Fekete-Farkas, M. 2022. Transforming Consumers' Intention To Purchase Green Products: Role Of Social Media. *Technological Forecasting And Social Change*, 185:1-16. <https://doi.org/10.1016/j.techfore.2022.122067>
- Nemes, N., Scanlan, S.J., Smith, P., Smith, T., Aronczyk, M., Hill, S., Lewis, S.L., Montgomery, A.W., Tubiello, F.N. & Stabinsky, D. 2022. An Integrated Framework To Assess Greenwashing. *Sustainability*, 14(8):1-13. <https://doi.org/10.3390/su14084431>
- Netronic SA. 2023. *Johannesburg Population*.
<https://www.populationu.com/cities/johannesburg-population> Date Of Access: 22 July 2023.
- Neubauer, B.E., Witkop, C.T. & Varpio, L. 2019. How Phenomenology Can Help Us Learn From The Experiences Of Others. *Perspectives On Medical Education*, 8:90-97.
- Ngah, A.H., Bandar, N.F.A., Awi, N.A., Eneizan, B. & Alshannag, F.M. 2022. The Mediation Effect Of Online Shopping Habits On Personality Traits And Intention To Recommend; The COVID-19 Effect. *International Journal Of Business And Society*, 23(1):188-206.
<https://doi.org/10.33736/ijbs.4608.2022>
- Ngandoh, A.M. 2024. Strategic Agility In Global Markets: A Review Of Business Strategy And Policy. *Proceeding Of Research And Civil Society Dissemination*, 2(1):244-257.
<https://doi.org/10.37476/presed.v2i1.75>
- Ngcamu, L.J., Quaye, E.S., Horvey, S.S. & Jaravaza, D.C. 2023. Personality Traits, Money Attitudes And Consumer Decision-Making Styles As Predictors Of Investment Products Choice In South Africa. *Journal Of Consumer Behaviour*, 22(3):618-631.
<https://doi.org/10.1002/cb.2146>
- Nguyen, D.H., de Leeuw, S. & Dullaert, W.E. 2018. Consumer Behaviour And Order Fulfilment In Online Retailing: A Systematic Review. *International Journal Of Management Reviews*, 20(2):255-276. <https://doi.org/10.1111/ijmr.12129>

- Nguyen, T.T.H., Yang, Z., Nguyen, N., Johnson, L.W. & Cao, T.K. 2019. Greenwash And Green Purchase Intention: The Mediating Role Of Green Scepticism. *Sustainability*, 11(9):1-16. <https://doi.org/10.3390/su11092653>
- Nguyen-Viet, B. 2023. The Impact Of Green Marketing Mix Elements On Green Customer-Based Brand Equity In An Emerging Market. *Asia-Pacific Journal Of Business Administration*, 15(1):96-116. <https://doi.org/10.1108/APJBA-08-2021-0398>
- Nhlapulo, A. & Makhitha, K.M. 2022. The Influence Of Hedonic Factors On Consumers' Attitude Towards Online Shopping For Electronics In South Africa. *Journal Of Contemporary Management*, 19(2):483-505. <https://doi.org/10.35683/jcm22016.177>
- Nica, E., Gajanova, L. & Kicova, E. 2019. Customer Segmentation Based On Psychographic And Demographic Aspects As A Determinant Of Customer Targeting In The Online Environment. *Littera Scripta*, 12(2):108-126. https://doi.org/10.36708/Littera_Scripta2019/2/0
- Niedermeier, A., Emberger-Klein, A. & Menrad, K. 2021. Which Factors Distinguish The Different Consumer Segments Of Green Fast-Moving Consumer Goods In Germany? *Business Strategy And The Environment*, 30(4):1823-1838. <https://doi.org/10.1002/bse.2718>
- Nielseniq. 2022. *South Africans Shifting Shopping Habits In A Changing World*. <https://nielseniq.com/global/en/insights/analysis/2022/south-africans-shifting-shopping-habits-in-a-changing-world/> Date Of Access: 26 February 2023.
- Nishikawa-Pacher, A. 2022. Research Questions With PICO: A Universal Mnemonic. *Publications*, 10(3):1-10. <https://doi.org/10.3390/publications10030021>
- Nishio, K. & Hoshino, T. 2022. Joint Modeling Of Effects Of Customer Tier Program On Customer Purchase Duration And Purchase Amount. *Journal Of Retailing And Consumer Services*, 66:1-39. <https://doi.org/10.1016/j.jretconser.2021.102906>
- Nittala, R. & Moturu, V.R. 2023. Role Of Pro-Environmental Post-Purchase Behaviour In Green Consumer Behaviour. *Vilakshan-XIMB Journal Of Management*, 20(1):82-97. <https://doi.org/10.1108/XJM-03-2021-0074>
- Noble, H. & Mitchell, G. 2016. What Is Grounded Theory? *Evidence-Based Nursing*, 19(2):34-35. <https://doi.org/10.1136/eb-2016-102306>

- Noor, S., Tajik, O. & Golzar, J. 2022. Simple Random Sampling. *International Journal Of Education & Language Studies*, 1(2):78-82. <https://doi.org/10.22034/ijels.2022.162982>
- Nopiana, N., Egie, J. & Mers, O. 2022. The Impact Of Internet Addiction On Introvert Personality. *World Psychology*, 1(2):73-89. <https://doi.org/10.55849/wp.v1i2.97>
- Novella, S., Caroline, E., Sihombing, O. Y., Octavia, R., & Novita. (2020). The Effects Of Hedonic And Utilitarian Motivation Toward Online Purchase Intention With Attitude As Intervening Variable. *International Conference On Information Management And Technology (Icimtech)*, Bandung, Indonesia, 2020, Pp. 75-80.
<https://doi.org/10.1109/ICIMTech50083.2020.9211197>
- Nowakowski, K.R. 2021. New Trends In Consumer Behaviour In 2020-2021: A Comparative Analysis Of Marketing Strategies During The COVID-19 Pandemic In Poland And South Korea. *European Research Studies Journal*, 26(3):596-608.
- Nozari, H., Szmelter-Jarosz, A. & Ghahremani-Nahr, J. 2021. The Ideas Of Sustainable And Green Marketing Based On The Internet Of Everything—The Case Of The Dairy Industry. *Future Internet*, 13(10):1-18. <https://doi.org/10.3390/fi13100266>
- Nugroho, A.R. & Irena, A. 2017. The Impact Of Marketing Mix, Consumer's Characteristics, And Psychological Factors To Consumer's Purchase Intention On Brand "W" In Surabaya. *Ibuss Management*, 5(1):55-69.
- Numberi, A. & Pattiasina, V. 2020. The Increased Satisfaction Of Customer Loyalty: An Impact Of Variety Seeking Moderation. *International Journal Of Advanced Science And Technology*, 29(5S):1717-1723.
- Nuno, A. & John, F.A.S. 2015. How To Ask Sensitive Questions In Conservation: A Review Of Specialized Questioning Techniques. *Biological Conservation*, 189:5-15.
<https://doi.org/10.1016/j.biocon.2014.09.047>
- Nuralfiah, N. & Suwarti, S. 2021. The Effect Of Extrovert-Introvert Personality Types On Consumer Trust On Online Customer At Bekado Mart. *Proceedings Series On Social Sciences & Humanities*, 2:161-166. <https://doi.org/10.30595/pssh.v2i.122>

Nwankwo, S., Hamelin, N. & Khaled, M. 2014. Consumer Values, Motivation And Purchase Intention For Luxury Goods. *Journal Of Retailing And Consumer Services*, 21(5):735-744. <https://doi.org/10.1016/j.jretconser.2014.05.003>

Nyagadza, B. 2021. Fostering Green Economies In Africa Through Green Marketing Strategies For Environmental Sustainability: An Overview. *Journal Of Environmental Media*, 2(1):17-22. https://doi.org/10.1386/jem_00023_1

Nyumba, O.T., Wilson, K., Derrick, C.J. & Mukherjee, N. 2018. The Use Of Focus Group Discussion Methodology: Insights From Two Decades Of Application In Conservation. *Methods In Ecology And Evolution*, 9(1):20-32. <https://doi.org/10.1111/2041-210X.12860>

Obilor, E.I. 2023. Convenience And Purposive Sampling Techniques: Are They The Same. *International Journal Of Innovative Social & Science Education Research*, 11(1):1-7.

OECD, S.M. 2009. *Eco-Innovation: Framework, Practices And Measurement 2009* [Online] Synthesis Report, 1-36.

Oecworld. 2021. *Beauty Products In Zimbabwe*. <https://oec.world/en/profile/bilateral-product/beauty-products/reporter/zwe> Date Of Access: 26 February 2023.

Ogiemwonyi, O., Harun, A.B., Alam, M.N., Karim, A.M., Tabash, M.I., Hossain, M.I., Aziz, S., Abbasi, B.A. & Ojuolape, M.A. 2020. Green Product As A Means Of Expressing Green Behaviour: Cross-Cultural Empirical Evidence From Malaysia And Nigeria. *Environmental Technology & Innovation*, 20:1-20. <https://doi.org/10.1016/j.eti.2020.101055>

O'Keeffe, J., Buytaert, W., Mijic, A., Brozović, N. & Sinha, R. 2016. The Use Of Semi-Structured Interviews For The Characterisation Of Farmer Irrigation Practices. *Hydrology And Earth System Sciences*, 20(5):1911-1924. <https://doi.org/10.5194/hess-20-1911-2016>

Oliveira, G. 2023. Developing A Codebook For Qualitative Data Analysis: Insights From A Study On Learning Transfer Between University And The Workplace. *International Journal Of Research & Method In Education*, 46(3):300-312. <https://doi.org/10.1080/1743727X.2022.2128745>

- Oloveze, A.O., Ogbonna, C., Ahaiwe, E. & Ugwu, P.A. 2022. From Offline Shopping To Online Shopping In Nigeria: Evidence From African Emerging Economy. *IIM Ranchi Journal Of Management Studies*, 1(1):55-68. <https://doi.org/10.1108/IRJMS-08-2021-0110>
- Olson, J., Mcallister, C., Grinnell, L.D., Gehrke Walters, K. & Appunn, F. 2016. Applying Constant Comparative Method With Multiple Investigators And Inter-Coder Reliability. *The Qualitative Report*, 21(1):26-42.
- Olson, K., Smyth, J.D., Horwitz, R., Keeter, S., Lesser, V., Marken, S., Mathiowetz, N.A., Mccarthy, J.S., O'Brien, E., Opsomer, J.D. & Steiger, D., 2021. Transitions From Telephone Surveys To Self-Administered And Mixed-Mode Surveys: AAPOR Task Force Report. *Journal Of Survey Statistics And Methodology*, 9(3):381-411. <https://doi.org/10.1093/jssam/smz062>
- Omar, A.M. & Atteya, N. 2020. The Impact Of Digital Marketing On Consumer Buying Decision Process In The Egyptian Market. *International Journal Of Business And Management*, 15(7):120. <https://doi.org/10.5539/ijbm.V15n7p120>
- O'Neill, A. 2023. *Total Population Of Zimbabwe 2021, By Gender*. <https://www.statista.com/statistics/967972/total-population-of-zimbabwe-by-gender/> Date Of Access: 26 April 2023.
- Onel, N. & Mukherjee, A. 2015. Understanding Environmentally Sensitive Consumer Behaviour: An Integrative Research Perspective. *World Journal Of Entrepreneurship, Management And Sustainable Development*, 11(1):2-16. <https://doi.org/10.1108/wjemsd-07-2014-0021>
- Onu, A.J. & Garvey, M. 2014. Assessing The Relationship Between Personality Factors And Consumer Buying Behavior In South Eastern Nigeria. *International Journal Of Business And Social Science*, 5(11):231-242.
- Orazi, D. C. & Chan, E. Y. 2020. "They Did Not Walk The Green Talk!" How Information Specificity Influences Consumer Evaluations Of Disconfirmed Environmental Claims. *Journal Of Business Ethics*, 163:107-123. <https://doi.org/10.1007/s10551-018-4028-6>
- Ordun, G. 2015. Millennial (Gen Y) Consumer Behavior Their Shopping Preferences And Perceptual Maps Associated With Brand Loyalty. *Canadian Social Science*, 11(4):40-55.

- Orji, M.G., Sabo, B., Abubakar, M.Y. & Usman, A.D. 2017. Impact Of Personality Factors On Consumer Buying Behaviour Towards Textile Materials In South Eastern Nigeria. *International Journal Of Business And Economics Research*, 6(1):7-18.
<https://doi.org/10.11648/j.ijber.20170601.12>
- O'Rourke, D. & Lollo, N. 2015. Transforming Consumption: From Decoupling, To Behavior Change, To System Changes For Sustainable Consumption. *Annual Review Of Environment And Resources*, 40(1):233-259. <https://doi.org/10.1146/annurev-environ-102014-021224>
- Ostapenko, N. 2015. Expanding Inoherb In China: No Love Without Herbology (A Case Of Repositioning A Domestic Cosmetics Brand). *Journal Of Marketing Development & Competitiveness*, 9(1):11-21.
- Ottman, J. 2017. *The New Rules Of Green Marketing: Strategies, Tools, And Inspiration For Sustainable Branding*. City: Routledge. Pp. 1-21.
- Otuedon, M.U. 2016. Standardisation Versus Adaptation As An International Marketing Strategy: The Role Of Cultural Pattern In A Society And Its Effect On Consumption. *Journal Of Marketing And Consumer Research*, 23:46-56.
- Owusu, G.M.Y., Amoah Bekoe, R., Arthur, M. & Koomson, T.A.A. 2023. Antecedents And Consequences Of Compulsive Buying Behaviour: The Moderating Effect Of Financial Management. *Journal Of Business And Socio-Economic Development*, 3(3):197-213.
<https://doi.org/10.1108/JBSED-04-2021-0049>
- Owusu-Sekyere, E., Mahlathi, Y. & Jordaan, H. 2019. Understanding South African Consumers' Preferences And Market Potential For Products With Low Water And Carbon Footprints. *Agrekon*, 58(3):354–368. <https://doi.org/10.1080/03031853.2019.1589544>
- Özel, N.G. & Altunışık, R. 2024. Belongingness And Consumer Well-Being. In *Fostering Consumer Well-Being: Theory, Evidence, And Policy*. Cham: Springer Nature Switzerland. Pp. 217-231. https://doi.org/10.1007/978-3-031-59144-0_12
- Ozuem, W., Willis, M., Howell, K., Lancaster, G. & Ng, R. 2021. Determinants Of Online Brand Communities' And Millennials' Characteristics: A Social Influence Perspective. *Psychology & Marketing*, 38(5):794-818. <https://doi.org/10.1002/mar.21470>

- Padayachee, R. & Koobair, V. 2023. 99% Of Consumers Are Changing Their Shopping Habits To Save Money. <https://www.pwc.co.za/en/press-room/99-percent-of-consumers-are-changing-their-shopping-habits-to-save-money.html> Date Of Access: 26 February 2023.
- Pakravan-Charvadeh, M.R., Mohammadi-Nasrabadi, F., Gholamrezai, S., Vatanparast, H., Flora, C. & Nabavi-Pelesaraei, A. 2021. The Short-Term Effects Of COVID-19 Outbreak On Dietary Diversity And Food Security Status Of Iranian Households (A Case Study In Tehran Province). *Journal Of Cleaner Production*, 281:1-11.
<https://doi.org/10.1016/j.jclepro.2020.124537>
- Palalic, R., Ramadani, V., Mariam Gilani, S., Gërguri-Rashiti, S. & Dana, L.P. 2021. Social Media And Consumer Buying Behavior Decision: What Entrepreneurs Should Know? *Management Decision*, 59(6):1249-1270. <https://doi.org/10.1108/MD-10-2019-1461>
- Palma, M.A., Iriani, S.S. & Harti, H. 2021. Effect Of Variety Seeking And Electronic Word Of Mouth On Brand Switching (Study On Millennial Generation As Modern Coffee Shop Consumers In Surabaya). *International Journal Of Multicultural And Multireligious Understanding*, 8(8):333-345. <http://doi.org/10.18415/ijmmu.v8i8.2976>
- Pandey, N., Tripathi, A., Jain, D. & Roy, S. 2020. Does Price Tolerance Depend Upon The Type Of Product In E-Retailing? Role Of Customer Satisfaction, Trust, Loyalty, And Perceived Value. *Journal Of Strategic Marketing*, 28(6):522-541.
<https://doi.org/10.1080/0965254x.2019.1569109>
- Pandey, P. 2022. Analysis Of Habitual Buying Behavior: Understanding Patterns, Influences, And Marketing Strategies. *International Journal Of Multidisciplinary Innovative Research*. 289-295.
- Pantano, E., Pizzi, G., Scarpi, D. & Dennis, C. 2020. Competing During A Pandemic? Retailers' Ups And Downs During The COVID-19 Outbreak. *Journal Of Business Research*, 116:209-213.
<https://doi.org/10.1016/j.ibusres.2020.05.036>
- Panwar, D., Anand, S., Ali, F. & Singal, K. 2019. Consumer Decision Making Process Models And Their Applications To Market Strategy. *International Management Review*, 15(1):36-44.
- Panwar, M. & Saxena, S. 2020. Impact Of Social Media Marketing On Consumer Buying Behaviour. *World Journal Of Innovative Research*, 9(6):41-45.

- Papadas, K.K., Avlonitis, G.J. & Carrigan, M., 2017. Green Marketing Orientation: Conceptualization, Scale Development And Validation. *Journal Of Business Research*, 80:236-246. <https://doi.org/10.1016/j.ibusres.2017.05.024>
- Papista, E. & Krystallis, A. 2013. Investigating The Types Of Value And Cost Of Green Brands: Proposition Of A Conceptual Framework. *Journal Of Business Ethics*, 115(1):75-92. <https://doi.org/10.1007/s10551-012-1367-6>
- Parashar, N., Joshi, D. & Chopra, P.K. 2017. Exploring The Influence Of Transition To GST On Consumer Behaviour Related To FMCG In India. *International Journal Of Management And Development Studies*, 6(4):50-57. <https://doi.org/10.53983/ijmds.v6i4.276>
- Parguel, B., Benoit-Moreau, F. & Russell, C.A. 2015. Can Evoking Nature In Advertising Mislead Consumers? The Power Of 'Executorial Greenwashing'. *International Journal Of Advertising*, 34(1):107-134. <https://doi.org/10.1080/02650487.2014.996116>
- Park, Y.S., Konge, L. & Artino Jr, A.R. 2020. The Positivism Paradigm Of Research. *Academic Medicine*, 95(5):690-694. <https://doi.org/10.1097/ACM.0000000000003093>
- Patel, J. & Bansal, A. 2018. Effect Of Demographic Variables On E-Marketing Strategies: A Review. *International Journal Of Academic Research And Development*, 3(1):311-321.
- Pathak, B., 2019. *Factors Affecting Consumer Buying Behaviour In The Selection Of Tooth Paste Brand (With Special Reference To Colgate Toothpaste Using Consumers In Kathmandu)*. Nepal: Tribhuvan University (Thesis-Phd).
- Patino, C.M. & Ferreira, J.C. 2018. Inclusion And Exclusion Criteria In Research Studies: Definitions And Why They Matter. *Jornal Brasileiro De Pneumologia*, 44(2):84-84. <https://doi.org/10.1590/S1806-37562018000000088>
- Pato, T. 2023. *What's The Big Deal With Culture?* <https://www.bizcommunity.com/Article/196/423/236246.html> Date Of Access: 22 July 2023.
- Patwary, A.K., Omar, H. & Tahir, S. 2020. A Conceptual Model Of What Influences Consumers When Visiting Green Hotels In Malaysia. *International Journal Of Innovation, Creativity And Change*, 11(11):11-25.

- Paul, J., Modi, A. & Patel, J. 2016. Predicting Green Product Consumption Using Theory Of Planned Behavior And Reasoned Action. *Journal Of Retailing And Consumer Services*, 29:123-134. <https://doi.org/10.1016/j.jretconser.2015.11.006>
- Pawlewicz, A. 2020. Change Of Price Premiums Trend For Organic Food Products: The Example Of The Polish Egg Market. *Agriculture*, 10(2):1-22. <https://doi.org/10.3390/agriculture10020035>
- Pecher, D., Chu, Z. & Byrd, V.L. 2020. *Developing Research Questions: A Method For Transforming A Question Into A Problem Statement*. In 2020 IEEE Frontiers In Education Conference (FIE) (Pp. 1-8). IEEE.
- Pelau, C., Serban, D. & Chinie, A.C. 2018. The Influence Of Personality Types On The Impulsive Buying Behavior Of A Consumer. *In Proceedings Of The International Conference On Business Excellence*, 12(1):751-759.
- Peluso, A.M., Pichierri, M. & Pino, G. 2021. Age-Related Effects On Environmentally Sustainable Purchases At The Time Of COVID-19: Evidence From Italy. *Journal Of Retailing And Consumer Services*, 60:1-9. <https://doi.org/10.1016/j.jretconser.2021.102443>
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A. & Siqueira-Junior, J.R. 2020. Purchase Intention And Purchase Behavior Online: A Cross-Cultural Approach. *Heliyon*, 6(6):1-11 <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Pepper, M., Jackson, T. & Uzzell, D. 2009. An Examination Of The Values That Motivate Socially Conscious And Frugal Consumer Behaviours. *International Journal Of Consumer Studies*, 33(2):126-136. <https://doi.org/10.1111/j.1470-6431.2009.00753.x>
- Pérez, A. & Del Bosque, I.R. 2015. How Customers Construct Corporate Social Responsibility Images: Testing The Moderating Role Of Demographic Characteristics. *BRQ Business Research Quarterly*, 18(2):127-141. <https://doi.org/10.1016/j.brq.2014.04.003>
- Perryman, A.A., Fernando, G.D. & Tripathy, A. 2016. Do Gender Differences Persist? An Examination Of Gender Diversity On Firm Performance, Risk, And Executive Compensation. *Journal Of Business Research*, 69(2):579-586. <https://doi.org/10.1016/j.jbusres.2015.05.013>

Persson, E. & Tinghög, G. 2023. The Effect Of Fast And Slow Decision-Making On Equity–Efficiency Tradeoffs And Moral Repugnance. *Royal Society Open Science*, 10(9), E230558. <https://doi.org/10.1098/rsos.230558>

Pervin, N. & Mokhtar, M. 2022. The Interpretivist Research Paradigm: A Subjective Notion Of A Social Context. *International Journal Of Academic Research In Progressive Education And Development*, 11(2):419-428. <https://doi.org/10.6007/IJARPED/v11-i2/12938>

Petric, D. 2019. Introvert, Extrovert And Ambivert. *The Knot Theory Of Mind*, 1:1-4. <https://doi.org/10.4236/ojmp.2022.113008>

Petruzzi, D. 2025. *Cosmetics Industry - Statistics & Facts*. <https://www.statista.com/topics/3137/cosmetics-industry/#topicOverview> Date Of Access: 13 May 2021.

Pham, L. T. M. 2018. *Qualitative Approach To Research A Review Of Advantages And Disadvantages Of Three Paradigms: Positivism, Interpretivism And Critical Inquiry*. Adelaide: University Of Adelaide. (Thesis - Phd).

Pham, T.S.H. & Ahammad, M.F. 2017. Antecedents And Consequences Of Online Customer Satisfaction: A Holistic Process Perspective. *Technological Forecasting And Social Change*, 124:332-342. <https://doi.org/10.1016/j.techfore.2017.04.003>

Pícha, K. & Navrátil, J. 2019. The Factors Of Lifestyle Of Health And Sustainability Influencing Pro-Environmental Buying Behaviour. *Journal Of Cleaner Production*, 234:233-241. <https://doi.org/10.1016/j.jclepro.2019.06.072>

Ponelis, S.R. 2015. Using Interpretive Qualitative Case Studies For Exploratory Research In Doctoral Studies: A Case Of Information Systems Research In Small And Medium Enterprises. *International Journal Of Doctoral Studies*, 10:535- 550.

Pop, R.A., Săplăcan, Z. & Alt, M.A. 2020. Social Media Goes Green—The Impact Of Social Media On Green Cosmetics Purchase Motivation And Intention. *Information*, 11(9):1-16. <https://doi.org/10.3390/info11090447>

- Popovic, I., Bossink, B. & Van Der Sijde, P. 2019. Factors Influencing Consumers' Decision To Purchase Food In Environmentally Friendly Packaging: What Do We Know And Where Do We Go From Here? *Sustainability*, 11(22):1-22. <https://doi.org/10.3390/su11226507>
- Poshai, L., Chilunjika, A. & Intauno, K., 2024. Analysing The Urban Housing Challenge In Harare, Zimbabwe Through The Wicked Policy Problems Framework. *Journal Of Government And Civil Society*, 8(1):135-160. <http://doi.org/10.31000/jgcs.v8i1.10976>
- Prakash, S. & Verma, A.K. 2022. Anthropogenic Activities And Biodiversity Threats. *International Journal Of Biological Innovations, IJBI*, 4(1):94-103. <https://doi.org/10.46505/ijbi.2022.4110>
- Prakash, S. 2017. Consumer Buying Behaviour: The 21st Century Consumers. *Journal Of Marketing*, 1(1):63-68.
- Pramezwary, A., Pramono, R., Rahardja, C.J. & Adianto, R. 2021. The Coronavirus's And Social Restrictions Effects On Consumer Behavior New Normal Era: A Perspective Alphabet Theory. *Turkish Online Journal Of Qualitative Inquiry (TOJQI)*, 12(3):1960-1976.
- Prasilowati, S.L., Suyanto, S., Safitri, J. & Wardani, M.K. 2021. The Impact Of Service Quality On Customer Satisfaction: The Role Of Price. *The Journal Of Asian Finance, Economics And Business*, 8(1):451-455. <https://doi.org/10.13106/jafeb.2021.vol8.no1.451>
- Pratap, A. 2017. *Effect Of Demographic Factors On Consumer Behavior: Age, Sex, Income And Education*. <https://notesmatic.com/effect-of-demographic-factors-on-consumer-behavior-age-sex-income-and-education/> Date Of Access: 22 July 2023.
- Praveen, J. & Swaminathan, T.V. 2023. Cosmetovigilance: Emerging Safety Trends. *Indian Journal Of Pharmacy And Pharmacology*, 10:132-141. <https://doi.org/10.18231/j.ijpp.2023.028>
- Premapriya, M.S., Velaudham, C. & Baskar, P. 2016. Nature Of Family Influenced By Consumer Buying Behavior: Multiple Group Analysis Approach. *Asian Journal Of Research In Social Sciences And Humanities*, 6(9):908-915. <https://doi.org/10.5958/2249-7315.2016.00841.8>
- Prentice, C., Han, X.Y., Hua, L.L. & Hu, L. 2019. The Influence Of Identity-Driven Consumer Engagement On Purchase Intention. *Journal Of Retailing And Consumer Services*, 47:339-347. <https://doi.org/10.1016/j.jretconser.2018.12.014>

Priest, J., Carter, S. & Statt, D.A. 2013. *Consumer Behaviour*. Edinburgh Business School, Harington-Watt University, UK.

Pudaruth, S., Juwaheer, T.D. & Seewoo, Y.D. 2015. Gender-Based Differences In Understanding The Purchasing Patterns Of Eco-Friendly Cosmetics And Beauty Care Products In Mauritius: A Study Of Female Consumers. *Social Responsibility Journal*, 11(1):179-198. <https://doi.org/10.1108/SRJ-04-2013-0049>

Purwandani, J.A. & Michaud, G. 2021. What Are The Drivers And Barriers For Green Business Practice Adoption For Smes? *Environment Systems And Decisions*, 41(4):577-593. <https://doi.org/10.1007/s10669-021-09821-3>

Puška, A., Stojanović, I., Šadić, S. & Bečić, H. 2018. The Influence Of Demographic Characteristics Of Consumers On Decisions To Purchase Technical Products. *The European Journal Of Applied Economics*, 15(2):1-16. <https://doi.org/10.5937/EJAE15-16576>

Qazzafi, S. 2020. Factor Affecting Consumer Buying Behavior: A Conceptual Study. *International Journal For Scientific Research & Development*, 8(2):1205-1208.

Qazzafi, S.H.E.I.K.H. 2019. Consumer Buying Decision Process Toward Products. *International Journal Of Scientific Research And Engineering Development*, 2(5):130-134.

Qomariah, N. 2017. Impact Of Customer Value, Brand Image And Product Attributes To Satisfaction And Loyalty Tourism Visitors In Jember Regency. *Mediterranean Journal Of Social Sciences*, 8(5-1):129-135. <https://doi.org/10.2478/mjss-2018-0105>

Queirós, A., Faria, D. & Almeida, F. 2017. Strengths And Limitations Of Qualitative And Quantitative Research Methods. *European Journal Of Education Studies*, 3(9):369-387.

Quoquab, F., Jaini, A. & Mohammad, J. 2020. Does It Matter Who Exhibits More Green Purchase Behavior Of Cosmetic Products In Asian Culture? A Multi-Group Analysis Approach. *International Journal Of Environmental Research And Public Health*, 17(14):1-19. <https://doi.org/10.3390/ijerph17145258>

Qutoshi, S.B. 2018. Phenomenology: A Philosophy And Method Of Inquiry. *Journal Of Education And Educational Development*, 5(1):215-222.

- Radlović, D. 2021. *Impulsive Buying Behaviour And The Influencing Factors*. Zagreb: University Of Zagreb. (Thesis - Phd).
- Radojka, K. & Filipović, Z. 2017. Gender Differences And Consumer Behavior Of Millennials. *Acta Economica Et Turistica*, 3(1):5-13. <https://doi.org/10.1515/aet-2017-0002>
- Rahi, S. 2017. Research Design And Methods: A Systematic Review Of Research Paradigms, Sampling Issues And Instruments Development. *International Journal Of Economics & Management Sciences*, 6(2):1-5. <https://doi.org/10.4172/2162-6359.1000403>
- Rahman, M.A., Islam, M.A., Esha, B.H., Sultana, N. & Chakravorty, S. 2018. Consumer Buying Behavior Towards Online Shopping: An Empirical Study On Dhaka City, Bangladesh. *Cogent Business & Management*, 5(1):1-22. <https://doi.org/10.1080/23311975.2018.1514940>
- Rahman, M.M., Tabash, M.I., Salamzadeh, A., Abduli, S. & Rahaman, M.S. 2022. Sampling Techniques (Probability) For Quantitative Social Science Researchers: A Conceptual Guideline With Examples. *Seeu Review*, 17(1):42-51. <https://doi.org/10.2478/seeur-2022-0023>
- Rai, B. 2019. The Effect Of Demographic Factors On Consumer Purchase Intention In Buying Television Set In Kathmandu Valley: An Empirical Study. *Pravaha*, 25(1):23-32.
- Raimondo, M.A., Cardamone, E., Miceli, G.N. & Bagozzi, R.P. 2022. Consumers' Identity Signaling Towards Social Groups: The Effects Of Dissociative Desire On Brand Prominence Preferences. *Psychology & Marketing*, 39(10):1964-1978. <https://doi.org/10.1002/mar.21711>
- Raluca-Mihaela, S. & Mihaela, A.B.Ă.L.Ă.E.S.E.I. 2016. Determinants Of Romanian Consumers' Green Purchase Intention - A Psychographic Perspective. Annals Of Constantin Brancusi University Of Targu-Jiu. *Economy Series*, 1:99-109.
- Ramachandran, N. 2013. Brand Switching And Buying Behaviour. *Shanlax International Journal Of Arts, Science & Humanities*, 1(1):89-97.
- Ramadhan, M.S.F. & Syahputri, N.A. 2020. How Does Technological Dependence Affect Consumer Shopping Behavior Among Baby Boomers, Millennials, And Digital Natives. *International Journal Of Innovative Science And Research Technology*, 5(8):1004-1009. <https://doi.org/10.38124/IJISRT20AUG488>

- Ramadhani, K. 2024. *The Impact Of Habitual Behavior, Brand Loyalty, Offline Influences, And Cognitive Biases On Buyers' Interest (Case Study Of Feb Students Hasanuddin University)*. Makassar: Universitas Hasanuddin. (Thesis - Phd).
- Ramya, N.A.S.A.M. & Ali, S.M. 2016. Factors Affecting Consumer Buying Behavior. *International Journal Of Applied Research*, 2(10):76-80.
- Rana, J. & Paul, J. 2017. Consumer Behavior And Purchase Intention For Organic Food: A Review And Research Agenda. *Journal Of Retailing And Consumer Services*, 38:157-165. <https://doi.org/10.1016/j.jretconser.2017.06.004>
- Ranganathan, P. & Caduff, C. 2023. Designing And Validating A Research Questionnaire-Part 1. *Perspectives In Clinical Research*, 14(3):152-155. https://doi.org/10.4103/picr.picr_140_23
- Rani, P. 2014. Factors Influencing Consumer Behaviour. *Internation Journal Of Current Research And Academic Review*, 2(9):52-61.
- Rares, A. & Jorie, R.J. 2015. The Effect Of The Price, Promotion, Location, Brand Image And Quality Products Towards The Purchase Decision Of Consumers At Bengkel Gaoel Store Manado Town Square. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 3(2):592-604. <https://doi.org/10.35794/emba.3.2.2015.8591>
- Rasheed, T., Bilal, M., Nabeel, F., Adeel, M. & Iqbal, H.M. 2019. Environmentally-Related Contaminants Of High Concern: Potential Sources And Analytical Modalities For Detection, Quantification, And Treatment. *Environment International*, 122:52-66. <https://doi.org/10.1016/j.envint.2018.11.038>
- Rashid, A., Rasheed, R., Amirah, N.A. & Afthanorhan, A. 2022. Disruptive Factors And Customer Satisfaction At Chain Stores In Karachi, Pakistan. *Journal Of Distribution Science*, 20(10):93-103. <https://doi.org/10.15722/jds.20.10.202210.93>
- Rashid, M., Hodgson, C.S. & Luig, T. 2019. Ten Tips For Conducting Focused Ethnography In Medical Education Research. *Medical Education Online*, 24(1):1-7. <https://doi.org/10.1080/10872981.2019.1624133>

- Rashid, Y., Rashid, A., Warraich, M.A., Sabir, S.S. & Waseem, A. 2019. Case Study Method: A Step-By-Step Guide For Business Researchers. *International Journal Of Qualitative Methods*, 18:1-13. <https://doi.org/10.1177/1609406919862424>
- Rasku, R. & Turco, D.M. 2017. The Personal Value Structures Of Rally Spectators And Rally Team Members. In *Creating Marketing Magic And Innovative Future Marketing Trends: Proceedings Of The 2016 Academy Of Marketing Science (AMS) Annual Conference* (Pp. 1035-1048). Springer International Publishing.
- Rathore, B. 2018. The Fashion Paradox: Deciphering The Relationship Between Consumer Behaviour And Evolving Marketing Trends. *Eduzone: International Peer Reviewed/Refereed Multidisciplinary Journal*, 7(2):61-71.
- Razak, I., Nirwanto, N. & Triatmanto, B. 2016. The Impact Of Product Quality And Price On Consumer Satisfaction With The Mediator Of Consumer Value. *IISTE: Journal Of Marketing And Consumer Research*, 30:59-68. <https://doi.org/10.7176/JMCR>
- Reddy, K.P., Chandu, V., Srilakshmi, S., Thagaram, E., Sahyaja, C. & Osei, B. 2023. Consumers Perception On Green Marketing Towards Eco-Friendly Fast Moving Consumer Goods. *International Journal Of Engineering Business Management*, 15:1-14. <https://doi.org/10.1177/18479790231170962>
- Rehman, A.A. & Alharthi, K. 2016. An Introduction To Research Paradigms. *International Journal Of Educational Investigations*, 3(8):51-59.
- Reportlinker. 2022. *Zimbabwe Cosmetics Industry Outlook 2022 – 2026*. <https://www.reportlinker.com/clp/country/510074/726320#:~:text=Key%20Market%20Indicators,cosmetics%20imports%2C%20with%20%2453.9%20million> Date Of Access: 25 April 2023.
- Research And Markets. 2022. *Global Sheconomy Research Report 2022: Transformational Growth Due To Increasing Economic Power Of Women*. <https://www.globenewswire.com/en/news-release/2022/03/08/2398667/28124/en/Global-Sheconomy-Research-Report-2022-Transformational-Growth-Due-to-Increasing-Economic-Power-of-Women.html> Date Of Access: 27 April 2023.

Reserve Bank Of Zimbabwe. 2022. *Finscope: Consumer Survey Report*.

https://www.rbz.co.zw/documents/BLSS/2022/Zimbabwe_FinScope_Consumer_2022_Survey_Report.pdf Date Of Access: 27 April 2023.

Rezaei, S. 2015. Segmenting Consumer Decision-Making Styles (CDMS) Toward Marketing Practice: A Partial Least Squares (PLS) Path Modeling Approach. *Journal Of Retailing And Consumer Services*, 22:1-15. <https://doi.org/10.1016/j.jretconser.2014.09.001>

Riaz, S., Ansar, M., Sajjad, H., Shabbir, A. & Khan, S.U. 2023. Effect Of Influencer Marketing And Peer Pressure On Compulsive Buying Behavior Through Panic Behavior Disorder: Empirical Evidence From Cosmetic Industry Of Pakistan. *Journal Of Policy Research*, 9(1):279-296. <https://doi.org/10.5281/zenodo.7964003>

Ricci, E.C., Banterle, A. & Stranieri, S. 2018. Trust To Go Green: An Exploration Of Consumer Intentions For Eco-Friendly Convenience Food. *Ecological Economics*, 148:54-65. <https://doi.org/10.1016/j.ecolecon.2018.02.010>

Riccolo, A. 2021. The Lack Of Regulation In Preventing Greenwashing Of Cosmetics In The US. *Journal Of Legislation*, 47(1):133-155.

Ridder, H.G. 2017. The Theory Contribution Of Case Study Research Designs. *Business Research*, 10:281-305.

Rithvikaa, K. & Ramachander, A. 2017. Rural And Urban Consumer Buying Behaviour With Special Reference To Durable Goods: A Literature Survey. *Srusti Management Review*, 5(2):64-69.

Ritter, Á.M., Borchardt, M., Vaccaro, G.L., Pereira, G.M. & Almeida, F. 2015. Motivations For Promoting The Consumption Of Green Products In An Emerging Country: Exploring Attitudes Of Brazilian Consumers. *Journal Of Cleaner Production*, 106:507-520. <https://doi.org/10.1016/j.jclepro.2014.11.066>

Rivaroli, S., Baldi, B. & Spadoni, R. 2020. Consumers' Perception Of Food Product Craftsmanship: A Review Of Evidence. *Food Quality And Preference*, 79:1-11. <https://doi.org/10.1016/j.foodqual.2019.103796>

- Rodríguez-Rebés, L., Navio-Marco, J. & Ibar-Alonso, R. 2021. Influence Of Organisational Innovation And Innovation In General On Eco-Innovation In European Companies. *Journal Of Intellectual Capital*, 22(5):840-867. <https://doi.org/10.1108/jic-06-2020-0203>
- Rodrik, D. 2014. Green Industrial Policy. *Oxford Review Of Economic Policy*, 30(3):469-491. <https://doi.org/10.1093/oxrep/gru025>
- Rogers, J. & Revesz, A. 2019. Experimental And Quasi-Experimental Designs. In *The Routledge Handbook Of Research Methods In Applied Linguistics*, Pp. 133-143. Oxfordshire: Routledge.
- Rogers, K., & Cosgrove, A. (2020, April 16). *Future Consumer Index: How Covid- 19 Is Changing Consumer Behaviors*. Ernst & Young. https://www.ey.com/en_gl/consumer-products-retail/how-covid-19-could-change-consumer-behavior Date Of Access: 22 Sep 2025.
- Roh, T., Noh, J., Oh, Y. & Park, K.S. 2022. Structural Relationships Of A Firm's Green Strategies For Environmental Performance: The Roles Of Green Supply Chain Management And Green Marketing Innovation. *Journal Of Cleaner Production*, 356:E131877. <https://doi.org/10.1016/j.jclepro.2022.131877>
- Rondoni, A. & Grasso, S. 2021. Consumers Behaviour Towards Carbon Footprint Labels On Food: A Review Of The Literature And Discussion Of Industry Implications. *Journal Of Cleaner Production*, 301:1-38. <https://doi.org/10.1016/j.jclepro.2021.127031>
- Rosillo-Díaz, E., Blanco-Encomienda, F.J. & Crespo-Almendros, E. 2020. A Cross-Cultural Analysis Of Perceived Product Quality, Perceived Risk And Purchase Intention In E-Commerce Platforms. *Journal Of Enterprise Information Management*, 33(1):139-160. <https://doi.org/10.1108/JEIM-06-2019-0150>
- Ross, A.D., Smith, G.P. & Morrow, H.R. 2015. Questionnaires. In *Field Trials Of Health Interventions*, 3rd Edition. Oxford: Oxford University Press.
- Rossanty, Y. & Putra Nasution, M.D.T. 2018. Information Search And Intentions To Purchase: The Role Of Country Of Origin Image, Product Knowledge, And Product Involvement. *Journal Of Theoretical & Applied Information Technology*, 96(10):3075-3085.

- Roy, G., Debnath, R., Mitra, P.S. & Shrivastava, A.K. 2021. Analytical Study Of Low-Income Consumers' Purchase Behaviour For Developing Marketing Strategy. *International Journal Of System Assurance Engineering And Management*, 12(5):895-909.
<https://doi.org/10.1007/s13198-021-01143-6>
- Roy, P. & Datta, D. 2022. Consumer Buying Behaviour Towards Online And Offline Shopping: A Study In West Tripura District, Tripura, India. *Strad Research*, 9(8):358-370.
<https://doi.org/10.37896/sr9.8/035>
- Roy, P. 2022. Theory And Models Of Consumer Buying Behaviour: A Descriptive Study. *Parishodh Journal*, 6(8):206-217. <https://doi.org/10.2139/ssrn.4205489>
- Rudansky-Kloppers, S. & Strydom, J. 2016. *Introduction To Business Management And General Management*. 1st Ed. Cape Town: Oxford University Press.
- Ruggiano, N. & Perry, T.E. 2019. Conducting Secondary Analysis Of Qualitative Data: Should We, Can We, And How? *Qualitative Social Work*, 18(1):81-97.
<https://doi.org/10.1177/1473325017700701>
- Ruiz, F.J., Athey, S. & Blei, D.M. 2020. SHOPPER. *The Annals Of Applied Statistics*, 14(1):1-27.
- Rungsisawat, S., Joemsittiprasert, W. & Jermisittiparsert, K. 2019. Factors Determining Consumer Buying Behaviour In Online Shopping. *International Journal Of Innovation, Creativity And Change*, 8(8):222-237.
- Ruslin, R., Mashuri, S., Rasak, M.S.A., Alhabsyi, F. & Syam, H. 2022. Semi-Structured Interview: A Methodological Reflection On The Development Of A Qualitative Research Instrument In Educational Studies. *IOSR Journal Of Research & Method In Education (IOSR-JRME)*, 12(1):22-29.
- Rybczewska, M., Jirapathomsakul, S., Liu, Y., Chow, W.T., Nguyen, M.T. & Sparks, L. 2020. Slogans, Brands And Purchase Behaviour Of Students. *Young Consumers*, 21(3):305-317.
<https://doi.org/10.1108/YC-07-2019-1020>
- Rybanská, J. 2015. Selected Personality Characteristics As Predictors Of Emotional Consumer Behaviour. *European Journal Of Business Science And Technology*, 1(2):128-136.

Ryu, S., Choi, K. & Cho, D. 2019. A Stirring Effect Of The Loss Leader Strategy In A Two-Sided Online Platform. In *ICIS 2019 Proceedings: Fortieth International Conference On Information Systems*, Munich 2019. Pp.1-9.

Sachdeva, R. 2020. An Empirical Investigation Of Factors Influencing Young Indian Consumer Decision Making. *Journal Of Asia-Pacific Business*, 21(3);207-226.
<https://doi.org/10.1080/10599231.2020.1783974>

Sadan, V. 2017. Data Collection Methods In Quantitative Research. *Indian Journal Of Continuing Nursing Education*, 18(2):58-63.

Sadiq, M., Adil, M. & Paul, J. 2021. An Innovation Resistance Theory Perspective On Purchase Of Eco-Friendly Cosmetics. *Journal Of Retailing And Consumer Services*, 59:1-12.
<https://doi.org/10.1016/j.jretconser.2020.102369>

Sadiq, M., Adil, M. & Paul, J. 2023. Organic Food Consumption And Contextual Factors: An Attitude–Behavior–Context Perspective. *Business Strategy And The Environment*, 32(6):3383-3397. <https://doi.org/10.1002/bse.3306>

Sagbo, I. & Mbeng, W. 2018. Plants Used For Cosmetics In The Eastern Cape Province Of South Africa: A Case Study Of Skin Care. *Pharmacognosy Reviews*, 12(24):139-156.
https://doi.org/10.4103/phrev.phrev_9_18

Sagbo, I.J. & Mbeng, W.O. 2019. Are Plants Used In The Eastern Cape Province For Cosmetics Fully Commercialized? *Indian Journal Of Pharmacology*, 51(3):140-149.
https://doi.org/10.4103/ijp.IJP_262_18

Sagiv, L. & Roccas, S. 2021. How Do Values Affect Behavior? Let Me Count The Ways. *Personality And Social Psychology Review*, 25(4):295-316.
<https://doi.org/10.1177/10888683211015975>

Sagiv, L. & Schwartz, S.H. 2022. Personal Values Across Cultures. *Annual Review Of Psychology*, 73(1):517-546. <https://doi.org/10.1146/annurev-psych-020821-125100>

Saharan, M. 2019. Consumer Behaviour: A Comparative Review Of Rural And Urban Consumers. *MMU Journal Of Management Practices*, 10(1):45-48.

- Sahu, A.K., Padhy, R.K. & Dhir, A. 2020. Envisioning The Future Of Behavioral Decision-Making: A Systematic Literature Review Of Behavioral Reasoning Theory. *Australasian Marketing Journal*, 28(4):145-159. <https://doi.org/10.101/j.ausmj.2020.05.001>
- Sakhawalkar, A. & Pawar, S. 2023. Impact Of Behavioral Segmentation On Customer Satisfaction—A Conceptual Review. *The Online Journal Of Distance Education And E-Learning*, 11(2):2254-2260.
- Saldana, J. 2016. *The Coding Manual For Qualitative Researchers*. London: SAGE.
- Saleki, R., Quoquab, F. & Mohammad, J. 2019. What Drives Malaysian Consumers' Organic Food Purchase Intention? The Role Of Moral Norm, Self-Identity, Environmental Concern And Price Consciousness. *Journal Of Agribusiness In Developing And Emerging Economies*, 9(5):584-603. <https://doi.org/10.1108/JADEE-02-2019-0018>
- Salim, R., Prayoga, Y. & Ihsan, M. 2023. The Influence Of Price, Location, Service, And Product Quality On Customer Satisfaction. *Indonesian Interdisciplinary Journal Of Sharia Economics (IJSE)*, 6(1):399-412. <https://doi.org/10.31538/ijse.v6i1.2180>
- Sana, S.S. 2020. Price Competition Between Green And Non Green Products Under Corporate Social Responsible Firm. *Journal Of Retailing And Consumer Services*, 55:1-17. <https://doi.org/10.1016/j.jretconser.2020.102118>
- Santosh, Y. 2024. A Study On Recent Trends In Green Marketing In India. *Marketing*, 24(07):253-262.
- Saran, R., Roy, S. & Sethuraman, R. 2016. Personality And Fashion Consumption: A Conceptual Framework In The Indian Context. *Journal Of Fashion Marketing And Management*, 20(2):157-176. <https://doi.org/10.1108/JFMM-04-2015-0032>
- Saraswat, D., Singh, Y. & Vidani, J. 2024. Consumer Awareness And Purchasing Behaviour Of Fast-Food Products In Urban And Rural Stores: A Comparison. *Journal Of Advanced Research In Economics And Business Management*, 7(1):31-36.
- Sarkar, A., Qian, L. & Peau, A.K. 2020. Overview Of Green Business Practices Within The Bangladeshi RMG Industry: Competitiveness And Sustainable Development

Perspective. *Environmental Science And Pollution Research*, 27:22888-22901.

<https://doi.org/10.1007/s11356-020-08816-y>

Sarkar, B., Ullah, M. & Sarkar, M. 2022. Environmental And Economic Sustainability Through Innovative Green Products By Remanufacturing. *Journal Of Cleaner Production*, 332:129813.

<https://doi.org/10.1016/j.jclepro.2021.129813>

Sarkar, R. & Das, S. 2017. Online Shopping Vs Offline Shopping: A Comparative Study. *International Journal Of Scientific Research In Science And Technology*, 3(1):424-431.

Satish, K., Venkatesh, A. & Manivannan, A.S.R. 2021. Covid-19 Is Driving Fear And Greed In Consumer Behaviour And Purchase Pattern. *South Asian Journal Of Marketing*, 2(2):113-129.

<https://doi.org/10.1108/SAJM-03-2021-0028>

Savale, T.K., Byram Anand, P., Perumalla Varalaxmi, A.B. & Quaye, J.A. 2023. Green Marketing Strategies: Assessing Consumer Perception And Adoption Of Eco-Friendly Products. *Remittances Review*, 8(4):2490-2503.

Savoja, M. 2023. *Greenwashing: Corporate Financial Performance Effects*. Turin: Politecnico Di Torino. (Thesis-Phd) Pp.1-60.

Scharp, K.M. & Sanders, M.L. 2019. What Is A Theme? Teaching Thematic Analysis In Qualitative Communication Research Methods. *Communication Teacher*, 33(2):117-121.

<https://doi.org/10.1080/17404622.2018.1536794>

Schäufele, I. & Hamm, U. 2017. Consumers' Perceptions, Preferences And Willingness-To-Pay For Wine With Sustainability Characteristics: A Review. *Journal Of Cleaner Production*, 147:379-394. <https://doi.org/10.1016/j.jclepro.2017.01.118>

Schäufele, I. & Janssen, M. 2021. How And Why Does The Attitude-Behavior Gap Differ Between Product Categories Of Sustainable Food? Analysis Of Organic Food Purchases Based On Household Panel Data. *Frontiers In Psychology*, 12:1-13.

<https://doi.org/10.3389/fpsyg.2021.595636>

Schena, R., Netti, G. & Russo, A. 2015. Consumers' Behavior Toward Green Products: A Signalling Theory Approach. *International Journal Of Business Administration*, 6(2015):44-54.

<http://doi.org/10.2139/ssrn.3126226>

- Schiffman, L.G. & Wisenblit, J. 2019. *Consumer Behavior*. 12th Ed. Harlow: Pearson.
- Schmitt, D.P., Long, A.E., McPhearson, A., O'Brien, K., Remmert, B. & Shah, S.H. 2017. Personality And Gender Differences In Global Perspective. *International Journal Of Psychology*, 52:45-56. <https://doi.org/10.1002/ijop.12265>
- Schulz, H.M. 2015. Reference Group Influence In Consumer Role Rehearsal Narratives. *Qualitative Market Research*, 18(2):210-229. <https://doi.org/10.1108/QMR-02-2012-0009>
- Schurink, W. 2010. The Importance Of Theorising In Proposal Writing. *Journal Of Public Administration*, 45(3):420-434.
- Schutte, D.B.2023. *Decoding Consumer Behavior In South Africa: Uncovering The Psychological And Social Factors Driving Brand Choices*.
<https://www.linkedin.com/pulse/decoding-consumer-behavior-south-africa-uncovering-social-schutte/> Date Of Access: 26 February 2023.
- Segev, S., Fernandes, J. & Hong, C. 2016. Is Your Product Really Green? A Content Analysis To Reassess Green Advertising. *Journal Of Advertising*, 45(1):85-93.
<https://doi.org/10.1080/00913367.2015.1083918>
- Sekaran, U. & Bougie, R. 2016. *Research Methods For Business: A Skill Building Approach*. Hoboken: John Wiley & Sons.
- Selvakumar, J.J. & Raghavan, N.R. 2017. Influence Of Lifestyle And Attitude On Online Shopping. *Asia Pacific Journal Of Research*, 1(55):24-30.
- Sevanandee, B. & Damar-Ladkoo, A. 2018. Country-Of-Origin Effects On Consumer Buying Behaviours. A Case Of Mobile Phones. *Studies In Business And Economics*, 13(2):179-201.
<https://doi.org/10.2478/sbe-2018-0029>
- Shah, S.A., Azhar, S.M. & Bhutto, N.A. 2020. Halal Marketing: A Marketing Strategy Perspective. *Journal Of Islamic Marketing*, 11(6):1641-1655. <https://doi.org/10.1108/jima-11-2018-0211>
- Shah, S.M.A., Jiang, Y., Wu, H., Ahmed, Z., Ullah, I. & Adebayo, T.S. 2021. Linking Green Human Resource Practices And Environmental Economics Performance: The Role Of Green

Economic Organizational Culture And Green Psychological Climate. *International Journal Of Environmental Research And Public Health*, 18(20):1-17.

<https://doi.org/10.3390/ijerph182010953>

Shah, S.S.H., Khalid, M.B., Khan, M.A., Haddad, H. & Alramahi, N.M. 2024. Shades Of Green: Exploring The Fascinating Landscape Of Consumer Behavior Towards Eco-Friendly Cosmetics In Pakistan. *Journal Of Infrastructure Policy And Development*, 8(3):1-17.

<https://doi.org/10.24294/jipd.v8i3.2760>

Shahrin, R., Quoquab, F., Jamil, R., Mahadi, N., Mohammad, J., Salam, Z. & Hussin, N. 2017. Green “Eco-Label” Or “Greenwashing”? Building Awareness About Environmental Claims Of Marketers. *Advanced Science Letters*, 23(4):3205-3208. <https://doi.org/10.1166/asl.2017.7713>

Shahzad, K., Raja, U. & Hashmi, S.D. 2020. Impact Of Big Five Personality Traits On Authentic Leadership. *Leadership & Organization Development Journal*, 42(2):208-218.

<https://doi.org/10.1108/LODJ-05-2019-0202>

Shapira, P., Gök, A., Klochikhin, E. & Sensier, M. 2014. Probing “Green” Industry Enterprises In The UK: A New Identification Approach. *Technological Forecasting And Social Change*, 85:93-104. <https://doi.org/10.1016/j.techfore.2013.10.023>

Sharaf, M.A. & Perumal, S. 2018. How Do Green Products’ Price And Availability Impact Malaysians’ Green Purchasing Behavior? *The Journal Of Social Sciences Research*, 4(3):28-34.

Shareef, M.A., Mukerji, B., Dwivedi, Y.K., Rana, N.P. & Islam, R. 2019. Social Media Marketing: Comparative Effect Of Advertisement Sources. *Journal Of Retailing And Consumer Services*, 46:58-69. <https://doi.org/10.1016/j.jretconser.2017.11.001>

Sharma, A. & Foropon, C. 2019. Green Product Attributes And Green Purchase Behavior: A Theory Of Planned Behavior Perspective With Implications For Circular Economy. *Management Decision*, 57(4):1018-1042. <https://doi.org/10.1108/MD-10-2018-1092>

Sharma, A.P. 2021. Consumers’ Purchase Behaviour And Green Marketing: A Synthesis, Review And Agenda. *International Journal Of Consumer Studies*, 45(6):1217-1238.

<https://doi.org/10.1111/ijcs.12722>

- Sharma, G. 2017. Pros And Cons Of Different Sampling Techniques. *International Journal Of Applied Research*, 3(7):749-752.
- Sharma, K. & Bansal, M. 2013. Environmental Consciousness, Its Antecedents And Behavioural Outcomes. *Journal Of Indian Business Research*, 5(3):198-214.
<https://doi.org/10.1108/JIBR-10-2012-0080>
- Sharma, M. & Trivedi, P. 2016. Various Green Marketing Variables And Their Effects On Consumers' Buying Behaviour For Green Products. *International Journal Of Latest Technology In Engineering, Management & Applied Science*, 5(1):1-8.
- Sharma, N. 2023. Geographic Segmentation: An Essential Element Of Market. *International Journal Of Education, Modern Management, Applied Science & Social Science*, 5(2):94-99.
- Sharma, N.K. & Kushwaha, G.S. 2019. Eco-Labels: A Tool For Green Marketing Or Just A Blind Mirror For Consumers. *Electronic Green Journal*, 1(42):1-23.
<https://doi.org/10.5070/G314233710>
- Sharma, R. & Jha, M. 2017. Values Influencing Sustainable Consumption Behaviour: Exploring The Contextual Relationship. *Journal Of Business Research*, 76:77-88.
<https://doi.org/10.1016/j.jbusres.2017.03.010>
- Sharma, V.K., Chandna, P. & Bhardwaj, A. 2017. Green Supply Chain Management Related Performance Indicators In Agro-Industry: A Review. *Journal Of Cleaner Production*, 141:1194-1208. <https://doi.org/10.1016/j.jclepro.2016.09.103>
- Shatnawi, Y., Al-Faouri, E.H. & Al-Hayari, M. 2019. Examining The Direct And Moderation Effect Of Psychographic And Demographic Factors On Green Purchasing Behaviour. *Global Business And Economics Review*, 21(5):556-582. <https://doi.org/10.1504/GBER.2019.101869>
- Shavitt, S. & Barnes, A.J. 2020. Culture And The Consumer Journey. *Journal Of Retailing*, 96(1):40-54. <https://doi.org/10.1016/j.jretai.2019.11.009>
- Shavitt, S., Jiang, D. & Cho, H. 2016. Stratification And Segmentation: Social Class In Consumer Behavior. *Journal Of Consumer Psychology*, 26(4):583-593.
<https://doi.org/10.1016/j.jcps.2016.08.005>

- Shehu, E., Papies, D. & Neslin, S.A. 2020. Free Shipping Promotions And Product Returns. *Journal Of Marketing Research*, 57(4):1-87. <https://doi.org/10.1177/002224372092181>
- Shemshaki, M., Ghasemi, Y., Homayouni, S., Salvati, Z., Dinarvand, M. & Kaviani, S. 2024. Examining Factors Affecting Consumer Behavior By Considering The Role Of Personality And Behavioral Characteristics. *Power System Technology*, 48(2):1714-1734.
- Sheng, G., Xie, F., Gong, S. & Pan, H. 2019. The Role Of Cultural Values In Green Purchasing Intention: Empirical Evidence From Chinese Consumers. *International Journal Of Consumer Studies*, 43(3):315-326. <https://doi.org/10.1111/ijcs.12513>
- Sheth, J.N. & Parvatiyar, A. 2021. Sustainable Marketing: Market-Driving, Not Market-Driven. *Journal Of Macromarketing*, 41(1):150-165. <https://doi.org/10.1177/0276146720961836>
- Shil, P. 2012. Evolution And Future Of Environmental Marketing. *Asia Pacific Journal Of Marketing & Management Review*, 1(3):74-81. <https://doi.org/10.1111/ijcs.12513>
- Shimul, A. S., Cheah, I., & Khan, B. B. 2021. Investigating Female Shoppers' Attitude And Purchase Intention Toward Green Cosmetics In South Africa. *Journal Of Global Marketing*, 35(1):37–56. <https://doi.org/10.1080/08911762.2021.1934770>
- Shin, H.S. 2019. Reasoning Processes In Clinical Reasoning: From The Perspective Of Cognitive Psychology. *Korean Journal Of Medical Education*, 31(4):299-308. <https://doi.org/10.3946/kjme.2019.140>
- Shinde, R. 2016. Demographic Segmentation & Marketing Strategies: An Overview. *International Journal Commerce, Economics And Management*, 1(5):1-224.
- Sholihuddin, M.A., Rivai, A. & Saragih, B. 2020. The Effect Of Location And Price On Consumer Satisfaction Through Buying Decisions On PT. Adhi Persada Property. *East African Scholars Journal Of Economics, Business, And Management*, 3(4):302-311. <https://doi.org/10.36349/EASJEBM.2020.v03i04.004>
- Siakwah, P., Musavengane, R. & Leonard, L. 2020. Tourism Governance And Attainment Of The Sustainable Development Goals In Africa. *Tourism Planning & Development*, 17(4):355-383. <https://doi.org/10.1080/21568316.2019.1600160>

- Sibanda, B. 2016. *Sustainability Of Small Businesses In Zimbabwe During The First 5 Years*. Minnesota: Walden University. (Thesis - Phd).
- Sibisi, M. & Abrahams, D. 2018. The Role Of Ethnic Marketing In The Promotion Of Domestic Leisure Tourism In Johannesburg. *Euroeconomica*, 37(2):190-201.
- Siedlecki, S.L. 2020. Understanding Descriptive Research Designs And Methods. *Clinical Nurse Specialist*, 34(1):8-12. <https://doi.org/10.1097/NUR.0000000000000493>
- Sigar, E.T., Massie, J.D. & Pandowo, M.H. 2021. The Influence Of Consumer Behavior And Digital Marketing On Purchase Decision At Grabfood In Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 9(4):53-64.
<https://doi.org/10.35794/emba.v9i4.36133>
- Silverman, B.W. 2018. *Density Estimation For Statistics And Data Analysis*. Boca Raton: Routledge.
- Simkus, J. & Simkus, J. 2023. *Cluster Sampling: Definition, Method And Examples*. *Simplypsychology*. <https://www.simplypsychology.org/cluster-sampling.html> Date Of Access: 22 September 2023.
- Simoni, J.M., Beima-Sofie, K., Amico, K.R., Hosek, S.G., Johnson, M.O. & Mensch, B.S. 2019. Debrief Reports To Expedite The Impact Of Qualitative Research: Do They Accurately Capture Data From In-Depth Interviews? *AIDS And Behavior*, 23:2185-2189.
<https://doi.org/10.1007/s10461-018-02387-3>
- Singh, A. & Verma, P. 2017. Factors Influencing Indian Consumers' Actual Buying Behaviour Towards Organic Food Products. *Journal Of Cleaner Production*, 167:473-483.
<https://doi.org/10.1016/j.jclepro.2017.08.106>
- Singh, A. 2021. *An Introduction To Experimental And Exploratory Research*.
<http://dx.doi.org/10.2139/ssrn.3789360>
- Singh, A. K., Singhmar, A., Kumar, A., & Jindal, L. 2025. Neuroeconomic Insights Into Cognitive Biases And Managerial Decision-Making. In R. Malik, S. Malhan, & M. Arora (Eds.), *Impact Of Sensory Marketing On Buying Behavior*. Hershey: IGI Global Scientific Publishing. Pp. 57-106.
<https://doi.org/10.4018/979-8-3693-9351-2.ch003>

Singhal, D., Jena, S.K. & Tripathy, S. 2019. Factors Influencing The Purchase Intention Of Consumers Towards Remanufactured Products: A Systematic Review And Meta-Analysis. *International Journal Of Production Research*, 57(23):7289-7299.

<https://doi.org/10.1080/00207543.2019.1598590>

Sinha, S.K. & Verma, P. 2019. The Link Between Sales Promotion's Benefits And Consumers Perception: A Comparative Study Between Rural And Urban Consumers. *Global Business Review*, 20(2):498-514. <https://doi.org/10.1177/097215091882539>

Sisca, S., Wijaya, A., Grace, E., Putri, D.E. & Sidabutar, N. 2022. What Do Consumers Really Want? Online Vs Offline Shopping For Fashion Products. *International Journal Of Entrepreneurship And Sustainability Studies*, 2(2):33-51.

<https://doi.org/10.31098/ijeass.v2i2.714>

Siyavooshi, M., Foroozanfar, A. & Sharifi, Y. 2019. Effect Of Islamic Values On Green Purchasing Behavior. *Journal Of Islamic Marketing*, 10(1):125-137.

<https://doi.org/10.1108/JIMA-05-2017-0063>

Skinner, R., Nelson, R.R., Chin, W.W. & Land, L. 2015. The Delphi Method Research Strategy In Studies Of Information Systems. *Communications Of The Association For Information Systems*, 37(2):31-63. <https://doi.org/10.17705/1CAIS.03702>

Slabá, M. 2019. The Impact Of Age On The Customers Buying Behaviour And Attitude To Price. *Littera Scripta*, 12(2):146-160. https://doi.org/10.36708/Littera_Scripta2019/2/0

Słupik, S., Kos-Łabędowicz, J. & Trzęsiok, J. 2021. Are You A Typical Energy Consumer? Socioeconomic Characteristics Of Behavioural Segmentation Representatives Of 8 European Countries. *Energies*, 14(19):1-28. <https://doi.org/10.3390/en14196109>

Smith, S. & Hill, E. 2023. An Exploration Of The Peer Debrief Role:" A Walk In The Park With Polly". In *ICERI2023 Proceedings*. Spain: IATED. Pp. 127-131.

<https://doi.org/10.21125/iceri.2023.0068>

Smith, T.A. 2020. The Role Of Customer Personality In Satisfaction, Attitude-To-Brand And Loyalty In Mobile Services. *Spanish Journal Of Marketing - ESIC*, 24(2):155-175.

<https://doi.org/10.1108/SJME-06-2019-0036>

- Snyder, H. 2019. Literature Review As A Research Methodology: An Overview And Guidelines. *Journal Of Business Research*, 104:333-339. <https://doi.org/10.1016/j.jbusres.2019.07.039>
- Sobhanifard, Y. & Hashemi Apourvari, S.M.S. 2022. Environmental Sustainable Development Through Modeling And Ranking Of Influential Factors Of Reference Groups On Consumer Behavior Of Green Products: The Case Of Iran. *Sustainable Development*, 30(5):1294-1312. <https://doi.org/10.1002/sd.2317>
- Sofi, S.A. & Najar, S.A. 2018. Impact Of Personality Influencers On Psychological Paradigms: An Empirical-Discourse Of Big Five Framework And Impulsive Buying Behaviour. *European Research On Management And Business Economics*, 24(2):71-81. <https://doi.org/10.1016/j.iemeen.2017.12.002>
- Soiferman, L. K. 2010. Compare And Contrast Inductive And Deductive Research Approaches. *In Institute Of Education Science*. Pp.1-23. <https://files.eric.ed.gov/fulltext/ED542066.pdf>
- Soleymani, A., Aghajani, M. & Landaran, S. 2024. Identifying Factors Affecting Variety-Seeking Behavior Of Customers In Online Retail Markets: A Qualitative Study. *Dynamic Management And Business Analysis*, 3(1):245-257. <https://doi.org/10.61838/dmbaj.3.1.14>
- Song, M., Wang, S. & Zhang, H. 2020. Could Environmental Regulation And R&D Tax Incentives Affect Green Product Innovation? *Journal Of Cleaner Production*, 258:1-9. <https://doi.org/10.1016/j.jclepro.2020.120849>
- Song, W., Ren, S. & Yu, J. 2019. Bridging The Gap Between Corporate Social Responsibility And New Green Product Success: The Role Of Green Organizational Identity. *Business Strategy And The Environment*, 28(1):88-97. <https://doi.org/10.3390/ijerph17186607>
- Šostar, M. & Ristanović, V. 2023. Assessment Of Influencing Factors On Consumer Behavior Using The AHP Model. *Sustainability*, 15(13):1-24. <https://doi.org/10.3390/su151310341>
- Sousa, R., Horta, C., Ribeiro, R. & Rabinovich, E. 2020. How To Serve Online Consumers In Rural Markets: Evidence-Based Recommendations. *Business Horizons*, 63(3):351-362. <https://doi.org/10.1016/j.bushor.2020.01.007>

- South African Government. 2020. *South African Economic Reconstruction And Recovery Plan*. https://www.gov.za/sites/default/files/gcis_document/202010/south-african-economic-reconstruction-and-recovery-plan.pdf Date Of Access: 15 July 2023.
- Spangenberg, J.H. & Lorek, S. 2019. Sufficiency And Consumer Buying Behaviour: From Theory To Policy. *Energy Policy*, 129:1070-1079. <https://doi.org/10.1016/j.enpol.2019.03.013>
- Spiteri Cornish, L. 2020. Why Did I Buy This? Consumers' Post-Impulse-Consumption Experience And Its Impact On The Propensity For Future Impulse Buying Behaviour. *Journal Of Consumer Behaviour*, 19(1):36-46. <https://doi.org/10.1002/cb.1792>
- Spurling, N.J., Mcmeekin, A., Southerton, D., Shove, E.A. & Welch, D. 2013. Interventions In Practice: Reframing Policy Approaches To Consumer Behaviour. *Sustainable Practices Research Group Report*, Pp.1-56.
- Sreen, N., Purbey, S. & Sadarangani, P. 2018. Impact Of Culture, Behavior And Gender On Green Purchase Intention. *Journal Of Retailing And Consumer Services*, 41:177-189. <https://doi.org/10.1016/j.jretconser.2017.12.002>
- Srivastava, M. & Kaul, D. 2016. Exploring The Link Between Customer Experience–Loyalty–Consumer Spend. *Journal Of Retailing And Consumer Services*, 31:277-286. <https://doi.org/10.1016/j.jretconser.2016.04.009>
- Srivastava, P., Ramakanth, D., Akhila, K. & Gaikwad, K.K. 2022. Package Design As A Branding Tool In The Cosmetic Industry: Consumers' Perception Vs. Reality. *SN Business & Economics*, 2(6):1-38. <https://doi.org/10.1007/s43546-022-00222-5>
- Stahl, N.A. & King, J.R. 2020. Expanding Approaches For Research: Understanding And Using Trustworthiness In Qualitative Research. *Journal Of Developmental Education*, 44(1):26-28.
- Stampa, E., Schipmann-Schwarze, C. & Hamm, U. 2020. Consumer Perceptions, Preferences, And Behavior Regarding Pasture-Raised Livestock Products: A Review. *Food Quality And Preference*, 82:1-15. <https://doi.org/10.1016/j.foodqual.2020.103872>
- Stankevich, A. 2017. Explaining The Consumer Decision-Making Process: Critical Literature Review. *Journal Of International Business Research And Marketing*, 2(6):7-14. <http://doi.org/10.18775/jibrm.18498558.2015.26.3001>

Starks, H. & Trinidad, S.B. 2007. Choose Your Method: A Comparison Of Phenomenology, Discourse Analysis, And Grounded Theory. *Qualitative Health Research*, 17(10):1372–1380. <https://doi.org/10.1177/1049732307307031>

Statssa (Statistics South Africa). 2018. *Mid-Year Population Estimates*. (Statistical Release P0302). <https://www.statssa.gov.za/publications/P0302/P03022021.pdf> Date Of Access: 26 April 2023.

Statssa (Statistics South Africa). 2021. *People Of South Africa*. <https://www.gov.za/about-sa/people-south-africa> Date Of Access: 26 April 2023.

Steg, L. 2016. Values, Norms, And Intrinsic Motivation To Act Proenvironmentally. *Annual Review Of Environment And Resources*, 41:277-292. <https://doi.org/10.1146/annurev-environ-110615-085947>

Stratton, S.J. 2021. Population Research: Convenience Sampling Strategies. *Prehospital And Disaster Medicine*, 36(4):373-374. <https://doi.org/10.1017/S1049023X21000649>

Sukanya, R. & Tantia, V. 2023. Urbanization And The Impact On Economic Development. In J. Martínez-Falcó, B. Marco-Lajara, E. Sánchez-García, & L. Millan-Tudela (Eds.), *New Perspectives And Possibilities In Strategic Management In The 21st Century: Between Tradition And Modernity* (Pp. 369-408). IGI Global Scientific Publishing. <https://doi.org/10.4018/978-1-6684-9261-1.ch019>

Sulaiman, O., Yusufu, O.S. & Sadiq, H. 2021. Effect Of Digital Advertising On Consumer Buying Behaviour In Lokoja Metropolis. *KIU Interdisciplinary Journal Of Humanities And Social Sciences*, 2(1):326-344. <https://doi.org/10.59568/KIJHUS-2021-2-1-19>

Suman, S.K., Srivastava, P. & Vadera, S. 2019. Age And Gender Influences On Consumer Behavior Towards Online Discounts. *International Journal Of Recent Technology And Engineering*, 8(2):5202-5211. <https://doi.org/10.35940/ijrte.B1046.078219>

Sun, R. 2022. Analyzing The Impact Of Household Income Sources On Consumer Behavior In China–Based On Mental Accounting. *Scientific And Social Research*, 4(3):39-52. <https://doi.org/10.26689/ssr.v4i3.3611>

- Sun, Y. & Wang, S. 2020. Understanding Consumers' Intentions To Purchase Green Products In The Social Media Marketing Context. *Asia Pacific Journal Of Marketing And Logistics*, 32(4):860-878. <https://doi.org/10.1108/APJML-03-2019-0178>
- Sun, Y., Leng, K. & Xiong, H. 2022. Research On The Influencing Factors Of Consumers' Green Purchase Behavior In The Post-Pandemic Era. *Journal Of Retailing And Consumer Services*, 69:103118. <https://doi.org/10.1016/j.jretconser.2022.103118>
- Sunderaraj, R. 2018. Impact Of Advertisement On Buying Behaviour Of Consumers In Sivakasi. *ICTACT Journal On Management Studies*, 4(3):800-807. <https://doi.org/10.21917/ijms.2018.0108>
- Suphasomboon, T. & Vassanadumrongdee, S. 2022. Toward Sustainable Consumption Of Green Cosmetics And Personal Care Products: The Role Of Perceived Value And Ethical Concern. *Sustainable Production And Consumption*, 33:230-243. <https://doi.org/10.1016/j.spc.2022.07.004>
- Suprianto, D., Nugraha, H.S. & Nurseto, S. 2014. The Effect Of Product Design, Price And Location Toward Purchase Decision Study Of Bukit Mutiara Jaya Semarang. *Jurnal Ilmu Administrasi Bisnis*, 3(4):400-408. <https://doi.org/10.14710/jiab.2014.6621b>
- Susilo, W.H. 2016. An Impact Of Behavioral Segmentation To Increase Consumer Loyalty: Empirical Study In Higher Education Of Postgraduate Institutions At Jakarta. *Procedia-Social And Behavioral Sciences*, 229:183-195. <https://doi.org/10.1016/j.sbspro.2016.07.128>
- Suyanto, A.M.A. & Dewi, D.G. 2023. Marketing Mix On Purchase Intention And Its Impact On The Decision To Purchase Somethinc Products. *International Journal Of Professional Business Review*, 8(10):1-21. <https://doi.org/10.26668/businessreview/2023.v8i10.3779>
- Swati, J. & Darshana, R.D. 2018. Demographic And Personality Determinants Of Green Consumer Behavior In Gujarat. *International Journal Of Advance Research In Computer Science And Management Studies*, 6(1):80-90.
- Swedberg, R. 2020. Exploratory Research: The Production Of Knowledge, *Enhancing Progress In Social Science*, 2(1):17-41.

- Sweet, J & Hattingh, M. 2022. *Laws Regulating Environmental Management And Protection*. <https://practiceguides.chambers.com/practice-guides/environmental-law-2022/south-africa> Date Of Access: 22 September 2023.
- Syed, S., Shah, S.R.H. & Ahmad, F.S. 2021. The Influence Of Intrinsic Motivational Forces On Consumers' Product Purchase Intentions. *Journal Of Mediterranean Tourism Research*, 1(2):70-80. <https://doi.org/10.5038/2770-7555.1.2.1006>
- Szaban, M. & Stefańska, M. 2023. Barriers Influencing Purchase Behaviour Of Green Personal Care Products—Integrating Innovation Resistance Theory Perspective And Stages Of Change Model. *Ekonomia I Środowisko*, 85(2):420-455. <https://doi.org/10.34659/eis.2023.85.2.570>
- Szabo, S. & Webster, J. 2021. Perceived Greenwashing: The Effects Of Green Marketing On Environmental And Product Perceptions. *Journal Of Business Ethics*, 171:719-739. <https://doi.org/10.1007/s10551-020-04461-0>
- Szmigin, I. & Piacentini, M. 2018. *Consumer Buying Behaviour*. 2nd Ed. Oxford: Oxford University Press.
- Szymkowiak, A. & Garczarek-Bąk, U. 2018. Gender Differences In E-Commerce. *Handel Wewnętrzny*, (4 (375) Tom II):250-261.
- Taherdoost, H. 2016. Sampling Methods In Research Methodology; How To Choose A Sampling Technique For Research. *International Journal Of Academic Research In Management (IJARM)*, 5(2):17-29. <https://hal.archives-ouvertes.fr/hal-02546796>
- Taherdoost, H. 2021. Data Collection Methods And Tools For Research; A Step-By-Step Guide To Choose Data Collection Technique For Academic And Business Research Projects. *International Journal Of Academic Research In Management (IJARM)*, 10(1):10-38.
- Taherdoost, H. 2022. What Are Different Research Approaches? Comprehensive Review Of Qualitative, Quantitative, And Mixed Method Research, Their Applications, Types, And Limitations. *Journal Of Management Science & Engineering Research*, 5(1):53-63. <https://doi.org/10.30564/jmser.v5i1.4538>

- Talibi, A. 2022. International Market Segmentation: Reviews Of The Main Components Of Conducting And Measurement Stages. *International Journal Of Accounting, Finance, Auditing, Management And Economics*, 3(6-1):378-404. <https://doi.org/10.5281/zenodo.7431698>
- Talwar, S., Srivastava, S., Sakashita, M., Islam, N. & Dhir, A. 2022. Personality And Travel Intentions During And After The COVID-19 Pandemic: An Artificial Neural Network (ANN) Approach. *Journal Of Business Research*, 142:400-411. <https://doi.org/10.1016/j.jbusres.2021.12.002>
- Tambuwn, M. 2016. Shopping Lifestyle As Intervening Relation Between Hedonic Motive And Gender On Impulse Buying. *International Journal Of Business And Finance Management Research*, 4:9-16.
- Tan, C.N.L., Ojo, A.O. & Thurasamy, R. 2019. Determinants Of Green Product Buying Decision Among Young Consumers In Malaysia. *Young Consumers*, 20(2).1-19. <https://doi.org/10.1108/YC-12-2018-0898>
- Tan, L.P., Johnstone, M.L. & Yang, L. 2016. Barriers To Green Consumption Behaviours: The Roles Of Consumers' Green Perceptions. *Australasian Marketing Journal*, 24(4):288-299. <https://doi.org/10.1016/j.ausmj.2016.08.001>
- Tandon, A., Dhir, A., Kaur, P., Kushwah, S. & Salo, J. 2020. Why Do People Buy Organic Food? The Moderating Role Of Environmental Concerns And Trust. *Journal Of Retailing And Consumer Services*, 57:1-12. <https://doi.org/10.1016/j.jretconser.2020.102247>
- Tang, X., Liu, Y. & Liang, J. 2022. Research On The Budget Evaluation: Training And Its Cost Control For ECE Educators In China. *Journal Of Positive School Psychology*, 6(3):9509-9519.
- Tanrikulu, C. 2021. Theory Of Consumption Values In Consumer Behaviour Research: A Review And Future Research Agenda. *International Journal Of Consumer Studies*, 45(6):1176-1197. <https://doi.org/10.1111/ijcs.12687>
- Tarabieh, S. M. Z. A. 2021. The Impact Of Greenwash Practices Over Green Purchase Intention: The Mediating Effects Of Green Confusion, Green Perceived Risk, And Green Trust. *Management Science Letters*, 11(2):451-464. <https://doi.org/10.5267/j.msl.2020.9.022>

- Taras, V., Steel, P. & Kirkman, B.L. 2016. Does Country Equate With Culture? Beyond Geography In The Search For Cultural Boundaries. *Management International Review*, 56:455-487. <https://doi.org/10.1007/s11575-016-0283-x>
- Tarigan, E.D.S., Parulian, T., Sabrina, H., Marbun, P. & Nasution, A.M.U. 2023. Impact Of Demographic Segmentation And Psychographic Segmentation On Purchase Decisions Of K Beauty Products. *Journal Of Management Science (JMAS)*, 6(1):1-4. <https://doi.org/10.35335/jmas.v6i1.171>
- Tascioglu, M., Eastman, J.K. & Iyer, R. 2017. The Impact Of The Motivation For Status On Consumers' Perceptions Of Retailer Sustainability: The Moderating Impact Of Collectivism And Materialism. *Journal Of Consumer Marketing*, 34(4):292-305. <https://doi.org/10.1108/JCM-03-2015-1351>
- Taufique, K.M.R. & Islam, S. 2021. Green Marketing In Emerging Asia: Antecedents Of Green Consumer Behavior Among Younger Millennials. *Journal Of Asia Business Studies*, 15(4):541-558. <https://doi.org/10.1108/JABS-03-2020-0094>
- Taufique, K.M.R., Siwar, C., Chamhuri, N. & Sarah, F.H. 2016. Integrating General Environmental Knowledge And Eco-Label Knowledge In Understanding Ecologically Conscious Consumer Behavior. *Procedia Economics And Finance*, 37:39-45. [https://doi.org/10.1016/S2212-5671\(16\)30090-9](https://doi.org/10.1016/S2212-5671(16)30090-9)
- Technavio. 2022. 53% Of Growth To Originate From South Africa For Beauty And Personal Care Market From 2020 To 2025. <https://www.prnewswire.com/news-releases/53-of-growth-to-originate-from-south-africa-for-beauty-and-personal-care-market-from-2020-to-2025-301467716.html> Date Of Access: 24 April 2023.
- Tengker, W., Tumbuan, W.J. & Tielung, M.V. 2023. Comparative Analysis Of Online And Offline Shopping At Wars. Lab Store Purchase. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 11(4):1377-1384. <https://doi.org/10.35794/emba.v11i4.52519>
- Teotia, R. 2024. Elevating Brands: Unveiling The Power Of Corporate Social Responsibility On Brand Reputation And Consumer Behavior. *Tuijin Jishu/Journal Of Propulsion Technology*, 45(3):1255-1270.

- Testa, F., Iovino, R. & Iraldo, F. 2020. The Circular Economy And Consumer Buying Behaviour: The Mediating Role Of Information Seeking In Buying Circular Packaging. *Business Strategy And The Environment*, 29(8):3435-3448. <https://doi.org/10.1002/bse.2587>
- Tewary, T., Gupta, A., Mishra, V. & Kumar, J. 2021. Young Working Women's Purchase Intention Towards Organic Cosmetic Products. *International Journal Of Economics And Business Research*, 22(2-3):256-277. <https://doi.org/10.1504/ijebr.2021.116351>
- Thakkar, R. 2021. Green Marketing And Sustainable Development Challenges And Opportunities. *International Journal Of Management, Public Policy And Research*, 1(1):58-65.
- The Economist. 2020. *South Africa's Post-Pandemic Consumer: Building On New Foundations*. <https://impact.economist.com/perspectives/sites/default/files/eiu-sa-post-pandemic-consumer.pdf> Date Of Access: 26 February 2023.
- Thevanes, N. & Weerasinghe, K.P.W.D.R. 2019. Contribution Of Green Marketing In Creating Sustainable Organization. *15th International Conference On Business Management*. <https://www.researchgate.net/publication/335976968> Date Of Access: 26 February 2023.
- Thirumalayampalayam, C. & Nadu, T. 2023. A Study On Marketing Strategies For Sustainable And Eco-Friendly Products. *Tuijin Jishu/Journal Of Propulsion Technology*, 44(4):4481-4489.
- Thomas, O.O. & Lawal, O.R. 2020. Exploratory Research Design In Management Sciences: An X-Ray Of Literature. *Annals Of The University Dunarea De Jos Of Galati: Fascicle: I, Economics & Applied Informatics*, 26(2):79-84. <https://doi.org/10.35219/eai15840409109>
- Thornberg, R. 2017. Grounded Theory. *The BERA/SAGE Handbook Of Educational Research*, 1:355-375. <https://doi.org/10.4135/9781473983953.n18>
- Tian, L., Vakharia, A.J., Tan, Y. & Xu, Y. 2018. Marketplace, Reseller, Or Hybrid: Strategic Analysis Of An Emerging E-Commerce Model. *Production And Operations Management*, 27(8):1595-1610. <https://doi.org/10.1111/poms.12885>
- Tirtayasa, S., Nevianda, M. & Syahril, H. 2020. The Effect Of Hedonic Shopping Motivation, Shopping Lifestyle And Fashion Involvement With Impulse Buying. *International Journal Of Business Economics (IJBE)*, 2(1):18-28.

- Tiruwa, A., Yadav, R. & Suri, P.K. 2018. Moderating Effects Of Age, Income And Internet Usage On Online Brand Community (OBC)-Induced Purchase Intention. *Journal Of Advances In Management Research*, 15(3):367-392. <https://doi.org/10.1108/JAMR-04-2017-0043>
- Tkaczynski, A. 2017. Segmentation Using Two-Step Cluster Analysis. In: Dietrich, T., Rundle-Thiele, S., Kubacki, K. (Eds.). *Segmentation In Social Marketing*. Singapore: Springer, Pp.109-125. https://doi.org/10.1007/978-981-10-1835-0_8
- Toha, M. & Supriyanto, S. 2023. Factors Influencing The Consumer Research Process: Market Target, Purchasing Behavior And Market Demand (Literature Review Of Consumer Behavior). *Danadyaksa: Post Modern Economy Journal*, 1(1):1-17. <https://doi.org/10.69965/danadyaksa.v1i1.5>
- Tomić, S., Leković, K. & Tadić, J. 2019. Consumer Behaviour: The Influence Of Age And Family Structure On The Choice Of Activities In A Tourist Destination. *Economic Research - Ekonomska Istraživanja*, 32(1):755-771. <https://doi.org/10.1080/1331677X.2019.1579663>
- Torelli, R., Balluchi, F. & Lazzini, A. 2020. Greenwashing And Environmental Communication: Effects On Stakeholders' Perceptions. *Business Strategy And The Environment*, 29(2):407-421. <https://doi.org/10.1002/bse.2373>
- Tortell, P.D. 2020. Earth 2020: Science, Society, And Sustainability In The Anthropocene. *Proceedings Of The National Academy Of Sciences*, 117(16):8683-8691. <https://doi.org/10.1073/pnas.2001919117>
- Toyon, M.A.S. 2023. Introduction To Research: Mastering The Basics. *Scholars Journal Of Research In Social Science*, 3 (1):1-24. <https://doi.org/10.5281/zenodo.7724719>
- Tradeimex. 2023. *Zimbabwe Import Data*. <https://www.tradeimex.in/zimbabwe-import> Date Of Access: 24 May 2025.
- Traoré, L., Belinga, B. & Lescuyer, G. 2023. A Systematic Review Of The Scope And Patterns Of Green Consumption In Sub-Saharan Africa. *Sustainability*, 15(8):1-17. <https://doi.org/10.3390/su15086343>

- Trivedi, P. & Pal, R. 2023. Is That Green? A Comparison Of The Green Buying Habits Of Millennials, Baby Boomers, And Generation Z. *Journal Of The Asiatic Society Of Mumbai*, 97(5):120-129.
- Troudi, H. & Bouyoucef, D. 2020. Predicting Purchasing Behavior Of Green Food In Algerian Context. *Euromed Journal Of Business*, 15(1):1-21. <https://doi.org/10.1108/EMJB-03-2019-0046>
- Trudel, R. 2019. Sustainable Consumer Behavior. *Consumer Psychology Review*, 2(1):85-96 <https://doi.org/10.1002/arcp.1045>
- Trzeciakiewicz, S. 2021. *Does A Schoolwide Silent Reading Initiative Make A Difference In The Reading Habits Of High School Freshmen: A Mixed Methods Study*. Norfolk: Old Dominion University (Thesis-Phd).
- Tshuma, S. 2022. Embrace Green Marketing Or Lose Competitive Advantage: An Insight On The Performance Of Small And Medium-Sized Enterprises In The Foundry Sector In Zimbabwe. *Economics, Management And Sustainability*, 7(2):63-69. <https://doi.org/10.14254/jems.2022.7-2.5>
- Tshuma, S., Muchowe, R., Delight, R. & Dube, M. 2023. Green Branding Influence On Consumer Purchase Intentions On Fast Moving Consumer Goods (Fmcgs) In Zimbabwe. *Zimbabwe Journal Of Business, Economics And Management*, 1(2):158-169.
- Tubey, R.J., Rotich, J.K. & Bengat, J.K. 2015. Research Paradigms. *Research On Humanities And Social Sciences*, 5(5):224-228.
- Turner, C. & Astin, F. 2021. Grounded Theory: What Makes A Grounded Theory Study? *European Journal Of Cardiovascular Nursing*, 20(3):285-289. <https://doi.org/10.1093/eurjcn/zvaa034>
- Udo-Imeh, P.T. 2015. Influence Of Personality On The Buying Behaviour Of Undergraduate Students In Universities In Cross River State, Nigeria. *International Journal Of Marketing Studies*, 7(4):64-77. <http://doi.org/10.5539/ijms.v7n4p64>
- Ugwu, C.I., Ekere, J.N. & Onoh, C. 2021. Research Paradigms And Methodological Choices In The Research Process. *Journal Of Applied Information Science And Technology*, 14(2):116-124.

- Ünsalan, M. 2016. Stimulating Factors Of Impulse Buying Behavior: A Literature Review. *Ankara Hacı Bayram Veli Üniversitesi İktisadi Ve İdari Bilimler Fakültesi Dergisi*, 18(2):572-593.
- Utama, A., Sawitri, H.S.R., Haryanto, B. & Wahyudi, L. 2021. Impulse Buying: The Influence Of Impulse Buying Tendency, Urge To Buy And Gender On Impulse Buying Of The Retail Customers. *Journal Of Distribution Science*, 19(7):101-111.
<https://doi.org/10.15722/jds.19.7.202107.101>
- Van Acker, V., Goodwin, P. & Witlox, F. 2016. Key Research Themes On Travel Behavior, Lifestyle, And Sustainable Urban Mobility. *International Journal Of Sustainable Transportation*, 10(1):25-32. <https://doi.org/10.1080/15568318.2013.821003>
- Van Engelenhoven, A. 2020. *The Effect Of Moral And Subjective Norms, Perceived Behavioural Control And Habitual Restrained Attitudes On Intentions To Buy Local Food*. Groningen: University Of Groningen. (Thesis-Phd).
- Van Manen, M. 2023. *Phenomenology Of Practice: Meaning-Giving Methods In Phenomenological Research And Writing*. City: Routledge.
- Van Niekerk, C. 2020. *Exploring The Influence Of Scent Marketing On Consumers' Buying*. South Africa: North-West University. (Thesis-Phd).
- Varadarajan, R., Welden, R.B., Arunachalam, S., Haenlein, M. & Gupta, S. 2022. Digital Product Innovations For The Greater Good And Digital Marketing Innovations In Communications And Channels: Evolution, Emerging Issues, And Future Research Directions. *International Journal Of Research In Marketing*, 39(2):482-501.
<https://doi.org/10.1016/j.ijresmar.2021.09.002>
- Varpio, L. & Macleod, A. 2020. Philosophy Of Science Series: Harnessing The Multidisciplinary Edge Effect By Exploring Paradigms, Ontologies, Epistemologies, Axiologies, And Methodologies. *Academic Medicine*, 95(5):686-689.
<https://doi.org/10.1097/ACM.0000000000003142>
- Vasileiou, K., Barnett, J., Thorpe, S. & Young, T. 2018. Characterising And Justifying Sample Size Sufficiency In Interview-Based Studies: Systematic Analysis Of Qualitative Health Research Over A 15-Year Period. *BMC Medical Research Methodology*, 18:1-18.
<https://doi.org/10.1186/s12874-018-0594-7>

- Vaz, C.R. 2021. *The Paradigm Of Sustainability In The Cosmetics Industry*. Lisbon: University Of Lisbon. (Thesis - Phd).
- Veljković, S. & Đorđević, A. 2014. Possibilities Of Market Segmentation Based On Geographic And Demographic Variables. *Contemporary Management And Marketing Methods In Improving Competitiveness Of Companies In Serbia In The Process Of Its Integration In European Union*, Serbia: Belgrade University. (Thesis-Phd). Pp.135-154.
- Verma, S. 2017. Niche Level Segmentation Of Green Consumers: A Key For Psychographic Or Demographic Predicament. *South Asian Journal Of Business Studies*, 6(3):274-290.
<https://doi.org/10.1108/sajbs-05-2016-0040>
- Viale, L., Vacher, S. & Bessouat, J. 2022. Eco-Innovation In The Upstream Supply Chain: Re-Thinking The Involvement Of Purchasing Managers. *Supply Chain Management: An International Journal*, 27(2):250-264. <https://doi.org/10.1108/scm-11-2020-0591>
- Vijayalakshmi, S. & Mahalakshmi, V. 2013. An Impact Of Consumer Buying Behavior In Decision Making Process In Purchase Of Electronic Home Appliances In Chennai (India): An Empirical Study. *Elixir Marketing Management*, 59(1):15267-15273.
- Vilches-Montero, S., Pandit, A., Bravo-Olavarria, R. & Chao, C.W.F. 2018. What Loyal Women (And Men) Want: The Role Of Gender And Loyalty Program Characteristics In Driving Store Loyalty. *Journal Of Retailing And Consumer Services*, 44:64-70.
<https://doi.org/10.1016/j.jretconser.2018.06.003>
- Vilkaite-Vaitone, N. & Skackauskiene, I. 2019. Green Marketing Orientation: Evolution, Conceptualization And Potential Benefits. *Open Economics*, 2(1):53-62.
<https://doi.org/10.1515/openec-2019-0006>
- Vollstedt, M. & Rezat, S. 2019. An Introduction To Grounded Theory With A Special Focus On Axial Coding And The Coding Paradigm. *Compendium For Early Career Researchers In Mathematics Education*, 13(1):81-100. https://doi.org/10.1007/978-3-030-15636-7_1
- Voramontri, D. & Klieb, L. 2019. Impact Of Social Media On Consumer Behaviour. *International Journal Of Information And Decision Sciences*, 11(3):209-233.
<https://doi.org/10.1504/ijids.2019.101994>

- Wali, A.F., Wright, L.T. & Uduma, I.A. 2015. Customer Relationship Management For Brand Commitment And Brand Loyalty. *British Journal Of Marketing Studies*, 3(4):45-58.
- Walia, S.B., Kumar, H. & Negi, N. 2020. Impact Of Brand Consciousness, Perceived Quality Of Products, Price Sensitivity And Product Availability On Purchase Intention Towards 'Green' Products. *International Journal Of Technology Management & Sustainable Development*, 19(1):107-118. https://doi.org/10.1386/tmsd_00018_1
- Walsh, I., Holton, J.A., Bailyn, L., Fernandez, W., Levina, N. & Glaser, B. 2015. What Grounded Theory Is... A Critically Reflective Conversation Among Scholars. *Organizational Research Methods*, 18(4):581-599. <https://doi.org/10.1177/10944281145650>
- Wan, X., Wang, Y., Qiu, L., Zhang, K. & Zuo, J. 2022. Executive Green Investment Vision, Stakeholders' Green Innovation Concerns And Enterprise Green Innovation Performance. *Frontiers In Environmental Science*, 10, E997865. <https://doi.org/10.3389/fenvs.2022.997865>
- Wang, H., Ma, B. & Bai, R. 2019. How Does Green Product Knowledge Effectively Promote Green Purchase Intention? *Sustainability*, 11(4):1-13. <https://doi.org/10.3390/su11041193>
- Wang, J., Shahzad, F., Ahmad, Z., Abdullah, M. & Hassan, N.M. 2022. Trust And Consumers' Purchase Intention In A Social Commerce Platform: A Meta-Analytic Approach. *Sage Open*, 12(2):1-15. <https://doi.org/10.1177/21582440221091262>
- Wang, L., Wong, P.P. & Narayanan, E.A. 2020. The Demographic Impact Of Consumer Green Purchase Intention Toward Green Hotel Selection In China. *Tourism And Hospitality Research*, 20(2):210-222. <https://doi.org/10.1177/146735841984812>
- Wang, S. 2014. Consumer Characteristics And Social Influence Factors On Green Purchasing Intentions. *Marketing Intelligence & Planning*, 32(7):738-753. <https://doi.org/10.1108/MIP-12-2012-0146>
- Wang, X. & Cheng, Z. 2020. Cross-Sectional Studies: Strengths, Weaknesses, And Recommendations. *Chest*, 158(1): S65-S71. <https://doi.org/10.1016/j.chest.2020.03.012>

Wang, Y. & Jiang, J. 2022. The Effect Of Environmental Disorderliness On Variety Seeking Behavior And Its Mechanism. *Acta Psychologica Sinica*, 54(1):78-90.
<https://doi.org/10.3724/sp.j.1041.2022.00078>

Wang, Y. & Yu, C. 2017. Social Interaction-Based Consumer Decision-Making Model In Social Commerce: The Role Of Word Of Mouth And Observational Learning. *International Journal Of Information Management*, 37(3):179-189. <https://doi.org/10.1016/j.ijinfomgt.2015.11.005>

Wang, Y., Li, Y., Zhang, J., & Su, X. 2019. How Impacting Factors Affect Chinese Green Purchasing Behavior Based On Fuzzy Cognitive Maps. *Journal Of Cleaner Production*, 240:1-10. <https://doi.org/10.1016/j.jclepro.2019.118199>

Wardana, M.A., Masliardi, A., Afifah, N., Sajili, M. & Kusnara, H.P. 2023. Unlocking Purchase Preferences: Harnessing Psychographic Segmentation, Promotion And Location Strategies. *Jurnal Informatika Ekonomi Bisnis*, 5(3):713-719. <https://doi.org/10.37034/infec.v5i3.624>

Wasaya, A., Saleem, M.A., Ahmad, J., Nazam, M., Khan, M.M.A. & Ishfaq, M. 2021. Impact Of Green Trust And Green Perceived Quality On Green Purchase Intentions: A Moderation Study. *Environment, Development And Sustainability*, 23(9):13418-13435.
<https://doi.org/10.1007/s10668-020-01219-6>

Wassie, S.B. 2020. Natural Resource Degradation Tendencies In Ethiopia: A Review. *Environmental Systems Research*, 9(1):1-29. <https://doi.org/10.1186/s40068-020-00194-1>

Webb, A.S. & Welsh, A.J. 2019. Phenomenology As A Methodology For Scholarship Of Teaching And Learning Research. *Teaching And Learning Inquiry*, 7(1):168-181.

Wedawatta, G., Ingirige, B. & Amaratunga, D. 2011. Case Study As A Research Strategy: Investigating Extreme Weather Resilience Of Construction Smes In The UK. In *7th Annual International Conference Of International Institute For Infrastructure, Renewal And Reconstruction*. Kandalama, Sri Lanka. Pp.1-9.

Wee, C.S., Ariff, M.S.B.M., Zakuan, N., Tajudin, M.N.M., Ismail, K. & Ishak, N. 2014. Consumers Perception, Purchase Intention And Actual Purchase Behavior Of Organic Food Products. *Review Of Integrative Business And Economics Research*, 3(2):378-396.

- Weissmann, M.A. & Hock, R.L.T. 2022. Making Sustainable Consumption Decisions: The Effects Of Product Availability On Product Purchase Intention. *Journal Of Global Marketing*, 35(4):269-284. <https://doi.org/10.1080/08911762.2021.1983686>
- Wertenbroch, K., Schrift, R.Y., Alba, J.W., Barasch, A., Bhattacharjee, A., Giesler, M., Knobe, J., Lehmann, D.R., Matz, S., Nave, G. & Parker, J.R. 2020. Autonomy In Consumer Choice. *Marketing Letters*, 31:429-439. <https://doi.org/10.1007/s11002-020-09521-z>
- White, K., Hardisty, D.J. & Habib, R. 2019. The Elusive Green Consumer. *Harvard Business Review*, 11(1):124-133.
- White, K., Simpson, B. & Argo, J.J. 2014. The Motivating Role Of Dissociative Out-Groups In Encouraging Positive Consumer Behaviors. *Journal Of Marketing Research*, 51(4):433-447. <https://doi.org/10.1509/jmr.12.0335>
- Wiese, M. & Kruger, L. 2016. Parental Influence On Consumer And Purchase Behaviour Of Generation Y. *Journal Of Consumer Sciences*, 44:21-31. <https://doi.org/10.1007/s11002-020-09521-z>
- Wiid, J., & Diggins, C. 2009. *Marketing Research*. Cape Town: Juta And Company.
- Wijekoon, R. & Sabri, M.F. 2021. Determinants That Influence Green Product Purchase Intention And Behavior: A Literature Review And Guiding Framework. *Sustainability*, 13(11):1-40. <https://doi.org/10.3390/Su13116219>
- Williams, M. & Moser, T. 2019. The Art Of Coding And Thematic Exploration In Qualitative Research. *International Management Review*, 15(1):45-55.
- Wilson, N. 2023. *Nearly Half Of SA Consumers Say Their Financial Position Worsened In The Past Year – Report*. <https://www.news24.com/fin24/economy/nearly-half-of-sa-consumers-say-their-financial-position-worsened-in-the-past-year-report-20230211#:~:text=A%20total%20of%2041%25%20of,interest%20rates%20and%20soaring%20inflation> Date Of Access: 25 March 2024.
- Witek, L. & Kuźniar, W. 2020. Green Purchase Behavior: The Effectiveness Of Sociodemographic Variables For Explaining Green Purchases In Emerging Market. *Sustainability*, 13(1):209-227. <https://doi.org/10.3390/su13010209>

- Woiceshyn, J. & Daellenbach, U. 2018. Evaluating Inductive Vs Deductive Research In Management Studies: Implications For Authors, Editors, And Reviewers. *Qualitative Research In Organizations And Management: An International Journal*, 13(2):183-195.
<https://doi.org/10.1108/QROM-06-2017-1538>
- Wojciechowska, P. 2017. Influence Of Personality On Buying Behaviour: A Cross-Cultural Study Comparing Poland And The UK. *Journal Of Marketing And Consumer Behaviour In Emerging Markets*, 6(2):54-76. <https://doi.org/10.7172/2449-6634.jmcbem.2017.2.4>
- Won, J. & Kim, B.Y. 2020. The Effect Of Consumer Motivations On Purchase Intention Of Online Fashion-Sharing Platform. *The Journal Of Asian Finance, Economics And Business*, 7(6):197-207. <https://doi.org/10.13106/jafeb.2020.vol7.no6.197>
- Wongleedee, K. 2015. Marketing Mix And Purchasing Behavior For Community Products At Traditional Markets. *Procedia-Social And Behavioral Sciences*, 197:2080-2085.
<https://doi.org/10.1016/j.sbspro.2015.07.323>
- Woo, E. & Kim, Y.G. 2019. Consumer Attitudes And Buying Behavior For Green Food Products: From The Aspect Of Green Perceived Value (GPV). *British Food Journal*, 121(2):320-332.
<https://doi.org/10.1108/BFJ-01-2018-0027>
- Woo, E.J. & Kang, E. 2020. Environmental Issues As An Indispensable Aspect Of Sustainable Leadership. *Sustainability*, 12(17):1-22. <https://doi.org/10.3390/su12177014>
- World Bank. 2021. *Poverty And Equity Brief Africa Eastern And Southern: Zimbabwe*.
https://databankfiles.worldbank.org/public/ddpext_download/poverty/987B9C90-CB9F-4D93-AE8C750588BF00QA/AM2020/Global_POVEQ_ZWE.pdf Date Of Access: 26 February 2024.
- Wu, C.T., Wang, T.M. & Min-Hua, W. 2017. Exploring Drivers Of Green Washing Among Corporate Stakeholders. *International Journal Of Advanced Engineering And Management Research*, 2(6):2113-2123.
- Wu, S.W. & Chiang, P.Y. 2023. Exploring The Mediating Effects Of The Theory Of Planned Behavior On The Relationships Between Environmental Awareness, Green Advocacy, And Green Self-Efficacy On The Green Word-Of-Mouth Intention. *Sustainability*, 15(16):1-27.
<https://doi.org/10.3390/su151612127>

- Xhema, J. 2019. Effect Of Social Networks On Consumer Behaviour: Complex Buying. *IFAC-Papersonline*, 52(25):504-508. <https://doi.org/10.1016/j.ifacol.2019.12.594>
- Xiao, Z., Yuan, X., Liao, Q.V., Abdelghani, R. & Oudeyer, P.Y. 2023. Supporting Qualitative Analysis With Large Language Models: Combining Codebook With GPT-3 For Deductive Coding. In *Companion Proceedings Of The 28th International Conference On Intelligent User Interfaces*. Pp. 75-78.
- Xiong, L., Yu, H. And Wang, Z. 2021. Competition In A Variety Seeking Market With Brand Name Awareness. *SAGE Open*, 11(2):1-14. <https://doi.org/10.1177/21582440211004154>
- Xu, J., Bollinger, B., Ursu, R. & Fitzsimons, G.J., 2023. The Impact Of Product Location Changes On Habits, Search, And Purchase Decisions. *Search, And Purchase Decisions* (February 9, 2023). <http://doi.org/10.2139/ssrn.4352266>
- Yadav, R. & Pathak, G.S. 2017. Determinants Of Consumers' Green Purchase Behavior In A Developing Nation: Applying And Extending The Theory Of Planned Behavior. *Ecological Economics*, 134:114-122. <https://doi.org/10.1016/j.ecolecon.2016.12.019>
- Yan, L., Keh, H.T. & Chen, J. 2021. Assimilating And Differentiating: The Curvilinear Effect Of Social Class On Green Consumption. *Journal Of Consumer Research*, 47(6):914-936. <https://doi.org/10.1093/jcr/ucaa041>
- Yan, X. 2020. Research On Consumers' Attitudes Towards Online And Offline Shopping. In *E3S Web Of Conferences* (Vol. 218, P. 01018). EDP Sciences.
- Yan, Y. 2022. Risk Perception Of Luxury Investment And Its Influencing Factors. *Frontiers In Business, Economics And Management*, 5(1):150-152. <https://doi.org/10.54097/fbem.v5i1.1516>
- Yang, F.X. 2017. Effects Of Restaurant Satisfaction And Knowledge Sharing Motivation On Ewom Intentions: The Moderating Role Of Technology Acceptance Factors. *Journal Of Hospitality & Tourism Research*, 41(1):93-127. <https://doi.org/10.1177/1096348013515918>
- Yang, Y.C. 2017. Consumer Behavior Towards Green Products. *Journal Of Economics, Business And Management*, 5(4):160-167. <https://doi.org/10.18178/joebm.2017.5.4.505>

- Yang, Y.W., Liu, J. & Wang, Y. 2024. Consumers' Variety-Seeking Behaviors Under Time Pressure: Based On Regulatory Focus And Excitement Levels. *Psychology Journal*, 13(3):440-455. <https://doi.org/10.1002/pchj.770>
- Yang, Z., Nguyen, T.T.H., Nguyen, H.N., Nguyen, T.T.N. & Cao, T.T. 2020. Greenwashing Behaviours: Causes, Taxonomy And Consequences Based On A Systematic Literature Review. *Journal Of Business Economics And Management*, 21(5):1486-1507. <https://doi.org/10.3846/jbem.2020.13225>
- Yani, T.E., Budiati, Y., Nusair, A.E. & Santoso, A. 2022. Impact Of Service Quality, Customer Dissatisfaction And Variety-Seeking On Brand Switching Intention. *Relevance: Journal Of Management And Business*, 5(2):099-116.
- Ye, Y. & Lau, K.H. 2022. Competitive Green Supply Chain Transformation With Dynamic Capabilities—An Exploratory Case Study Of Chinese Electronics Industry. *Sustainability*, 14(14):1-23. <https://doi.org/10.3390/su14148640>
- Yenipazarli, A. & Vakharia, A. 2015. Pricing, Market Coverage And Capacity: Can Green And Brown Products Co-Exist? *European Journal Of Operational Research*, 242(1):304-315. <https://doi.org/10.1016/j.ejor.2014.09.039>
- Yenipazarli, A. & Vakharia, A.J. 2017. Green, Greener Or Brown: Choosing The Right Color Of The Product. *Annals Of Operations Research*, 250:537-567. <https://doi.org/10.1007/s10479-014-1781-5>
- Yin, R.K. 2018. *Case Study Research And Applications (6th Ed.)*. City: SAGE.
- Yin, X., Wang, H., Xia, Q. & Gu, Q. 2019. How Social Interaction Affects Purchase Intention In Social Commerce: A Cultural Perspective. *Sustainability*, 11(8):1-18. <https://doi.org/10.3390/su11082423>
- Yu, E.P.Y., Van Luu, B. & Chen, C.H. 2020. Greenwashing In Environmental, Social And Governance Disclosures. *Research In International Business And Finance*, 52:101192. <https://doi.org/10.1016/j.ribaf.2020.101192>

- Yue, B., Sheng, G., She, S. & Xu, J. 2020. Impact Of Consumer Environmental Responsibility On Green Consumption Behavior In China: The Role Of Environmental Concern And Price Sensitivity. *Sustainability*, 12(5):1-16. <https://doi.org/10.3390/su12052074>
- Yuen, K.F., Wang, X., Ma, F. & Li, K.X. 2020. The Psychological Causes Of Panic Buying Following A Health Crisis. *International Journal Of Environmental Research And Public Health*, 17:1-14. <https://doi.org/10.3390/ijerph17103513>
- Zak, S. & Hasprova, M. 2020. The Role Of Influencers In The Consumer Decision-Making Process. In *SHS Web Of Conferences*, 74:03014. EDP Sciences.
- Zalega, T. 2015. New Consumer Trends. In "Towards A Green Economy. From Ideas To Practice", Ed. M. Burchard-Dziubińska, *Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2015*. Wydawnictwo Uniwersytetu Łódzkiego.
- Zameer, Q.A. & Devasagayam, R. 2015. Cognitive Dissonance And Buyers' Coping Mechanisms: A Comparative Study Of US And Indian Consumers. *International Journal Of Business Administration*, 6(3):1-14. <http://dx.doi.org/10.5430/ijba.v6n3p1>
- Zena, P.A. & Hadisumarto, A.D. 2013. The Study Of Relationship Among Experiential Marketing, Service Quality, Customer Satisfaction, And Customer Loyalty. *Asean Marketing Journal*. 4(1):37-46. <https://doi.org/10.21002/amj.v4i1.2030>
- Zhang, K.Z. & Benyoucef, M. 2016. Consumer Behavior In Social Commerce: A Literature Review. *Decision Support Systems*, 86:95-108. <https://doi.org/10.1016/j.dss.2016.04.001>
- Zhang, L., Fan, Y., Zhang, W. & Zhang, S. 2019. Extending The Theory Of Planned Behavior To Explain The Effects Of Cognitive Factors Across Different Kinds Of Green Products. *Sustainability*, 11(15):1-17. <https://doi.org/10.3390/su11154222>
- Zhang, L., Li, D., Cao, C. & Huang, S. 2018. The Influence Of Greenwashing Perception On Green Purchasing Intentions: The Mediating Role Of Green Word-Of-Mouth And Moderating Role Of Green Concern. *Journal Of Cleaner Production*, 187:740-750. <https://doi.org/10.1016/j.jclepro.2018.03.201>

- Zhang, L., Xu, M., Chen, H., Li, Y. & Chen, S. 2022. Globalization, Green Economy And Environmental Challenges: State Of The Art Review For Practical Implications. *Frontiers In Environmental Science*, 10:1-9. <https://doi.org/10.3389/fenvs.2022.870271>
- Zhang, X. & Dong, F. 2020. Why Do Consumers Make Green Purchase Decisions? Insights From A Systematic Review. *International Journal Of Environmental Research And Public Health*, 17(18):1-25. <https://doi.org/10.3390/ijerph17186607>
- Zhang, Y. 2022. Variety-Seeking Behavior In Consumption: A Literature Review And Future Research Directions. *Frontiers In Psychology*, 13:1-18. <https://doi.org/10.3389/fpsyg.2022.874444>
- Zhao, H., Yao, X., Liu, Z. & Yang, Q. 2021. Impact Of Pricing And Product Information On Consumer Buying Behavior With Customer Satisfaction In A Mediating Role. *Frontiers In Psychology*, 12:1-11. <https://doi.org/10.3389/fpsyg.2021.720151>
- Zhao, J. 2021. Reimagining Corporate Social Responsibility In The Era Of COVID-19: Embedding Resilience And Promoting Corporate Social Competence. *Sustainability*, 13(12):1-28. <https://doi.org/10.3390/su13126548>
- Zheng, C., Deng, F., Zhuo, C. & Sun, W. 2022. Green Credit Policy, Institution Supply And Enterprise Green Innovation. *Journal Of Economic Analysis*, 1(1):20-34. <https://doi.org/10.58567/jea01010002>
- Zhu, Q. & Sarkis, J. 2016. Green Marketing And Consumerism As Social Change In China: Analyzing The Literature. *International Journal Of Production Economics*, 181:1-46. <https://doi.org/10.1016/j.ijpe.2016.06.006>
- Zhu, X. 2024. A Comparative Study Of Online And Offline Shopping. *Advances In Economics, Management And Political Sciences*, 93:231-237. <https://doi.org/10.54254/2754-1169/93/20241065>
- Zhuang, W., Luo, X. & Riaz, M.U. 2021. On The Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers In Psychology*, 12:1-15. <https://doi.org/10.3389/fpsyg.2021.644020>

Zulfikar, R. & Mayvita, P.A. 2018. The Relationship Of Perceived Value, Perceived Risk, And Level Of Trust Towards Green Products Of Fast-Moving Consumer Goods Purchase Intention. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*, 15(2):85-97.

<https://doi.org/10.31106/jema.v15i2.838>

Zutshi, A. & Creed, A. 2015. An International Review Of Environmental Initiatives In The Construction Sector. *Journal Of Cleaner Production*, 98:92-106.

<https://doi.org/10.1016/j.jclepro.2014.06.077>

Zwicker, M.V., Nohlen, H.U., Dalege, J., Gruter, G.J.M. & Van Harreveld, F. 2020. Applying An Attitude Network Approach To Consumer Behaviour Towards Plastic. *Journal Of Environmental Psychology*, 69:1-14. <https://doi.org/10.1016/j.jenvp.2020.101433>

Appendix A: Interview Guide

Interview #:_____ Time:_____ Date:_____

Introduction to interview and elaboration of study

My name is Vimbai Mahowa and I am a PhD student in marketing management at the North-West University. I would like to thank you for taking the time to participate in this study, and I look forward to talking to you about the topic at hand. The study's target population comprises female consumers above the age of 18 residing in Harare and Johannesburg who have purchased green cosmetics in the past 6 months. The purpose of this research is to develop a conceptual framework that elucidates the green cosmetics buying behaviour of South African and Zimbabwean consumers and to identify and compare the key factors influencing their purchasing decisions. To achieve the study's main objective, I would like to ask you a few questions regarding the reasons why you choose to purchase green cosmetics and the various factors that play a role when deciding to buy green cosmetics. Your input into addressing these issues is valuable given that the results obtained from this study will provide some guidance to marketers on ways to appeal to consumers of green cosmetics.

The interview will last approximately 60 minutes and will be audio recorded. There are no right or wrong answers, so please feel free to answer my questions as comprehensively as possible. You can take as much or as little time as you require. If you are unsure about a question, please feel free to ask me for clarification. If, at any time, you feel uncomfortable and wish to end the interview, please let me know.

Before we commence with the interview, I would just like to confirm the following for record-keeping purposes:

- Have you read and signed the interview consent form?
- Are you 18 years or older?
- Do you reside in Johannesburg or Harare?
- Have you purchased green cosmetic in the last 6 months?

Thank you. Let us now commence with the interview.

[Ask questions below and probe accordingly]

Motivation to purchase green cosmetic products.

Describe your personal motivations or reasons for choosing to purchase green cosmetics.

Factors Influencing green cosmetic buying behaviour

How did you first become aware of green cosmetics, and what factors influenced your decision to try them?

Explain the role of environmental awareness or concern in your decision-making process when purchasing green cosmetics.

Elaborate on challenges or barriers you have faced when considering or purchasing green cosmetics and how they affected your decision-making?

Share any experiences or interactions with friends, family, or social media personalities that influenced your decision to purchase green cosmetics.

What sources of information do you typically rely on to gather knowledge about green cosmetics before making a purchase decision?

Describe any instances where your purchase decisions for green cosmetics were influenced by social or cultural factors.

What are the factors that will influence your decision to choose between a conventional cosmetic product and a green cosmetic product?

When your preferred brand of green cosmetics is unavailable at your preferred retail store, explain the alternative actions you consider.

How do you evaluate the environmental claims made by the green cosmetic brands? Probe: describe the factors that contribute to your trust or scepticism about these claims?

Considering that green cosmetics generally have a higher price compared to conventional cosmetic products, would you still purchase green cosmetics if there was an increase in price? Please briefly explain your perspective.

Thank you, this session has come to an end. Do you have any final comments before we close the meeting?

Once more, I want to thank you sincerely for taking part in this research. As soon as the study is finished, I'm excited to share the findings with you. Please rest assured that your personal information will be treated with the utmost confidentiality during the research, during data processing, and after the results have been reported.

Appendix B: Letter of Invitation



NORTH-WEST UNIVERSITY
YUNIBESITHI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT

®

Private Bag X6001, Potchefstroom
South Africa 2520

Tel: 018 299-1111/2222

Web: <http://www.nwu.ac.za>

Dear (NAME OF PARTICIPANT)

REQUEST FOR YOUR PARTICIPATION IN A STUDY AIMED TO DEVELOP A CONCEPTUAL FRAMEWORK THAT ELUCIDATES THE GREEN COSMETICS BUYING BEHAVIOUR OF SOUTH AFRICAN AND ZIMBABWEAN CONSUMERS AND TO IDENTIFY AND COMPARE THE KEY FACTORS INFLUENCING THEIR PURCHASING DECISIONS

My current research project at North-West University in Potchefstroom for my doctoral degree in marketing management is focused specifically on the factors that lead female consumers to choose green cosmetic products. You are cordially invited to participate in my research project by spending roughly 60 minutes in an interview.

Objective:

This study's goal is to develop a conceptual framework that elucidates the green cosmetics buying behaviour of South African and Zimbabwean consumers and to identify and compare the key factors influencing their purchasing decisions. The data gathered from this study will be utilised to help and inform practitioners, organizations, and academics on practical tactics that might be used to make knowledgeable decisions in the green cosmetic business.

Sample and methodology:

Interviews with individuals who have previously purchased green cosmetic goods and are 18 years of age or older and who reside in Johannesburg or Harare are the researcher's primary goal. Consumers' reasons for buying green cosmetic goods, their experiences doing so, and the variables affecting their purchasing decisions will all be discussed in the survey. The participant can choose from a variety of platforms to be interviewed on, and the possible days and hours for the interview will be specified. Following the gathering of this data, an interview will be planned utilising the data that the participant would have supplied. The interviews will be recorded on audio and transcribed for further analysis.

Confidentiality and anonymity:

Please be aware that your participation in this study will be entirely voluntary and will not be subject to any outside pressure. You are free to stop participating in the study whenever you want. You will stay anonymous and the information you share during the interview will be held in strict confidence. To ensure confidentiality and anonymity, once the interview transcripts are entered into the ATLAS software, the participants will be assigned a number to make sure that the researcher cannot link participant names to the data. The study complies with the requirements of the Protection of Personal Information Act (Act 4 of 2013) (POPIA) and your non-identifiable responses will be stored in a password-protected file on Google Drive.

Participation:

Please let us know by no later than five working days after receiving this invitation if you are willing to participate in the study. Failing to confirm or decline participation in writing within this timeframe will automatically exclude you from the study.

In the event that you accept to participate in the study, pls provide the date(s) and time(s) that you would be available for an interview. A venue or a link to the interview session will then be supplied after the researcher has confirmed the date and time with you (i.e., Microsoft Teams or Zoom link).

You will be given the consent form to sign and return to the researcher before to the interview. Without a consent form that has been signed, the interview cannot start. Additionally, you will be given access to the interview guide, which contains some of the questions that will be asked during the interview.

Results:

The results of this study will form part of a dissertation. The study complies with the requirements of the Protection of Personal Information Act (Act 4 of 2013) (POPIA) and your non-identifiable responses will be stored in a password-protected file on Google Drive. This information will be reported in aggregate form and will be used for the purpose of research publications. Participants are permitted to request the results once the study has been completed.

I sincerely appreciate the time and work you have given me to complete this study. I would really value hearing your thoughts. Should you have any questions, please contact us at the contact details provided below.

Yours faithfully,

.....
Miss Vimbai Mahowa
Student / Researcher
School of Management Sciences
Faculty of Economic and Management
Sciences
Potchefstroom Campus
North-West University
T: 0742332290
E: vimbai.mahowa@gmail.com

.....
Prof. R. Goldberg
Supervisor
School of Management Sciences
Faculty of Economic and Management
Sciences
Potchefstroom Campus
North-West University
T: 018 285 2207
E: Roland.Goldberg@nwu.ac.za

Appendix C: Consent Form



NORTH-WEST UNIVERSITY
YUNIBESITHI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT

Private Bag X6001, Potchefstroom
South Africa 2520

Tel: 018 299-1111/2222

Web: <http://www.nwu.ac.za>

CONSENT TO PARTAKE IN STUDY

A conceptual framework for green cosmetics buying behaviour: a comparative exploration between South African and Zimbabwean consumers

		<i>Please tick each box</i>
1	I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions, and have had these answered satisfactorily.	☐
2	I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason, and without any adverse consequences or penalty.	☐
3	I understand that this project has been reviewed by, and received ethics clearance through, EMS-REC (Ethics Committee).	☐
4	I understand who will have access to the data provided, how the data will be stored, and what will happen to the data at the end of the project.	☐
5	I understand how this research will be reported and published.	☐
6	I understand how to raise a concern or make a complaint.	☐
7	I consent to being audio recorded.	☐
9	I give permission to be quoted directly in research outputs but only completely anonymously.	☐
10	I agree to take part in the study.	☐

CONSENT TO PROCESS INFORMATION

	With this, I consent to the use of my personal information contained herein (as well as demographic information provided during the interview) and confirms that:	<i>Please tick each box</i>
1	the information is supplied voluntarily, without undue influence from any party and not under any duress.	<input style="width: 50px; height: 20px;" type="checkbox"/>
I acknowledge that I am aware that I have the following rights regarding personal information, which is collected. I have the right to:		
2	access the information at any reasonable time to rectify the information.	<input style="width: 50px; height: 20px;" type="checkbox"/>
3	object to the processing of the information in which case this agreement will terminate.	<input style="width: 50px; height: 20px;" type="checkbox"/>
4	access the information at any reasonable time to rectify the information.	<input style="width: 50px; height: 20px;" type="checkbox"/>

Participant signature

dd / mm / yyyy
Date

Name of person taking consent

dd / mm / yyyy
Date

Signature

Appendix D: Letter of Request For Permission



Private Bag X6001, Potchefstroom
South Africa 2520

Tel: 018 299-1111/2222

Web: <http://www.nwu.ac.za>

Dear (NAME OF PARTICIPANT)

**REQUEST FOR YOUR PARTICIPATION IN A STUDY AIMED AT DEVELOPING A
CONCEPTUAL FRAMEWORK FOR GREEN COSMETICS BUYING BEHAVIOUR: A
COMPARATIVE EXPLORATION BETWEEN SOUTH AFRICAN AND ZIMBABWEAN
CONSUMERS**

I am currently conducting a study for a Doctoral degree in marketing management at North-West University in Potchefstroom focused specifically on exploring the green cosmetics buying behaviour of women in South African and Zimbabwe. I would like to obtain your permission to post an invitation on your Facebook page, inviting prospective participants to take part in the study. I have included the invitation for your reference. The aim is to invite participants to take part in my research study by partaking in an interview that will take approximately 60 minutes of their time.

Objective:

This study's goal is to develop a conceptual framework that elucidates the green cosmetics buying behaviour of South African and Zimbabwean consumers and to identify and compare the key factors influencing their purchasing decisions. The data gathered from this study will be utilised to help and inform practitioners, organizations, and academics on practical tactics that might be used to make knowledgeable decisions in the green cosmetic business.

Sample and methodology:

Interviews with individuals who have previously purchased green cosmetics and are 18 years of age or older and who reside in South Africa or Zimbabwe are the researcher's primary goal. Consumers' reasons for buying green cosmetics, their experiences doing so, and the variables affecting their purchasing decisions will all be discussed in the survey. The interviews will be recorded on audio and transcribed for further analysis.

Confidentiality and anonymity:

Participation is voluntary without any pressure from external parties. If at any point the participant wishes to withdraw from the study, they are permitted to do so. The information provided during the interview will remain confidential, and participant identities will be kept anonymous.

Results:

The results of this study will form part of a dissertation. Participants are permitted to request the results once the study has been completed.

Should you have any questions, please contact us at the contact details provided below.

Yours faithfully,

.....

Miss Vimbai Mahowa
Student / Researcher
School of Management Sciences
Faculty of Economic and Management
Sciences
Potchefstroom Campus
North-West University
T: 0742332290
E: vimbai.mahowa@gmail.com

.....

Prof. R. Goldberg
Supervisor
School of Management Sciences
Faculty of Economic and Management
Sciences
Potchefstroom Campus
North-West University
T: 018 285 2207
E: Roland.Goldberg@nwu.ac.za

Appendix E: Interview Transcript

Please refer to the CD-ROM included at the back of this thesis.

Appendix F: Data Analysis and Codebook

Please refer to the CD-ROM included at the back of this thesis.

Appendix G: Peer Review Confirmation

Mr. Johan Gouws
Lecturer
North-West University
Potchefstroom
South Africa

20 August 2025

Ms. V Mahowa
Doctor of Philosophy student in Marketing Management
North-West University
Potchefstroom
South Africa

To Whom It May Concern:

PEER REVIEW OF VIMBAI MAHOWA'S QUALITATIVE DATA ANALYSIS

This letter verifies that I, Johan Gouws (Lecturer in Management Sciences at the North-West University; Staff No. 24970190), have meticulously reviewed the qualitative analysis of the transcribed data for Ms. Mahowa's dissertation entitled "A Comparative Analysis of Green Cosmetics Purchasing Behaviours: Insights from South African and Zimbabwean Consumers." Furthermore, I evaluated Ms. Mahowa's application of the Morse and Field approach to qualitative data analysis. In conclusion, this letter confirms that Ms. Mahowa rigorously analysed the data and that the identified themes demonstrate both confirmability and dependability.

Yours faithfully



Mr. Johan Gouws

JOHAN.GOUWS@NWU.AC.ZA

018 285 2315



Mr V Mahowa
PhD student
North-West University

Prof A. Henrico
Professor in Business Management
School for Management Sciences
North-West University
Potchefstroom
South Africa
Tel: 018 299-1421
Cell: 0767400660
Fax: 018 299-4910
Web: <http://www.nwu.ac.za>
Email: alfred.henrico@nwu.ac.za

18 Augustus 2025

QUALITATIVE THEMATIC VALIDATION: MS V MAHOWA

This letter hereby serves to verify that I, Prof Alfred Henrico, has worked through the analysed data applicable to the above-mentioned student's thesis, as it is presented in Atlas.ti 24. I have reviewed the project file, codebook, as well as the thematic and categorical framework of the results.

To this end, I agree with the accuracy of the identified themes.

I wish Ms Mahowa all the best.

Regards

Prof A. Henrico
Professor in Business Management

Appendix H: Ethical Clearance Letter



Private Bag X1290, Potchefstroom
South Africa 2520

Tel: 018 299-1111/2222
Fax: 018 299-4910
Web: <http://www.nwu.ac.za>

Senate Committee for Research Ethics
Tel: 018 299-484
Feziwe.Mseleni@nwu.ac.za

31 August 2023

ETHICS APPROVAL LETTER OF STUDY

Based on approval by the **Economic and Management Sciences Research Ethics Committee (EMS-REC)** on, 25/08/2023 the Economic and Management Sciences Research Ethics Committee hereby **approves** your study as indicated below. This implies that the North-West University Senate Committee for Research Ethics (NWU-REC) grants its permission that, provided the special conditions specified below are met and pending any other authorisation that may be necessary, the study may be initiated, using the ethics number below.

Study title: A conceptual framework for green cosmetics buying behaviour: a comparative exploration between South African and Zimbabwean consumers

Study Leader/Supervisor (Principal Investigator)/Researcher: Prof R Goldberg

Student: V Mahowa (48424919)

N	W	U	-	0	1	8	5	4	-	2	3	-	A	4

Institution Study Number Year Status
Status: S = Submission; R = Re-Submission; P = Provisional Authorisation; A = Authorisation

Application Type:

Commencement date: 31/08/2023

Risk: Minimal

Expiry date: 31/08/2024

Approval of the study is initially provided for a year, after which continuation of the study is dependent on receipt and review of the annual (or as otherwise stipulated) monitoring report and the concomitant issuing of a letter of continuation.

Special in process conditions of the research for approval (if applicable):

•

General conditions:

While this ethics approval is subject to all declarations, undertakings and agreements incorporated and signed in the application form, the following general terms and conditions will apply:

- The study leader/supervisor (principle investigator)/researcher must report in the prescribed format to the EMS-REC:
 - annually (or as otherwise requested) on the monitoring of the study, whereby a letter of continuation will be provided, and upon completion of the study; and
 - without any delay in case of any adverse event or incident (or any matter that interrupts sound ethical principles) during the course of the study.
- The approval applies strictly to the proposal as stipulated in the application form. Should any amendments to the proposal be deemed necessary during the course of the study, the study leader/researcher must apply for approval of these amendments at the EMS-REC, prior to implementation. Should there be any deviations from the study proposal without the necessary approval of such amendments, the ethics approval is immediately and automatically forfeited.
- Annually a number of studies may be randomly selected for an external audit.
- The date of approval indicates the first date that the study may be started.
In the interest of ethical responsibility, the NWU-SCRE and EMS-REC reserves the right to:

- request access to any information or data at any time during the course or after completion of the study;
- to ask further questions, seek additional information, require further modification or monitor the conduct of your research or the informed consent process;
- withdraw or postpone approval if:
 - any unethical principles or practices of the study are revealed or suspected;
 - it becomes apparent that any relevant information was withheld from the EMS-REC or that information has been false or misrepresented;
 - submission of the annual (or otherwise stipulated) monitoring report, the required amendments, or reporting of adverse events or incidents was not done in a timely manner and accurately; and / or
 - new institutional rules, national legislation or international conventions deem it necessary.

The EMS-REC would like to remain at your service as scientist and researcher, and wishes you well with your study. Please do not hesitate to contact the EMS-REC or the NWU-SCRE for any further enquiries or requests for assistance.

Yours sincerely,

**Mark
Rathbone**

Digitally signed by Mark Rathbone
DN: cn=Mark Rathbone, o=North-
West University, ou=Business
management,
email=mark.rathbone@nwu.ac.za,
c=ZA
Date: 2023.09.01 11:07:33 +02'00'

Prof Mark Rathbone
Chairperson: NWU Economic and Management Sciences Research Ethics Committee

Appendix I: Language Editing Confirmation

Declaration

This is to declare that I, Dr L Combrink

Language editor and translator

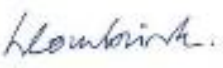
have language edited the thesis

with the title

**A Comparative Analysis of Green Cosmetics Purchasing
Behaviours: Insights from South African and
Zimbabwean Consumers**

by

V Mahowa



DATE: Sept. 2025

Appendix J: Technical Editing Confirmation

LEON DU PREEZ
TECHNICAL EDITING

Dr Leon du Preez
Senior Lecturer
North-West University
Potchefstroom
2531

10 September 2025

To whom it may concern:

DECLARATION OF TECHNICAL EDITING

This letter verifies that I, Dr Leon du Preez, did the technical editing of Ms V Mahowa's thesis entitled: *"A comparative analysis of green cosmetics purchasing behaviours: insights from South African and Zimbabwean consumers"* for the degree Doctor of Philosophy in Marketing Management at the North-West University. The document has been edited (formatted) in accordance with the technical requirements of the North-West University as set out in the Manual for Higher Degrees Studies and Referencing Guide (NWU Harvard 2020). Notwithstanding, the editor's revisions are recommendations, and as such the implementation thereof remains the responsibility of the author. In addition, the editor will not be responsible for any changes made after the date of issue.

Furthermore, the editor shall not be held responsible for the grammatical correctness of the document, nor for the accuracy of its content. Responsibility for these aspects remains solely with the author.

Sincerely,



Dr Leon du Preez