

## **Impact Of Social Influence And Safety On Purchase Decision Of Green Cosmetic**

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### **Abstract**

*The research tries to understand the influence of social influence and safety on purchase decision of green cosmetic. Pilot study sample size of the research was 50 female teachers from Higher Secondary Schools in Tiruvallur district of Tamilnadu. Descriptive research design was used. Structured questionnaire was used for primary data collection. Path analysis was used for data analysis. The analysis identified that there is influence of safety and social influence on customer satisfaction with respect to purchase decision. From the analysis, it is concluded that producers and marketers should present the information on serious environmental problems to raise environmental fear among the users of green cosmetic. Extra care should be taken to guarantee regular accessibility of green cosmetic products in the marketplace.*

**Keywords:** *Safety, Social Influence, Purchase decision and Customer Satisfaction.*

### **Introduction**

Consumer behavior is a vast study that deals the total behavior of the consumer at all the planes and angles. These feelings precipitate into attitudes which may be positive or negative by nature. The attitude if positive it leads the consumer to go on the purchase activities and if it is negative the individual drop the idea of purchase and the buying intention comes to a stop. The research of consumer behavior is concerned with all the portions of buying behavior from pre-buying behaviors to post-buying consumption, assessment and clearance activities. It is also disturbed with all people occupied either indirectly or directly, in buying decisions and utilization actions containing brand-influencers and estimation leaders.

In olden days they would have applied clay are mud over the body to avoid or to escape from the bites of the insects and leeches; this might have been the origin of cosmetics. Nowadays, cosmetics are preferred only to enhance the beauty; but in olden days, cosmetics were used only to attract the opposite gender and to give the specific identification for the human group. In general, origin of the cosmetics can be traced back even up to 14th century or still beyond that, but there are no significant reports about it before that era.

## **Review of Literature**

Askadilla and Krisjanti (2017) identified that attitude would confidently affect the three influencers on subjective norms, attitude and perceived behavioral control. The authors also show that both perceived behavioral control and green purchase intention established significant correlation toward green purchase behavior.

Srishti Agarwal and Neeti Kasliwal (2017) accomplished that Indian customers have a positive observation towards green products and services. Positive sensitivity of customers does not have constructive motivation to pay. Muhammad, et al. (2013) also found that green purchase attitude on green purchase intention.

Yi Chang Yang (2017) identified that brand information is positively correlated to seeming quality. Seeming quality performs as an association between purchase intention and brand knowledge. As estimated, the results demonstrated that there was an association between purchase intention and perceived quality.

Neetu Singh and Manish Bansal (2017) found that there is a relationship between buying decisions and education. Majority of the population is not aware and familiar with the terms and conditions of different life insurance plans. According to Kamaljeet Kaur and Syuhaily Osman (2016) found that the independent variables are significant and subjective norm individual the most significant predictor.

Premapriya, Velaudham and Baskar (2016) recommended that the sellers/promoters should show the essential information concerning the technical information and product features specified to the joint family consumers. If the manufacturers concentrate over these ideas given it is definite to win more consumers.

Vasanthi and Kavitha (2016) revealed that there is significant relationship between the variables which affects consumers' buying behaviour for green products. According to Velaudham and Baskar (2015) discovered that the influence of female consumers are greater than male consumers even while they are mainstream in frequency. The authors discover that the female consumers are leading in some dimensions of consumer buying behavior.

Velaudham and Baskar (2015) found that age groups 31 to 45 years show much relationship towards buying behavior. Other groups are showing less relationship. The same age groups 31 to 45 years influence much the buying behavior directly and through purchase decision also.

Velaudham and Baskar (2015) identified that the type of own house consumers influence the buying behavior indirectly and directly during purchase decision. Statistically own house dwellers relate as well as influence the buying behavior directly or indirectly through purchase decision.

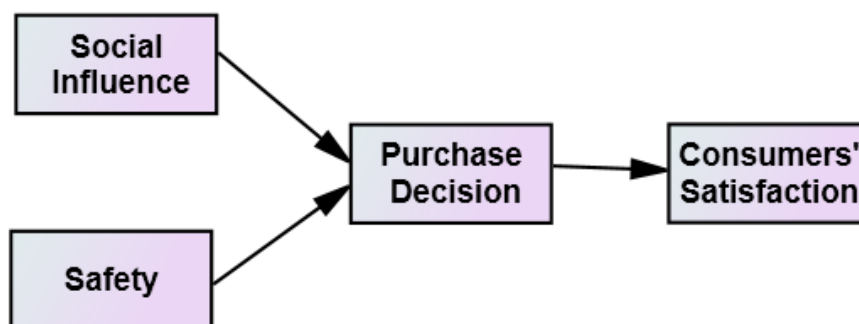
Surya Rashmi Rawat (2015) discovered that Age and Income have an impact over the green buyer behavior. According to Velaudham and Baskar (2015) concluded that eight factors such as people, feature, price, brand, offer, advertisement, place and product have influenced and motivated the consumers while choosing the air conditioner from the factors of product.

## **Research Methodology**

### **Research design**

Descriptive research design has been used this research work. The descriptive research design attempts to explain the activities of the teachers in relation to an exacting practice or ethnicity of meaning. Based on the recompense of descriptive research design, the author has used the descriptive research to establish the impact of social influence and safety on purchase decision of green cosmetic

## Framework of the Research



**Figure 1: Conceptual framework of the study**

It was used to identify the influence of social influence and safety on purchase decision of green cosmetic. Social influence and safety were considered as independent variables. Consumers' satisfaction was considered as outcome variable. Purchase decision was considered as mediator variable.

### Objectives of the Study

- To study the influence of social influence and safety on purchase decision towards green cosmetics among teachers.
- To know the influence of purchase decision on consumers' satisfaction.

### Hypotheses of the Study

- There is no influence of social influence and safety on purchase decision towards green cosmetics.
- There is no influence of purchase decision on consumers' satisfaction.

### Questionnaire Construction

**Table 1: Reliability of the Research**

S.No.	Variable	Reliability	Author
1	Social Influence	0.84	Tang Sook Mun (2014)
2	Safety	0.92	Sabita Mahapatra (2013)
3	Purchase Decision	0.82	Sproles and Kendall (1986)
4	Consumers' Satisfaction	0.94	Nai-Jen Chang and Cher-Min Fong (2010)

Standard tools were used for primary data collection. For all the statements of the questionnaire construction the alpha was ranged from 0.82 to 94. This reliability value indicates that high reliability of the statements of the questionnaire.

### Area of sample and justification

Tiruvallur district has been selected for this research as area of sampling. Hence, there is a required to defend and expand the employees as well as the textile industry as a whole. By understanding this, social influence, safety and purchase decision are judged for the research.

### Sampling design

The sample comprises the Higher Secondary School Female Teachers working in Tiruvallur district of Tamilnadu.

### Pilot study sample size

Pilot study sample size of the research was 50 female teachers from Higher Secondary Schools in Tiruvallur district of Tamilnadu.

### Sampling technique

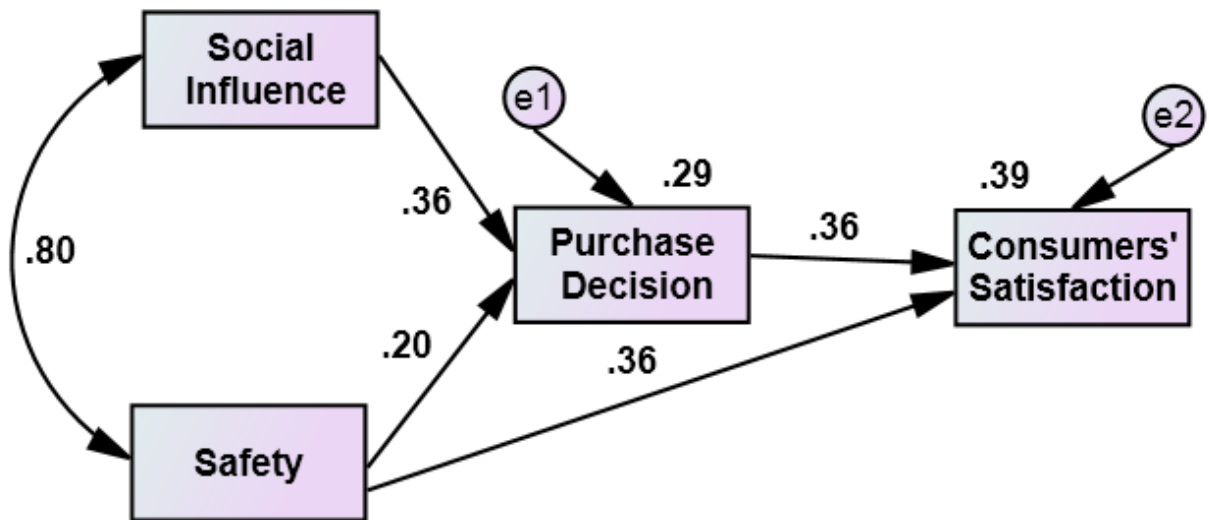
Sampling technique presents a range of techniques that allow decreasing the amount of data wanted to collect by believing only data from a subgroup pretty than all probable cases or rudiments. Simple random sampling technique was followed to collect the primary data for the research.

**Toll for data analysis**

Path analysis was used for data analysis. It was used to identify the influence of social influence and safety on purchase decision of green cosmetic.

**Analysis and Interpretation**

From the model fit table, it is identified that the chi-square value was 2.312. The p value was 0.275, which was greater than 5%. The GFI and AGFI scores were larger than 0.90, which was suggested by Saminathan, et al. (2019). The calculated CFI and NFI scores were larger than 0.90, which was suggested by and Kantiah Alias Deepak and Velaudham (2019); Velaudham and Baskar (2015). It was found that RMSEA and RMS values were less than 0.08. The above pointers indicate that it was completely fit Velaudham and Baskar (2016).



**Figure 2: Path analysis of influence of social influence and safety on purchase decision of green cosmetic**

**Table 1: shows Model Fit Indication**

Indicators	Observed Values	Recommended Values (Premapriya, et al. 2016)
Chi-Square	2.312	---
p	0.275	Greater than 0.050
GFI	0.999	Greater than 0.90
AGFI	0.912	Greater than 0.90
CFI	0.999	Greater than 0.90
NFI	0.999	Greater than 0.90
RMS	0.001	Less than 0.080
RMSEA	0.001	Less than 0.080

Source: Primary data

**Table 2: Regression Weights**

DV		DV	Estimate	S.E.	C.R.	Beta	p
Purchase Decision	<---	Safety	0.719	0.233	3.085	0.201	0.001
Purchase Decision	<---	Social Influence	1.384	0.248	5.581	0.364	0.001
Consumers' Satisfaction	<---	Purchase Decision	0.651	0.075	8.646	0.362	0.001
Consumers' Satisfaction	<---	Safety	2.314	0.269	8.601	0.360	0.001

Source: Primary data

**H<sub>0</sub>:** There is no influence of safety on purchase decision towards green cosmetic products.

Influence of safety on purchase decision calculated value of CR is 3.085. The Beta value was 0.201. The beta value indicates that 20.1 percent of influence is through safety towards purchase decision. The p value was less than 5%, hence the hypothesis was rejected. From the result, it is discovered that the safety influences purchase decision towards green cosmetic products among the female teachers in Tiruvallur district. Sabita Mahapatra (2013) has given the same results related to this study.

**H<sub>0</sub>:** There is no influence of social influence on purchase decision towards green cosmetic products.

Influence of social influence on purchase decision calculated value of CR is 5.581. The Beta value was 0.364. The beta value indicates that 36.4 percent of influence is through social influence towards purchase decision. The p value was less than 5%, hence the hypothesis was rejected. From the result, it is discovered that the social influence influences purchase decision towards green cosmetic products among the female teachers in Tiruvallur district. Tan Kwe Lu (2014) has given the same results related to this study.

**H<sub>0</sub>:** There is no influence of safety on consumers' satisfaction towards green cosmetic products.

Influence of safety on consumers' satisfaction calculated value of CR is 8.601. The Beta value was 0.360. The beta value indicates that 360 percent of influence is through safety towards consumers' satisfaction. The p value was less than 5%, hence the hypothesis was rejected. From the result, it is discovered that the safety influences consumers' satisfaction towards green cosmetic products among the female teachers in Tiruvallur district.

**H<sub>0</sub>:** There is no influence of purchase decision on consumers' satisfaction towards green cosmetic products.

Influence of purchase decision on consumers' satisfaction calculated value of CR is 8.646. The Beta value was 0.362. The beta value indicates that 36.2 percent of influence is through purchase decision towards consumers' satisfaction. The p value was less than 5%, hence the hypothesis was rejected. From the result, it is discovered that the purchase decision influences consumers' satisfaction towards green cosmetic products among the female teachers in Tiruvallur district.

### Findings

- There is no influence of safety on purchase decision towards green cosmetic products. Sabita Mahapatra (2013) has given the same results related to this study.
- There is no influence of social influence on purchase decision towards green cosmetic products. Sabita Mahapatra (2013) has given the same results related to this study.
- There is no influence of safety on consumers' satisfaction towards green cosmetic products. Sabita Mahapatra (2013) has given the same results related to this study.
- There is no influence of purchase decision on consumers' satisfaction towards green cosmetic products. Sabita Mahapatra (2013) has given the same results related to this study.

### Recommendations

- It is suggested that producers and marketers should present the information on serious environmental problems to raise environmental fear among the users of green cosmetic. Extra care should be taken to guarantee regular accessibility of green cosmetic products in the marketplace.

- It is recommended that manufacturers and promoters should be on enhancing the awareness of consumers regarding green cosmetics product. Also, marketers should guarantee reliability of the messages used in the advertisements.

### Conclusion

The research tries to understand the influence of social influence and safety on purchase decision of green cosmetic. Pilot study sample size of the research was 50 female teachers from Higher Secondary Schools in Tiruvallur district of Tamilnadu. Descriptive research design was used. Structured questionnaire was used for primary data collection. Path analysis was used for data analysis. The analysis identified that there is influence of safety and social influence on customer satisfaction with respect to purchase decision. From the analysis, it is concluded that producers and marketers should present the information on serious environmental problems to raise environmental fear among the users of green cosmetic. Extra care should be taken to guarantee regular accessibility of green cosmetic products in the marketplace.

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