

FACTORS INFLUENCING CONSUMERS IN CHOOSING NATURAL COSMETICS PRODUCTS

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Introduction

Millions of consumers use cosmetics and personal care products to enhance beauty, increase level of confidence, consume or apply them for medical purposes, and many more. Many interpretations have been made on the word “cosmetics” itself. Referring to Euromonitor (2008), cosmetic refers to color cosmetics or makeup segment and sub segments such as baby care, bath and shower products, deodorants, hair care, oral hygiene, fragrances, skin care depilatories, and sun care. Since 2008, the cosmetics industry has dramatically diversified its managerial and marketing orientation towards consumers’ needs and wants. This is the result of changing in consumer’s tastes and preferences toward natural cosmetics products (IBIS world, 2009).

Consumers’ trends toward a healthier and wellness lifestyle is consistently growing every year and currently Euromonitor reports that one of the main drivers of growth in natural cosmetics is consumers’ trend towards healthier lifestyles. Consequently, these perceptions have given rise to demands for natural additives and ingredients used in cosmetics (Euromonitor, 2011). Nowadays, the health and environmental aspect is altering this trend, involving an increased interest in natural ingredients because consumers’ requirements to treat their bodies in safer way. (Dimitrova *et al.*, 2009). Hence, the cosmetics industry diversified their business orientation to fulfill consumers’ needs and wants through development and implementation of long term and proactive environmental strategies (Pujari and Wright, 1995). The purpose of this study is to increase our understanding on natural cosmetic products in Malaysia. To this end, two objectives have been identified. First is to highlight the factors affecting consumer’s choice in natural cosmetic product using the “Theory of planned behavior”. Second is to provide an insight to consumers in purchasing natural cosmetic products by identifying labeling and certification.

Definition of natural cosmetic

Referring to Euromonitor (2008), cosmetic refers to color cosmetics or makeup segment and sub segments such as baby care, bath and shower products, deodorants, hair care, oral hygiene, fragrances, skin care depilatories, and sun care. Several definitions of natural cosmetics have been developed by various parties due to the booming industry of these products in the market. In France, previous research has shown that misconception on natural cosmetics exists among French women regarding product content, production process and labels (Carvellon *et al.*, 2010). The Minister of Health in German defined natural cosmetics as products manufactured exclusively out of natural ingredients, of which substances are derived from vegetables, animals or mineral origin as well as the mixture or reaction products produced by them. This definition is accepted by several countries in the European Union. Besides, natural cosmetics are also defined as organic products with other ingredients grown without the use of pesticides, synthetics fertilizers, sewage sludge, genetically modified organisms, or ionizing radiation. Animals that produce meat, poultry, eggs and dairy products do not take antibiotics or growth hormones (Organic.org, 2010). This definition is more accurate due to the additional clarification on what constitutes natural cosmetics products. Hence, this clarification is used in this paper to explain the meaning of natural cosmetic products.

Table 1: Antiquity and Modern Perceptions of Cosmetics

Antiquity	Modern
Cosmetics has been used for magic-religious and healing purposes for Ancient Egyptians.	A cosmetics product has been used to clean, perfume and change people’s appearance in order to keep different parts of the human body in good condition.
To propitiate the gods, cosmetics were applied to statues and also to the faces of their attendances.	Cosmetics products are used to achieve or preserved freshness and overall well-being of human body.
Different papyri of the Ancient Egypt dealt with dermal disease and preparations to be used to cure them.	From the point of view in modern society, these formulations from antiquity such as an anti-acne cream would be of cosmetics nature rather than chemical one.

Source: Yamamoto, Shino (2008)

Table 1 shows differences of cosmetics application between modern society of today and ancient times especially in the culture of Ancient Egyptians. These people used natural ingredients to make them look presentable and

enhance their beauty as cosmetics are part of their cultural history. Referring to Table 1, there are a few differences in the perceptions of traditional and modern cosmetics. Generally, modern perceptions in cosmetics are more toward enhancing beauty whereas peoples in the ancient times interpret cosmetics as part of their religious beliefs and it represents their status in society.

In addition, Table 1 shows differences in the past and present perceptions on cosmetics usage. However, a large number of similarities can be found in the ingredients used to prepare the formulations by using natural sources from plants or foods into cosmetics products. Study conducted by Yamamoto in 2008, highlighted that the Egyptians used syrup of dates and honey as healing ingredients to prevent skin rashes and itchiness. Today, the formula is still being used for their application on human body and to fight against wrinkle where honey, milk, and white egg are used. As a result, natural cosmetics industry grow and natural cosmetic sales are booming due to the growing awareness on these positive side-effects of these products to human and environment, and alongside, the increasing devotion in using natural ingredients for cosmetics products.

Sales growth

Consumers' perspective toward natural cosmetics positively will increase the sales growth in green marketing and this is attested by the previous research which foresees increasing trends on the use of natural cosmetics products. As early as 1950s, manufactures began conducting research to produce cosmetics products from natural sources instead of from chemical ingredients. In 1954 Jacques Courtin-Clarins, a young medical student who observed that botanical body oil gives a positive and effective effect to circulation problems by applying it to the skin. Based on this finding, botanical body oil based on natural ingredients was used as a natural therapy in marketplace. The era of natural industry gives more attentions to consumers when at the end of the decade Yves Rocher launched a company which distributed plant-based cosmetics through mail order in the rural village of La Gacilly in Brittany (Kirsty, 2010).

Increment in natural cosmetic sales growth can be seen when Organic monitor, a business research and speacilized consulting company in the global organic and related product industries estimated global sales of natural and organic cosmetics in 2007 approaching US\$ 7 billion. Eventhough the market share of this fast growing segment in the U.S.A was less than 8%, for instance, the 20% growth rate was very high (Organic Monitor, 2009). In Europe, the biggest contributor of the growth in these cosmetics segment is

Germany with a market share of 4% in 2007 and Organic Monitor expects it to increase up to 10% by 2012 due to green lifestyle among the consumers.

The signs are positively related to the international growth of natural cosmetics market. In 2010, study by the international market researcher Kline Group forecasts excellent prospects for natural cosmetics in Asia, Europe and the USA until 2014 (Organic market info, 2010). In addition, organic market information report highlighted that the Asian markets achieved high growth rates reaching a volume of 14.8 billion US\$ and evidence of the stability of the natural cosmetics sector crisis period witnessed the growth in 2009 at 13 % in Asia, 9 % in Europe and 8 % in the USA.

In Asia, especially in Japan, Korea, Malaysia, Hong Kong, Singapore and Taiwan the popularity of natural and organic cosmetics product has significantly grown. In countries gaining economic growth such as India, the sale volume of cosmetics including natural cosmetic product has undergone a general growth. Amongst other reasons, this is due to the rising income level which allows the growing middle-class to afford more personal care products. At the same time high-income consumers have started to look for natural products. In 2009, Asian Market attracted global market at the growth rate of 40% share of the global market for natural personal care products (Globe-Net, 2010).

In 2010, Globe-Net reported that the growth of natural cosmetic products can be seen in Asian countries and a rich heritage of Ayurvedic and herbal medicine in India and China and it shows consumers are quite familiar with the principals of natural remedies. However, there was no statistical data for the growth of natural cosmetic products in Asian countries. Moreover, there is a limited number of research conducted in this field. This is result from the lack of Asian standards for natural and organic cosmetics (Organic Monitor, 2009). With no labelling standards, consumers in Asian countries are facing difficulties to differentiate between naturally and chemically-based cosmetic products. For instance, in Japan, popularity of organic beauty products explode in recent years. But Japanese cosmetics firms such as Shiseido, Kanebo and SK-II are seeking greener living through history, not chemistry (Hennessey, 2007). Ashkiri from Cambridge University research associate has studied modern Japanese cosmetic practices, and the research found that Japanese culture has a constant need for innovation, and creation something new and unique. As a modern country with high-technology practices, Japan is reinvent its ancient beauty practices through the application of advanced and high technology in the production of their cosmetic products rather than just using natural ingredients.

In general, the trend towards practising healthier lifestyle by using natural cosmetics products has significantly contributed to the sale growth. The elements stated below are the main factors that boost the market for natural cosmetics products:

- Natural cosmetics are now being manufactured throughout the world;
- Natural products are often more costly than traditional cosmetics, but that are not slowing down in term of their growth trends; and
- Limited regulation and labeling for natural products allows for an expansive definition of the term “natural” allowing many manufacturers to make this claim on their products.

Consumer’s trends in using natural cosmetics products

From Cleopatra bathing with goat’s milk, almond and honey to cucumber facials, consumer’s changing demand in cosmetic industry shows the trends in choosing conventional cosmetics and now back towards indulgence in organic cosmetic products and home spa treatments. Natural cosmetics products were basically made from various sources such as plants, herbs, food and many more. The trend around the world is similar in which consumers focus on natural cosmetics products but the application and purposes were different in the West compared to Asian countries, particularly in terms of their need basis and cultural beliefs.

Cosmetics prior to 1960s had a good safety record in terms of their natural ingredients. There was a case during classical times through the middle ages up to the early 20th century (Malkey and Oehme, 1993). The case concerned with highly toxic heavy metals such as mercury which contains make-up dyes which produce harmful effects to environment. Therefore, safety was the primary issue of concern highlighted by Draize in 1944 through his development of safety test in 1960s and 1970s. Through this trend setting, consumers will demand natural cosmetics and skin care products that are safe for health and human consumption.

Nowadays, the growing trend for cosmetic products based on food ingredients attract more attention due to increasing demand from consumer for safer, chemical-free products. New ingredients currently being incorporated into natural cosmetics and personal care products such as green tea, algae, mushroom extracts, milled bamboo, chocolate, yoghurt and more (Beerling, 2009). During the same period, the European Medicines Agency (EMA), the US food and Drug Administration (FDA) and Health Canada published guidelines on the safety assessment of herbal medicine all of which

emphasized the key role of botanical drug identification and characterization (EMEA, 2000). Consumers nowadays are more conscious about environmentally oriented consumption as the level of awareness on environmental issues is rising. They believe “green culture and lifestyles” is more rewarding to their health and the environment.

Looking at Asian countries, the Civic Exchange 2007 stated that China suffers from a dangerously high level of air pollution, poor water quality, and a high level of garbage disposal. Hong Kong was just at the stage of green awakening (Asian Productivity Organization, 2007). These problems enhance awareness among consumers to the advantage of using cosmetics products that are chemical-free. Glory to Malaysian government as Malaysia is one of the earliest countries in the world that realize the seriousness of the environmental threats by enacting the Environmental Quality Act way back in 1974 (Sinnapan and Abd. Rahman, 2011). Being aware of the destruction of natural resources has raised the level of environmental protection. The Government through the Ministry of Energy, Green Technology and Water is in charge in looking into the importance of green technology towards sustainable development. Hence, the “Awareness, Faculty, Finance, Infrastructure, Research, and Marketing (“AFFIRM”) was designed to obtain commitment from all stakeholders to undertake to protect the environment in Malaysia.

In the past, natural based ingredients have been used for Asian people to whiten their skin color tone (Li et al, 2008). For Asian consumers, beautiful skin is a white, smooth and flawless complexion. This study also reported that in Thailand, Indonesia, China, Vietnam, Philippines and Malaysia show that women are using whitening products in most of their beauty routine activities like facial and body wash, moisturizing, deodorizing, make-up and so on. Consumers are expecting higher efficacy in skin lightening and look for new technologies and ingredients. Thus, Kanebo, Skinfood and The Face Shop are most popular companies that use ingredients such as Magnolignane which is an extract from Magnolia), Gioh extract, Gumbo (Okura) Extract, Peony extract, Mimosa, Gold Caviar in their skin care products (Marianne, 2002).

Products with natural ingredients like *Bengkoang* and *Mangir* are very popular in Indonesia due to the strong Indonesian tradition and they have their own benefits that will nurture the skin with no harmful side-effects. These ingredients are taken from plants and other popular and natural traditional ingredients such as Turmeric, Clove, Kenanga, Pomegranate, Sunflower used in Thailand. Whereas, gold extract commonly used in China and water therapy has been used in Thailand and Indonesia. Other company such as Body Shop widely used green tea in their natural cosmetics products.

Consumers demand for natural ingredients also increase the desire for healthy lifestyles thus, directly boost the market for natural cosmetic products. Manufactures and suppliers are also taking steps to comply with the requirements of authorized organizations in order to achieve the standard level of certification in producing the natural cosmetics products.

Differences between chemical and natural

Certification and labeling of natural cosmetics products

Unlike food which must be certified as organic, before it can be sold as organic, there are no regulations that extend to beauty products (Skin Organics, 2010). Therefore a company can label or describe a product as organic even if they only contain a small amount of organic ingredients and other ingredients that are linked to health concerns and prohibited under organic standards. Natural and organic certification bodies fulfill a worldwide demand for certifying organic food, organic beauty care and body care products. If a product has one of the natural make up certifications or labeling as in Table 2, the cosmetic products was categorised under natural products (Natures' Basin, 2011).

As more people become aware of the advantages in using natural cosmetics products, Malaysia is one of the Asian countries that participate with Ecocert. New findings in research done by Organic Monitor in 2009 state that a growing number of Asian companies is taking the certification route, with most opting for European standards. The Ecocert standard is the most widely adopted, with companies in Japan, South Korea, Malaysia and Australia adopting this standard

In Malaysia, there is positive feedback from consumers whereby the Buds Cherished Organics brand is reporting a sales surge since the Ecocert-certified range was launched early this year (Organic Monitor, 2009). Buds Cherished Organics produced by the Malaysian company I-Green, is the first Asian brand of certified organic baby care products. The success of the Buds Cherished Organics brand is leading the Malaysian company to start exporting to neighbouring Asian countries and Europe (Natural Cosmetics News, 2010). This success is encouraging them looking to start certification of its other brands. Thorough this eco labelling and standard certification, consumers are able to identify the genuine natural cosmetics products from the ingredients.

Table 2: Organic Beauty Care and Organic Body Care Certifications

Logos	Year	Descriptions
	1995	BDIH, Germany The BDIH is an international certification organization from Germany that has strict standards for the manufacture of natural cosmetics. BDIH certified natural cosmetics are made using raw materials such as plant oils that are natural and organic and manufactured to comply with very strict environmental guidelines.
	2002	Soil Association, United Kingdom The Soil Association (SA) organic symbol is the UK's largest and most recognized trademark for natural and organic produce. A product that carries the Soil Association symbol and is labeled organic must contain a minimum of 95% organic ingredients. A product that carries the Soil Association symbol and is labeled as "made with x% organic ingredients" must contain a minimum of 70% organic ingredients.
	2002	Cosmebio, France Eco-Cert COSMEBIO provides two labels: BIO logo and ECO logo defined as follows. Both BIO and ECO require a minimum 95% of natural ingredients and a maximum of 5% of ingredients of synthetic origin. However, BIO requires that 95% of the ingredients must be from the certified list of ingredients where as ECO requires that a minimum of 50% of the ingredients must be from the certified list of ingredients. Cosmebio is only available to French manufacturers, and is certified by Eco-cert.
	2002	Eco-cert France Requires a minimum 95% of natural ingredients and a maximum of 5% of ingredients of synthetic origin. 10% of total product by weight (including the weight of water) must be organic.
	2002	Italy ICEA/AIAB provides organic and sustainable certification in Italy. They maintain an extensive list of ingredients not permitted in natural and organic cosmetics. ICEA/AIAB does not require a minimum organic content level and water is not considered in the organic content.
	2003	Belgium Biogarantie follows similar rules to Ecocert and is an essential tool that helps consumers to identify natural and organic products.

Table 2 (Continued)

Logos	Year	Descriptions
	2004	Australia NASAA is a food certification body similar to the Soil Association that has also developed a standard for cosmetic product. NASAA restricts numerous synthetic ingredients and processes used in cosmetics. NASAA requires that the raw materials used in making the organic body care products should be certified as organic. The processing should be minimal and should ensure that the natural properties of the raw materials are maintained. The packaging material should not have any environmental impact and should have the ability to be recycled. NASAA requires the labeling tube elaborate and should provide clear and accurate information to the consumers.
	2005	USA USDA is a highly stringent set of organic standards for food manufacturers that requires at least 95% organic ingredients to use the "Organic" logo. Products that use 100% organic ingredients can use the "100% Organic" logo. USDA Certified Organic Products at Nature's Basin.
	2005	For a product to obtain the Biocosc label, it must meet the following criteria: a minimum of 97% of the total ingredients should be natural or of natural origin, a minimum of 10% of the total ingredients should also come from organic agriculture, the raw natural ingredients should be obtained by simple processes and should be free of all contaminants, such as pesticides, GMO's, hydrocarbons, nitrates, etc. and the external packaging should be a non-pollutant and recyclable.
	2006	USA Organic and Sustainable Industry Standards (OASIS) has developed standards for 'organic' and 'made with organic' products requiring 85 percent organic content and 70 percent organic content respectively.
	2008	European Union NaTrue is a non-profit organization formed by natural cosmetic manufacturers in Europe. NaTrue has created a 3 star system as follows: Natrue 3-star requires 95% of all agricultural ingredients to be from NaTrue's acceptable list of ingredients to be certified as "organic cosmetics". 2-star requires 70% of all ingredients to be from NaTrue's acceptable list to be certified as "natural cosmetics with organic content". Finally, a 1 star requires a maximum of 5-15% (depending on the product category) of ingredients from NaTrue's acceptable list to be certified as "natural cosmetics".

Table 2 (Continued)

Logos	Year	Descriptions
	2008	USA NSF is also a US based organic standards, along with USDA, for cosmetic manufacturers. The NSF 305 standard is for cosmetic products that contain a minimum of 70% organic ingredients to use its "made with organic" claim. NSF Organic standards for cosmetics were developed by leading organic cosmetic companies. It has recently received official recognition by the American National Standards Institute (ANSI).
COSMOS European Union	2009	COSMOS is the first European harmonized standard for natural and organic cosmetics created by the leading natural & organic cosmetic certification agencies in Europe: BDih (Germany), Soil Association (UK), Ecocert (France), Cosmebio (France), ICEA (Italy) and Ecogarantie (Belgium). Combined, these agencies provide certification to about 1,000 cosmetic companies and 10,000 products. COSMOS requires 95% of agricultural ingredients to be organic.

Source: Nature's Basin, 2011

Table 2 shows the labeling for organic beauty care and organic body care certifications. Natural and Organic standards will help companies and consumers in identifying the true natural cosmetics products. If natural and organic cosmetic industries stress the importance of having their products appropriately certified, then customers can put their biggest fears aside when purchasing products with natural and organic labels on them. As a result, consumers are able to gather accurate information from the true sources about natural cosmetics.

Factors affecting consumers to choose from chemical to natural-based products

Underlying theory

Explaining human behavior in all its complexity is a tricky task. Mostly research on human behavior used "Theory of Reasoned Action (TRA)" or "Theory of Planned Behavior" (TPB) which is the extension of the TRA. Research done by Sparks and Shepherd, 1992 applied TPB in their study of organic food buying behavior. Ng and Paladino, 2009 also use TPB in their research in examining influence of intentions to purchase green mobile phones among young consumers. A class of theories commonly referred to as "expectancy value models" appeared to be of particular relevance because

they provided a theoretical link between evaluative criteria and the concept of attitude.

There are many factors motivating people to engage in green purchasing behavior of natural cosmetics products. Natural personal care marketers in Brazil provide greater supply of products have also made it the fastest growing, up more than 15% from 2008. Besides, Brazil has also benefited from a weakening U.S dollar that has made the importation of natural products more affordable. In Asia, as in most other parts of the world, makeup is a fast-growing industry. In fact, The Body Shop and local company in Thailand, Oriental Princess plan the strategies and evaluate the impact in shaping consumer attitudes and the extent of brand loyalty toward their natural cosmetics products in Thailand (Johri and Sahasakmontri, 1998).

The TPB forms the theoretical framework of for this research because it provides a clearly defined structure or model that allows the investigation of factors that influence that attitudes, subjective norms and perceived behavioral control on consumers' intention to buy natural cosmetic products. However, TPB has achieved the following factors that contribute to the natural cosmetics products;

- Attitude towards behavior: An analysis of literature suggests that, concerns about health, safety, impact on the environment and animal welfare are the key reasons why consumer purchase organic products. This environmental attitude will lead toward the intention to purchase organic cosmetics products.
- Subjective norms: Pressure groups such as stakeholder, government, or parents are the big influencer to the consumers in purchasing the organic products by the message through campaign or new rules and regulations to save the planet.
- Perceived behavioral control: With the increase of demand and supply in green products, consumers has sufficient necessary resources or opportunities in buying natural products. This particular behavior form a strong perception on environmental responsibility for themselves.

Demographic profile

Research by Tikka (2000) attested in their Western sample that female consumers express more positive attitudes towards the environmental products than males do. Since females are socialized to value needs of others more than males, they often possess stronger ethnic of care and display more helpful and altruistic behavior (Stern, 2005). This orientation also does

explain the reason why female consumers display different patterns in moral development than male consumers in general (Gilligan, 1982).

In addition, Lee (2008) found that, Hong Kong female adolescent consumers reported significantly higher degree of environmental attitude, environmental concern, and perceived seriousness of environmental problems, perceived environmental responsibility, peer influence and green purchasing behavior than their male counterparts. Gender differences are also found in previous research among school children ((Stobbelaar *et al.*,2006). The results show that, female students are concerned about organic food and susceptible to environmental arguments. Education level also affects the purchasing decisions among consumers. Same research conducted by the above researcher found that, students with higher education's level have a positive view towards the organic food compared to lower educated students.

Attitude

Attitude toward behavior is degree to which a person has a favorable attitude with respect to an appraisal of the behavior in question (Ajzen, 1991). Margistis and Gracia (2008) demonstrated that those consumers who are more concerned on environmental damage and more involved on environmental practices will be more willing to buy organic food products. Some studies also identified a positive relationship between environmental attitude and environmental behavior (Kitchen and Reiling, 2000). Research done by Johri (1998) found that, consumers' attitude toward The Body Shop natural cosmetics considered four most attributes which are from natural-extract ingredients, outlet atmosphere, safe for skin and not tested on animals. It shows that labeling plays important role in determining decisions among consumers in buying natural cosmetic product.

The effectiveness of theory of Planned Behavior in explaining and predicting purchasing behaviors for organic products has been supported by Sparks and Shepherd (1992) through their study. These researchers found that, consumers who have more positive beliefs about purchasing organic food products will have more positive attitudes toward their organic purchase. It was supported through a study done by Mostafa (2007) which shows that consumer's attitude towards green purchase can influence their green purchase intention and directly affect the actual green purchase behavior among Egyptian consumers.

Subjective norms

Subjective norms are also assumed to be a function of beliefs that specific individuals approve or disapprove of performing the behavior (Ajzen and

Fishbein, 1980). Moreover, subjective norms reflect one's perceived social pressure to perform a certain behavior and if consumers believed organic skin care products are good, consumers will have more intention to buy the products (Kim and Chung, 2011). Lee (2008) in his study on opportunities in green marketing among young consumers shows that social influence was the most important predictor of adolescent's green purchasing behavior through pressure to follow the behavior of the social circle.

A subjective norm has a significant effect on behavioral intention in the context of behavior related to skin management (Hillhouse, 2000). Research by Bamberg (2003) and Kalafatis (1999) agreed that subjective norm and intention to buy has strong relationship toward green consumer behavior. There was a positive relationship between subjective norms and attitudes with intention to buy through analysis using the model of TPB (Tarkiainen and Sundqvist, 2005). In addition, Chang's study on 1998 was examined the correlation between subjective norms and attitudes towards behavior more thoroughly and tested the causal link from norms to attitudes. Subjective norms will positively influence attitudes towards buying organic food (Chang, 1998).

Conclusion

There are various factors that lead towards the intention to purchase natural cosmetic products among consumers. In this study, two factors have been explored based on Theory of Planned Behavior consists of attitude and subjective norms. Consumers' attitude toward the natural cosmetic products and toward purchase of natural cosmetic products affects consumers' purchasing intention. Therefore, the criteria of natural cosmetic products such as ingredients, certification, price and others elements are crucial to attract consumers' intention. In addition, subjective norms in which consumers' decision making process influenced by others people's opinion and action is one of the factors that contribute towards purchasing intention of natural cosmetic products. Media report, family's opinion, friends' feedback or comments on natural cosmetic products are also the elements that influence consumers' purchasing intention. Hence, it is important for manufacturer to boost consumers' confidence and trust by displaying accurate information on natural cosmetic products or genuine label of natural ingredients. Besides, campaign on green awareness supporting natural cosmetic products through media is one of the programs that will build up the good image of the natural products. Future research may identify the relationship between intention to buy and real action toward the behavior because behavior or real action by consumers in purchasing the products have always been neglected. In addition, modification of TPB in future research can be done by adding the

past experience with organic products as an independent variables. Many researchers have argued that consideration of consumers' past behavior can provide better predictions of behavioral intentions (Kim, 2011). Some researchers believe that consumers' behavior is as a result of learning (Bentler and Speckart, 1979). With respect to research on natural cosmetic products, consumer's past experiences with natural products are vital in forming the product specific perception that would influence the future purchasing intention. Besides, TPB model can be applied to a wide variety of topics in natural or organic context such as food, medicine, farming and so on. Furthermore, TPB has been applied to a wide variety of areas including luxury consumption, blood donation and many more. To sum up, the TPB model used in identifying factors affecting consumers in choosing natural cosmetics products would provide some guidance to consumers in their choice of personal care and cosmetic products.

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