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CONSUMERS' PURCHASE INTENTIONS TOWARDS NATURAL COSMETICS

Abstract

The purpose of this paper is to determine which variables influence consumers' intentions towards purchasing natural cosmetics. Several variables are included in the regression analysis such as age, gender, consumers' purchase tendency towards organic food, consumers' new natural cosmetics brands and consumers' tendency towards health consciousness. The data was collected through an online survey questionnaire using the purposive sample of 204 consumers from the Dubrovnik-Neretva County in March and April of 2015. Various statistical analyses were used such as binary logistic regression and correlation analysis. Binary logistic regression results show that gender, consumers' purchase tendency towards organic food and consumers' purchase tendency towards new natural cosmetics brands have an influence on consumer purchase intentions. However, consumers' tendency towards health consciousness has no influence on consumers' intentions towards purchasing natural cosmetics. Results of the correlation analysis indicate that there is a strong positive correlation between purchase intentions towards natural cosmetics and consumer references of natural cosmetics. The findings may be useful to online retailers, as well as marketers and practitioners to recognize and better understand the new trends that occur in the industry of natural cosmetics.

Keywords: Consumer purchase intentions, consumer tendencies, natural cosmetics

1. Introduction

During the last years, the cosmetic industry has dramatically diversified its managerial and marketing orientation towards customer requirements due to the growth in response to the customer trends towards a healthier lifestyle and requirements for natural cosmetics (Dimitrova et al., 2009: 1156).

The cosmetic industry is a very important industry and the use of personal care products and cosmetic products has always been an essential part of consumers' lives. In 2013, the global cosmetics market grew by an estimated 3.8 % compared to the previous sales year and it is expected that global sales of natural and organic cosmetics will achieve an amount of 14 billion US$ in 2015 (Beauty Industry Analysis 2015 - Cost & Trends).

Regardless of this positive growth trend in the world, the natural cosmetics market is still an under-researched area. Mintel (2013: 6) stated that of all beauty and personal care new product launches from January till October 2012, 37% claimed that they are botanic or herbal. Also, the most often stated reason for consumers not to buy natural or organic personal care products is that "so many products claim to be natural or organic that it's hard to tell which ones are the most natural". Moreover, European standards for ecological products were defined in Standard COSMOS (Cosmetics Organic and Natural Standard) published in 2013 but such standards depend on the cosmetics manufacturer or country of origin. This confusion has led to an increasing distrust in the labels "organic" and "natural" which is likely to stem from lacking regulation within the industry allowing a multitude of products claiming to be organic and natural to flood the market (Yu-Shan and Ching-Hsun, 2013: 489). Despite such conditions on the cosmetics market, natural cosmetics have grown to be a great trend in recent years. While consumer behaviour towards organic products, especially food products, has been examined in academic research, little has been published on consumer behaviour towards natural cosmetics.

Interest in natural cosmetics has grown remarkably as consumers and marketers react to popular media with regard to healthy lifestyles. The technological advances and constant innovation are the main features of the modern cosmetic industry. Production and usage of natural cosmetics has grown in recent years and today, consumers have become more concerned about a youthful appearance, health and the quality of cosmetics. Also, with a better understanding of consumers' attitudes and behaviour towards natural products, better conditions and development for the natural cosmetics market will be provided. However, consumers' indications of positive attitudes towards environmental issues do not necessarily lead to actual environmentally friendly purchasing behaviour (Laroche et al., 2002). This research provides an insight into the consumer decision making process with regard to natural cosmetics and the complexity of that process.

The purpose of this paper is to determine which variables influence consumer purchase intentions towards natural cosmetics. Several variables such as age, gender, consumers' purchase tendency towards organic food, consumers' new natural cosmetics brands and consumers' tendency towards health consciousness were included in order to understand the motives that could enhance consumer purchase intentions towards natural cosmetics products.

Following the introduction, the second section provides a selected literature review on purchasing behaviour, with a special emphasis on consumers' online purchase intensions towards natural cosmetics. Data and research methodology are discussed in the third section, while the fourth presents research results and the discussion of findings. The final section of the paper draws certain conclusions and directions for future research.

2. Literature review

The market for green products is expanding worldwide in a variety of industries, such as food, fashion and cosmetics (Cervellon and Carey, 2011). There is little research about consumer behaviour regarding natural cosmetics, or consumers' purchase decisions and attitudes towards natural personal care products and cosmetics products. However, the rising popularity of natural cosmetics raises important questions for marketers, retailers and industry planners. The number of papers that have been related to the study of natural cosmetics has increased (Johri and Sahasakmontri, 1998; Kim and Seock, 2009; Dimitrova et al., 2009; Cervellon et al., 2011; Rybowska, 2014).

In the past, chemicals were used to substitute expensive natural ingredients making the cosmetics available and widely used. Today, the trend for a healthier way of living is increasing consumers' perceptions and interest towards mainly natural products, including cosmetic products. Some studies found that, in choosing cosmetics, natural aroma, high quality, hydration, skin protection, medical advice, long lasting, good promotion, hypoallergenic and not tested on animals' are the most important motivating factors for the customers in Bulgaria, Montenegro and Italy. Natural cosmetics are bought by people who practice an environmentally friendly lifestyle and care about their health, beauty and appearance (Dimitrova et al., 2009: 1158).

Chen (2001) defined green purchase as a specific kind of eco-friendly behaviour that consumers perform to express their concern for the environment. Along the primary motivations to purchase green

there are three main types of green consumers: the health-conscious consumer who purchases for his own health benefits; the environmentalist who buys green as a contribution to the protection of the environment and the quality hunter who is persuaded that green products have a superior taste or superior performance (Cervellon et al., 2011). Also, purchase intentions are a critical factor that predicts consumer behaviour regardless of the product category selection. Green purchase intention is conceptualized as the probability and willingness of a person to give preference to products having eco-friendly features over the traditional products (Rashid et al., 2009). Tsakiridou et al. (2008) highlight the huge gap between the intention to purchase and actual purchase of green products, due to the trade-off benefits – higher prices. These consumers perceived eco cosmetic products as luxury items because they are hardly available and, in their opinion, expensive (Rybowska, 2014).

Many studies found that demographic factors are one of the most influencing factors in predicting consumer behaviour towards natural products (D'Souza et al., 2007). Straughan and Roberts (1999) indicated that the demographic variables such as age and gender were significantly correlated with ecologically conscious attitudes. Foster (2004) suggests that over 45-year-old female consumers have a tendency to be more open towards green information. Finisterra do Paco et al. (2009) found no significant relations between age and green attitudes. Results are also inconsistent in terms of gender differences. Ruiz et al. (2001) argued that gender plays an important role in being an environmentally conscious consumer. Banerjee and McKeage (1994) found that female consumers tend to be more ecologically conscious than men. Several studies found that women are more concerned about green issues than men and are more likely to engage in pro-environmental behaviours (Zelezny et al., 2000; Tikka et al., 2000). Women are more likely to buy a green product because they believe the product is better for the environment (Mainieri et al., 1997; Pillai, 2013). Also, this gender difference seems to emerge also in the youngest group of population and in a cross-cultural context (Hunter et al., 2004). However, Mihic and Kursan (2014) show that demographic characteristics of Croatian consumers such as marital status, age and household income have a significant impact on the intention to purchase organic food.

Health conscious consumers care about the desired state of well-being and try to have a healthy life (Newsom et al., 2005). Consumers with high health consciousness will seek to engage in activities that promote a healthy life (Kim and Seoch, 2009; Kim and Chung, 2011). Also, Foster (2004) investigated female consumers' beauty product shopping behavioural patterns, their perceived importance of product attributes, and their purchase attitude towards natural beauty products. Results show that consumers' product attitudes and shopping behaviour are influenced by their health and environmental consciousness. Generally, people who strongly desire to maintain a youthful look and improve their appearance look for chemical-free personal care products. In the context of skin/hair care product purchases, consumers with high health consciousness may consider whether a product is safe for the skin and body; therefore they may be more seriously concerned with the types of ingredients used to make the product than the consumers with low health consciousness (Johri and Sahasakmontri, 1998). However, Tarkiainen and Sundqvist (2005) show that health consciousness does not influence consumers' beauty product shopping behavioural patterns. Kim and Chung (2011) found that health consciousness partially supported the consumers purchase intention towards organic care products. Likewise, Michaelidou and Hassan (2008) found that the health consciousness appeared to be the least important motive for consumer purchase intention towards natural products.

Because natural products are viewed as promoting a healthy lifestyle, there should be some similarities in consumers purchase behaviour between organic food and natural personal care products. Kim and Chung (2011) found that consumer's attitude, and past experience with other organic products such as organic food, will positively impact on purchase intention towards organic and natural care products. It can be concluded that consumers who purchase organic food will also be inclined towards purchasing organic and natural personal care products.

Today, physical appearance is becoming very important to modern consumers. Existing evidence also shows that perceptions of the body and physical appearance influence people's behaviour in their role as consumer (Debevec et al., 1986; Reingen and Kernan, 1993). Laroche et al. (1996) found that consumer's brand attitude and purchase intention will be higher when a product has high preference im-

age and familiarity. The study shows that familiarity with a brand influences a consumer's confidence towards the brand, which in turn affects his/her intention to buy the same brand. Gan et al. (2008) found that consumers who are brand conscious are less likely to purchase green products if they are not from a brand that they are familiar with. Beauty products gain a level of familiarity and comfort for the consumer, and switching to a new product often takes some extra incentive. Thus, Radman (2005) found that Croatian consumers are not very familiar with the supply of ecologically grown products on the market. Nevertheless, growing consumer concern for health and environment issues has resulted in increased attention towards the purchase and consumption of natural cosmetics.

3. Research methodology
3.1 Research instrument

The data was collected through an online survey questionnaire using purposive sample of 204 consumers from the Dubrovnik-Neretva County. An online survey questionnaire was used due to its

H1 - Consumers who are inclined to purchase organic food have a higher intention towards purchasing natural cosmetics.

H2 - Consumers who are inclined to purchase new brands of natural cosmetics have a higher intention towards purchasing natural cosmetics.

H3 - Health conscious consumers a have higher intention towards purchasing natural cosmetics.

H4 - There is a strong and positive relation between consumer purchase intentions and consumer recommendations toward natural cosmetics.

In order to broaden the understanding about variables that influence consumer purchase intentions towards natural cosmetics, a binary logistic regression was used. Binary logistic regression is similar to linear regression except that it is used when the dependent variable is nominal and dichotomous. It assumes that the dependent variable is dichotomous and that outcomes are independent and mutually exclusive, that is, a single case can only be represented once and must be in one group or the other (Tabachnich and Fidell, 2007). The model can be expressed as follows:

$$ln\left(\frac{P(\text{purchase})}{1-P(\text{purchase})}\right) = \beta_0 + \beta_1 \cdot gender + \beta_2 \cdot ag + \beta_3 \, purchasing\_new\_brands + \beta_4 \, healthy\_way\_of\_living + \beta_5 \, purchasing\_organic\_food$$

simplicity and also reduced time of data collection (Vranešević, 2014). The empirical study was carried out in March and April of 2015. The questions were based on the review of literature and the questionnaire consisted of two parts. The first part included statements on a five- point Likert scale, where respondents were asked to express the degree of their agreement (1 – strongly disagree, 5 – strongly agree) relating purchase intentions towards natural cosmetics and one statement ("I intend to buy natural cosmetics") with dichotomous (Yes/No) answers. The second part of the questionnaire included demographic variables of the respondents (e.g. gender and age).

3.2 Research hypotheses

Based on scientific problems and research objectives the following hypotheses are proposed:

The dependent variable is an odds ratio where P (purchase) is the predicted probability of the event which is coded with 1 (in this case the intention of purchasing natural cosmetics). Predictor variables are age, gender, purchasing new brands, health consciousness and purchasing organic food (categories of these variables are given in Table 1). The binary logistic regression is performed with the support of the computer program SPSS 20.0 as well as correlation analysis.

The results obtained from the survey were analysed using different analytical tools, including methods of analysis and synthesis, inductive and deductive methods, method of generalization and specialization, and different statistical methods - binary logistic regression and correlation analysis.

3.3 Research sample

Table 1 presents the characteristics of the analysed sample.

Table 1 Characteristics of the analysed sample

Variable	Categories	Percentage (%)
Gender	Male	30
	Female	70
Age	18-24	30.9
	25-34	19.6
	35-44	20.6
	45-54	16.0
	55-	12.9
I intend to purchase natural cosmetics	Yes	50.5
	No	49.5
I am inclined towards purchasing new brands of natural cosmetics	Strongly disagree	19.1
	Disagree	22.5
	Neither disagree nor agree	34.8
	Agree	15.2
	Strongly agree	8.3
I am inclined towards a healthy way of living	Strongly disagree	8.3
	Disagree	6.9
	Neither disagree nor agree	28.4
	Agree	33.8
	Strongly agree	22.5
I am inclined towards purchasing organic food	Strongly disagree	18.6
	Disagree	13.7
	Neither disagree nor agree	26.5
	Agree	24.5
	Strongly agree	16.7

Source: Research findings (N= 204)

As shown in Table 1, the sample consists of 204 respondents form the Dubrovnik-Neretva County, of which 30% are male and 70% are female. The results show that half of the respondents intend to buy natural cosmetics, and 23.5% are inclined towards purchasing new brands of natural cosmetics. More than half of the respondents (56.3%) are inclined towards health consciousness, and 41.2% are inclined towards buying organic food.

4. Results and discussion

The model diagnostics and the results of the model testing by binary logistic regression analysis are presented in Table 2. The first part of the table shows the model diagnostics and the second part shows the coefficients and odds ratios of the regression equation.

In the Classification Table, the overall percentage shows the per cent of cases for which the dependent variable was correctly predicted given the model. So, the overall percentage of 71.6% shows that in 71.6% of the cases the intention to purchase natural cosmetics (purchase/ not purchase) is correctly predicted by the model. Sensitivity and specificity of the test show that 79.8% of the occurrences are correctly predicted as well as 63.2% of the non-occurrences.

The Hosmer – Lemeshow tests the null hypothesis that the data fit the model well, i.e. that there is a linear relationship between predictor variables and the log odds of the criterion variable. A Chi square statistic is computed comparing the observed frequencies with those expected under the linear model. A non-significant chi square indicates that the null hypothesis is accepted and the data fit the model well. Since the significance of the Hosmer and Lemeshow test is greater than 0.05, the data fit the model. Predictors that met the conventional 0.05 standard for statistical significance (Table 2) are going to be interpreted:

- 2.262 odds ratio for *Gender* means that there is a higher probability for women to purchase natural cosmetics than men;
- Odds ratios for all categories of *Purchasing new brands* mean that there is a higher probability of purchasing natural cosmetics for those respondents who disagree, neither disagree nor agree,

Table 2 Model diagnostics and results of estimation

Model diagnostics		
Classification of table results		
Overall percentage correct	71.6%	
Sensitivity	79.8%	
Specificity	63.2.%	
The cut value is 0.500		
Hosmer and Lemeshow test		
Chi-Square	7.015	
Sig.	0.535	
Results of estimation		
	Coefficient β	Odds Ratio	Sig.
Gender	0.816	2.262	**0.037**
Age			0.859
18-24 (RC)	---	---	---
25 -34	0,181	1,198	0.721
35-44	0,536	1,709	0.278
45-54	0,061	1,062	0.915
55 -	0,251	1,285	0.668
Purchasing new brands			**0.009**
Strongly disagree (RC)	---	---	---
Disagree	0.790	2.203	0.166
Neither disagree nor agree	1.326	3.768	0.012
Agree	2.396	10.980	0.001
Strongly agree	1.503	4.497	0.043
Health consciousness			**0.931**
Strongly disagree (RC)	---	---	---
Disagree	-0.860	0.423	0.392
Neither disagree nor agree	-0.536	0.585	0.493
Agree	-0.612	0.542	0.452
Strongly agree	-0.715	0.489	0.434
Purchasing organic food			**0.007**
Strongly disagree (RC)	---	---	---
Disagree	1.529	4.612	0.023
Neither disagree nor agree	1.171	3.226	0.055
Agree	2.048	7.756	0.002
Strongly agree	2.752	15.675	0.001
Constant	-2.769	0.063	0.001

Source: Research findings
*Notes: RC – Reference category

agree and strongly agree with the statement *"I am inclined towards purchasing new brands of natural cosmetics"* compared to those who strongly disagree with the given statement.

- Odds ratios for all categories of *Purchasing organic food* mean that there is a higher probability of purchasing natural cosmetics for those respondents who disagree, neither disagree nor agree, agree and strongly agree with the statement *"I am inclined towards purchasing organic food"* compared to those who strongly disagree with the given statement.

As shown in Table 2, except for variables health consciousness and age, the variables in the model (gender, purchasing new brands and purchasing organic food) have a statistically significant impact on the probability of purchasing intention towards natural cosmetics products. The probability of purchase intention towards natural cosmetics is 88.69 per cent if the respondent is a woman, aged between 25 and 34, who has a tendency for purchasing new brands of natural cosmetics, a tendency towards health consciousness and a tendency towards purchasing organic food. Considering the fact that purchase intentions towards new brands of natural cosmetics and organic food are coded on a 5-point Likert scale, it is evident from the coefficients (Table 2) that with higher purchase intentions towards new brands of natural cosmetics and organic food, the probability of intention to purchase natural cosmetic products increases. Also, consumers who are more inclined towards purchasing natural cosmetic products probably will be women regardless of their age.

As it was expected, there is a 2.26 times higher probability for women to purchase natural cosmetics compared to men. These findings are in accordance with previous researches (Ruiz et al., 2001; Banerjee and McKeage, 1994; Zelezny et al., 2000; Tikka et al., 2000) which indicates that women are more concerned about green issues than men.

Respondents who agree that they have a tendency of purchasing new brands of natural cosmetics have a 10.98 times higher probability for purchasing natural cosmetics compared to those who strongly disagree with the statement *"I am inclined towards purchasing new brands of natural cosmetics"*. Those respondents who strongly agree with the mentioned statement have a 4.49 times higher probability of purchasing natural cosmetics compared

to those who strongly disagree with the statement. As the results of the study show, if the consumers have a stronger tendency towards purchasing new brands of natural cosmetics they will also be more inclined towards purchasing natural cosmetics products. Based on these findings, the hypothesis H2 is supported. These consumers will probably be more open towards innovation in natural cosmetics and therefore will be more likely interested in purchasing a different brand of organic and natural products. Also, they have probably higher awareness of the positive impact of using natural cosmetic products such as quality and health benefits.

Respondents who agree that they have a tendency towards purchasing organic food have a 7.75 times higher probability of purchasing natural cosmetics, and those who strongly agree, a 15.67 times higher probability compared to those who strongly disagree with this statement. As it was expected, there is a higher probability that consumers who are more inclined towards organic food will have a greater tendency of purchase intentions towards natural cosmetics products. Based on these findings, hypothesis H1 is supported. These consumers purchase for their own health benefits, and they are persuaded that natural or organic products have superior taste or superior performances and are probably more aware of the benefits which different categories of organic or natural products provide. It can be concluded that these consumers have concerns about their consumption and tend to prefer organic and natural products due to health or beauty benefits.

Results of regression for variable age show that there is no statistical significance between the age of respondents and consumer purchase intention towards natural cosmetics products. These results are consistent with the research of Finisterra do Paco et al. (2009) who found out that there was no significant relation between age and consumer green attitudes and behaviour. It can also be concluded that findings of regression analysis are consistent with literature background except for the variable health consciousness. It is interesting to emphasize that the result for the variable health consciousness is not statistically significant i.e. consumers who have a tendency towards natural cosmetics products are not inclined towards a healthy lifestyle. Therefore hypothesis H3 is not supported. In addition, results of regression analysis for the variable health consciousness are inconsistent with the literature

background because consumers who are aware of the benefits that natural cosmetics products could provide, have a greater and stronger tendency towards natural products especially for personal care and beauty products. Previous studies (Kim and Seoch, 2009; Kim and Chung, 2011) assumed that greater health consciousness leads to more favourable attitudes towards purchasing organic personal care products. However, these studies reveal that consumers who are not health conscious will also be more inclined towards purchasing natural cosmetic products and will have a positive attitude towards natural products regardless of consumers' age (Tarkiainen and Sundqvist, 2005). However, despite increased consumer interest for their health and appearance, there is also an increased distrust among consumers towards natural products which can be ascribed to the lack of market regulation. Therefore, consumers who are health concerned will not have a tendency to purchase natural personal and beauty care products because of the lack of regulation in the cosmetic industry. It can be assumed that these consumers have a lack of trust in natural cosmetics products because the cosmetics market is still under-researched and national labels give legitimacy to these products. Companies should provide clearer information about what is natural and what type of health benefits consumers would gain by using personal care and beauty products.

The next table shows the relation between consumers' intentions towards purchasing natural cosmetics and consumer recommendation towards natural cosmetics.

Relation between consumers' intentions towards purchasing natural cosmetic products and consumer recommendation towards natural cosmetics was examined by using Spearman's rank correlation. The further processing of data is approached by using the Spearman's correlation coefficient. Table 3 shows that the correlation is significant at the 0.01 level and Spearman's coefficient is 0.610, showing a strong positive relation between variables. These results indicate that respondents who have higher intentions towards purchasing natural cosmetics have positive attitudes towards recommendation of natural cosmetic products. Also, regarding the relation strength, these consumers have a strong tendency towards purchasing and recommending these products.

Table 3 Correlation between consumer purchase intentions towards natural cosmetic products and consumer recommendation towards natural cosmetics

Correlation			
			I would always recommend natural cosmetic products
Spearman's rho	I intend to purchase natural cosmetics	Correlation Coefficient	.610**
		Sig. (2-tailed)	.000
		N	204

**Correlation is significant at the 0.01 level
Source: Research findings

Therefore, they will definitely recommend purchasing natural cosmetic products to consumers who are not inclined towards natural products or who are not aware of the benefits that natural products could provide. Based on these findings, hypothesis H4 is supported.

5. Conclusions

Production and usage of natural products has grown in recent years because consumers have become concerned with health, quality and beauty appearance. As environmental concerns have increased, consumers prefer to purchase natural cosmetics products that could lead to an increase in the importance of understanding consumers' purchasing behaviour towards natural cosmetics products as well as the factors that affect consumers' purchase intentions towards natural cosmetics products. This has driven to an increase in the number of studies aimed at understanding the motivations behind consumer purchase behaviour towards natural cosmetics products. In that context, this study discusses the issues of consumers' intentions towards natural cosmetic products and factors which influence their purchase intentions towards natural cosmetic products.

Respondents who agree that they have a tendency of purchasing new brands of natural cosmetics have higher probability for purchasing natural cosmetics compared to the reference category. These consumers will probably be more open towards innovation in natural cosmetics and therefore will be more likely interested in purchasing different brands of organic and natural products. Also, as it was expected, there is a higher probability that consumers who are more inclined towards organic food will have a greater tendency of purchase intentions towards natural cosmetics products. It can be concluded that these consumers have concerns about their consumption and tend to prefer organic and natural products. It can also be concluded that findings of regression analysis are consistent with the literature background for all variables, except for the variable health consciousness which was found statistically insignificant. This can be ascribed to the lack of market regulation which leads to the increase of distrust among consumers towards natural products. It can be assumed that consumers have a lack of trust in natural cosmetics products because the cosmetics market is still an under-researched area. Companies should provide clearer information about what is natural and what type of health benefits consumers would gain by using organic personal care and beauty products. Results of the correlation analysis between consumer purchase intentions towards natural cosmetic products and consumer recommendation towards natural cosmetics indicate that respondents who have purchase intention towards natural cosmetics have positive attitudes towards recommendation of natural cosmetic products. Regarding the relation strength, these consumers have a strong tendency towards purchasing and recommending natural cosmetics products. Therefore, they will recommend purchasing natural cosmetic products to consumers who are not inclined towards natural products or who are not aware of the benefits that natural products could provide, especially products in the cosmetic industry.

Consumers' interest in health and environmental issues is increasing, providing a huge opportunity for the natural and organic personal care industry to create a strategy that could motivate many consumers to purchase organic or natural personal care products. Previous research on organic products has focused on organic food but the second largest sector in the organic industry - organic personal care products - has received little attention. There-

fore, this study has made a contribution to existing knowledge about the industry of natural products by indicating variables that impact consumers' purchase intentions towards natural cosmetic products. In addition, this study was conducted on the very specific market of natural cosmetic products. The findings of this paper suggest that the natural cosmetics industry needs to be more assertive and effective on the Croatian market because Croatian consumers show a positive attitude towards natural cosmetic products especially towards new brands. Cosmetic companies should also focus on the health-related benefits of cosmetics and beauty care products and create effective strategic tools to gain advantages on the new market such as the natural cosmetic market. Such specifically oriented marketing strategy will provide business success and efficiency as well as satisfy the need to understand and predict consumers' behaviour towards natural cosmetics products in Croatia.

However, the findings should be considered in the light of their limitations. First of all, in regards to the sample selection, the future research sample should be extended by including other Croatian counties. Furthermore, in conducting the research over a longer period of time, it would be interesting to monitor the development process of Croatian consumers' purchase behaviour towards natural products. In future studies, it would be preferable to consider a number of additional factors that can significantly explain the consumers' behaviour towards natural products such as price, quality and availability as well as different product categories which are not included in this study. Additionally, future researches on consumer behaviour towards natural cosmetics are essential in order to get a more complete picture about the consumer attitudes and intentions towards natural products especially towards beauty and care products.

Given the fact that researches on the purchasing behaviour of Croatian consumers towards natural cosmetic products are limited, new insights into the topic are required. This calls for more research in the field and this paper could be helpful in explaining consumer behaviour towards natural cosmetics products by providing a framework for further research on the issue.

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Kupovna namjera potrošača prema proizvodima prirodne kozmetike

Sažetak

Svrha rada je utvrditi varijable koje utječu na kupovnu namjeru potrošača prema proizvodima prirodne kozmetike. U okviru regresijske analize uključene su varijable: dob, spol, kupovne tendencije potrošača prema prehrambenim proizvodima organskoga porijekla, tendencije prema novim markama proizvoda prirodne kozmetike te tendencije potrošača prema zdravom načinu života. Podatci su prikupljeni u ožujku i travnju 2015., anketnim upitnikom putem interneta, na namjernom uzorku od 204 potrošača s područja Dubrovačko-neretvanske županije. Za obradu podataka korištene su različite statističke analize kao što su binarna logistička regresija te korelacijska analiza. Iz rezultata binarne logističke regresije razvidno je da spol, kupovne tendencije potrošača prema prehrambenim proizvodima organskoga porijekla, kao i kupovne tendencije prema novim markama proizvoda prirodne kozmetike, imaju utjecaj na kupovnu namjeru potrošača. Isto tako, rezultati istraživanja su ukazali da tendencije potrošača prema zdravom načinu života nemaju značajan utjecaj na kupovnu namjeru potrošača prema proizvodima prirodne kozmetike. Korelacijska analiza ukazala je na postojanje statistički jake povezanosti pozitivnog smjera između kupovne namjere potrošača prema proizvodima prirodne kozmetike i preporuka potrošača u kupnji prirodne kozmetike. U konačnici, rezultati istraživanja mogu poslužiti internetskim trgovcima, kao i marketinškim stručnjacima, sa svrhom prepoznavanja i boljega razumijevanja novih trendova koji se javljaju na tržištu prirodne kozmetike.

Ključne riječi: kupovna namjera, tendencije potrošača, proizvodi prirodne kozmetike