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## Evaluation of Marketing Components of Organic Cosmetics in terms of Sociodemographic Composition of Women Consumers

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**Abstract:** The study aims to examine the evaluations of female consumers in terms of the socio-demographic variables for the marketing components of organic cosmetics. The study is designed as quantitative research in the descriptive model. The main population of the study is the female consumers in Malatya province. 583 samples with population characteristics were found suitable for the research. The consumer evaluation survey for the marketing components of organic cosmetic products and the survey form containing the questions concerning the socio-demographic qualities of the consumers were used as the assessment instrument. The unpaired t-test and one-way analysis of variance were used in the data analysis. Significant differences were found between the socio-demographic qualities of the participants and their evaluations for the marketing components of organic cosmetics.

**Keywords:** Marketing, Marketing Components, Organic Cosmetics, Consumer Evaluation, Socio-Demographic Qualities.

**JEL Classification:** M30, M31, M39

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## Organik Kozmetiklerin Pazarlama Bileşenlerinin Kadın Tüketicilerin Sosyo-Demografik Kompozisyonu Açısından Değerlendirilmesi

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**Özet:** Bu çalışmanın amacı, organik kozmetiklerin pazarlama bileşenlerine yönelik, kadın tüketicilerin değerlendirmelerini sosyo-demografik değişkenler açısından incelemektir. Çalışma tanımlayıcı modelde nicel araştırma olarak tasarlanmıştır. Araştırmanın ana kütlesini Malatya ilindeki kadın tüketiciler oluşturmaktadır. Evrenin özelliklerini taşıyan 583 örneklem, bu çalışma için uygun bulunmuştur. Ölçme aracı olarak organik kozmetik ürünlerin pazarlama bileşenlerine yönelik tüketici değerlendirme anketi ve tüketicilerin sosyo-demografik niteliklerine yönelik soruları içeren anket formu kullanılmıştır. Veri çözümlemede bağımsız örneklem t testi, tek yönlü varyans analizinden faydalanılmıştır. Katılımcıların sosyo-demografik özellikleri ile organik kozmetiklerin pazarlama bileşenlerine yönelik değerlendirmeleri arasında anlamlı farklılıklara rastlanmıştır.

**Anahtar Kelimeler:** Pazarlama, Pazarlama Bileşenleri, Organik Kozmetik, Tüketici Değerlendirmesi, Sosyo-Demografik Nitelikler.

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## INTRODUCTION

Cosmetics have a significant portion in the daily care habits of people unnoticeably. An average person uses at least several cosmetic products together every day. The whole of suncream, hair care products, shaving materials, including personal hygiene products such as skin cream, make-up materials, deodorant, perfume, soap, shampoo, mouth, and tooth-care products, are defined under cosmetics (ISO, 2011: 9). The majority of people think that they have very few problems arising from such products. However, the experts state that long-term use may cause many external and internal diseases to emerge instantly or in years. It was shown in clinical trials that they may cause physical impacts such as distraction, depression, and physical adverse effects such as genital organ problems, hypertension, cardiac rhythm disorders. As shown by the result of the clinical research conducted in Sweden in 2002 according to Salter (2005), it is still a matter of research that Triclosan that is used in toothpaste, soaps, body and vaginal shampoos, domestic cleaning products are contained in high concentration in 60% of the breast milk samples, creams included dense chemicals such as silicon-based dimethicone leading to a velvet softness on the skin and petrolatum, a gelatine-like chemical agent made of petrol, and another agent, Phthalate caused congenital disabilities in babies and testicle disorders in men and triggering of some cancer types. Organic cosmetics recommend people the opportunity to meet their needs healthily at that exact point. The products with an organic certificate, every stage of which is certified from the production to the consumption, controlled by the third parties except for the company and the producers, for which no synthetic-based input is used in any of its stages are accepted as organic cosmetics. Organic product consumption in the world has continued to grow in a consolidated trend in every country by the consumers preferring to live a healthy life and consume healthy products. The United States of America with a volume of 40 billion Euros, Germany with a volume of 10 billion Euros, France with a volume of 10 billion Euros, China with a volume of 7.6 billion Euros and Italy with a volume of 3.1 billion Euros attract attention in the world's organic market with a volume of approximately 90 billion Euros (FIBL and IFOAM, 2019). The world's cosmetic market size doubled in eight years and reached 500 billion dollars from 250 billion dollars (Özden et al., 2019: 793). The cosmetic spending per capita in Europe has been detected as 150 dollars, and it has been detected in Turkey as approximately 30 dollars (Çomoğlu, 2012; 2-3). It was detected that the average annual spending was approximate 170.3 dollars per consumer unit in 2016, and it was approximately 189.9 dollars in 2018 in the USA, which is known as the most precious beauty and self-care market in the world (Shahbandeh, 2020: 4). It was detected that organic skincare products constituted 33.5% and hair care products constituted 33% of the cosmetic industry in the distribution showing the market share of organic self-care industry based on the product in 2019, According to the same research. It was found that 32% of the consumers volunteered to purchase organic personal care products (Sabanoğlu, 2020: 9). According to the global market research of 2017, it was detected that 40% of American consumers preferred to purchase organic make-up products (Kunst, 2019: 20). The global market value of organic cosmetic products in 2018 was approximately 34.5 billion dollars, and this figure is expected to reach approximately 54.5 billion dollars in 2027 (Shahbandeh, 2020: 12). This data is proof of the increasing importance of organic cosmetic market. An indicator of the consumers looking on the bright side of organic products compared to the classical products is the significant increase in organic products' consumption levels in all countries (Nguyen et al., 2019: 205). Therefore some of the studies in the literature focus on the requests of the consumers, the frequency and the place where the consumers purchase organic products (Niessen and Hamm, 2008), the consumers purchasing

organic products, the reasons behind their preference of organic products (Thompson, 1998; Chninici, 2002; Hughner et al., 2007; Essoussi and Zahaf, 2008; Sarıkaya, 2007) and the motives forming the basis of the preference of the consumers on purchasing organic products (Zanoli and Naspetti, 2002; Pearson et al., 2007). It is a non-negligible fact that studies focusing on organic products are frequently conducted on organic food, and cosmetics are at least an important need for consumers. This study is aimed to understand the place of the marketing components of organic cosmetics in the minds of the consumers. Accordingly, the evaluation of the female consumers for the marketing components of organic cosmetics was examined within the framework of this study. This study is considered to contribute to the marketing literature in terms of approaching the viewpoint of the consumers to organics concerning the marketing components.

## 2. CONCEPTUAL FRAMEWORK

There are two fundamental problems of marketing management. One of them is the determination of the market or the markets to be active, which is called the determination of the target market. The second one includes developing and applying the marketing components that are the most suitable for the target markets. The markets are divided into sections according to the consumers, needs, and requests or the purchasing behaviours such as age, sex, income, education, geographic region, size, type. It is often divided into sections according to "general variables" and "situational variables." The general variables are the variables serving to group the consumers in a broad sense, such as demographic, characteristic features, or lifestyle. The situational variables are the consumption volume, purchasing frequency, brand loyalty, and the advantages expected to be gained from the property or brand perceptions (İslamoğlu, 199: 185). The organic cosmetics market has transformed into a new industry based on the increase in demand and the number of producers through these variables. Estimating the expectation of the consumer group forming the focal point of the organic product market and meeting this expectation is based on the marketing components (Zanoli and Naspetti, 2002: 645).

The products with organic certificates, every stage of the production to the consumption, controlled by the third parties except for the company, and the producers are named as organic products. According to EU legislation. Cosmetic products are defined as "any substance or preparation intended to be placed in contact with the various external parts of the human body or with the teeth and the mucous membranes for cleaning them, perfuming them, changing their appearance and/or correcting body odors and/or protecting them or keeping them in good condition" (ISO, 2011: 9). For defining the final products as organic, the product with entirely organic substances is called "a 100% organic product", the product with at least 95% organic substances is called "an organic product," the product with at least 70% organic substances is called "a product made of organic substances" (Kılıç et al., 2014: 43-44). Accordingly, if sun creams, hair care products, shaving materials, including personal hygiene products such as skin cream, make-up materials, deodorant, perfume, soap, shampoo, mouth, and tooth-care products are within the scope of organic products, they can be defined under the title of organic cosmetics.

The price is the equivalent of the advantages provided by the other market combination elements. While the product, market uptake, and distribution are cost elements, the price is the only marketing component yielding money (Monroe, 1990:9, Tek, 1999:448). Price is the total value that the consumers accept to pay for the advantages of owning or using a property or a service (Kotler and Armstrong, 2008: 284; Sürer, 2014: 261). It is frequently stated in the literature that as the production costs of organic products are high, their prices are high. As the production process

is under continuous control and storage, protection, and distribution lead to high costs, organic certification systems lay an extra cost to organic cosmetics. It was determined that although various studies show that the price is a deterrent for organic brands, the consumers may be willing to pay the price when they see the high price as a signal for quality (Wier and Calverley 2002: 167). Johri and Sahasakmontri (1998) detected that the consumers who are aware of the value of the health of human beings, with a high knowledge level, are ready to pay more for purchasing both hygiene-related personal care products and cosmetic products as make-up materials produced from organic components.

Packaging is a coating, wrapping, covering, or combining the product with a material protecting the content of the product, preventing the deterioration of the product during the transportation, storage, and sales, and easing the use of the product (İslamoğlu, 1999: 345). A measure protecting the quality of organic products by processing and manufacturing the packages of organic products by obtaining the same from organic materials and specifically produced organic coating agents that are suitable. Organic cosmetic products are packaged by bearing logos identifying that the product is an organic product and labels providing organic product assurance. Categorizing organic products in a controlled and consistent manner has been determined to help to create a reputation for eco-friendly products and building trust (Scott and Vigar-Ellis, 2014: 642). Ecocert, USDA, ICEA, Soil Society, BDih, CosmeBio, and Control Union are pioneering organic certification bodies in the global market. Eco-labels accompany the product certificate state the quality, origin, the producer company, the mode of use, the conditions of use, the content, the storage conditions, the expiry date etc., on the packaging of organic products (Cengiz, 2011:1). Another function of the package is its contribution to the sale of the product. Consumers turn to products that they do not need due to their packages attracting their attention, and this attitude results in purchase for most of the time (Arslan, 2004: 185).

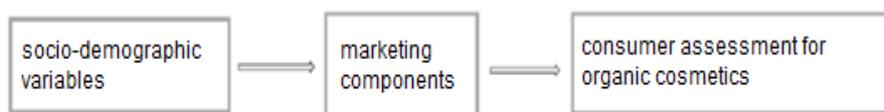
Advertisement; customer marketing as sales promotion and sales point; public relations comprising various programs for company officers or external customers, other companies, the state or the media for supporting or protecting individual product communication (Kotler and Keller, 2012: 40-41); the individual sale which is dominant for the marketing communication mixture of many institutions upon starting the business by selling to the relatively tiny number of customers, which are accepted as the most apparent manifestation of the promotion effort, are considered as promotion techniques. Furthermore, there is the sponsorship comprising a contract to provide financial or intellectual support to an institution or an individual against an activity or the rights to use of its logo in connection to an activity; social media such as internet, e-mail, Facebook, Twitter, Instagram and mobile technologies such as mobile phones and laptops and digital media elements. Consumers usually encounter promotion messages from plural resources. Consumers rely on the resources they perceive as trustworthy. They also focus on providing a correct and consistent message concerning the advantages of consuming organic cosmetics besides managing a set of perceptions by significantly impacting consumers' promotion techniques.

### **3. MATERIAL AND METHOD**

#### ***3.1. Research Purpose and Model***

The study aims to examine the point views of female consumers in terms of the socio-demographic variables for the marketing components of organic cosmetics. The study is research in the descriptive model. It is designed for detecting the difference between the socio-demographic features of the female consumers and their evaluations for

the marketing components of organic cosmetics. The study model was formed by being inspired by the study of Lea and Worsley (2005).



**Figure 1.** The Study Model

Accordingly, the evaluations by the female consumers for the marketing components of organic cosmetics refer to dependent variables; the socio-demographic variables used in the study (age, marital status, level of education, occupation, income, knowledge status, the status of consumption, economic status, suggesting to other people, purchasing reason) and marketing components (product, price, packaging, promotions) refer to independent variables. The result that is expected from the study is that the evaluations of the female consumers concerning the marketing components of organic cosmetics vary based on socio-demographic variables.

### **3.2. Research Population and Sampling Method**

The main population of the study is the female consumers in Malatya province. In order to detect the sampling size,  $N$ : Number of population units,  $n$ : Sampling size,  $P$ : observation rate of  $X$  in the population,  $Q(1-P)$ : Rate of the non-observation rate of  $X$ ,  $Z_{\alpha}$  (1.96, 2.58 and 3.28 for  $\alpha = 0.05, 0.01, 0.001$ ) values,  $d$ = Sample fault,  $\sigma$ = Population standard deviation,  $t_{\alpha, sd}$ =  $t$  distribution critical value with the degree of freedom, critical values of the degree of freedom:  $sd = n-1$  (Özdamar, 2003: 116-118). According to the calculations made, a minimum of 384 samples are sufficient to represent the population, although the population variant was unknown. 583 samples with population characteristics were suitable for the research. A simple random sampling method was used in the study.

### **3.3. Data Collection Tool and Data Evaluation**

The survey was done by face-to-face interview with the female consumers, and the research data in the province of Malatya, Merkez district were collected between September 1 - November 30, 2019. The survey form is formed of two sections. 10 questions in the first section are related to the socio-demographic features of the participants. 37 questions in the second section of the research are for determining the participants' evaluations for the marketing components of organic cosmetics. The scale developed by Yıldırım (2020) was used as the data collection tool in the second section of the study. The participants were asked to state their evaluations according to the options which they deem suitable. The Likert Scale scaled the statements helpful for those evaluations as 1- Strongly Disagree, 2- Disagree, 3- Neutral, 4- Agree, 5 - Strongly Agree. The data obtained in the research were analyzed by using the statistics suit software. The level of significance was determined as ( $p=0.05$ ) in the data analysis process. Parametric techniques (unpaired  $t$ -test, one-way analysis of variance) were used in the research.

### **3.4. Literature Search and Developing Research Assumptions**

Studies were conducted for understanding the attitude of consumers towards purchasing organic cosmetic products (Prothero and McDonagh, 1992; Kim and Chung, 2011; Ahmad and Juhdi, 2010; Satos et al. 2105; Ghazali et al. 2017; Lin et al., 2017, Nguyen et al. 2019; Özden et al. 2019). Prothero and McDonagh (1992) examined the impact of ecologically accepted cosmetic products on the industry and tried to exhibit the relationship between environmentalism and the consumption of organic cosmetic products. Prothero and McDonagh (1992) emphasized that organic product manufacturers should focus on ecological problems to sell their products. Kim and Chung (2011)

examined the intention of the consumers in purchasing organic personal care products. Ghazali et al. (2017) researched organic personal care products on the axis of health and consumer values in repurchasing. It was recommended that the perceived product value be occasionally examined to form customer loyalty and gain new customers with health awareness. Lin et al. (2017) evaluated the correlation between the perceived organic product value and the elements used to form brand loyalty. Nguyen et al. (2019) exhibited the primary determiners of the repetitive intention for purchasing organic cosmetics. Nguyen et al. (2019) determined that some factors such as the belief in the promotion messages, the brand image, the usage experience, sales representative, and social effects impact the intention to purchase organic cosmetics. Özden et al. (2019) tried to examine the consumption of cosmetic products within the frame of health awareness. As a principle, many similarities between the user preferences on organic food and organic cosmetics are stated in the study of Lin et al. (2017). Therefore, some findings obtained from the prior studies on the produced organic food formed the basis of this study. Zanolli and Naspetti (2002) determined that estimating the consumer group's expectation and meeting this expectation depended on the effect of the marketing elements on the consumers. Keller (1993) detected that the components necessary to serve the function of a product, including the price, the product appearance, the packaging, and the usage information, are the most critical factors in increasing the purchases and consumption of cosmetics. It was determined in the study of Yıldırım (2020) that price is one of the main factors restricting the purchase and consumption of organic products and affecting the preference of consumers. It was determined by Bozga (2015) that some organic product categories were prone to price, although the high price of organic products is an essential subject for all of the participants. Batte et al. (2003) used the effect of packaging and labels in the decision of the consumers to purchase organic products. It is detected that the packaging and labels are effective in conveying messages and created that image that those products are safer and healthier for the consumers. The industry must convey open and actual information concerning the advantages of organic products, guarantee the reality of organic product demands concerning health and safety, and meet the needs (Ghazali, 2017:161). It was presented in the studies of Onurlubaş and Öztürk (2015) that the advertisement is the most important method for promoting organic products and the sale development, public relations, individual sales are among other essential promotion methods following advertisement as organic products attract the attention of a limited number of people rather than a big community. Ghazali (2017) pointed out the necessity to examine the marketing elements and emphasize the activities to raise the product's perceived value and the consumer's product knowledge to create a positive attitude in the consumers of organic cosmetics. The market research on organic products, the price, packaging, and promotion of organic products are carried out to determine consumer preferences and reveal the consumers' opinions on organic products. It is aimed to determine the evaluations of the female consumers on the marketing components of organic cosmetics in this study. Therefore, the hypotheses were planned to enable the understanding of the evaluations of the female consumers on the cosmetic products. Accordingly, the study's primary hypothesis is to determine whether the socio-demographic data of the consumers led to a statistical difference in their evaluations of the marketing components of organic cosmetics.

*H<sub>1</sub>: There is a significant difference between the socio-demographic qualities of the participants and their evaluations for the marketing components of organic cosmetics.*

Özgen and Yeşiloğlu (2015) examined the differences arising from the demographic variables or lifestyles in purchasing organic products. It was observed that there was a difference between the level of income or age variable and the purchasing attitude of organic food consumers. However, the age or lifestyle variables did not cause a significant difference in the purchasing attitude. Çelik (2013) discussed the demographic characteristics of the consumers purchasing organic food and products and their purchasing motives on the example of Turkey. It is decided that variables such as sex, income, level of education, and household size are influential in organic food demand. Kaçur (2009) tried to determine how the participant has perceived organic products, and significant differences were found between the participants' way of perceiving organic products and their sex, marital status, title, and the variables of the average income of families. Onurlubaş and Doğan (2016) examined the factors affecting the consumption amounts of organic products and the point of view of the consumers towards organic products, and it was accepted that there was a significant relationship between the sex, marital status, occupation, monthly income, city of residence, the level of knowledge on organic products and the probability to consume organic products (Merdan, 2018: 178). Based on these studies, the sub-hypotheses of the research are formed as follows to find the answer to whether the evaluation on the marketing components of organic cosmetics changed or not according to the socio-demographic qualities of the consumers.

*H<sub>1</sub><sup>a</sup>: The evaluations of the marketing components of organic cosmetics on prices differ based on the ages of the participants.*

*H<sub>1</sub><sup>b</sup>: The evaluations of the marketing components of organic cosmetics on the products differ based on the ages of the participants.*

*H<sub>1</sub><sup>c</sup>: The evaluations of organic cosmetics on the price and promotion techniques differ based on the levels of education of the participants.*

*H<sub>1</sub><sup>d</sup>: The evaluations of the marketing components of organic cosmetics differ based on the participants' occupation.*

*H<sub>1</sub><sup>e</sup>: The evaluations of the marketing components of organic cosmetics differ based on the levels of income of the participants.*

*H<sub>1</sub><sup>f</sup>: The evaluations of the marketing components of organic cosmetics differ based on the participants' knowledge.*

*H<sub>1</sub><sup>g</sup>: The evaluations of the marketing components of organic cosmetics differ based on the consumption of organic cosmetics by the participants.*

*H<sub>1</sub><sup>h</sup>: The evaluations of the marketing components of organic cosmetics on prices differ based on the consideration of organic cosmetics as economical by the participants.*

*H<sub>1</sub><sup>i</sup>: The evaluations of the marketing components of organic cosmetics differ based on the recommending of organic cosmetics by the participants to others.*

*H<sub>1</sub><sup>j</sup>: The evaluations of organic cosmetics on the product, price, and promotion techniques differ based on the purchasing reasons of the participants.*

### **3.5. The Reliability Analysis of the Scale in the Research**

The consumer evaluation scale for organic cosmetic products is formed of 13 elements. Kaiser-Meyer-Olkin (KMO>0,5) and Bartlett sphericity test ( $p<0.05$ ) are expected to be statistically significant to understand whether the scale conforms to the factor analysis (Punch, 2005: 124; Kalaycı, 2010: 322). KMO value was calculated as the coefficient of 0.933, and the Bartlett Sphericity test  $X^2$  value was calculated as 3748,805 (df: 78 Sig:0,000). The total

variant explanation rate of the product size among the marketing components was found as 65.719%, and the reliability analysis was found as Cronbach's Alpha 0.901 according to the result of the factor analysis conducted. Nunally (1978) recommends an alpha value of 0,7 while Robinson et al. (1991) and Hair et al. (2006) suggest that a value of 0,6 is acceptable for exploratory research. Accordingly, the reliability level of the product size is high. The data were determined to be following the factor analysis according to KMO (0,894>0,5) and Bartlett ( $X^2$ :2613,403, df: 36 Sig:0,000 <0,05) test results on the pricing of organic cosmetics. The total variant explanation rate of the scale formed of 9 elements was 53.649%, and the reliability analysis was found as Cronbach's Alpha 0.891 according to the result of the factor analysis conducted. Accordingly, the reliability level of the pricing size is high. The data were determined to be following the factor analysis according to KMO (0,755>0,5) and Bartlett ( $X^2$ :586,874 df: 10 Sig:0,000 <0,05) test results on the packaging of organic cosmetics. The total variant explanation rate of the scale formed of 5 elements was found as 51.246%, and the reliability analysis was found as Cronbach's Alpha 0.719 according to the result of the factor analysis conducted. Accordingly, the reliability level of the package size is high. The data were determined to be under the factor analysis according to KMO (0,825>0,5) and Bartlett Sphericity ( $X^2$ :1311,979 df: 45 Sig:0,000 <0,05) test results on the promotion techniques of organic cosmetics. According to the result of the factor analysis conducted, the total variant explanation rate of the scale formed of 10 elements was found as 48.339%, according to the result of the factor analysis conducted. The explained variant between 40% and 60% are accepted in the social sciences (Kline: 2005; Tavşancıl, 2005; Bayram, 2009). The reliability coefficient of the consumer evaluation on the promotion techniques of organic cosmetics is Cronbach's Alpha 0.788. Accordingly, the reliability level of the size of promotion techniques is high.

## 4. THE RESEARCH FINDING

### 4.1. Socio-Demographic Findings of the Participants

The data showing the demographic characteristics obtained from the consumers participating in the research are shown in Table 1.

**Table 1. The Socio-Demographic Characteristics of The Participants**

		n	%
<i>Age</i>	18-26	234	40.1
	27-35	148	25.3
	36-44	134	22.9
	45-56	55	9.5
	57 and older	12	2.2
<i>The Level of education</i>	Primary School	116	19.8
	High School	195	33.4
	College	245	42.4
	Master's Degree/PhD	26	4.4
<i>Occupation</i>	Worker	27	4.6
	Public sector officer	56	9.6
	Retired	17	2.9
	Housewife	226	38.7
	Independent business	10	1.7
	Student	167	28.6
	Unemployed	29	5.0
	Private sector employee	51	8.7
<i>Marital Status</i>	Single	264	45.3
	Married	319	54.7

<i>Average monthly net income of the household</i>	2500 TL and less	217	37.2
	2500-4500 TL	232	39.7
	4501-6500 TL	78	13.3
	6501-8500 TL	30	5.1
	8501 and higher	26	4.7
<i>Knowledge of organic cosmetics</i>	Yes	410	70.3
	No	173	29.7
<i>The consumption status of organic cosmetics</i>	Yes	404	69.2
	No	179	30.8
<i>The state of finding organic cosmetics economical</i>	Yes	118	20.2
	No	465	79.8
<i>The state of recommending organic cosmetics to others</i>	Yes	512	87.9
	No	71	12.1
<i>The reason to buy organic cosmetics</i>	Needs	154	26.4
	Environment	36	6.2
	Health	356	61.1
	Other	37	6.4

Considering the age variance of the survey participants, it is considered that the participants aged 36 and older will highly contribute to the research in terms of the product experience as they form 34.6% of the research, and the participants between the ages of 18-35 will contribute to the research in terms of their curiosity and enthusiasm as they form 65.4% of the research. The linear relationship between the levels of education of the consumers and the consumer awareness (OTA, 2013) means that the consumers' awareness may be high as 42.4% of the participants graduated from college and 4.4% completed master's degree and post. 38.7% of the survey participants are housewives, 24.6% are employees, and 28.6% are students. It is considered that the distribution is suitable in terms of occupational variables. According to the marital status variable of the survey participants, it is observed that the rate of single women is higher than the married women. In terms of income level, 62.8% of the participants are over the average income group. The rate of those knowing organic cosmetics is 70.3%; the rate of those using the same is 69.2%; the rate of those who find them economic is 20.2%; the rate of those who recommend the same to others is 87.9%; the rate of those buying them for health reasons is 61.1%, and the rate of those buying them for necessity is 26.4%. Therefore, the distribution of the socio-demographic data used in this study is healthy and sufficient.

#### 4.2. Comparative Test Findings of the Participants

The findings obtained to detect the evaluations of the survey participants on the marketing components of organic cosmetics are as follows. The ANOVA test results that were carried out to examine the evaluations of the marketing components of organic cosmetics in terms of the age variable of the female consumers are as follows.

**Table 2. The Evaluation of Organic Cosmetics in Terms of Age**

Age	n	Mean	ss	F	p	Multiple Comparison
Consumer Evaluation on the Products	18-26	234	3.67	2.412	.067	
	27-35	148	3.86			
	36-44	134	3.79			
	45 and older	67	3.76			
Consumer Evaluation on the Price	18-26	234	3.94	3.313	.020*	1<4
	27-35	148	4.06			
	36-44	134	4.10			
	45 and older	67	4.25			

Consumer Evaluation on the Packaging	18-26	234	3.35	0.73	0.525	.666
	27-35	148	3.42	0.71		
	36-44	134	3.31	0.83		
	45 and older	67	3.33	0.87		
Consumer Evaluation on the Promotion Techniques	18-26	234	3.59	0.62	0.610	.609
	27-35	148	3.65	0.57		
	36-44	134	3.60	0.75		
	45 and older	67	3.69	0.77		

\*p<0.05

A statistically significant difference was found between the evaluation on the prices of the female consumers of different ages (p<0.05). Accordingly, the mean score of the women aged 45 and older is the highest, and the mean value decreases based on age. The t-test results that were carried out to examine the evaluations of the marketing components of organic cosmetics in terms of the marital status variable of the female consumers are as follows.

**Table 3. The Evaluation of Organic Cosmetics in terms of Marital Status**

Marital Status		n	Mean	ss	t	p
Consumer Evaluation on the Products	Single	264	3.71	0.63	-1.673	.036*
	Married	319	3.81	0.75		
Consumer Evaluation on the Price	Single	264	4.01	0.72	-1.124	.065
	Married	319	4.08	0.81		
Consumer Evaluation on the Packaging	Single	264	3.38	0.72	0.786	.086
	Married	319	3.33	0.79		
Consumer Evaluation on the Promotion Techniques	Single	264	3.61	0.63	-0.067	.054
	Married	319	3.62	0.68		

\*p<0.05

There is a statistically significant difference in terms of product evaluations among female consumers with different marital status (p<0.05). Accordingly, the mean score of the married women is higher. There is a statistically significant difference in terms of price evaluations among female consumers with different marital status. The ANOVA test results that were carried out to examine the evaluations of the marketing components of organic cosmetics in terms of the level of education variable of the female consumers are as follows.

**Table 4. The Evaluation of Organic Cosmetics in terms of The Level of Education**

The level of education		n	Mean	ss	F	p	Multiple Comparison
Consumer Evaluation on the Products	Primary School	116	3.91	0.77	3.278	.005*	1>2 1>4
	High School	195	3.70	0.77			
	College	245	3.73	0.59			
	Master's Degree/PhD	26	3.48	0.87			
Consumer Evaluation on the Price	Primary School	116	4.18	0.87	1.302	.238	
	High School	195	3.97	0.84			
	College	245	4.04	0.70			
	Master's Degree/PhD	26	4.05	0.59			
Consumer Evaluation on the Packaging	Primary School	116	3.56	0.83	5.822	.000*	1>3
	High School	195	3.40	0.78			
	College	245	3.23	0.67			
	Master's Degree/PhD	26	3.16	0.90			

Consumer Evaluation on the Promotion Techniques	Primary School	116	3.72	0.69	2.245	.047*	1>4
	High School	195	3.64	0.71			
	College	245	3.55	0.58			
	Master's Degree/PhD	26	3.42	0.63			

\* $p<0.05$

Statistically, a significant difference is found between evaluating the products of the female consumers with different levels of education ( $p<0.05$ ). Accordingly, the mean score of the women who graduated from primary school is the highest, while the mean score of the women who graduated from a master's Degree/Ph.D. program is the lowest. Statistically, a significant difference is found between the evaluation on the packaging of the female consumers with different levels of education ( $p<0.05$ ). Accordingly, the mean score of the women who graduated from primary school is the highest, and the mean score decreases based on the increase in the level of education. Statistically, a significant difference is found between evaluating the promotion techniques of the female consumers with different levels of education ( $p<0.05$ ). Accordingly, the mean score of the women who graduated from primary school is the highest, and the mean score decreases based on the increase in the level of education.

The ANOVA test results that were carried out to examine the evaluations of the marketing components of organic cosmetics in terms of the average monthly income variable of the female consumers are as follows.

**Table 5. The Evaluation of Organic Cosmetics in Terms of Average Monthly Net Income of The Household**

Average monthly income of the household	n	Mean	ss	F	p	
Consumer Evaluation on the Products	Under 2500 TL	217	3.74	0.79	.927	.448
	2500-4500 TL	232	3.74	0.67		
	4501-6500 TL	78	3.85	0.67		
	6501-8500 TL	30	3.91	0.52		
	8501 and over	26	3.65	0.51		
Consumer Evaluation on the Price	Under 2500 TL	217	4.08	0.81	.332	.857
	2500-4500 TL	232	4.03	0.78		
	4501-6500 TL	78	4.06	0.77		
	6501-8500 TL	30	4.18	0.60		
	8501 and over	26	3.99	0.59		
Consumer Evaluation on the Packaging	Under 2500 TL	217	3.34	0.83	1.872	.114
	2500-4500 TL	232	3.38	0.75		
	4501-6500 TL	78	3.47	0.68		
	6501-8500 TL	30	3.32	0.47		
	8501 and over	26	3.01	0.61		
Consumer Evaluation on the Promotion Techniques	Under 2500 TL	217	3.65	0.70	1.543	.188
	2500-4500 TL	232	3.60	0.66		
	4501-6500 TL	78	3.71	0.60		
	6501-8500 TL	30	3.59	0.39		
	8501 and over	26	3.37	0.52		

\* $p<0.05$

There is no statistically significant difference between the evaluations of the female consumers with additional monthly average household income on the marketing components of organic cosmetics ( $p>0.05$ ). The ANOVA test results that were carried out to examine the evaluations of the marketing components of organic cosmetics in terms of the occupation variable of the female consumers are as follows.

**Table 6. The Evaluation of Organic Cosmetics in terms of Occupation**

Occupation	n	Mean	ss	F	p	
Consumer Evaluation on the Products	Worker	27	3.64	0.97	2,011	.052
	Public sector officer	56	3.80	0.54		
	Retired	17	4.19	0.65		
	Housewife	226	3.77	0.74		
	Independent business	10	3.49	1.12		
	Student	167	3.64	0.73		
	Unemployed	29	3.75	0.59		
	Private sector employee	51	3.87	0.58		
Consumer Evaluation on the Price	Worker	27	3.92	0.69	1.243	.277
	Public sector officer	56	4.05	0.57		
	Retired	17	4.52	0.54		
	Housewife	226	4.05	0.86		
	Independent business	10	4.10	0.58		
	Student	167	3.97	0.84		
	Unemployed	29	4.08	0.61		
	Private sector employee	51	4.13	0.72		
Consumer Evaluation on the Packaging	Worker	27	3.48	0.95	0.552	.795
	Public sector officer	56	3.27	0.71		
	Retired	17	3.40	0.62		
	Housewife	226	3.36	0.82		
	Independent business	10	3.16	1.02		
	Student	167	3.34	0.75		
	Unemployed	29	3.25	0.69		
	Private sector employee	51	3.47	0.62		
Consumer Evaluation on the Promotion Techniques	Worker	27	3.58	0.79	0.964	.457
	Public sector officer	56	3.55	0.56		
	Retired	17	3.97	0.62		
	Housewife	226	3.63	0.72		
	Independent business	10	3.59	0.79		
	Student	167	3.57	0.67		
	Unemployed	29	3.67	0.45		
	Private sector employee	51	3.67	0.53		

\* $p < 0.05$

There is no statistically significant difference between the evaluations of the female consumers with different occupations on the marketing components of organic cosmetics ( $p > 0.05$ ). The t-test results that were carried out to examine the evaluations of the marketing components of organic cosmetics in terms of the knowledge variable of the female consumers are as follows.

**Table 7. The Evaluation of Organic Cosmetics in terms of Knowledge**

Knowledge of organic cosmetics	n	Mean	ss	t	p	
Consumer Evaluation on the Products	Yes	410	3.77	0.68	0.520	.594
	No	173	3.70	0.77		
Consumer Evaluation on the Price	Yes	410	4.04	0.76	0.062	.956

	No	173	4.03	0.85		
Consumer Evaluation on the Packaging	Yes	410	3.39	0.74	1.658	.104
	No	173	3.26	0.81		
Consumer Evaluation on the Promotion Techniques	Yes	410	3.63	0.65	0.982	.438
	No	173	3.56	0.65		

\* $p < 0.05$

There is no statistically significant difference between the evaluations of the female consumers having knowledge and not knowing the marketing components of organic cosmetics ( $p > 0.05$ ). The t-test results that were carried out to examine the evaluations of the marketing components of organic cosmetics in terms of the consumption status of organic cosmetics variable of the female consumers are as follows.

**Table 8. The Evaluation of Organic Cosmetics in terms of Consumption Status**

Consumption Status of Organic Cosmetics		n	Mean	ss	t	p
Consumer Evaluation on the Products	Yes	404	3.73	0.72	-1.592	.112
	No	179	3.83	0.69		
Consumer Evaluation on the Price	Yes	404	4.01	0.80	-1.421	.156
	No	179	4.11	0.77		
Consumer Evaluation on the Packaging	Yes	404	3.36	0.76	-,034	.973
	No	179	3.37	0.79		
Consumer Evaluation on the Promotion Techniques	Yes	404	3.60	0.67	-,899	.369
	No	179	3.66	0.64		

\* $p < 0.05$

Whether the female participants consume organic cosmetics does not cause a statistically significant difference in their evaluation of the marketing components ( $p > 0.05$ ). The t-test results that were carried out to examine the evaluations of the marketing components of organic cosmetics regarding the women finding organic cosmetics economic are as follows.

**Table 9. The Evaluation of Organic Cosmetics in terms of Finding It Economical**

The state of finding organic cosmetics economical		n	Mean	ss	t	p
Consumer Evaluation on the Products	Yes	118	3.79	0.79	0.383	.702
	No	465	3.76	0.68		
Consumer Evaluation on the Price	Yes	118	3.86	0.81	-3.118	.000*
	No	465	4.11	0.75		
Consumer Evaluation on the Packaging	Yes	118	3.48	0.87	1.750	.082
	No	465	3.33	0.73		
Consumer Evaluation on the Promotion Techniques	Yes	118	3.60	0.74	-0.574	.566
	No	465	3.64	0.64		

\* $p < 0.05$

There is no statistically significant difference in evaluating the female consumers finding organic cosmetics economical and the female consumers not finding organic cosmetics economical on the price among the marketing components ( $p < 0.05$ ). Accordingly, the mean score of the women finding organic cosmetics economical is higher than the mean score of the women finding organic cosmetics economical. The results of the t-test that was carried out to examine the evaluations of the marketing components of organic cosmetics in terms of the recommendation by

female consumers to others are as follows.

**Table 10. The Evaluation of Organic Cosmetics in terms of The Status of recommending to Others.**

The Status of recommending Organic Cosmetics to Others		n	Mean	ss	t	p
Consumer Evaluation on the Products	Yes	512	3.83	0.65	5.097	.000*
	No	71	3.38	0.88		
Consumer Evaluation on the Price	Yes	512	4.11	0.74	3.672	.000*
	No	71	3.75	0.98		
Consumer Evaluation on the Packaging	Yes	512	3.42	0.71	4.956	.000*
	No	71	2.95	0.95		
Consumer Evaluation on the Promotion Techniques	Yes	512	3.68	0.62	5.192	.000*
	No	71	3.26	0.75		

\* $p < 0.05$

It was found that the evaluations of the female consumers on the products, prices, package, promotion techniques according to the status of recommending organic cosmetics to others showed statistically significant difference ( $p < 0.05$ ). Accordingly, the participants' mean score recommending the same to others is higher than those who do not recommend. The ANOVA test results that were carried out to examine the evaluations of the marketing components of organic cosmetics in terms of the reasons of the participants to purchase organic cosmetics are as follows.

**Table 11. The Evaluation of Organic Cosmetics in terms of The Reason for Purchasing**

Reason to Purchase Organic Cosmetics		n	Mean	ss	F	p	Multiple Comparison
Consumer Evaluation on the Products	Needs	154	3.61	0.74	4.762	.003*	1<3
	Environment	36	3.64	0.75			
	Health	356	3.85	0.69			
	Other	37	3.73	0.67			
Consumer Evaluation on the Price	Needs	154	3.87	0.85	5.615	.001*	1<3
	Environment	36	4.02	0.60			
	Health	356	4.15	0.75			
	Other	37	3.82	0.93			
Consumer Evaluation on the Packaging	Needs	154	3.35	0.72	0.713	.545	
	Environment	36	3.22	0.59			
	Health	356	3.40	0.77			
	Other	37	3.31	0.96			
Consumer Evaluation on the Promotion Techniques	Needs	154	3.50	0.68	3.181	.024*	1<3
	Environment	36	3.60	0.59			
	Health	356	3.69	0.65			
	Other	37	3.58	0.69			

\* $p < 0.05$

It was determined that the evaluations of the female consumers based on the product, price, promotion techniques according to purchasing organic cosmetics showed statistically significant difference ( $p < 0.05$ ). The mean score of the female consumers purchasing organic cosmetics due to health reasons is higher than the female consumers purchasing organic cosmetics due to needs.

## THE DISCUSSION AND RESULT

The consumer evaluations concerning organic cosmetics are important in determining the current and potential consumers with theoretical and practical significance and understanding the same for the marketing people. The evaluations of the female consumers participating in the research on the marketing components within the frame of their socio-demographic characteristics are stated in this study. It can be said that the consumers aged between 27 and 44 are predominant (48.2%), those are followed by the younger participants (40.1%), and the consumers aged over 45 (11.7%) are less based on the socio-demographical characteristics of the participants. It can be said that there is no difference between the evaluations of the participants on organic cosmetics concerning the product, packaging, and the promotion techniques; however, there is a difference based on the price evaluations and that this difference arises from the fact that the consumers aged 45 and older are more sensitive to price than the consumers aged between 18-26 according to the age variable. It was stated by Essoussi and Zahaf (2008) that the consumers of different age groups had different purchasing motives. It was detected those old consumers act with the health motive Magnusson et al. (2001) however, they consume less Rimal et al. (2005) in their decision to purchase organic products although they have the power to purchase. It was observed that more than half of the participants were married; the price, package, and promotion techniques of organic cosmetics are not different based on the marital status variable; however, the emerging difference showed that married women attributed more importance to their evaluations of the product compared to the single women. It can be said that married women attributed importance to organic cosmetics for themselves and their husbands and children. The level of education of the limited number of participants is low. Storstad and Bjorkhaug (2003) revealed that the consumers purchase organics with a high level of education. It is found that there is no difference between the evaluations of the consumers with different levels of education based on the price. It is observed that the difference in the other components arises from the fact that the consumers with a low level of education make more positive evaluations on the product, packaging, and promotion techniques compared to the consumers with a high level of education. Rimal et al. (2005) presented that the consumers' household income level affected the consumers' organic product consumption positively. Similarly, Turjusen et al. (2001) determined that the consumers purchase more organic food in parallel to the increase in their income. It is observed that the income levels of the majority of the participants are over the level of minimum income in this study. It is detected that there is no difference between their evaluation of the marketing components of organic cosmetics based on their level of income and their occupation according to the findings obtained. It is detected that the majority of the participants (70.3%) know organic cosmetics. It is detected in the study of Ghazali et al. (2017) that a high level of knowledge on organic cosmetics is effective over the repetitive purchasing attitude. However, it is seen that there is no variability based on the knowledge. The majority of the participants tried organic cosmetics; however, no difference was found between their evaluations based on their consumption. The participants who do not find organic cosmetics economic are found as (79.8%). The perception that the price of organic products is higher than the other products due to their costs, and therefore they appeal to the group with a high level of income, is remarkable (Zanoli and Naspetti, 2002). However, it is found that the consumers who do not find the price component economic are more positive than the consumers who find them economical. It can be said that this is the result of the perception of the high price as the high quality (Monreo, 1973). The rate of the participants who recommend organic cosmetics that they previously used or they currently use is detected to be (69.2%). It is concluded that the participants

recommending organic cosmetics to others evaluated the marketing components positively compared to those who do not recommend the same. It can also be said for this study that the consumers are in an intensive sharing concerning the products and services. Onyango et al. (2007) presented those young consumers are more eager to purchase organic products as their interest in environmental issues more intense than old customers. It is seen that the most important reason behind the participants' purchasing organic cosmetics is health, followed by needs, as seen in the study of Hamilton and Hekmat (2018), environment Chan (1999), and special offers, promotions, and other reasons. It can be said that the difference in the participants' evaluations for the product, price, and promotion techniques among the marketing components may arise from the fact that they are more sensitive to health compared to needs. Hughner et al. (2007) presented that the female consumers concerned about their health have a higher intention to purchase organic cosmetic products. Among the hypotheses formed due to the analyses conducted, H<sub>1a</sub>, H<sub>1b</sub>, H<sub>1c</sub>, H<sub>1h</sub>, H<sub>1i</sub>, H<sub>1j</sub> were (accepted), while H<sub>1d</sub>, H<sub>1e</sub>, H<sub>1f</sub>, H<sub>1g</sub> were (declined). This study was prepared to contribute to the marketing literature as it was noticed that few studies concerning organic cosmetic products.

### *Suggestion*

The marketing activities promoting sustainable consumption support the current and future life quality of the current and potential consumers and provide organic products to reach large masses. It was tried to present the necessity for the marketing experts to consider the consumers' evaluation while performing product development, packaging, pricing, and promotion activities. The studies to be conducted in the field will enable understanding the consumer behavior, directing the industry performers, and having a better understanding and use upon the gradual increase in organic consumption. Domestic sales and overseas sales may be increased by first developing the regional recognition of the locomotive products by increasing the awareness for the regional organic products. As the young generation decreases in the west and increases in Turkey, it is stipulated that the cosmetic spending per capita will boom in Turkey shortly (Çomoğlu, 2012: 2). Furthermore, Turkey has a convenient potential for adding plants/plant-based raw materials with the potential to use in the cosmetics field (Ergin ve Kartal, 2016: 13). Therefore it is considered that transition to domestic production in cosmetics can increase the consumer demand and provide the development of the market by planned studies.

### *Limitedness*

This study is prepared to understand whether the participants in Malatya province support the transition to organic cosmetic market and to be a preliminary study for another research that may be conducted. This study does not cover the general consumer trend. It only focuses on the female consumers residing in Malatya province. Studies in the literature show that women show more interest than men in organic products (Thompson, 1998; Yiridoe et al., 2005; Costa et al., 2014). Therefore, this study is limited to female consumers.

## ANNEX- Consumer Evaluation Scale for The Marketing Components of Organic Cosmetics

Size	Article
Consumer Evaluation on the Products	1. Utility value of organic cosmetics is high.
	2. Organic cosmetics are healthier than classical products.
	3. I am happy to use organic cosmetics.
	4. Consuming organic products are more suitable for human health.
	5. Consuming organic cosmetics is safer than consuming classical products.
	6. The most important reason I prefer organic cosmetics is their limited hazardous effects on human health.
	7. Organic cosmetics are more effective than classical products.
	8. More production fields should be provided, and support should be given to organic cosmetics.
	9. Organic cosmetics are of incentive quality compared to classical products.
	10. Organic cosmetics are more satisfying than classical products.
	11. Organic cosmetics have better quality than classical products.
	12. Organic cosmetics cannot be found everywhere, unfortunately.
	13. I cannot have the effect that I wish as there is limited diversity in organic cosmetics.
Consumer Evaluation on Price	14. I think the prices of organic cosmetics are very high.
	15. I cannot always prefer organic cosmetics as their prices are very high.
	16. I think there is a price difference between classical products and organic cosmetics.
	17. I think there should be a price standard for organic cosmetics.
	18. I think that the prices of organic cosmetics should be taken to a reasonable level, and therefore the consumption of organic products should be increased to protect public health and posterity.
	19. I think there is different pricing in each place where organic cosmetics are sold.
	20. I find the prices of organic cosmetics high based on my economic income level.
	21. As organic cosmetics are preferred; sellers mark up the prices of organic products in their favor.
Consumer Evaluation on the Packaging	22. I think the State should support the production of organic cosmetics, and the prices should be maintained at reasonable levels to protect public health and the health of prosperity.
	23. I find the packages of organic cosmetics safe due to their eco-labels.
	24. I think the packages of the classic cosmetics are not healthy.
	25. I find the packages of organic cosmetics more classical and natural.
	26. I think packaging and storage methods of organic cosmetics are not hazardous to nature and the environment.
Consumer Evaluation on the Promotion Techniques	27. I think the packages of classical cosmetics are more attractive compared to organic cosmetics.
	28. I think organic cosmetics should be supported by tv, radio, newspaper, internet, and other communication tools.
	29. I do not think sufficient promotion and advertisement activities are performed for organic cosmetics.
	30. I think the sellers of organic cosmetics use effective sales techniques in order for the consumers to purchase them.
	31. The promotion techniques of organic cosmetics attract my attention to organic products.
	32. I think there are more advertisements for classical products compared to organic cosmetics.
	33. The promotions and advertisements concerning organic cosmetics about health and the environment are highly effective.
	34. I see the promotions encouraging the sales concerning organic cosmetics only in the supermarkets and at the sales points.
	35. I believe that promotion methods such as advertisements etc., are encouraging in organic cosmetics.
	36. The promotions and advertisements for classical products prevent the consumers from tending to organic cosmetics.
	37. I find the promotions and advertisements of organic cosmetics attractive as I am fed up with the promotions and advertisements concerning classical products.

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