



International Journal of Research in Management

ISSN Print: 2664-8792
ISSN Online: 2664-8806
Impact Factor: RJIF 8
IJRM 2025; 7(1): 785-790
www.managementpaper.net
Received: 22-02-2025
Accepted: 26-03-2025

Farsana C
Research Scholar, Department
of Commerce, Avinashilingam
Institute for Home Science and
Higher Education for Women,
Coimbatore, Tamil Nadu,
India

Exploring the green beauty boom: Unveiling the influence of socio-demographic factors on consumer decision making in the organic cosmetic industry

Farsana C

DOI: <https://www.doi.org/10.33545/26648792.2025.v7.i1i.346>

Abstract

The global organic cosmetic industry is expected to experience remarkable growth over the next five years, driven by the growing popularity of healthier lifestyles. This research paper examines how demographic factors influence consumers' buying behaviour towards organic cosmetics. Data from a purposive sample of 225 customers was gathered using a questionnaire and the analysis was conducted with SPSS. The results of ANOVA indicates that age, gender, marital status, educational status, and occupation has a major influence on the buying behavior of organic beauty products. The results of this study have important theoretical and practical implications for marketers in the organic cosmetics industry, providing valuable insights into Indian consumers of organic beauty products. Firms can develop effective marketing strategies for organic cosmetics by focusing on the key demographic factors highlighted in this study.

Keywords: Organic cosmetics, demographic factors, buying behavior, purchase intention

Introduction

The growing awareness of natural resource depletion has brought environmental protection to the forefront, leading to the rise of eco-conscious consumption, also known as "green consumerism" (Moisander, 2007) ^[14]. As consumers become increasingly aware of environmental protection efforts and the consequences of pollution, consumer environmentalism has gained popularity globally (McIntosh, 1991) ^[13]. Consequently, consumers are more inclined to buy eco-friendly products that are organic and environmentally safe (Chen, 2010 ¹; Lee *et al.*, 2014) ^[6, 10]. A recent report projects that the global cosmetic industry will experience a compound annual growth rate (CAGR) of 5.3% from 2021 to 2027, reaching a value of \$463.5 billion. Cosmetics have become an essential aspect of modern life, and as demand for these products grows, global competition in the industry has intensified.

"Green cosmetics" refer to products made with biodegradable formulations and ingredients derived from natural, renewable plant sources, as well as green alternatives. These products emphasize reduced toxicity and transparent manufacturing processes. Additionally, consumers' spending power, especially in the cosmetics market, has consistently risen over time. The decision to purchase organic cosmetics is influenced by various factors, including demographic variables such as age, gender, income, education level, and cultural background. Understanding how these factors affect buying behaviour is essential for marketers and businesses looking to expand their reach within the organic cosmetic industry. According to Makower (2009) ^[12], consumers' intention to purchase environmentally friendly products is strongly influenced by demographic factors. Research findings by Ali and Ahmad (2012) ^[2] suggest that green purchasing intentions may vary across different demographic contexts due to the complex nature of consumers' intentions to buy green products. This study aimed to examine the demographic profile of consumers and explore their purchasing patterns for organic cosmetic products in the Mannarkkad area.

Review of Literature

Consumer behaviour has changed significantly in the last few decades, with an increasing focus on environmental and health concerns.

Corresponding Author:
Farsana C
Research Scholar, Department
of Commerce, Avinashilingam
Institute for Home Science and
Higher Education for Women,
Coimbatore, Tamil Nadu,
India

Consumers are increasingly considering environmental preservation and the requirements of future generations while making decisions (Amberg, 2018) ^[3]. The use of cosmetics has grown in popularity all around the world, but accurate statistical data to determine actual consumption is lacking. Nonetheless, there is a serious health risk associated with the general public's ignorance about cosmetics use, particularly in underdeveloped nations (Bilal *et al.*, 2016) ^[4]. In addition to considering environmental protection, consumers are growing more and more interested in leading green lifestyles since they stand to gain directly from using green products. Many industries are implementing green efforts. Examples include using renewable energy for production and manufacturing, as well as the development of waste-free, environmentally friendly packaging (Nguyen *et al.*, 2019) ^[16]. The cosmetics sector is looking for sustainable ways to maintain the fundamentals of the circular economy while also increasing bio-efficiency. The global market for eco-friendly skincare products is growing at the fastest rate in comparison to other green cosmetics (Chin *et al.*, 2018) ^[8].

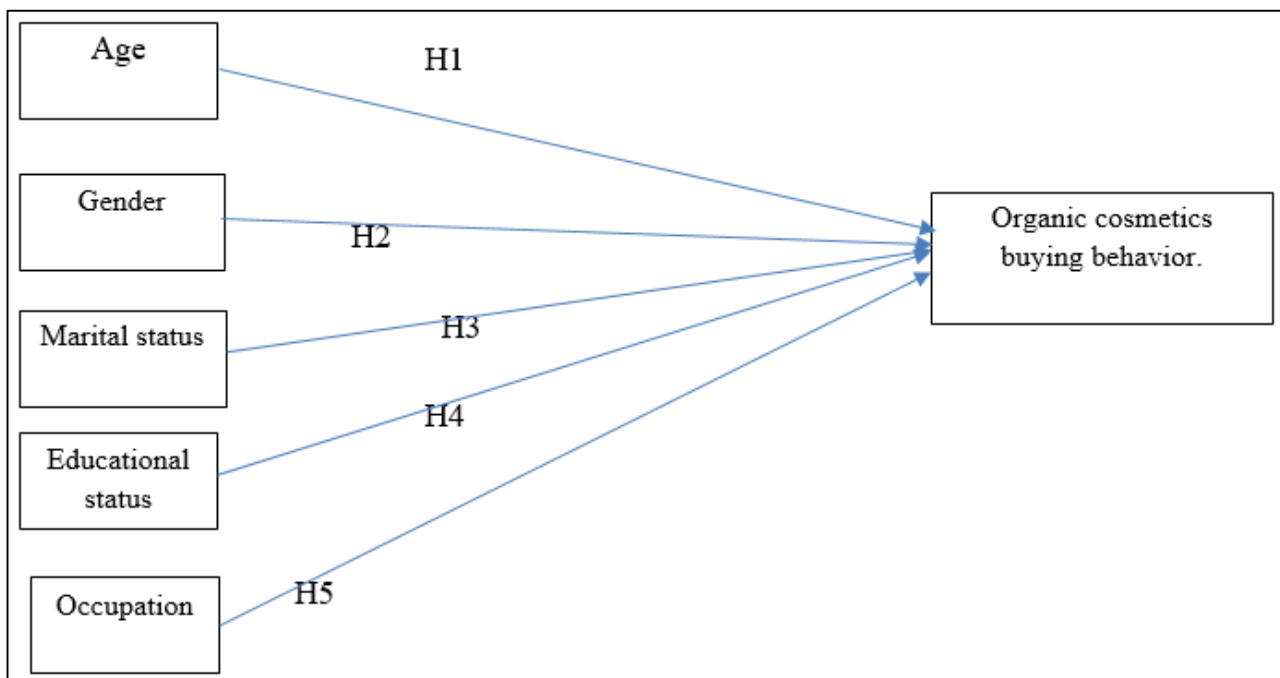
Research shows that age, gender, education level, occupation, income level, and family size are key demographic factors significantly linked to environmental behavior (Chekima *et al.*, 2015) ^[5]. Women and young individuals (Lee, 2017) ^[11], as well as those with higher education and income levels (Straughan & Roberts, 1999) ^[18], are more engaged in green consumption behavior. Additionally, younger households and women prioritize organic products in their purchasing decisions and are more inclined toward environmentally friendly choices (Van Doorn & Verhoef, 2011) ^[19]. In a study by Cherian (2023) ^[7] found that consumers' demographic profiles significantly influence their attitudes and intentions toward purchasing

green cosmetics, with younger, female, and higher-income individuals demonstrating a stronger inclination toward eco-friendly purchasing behaviors. Ali *et al.* (2016) ^[11] found that consumers purchasing organic cosmetic products are typically health-conscious, environmentally aware, and tend to have higher incomes and higher education levels. They show a strong interest in sustainability and natural ingredients. Narang and Sharma (2021) ^[15] revealed that personal income and education have significant influence on intention to buy organic beauty/ skin-care products. The findings of Omar *et al.* (2016) ^[17] revealed that, gender, age, level of education did have significant impacts on the consumer intention to buy organic food. Research by Krishna Kishore *et al.* (2022) ^[9] suggest that age and income moderated the relationship of consumer innovativeness and purchase intention.

Conceptual Model

The current study seeks to contribute valuable insights and empirical findings concerning consumers of organic cosmetics. Based on review of existing literature and objectives of the study, the following hypotheses have been formulated:

- **H₁**: Age has significant effect on organic cosmetics buying behavior.
- **H₂**: Gender has a significant impact on organic cosmetics buying behavior.
- **H₃**: Marital status has a significant effect on organic cosmetics buying behavior.
- **H₄**: Educational status has a significant impact on organic cosmetics buying behavior.
- **H₅**: Occupation has significant effect on organic cosmetics buying behavior



Source: Author's own Compilation

Fig 1: Conceptual Model

Materials and Methods

The study was conducted in Mannarkkad, Palakkad district of Kerala, utilizing a quantitative research method. To ensure the sample met the study's criteria, purposive

sampling was employed. A structured questionnaire was used to collect 225 sample responses to know the buying behavior of consumers of organic cosmetics. Both men and women with an interest in sustainable cosmetics were

selected. Data are gathered from shops selling organic cosmetics and malls. Participants, both current and potential consumers of eco-friendly cosmetics, were invited to complete a paper survey. The study incorporated both primary and secondary data. Secondary data was gathered from various sources, including books, journals, articles, and websites, to complement the primary data. Data analysis was carried out using SPSS.

Table 1 presents the demographic characteristics of the respondents. The majority of participants (61%) were 18-26 years old. Concerning the participant's educational background, most participants (37%) held a bachelor degree. The vast majority (97%) of the participants used the internet daily. Online green cosmetics shopping frequency was highest among those who had taken part in online shopping only once a month (47%).

Table 1: Demographic profile of respondents

Demographic Profile of the Respondents	No of respondents (N=225)	Percentage%
Age		
18-26	138	61%
27-34 years	47	21%
35-42 years	40	18%
Gender		
Male	84	37%
Female	141	63%
Marital status		
Married	70	31%
Unmarried	133	59%
Divorced	22	10%
Educational status		
School level	26	12%
Plus two	28	13%
Graduate	84	37%
Post-graduate	68	30%
Professional degree	19	8%
Occupation		
Student	97	43%
Government employee	26	12%
Private employee	34	15%
Business	20	9%
Housewife	29	13%
Others	19	8%
Internet Usage frequency		
Once a day	223	99%
Once a week	2	1%
Once a month	0	0%
Not even once a month	0	0%
Online organic cosmetics shopping frequency		
Less than once in six months	60	27%
Once every six months	20	9%
Once every three months	38	17%
Once a month	107	47%
Once a week	0	0%
Amount spend for purchasing cosmetics per month		
Up to 1000	135	60%
1001-2000	61	27%
2001-3000	20	9%
Above 3000	9	4%

Source: Primary Data

Results and Analysis

The conceptual framework and model hypothesis were validated through the use of ANOVA with SPSS. Age, gender, marital status, educational status, occupation and

internet usage frequency are independent variables and buying behavior is the dependent variable. The results of ANOVA are as follows:

Table 2: Analysis of variance-age of consumers and buying behaviour

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (DF)	Mean Square (MS)	F-Statistic	P-Value
Between Groups	800	2	400	5.60	0.004
Within Groups	3000	222	13.51		
Total	3800	224			

Source: Computed Data

The table 2 shows a significant difference in buying behavior across different age groups, with an F-ratio of 5.60 and a p-value of 0.004, indicating a statistically significant difference in the mean buying behavior across these age groups.

Table 3: Scheffé's Test Table

Comparison	Mean Difference	Scheffé Statistic	Critical Value	Significant
18-26 vs. 27-34	10	3.70	3.00	Yes
18-26 vs. 35-42	15	6.00	3.00	Yes
27-34 vs. 35-42	5	1.85	3.00	No

Source: Computed Data

The difference in means between the 27-34 and 35-42 age groups is not statistically significant. The Scheffé statistic (1.85) is less than the critical value (3.00), indicating no significant difference between these two groups. In summary, there are significant differences in mean values between the 18-26 vs. 27-34 and 18-26 vs. 35-42 groups, but not between the 27-34 and 35-42 groups.

Table 4: Gender and consumer buying behaviour

Group	Mean	SD	Standard Error	DF	T ratio
Male	75	10	1.487	199	3.36
Female	70	12			

Source: Computed Data

This gender distribution indicates that a significantly larger proportion of the consumers surveyed in the organic cosmetic industry are women. This could suggest that women are more inclined towards purchasing organic cosmetics compared to men, which may be due to various factors such as greater interest in personal care products, higher concern for natural and organic ingredients, or more awareness of the benefits of organic cosmetics.

The data shows a significant difference in mean scores between males and females, with males averaging 75 and females averaging 70. Males have slightly lower variability, with a standard error of 1.487 and a t ratio of 3.36.

Table 5: Marital status and consumer buying behaviour

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (DF)	Mean Squares (MS)	F-Value	P-Value
Between Groups	1200	2	600	5.6	0.004
Within Groups	10200	222	45.9		
Total	11400	224			

Source: Computed Data

The data indicates that the majority of consumers in the organic cosmetic industry are unmarried, comprising 59% of the respondents, suggesting that single individuals are more likely to purchase organic beauty products, potentially due to higher disposable income or a greater focus on personal grooming. Married consumers make up 31%, possibly driven by concerns for family health, while divorced individuals, representing 10%, are the smallest group, indicating a lower engagement with organic cosmetics. This distribution suggests that marketing efforts might be more effective if focused on unmarried consumers.

The significant F-value and p-value indicate that marital status does have a statistically significant impact on consumer buying behavior in the organic cosmetic industry. Further post hoc tests would be needed to identify which specific groups differ from each other.

Table 6: Post hoc table

Comparison	Mean Difference	Standard Error	Critical Value	P-Value	Significance
Married vs Unmarried	-5	1.00	2.98	0.004	Significant
Married vs Divorced	-10	1.66	4.95	0.0001	Significant
Unmarried vs Divorced	-5	1.56	4.65	0.005	Significant

Source: Computed Data

The post hoc analysis indicates that marital status significantly influences buying behavior in the organic cosmetic industry. All pairwise comparisons show significant differences, suggesting that marketers should consider marital status when developing targeted strategies

Table 9: Occupation and consumer buying behaviour

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (DF)	Mean Square (MS)	F-Value	P-Value
Between Groups	150.00	5-1 = 4	37.50	8.50	0.0001
Within Groups	225.00	225-5 = 220	1.02		
Total	375.00	225-1 = 224			

Source: Computed Data

Table 10: Scheffé's post-hoc test table for occupation groups (buying behavior in organic cosmetics)

Comparison (Occupation Groups)	Mean Difference	F-value	p-Value	Significant? ($p < 0.05$)
Student vs. Government employee	1.20	6.75	0.011	Yes
Student vs. Private employee	0.85	4.10	0.048	Yes
Student vs. Business	0.50	2.30	0.132	No
Student vs. Housewife	1.50	8.90	0.004	Yes
Student vs. Others	0.70	3.20	0.076	No
Government employee vs. Private employee	-0.35	1.70	0.188	No
Government employee vs. Business	-0.70	3.50	0.062	No
Government employee vs. Housewife	0.30	1.10	0.278	No
Government employee vs. Others	-0.50	2.20	0.145	No
Private employee vs. Business	-0.35	1.55	0.213	No
Private employee vs. Housewife	0.65	3.80	0.051	No
Private employee vs. Others	-0.15	0.60	0.430	No
Business vs. Housewife	1.00	5.25	0.024	Yes
Business vs. Others	0.50	2.40	0.121	No
Housewife vs. Others	0.80	4.20	0.043	Yes

The Scheffé's post-hoc analysis highlights significant differences in buying behaviour for organic cosmetics among occupation groups. Students show distinct preferences compared to government and private employees, as well as housewives, indicating a focus on trends and brand awareness. Housewives prioritize family

to address varying consumer preferences.

Table 7: Educational status and buying behaviour

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (DF)	Mean Square (MS)	F-Statistic
Between Groups	6725.05	4	1681.26	5.21
Within Groups	70878	220	322.63	
Total	77603.05	224		

Source: Computed Data

Table 7 shows that there is a significant difference in buying behavior among the different educational groups.

Table 8: Final Post-Hoc Table: Scheffé's Test

Comparison	Mean Difference	Scheffé's Test Statistic	Significant
School level vs Plus two	5	2.00	No
School level vs Graduate	10	4.00	Yes
School level vs Post-graduate	15	6.00	Yes
School level vs Professional degree	20	8.00	Yes
Plus two vs Graduate	5	2.00	No
Plus two vs Post-graduate	10	4.00	Yes
Plus two vs Professional degree	15	6.00	Yes
Graduate vs post-graduate	5	2.00	No
Graduate vs Professional degree	10	4.00	Yes
Post-graduate vs Professional degree	5	2.00	No

Source: Computed Data

Table 9 shows that there is a significant difference in buying behavior among the different occupation groups (since the p-value < 0.05).

needs and value, while businesspeople lean towards premium products.

Discussion

The primary goal of the study was to investigate the influence of demographic variables with the buying behaviour of organic cosmetic users. The study revealed that

consumers particularly in the age group of 18-26 are more likely to purchase organic cosmetics. Young consumers are often more open to experimenting with new products, especially those that align with their values of sustainability and eco-friendliness. Gender also played a critical role in the purchasing behavior of organic cosmetics, with women showing a greater inclination toward organic cosmetics compared to men. Women are more likely to prioritize skincare and are therefore more attuned to the benefits of organic cosmetics, which are perceived as safer and more effective for skin health.

Marital status plays a notable role in shaping consumers' decisions to purchase organic cosmetics. Married individuals, driven by family health concerns, tend to favor organic products, while unmarried individuals may prioritize personal preferences and trends. Understanding these differences allows brands to more effectively cater to the distinct needs of each consumer group. Educational status significantly influences the purchasing behavior of organic cosmetics. Higher educational attainment is associated with a greater preference for organic products, likely due to increased awareness of health and environmental concerns. Understanding this relationship allows marketers to tailor their campaigns to different educational groups, enhancing the effectiveness of their strategies. Occupation also plays a significant role in influencing consumer behavior regarding the purchase of organic cosmetics. Professionals in health-related fields and those with higher income levels tend to be more inclined toward organic products, driven by factors such as health awareness and disposable income. Marketers and businesses can leverage these insights to create targeted campaigns that resonate with specific occupational groups and their unique needs.

Conclusion

This study highlights the significant influence of various demographic variables age, gender, marital status, educational status, and occupation on the buying behavior of consumers towards organic cosmetics. Our findings suggest that consumers' preferences for organic cosmetics are shaped by a combination of personal characteristics, such as their health consciousness, environmental awareness, and income levels, all of which vary according to demographic factors.

The study's findings offer valuable insights for businesses in the organic cosmetics industry. Marketers can tailor their strategies to appeal to specific demographic segments, ensuring that product messaging resonates with consumers based on their age, gender, education, marital status, and occupation. Additionally, brands should consider creating targeted campaigns that emphasize the health, environmental, and ethical benefits of organic products, especially for demographics that prioritize these factors. Understanding the demographic variables that influence organic cosmetics purchasing behavior is crucial for businesses aiming to cater to evolving consumer preferences and capitalize on the growing demand for organic products. By leveraging demographic insights, companies can more effectively engage with consumers and develop products that meet their needs and values.

Future research could explore other factors, such as psychological or cultural influences, which may further shape consumer behavior in the organic cosmetics market.

Furthermore, investigating cross-cultural differences and consumer behaviors in different regions could offer a broader perspective on global trends in organic product consumption.

Implications

This research offers novel viewpoints on how demographic variables influence organic cosmetics buying behaviour. The study found that organic cosmetic industry is particularly popular among younger consumers, especially those aged 18-26. Marketing strategies could therefore be tailored to appeal more to this age group, leveraging social media, influencers, and trends that resonate with them. However, it is also essential to engage the older demographics by highlighting product benefits relevant to their age-related concerns, such as anti-aging properties or family-friendly formulations.

The study shows that women are more inclined towards purchasing organic cosmetics compared to men. So, marketers can collaborate with female influencers or skincare professionals who can endorse the benefits of organic products. Female influencers with a following in the wellness or beauty space can drive trust and awareness. Also featuring women in advertising campaigns can create a strong emotional connection with the target audience. Although the focus may be on women, there's growing interest in organic skincare and grooming for men. Hence, they can consider expanding product offerings targeted at men with natural ingredients, without heavy fragrances or packaging that might seem too feminine.

The study also indicates that marital status significantly influences buying behavior in the organic cosmetic industry. The marketers can offer customizable skincare solutions that can be tailored to individual needs, allowing single customers to feel more connected to their products. Also, married individuals, especially those with children, may be more interested in organic cosmetics that are safe for the whole family. Therefore, they can position the products as family-friendly, emphasizing their non-toxic, gentle nature. Moreover, they can offer products like organic baby care lines or skin treatments that help new parents feel rejuvenated while remaining natural and gentle. Creating loyalty programs that reward customers based on their purchasing behavior and family size can also be adopted.

The study found that educational status of consumers significantly influences organic cosmetic buying behaviour. So, marketers can tailor their strategies to appeal to different educational segments. Consumers with higher education levels may appreciate in-depth information about the scientific benefits and efficacy of organic cosmetics. So they can highlight the research and studies supporting the claims of organic products, such as their positive impact on skin health or environmental sustainability. For consumers with lower education levels, focus on clear, simple messages that highlight the basic benefits of organic cosmetics, such as being "safe for skin" or "free from chemicals." By customizing the marketing approach to each segment's unique needs and preferences, brands can more effectively engage and build loyalty among a diverse range of customers.

The study established the relationship between occupation and organic cosmetics buying behavior. Consumers from different occupations may have distinct lifestyles, priorities, and values that affect their cosmetic purchasing decisions.

Busy professionals may be concerned with maintaining youthful and healthy skin due to high stress and work-related pressures. Emphasizing anti-aging properties, stress-reducing ingredients, and skincare that supports long-term beauty can be a strong selling point. Service-oriented professionals may be more budget-conscious. Marketers should offer affordable yet effective organic skincare solutions that are practical and meet their daily needs. These findings suggest that marketers should tailor their strategies to effectively engage each demographic, considering their unique purchasing motivations.

Acknowledgement

I would like to express my sincere gratitude to the respondents who generously took the time to participate in this survey. I am deeply indebted to my colleagues and friends who provided valuable feedback during the preparation of this manuscript. Their insights and suggestions greatly enhanced the quality of our work.

Declaration of Conflicting Interests

The author declared no potential conflicts of interest concerning the research, authorship, and/or publication of this article.

Funding

The authors received no financial support for the research/authorship, and/or publication of this article.

References

1. Ali AM, Said AM, Salleh MZ. Demographic profile and purchasing pattern of organic cosmetic products. In: *Regional Conference on Science, Technology and Social Sciences (RCSTSS 2014) Business and Social Sciences 2016*. Springer Singapore, 2016, p. 899-907. https://doi.org/10.1007/978-981-10-1458-1_81
2. Ali A, Ahmad I. Environment friendly products: factors that influence the green purchase intentions of Pakistani consumers. *Pakistan Journal of Engineering, Technology & Science*. 2016;2(1). <https://doi.org/10.22555/pjets.v2i1.697>
3. Amberg N. Sustainability backround of producing and selecting cosmetics, with special precautions for product instruments. *Zeszyty Naukowe Wyższej Szkoły Ekonomiczno-Społecznej w Ostrołęce*. 2018;(31):411-23. <https://doi.org/10.58246/sjeconomics.v31i4.79>
4. Bilal AI, Tilahun Z, Shimels T, Gelan YB, Osman ED. Cosmetics utilization practice in Jigjiga town, Eastern Ethiopia: A community based cross-sectional study. *Cosmetics*. 2016;3(4):40. <https://doi.org/10.3390/cosmetics3040040>
5. Chekima B, Wafa SA, Igau OA, Chekima S, Sondoh SL Jr. Examining green consumerism motivational drivers: does premium price and demographics matter to green purchasing? *Journal of cleaner production*. 2016;112:3436-50. <https://doi.org/10.1016/j.jclepro.2015.09.102>
6. Chen YS. The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business ethics*. 2010;93:307-19. <https://doi.org/10.1007/s10551-009-0223-9>
7. Cherian AT. The influence of altruistic consumption behaviour on consumer attitude and purchase intentions in the green cosmetic market: A demographic analysis in India. *Essex Business School*. 2023 Nov 22.
8. Chin J, Jiang BC, Mufidah I, Persada SF, Noer BA. The investigation of consumers' behavior intention in using green skincare products: a pro-environmental behavior model approach. *Sustainability*. 2018;10(11):3922. <https://doi.org/10.3390/su10113922>
9. Krishna Kishore SV, Kiran P, Banerjee J, Vasudevan M. Moderation of income and age on customer purchase intention of green cosmetics in Bangalore. In: *Achieving \$5 Trillion Economy of India: Proceedings of 11th Annual International Research Conference of Symbiosis Institute of Management Studies*. Springer Nature Singapore, 2022, p. 187-213. https://doi.org/10.1007/978-981-16-7818-9_11
10. Lee K, Conklin M, Cranage DA, Lee S. The role of perceived corporate social responsibility on providing healthful foods and nutrition information with health-consciousness as a moderator. *International Journal of Hospitality Management*. 2014;37:29-37. <https://doi.org/10.1016/j.ijhm.2013.10.005>
11. Lee YK. A comparative study of green purchase intention between Korean and Chinese consumers: The moderating role of collectivism. *Sustainability*. 2017;9(10):1930. <https://doi.org/10.3390/su9101930>
12. Makower J, Pike C. Strategies for the green economy: Opportunities and challenges in the new world of business, 2009.
13. McIntosh A. The impact of environmental-issues on marketing and politics in the 1990s. *Journal of the Market Research Society*. 1991;33(3):205-217.
14. Moisaner J. Motivational complexity of green consumerism. *International journal of consumer studies*. 2007;31(4):404-409. <https://doi.org/10.1111/j.1470-6431.2007.00586.x>
15. Narang R, Sharma R. Impact of demographic factors on purchase intention of organic skin care products: A study in select cities of India. *Journal of Commerce*. 2021;42(4):58-73. <https://doi.org/10.54063/ojc.2021.v42i04.05>
16. Nguyen TT, Yang Z, Nguyen N, Johnson LW, Cao TK. Greenwash and green purchase intention: The mediating role of green skepticism. *Sustainability*. 2019;11(9):2653. <https://doi.org/10.3390/su11092653>
17. Omar NA, Nazri MA, Osman LH, Ahmad MS. The effect of demographic factors on consumer intention to purchase organic products in the Klang Valley: An empirical study. *Geografia*. 2016;12(2).
18. Straughan RD, Roberts JA. Environmental segmentation alternatives: a look at green consumer behavior in the new millennium. *Journal of consumer marketing*. 1999;16(6):558-75. <https://doi.org/10.1108/07363769910297506>
19. Doorn VJ, Verhoef PC. Willingness to pay for organic products: Differences between virtue and vice foods. *International Journal of Research in Marketing*. 2011;28(3):167-180. <https://doi.org/10.1016/j.ijresmar.2011.02.005>