

Understanding Green Cosmetics Purchasing Behaviour in Morocco: Extended Approach to the Theory of Planned Behaviour

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Summary— Faced with the rise of ecological awareness, the green cosmetics industry is experiencing significant growth, particularly in Morocco. However, understanding of the factors determining the purchase intention for these products remains limited. This article examines the major influences on the purchasing behavior of Moroccan female consumers towards green cosmetics, through an extension of the Theory of Planned Behavior (TPB) integrating lived experience as a new determinant. A quantitative survey conducted among 386 women reveals that attitude, perceived behavioral control, and previous experience positively impact purchase intention, while subjective norms do not exert a significant effect. These results enrich the literature on green consumption and provide strategic managerial recommendations for sustainable cosmetics brands.

Keywords — Purchasing behavior, green cosmetics, theory of planned behavior, lived experience, Morocco.

Abstract — With the rise of environmental awareness, the green cosmetics industry is experiencing significant growth, particularly in Morocco. However, understanding the determinants of purchase intention for these products remains limited. This article explores the major factors influencing Moroccan women's buying behavior toward green cosmetics, using an extended Theory of Planned Behavior (TPB) model that integrates past experience as a new determinant. A quantitative survey conducted among 386 women shows that attitude, perceived behavioral control, and prior experience positively affect purchase intention, while subjective norms have no significant effect. These findings enrich the green consumer behavior literature and offer strategic managerial recommendations for sustainable cosmetics brands.

Keywords— Purchase behavior, green cosmetics, Theory of Planned Behavior, Past experience, Morocco

I. INTRODUCTION

Cosmetics are currently everyday products used by different people around the world. In fact, the history of humanity seemed inseparable from cosmetics, where they were the allies of women and, often, men as well, given that self-care is not a gender issue. Over time, habits and morals have shown differences and have become distinct, but cosmetics have always been present.

Like any other field, the field of cosmetology has evolved a lot following the many factors of change whether they are of a scientific nature (new technologies, production techniques, etc.) or psychological and human (changes in behavior and consumption habits, etc.), and has made itself seen as strong and resistant, particularly through the number of new substances that appear and by the increasingly strong pressure of their regulation. The cosmetic product is no longer this ordinary product, which owed everything to artificiality and pretense, in order to give the illusion of reality or rather to hide this reality.

Today, there has been a change in trend, the development of environmental, social and ethical concerns constitutes the visible face of this new trend of production and consumption of organic cosmetic products (M. Moalla; M. KAMMOUN 2018). Around the world, demand is increasingly focused on organic and natural products that are produced ethically "Fair Trade", which has led to "The great vogue of natural".

Several studies claim that there has also been a gradual increase in environmental awareness among customers, and that concern about the environment has gone from a marginal issue to a mainstream one (Kalafatis et al. 1999). Different people tend to have a certain preference for using organic cosmetics, rather than synthetic cosmetics, given that the latter are likely to damage the skin. Far from the change in consumption and usage trends, consumers have become increasingly troubled and worried following the numerous media campaigns and green speeches, aimed at creating a rejection of synthetic substances, turning towards organic cosmetic products.

These new cosmetic alternatives are relatively important in meeting the various old and current needs of green customers, and meeting their expectations, while remaining mostly natural, sustainable, responsible and environmentally friendly. In an attempt to explain the reasons for this conversion to green products and explain consumer choices, several research studies have been conducted by research centers around the world (Chryssohoidis and Krystallis, 2005; Thøgersen, 2007; Aschemann-Witzel et al., 2013; Hsu and Chen, 2014; Sahota, 2015). In addition, potential factors such as social influences, product availability and price... have had an impact on consumer behavior and led to a change in customer purchasing behavior and attitudes. Faced with this craze, cosmetics giants are buying up companies specializing in organic cosmetics, and the arrival of major players in the cosmetics sector on the organic market reflects the growth in demand. In organic cosmetics, the plant reservoir is regaining its full value, despite having been exploited for a long time: we are seeing that it is still capable of providing interesting solutions to modern hygiene and beauty problems.

On an academic level, many studies have attempted to better understand the obstacles, motivations and values underlying organic consumption, but the literature review has nevertheless made it possible to note that the fields of application chosen were mainly food, and that work on the field of organic cosmetics is much rarer. In this context, and with a view to enriching the literature on organic consumption, it seemed relevant to us to also question the motivations and obstacles underlying the choice to consume organic cosmetic products, particularly in Morocco, but with the main objective of determining the behavior of Moroccan consumers with regard to organic cosmetic products, while identifying the factors

determining the intention to purchase and consume green cosmetics which remains latent. Also by setting up a model, allowing us to verify the factors implemented.

The reader will be confronted with two different paths which are the subject of a model inversion, in methodological and analytical terms, with the aim of taking advantage of all the data obtained, and of entering into the framework of determination and verification.

In order to advance our research, we will first present the key concepts of the study, through a review of the literature constituting the conceptual framework of the study. In a second step, the research methodology by highlighting the different research hypotheses, and proceed with an analysis of the results obtained.

The last part will be devoted to the operational, namely the presentation of the results and the discussion, to end with the exposition of the different limits and strengths of the study, as well as the managerial contributions, which will be a response to the various anomalies.

II. THEORETICAL FRAMEWORK OF RESEARCH

The dominant question in this body of research is: “What are the factors that determine the purchase intention as well as the intended usage behavior of Moroccan women towards green cosmetics?”

The research questions that arise from the problem and to which we will answer are numerous, namely the motivations and obstacles to the purchase of green cosmetic products, the concern for the environment (PPE) of Moroccan consumers, the possible managerial recommendations with the aim of converting the use of conventional cosmetics into green products.

THE angles of approach to this question depend on the conceptualization of the main terms constituting the fruit of the research, such as “intended behavior” and “intention,” and finally the operationalization of the variables.

1. GREEN COSMETICS: BEAUTY AND NATURE

According to Bonini & Oppenheim (2008), the history of cosmetics dates back to Egypt, where perfumed oils and soils were used for cleansing and softening the skin and to keep away bad odors from the skin. Egyptian women used lead and copper ores to color their skin according to their tastes and preferences (Chaudhri and Jai. 2014). Another substance that was made for the purpose of beauty was kohl, which was made from burnt almonds, oxidized copper, copper ores, lead, ash, and ochre was used to define the eyes in the iconic almond shape seen in masks and sculptures (Bonini & Oppenheim, 2008). All these natural-based products used at that time are now back on the market, and have become a trend and a way of life, consisting of taking care of oneself naturally and treating the environment with respect (Yifeng Lin 2018), and are therefore called “green cosmetics”.

Green cosmetics is defined as a multifaceted construct for environmental preservation, pollution minimization, responsible use of non-renewable resources, animal welfare and species preservation (McEachern and Mcclean 2002). Not to mention that they do not pollute the earth, do not deplete natural resources (Shamdasani et al. 1993), given that the production of this type of product involves recycling or recycled content, reduced packaging or less use of toxic substances (Chen and Chai, 2010). What is commonly called "green cosmetics" refers to a family of beauty products composed of natural or naturally derived ingredients (in greater or lesser proportions depending on the brand), unlike "classic" cosmetics made mostly from synthetic ingredients. One study indicated that these were natural cosmetics containing botanicals and fruit-based formulas (Csorba and Boglea 2011). Over time, the context has broadened with the increase in products that support sustainability.

Also called “Bio” (organic) cosmetics, it limits or excludes the use of substances that can cause harmful effects on the user (allergies, cancer, etc.) or on nature (animal testing, use of polluting manufacturing processes, etc.) MORILLON (2008). These are then products made to satisfy the needs of consumers without harming the environment and contributing to a more sustainable world (Shamdasami, Chon Lin and Richmond, 1993).

2. CONSUMER BEHAVIOUR TOWARDS GREEN PRODUCTS

The green consumer can be defined as a person who is aware of his or her responsibility in environmental conservation measures and therefore devotes time to the selective purchase of environmentally friendly products (Bonini and Oppenheim 2008).

In terms of purchasing behavior, green consumers tend to favor green purchasing, which refers to purchasing environmentally friendly products and avoiding products that harm the environment (Chan, 2001).

Green consumption is defined as the adoption of purchasing behaviors aimed at minimizing environmental impact (Peattie, 1995). This behavior is based on multiple motivations: environmental concerns, health, ethics, and social pressure.

According to Engel, Blackwell & Miniard (1968), consumer behavior is influenced by a complex process of information, attitudes and personal values. This view finds a modern extension in green behaviors, where ecological values become a central purchasing driver (Schwartz, 1977).

Many recent studies confirm that green consumers value:

- Organic and sustainable products.
- Corporate social responsibility.
- Transparency on the origin and composition of products (Lin et al., 2023).

However, despite often strong intentions, an “attitude-behavior gap” persists: consumers do not always act in accordance with their stated intentions (Young et al., 2020).

Green purchasing and consumption are most often measured by intention which is determined through the motivational factors that influence consumers' green purchasing behavior (Ramayah, Lee, & Mohamad, 2010), and green purchasing behavior, which refers to consumers' willingness to purchase green products and their final decisions.

3. PURCHASE INTENTION TO BEHAVIOR

Purchase intention was defined by Lehu (2004) as the state of a consumer who declares to be in favor of purchasing a good or service. As for Monroe and Krishnan (1985), they stated that purchase intention is defined as a behavioral tendency leading the consumer to purchase the product, and as an important indicator of the actual purchase decision (Tan 1999). The main models that have been developed to explain the relationship between intention and purchasing behavior are the models of the theory of reasoned action (Fishbein and Ajzen, 1975; Ajzen and Fishbein, 1980), and the theory of planned behavior (Ajzen 1985), where the latter is developed as a model with predictive and sociocognitive value, and a means of predicting the behavior of the individual (Ajzen 1991), and it quickly established itself firmly in the psychological literature (Eagly and Chaiken, 1993).

4. THE THEORY OF PLANNED BEHAVIOR (1991)

TCP, proposed by Ajzen (1991), postulates that behavioral intention is the best predictor of actual behavior. Three main factors determine this intention:

- Attitudes towards behavior.

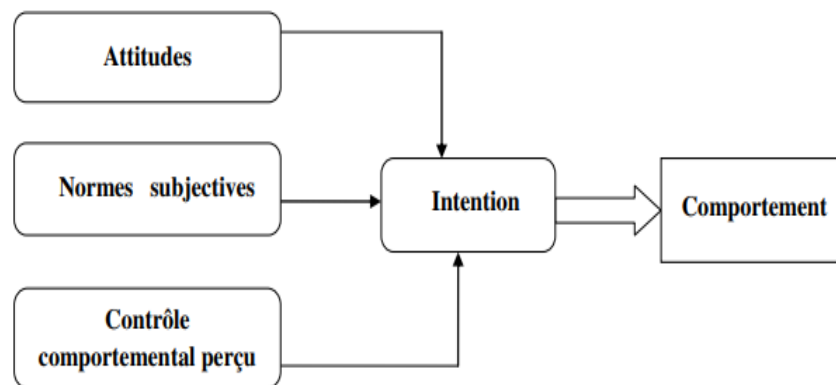
- Perceived subjective norms.
- Perceived behavioral control.

According to Ajzen, the more favorable the attitude towards the behavior, the stronger the perceived social pressure, and the more the individual believes he or she has the resources to act, the higher his or her intention to adopt this behavior will be.

Despite its empirical success, several criticisms have been made of TCP:

- Neglect of affective variables (Bagozzi, 1992).
- Omission of the influence of past experience (Conner & Armitage, 1998).

Figure 1: Schematic representation of the model of planned behavior (Fishbein and Ajzen, 1991)



Source: MOALLA M., KAMMOUN M. (2018) "THE DETERMINANTS OF THE INTENTION TO CREATE A BUSINESS AMONG STUDENTS: AN EMPIRICAL TEST".

5. MODELING OF RESEARCH DETERMINANTS AND HYPOTHESES

a. The main components of TCP

- Attitudes towards behavior

The first variable in the theory of planned behavior model is attitude, which is a model of beliefs, feelings, and behavioral tendencies that are generated by people, and reflects the extent to which the commitment to a particular behavior is evaluated positively or negatively by the individual in question. This evaluation comes from behavioral beliefs automatically, and from the subjective evaluation of the consequences of the behavior (positive or negative value given) and the strength of this belief (Ajzen, 1988, 1991, 2005). Hence the hypothesis:

H1: Attitudes have a positive effect on the purchasing intention of Moroccan consumers towards green cosmetic products

- Subjective norms

According to the translation of standards (Sparks and Shepherd, 1992) and internalized rules (Zagata, 2012; Thøgersen, 2006), subjective norms arising from the social sphere represent a social pressure felt by people to engage or not engage in behavior in order to conform to the opinions and expectations of others (Ajzen, 1991; Armitage and Conner, 2001; Thøgersen, 2006; Gotschi et al., 2007). They then designate the effect of the behaviors of others as a source of influence on our own behaviors (Gergen et al., 1992).

It was essential that we update the subjective norms, adding another source of influence, which is influencer marketing, in particular online female opinion leaders or so-called

“Influencers”, given that, according to our own observations and personal experiences, these public figures contribute in some way to the decision-making process of purchasing and consuming green cosmetics.

Hence the following hypothesis:

H2: *Subjective norms have a positive effect on Moroccan consumers' intentions towards green cosmetic products.*

- Perceived behavioral control

Perceived behavioral control, representing the emerging variable of the planned behavior model, refers to the perceived difficulty or ease of performing the behavior. In other words, it is the individual's perception of the feasibility of the behavior. The importance of its integration into the theory of reasoned action lies in the fact that it expresses the degree of control that a person believes they have over the performance of a behavior (Ajzen, 1991; Ajzen, 2002a; Chen, 2007). The latter can be impacted by certain influencing factors, such as past experiences, but also by anticipated obstacles.

Hence the hypothesis:

H3: *Perceived behavioral control has a positive effect on the purchasing intention of Moroccan consumers towards green cosmetic products*

b. Integration of a new determinant into the theory of planned behavior

To improve the predictive power of TCP in the context of green cosmetics, we integrate a fourth variable: lived experience.

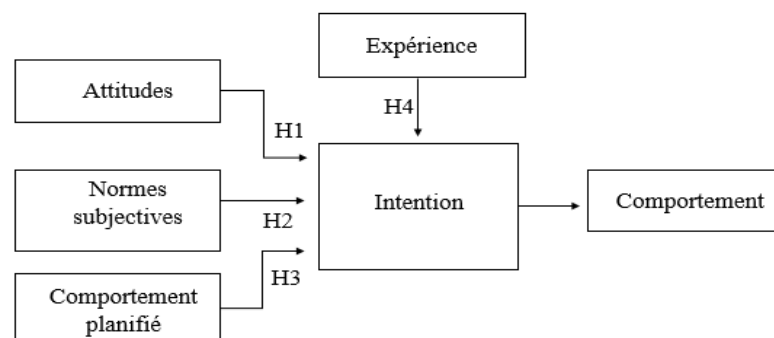
Several studies have shown that past experiences influence purchase intention:

- D'Souza et al. (2006) observed that experience with green products enhances their adoption.
- Kim & Chung (2011) demonstrated that in the green cosmetics sector, a positive experience promotes future purchase intention.

By considering lived experience, we therefore enrich the TCP to better understand the dynamics of engagement of Moroccan consumers.

H4: *Past experience with green cosmetic products has a positive effect on the intention to purchase green cosmetics.*

Figure 2: *Integration of the Experience variable into the TCP model*



Source : Developed by us

III. RESEARCH DESIGN

In this section, we describe the working methodology, namely sampling, collection and data processing tool.

c. Sampling and data collection

- Sample

The quantitative survey was conducted among 386 Moroccan women, aged 18 to 69, living in urban areas. The profile of the respondents covers:

- Students
- Active women
- Housewives
- Retired

The sampling method is non-probabilistic, based on the quota method (age, activity).

- Questionnaire and administration

In our survey, we based ourselves on a questionnaire which aims to

As for the exploitation and processing of the collected data, we used the SPSS analysis tool and Excel.

IV. DATA ANALYSIS AND RESULTS

4.1 Descriptive analysis of the sample

Among the 386 participants:

- 58% are between 18 and 30 years old, 30% between 31 and 45 years old, and 12% over 45 years old.
- 62% are students or young workers, 28% are housewives, 10% are retired.
- 74% say they have already used at least one green cosmetic.

4.2 Reliability of scales

The internal consistency of the scales is considered acceptable:

- Attitudes: $\alpha = 0.78$
- Subjective norms: $\alpha = 0.74$
- Perceived behavioral control: $\alpha = 0.76$
- Lived experience: $\alpha = 0.80$

Figure 3: Cronbach's Alpha Coefficient

Statistiques de fiabilité	
Alpha de Cronbach	Nombre d'éléments
0.786	8

Source : result obtained from our analysis on SPSS

An overview of Alpha Cronbach analysis for testing the reliability of attitude measurement scales. (Above 0.7)

4.3 Hypothesis Tests

- H1 (Attitude → Intention): Confirmed ($\beta = 0.42$, $p < 0.001$)
- H2 (Subjective norms → Intention): Rejected ($\beta = 0.08$, $p > 0.05$)
- H3 (Perceived behavioral control → Intention): Confirmed ($\beta = 0.38$, $p < 0.001$)
- H4 (Lived experience → Intention): Confirmed ($\beta = 0.45$, $p < 0.001$)

4.4 Additional Analysis: Consumers vs. Non-Consumers

- Among the 308 consumers of green cosmetics: 77% say they will continue to consume in the long term, motivated by skin protection, health and ecology.
- Among the 57 non-consumers: 63% plan to buy in the future if prices fall and product transparency improves.

V. DISCUSSION

Based on our analysis of the two cases, we found that in both pathways there was a certain influence of the 4 factors.

Let us start with the attitudes that were all in favor of green cosmetics, given the position of the majority of women “agree and strongly agree” with regard to 7 out of 8 items. This reflects the positive influence of attitudes, especially the Interest in these products, their possibility of improving the quality of the skin, falling within the framework of health preservation (Aertsens et al., 2011) and finally the preservation of the environment (Chen, 2009). This is in line with the observation of M. MOALLA; M. KAMMOUN (2018) that all these factors are attributes sought and desired by consumers and explain their willingness to purchase organic or green products, and this is what was actually noticed according to our analysis. In this case, attitudes exert a positive influence on the purchase intention leading to consumption behavior of green cosmetics.

Since consumers did not consider the opinions of those around them in the decision-making process, subjective norms do not have a positive effect on the intention to purchase green cosmetic products, which rejects the second hypothesis. This result that we obtained is in contradiction with what has been put forward in the theory of planned behavior (Ajzen 1990), highlighting the existence of an influence of subjective norms on purchase intention. It is also opposed to the research carried out by Ruiz de Maya et al. (2011); Chen (2007); Dean et al. (2008); Zagata (2012) in another field concerning organic food products. Nevertheless, such a result is in accordance with that of Arvola et al. (2008) and that of (Zhu, 2018; Yazdanpanah and Forouzani, 2015), who explain that this influence effect, as we have explained initially, differs according to the countries and the nature of the product.

Even digital influence has no influence on the purchasing intention of the consumers surveyed, despite the multiple means of persuasive communication of digital opinion leaders and the subjective information they circulate. This calls for a future attempt to understand the behavior of Internet users and opinion leaders in virtual communities. As Kozinets (2002) did, developing netnography as an online marketing research technique to provide an explanation for consumer behavior, with the use of public information available on online platforms, networks and forums, with the aim of detecting and understanding the needs and influences weighing on the purchasing decisions of consumer groups present on the Internet (Kozinets, 2002).

Unlike the insignificant subjective knowledge and information from consumers' entourage, the effect of past experience on purchase intention and behavior toward green cosmetic products exists, and is positive, which is consistent with the results of Thøgersen's (2007) study on organic products, and the findings of Kim and Chung (2011), which corroborates our results.

The female consumers in our sample expressed satisfaction with the past use of green products, which allows us to explain this result by the fact that people who have already consumed organic cosmetics develop and have ended up evaluating their use positively, a positive attitude therefore generates a positive intention to purchase these products.

Consumers often do not rely solely on the information provided to them about products (labels, product information, entourage, advertising, etc.), which may potentially be a source of confusion. They rely instead on their experiences of using products, which they may judge positively or negatively depending on the degree of satisfaction of the need, as well as the perception of the product. This leads us to conclude that a favorable experience translated by a positive judgment contributes to the formation of a positive purchase intention (Fazio and Zanna, 1981; Kraus, 1995).

Far from the confirmed influence of women's attitudes and past experiences, our analysis showed the positive effect of perceived behavioral control on women's intention and behavior. Health protection and effectiveness, product formula (healthy and less dangerous ingredients, absence of pesticides, etc.), as well as respect for the environment are the main motivating elements chosen by consumers, reflecting the factors that control their perceived behaviors. These motivations are often the most cited by consumers of green or organic products, whether food, clothing (Slow Fashion), or cosmetics. As demonstrated by the results of Zanolli and Naspetti, (2002); Baker et al., (2004); Padel and Foster, (2005), the main orientations of consumption of organic cosmetics or motivations, led by the preservation and improvement of personal health and the more hedonic search for individual well-being, and revealed in studies on motivations related to the consumption of organic food. Also, many authors (Grunert and Julh 1995; Makatouni 2002; Zanolli and Naspetti 2002; Fotopoulos, Krystallis and Ness 2003) have pointed out that regularly consuming organic products was strongly correlated with certain individual values, which are added to our own. Such as the value of ecology (Hill and Lynchehaun 2002), the value of volunteering (improving the well-being of individuals) (Dobscha and Ozanne 2001; Wong 2004), and the value of self-direction/self-determination (independence in thought and actions), which corroborates the absence of decision-making influenced by subjective norms. The latter, having existed in green cosmetics, contributed to a decision-making process to purchase the products, since they were sources of positive influence and a motivation to purchase. This allows us to confirm the positive effect on the purchase intention of green cosmetic products, corroborating this statement by the 72.1% of women who certainly plan to continue consuming green products in the long term. This last result also corroborates the observation on the effect of experience and attitudes.

Let us return to the non-consumer women whose answers allowed us to predict their future behaviors with regard to green cosmetics. They will actually consume green products (63%), only if the brands manage to overcome the restrictive elements detected. They constitute obstacles to purchase and consumption, and control their perceived behaviors, namely the relatively high prices, a dimension already noted in studies on "organic" foods (Zanolli and Naspetti, 2002; Padel and Foster, 2005), the lack of information on the products, the lack of confidence in these products emanating from the lack of credibility and misleading advertising (Greenwashing). The lack of credibility is also part of the results of (MC Mars; L.MENVIELLE) where the consumers constituting their sample, and in particular the regular ones, highlighted their fears related to the current craze for organic cosmetics and the marketing excesses that could result from it.

VI. CONCLUSION, MANAGERIAL IMPLICATIONS AND LIMITATIONS

This study contributed to providing additional clarity on understanding the consumer behavior of Moroccan women and their purchasing intentions, with regard to green or organic

cosmetic products in an emerging context, through the revelation of the determinants of behavior.

In order to uncover these, we used the TCP (Theory of Planned Behavior (Ajzen 1991), which explains the relationship between different factors and purchase intention. The TCP model also allowed us to develop a conceptual model, integrating a new variable that is “past experience”, taking into consideration the criticisms that have been inflicted on it in a general way (Conner and Armitage, 1998; French et al., 2005; Aertsens et al., 2009), and relying on the contributions of previous research.

The results then showed that the purchase intention of the Moroccan consumer is influenced by 3 factors out of the 4 presented, namely: attitude which has a positive effect on the intention and decision-making of women; Perceived behavioral control which was noted from the brakes and motivations to purchase, considering that both are facilitators to the decision-making of purchase or not purchase, it exerts an influence on the intention of consumers. And finally, past experience joins the factors influencing behavior, and brings out subjective norms, which have no influence on the behavior and intention of our sample, which shows that the Moroccan consumer relies in her behavior towards organic cosmetic products on her past experience with these products, and does not allow herself to be influenced by her entourage or emerging opinion leaders “influencers”.

As a second objective achieved, the study of consumer behavior towards green products through the TCP allowed us to predict the future behavior of the women interviewed who have never consumed green cosmetics before, whose current behavior is resistance to consumption or avoidance behavior, triggered by the perception of dissonant elements and contrary to the consumer's orientations" (Roux, 2007), which are the price and Greenwashing. We were then able to conclude that these women are tempted by these green products, and that they consider buying and using them, if the barriers to purchase are removed.

Managerial and theoretical contributions

Our study has contributed to enriching the little research in the field of consumption of green cosmetic products in Morocco, also it adds to the body of research that has applied the TCP (theory of planned behavior) as an enlightening and explanatory model of the behavior of Moroccan women towards green cosmetic products. Our accepted and approved hypotheses have contributed to the need for the theory of planned behavior, to incorporate other determinants to improve its explanatory power.

This research adds to the literature on consumer behavior from developing countries and consists mainly of conducting research in a North African country, reflecting an emerging context of consumption of green cosmetic products, which thus allows comparisons to be made with other countries whose characteristics are the same.

From a managerial point of view, our results can provide a path for new decisions for managers of existing firms on the market, and above all, for people wishing to undertake in the field of green cosmetics, namely a cooperative, a small business, etc.

The promotion of green cosmetics must give rise to the affective, emotional, and tender side, which are among the qualities that characterize women. They could raise awareness among consumers to awaken their desire to purchase these products in order to protect their environment and those around them, who risk being affected by a deteriorating environment. Furthermore, the integration of the moral dimension through awareness campaigns.

In response to the purchasing barriers cited by Moroccan women of an informative nature, it is essential to develop speeches and communication campaigns relating to green products, presented by content that is both informative and persuasive since knowledge about these products constitutes a major obstacle to consumption. These will increase understanding of the benefits and characteristics and help reduce confusion and disseminate information among consumers, which could result in a change in attitude as well as purchase intention.

We could also suggest that marketing managers try to draw attention to the fact that purchasing these products is socially acceptable, guaranteeing not only bodily hygiene, but also life hygiene. This would be achieved through the implementation of educational marketing campaigns aimed at middle-aged and older people, since this is the age group that consumes the least green cosmetics and prefers conventional products.

It should be noted that the speeches and advertising messages implemented during communication campaigns should not be just passing words and unfulfilled promises. The messages must be truthful and real, and must avoid any fictitious supplements. According to our respondents, it was their experiences with misleading advertising that prevented them from becoming responsible consumers of green cosmetics. The risk of falling into greenwashing is very high in this case; managers must remain attentive and choose the right message.

Furthermore, since past experience with the product is an important determinant of the intention to purchase green products, point-of-sale (POS) promotions could be useful, in order to allow women to discover new green products, and to differentiate between the world of green/organic/ecological/natural cosmetics, and conventional products in terms of effectiveness, well-being and health, and participation in environmental protection. This could lead to positive behavior.

Ultimately, firms must rethink and review the price given to these products, which are very often considered very expensive and unaffordable. Even though, the majority of our sample have already consumed a green product and still consume them, which translates into their ability to purchase green products despite their high prices. But this does not prevent managers from setting much more affordable prices, given that most of the consumers in our sample are students, whose purchasing power remains more or less limited, and an approximate monthly budget devoted to the purchase of cosmetic products between 100 and 400 Dhs.

Limitations and strengths of the research

Our work has certain limitations that should be noted and which may constitute avenues for future research.

Our first limitation concerns our inability to further enrich our literature review and analysis, given that research conducted in the context of the study of behavior towards green cosmetics remains weak. Our research will add to these, and will contribute to enriching the literature review. A second limitation concerns our sample, which was not updated, given the available data (ANRT Report 2019). And a third concerns the testing of hypotheses.

Regarding the expansion of the research scope, the hypothesis we rejected offers an opportunity for further studies. Other variables could also determine the attitude and purchase intention of green cosmetics, such as trust in these products, belonging to the producing countries, belief in labels as well as the certification system, product availability and purchasing power.

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