Factors Affecting the Purchase Intention of Cruelty-Free Cosmetics: with special reference to Women Consumers in Colombo District, Sri Lanka

Dasunika, T.,
Department of Management and Finance,
Faculty of Management, Social Sciences and Humanities,
General Sir John Kotelawala Defence University, Sri Lanka
thathsaranidasunika96@gmail.com

Gunathilake, L.
Department of Management and Finance,
Faculty of Management, Social Sciences and Humanities,
General Sir John Kotelawala Defence University, Sri Lanka
lahirupera@gmail.com

Abstract

The power which consumers belong, have precipitately identified, and have a faith that consumers can commute the existing purchasing style, accordingly several companies have gathered the knowledge of practicing ethically and have gathered the knowledge of it to build up business strategies. The purpose of this research is to identify the factors that affect the purchase intention of cruelty-free cosmetics with special reference to women consumers in Colombo district Sri Lanka. To delve into this matter, five independent variables and a dependent variable were developed, specifically financial factor, social media, attitude, altruism, environmental knowledge (Independent Variables) and purchase intention (Dependent Variable). To reach the purpose of this study, the deductive approach was escorted by the quantitative method with a developed conceptual frame to test the hypothesis. The population of the study comprised of Colombo district's female cosmetic consumers where nonprobability sampling technique was used considering convenience to reach sources and time constraints. Data collection was done by using a questionnaire survey. Accordingly, data was gathered from 202 respondents and analysed using quantitative analysis techniques with the help of IBM SPSS software. In the process of preparing data for the analysis, normality, linearity, validity, reliability, multicollinearity, and the correlation of data were checked. According to the findings none of these factors: financial factor, social media, attitude, altruism, and environment knowledge do not influence the purchase intention of cruelty-free cosmetic products. The findings of this study will not be able to generalize into Sri Lanka because this study was limited to the Colombo district.

Keywords: Purchase intention, Cruelty-free cosmetics, Consumer behaviour, ethical consumption

INTRODUCTION

Within the past ten years, several businesses consider ethical value as a key fragment in business strategy because of increasing perspective towards moral issues amidst consumers (Taima et al., 2019). In the present-day society, almost all the people use some cosmetics daily such as toothpaste, shampoo, soap etc (Zhang et al., 2019). However, traditional cosmetics that contain chemicals and

micro plastics have a negative impact on nature and people's well-being. In the past decades, consumers have practised living a healthy and sustainable lifestyle. They have worried a lot about the negative impact of harmful cosmetics chemicals on their health. They have also aware of direct and indirect negative impact on the environment they have made through their purchase decisions (Zhang et al., 2019).

When several kinds of natural cosmetic offerings appear on the market, do they really carry sustainability to the whole industry? Not only this fact but also when various kinds of claims of natural cosmetics on the market such as sustainable, organic, eco-friendly, natural, herbal, green, vitamin, etc put consumers confused during the process of purchasing products (Zhang et al., 2019). According to Nielsen (2018), United States sales in 2017 fell 1.2% from 2016 because of decreasing consumer's trust in brands which simply claim they are natural (Nielsen, 2018). Cruelty-free cosmetics means cosmetics that do not perform animal testing in their manufacturing process. Some of the types of tests carry on animals comprise brutal toxicity tests, skin and eye irritation tests, re-productivity and toxicity development test, skin sensitivity tests.

The label of "cruelty-free" can convey, a product or its ingredients have never been done animal testing, some products which ingredients can be tested on the animal but not end product, animal tests were done abroad where rights of animals are not valued, products which do not test on animals on past two, three decades and also it implies products or its ingredients that have not tested on animals having certified process (Patel et al., 2019).

Nowadays many business companies centre their attention towards ethics. In that case, the rising number of researches have been directed to explore in which way not only green brands but also ethical products can forceconsumersintention to purchase and etiquette (Taima et al., 2019).

Research Problem

It is evident that former studies have centred on what dominates the purpose to buy products which are made of ethically amid purchases. Anyway, in the field of cosmetic, it is significant that there is less research and a small number of studies that have studied the purchase intention of cruelty-free cosmetics. So, there is an increasing demand for such research. There has been several studies and literature in the past regarding the ethical value of products and brands. Almost all the research that has been done related to this topic has been done in Western countries. But these findings cannot be generalized to Sri Lanka because their perception towards cruelty-free products may differ in time and space or across countries and cultures. "Cruelty-free" products are known as products which do

not harm or kill animals during their entire supply chain. Researches that examinethe ethical value of cosmetic products in Sri Lanka do not exist. Hence, the study was conducted a further within this sphere to examine consumers' purchase intention towards "cruelty-free'' cosmetics with special reference to women consumers in Colombo district Sri Lanka.

Research Question

What are the factors that affect the consumer purchase intention of cruelty-free cosmetic products?

Research Objective

To examine the factors that affect the consumer purchase intention of cruelty-free cosmetic products.

LITERATURE REVIEW

Introduction

The literature review section outlines the related factors within the natural cosmetic industry. Secondly, it elaborates relevant previous research regarding ethical consumption and the theory of planned behaviour (TPB) and purchase intention. The latter part of this section describes factors influencing ethical purchase intention and they have been adopted into the conceptual framework which influences consumer purchase intention towards cruelty-free cosmetic products.

Natural-Cosmetic Industry

For a long time, people have been using cosmetics manufactured from natural ingredients to improve their cleanliness and appearance. During the last century with the advancement of technology of chemical synthesis replaced the prohibitive natural cosmetics by synthetic cosmetics. Synthetic cosmetics brought huge damage to the environment and the well-being of people. So, cosmetic manufacturing companies have to think again to find natural ingredients from agriculture instead of synthetic chemicals (Andrady, 2011; Philipp et al., 2012).

End user's sustainable and healthy lifestyles are the crucial reason showing the path to the regeneration of natural cosmetics. Zablocki et al. (1976) has defined lifestyle as "a pattern of consumption that reflects a person's choices of how to spend his or her time and money. These choices play a key role in defining consumer identity" (Zhang et al., 2019). Consumers prefer to purchase products that have ethical features and decrease consumption of unethically produced products. As an example, purchasers reject to purchase natural cosmetics from companies who have used unethical comportment of producing natural ingredients like palm oil as they damage and wipe out the rain forests and menacing the survival of animal life (Zhang et al., 2019). Ethical values embeddedin natural cosmetics comprise of cruelty-free, healthy, fair trade, environmentally friendly

and so on (Zhang et al., 2019). Consumers known as vegan refuse every animal tested product to conserve animal rights. It indicates that brands of natural cosmetics which exist on the market can be considered as brands which represent purchases' sustainable and healthy way of living and identity (Zhang et al., 2019).

Ethical Consumption

Depending on a company's social responsibility and if purchases avoid businesses that have unethical behaviour when purchasing product or service, this symbolizes ethical consumption (Zollo et al.,2018; Taima et al., 2019). If a consumer refuses to buy a product which has a negative impact on the society as well as the environment, he or she is known as an ethical consumer (Taima et al., 2019). Ethical consumption is not any more a niche market, but also a market which is dramatically growing (Taima et al., 2019). Consumers acknowledge alien ethical consumption judgements when purchasing products or services, for an example, purchasers are able to consider child labour, animal welfare, eco-friendly products and fair- trade goods (Taima et al., 2019). Davies et al. (2016) describes the reasons why purchasers are prompted to comprise ethical utilization in their day to day life. Davies et al. (2016) present existing three value-based components that affect ethical consumption: self-satisfaction, health and well-being and social guilty. There was a non-value-based component: habit.

If further analyse the topic, purchase behaviour or buying behaviour of ethical products are governed by aspects like quality, brand image and price. These aspects regarding cosmetics mirrors an individual's lifestyle, self-image and status. By highlighting ethical values cosmetic brands can attract customers (Taima et al., 2019).

Theory of Planned Behaviour (TPB) and Purchase Intention

Ethic has grown as a regular field which many companies focused on. So, there is no wonder why a rising number of researches have been studied and presented data in which way and green brands and ethical or goods influence intention of purchasing and buying etiquette.

Many of these studies are using Ajzen's theory of planned behaviour (TPB) from 1991 (Beldad et al., 2018; Taima et al., 2019; Yadev et al., 2017; Moser, 2015; Deng, 2013). Moreover, there are several numbers of studies that have diagnosed a gap in the middle of attitudes towards ethical purchasing and real purchasing behaviour (Taima, et al., 2019).

Nonetheless, in the TPB- model there are numerous stimulus circumstances that grabs a person's intention to buy which after leads to behaviour. Circumstances like this are complicated to achieve

and vary according to research topics. In earlier studies prognosticate ethical purchasing behaviour among several different products, services and businesses, TPB model has been utilized (Beldad et al., 2018; Deng, 2013; Taima et al., 2019).

Furthermore, in prior studies has utilized the TPB and fruitfully predicted consumers behaviour in green purchasing concept (Liobiklen et al., 2017). Any-how a different model for TPB associate with three different factors was presented on the topic factor affecting purchase decision for the green product (Liobikiene et al., 2017).

"Intentions are assumed to capture the motivational factors that influence a behaviour; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behaviour" (Ajzen, 1991, P .181)

Ajzen (1991) proposed adjunct of the "Theory of Reasoned Action" called the "Theory of Planned Behaviour" (TPB) which is broadly using in several various fields to clarify consumers' ethical purchase intentions (Beldad et al., 2018; Yadev et al., 2017; Deng, 2013; Taima et al., 2019). There are some motivational factors which can influence behaviour of an individual's intention towards purchasing products or services (Ajzen, 1991). In another way,

attitude show path to intention and then it guides to behaviour (Zollo et al., 2018). Anyway, in many kinds of research have illustrated conceptual frame works based on the TPB model to comprehend consumers' ethical behaviour. It is significant that in those studies, determinants that have used vary from the actual TPB. As an example, internal ethics, personal values, moral norms, etc (Beldad et al., 2018) state that the TPB model can further widen by attaching determinants such as moral obligation and self - identify while Hsu et al.(2017) include factors such as "Price Sensitivity" and "country-of-origin" when analysing purchase intention. Furthermore, determinants comprising convenience and self-image may affect purchase intention. If there is a negative impact on the self-image of consumers or if an attempt to buy is too complex, the intention to purchase will be low (Taima et al., 2019).

Factors Influencing Ethical Purchase Intention

Financial Factor:

"Price sensitivity is the extent to which a customer accepts price growths for a specific product in terms of economic psychological gain" (Hsu et al., 2017, P. 147)

There are two different aspects when deciding the price of the product. It points out how much money that consumers required to pay and secondly it highlights the status it carries and quality of the product. Realizing the financial factors impact on price sensitivity is needed for academics. And also,

it is crucial for retailers because of strategies used in pricing could be based on price sensitivity (Taima et al., 2019; Volckner, 2008).

Research on factors driving fair trade coffee consumption has identified that price reducing and financial situations have a positive influence on consumption. And also identified people who comprehend positive financial status more willing to buy ethically made products. Results of factors driving ethical consumption suggest that purchasers have a greater concern on finance than ethical values (Bray et al., 2011). Based on this section, H_{1a} has derived.

H_{1a}: Financial Factor influence on purchase intention of cruelty-free cosmetic products.

Attitude:

"The degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question" (Ajzen, 1991, P. 188)

Attitudes can be described as independent's beliefs and appraisal of the consequences of acting in a certain way (Yadev et al., 2017). Apart from that, it has a powerful influence on the buying behaviour and compulsory when learning ethical purchase behaviour. Oh et al.(2014) point out that attitude towards ethical usage positively effect on ethical purchase intention. Attitude is a factor in Ajzen's (1991) TPB model. Prior studies have divided attitude into two parts named cognitive and affectivetowards ethical buying behaviour (Yamoah,2016). A remarkable number of prior studies point out the significanceof consisting attitude as a major factor when learning ethical purchase intention (Hsu et al., 2017; Yadev et al., 2017; Yamoah et al., 2016; Taima et al., 2019).

Expand in knowledge show path to attitude development, which affects behaviour (Oh et al., 2017). The Bulk amount of knowledge will lead to a negative attitude on the consumer's mind (Deng, 2013). Anyway, positive attitude towards behaviour won't manifest that behaviour. So, extra factors have included in this research framework. Based on this section, H_{1b} has developed.

H_{1b}: Attitude influence on purchase intention of cruelty-free cosmetic products.

Social Media:

Social media was rapidly grown in the last decade. Carrying benefits to stakeholders like customers and suppliers. It is evident that usage of social media by the younger generation is relatively high than older generation demonstrating that social media has a huge strength as an empowering tool circulate messages (Taima et al., 2019). Social media such as WhatsApp, Viber, Facebook and Instagram have

an influence on its customers with reference to social transparency and integration regarding products and services.

Social media have rewarded in the industry of cosmetics by linking cosmetic brands with their consumers. To raise companies' products and service promotions and to lift brand awareness, social media rewarded the cosmetic industry by circulating electronic word of mouth (eWOM). eWOM on social networks affect in marketing, which companies gain the advantage of the speed and vast communication of knowledge. As well as, eWOM application has become a crucial part of companies' marketing strategies to spread brand image and to achieve customer loyalty. Prior studies have manifested that eWOM has a significant influence on attitudes and purchase intention (Kudeshla et al., 2017; Park & Jeon, 2018; Taima et al.2019). So, organizations can use the platform of social media to advertise and share content to enhance the brand image (Taima et al., 2019).

Highly educated people with high income will convey a relationship which can be positive between social media publicity and environmental concerns. Results showed that social media perform as an activator in increasing environmental awareness, forcing executive in a company to gaze at the public's interest in ethical purchase intentions (Taima et al., 2019). To force people to think once again about daily consumption and look at more ethically, both traditional and social media has influenced individuals. Continual innovation encourages current cosmetic trends in the industry. Like this, it creates a stimulus to purchase organic as well as natural products (Matic et al., 2016; Zhang et al., 2019). Based on this section, H_{1c} has derived.

H_{1c}: Usage of social media influence on purchase intention of cruelty-free cosmetic products.

Altruism:

"A desire to benefit someone else for his or her sake rather than one's own" (Batson, 2011, P. 03)

Based on the theory of altruism, the behaviour of consumers tends to be pro- environmental when they get to know about their infirmities, and they take actions to change unethical behaviour. Altruism is kind of voluntary action which do not wish a reaction with a reward. It has proved that there is a positive influence on attitude towards intention to ethical purchase and purchase intention (Zhang et al., 2019).

Moreover, Davies et al. (2016) clarified some motivators ethical consumption. Such as social guilty and self- satisfaction (Davies et al., 2016). Based on this section H_{1d} has derived.

H_{1d}: Altruism influence on purchase intention of cruelty-free cosmetic products.

Environmental Knowledge:

Prior studies proved that education level of an independent and knowledge about the environment have a significant influence on consumers purchase behaviour according to environmental merchandises due to knowledge about environmental issues (Malik et al., 2017; Zhang et al., 2019). Individuals who have an interest regarding environmental factors will buy a greater amount of environmentally friendly and cruelty-free products than people who do not environment and ethics (Zhang et al., 2019). And also, consumers purchase ethical products when they care about labour conditions, animal welfare and eco-friendly products (Sebastiani et al., 2013). Green marketers should identify the influence of environmental knowledge on purchase intention towards green products. It is distinct that environmental knowledge and its influence on purchase intention has been analysed within ethical and green consumption (Zhang et al., 2019). Based on this section, H_{1e} has derived.

H_{1e}: Environmental knowledge influence on purchase intention of cruelty-free cosmetic products.

METHODOLOGY

Conceptual Framework

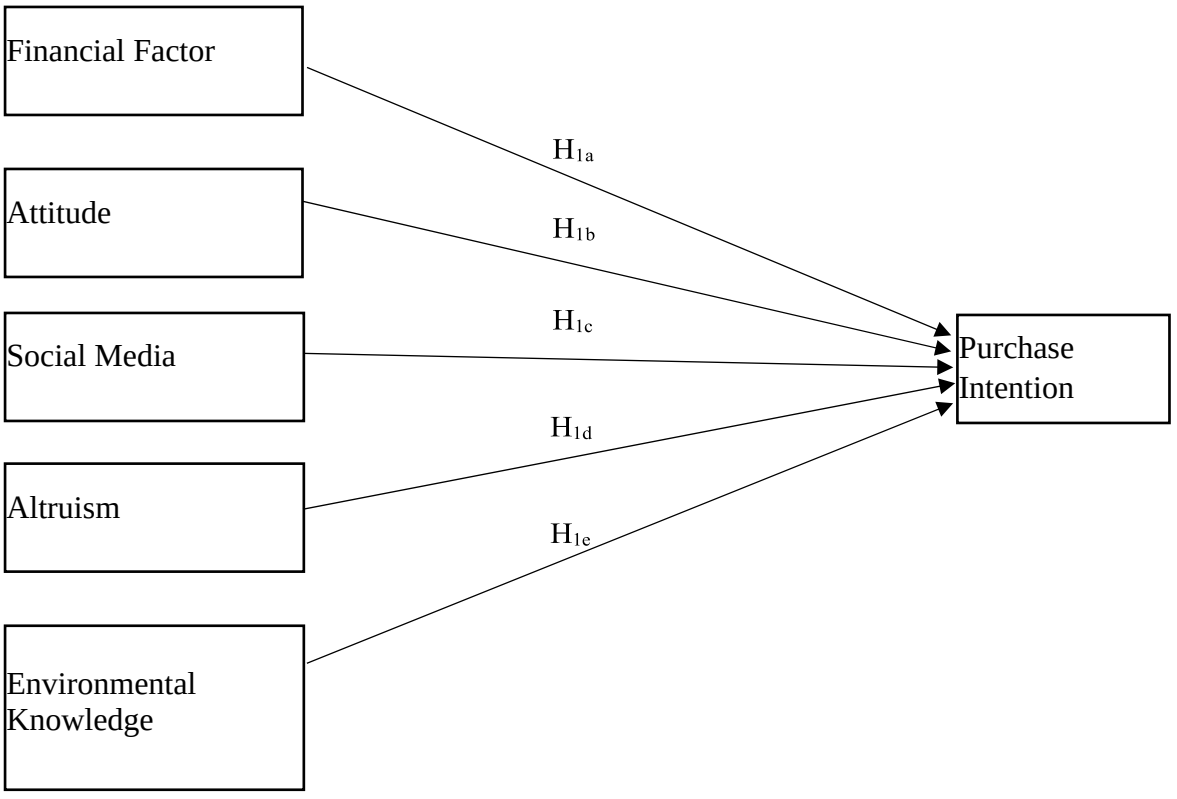

Figure 1: Conceptual Framework Source: Authors (2019)

Based on peer-reviewed studies this paper proposes a conceptual framework showing factors affecting ethical purchase intention suggested by previous authors. In the sphere of ethical consumption above mentioned factors have frequently used (Yadav et al., 2017; Ajzen, 1991; Taima et al., 2019). In previous studies, selected five factors were studied separately or adding another factor. Mostafa et al. (2006) research attitude, knowledge and altruism while Singhal et al. (2018) researched price and education. In this study above mentioned framework studied regarding factors affect the purchase intention of cruelty-free cosmetic products with special reference to women consumers in Colombo district, Sri Lanka.

In this study, the population was cruelty-free cosmetic product women consumers in the Colombo district. The author has used non-convenience sampling technique considering convenient to reach sources and time constraints. Depending on the web- based questionnaire author could collect 202 responses.

This study is a quantitative research related with the deductive approach, as this paper consists of a conceptual framework which targets to achieve the objectives of the research and check the validity of the theory and the research strategy used for this research was a survey. Methodology generated useful information through data collection and analysis of data.

RESULTS

Reliability Test

Table 1: Reliability Test

Constructs	Cronbach alpha
Financial Factor	0.616
Attitude	0.782
Social Media	0.763
Altruism	0.752
Environment Knowledge	0.712
Dependent Variable	0.615

Source: Authors (2019)

In this study Cronbach alpha is greater than 0.6 for all predictor variables and the criterion variable. As showed in Table 1, every construct was exceeded 0.6 which implies the greater reliability of

studied constructs.

Validity Test

Validity test measures the validity of research instruments (Both predictors and critical variable). Validity of the research instruments was done using Expert validity which implies it should be ensured by the research supervisor or any other expert in the field.

Relationship between Independent Variables and Dependent Variable

Table 2: Correlation Test

	Pearson Correlation	Sig. (2-tailed)
Financial Factor	.047	.542
Attitude	.149	.053
Social media	.073	.344
Altruism	-.020	.795
Environmental knowledge	-.085	.271

Source: Authors (2019)

Pearson correlation is used to calculate the correlation between predictor variablesand the criterion variable. As Table 2 shows there was only one positive linear relationship in the of purchase intention and attitude. Correlation values for financial factor and social media were closer to zero that means uncorrelated and altruism and environmental knowledge have negative correlation relationship.

Correlation among Independent Variables

Multicollinearity describes the correlation among two or more predictor variables. With having less than 10 VIF with greater than 0.10 tolerance value shows the multicollinearity status.

Table 3: Multicollinearity of attitude, social media, altruism and environment knowledge

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Attitude	.786	1.272
	SocialMedia	.785	1.274
	Altruism	.990	1.010
	EnvironmentalKnowledge	.996	1.004

a. Dependent Variable: FinancialFactor
Source: Multicollinearity Output - IBM SPSS Statistics Viewer 2019

Table 4: Multicollinearity of Financial Factor, social media, altruism and environment knowledge

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	FinancialFactor	.967	1.034
	SocialMedia	.968	1.033
	Altruism	.993	1.007
	EnvironmentalKnowledge	.993	1.007

a. Dependent Variable: Attitude
Source: Multicollinearity Output - IBM SPSS Statistics Viewer 2019

Table 5: Multicollinearity of Financial Factor, attitude, altruism and environment knowledge

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	FinancialFactor	.993	1.007
	Attitude	.996	1.004
	Altruism	.995	1.005
	EnvironmentalKnowledge	.993	1.007

a. Dependent Variable: SocialMedia

Source: Multicollinearity Output - IBM SPSS Statistics Viewer 2019

Table 6: Multicollinearity of Financial Factor, social media, attitude and environment knowledge

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
	FinancialFactor	.967	1.035
	Attitude	.788	1.268

1	SocialMedia	.768	1.303
	EnvironmentalKnowledge	.997	1.003

a. Dependent Variable: Altruism

Source: Multicollinearity Output - IBM SPSS Statistics Viewer 2019

Table 7: Multicollinearity of Financial Factor, social media, altruism and attitude Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	FinancialFactor	.969	1.032
	Attitude	.786	1.273
	SocialMedia	.764	1.310
	Altruism	.993	1.007

a. Dependent Variable: EnvironmentalKnowledge

Source: Multicollinearity Output - IBM SPSS Statistics Viewer 2019

Model Summary

Table 8: Model summary for regression analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.178[a]	.032	.002	.810

a. Predictors: (Constant), EnvironmentalKnowledge, Attitude, Altruism, FinancialFactor, SocialMedia

Source: Regression Analysis Output - IBM SPSS Statistics Viewer 2019

Table 8 interprets the strength of the relationship between the model and the dependent variable. R^2 which is known as the coefficient of determination describe at which amount criterion variable that is calculated by the predictor variables. Adjusted R^2 known as the adjusted coefficient of the determinant. As Table 8 shows it is .002 that means predictor variable explain 0.2% of dependent variable which suggests that the variance of the independent variables determines a value of 0.2% for the variance of consumer purchase intention to purchase cruelty-free cosmetic products. The standard error in the model summary revels how much the mean of the sample deviates from the mean of the population.

The Impact of Independent Variables on Dependent Variable

Table 9: Model summary for regression analysis

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.510	5	.702	1.069	.379[b]
	Residual	107.696	164	.657		
	Total	111.206	169			

Dependent Variable: PurchaseIntention

Predictors: (Constant), EnvironmentalKnowledge, Attitude, Altruism, FinancialFactor, SocialMedia

Source: Regression Analysis Output - IBM SPSS Statistics Viewer 2019

ANOVA (Analysis of Variance) table which is also an output of regression analysis, shows F value is positive and it is 1.069 and p-value is 0.379 and it is insignificant which implies none of these predictor variables predicts criterion variable. Accordingly, the overall model is insignificant.

Appraisal of each Predictor Variable for Purchase Intention

Table 10: Coefficient for regressionanalysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.518	1.070		4.221	.000
Financial Factor	.059	.105	.044	.564	.574
Attitude	.129	.075	.149	1.713	.089
Social Media	-.004	.085	-.004	-.045	.964
Altruism	-.047	.183	-.020	-.259	.796
EnvironmentalKnowledge	-.181	.162	-.086	-1.119	.265

a. Dependent Variable: PurchaseIntention

Source: Regression Analysis Output - IBM SPSS Statistics Viewer 2019

According to Table 10 attitude had a beta coefficient value of 0.149 which indicates if the other independent variables were held constant and attitude would increase by 1, then purchase intention would increase by 0.149. Similarly, the financial factor would change. As shown in table 10 social media, altruism, environmental knowledge had negative beta coefficient values. That indicates a predictor variable with a coefficient value between 0 and - 1, portrays a negative effect on the dependent variable.

But all the significant values are higher than 0.05 which means that they are insignificant. So, this output of regression analysis also confirms that there isn't any impact on independent variables towards the dependent variable and the overall model is insignificant.

Hypothesis Testing

Table11: Hypothesis testing

Financial Factor influence on purchase intention of cruelty-free cosmetic products	Rejected
Attitude influence on purchase intention of cruelty-free cosmetic products	Rejected

Usage of social media influence on purchase intention of cruelty-free cosmetic products	Rejected
Altruism influence on purchase intention of cruelty-free cosmetic products	Rejected
Environmental knowledge influence on purchase intention of cruelty-free cosmetic products	Rejected

Source: Authors (2019)

To test hypothesis p-value was used. Significant level for p- value is 0.05. If the significant value for a variable is more than 0.05, it is not supported

Table12: Construct Analysis

Independent Variables	Standardized coefficient Beta	Sig(p-value)
Financial Factor	0.044	0.574
Attitude	0.149	0.089
Social Media	-0.004	0.964
Altruism	-0.020	0.796
Environmental Knowledge	-0.086	0.265

Source: Authors (2019)

H_{1a}: Financial Factor influence on purchase intention of cruelty-free cosmetic products Financial Factor's p-value was 0.574 with a significance level of α 0.05. If the significant value for the variable is more than 0.05, it is not supported. So, the financial factor does not influence on purchase intention of cruelty-free cosmetic products. That means H_{1a} is not supported. The beta coefficient Value of financial factor was 0.044 which signify that financial factor did not affect since beta value was close to zero.

H_{1b}: Attitude influence on purchase intention of cruelty-free cosmetic products

Attitude had a p-value, 0.089 which is higher than the significant value of 0.05. So, H_{1b} was not supported. The standardized Beta coefficient value was 0.149, which signify that attitude affected purchase intention.

H_{1c}: Usage of Social influence on purchase intention of cruelty-free products.

Social media had a p-value, 0.964 which is higher than significant level of α 0.05 implied that H_{1c} was not supported the standardized Beta coefficient value was -0.04, which signify the negative effect on purchase intention.

H_{1d}: Altruism influence on purchase intention of cruelty-free cosmetic products

Altruism had a p-value, 0.796 which is more than a significant value of 0.05 implied that H_{1d} was not supported. The standardized beta coefficient value was -0.020 which signify that altruism had a slightly negative effect on purchase intention.

H_{1e}: Environmental knowledge influence on purchase intention of cruelty-free cosmetic products.

Environmental knowledge's p-value was 0.265 which is more than significant value
0.05 implied that H_{1e} was not supported. The standardized beta coefficient value was -0.086 which signify that environmental knowledge had a slightly negative effect on purchase intention.

DISCUSSION

Significantly, still, Sri Lankan culture has not adopted the seeking of ethically made products in their purchasing behaviour. The perception towards ethical products is still in very low level by proving Sri Lanka is still at-a developing country that can't influence in rising number the western of modern culture. In this study 28% of respondents were bachelor's degree holders and 21% of respondents were private-sector employees while 22% were undergraduates. This clearly shows that the education level of people could not make an effort to have a positive result in this study. Cruelty-free products are known as products which do not harm or kill animals during their entire supply chain. Most of the Sri Lankans still do not know the meaning of this word even though they were educated. And generally, they are not seeking products which do not harm or kill animals in the manufacturing process except people who are known as vegan. As mentioned in methodology some of the respondents were employed in the film industry. Although they are the most concern in the category of beauty, they are not seeking cosmetic products which don't harm or kill animals in the manufacturing process. But they are seeking products which include all-natural ingredients. Like other countries almost all people are using social media. But still, it couldn't make an effort on purchase of ethically made products.

And it is a significant factor that the author has selected Colombo district in Western province, which is the most urban, metropolitan and were the most educated high income gained people have centred. Although some of the top-class people have knowledge about cruelty-free cosmetics they also not perform it while purchasing products. Some of the reasons for this existing behavior are because of busy lifestyle as they are running in a rat-race for collecting money and their financial status affects their purchase behaviour and most of them are very expensive products and have little knowledge or no idea about how cruelty products affect the environment. Which is the death of millions of animals in laboratories and claw the spirit of nature by hazardous toxics.

So, it is evident that Sri Lankan culture is still not adopted purchasing ethically made cosmetic products in their daily routine of purchasing behaviour. Although most of the religions have stated that killing animals as a sin in Sri Lanka, consumers have no thought about that and some of them express their attitude by simply saying we don't kill animals, but manufacturers are the people who wipe out the animals.

CONCLUSION

This section reconnects the research purpose with the findings and concludes the major outputs of the research. The low number of researches have been conducted earlier to explore what are the factors affecting cruelty-free cosmetic products. Since the increasing request for ethically made products, it is vital for business which manufacture ethical products to realize and gain knowledge about those factors. Although previous studies have tested these factors: financial factor, social media, attitude, altruism and environment knowledge. Those findings can't be generalized in Sri Lanka. So, this research was conducted to analyze what factors influence purchase intention of cruelty-free cosmetic products in Sri Lanka. The end results statistically proved that none of these factors can't be generalized into Sri Lanka. And all the hypothesis developed based on the conceptual framework not statistically supported. This contradicts with the statement that was made by previous researches.

As per the conclusion, the end output of the research has been helpful to the researcher to achieve the purpose of this research, whether the Sri Lankan consumers see cruelty free cosmetics in their purchase habits and it also comprises of useful information for further research on this topic to take into consideration.

RECOMMENDATIONS

As this study covers the ethical aspect in the cosmetic field, further studies can be conducted on purchase intention in different products categories. And also, the scope of this research can be further limited into highest educated people in Colombo district or in another way, it can be further

limited into high income wealthy top-class consumers in Colombo district Sri Lanka. So it crucial for further study to analyze results with those samples to discover differences and similarities to end outcomes of this study and also can conduct a cross-cultural differentiation to find out similarities and differences exist in the middle of different cultures' patterns of ethical consumption and intention to purchase cruelty-free cosmetics. Moreover, researches can be done to find the intention-behaviour gap within the field of cruelty-free cosmetics in Sri Lanka. Because of the limitation for resources and time those areas weren't studied in this study. But it is vital to the field of cosmetics to have a greater understanding of blockades that have purchasers to buy cruelty-free cosmetics.

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