

IMPACTS OF VISUAL AESTHETICS AND HEDONIC EXPERIENCE ON INTENT
TO PURCHASE SUSTAINABLE BEAUTY PRODUCTS

by

Anissa K. Leverett, B.A.

A thesis submitted to the Graduate Council of
Texas State University in partial fulfillment
of the requirements for the degree of
Master of Science
with a Major in Merchandising and Consumer Studies
May 2016

Committee Members:

Gwendolyn Hustvedt, Chair

Jiyun Kang

Vertica Bhardwaj

COPYRIGHT

by

Anissa K. Leverett

2016

FAIR USE AND AUTHOR'S PERMISSION STATEMENT

Fair Use

This work is protected by the Copyright Laws of the United States (Public Law 94-553, section 107). Consistent with fair use as defined in the Copyright Laws, brief quotations from this material are allowed with proper acknowledgment. Use of this material for financial gain without the author's express written permission is not allowed.

Duplication Permission

As the copyright holder of this work I, Anissa K. Leverett, refuse permission to copy in excess of the "Fair Use" exemption without my written permission.

DEDICATION

For my grandmother, who has motivated me to always push myself academically since grade school. If it weren't for you, I wouldn't be here. I love you, grandma!

ACKNOWLEDGEMENTS

As I reflect on the obstacles and accomplishments that have occurred during my graduate school career, I can't help but think that the work of graduate school would have overwhelmed me had it not been for all of the help and support I received along the way.

First of all, I would like to thank my committee members: Dr. Hustvedt, for her words of encouragement and contagious passion; Dr. Kang for her consistency and high expectations; and to Dr. Bhardwaj, for your helpful input and feedback. You three have an abundance of knowledge that helped guide and motivate me through my journey, and I thank you for sharing that with me.

I would also like to thank Dr. Alfaro. I feel so lucky to have been both your student and graduate research assistant. You have inspired me through your hard work and discipline, and my experience with you has been the most beneficial to my graduate career as it has allowed me to feel more comfortable in a research setting. I can honestly say that I became a better student because of you.

A lot can happen in two years' time. Not only did I gain a valuable learning experience, but I also gained two unforgettable relationships that I will hold very close to my heart. Sergio and Leslie, I don't even know where to begin. Through all of the ups and downs, heartaches and happy moments that life has brought us, one thing remained constant. Us. Our never-ending support for each other is what helped push me through and I am forever grateful for that. You two are an example of what true friends should be and I am so happy that we get to share our big moment together. We did it!

I really believe that what got me where I am today is my parents' years of hard work, love and sacrifice. Throughout my life, you've both shown me what hard work really means. I am extremely grateful for the endless amounts of sacrifices you've made for me and I wouldn't have been able to accomplish this without you. I am so thankful to have two wonderful parents that love and support everything I do. Thank you for seeing the best in me even when I don't see it myself. I love you both very much.

Last but not least, to Gary, who kept me sane when times got tough. Thank you for giving me a shoulder to cry on and a hand to hold. Your unconditional love and faith in my ability to accomplish this goal is what kept me going. Even on days where I thought a smile wasn't possible, you made it your mission to put one on my face. You've been extremely supportive of my educational goals since the beginning, and I am extremely thankful for that. I love you to the moon and back.

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS	v
LIST OF TABLES	x
ABSTRACT	xiii
CHAPTER	
I. INTRODUCTION	1
II. LITERATURE REVIEW	3
Shopping Values	3
Hedonic Shopping Experience	3
Visual Product Aesthetics	5
General Attitudes of Sustainability	6
Impulsive Traits	7
Theoretical Foundation	8
Hypotheses	8
III. METHOD	10
Participants	10
IRB Exemption	10
Pretest	10
Sample Selection	11
Measures	12
Impulse	12
Visual Product Aesthetics	13
Scale of Perceived Personal Shopping Value	14
Sustainable Beauty Product Attitudes	15
Intent to Purchase	16
IV. RESULTS	18
Demographic Information	18

Exploratory Factor Analysis	21
Behavioral beliefs	24
Importance	24
Impulsivity	26
Low Impulse	27
High Impulse.....	29
Visual Product Aesthetics	30
Low Impulse Group	30
High Impulse Group	33
Hedonic Shopping Experience.....	35
Low Impulse Group	35
High Impulse Group	36
Sustainable Beauty Product Attitudes for Low Impulse Group.....	37
Behavioral Beliefs	37
Importance	38
Sustainable Beauty Product Attitudes for High Impulse Group.....	40
Behavioral Beliefs	40
Importance	41
Intent to Purchase Sustainable Beauty Products for Low Impulse Group	42
Intent to Purchase Sustainable Beauty Products for High Impulse Group	43
Attitude as a Mediating variable between Visual Product Aesthetics and Intent	44
Attitude as a Mediating variable of Hedonic Shopping Experience and Intent	45
Attitude as a Moderator of Hedonic Shopping Experience and Intent	45
Attitude as a Moderator of Visual Product Aesthetics and Intent	46
ANOVA	47
Multiple Regression Analysis.....	48
Visual & Hedonic Predicting Intent for Low Impulse Group.....	49
Visual & Hedonic Predicting Intent for High Impulse Group	50
Visual Predicting Intent for Low Impulse Group	51
Visual Predicting Intent for High Impulse Group.....	52
Hedonic Predicting Intent for Low Impulse Group	53
Hedonic Predicting Intent for High Impulse Group	53

V. DISCUSSION AND IMPLICATIONS	55
Theoretical Implications	55
Practical Implications.....	56
Future Studies and Limitations	59
APPENDIX SECTION.....	60
REFERENCES	89

LIST OF TABLES

Table	Page
3-1: Items Used to Measure Impulse	13
3-2: Items Used to Measure Visual Product Aesthetics.....	14
3-3: Items Used to Measure Hedonic Shopping Experience	15
3-4: Items Used to Measure Attitudes	16
3-5: Items Used to Measure Intent to Purchase	17
4-1: Respondents by Age	19
4-2: Respondents Demographics	19
4-3: Respondents by Region	20
4-4: Factor Loadings of Impulse Items	21
4-5: Factor Loadings for Hedonic Shopping Value Items	22
4-6: Factor Loadings for Visual Product Aesthetic Items	23
4-7: Factor Loadings for Attitude Items	25
4-8: Factor Loadings of Intent	26
4-9: Frequencies of Low Impulse Items	28
4-10: Frequencies of High Impulse Items.....	30
4-11: Frequencies of Visual Product Aesthetics for Low Impulse Group.....	32
4-12: Frequencies of Visual Product Aesthetics for High Impulse Group	34
4-13: Frequencies of Hedonic Shopping Experience for Low Impulse Group	35
4-14: Frequencies of Hedonic Shopping Experience for High Impulse Group.....	36

4-15: Frequencies of Behavioral Beliefs and Importance of Outcomes for Low Impulse Group	39
4-16: Frequencies of Behavioral Beliefs and Importance of Outcomes for High Impulse Group	42
4-17: Frequencies of Intent to Purchase Sustainable Beauty Products for Low Impulse Group	43
4-18: Frequencies of Intent to Purchase Sustainable Beauty Products for High Impulse Group	44
4-19: One-Way Analysis of Variance Results	48
4-20: Means, Standard Deviations, and Correlations for Visual & Hedonic Predicting Intent for Low Impulse Group	49
4-21: Regression Analysis Summary for Visual & Hedonic Predicting Intent for Low Impulse Group	50
4-22: Means, Standard Deviations, and Correlations for Visual & Hedonic Predicting Intent for High Impulse Group	50
4-23: Regression Analysis Summary for Visual & Hedonic Predicting Intent for High Impulse Group	51
4-24: Means, Standard Deviations, and Correlations for Visual Predicting Intent for Low Impulse Group	51
4-25: Regression Analysis Summary for Visual Predicting Intent for Low Impulse Group	52
4-26: Means, Standard Deviations, and Correlations for Visual Predicting Intent for High Impulse Group	52
4-27: Regression Analysis Summary for Visual Predicting Intent for High Impulse Group	52
4-28: Means, Standard Deviations, and Correlations for Hedonic Predicting Intent for Low Impulse Group	53

4-29: Regression Analysis Summary for Hedonic Predicting Intent for Low Impulse Group	53
4-30: Means, Standard Deviations, and Correlations for Hedonic Predicting Intent for High Impulse Group	54
4-31: Regression Analysis Summary for Hedonic Predicting Intent for High Impulse Group	54

ABSTRACT

This study aims to explore differences in consumer's intent to purchase and attitudes towards sustainable beauty products between high and low impulsive consumers. Based on the Theory of Reasoned Action, this study specifically examines consumers' intent to purchase sustainable beauty products. Data was collected through online surveys from 500 female respondents between the ages of 18-59. The data was analyzed using Multiple Regression and Baron and Kenny's (1986) mediation/moderation test. Industry implications of this research include marketing and store placement strategies that evoke certain emotions from the consumer while they shop for sustainable beauty products.

CHAPTER I

INTRODUCTION

Over time, the sustainability movement has gained a more receptive audience in many consumer related sectors encompassing interests in many areas including the organic, green, fair trade and unfair business practices (Dong, Richards & Feng, 2013). Recently, more attention has been directed towards the resources being exploited in the production of consumer goods (Dong et al., 2013).

The idea of sustainability was introduced and conceptualized in 1972 at a United Nations conference (Dong et al., 2013). The three issues that it addressed were (1) the interdependence of human beings and their natural environment; (2) the links between economic development and environmental protection; and (3) the need for common global vision principles (Dong et al., 2013).

According to the World Commission on Environment and Development, sustainability is currently defined as “development that meets the needs of the present without compromising the ability of future generations to meet their needs”. This newer concept of sustainability includes the “Triple Bottom Line”, which encompasses social, environmental and economic performance aspects. The Sustainability Society Foundation (SSI) defines these three aspects of the Triple Bottom Line as follows: “human well-being refers to social performance, which includes basic needs, personal development, well balanced society; environmental well-being includes a healthy environment, climate and energy, and natural resources; economic well-being is related with preparation for future and economy” (Shen, 2014, p.6).

Sustainable purchase behaviors are defined as those which direct consumers to select recyclable products, be environmentally and socially responsible and take other actions to protect the environment (Dong et al., 2013). While the motivations behind sustainable purchases may vary, recent research has shown that there has been an increasing amount of concern about the consequences of purchases among consumers (Shen, 2014).

As consumers' concern toward sustainability increases, their importance of external appearance and beauty products increase as well (The Nielson Company, 2007). Correspondingly, a report published by The Nielsen Company (2007) stated that 30% of the world's consumers have increased their spending on beauty products and treatments compared to previous years, with 66% of US consumers experiencing more pressure to look good. The report also stated that the beauty products that consumers in the US spend the most on are hair care, skincare and facial treatment products.

This shift in consumer interests has brought along issues for the beauty industry regarding environmental destruction from harmful substances and animal testing of ingredients (Kriwy & Mecking, 2012). To address this issue the beauty industry has developed products that are organic and produced without the use of pesticides, synthetic chemicals, and animal testing (Prothero and McDonagh, 1992).

CHAPTER II

LITERATURE REVIEW

Shopping Values

Consumer shopping values can be separated into two constructs, utilitarian and hedonic (Babin, Darden, & Griffin, 1994). These two shopping values help measure the intangible and emotional costs and benefits of purchasing a product (Babin et al., 1994).

Hedonic Shopping Experience

Hedonic shopping values are centered on fun, entertainment, and the more enjoyable parts of shopping regardless if an actual purchase is made (Park, Kim, Funches & Foxx, 2012). The hedonic shopper will separate their feelings into two categories (negative or positive) (Park et al., 2012). Positive feelings can be enhanced by a pleasurable or captivating experience while shopping (Park et al., 2012). These feelings/emotions can be evoked by the shopping experience and visual product aesthetics which can possibly lead to purchase intent (Park et al., 2012).

Further, the likelihood of an impulse purchase related to feelings and/or emotions has been explored by Coley & Burgess (2003) where differences in affective and cognitive processes related with impulsivity were compared and gender differences in impulse purchases within an array of product categories were identified (Coley & Burgess, 2003). The results indicated that males and females were significantly different regarding affective processes components, which include: cognitive deliberation and unplanned buying (Coley & Burgess, 2003). Significant differences existed in the data between men and women in the frequency that certain product categories were

impulsively purchased which include: shirts/sweaters, pants/skirts, coats, underwear/lingerie, accessories, shoes, electronics, hardware, computer software, music, CDs, or DVDs, sports memorabilia, health/ beauty products, and magazines/books for pleasure reading (Coley & Burgess, 2003).

The article explains that affect refers to feelings emotions and moods and cognition refers to thinking understanding and interpreting information (Coley & Burgess, 2003). As the affective state overcomes cognition, buying behavior becomes more likely (Coley & Burgess, 2003). Contrary to previous thought, cognition is more involved in buying decisions (Coley & Burgess, 2003). This notion was clarified by Burroughs (1996) research, which showed that consumers use holistic information processing and are capable of evaluating purchase decisions quickly by generalizing product information where its symbolic meaning can be quickly compared with the shoppers' self-image. Marketers are always looking for different methods to better communicate and identify with their consumers and while this study investigates gender as an avenue for investigation a new shift in consumer behavior towards less stereotypical shopping behavior is emerging not only in spending habits, but also in their state of mind and behavior profiles (Blakley, 2010).

Consumer satisfaction was also found to include both affective (Mano and Oliver, 1993 and Westbrook, 1987) and cognitive components (Oliver, 1993 and Oliver and Swan, 1989). Satisfaction has been found to rely on the gathered affective experiences with a product or service, and beliefs and other cognitions which are collected and updated over time (Oliver, 1997, Mittal et al., 1999 and Westbrook, 1987). Retail research has reported similar findings where moods and emotions have been shown to be

significant drivers of satisfaction and that consumers use satisfaction as a way to express their emotions in a retail setting (Babin and Darden, 1996 and Machleit and Mantel, 2001).

Given that shopping can provoke significant emotional responses (e.g. satisfaction, which has been closely related to emotional experience), it is sensible to expect that assessments of hedonic shopping experience will exhibit a strong relationship with intent to purchase sustainable beauty products (Jones, Reynolds, & Arnold, 2006).

Visual Product Aesthetics

Visual product aesthetics encompasses the characteristics that produce the appearance of a product (e.g. materials, proportion, color, shape, ornamentation, shape, size, and reflectivity (Lawson 1983). Visual product aesthetics can shape the consumers perceptions and obtain a symbolic meaning that affects how a product is evaluated and understood. Product appearance provides a sensory experience for the consumer. It is one the first opportunities for a consumer/product relationship to be formed where attitudes and perceptions may follow (Hollins and Pugh 1990). Affective reactions to the design aesthetics of objects has been researched (Bloch 1995; Veryzer 1993) and described by Csikszentmihalyi and Robinson (1990) as “a state of intense enjoyment characterized by feelings of personal wholeness, a sense of discovery, and a sense of human connectedness” (p. 178).

Additionally, pleasure can be looked at with a design-based perspective. It is argued by Norman (2004) that there are three levels (visceral, behavioral, and reflective) of processing products and their product features (Alba & Williams, 2013). The visceral (i.e. intuitive) level is a hard-wired response mainly to physical product features that

follows closely to the communal knowledge of aesthetic response (i.e., the product's design and form) (Alba & Williams, 2013). The behavioral level includes function, performance, and usability, and the reflective level encompasses the meaning and interpretation and is considered the “most novel from a design perspective” (Alba & Williams, 2013 p. 4). All three levels can be perceived as pleasurable in their own ways and can be experienced independently or congruently. Such as when a consumer experiences enjoyment from the attractiveness of a new phone as well as the functionality and performance of the camera feature. Correspondingly, Jordan (2000) proposes four types of product pleasures: (a) physio-pleasures, stemming from the senses, (b) socio-pleasures, stemming from interpersonal and group relationships, (c) psycho-pleasures, stemming from one's emotional and cognitive reactions to product use, and (d) ideopleasures, stemming from product meanings and personal values.

Literature has suggested that behavioral responses to the design aesthetics of products include but are not limited to, acquisition. Thus, it is expected that positive affective reactions (i.e. enjoyment) to visual product aesthetics will have a strong relationship with intent to purchase sustainable beauty products.

General Attitudes of Sustainability

Sustainable production allows consumers to purchase sustainable items that can fulfill a human psychological need to express their own attitudes of sustainability. The attitudes of such consumers can directly influence their sustainable purchase behaviors, and while they are aware that there may be a higher price to pay, they are still willing to incur the cost if the quality of the sustainable product is satisfied (Bin, 2014). Consumer demand has resulted in an increase of sustainable product categories such as laundry

detergents, personal care products and energy saving electronics. As popularity of sustainable products increases so does the search for more sustainable products (Nimse et al., 2007). The personal care, also referred to as the beauty industry category, is the second largest portion of sales in the US organic industry following the food segment industry (Organic Trade Association, 2006). It is suggested by D'Souza et al. (2006) that ecological concerns may play an important role in the marketing of cosmetic products. The beauty product industry is made up of four segments (bath and shower, hand and body, cosmetics, and fragrances) (Pilelienė & Šontaitė-Petkevičienė, 2014). Extant research on the organic personal care industry has been more focused on current marketing strategies rather than consumer attitude and behavior and the majority of literature regarding the purchase of sustainable products and consumers' attitudes (Chen, 2007; Magnusson et al., 2001; Padel and Foster, 2005; Zanolli and Naspetti, 2002) concentrate primarily on organic food products. Therefore, a more in- depth and complex understanding of consumers' behavior and attitudes towards the sustainable product category is key in developing more effective and relevant understanding of how general attitudes may affect intent to purchase sustainable beauty products.

Impulsive Traits

Impulsive traits can be exemplified by immediate and spontaneous reactionary behavior dominated by emotions where reasoning is sometimes overlooked and the decision-making process usually requires little time (Ning Shen & Khalifa, 2012). Further, impulsive traits are hedonically complex meaning that emotions are mostly split into a positive and negative affect and it is occasionally described as irresistible (Ning Shen & Khalifa, 2012) (Verhagen & van Dolen, 2011).

According to prior research, an impulsive shopper may experience an urgency to make a purchase when he/she encounters positive experience(s) or experiences feelings of satisfaction, pleasure and/or enjoyment while shopping and will have sudden urges to buy item(s) (Beatty & Ferrell, 1998).

Theoretical Foundation

The Theory of Reasoned Action (TRA) also known as the Theory of Planned Behavior has been used to predict intention to predict an individual's intention to behave in a certain way in a particular place and time. With this theory, it is a general rule that “the more favorable the attitude and subjective norm with respect to a behavior, and the greater the perceived behavioral control, the stronger should be an individual’s intention to perform the behavior under consideration.” (Ajzen, 1991 p.188) With this theory, the behavioral intention in this study is the “Intent to Purchase Sustainable Beauty Products”.

Hypotheses

H1: Attitude acts as a moderator of the relationship between Visual Product Aesthetics of Sustainable Beauty Products and Purchase Intent of Sustainable Beauty Products.

H2: Attitude acts as a mediator of the relationship between Visual Product Aesthetics of Sustainable Beauty Products and Purchase Intent of Sustainable Beauty Products

H3: Attitude acts as a moderator of the relationship between Hedonic Shopping Experience of Sustainable Beauty Products and Purchase Intent of Sustainable Beauty Products

H4: Attitude acts as a mediator of the relationship between Hedonic Shopping Experience of Sustainable Beauty Products and Purchase Intent of Sustainable Beauty Products

H5: Visual Product Aesthetics of Sustainable Beauty Products will be positively related to Purchase Intent of Sustainable Beauty Products for respondents in the high impulse group.

H6: Hedonic Shopping Experience of Sustainable Beauty Products will be positively related to Purchase Intent of Sustainable Beauty Products for respondents in the high impulse group.

H7: Visual Product Aesthetics of Sustainable Beauty Products will be positively related to Purchase Intent of Sustainable Beauty Products for respondents in the low impulse group.

H8: Hedonic Shopping Experience of Sustainable Beauty Products will be positively related to Purchase Intent of Sustainable Beauty Products for respondents in the low impulse group.

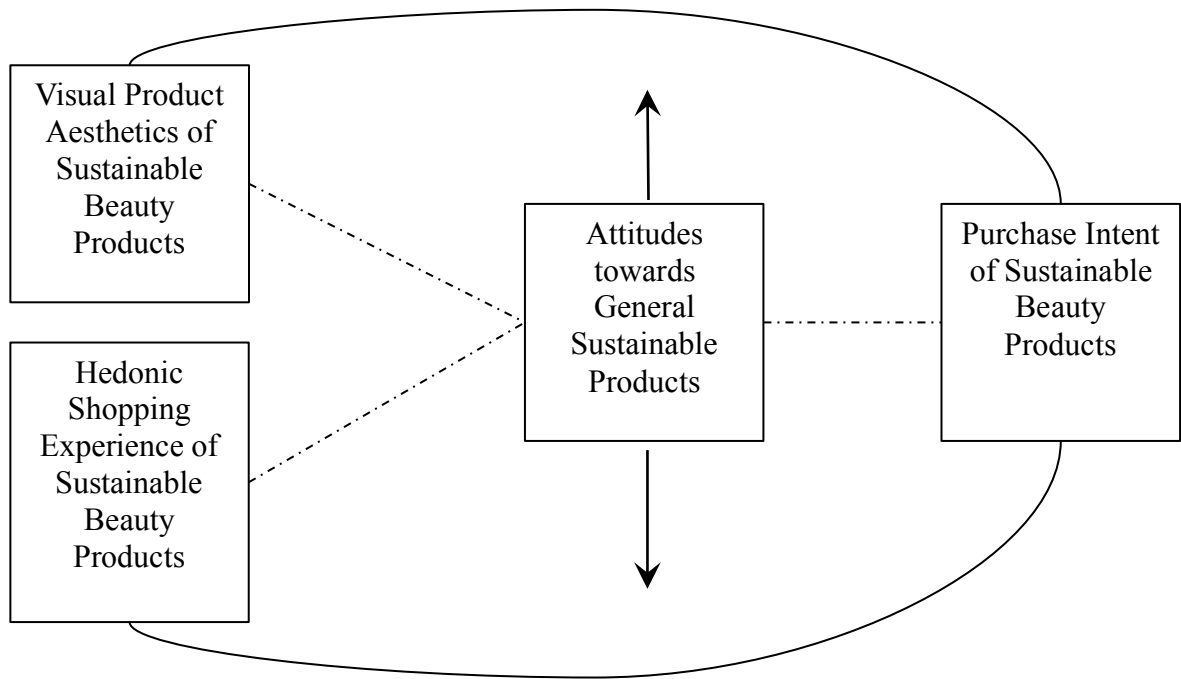


Figure 2-1: Research Model of Visual Product Aesthetics of Sustainable Beauty Products and Hedonic Shopping Experience of Sustainable Beauty Products Predicting Purchase Intent of Sustainable Beauty Products for both High and Low Impulse Groups.

CHAPTER III

METHOD

Participants

In order to understand the difference in consumer's intent to purchase and attitudes towards sustainable beauty products between high and low impulsive consumers, this study utilized a purchased sample. The sample was purchased to understand a broad population that included several generations of women, as sustainable beauty products are not limited to a particular age, research has shown that the majority of consumers who buy them are women (Coley & Burgess, 2003). As this study seeks to examine attitudes and intent to purchase sustainable beauty products, the sample selected provided the researcher an overview of the general population that could be explored in future studies.

IRB Exemption

The researcher attained IRB exemption for this project (see Appendix A). The study was exempt from a full IRB review under category 2, which exempts any research that does not ask for any subject information or place them at risks for committing any crimes. The study did not cause any damages to the respondents' financial standing, employability, or reputation. Further, the topics and research questions planned did not cause any stress to the human subjects in the study

Pretest

The study utilized a pretest of Texas State University students before the research sample was purchased. After a student sample was used to pretest the survey, a population

sample was surveyed using an online survey powered by SurveyGizmo.

Sample Selection

This sample meets the need to understand high and low-impulsive consumers and how their shopping experiences impact their attitudes and intent to purchase sustainable beauty products. The student pretest sample was used to ensure that the scales used for the study correctly measured the variables in the model; as they have not been used together in other studies. The student sample also served as a pretest to ensure that the second sample would be given questions that correctly measured each variable.

In accordance with the Institutional Review Board (IRB) policies on human subjects at Texas State University, the data obtained from the participants in the study was kept anonymous and did not identify any individuals who chose to participate in the study. The online study was administered through their professor, so the researcher did not have any access or way to communicate with the subjects directly. In addition, IRB requires that all participants are over the age of 18, which was included in the consent form in the survey and participants who are underage were not able to complete the survey.

The research sample was purchased using a thesis research fellowship grant of \$2000, which assisted the researcher in collecting data from a sample of consumers between the age of 18 and 59 during the spring 2016 semester. After the student pretest was collected and analyzed, the survey was edited to ensure that the questions accurately measured the items in the research model. The sample, purchased through the online survey website SurveyGizmo, was administered in February 2016.

Measures

The responses were measured using one of the three seven point Likert scales unless otherwise specified. The first ranges from 1, (strongly disagree), 2, (disagree) 3, (slightly disagree), 4 (neither agree nor disagree), to 5 (slightly agree), 6 (agree), 7 (strongly agree). The second ranges from 1 (Very unlikely), 2 (unlikely), 3 (somewhat unlikely), 4 (undecided), 5 (somewhat likely), 6 (likely) to 7 (very likely). The third ranges from 1, (very unimportant), 2 (unimportant), 3 (somewhat important), 4 (undecided), 5 (slightly important), 6 (important), 7 (very important). An example of each measure is provided with each variable and the full scales for each variable are presented below.

Impulse. Rook and Fisher's (1995) scale was used to measure the respondents' level of impulsiveness (See Table 3-1). This classic scale of nine-items asks questions like "I often buy things spontaneously," and "I often buy things without thinking," (Rook and Fisher, 1995) (See Table 3-1). This scale has proven to be highly regarded and is a classic scale for measuring impulsive shopping behavior.

Table 3-1: Items Used to Measure Impulse (Rook and Fisher, 1995).

Item
“Just do it” describes the way I buy things.
I often buy things without thinking.
I see it, I buy it describes me.
Buy now, think about it later describes me.
Sometimes I feel like buying things on the spur-of-the-moment.
I buy things according to how I feel at the moment.
I carefully plan most of my purchases. *
Sometimes I am a bit reckless about what I buy.
* Item was reverse coded.

Visual product aesthetics. Visual product aesthetics, which consists of 3 constructs, was measured with a multiple item measure: value (4 items), acumen (4 items), and response, (2 items), (Bloch et al., 2003) (See Table 3-2). This scale measured the relationships between sustainable beauty products visual aesthetics to the attitudes and intentions to purchase. The value construct provided statements like “A sustainable beauty products design is a source of pleasure for me”. The acumen construct provided statements like, “Being able to see subtle difference in product designs is one skill that I have developed over time”. Finally, the response construct provides statements like, “If a sustainable product design really ‘speaks’ to me, I feel that I must buy it.” (Bloch et al., 2003). This measure has demonstrated adequate internal consistency reliability (Coefficient alpha of .89) and validity (convergent and discriminant) (Bloch et al., 2003).

Table 3-2: Items Used to Measure Visual Product Aesthetics (Bloch, Brunel, & Arnold, 2003).

Item
Owning sustainable beauty products that have superior designs makes me feel good about myself.
I enjoy seeing displays of sustainable beauty products that have superior designs.
A sustainable beauty product's design is a source of pleasure for me.
Beautiful sustainable beauty product designs make our world a better place to live.
Being able to see subtle difference in sustainable beauty product designs is one skill that I have developed over time.
I see things in a product's design that other people tend to pass over.
I have the ability to imagine how a product will fit in with designs of other things I already own.
I have a pretty good idea of what makes one sustainable beauty product look better than its competitors.
Sometimes the way a sustainable product looks seems to reach out and grab me.
If a sustainable beauty product's design really “speaks” to me, I feel that I must buy it.
When I see a sustainable beauty product that has a really great design, I feel a strong urge to buy it.

Scale of Perceived Personal Shopping Value. Hedonic Shopping Experience was measured with the scale of perceived personal shopping value which consists of 5 items (Babin et al., 1994) in order to report consumer perceptions of hedonic shopping values, (e.g., While shopping for sustainable beauty products, I felt a sense of adventure.”) (Babin et al., 1994) (See Table 3-3) This measure has demonstrated adequate reliability (Cronbach’s alpha of .93 for hedonic) and validity (convergent, construct, nomological, and discriminant) (Babin et al., 1994).

Table 3-3: Items Used to Measure Hedonic Shopping Experience (Babin, Darden, & Griffin, (1994).

Item
I continued to shop for sustainable beauty products, not because I had to, but because I wanted to.
Compared to other things I could have done, the time spent buying sustainable beauty products was truly enjoyable.
I enjoyed being immersed in buying new exciting products.
While shopping for sustainable beauty products, I am able to forget my problems.

Sustainable Beauty Product Attitudes. Sustainable Beauty Product Attitudes was measured with a scale developed by Hustvedt (2006). The general attitude items included in the questionnaire can aid beauty product manufacturers in the improvement of marketing of sustainable beauty products (Hustvedt, 2006). The 11-item general attitude scale included in the survey covered a range of topics related to sustainable products in general and sustainable beauty products, specifically (Hustvedt, 2006). Respondents were asked what they believed would result from purchasing sustainable products. They were given two 7-point likert type scales. One of them ranging from (1 = Strongly Disagree to 7 = Strongly Agree) and another scale which asked the respondents to rate the importance (1 = very unimportant to 7 = very important) for each of the outcomes suggested in the behavioral beliefs (e.g., Supporting sustainable companies”) (Hustvedt, 2006) (See Table 3-4). This measure has demonstrated adequate reliability ($\alpha = .91$) (Hustvedt, 2006).

Table 3-4: Items Used to Measure Attitudes.

Item
The following would result from my purchasing a sustainable beauty product.
A fair price for sustainable producers
Purchasing a product that is more expensive
Supporting sustainable producers
Supporting pro-environmental companies
Purchasing a quality product
Purchasing a product which is not readily available
How important is each of the following to you?
A fair price for sustainable producers
Purchasing a product that is more expensive
Supporting sustainable producers
Supporting pro-environmental companies
Purchasing a quality product
Purchasing a product which is not readily available

Intent to Purchase. Intent to purchase sustainable beauty products was measured by 4 questions, which were developed by the researcher. The scale items were designed to determine the respondents' intent to purchase sustainable beauty products (e.g. 'In the next 6 months, how likely are you to purchase a sustainable beauty product?') (See Table 3-5).

Table 3-5: Items Used to Measure Intent to Purchase.

Item
In the next 6 months, how likely are you to purchase a sustainable beauty product?
How likely are you to purchase a sustainable beauty product as a gift?
How likely are you to purchase a sustainable beauty product that is better for your skin?
How likely are you to purchase a sustainable beauty product that prevents aging?

CHAPTER IV

RESULTS

The survey was administered through the website SurveyGizmo and took one week to be completed. Of the 707 respondents who started the survey, there were 62 partial responses (which were subsequently discarded as “incompletes”) and 142 respondents who were disqualified, based on quotas set to ensure a healthy mix of ages. Respondents who were male were also disqualified to ensure that the survey was sent to only females.

After the data was collected, it was screened to ensure that there were no errors in the data including missing data, or outliers. Using SPSS Version 22, frequency distribution was examined to ensure that the responses to the items were normal. Multiple regression was done to measure the variables and identify the relationships between the variables outlined for the study.

Demographic Information

A report by the Nielson Company stated that 9 out of 10 women aged 18 years and older used skin care, make-up or fragrance, accounting for over 170 million beauty users in the US (The NPD Group, Inc., 2008). Furthermore, The NPD Group’s study also showed that 42% of US female skin care users 18 and older look for products that are made from natural ingredients. Therefore, a sample was purchased to understand a broader population that encompasses several generations

The sample size had respondents varying in age from 18-59 to better understand cross-generational impulsive and non-impulsive consumers and how their shopping

experiences impact their attitudes and intent to purchase sustainable beauty products. Respondents were fairly evenly distributed by age, and the data had a majority of the respondents aged 18-29 (38%) (See Table 4-1). Respondents from ages 50-59 however were the lowest response group (1.8%).

Table 4-1: Respondents by Age.

Age Range	n	%
18-24	97	19.4%
25-29	93	18.6%
30-34	72	14.4%
35-39	79	15.8%
40-44	73	14.6%
45-49	77	15.4%
50-59	9	1.8%
Total	500	100.0%

Respondents' ethnicity was not as evenly distributed, with a majority (67.6%) of respondents identifying themselves as Euro-American or Caucasian (See Table 4-2). Of minority ethnic groups, Hispanic/Latinos were the next best represented, with 10.8% of the respondents. African-American respondents were slightly lower, with 10.4% of the respondents. Finally, Asian respondents or those who did not respond both totaled 5.6% of the respondents.

Table 4-2: Respondents Demographics.

	n	%
Euro-American/Caucasian	338	67.6%
Hispanic/Latino(a)	54	10.8%
African-American	52	10.4%
Asian	28	5.6%
Other (Not Given)	28	5.6%
Total	500	100.0%

Of the 500 responses, 477 provided their geographical area (See Table 4-3). Using the Census Regions and Divisions of the United States published by the US Department of Commerce, Economics, and Statistics Administration; the researcher divided the respondents by region. This regional division list is used to understand the regions for census data.

The states that represent the South are Alabama, Arkansas, Delaware, District of Columbia (DC), Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, Oklahoma, North Carolina, South Carolina, Tennessee, Texas, Virginia, and West Virginia. 35.6% of the respondents were from the South of the United States. 23.1% of the respondents were from the Midwest region of the United States. The states in the Midwest region are Indiana, Illinois, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin. 20.3% of the respondents were from the Northeast region, which consists of the states Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont. 16.4% of the respondents were from the Pacific region of the United States, and includes Alaska, California, Hawaii, Oregon, and Washington. Finally, 4.6% of the respondents were from the Western region of the United States. These states include Arizona, Colorado, Idaho, New Mexico, Nevada, Montana, and Wyoming.

Table 4-3: Respondents by Region.

	n	%
South	170	35.6%
Midwest	110	23.1%
Northeast	97	20.3%
Pacific	78	16.4%
West	22	4.6%
Total	477	100.0%

Exploratory Factor Analysis

The eight items used to measure impulsivity loaded on one factor (See Table 4-4) and were used to create a variable with a Chronbach's alpha of .89. The factor accounted for a variance of 58.50%. A variable was created by summing the values for each item and dividing it by eight to provide a scale that had ranges from one to seven. The mean for the variable Impulsivity was 3.92 (S=1.282). This would suggest that respondents were fairly neutrally impulsive.

Table 4-4: Factor Loadings of Impulse Items.

Item	Factor Loading
"Just do it" describes the way I buy things.	0.83
I often buy things without thinking.	0.85
I see it, I buy it describes me.	0.85
Buy now, think about it later describes me.	0.83
Sometimes I feel like buying things on the spur-of-the-moment.	0.72
I buy things according to how I feel at the moment.	0.78
I carefully plan most of my purchases.	0.31
Sometimes I am a bit reckless about what I buy.	0.80
Eigenvalue	4.68
% of variance	58.50%
Cronbach's alpha	0.89

The five items used to measure hedonic shopping experience loaded on one factor (See Table 4-5) and were used to create a variable with a Chronbach's alpha of .87. The factor accounted for a variance of 66.47%. A variable was created by summing the values for each item and dividing it by five to provide a scale that had ranges from one to seven. The mean for the variable, Hedonic Shopping Value was 4.35 (S= 1.289). This would suggest that respondents neither agree nor disagree that positive feelings can be enhanced by a pleasurable or captivating experience while shopping for sustainable beauty products.

Table 4-5: Factor Loadings for Hedonic Shopping Value Items.

Item	Factor Loading
I continued to shop for sustainable beauty products, not because I had to, but because I wanted to.	0.75
Compared to other things I could have done, the time spent buying sustainable beauty products was truly enjoyable.	0.87
I enjoyed being immersed in buying new exciting products.	0.84
While shopping for sustainable beauty products, I am able to forget my problems.	0.77
While shopping for sustainable beauty products, I felt a sense of adventure.	0.84
Eigenvalue	3.32
% of variance	66.47%
Cronbach's alpha	0.87

The eleven items used to measure visual product aesthetics loaded on one factor (See *Table 4-6*) and were used to create a variable with a Cronbach's alpha of .95. The factor accounted for a variance of 66.27%. A variable was created by summing the values for each item and dividing it by eleven to provide a scale that had ranges from one to seven. The mean for the variable, visual product aesthetics was 4.52 (S= 1.272). This would indicate that respondents somewhat agree that visual product aesthetics effect how a sustainable beauty product is evaluated and understood.

Table 4-6: Factor Loadings for Visual Product Aesthetic Items.

Item	Factor Loading
Owning sustainable beauty products that have superior designs makes me feel good about myself.	0.85
I enjoy seeing displays of sustainable beauty products that have superior designs.	0.81
A sustainable beauty product's design is a source of pleasure for me.	0.86
Beautiful sustainable beauty product designs make our world a better place to live.	0.73
Being able to see subtle difference in sustainable beauty product designs is one skill that I have developed over time.	0.82
I see things in a product's design that other people tend to pass over.	0.77
I have the ability to imagine how a product will fit in with designs of other things I already own.	0.78
I have a pretty good idea of what makes one sustainable beauty product look better than its competitors.	0.81
Sometimes the way a sustainable product looks seems to reach out and grab me.	0.81
If a sustainable beauty product's design really “speaks” to me, I feel that I must buy it.	0.84
When I see a sustainable beauty product that has a really great design, I feel a strong urge to buy it.	0.86
Eigenvalue	7.29
% of variance	66.27%
Cronbach's alpha	0.95

Behavioral Beliefs. The six items measuring behavioral beliefs about the purchase of sustainable products loaded and rotated onto two factors (see Table 4-7). Two items “purchasing a product that is more expensive” and “purchasing a product which is not readily available” were deleted due to low factor loadings and because both items assess either price or the availability of sustainable products. Because these two items were not relevant to this particular study, they were removed. The remaining items were used to create a variable with a Cronbach’s alpha of ($\alpha = .82$). The factor accounted for 54.33% of the variance between the items.

Importance. The six items measuring importance of the beliefs about the purchase of sustainable products loaded and rotated onto two factors (see Table 4-7). Two items “purchasing a product that is more expensive” and “purchasing a product which is not readily available” were deleted due to low factor loadings and because both items assess either price or the availability of sustainable products. Because these two items were not relevant to this particular study, they were removed. The remaining items were used to create a variable with a Cronbach’s alpha of ($\alpha = .80$). The factor accounted for 53.08% of the variance between the items.

The items used to measure attitude towards sustainable products was measured using 4 items, which encompassed the sum of the product of behavioral beliefs and the importance of those beliefs. The mean for the variable, Attitude was 27.916 ($S=10.900$). This would indicate that the respondents have fairly neutral attitudes of sustainable products.

Table 4-7: Factor Loadings for Attitude Items.

Item	Factor Loading	
Behavioral Beliefs		
A fair price for sustainable producers	0.79	0.12
Purchasing a product that is more expensive *	0.07	0.91
Supporting sustainable producers	0.82	0.27
Supporting pro-environmental companies	0.83	0.22
Purchasing a quality product	0.81	0.12
Purchasing a product which is not readily available *	0.35	0.76
*Item was deleted		
Note: Factor loadings over .40 appear in bold		
Eigenvalue	3.26	1.055
% of variance	54.333%	17.589%
Cronbach's alpha	0.82	
Importance		
A fair price for sustainable producers	0.82	0.07
Purchasing a product that is more expensive *	0.06	0.91
Supporting sustainable producers	0.84	0.24
Supporting pro-environmental companies	0.84	0.19
Purchasing a quality product	0.79	0.12
Purchasing a product which is not readily available *	0.27	0.84
*Item was deleted		
Note: Factor loadings over .40 appear in bold		
Eigenvalue	3.185	1.248
% of variance	53.081%	20.806%
Cronbach's alpha	0.80	

The four items used to measure intent to purchase a sustainable beauty product loaded on one factor (See Table 4-8) and were used to create a variable with a Chronbach's alpha of .90. The factor accounted for a variance of 76.654%. A variable was created by summing the values for each item and dividing it by four to provide a scale that had ranges from one to seven. The mean for the variable, Intent was 4.80

($S=1.385$). This would suggest that respondents' intent to purchase a sustainable beauty product was somewhat likely.

Table 4-8: Factor Loadings of Intent.

Item	Factor Loading
In the next 6 months, how likely are you to purchase a sustainable beauty product?	0.90
How likely are you to purchase a sustainable beauty product as a gift?	0.85
How likely are you to purchase a sustainable beauty product that is better for your skin?	0.89
How likely are you to purchase a sustainable beauty product that prevents aging?	0.85
Eigenvalue	3.066
% of variance	76.654%
Cronbach's alpha	0.90

Impulsivity. Previous research studies have examined impulsive traits using a split method to determine how high and low levels of impulsive traits differ in purchase intentions. To examine differences in how VPASBP and HSESBP affect consumers with high and low impulsive traits, a median split method was used. Respondents who scored above the median of the Impulse measure were classified as the high impulse group, with those who scored below the median classified as the low impulse group. About 17 percent of the respondents around the median were excluded in order to discriminate the groups more clearly.

Low Impulse. The item “‘Just do it’ describes the way I do things” had a mean of 2.49 and a standard deviation of 1.185, suggesting that the respondents disagreed with the statement (See *Table 4-9*). Respondents’ answers to the item “I often buy things without thinking” had a mean of 2.29 and a standard deviation of 1.073, indicating that the respondents disagreed with the statement. The item “‘I see it, I buy it describes me’” resulted in a mean of 2.20 and a standard deviation of 1.115. This suggests that the respondents disagreed with the statement. The statement “‘Buy now, think about it later’ describes me” had a mean of 2.12 and a standard deviation of 1.079, suggesting that the respondents disagreed with the statement. The respondents neither agreed nor disagreed with the statement, “Sometimes I feel like buying things on the spur-of-the- moment” with a mean of 4.06 and a standard deviation of 1.609. The item “I buy things according to how I feel at the moment” had a mean of 3.50 and a standard deviation of 1.546, suggesting that the respondents neither agreed nor disagreed. The item “I carefully plan most of my purchases” was reverse coded, with a mean of 2.53 and a standard deviation of 1.303, suggesting that the respondents somewhat disagreed with the statement. Finally, the item “Sometimes I am a bit reckless about what I buy” had a mean of 2.68 and a standard deviation of 1.418, suggesting that the respondents somewhat disagreed with the statement.

Table 4-9: Frequencies of Low Impulse Items.

Item	n	<i>M</i>	<i>SD</i>
Just do it describes the way I buy things.	216	2.49	1.185
I often buy things without thinking.	217	2.29	1.073
I see it, I buy it describes me.	214	2.2	1.155
Buy now, think about it later describes me.	214	2.12	1.079
Sometimes I feel like buying things on the spur-of-the-moment.	217	4.06	1.609
I buy things according to how I feel at the moment.	217	3.5	1.546
I carefully plan most of my purchases. *	215	2.525	1.3035
Sometimes I am a bit reckless about what I buy.	215	2.68	1.418

* Item was reverse coded.

High Impulse. The item “‘Just do it’ describes the way I do things” had a mean of 5.23 and a standard deviation of 1.251, suggesting that the respondents somewhat agreed with the statement (See *Table 4-10*). Respondents’ answers to the item “I often buy things without thinking” had a mean of 5.32 and a standard deviation of 1.501, indicating that the respondents agreed with the statement. The item “‘I see it, I buy it describes me’” resulted in a mean of 5.22 and a standard deviation of 1.212. This suggests that the respondents somewhat agreed with the statement. The statement “‘Buy now, think about it later’ describes me” had a mean of 5.19 and a standard deviation of 1.277, suggesting that the respondents somewhat agreed with the statement. The respondents agreed with the statement, “Sometimes I feel like buying things on the spur-of-the- moment” with a mean of 6.00 and a standard deviation of .923. The item “I buy things according to how I feel at the moment” had a mean of 5.68 and a standard deviation of 1.004, suggesting that the respondents agreed with the statement. The item “I carefully plan most of my purchases” was reverse coded, with a mean of 3.63 and a standard deviation of 1.542, suggesting that the respondents neither agreed nor disagreed with the statement. Finally, the item “Sometimes I am a bit reckless about what I buy” had a mean of 5.42 and a standard deviation of 1.198, suggesting that the respondents somewhat agreed with the statement.

Table 4-10: Frequencies of High Impulse Items.

Item	n	M	SD
Just do it describes the way I buy things.	196	5.23	1.251
I often buy things without thinking.	196	5.32	1.225
I see it, I buy it describes me.	195	5.22	1.212
Buy now, think about it later describes me.	196	5.19	1.277
Sometimes I feel like buying things on the spur-of-the-moment.	196	6.00	0.923
I buy things according to how I feel at the moment.	196	5.68	1.004
I carefully plan most of my purchases. *	195	3.63	1.542
Sometimes I am a bit reckless about what I buy.	196	5.42	1.198

* Item was reverse coded.

Visual Product Aesthetics

Low Impulse Group. The item “Owning sustainable beauty products that have superior designs makes me feel good about myself” had a mean of 4.14 and a standard deviation of 1.609, which suggests that the respondents neither agree nor disagree with the statement (See Table 4-11). The item “I enjoy seeing displays of sustainable beauty products that have superior designs” had a mean of 4.42 and a standard deviation of 1.609, which suggests that the respondents neither agree nor disagree with the statement. The item “A sustainable beauty product's design is a source of pleasure for me” had a mean of 3.96 and a standard deviation of 1.562 which suggests that the respondents neither agreed nor disagreed with the statement. The item “Beautiful sustainable beauty product designs make our world a better place to live” had a mean of 4.26 and a standard deviation of 1.616, which suggests that the respondents neither agreed nor disagreed with the statement. The item “Being able to see subtle difference in sustainable beauty product designs is one skill that I have developed over time” had a mean of 3.93 and a standard deviation of 1.652, which suggests that the respondents neither agreed nor

disagreed with the statement. The item “I see things in a product's design that other people tend to pass over” had a mean of 4.18 and a standard deviation of 1.561, which suggests that the respondents neither agreed nor disagreed with the statement. The item “I have the ability to imagine how a product will fit in with designs of other things I already own” had a mean of 4.37 and a standard deviation of 1.650, which suggests that the respondents neither agreed nor disagreed with the statement. The item “I have a pretty good idea of what makes one sustainable beauty product look better than its competitors” had a mean of 3.95 and a standard deviation of 1.612, which suggests that the respondents neither agreed nor disagreed with the statement. The item “Sometimes the way a sustainable product looks seems to reach out and grab me” had a mean of 4.16 and a standard deviation of 1.579, which suggests that the respondents neither agreed nor disagreed with the statement. The item “If a sustainable beauty product's design really “speaks” to me, I feel that I must buy it” had a mean of 3.83 and a standard deviation of 1.623 which suggests that the respondents neither agree nor disagree with the statement. The item “When I see a sustainable beauty product that has a really great design, I feel a strong urge to buy it” had a mean of 3.87 and a standard deviation of 1.636 which suggests that the respondents neither agreed nor disagreed with the statement.

Table 4-11: Frequencies of Visual Product Aesthetics for Low Impulse Group.

Item	n	<i>M</i>	<i>SD</i>
Owning sustainable beauty products that have superior designs makes me feel good about myself.	213	4.14	1.609
I enjoy seeing displays of sustainable beauty products that have superior designs.	211	4.42	1.609
A sustainable beauty product's design is a source of pleasure for me.	214	3.96	1.562
Beautiful sustainable beauty product designs make our world a better place to live.	211	4.26	1.616
Being able to see subtle difference in sustainable beauty product designs is one skill that I have developed over time.	209	3.93	1.652
I see things in a product's design that other people tend to pass over.	214	4.18	1.561
I have the ability to imagine how a product will fit in with designs of other things I already own.	213	4.37	1.65
I have a pretty good idea of what makes one sustainable beauty product look better than its competitors.	214	3.95	1.612
Sometimes the way a sustainable product looks seems to reach out and grab me.	212	4.16	1.579
If a sustainable beauty product's design really “speaks” to me, I feel that I must buy it.	213	3.83	1.623
When I see a sustainable beauty product that has a really great design, I feel a strong urge to buy it.	213	3.87	1.636

High Impulse Group. The item “Owning sustainable beauty products that have superior designs makes me feel good about myself” had a mean of 5.17 and a standard deviation of 1.439, which suggests that the respondents somewhat agree with the statement (See Table 4-12). The item “I enjoy seeing displays of sustainable beauty products that have superior designs” had a mean of 5.11 and a standard deviation of 1.446, which suggests that the respondents somewhat agreed with the statement. The item “A sustainable beauty product's design is a source of pleasure for me” had a mean of 5.02 and a standard deviation of 1.489 which suggests that the respondents somewhat agreed with the statement. The item “Beautiful sustainable beauty product designs make our world a better place to live” had a mean of 4.94 and a standard deviation of 1.495, which suggests that the respondents somewhat agreed with the statement. The item “Being able to see subtle difference in sustainable beauty product designs is one skill that I have developed over time” had a mean of 4.79 and a standard deviation of 1.547, which suggests that the respondents somewhat agreed with the statement. The item “I see things in a product's design that other people tend to pass over” had a mean of 4.92 and a standard deviation of 1.507, which suggests that the respondents somewhat agreed with the statement. The item “I have the ability to imagine how a product will fit in with designs of other things I already own” had a mean of 5.07 and a standard deviation of 1.488, which suggests that the respondents somewhat agreed with the statement. The item “I have a pretty good idea of what makes one sustainable beauty product look better than its competitors” had a mean of 4.81 and a standard deviation of 1.682, which suggests that the respondents somewhat agreed with the statement. The item “Sometimes the way a sustainable product looks seems to reach out and grab me” had a mean of 5.25 and a

standard deviation of 1.418, which suggests that the respondents somewhat agreed. The item “If a sustainable beauty product's design really “speaks” to me, I feel that I must buy it” had a mean of 5.07 and a standard deviation of 1.452 which suggests that the respondents somewhat agreed with the statement. The item “When I see a sustainable beauty product that has a really great design, I feel a strong urge to buy it” had a mean of 5.05 and a standard deviation of 1.446 which suggests that the respondents somewhat agreed with the statement.

Table 4-12: Frequencies of Visual Product Aesthetics for High Impulse Group.

Item	n	<i>M</i>	<i>SD</i>
Owning sustainable beauty products that have superior designs makes me feel good about myself.	194	5.17	1.439
I enjoy seeing displays of sustainable beauty products that have superior designs.	193	5.11	1.446
A sustainable beauty product's design is a source of pleasure for me.	194	5.02	1.489
Beautiful sustainable beauty product designs make our world a better place to live.	193	4.94	1.495
Being able to see subtle difference in sustainable beauty product designs is one skill that I have developed over time.	193	4.79	1.547
I see things in a product's design that other people tend to pass over.	193	4.92	1.507
I have the ability to imagine how a product will fit in with designs of other things I already own.	192	5.07	1.488
I have a pretty good idea of what makes one sustainable beauty product look better than its competitors.	195	4.81	1.682
Sometimes the way a sustainable product looks seems to reach out and grab me.	193	5.25	1.418
If a sustainable beauty product's design really “speaks” to me, I feel that I must buy it.	193	5.07	1.452
When I see a sustainable beauty product that has a really great design, I feel a strong urge to buy it.	191	5.05	1.446

Hedonic Shopping Experience

Low Impulse Group. The item “I continued to shop for sustainable beauty products, not because I had to, but because I wanted to” had a mean of 4.56 and a standard deviation of 1.477, which suggests that the respondents somewhat agree with the statement (See Table 4-13) The item “Compared to other things I could have done, the time spent buying sustainable beauty products was truly enjoyable” had a mean of 4.11 and a standard deviation of 1.441, which suggests that the respondents neither agree nor disagree with the statement. The item “I enjoyed being immersed in buying new exciting sustainable beauty products” had a mean of 4.15 and a standard deviation of 1.617, which suggests that the respondents neither agree nor disagree with the statement. The item “While shopping for sustainable beauty products, I am able to forget my problems” had a mean of 3.28 and a standard deviation of 1.576, which suggests that the respondents somewhat disagree with the statement. The item “While shopping for sustainable beauty products, I felt a sense of adventure” had a mean of 3.82 and a standard deviation of 1.557, which suggests that the respondents neither agree nor disagree with the statement.

Table 4-13: Frequencies of Hedonic Shopping Experience for Low Impulse Group.

Item	n	M	SD
I continued to shop for sustainable beauty products, not because I had to, but because I wanted to.	214	4.56	1.477
Compared to other things I could have done, the time spent buying sustainable beauty products was truly enjoyable.	215	4.11	1.441
I enjoyed being immersed in buying new exciting products.	216	4.15	1.617
While shopping for sustainable beauty products, I am able to forget my problems.	216	3.28	1.576
While shopping for sustainable beauty products, I felt a sense of adventure.	216	3.82	1.557

High Impulse Group. The item “I continued to shop for sustainable beauty products, not because I had to, but because I wanted to” had a mean of 5.02 and a standard deviation of 1.549, which suggests that the respondents somewhat agree with the statement (See *Table 4-14*). The item “Compared to other things I could have done, the time spent buying sustainable beauty products was truly enjoyable” had a mean of 4.88 and a standard deviation of 1.544 which suggests that the respondents somewhat agree with the statement. The item “I enjoyed being immersed in buying new exciting sustainable beauty products” had a mean of 5.13 and a standard deviation of 1.527, which suggests that the respondents somewhat agree with the statement. The item “While shopping for sustainable beauty products, I am able to forget my problems” had a mean of 4.34 and a standard deviation of 1.691, which suggests that the respondents somewhat agree with the statement. The item “While shopping for sustainable beauty products, I felt a sense of adventure” had a mean of 4.84 and a standard deviation of 1.606, which suggests that the respondents somewhat agree with the statement.

Table 4-14: Frequencies of Hedonic Shopping Experience for High Impulse Group.

Item	n	<i>M</i>	<i>SD</i>
I continued to shop for sustainable beauty products, not because I had to, but because I wanted to.	196	5.02	1.549
Compared to other things I could have done, the time spent buying sustainable beauty products was truly enjoyable.	196	4.88	1.544
I enjoyed being immersed in buying new exciting products.	193	5.13	1.527
While shopping for sustainable beauty products, I am able to forget my problems.	196	4.34	1.691
While shopping for sustainable beauty products, I felt a sense of adventure.	196	4.84	1.606

Sustainable Beauty Product Attitudes for Low Impulse Group

Behavioral Beliefs. The item “A fair price for sustainable producers” had a mean of 4.90 and a standard deviation of 1.396, which suggests that the respondents somewhat agree with the statement (See Table 4-15). The item “Purchasing a product which is more expensive” had a mean of 4.09 and a standard deviation of 1.558, which suggests that the respondents neither agree nor disagree with the statement. The item “Supporting sustainable producers” had a mean of 4.91 and a standard deviation of 1.279, which suggests that the respondents somewhat agree with the statement. The item “Supporting pro-environmental companies” had a mean of 5.08 and a standard deviation of 1.435, which suggests that the respondents somewhat agree with the statement. The item “Purchasing a quality product” had a mean of 5.12 and a standard deviation of 1.251, which suggests that the respondents somewhat agree with the statement. The item “purchasing a product which is not readily available” had a mean of 4.02 and a standard deviation of 1.220, which suggests that the respondents neither agree nor disagree with the statement.

Importance. The item “A fair price for sustainable producers” had a mean of 5.19 and a standard deviation of 1.399, which suggests that the respondents think the statement is somewhat important (See Table 4-15). The item “Purchasing a product which is more expensive” had a mean of 3.27 and a standard deviation of 1.633, which suggests that the respondents think the statement is somewhat unimportant. The item “Supporting sustainable producers” had a mean of 4.88 and a standard deviation of 1.358, which suggests that the respondents think the statement is somewhat important. The item “Supporting pro-environmental companies” had a mean of 5.02 and a standard deviation of 1.378, which suggests that the respondents think the statement is somewhat important. The item “Purchasing a quality product” had a mean of 5.49 and a standard deviation of 1.342, which suggests that the respondents think the statement is somewhat important. The item “purchasing a product which is not readily available” had a mean of 3.64 and a standard deviation of 1.439, which suggests that the respondents think the statement is neither important nor unimportant.

Table 4-15: Frequencies of Behavioral Beliefs and Importance of Outcomes for Low Impulse Group.

Items	n	<i>M</i>	<i>SD</i>
The following would result from my purchasing a sustainable beauty product.			
A fair price for sustainable producers	215	4.9	1.396
Purchasing a product that is more expensive	214	4.09	1.558
Supporting sustainable producers	215	4.91	1.279
Supporting pro-environmental companies	213	5.08	1.435
Purchasing a quality product	211	5.12	1.251
Purchasing a product which is not readily available	214	4.02	1.22
How important is each of the following to you?			
A fair price for sustainable producers	214	5.19	1.399
Purchasing a product that is more expensive	214	3.27	1.633
Supporting sustainable producers	213	4.88	1.358
Supporting pro-environmental companies	211	5.02	1.378
Purchasing a quality product	210	5.49	1.342
Purchasing a product which is not readily available	211	3.64	1.439

Sustainable Beauty Product Attitudes for High Impulse Group

Behavioral Beliefs. The item “A fair price for sustainable producers” had a mean of 5.36 and a standard deviation of 1.390, which suggests that the respondents agree with the statement (See *Table 4-16*). The item “Purchasing a product which is more expensive” had a mean of 4.61 and a standard deviation of 1.697, which suggests that the respondents somewhat agree with the statement. The item “Supporting sustainable producers” had a mean of 5.31 and a standard deviation of 1.308, which suggests that the respondents somewhat agree with the statement. The item “Supporting pro-environmental companies” had a mean of 5.49 and a standard deviation of 1.322, which suggests that the respondents agree with the statement. The item “Purchasing a quality product” had a mean of 5.43 and a standard deviation of 1.435, which suggests that the respondents somewhat agree with the statement. The item “purchasing a product which is not readily available” had a mean of 4.70 and a standard deviation of 1.469, which suggests that the respondents somewhat agree with the statement.

Importance. The item “A fair price for sustainable producers” had a mean of 5.48 and a standard deviation of 1.374, which suggests that the respondents thought the statement was very important (See Table 4-16). The item “Purchasing a product which is more expensive” had a mean of 4.28 and a standard deviation of 1.908, which suggests that the respondents thought the statement was neither important nor unimportant. The item “Supporting sustainable producers” had a mean of 5.21 and a standard deviation of 1.500, which suggests that the respondents thought the statement was somewhat important. The item “Supporting pro-environmental companies” had a mean of 5.44 and a standard deviation of 1.407, which suggests that the respondents thought the statement was somewhat important. The item “Purchasing a quality product” had a mean of 5.63 and a standard deviation of 1.420, which suggests that the respondents thought the statement was very important. The item “purchasing a product which is not readily available” had a mean of 4.69 and a standard deviation of 1.577, which suggests that the respondents thought the statement was somewhat important.

Table 4-16: Frequencies of Behavioral Beliefs and Importance of Outcomes for High Impulse Group.

Items	n	<i>M</i>	<i>SD</i>
The following would result from my purchasing a sustainable beauty product.			
A fair price for sustainable producers	195	5.36	1.39
Purchasing a product that is more expensive	195	4.61	1.697
Supporting sustainable producers	196	5.31	1.308
Supporting pro-environmental companies	196	5.49	1.322
Purchasing a quality product	195	5.43	1.435
Purchasing a product which is not readily available	195	4.7	1.469
How important is each of the following to you?			
A fair price for sustainable producers	194	5.48	1.374
Purchasing a product that is more expensive	193	4.28	1.908
Supporting sustainable producers	194	5.21	1.5
Supporting pro-environmental companies	194	5.44	1.407
Purchasing a quality product	193	5.63	1.42
Purchasing a product which is not readily available	194	4.69	1.577

Intent to Purchase Sustainable Beauty Products for Low Impulse Group

The Item “In the next 6 months, how likely are you to purchase a sustainable beauty product?” had a mean of 4.68 and a standard deviation of 1.530, which suggests that the respondents are somewhat likely to purchase a sustainable beauty product in the next 6 months (See Table 4-17). The item “How likely are you to purchase a sustainable beauty product as a gift?” had a mean of 4.37 and a standard deviation of 1.574, which suggests that the respondents are undecided on whether or not they are likely to buy a

sustainable beauty product as a gift. The item “How likely are you to purchase a sustainable beauty product that is better for your skin?” had a mean of 4.94 and a standard deviation of 1.531 which suggests that the respondents are somewhat likely to buy a sustainable beauty product that is better for their skin. The item “How likely are you to purchase a sustainable beauty product that prevents aging?” had a mean of 4.43 and a standard deviation of 1.727, which suggests that the respondents are undecided on whether or not they would purchase a sustainable beauty product that prevents aging.:

Table 4-17: Frequencies of Intent to Purchase Sustainable Beauty Products for Low Impulse Group.

Item	n	M	SD
In the next 6 months, how likely are you to purchase a sustainable beauty product?	215	4.68	1.53
How likely are you to purchase a sustainable beauty product as a gift?	216	4.37	1.574
How likely are you to purchase a sustainable beauty product that is better for your skin?	215	4.94	1.531
How likely are you to purchase a sustainable beauty product that prevents aging?	213	4.43	1.727

Intent to Purchase Sustainable Beauty Products for High Impulse Group

The Item “In the next 6 months, how likely are you to purchase a sustainable beauty product?” had a mean of 5.21 and a standard deviation of 1.540, which suggests that the respondents are somewhat likely to purchase a sustainable beauty product in the next 6 months (See *Table 4-18*). The item “How likely are you to purchase a sustainable beauty product as a gift?” had a mean of 5.02 and a standard deviation of 1.539, which suggests that the respondents are somewhat likely to buy a sustainable beauty product as a gift. The item “How likely are you to purchase a sustainable beauty product that is better for your skin?” had a mean of 5.29 and a standard deviation of 1.583 which

suggests that the respondents are somewhat likely to buy a sustainable beauty product that is better for their skin. The item “How likely are you to purchase a sustainable beauty product that prevents aging?” had a mean of 5.10 and a standard deviation of 1.670, which suggests that the respondents are somewhat likely to purchase a sustainable beauty product that prevents aging.

Table 4-18: Frequencies of Intent to Purchase Sustainable Beauty Products for High Impulse Group.

Item	n	M	SD
In the next 6 months, how likely are you to purchase a sustainable beauty product?	196	5.21	1.54
How likely are you to purchase a sustainable beauty product as a gift?	194	5.02	1.539
How likely are you to purchase a sustainable beauty product that is better for your skin?	195	5.29	1.583
How likely are you to purchase a sustainable beauty product that prevents aging?	194	5.1	1.67

Attitude as a Mediating variable between Visual Product Aesthetics and Intent

In Step 1 of the mediation model, the regression of visual product aesthetics on intent to purchase sustainable beauty products for the low impulse group ignoring the mediator, was significant, $b = .6753$, $t(493) = 17.4942$, $p = <.001$. Step 2 showed that the regression of visual product aesthetics with the mediator, attitude was also significant, $b = 5.7869$ $t(493) = 20.4442$, $p = <.001$. Step 3 of the mediation process showed that the mediator (attitude), controlling for visual product aesthetics was not significant, $b = .570$, $t(493) = 10.1782$, $p = .000$. Step 4 of the analyses revealed that, controlling for the mediator (attitude), visual product aesthetics was a significant predictor of intent, $b = .3456$, $t(493) = 7.2354$, $p = .000$. A Sobel test was conducted and found partial mediation in the model ($z = 9.1027$, $p = .000$). It was found that attitude partially mediated the

relationship between visual product aesthetics and intent to purchase sustainable beauty products for the low impulsive consumers.

Attitude as a Mediating variable between Hedonic Shopping Experience and Intent

In Step 1 of the mediation model, the regression of hedonic shopping experience on intent to purchase sustainable beauty products for the low impulse group ignoring the mediator (attitudes), was significant, $b = .6669$, $t(495) = 17.4777$, $p = <.001$. Step 2 showed that the regression of hedonic shopping experience with the mediator, attitude was also significant, $b = 5.3711$, $t(495) = 18.2696$, $p = <.001$. Step 3 of the mediation process showed that the mediator (attitude), controlling for hedonic shopping experience was significant, $b = .0578$, $t(495) = 11.0323$, $p = <.001$. Step 4 of the analyses revealed that, controlling for the mediator (attitude), hedonic shopping experience was a significant predictor of intent, $b = .3564$, $t(495) = 8.0484$, $p = <.001$. A Sobel test was conducted and found partial mediation in the model ($z = 9.4336$, $p = .000$). It was found that attitude partially mediated the relationship between Hedonic Shopping Experience and Intent to purchase sustainable beauty products.

Attitude as a Moderator of Hedonic Shopping Experience and Intent

To test the hypothesis that attitudes moderate the relationship between visual product aesthetics and intent to purchase a sustainable beauty product, a multiple regression analysis was conducted. In the first step, two variables were included: visual product aesthetics and attitude. These variables accounted for a significant amount of variance intent to purchase sustainable beauty products, $R^2 = .5096$, $F(3, 491) = 260.8396$, $p = <.001$. To avoid potentially problematic high multicollinearity with the

interaction term, the variables were centered and an interaction term between visual product aesthetics and attitudes was created (Aiken & West, 1991)

Next, the interaction term between visual product aesthetics and intent to purchase sustainable beauty products was added to the regression model, which did not account for a significant proportion of the variance intent to purchase sustainable beauty products, $\Delta R^2 = .0046$, $\Delta F(1, 491) = 4.8485$, $p = .0281$, $b = -.0054$, $t(495) = -2.2019$ $p = .0281$. Therefore, attitude was not found to be a moderating variable in the relationship between VPASBP and IPSBP.

Attitude as a Moderator of Visual Product Aesthetics and Intent

To test the hypothesis to see if attitudes moderate the relationship between hedonic shopping experience and intent to purchase a sustainable beauty product, a multiple regression analysis was conducted. In the first step, two variables were included: hedonic shopping experience and attitude. These variables did not account for a significant amount of variance intent to purchase sustainable beauty products, $R^2 = .4945$, $F(3, 489) = 220.3770$, $p = < .000$. To avoid potentially problematic high multicollinearity with the interaction term, the variables were centered and an interaction term between visual product aesthetics and attitudes was created (Aiken & West, 1991)

Next, the interaction term between hedonic shopping experience and intent to purchase sustainable beauty products was added to the regression model, which did not account for a significant proportion of the variance intent to purchase sustainable beauty products, $\Delta R^2 = .0030$ $\Delta F(1, 489) = .25880$, $p = .1083$, $b = -.0045$, $t(495) = -.1.6087$ $p = .0010$. Therefore, attitude was not found to be a moderating variable in the relationship between VPASBP and IPSBP.

ANOVA

To examine the difference between groups with high and low levels of impulsivity, an analysis of variance (ANOVA) was conducted. A one-way between subjects ANOVA was conducted to compare the effect of Visual Product Aesthetics, Hedonic Shopping Experience, and Attitude on Intent to purchase sustainable beauty products for the high and low impulse groups. The effects were statistically significant. This significance implies that the means differ more than would be expected by chance alone (See Table 4-19).

A one-way between subjects ANOVA was conducted to compare the effect of Visual Product Aesthetics on Intent to purchase sustainable beauty products for the high and low impulse groups. There was a significant effect of visual product aesthetics on intent to purchase sustainable beauty products at the $p < .001$ level for the two impulse groups [$F(1,411)=1399.853, p < 0.001$] (See Table 4-19).

A one-way between subjects ANOVA was conducted to compare the effect of hedonic shopping experience on Intent to purchase sustainable beauty products for the high and low impulse groups. There was a significant effect of hedonic shopping experience on intent to purchase sustainable beauty products at the $p < .001$ level for the two impulse groups [$F(1,407)=11.758, p = .001$]. (See Table 4-19).

A one-way between subjects ANOVA was conducted to compare the effect of Attitude on Intent to purchase sustainable beauty products for the high and low impulse groups. There was a significant effect of attitude on intent to purchase sustainable beauty

products at the $p < .001$ level for the two impulse groups [$F(1,407)=54.912, p < .001$]. (See Table 4-19).

Table 4-19: One-Way Analysis of Variance Results.

Variable		df	SS	MS	F	p
Attitude	Between Groups	1	1351.266	1351.266	11.758	0.001
	Within Groups	407	46773.963	114.924		
	Total	408	48125.228			
Visual	Between Groups	1	83.962	83.962	54.912	0
	Within Groups	407	622.316	1.529		
	Total	408	706.278			
Hedonic	Between Groups	1	74.927	74.927	47.582	0
	Within Groups	410	645.618	1.575		
	Total	411	720.545			

Multiple Regression Analysis

Linear regression analysis was used to explore the differences in how shopping experiences (VPASBP and HSESBP) and attitudes towards sustainable products impact the intent to purchase sustainable beauty products. This presents a combined model with both mediation and moderation. Therefore, Baron & Kenny's (1986) test of moderator was used to place both moderator and mediator variables within the same system to help make a more significant role played by the mediators as opposed to moderators (Finney, Mitchell, Cronkite, & Moos, 1984).

Visual & Hedonic Predicting Intent for Low Impulse Group

The first regression predicted intent using hedonic shopping experience and visual product aesthetics. Although there were 500 respondents in the sample, 409 respondents were considered either high or low impulse (214=low impulse, 195= High impulse) so these respondents were used for the following regressions. The means, standard deviations, and correlations for this regression are displayed in Table 4-20.

Table 4-20: Means, Standard Deviations, and Correlations for Visual & Hedonic Predicting Intent for Low Impulse Group.

Variable	M	SD	1	2
Intent	4.61	1.495	0.57*	0.62*
Predictor Variables				
Visual	4.10	1.344	--	0.79*
Hedonic	4.00	1.314		--
Note: N=214; * p < .001.				

Visual product aesthetics and hedonic shopping experience were found to significantly predict intent to purchase sustainable beauty products $F(2, 211) = 71.182$, $p < .001$ (See Table 4-19). Only one variable was found to be significant, hedonic shopping which subsequently had a bigger effect on the model ($\beta = .518$). The R^2 was .403, which would indicate that the model accounts for 40.3% of the variance in intent to purchase sustainable beauty products.

Table 4-21: Regression Analysis Summary for Visual & Hedonic Predicting Intent for Low Impulse Group.

Variable	<i>B</i>	<i>SEB</i>	<i>β</i>	<i>t</i>	<i>p</i>
Hedonic N=214	0.518	0.099	0.455	5.231	0
Visual N=214	0.228	0.094	0.211	2.421	0.016
Note: $R^2 = .403$					

Visual and Hedonic Predicting Intent for High Impulse Group

The regression predicted intent using hedonic shopping experience and visual product aesthetics for the high impulse group used 195 responses. The means, standard deviations, and correlations for this regression are displayed in Table 4-22.

Table 4-22: Means, Standard Deviations, and Correlations for Visual & Hedonic Predicting Intent for High Impulse Group.

Variable	<i>M</i>	<i>SD</i>	<i>1</i>	<i>2</i>
Intent	5.13	1.388	0.66*	0.60*
Predictor Variables				
Visual	5.00	1.176	--	0.81*
Hedonic	4.83	1.278		--
Note: N=195; * $p < .001$.				

Visual product aesthetics and hedonic shopping experience were found to significantly predict intent to purchase sustainable beauty products. $F(2,192) = 76.826, p < .001$ (See Table 4-23). Only one variable in the model was found to be significant, visual product aesthetics which had a bigger effect on the model ($\beta = .517$). The R^2 was .445, which would indicate that the model accounts for 44.5% of the variance in intent to purchase sustainable beauty products.

Table 4-23: Regression Analysis Summary for Visual & Hedonic Predicting Intent for High Impulse Group.

Variable	<i>B</i>	<i>SEB</i>	<i>β</i>	<i>t</i>	<i>p</i>
Hedonic N=195	0.190	0.099	0.175	1.921	0.056
Visual N=195	0.610	0.108	0.517	5.662	0.000
Note: $R^2 = .445$					

Visual Predicting Intent for Low Impulse Group

The regression predicted intent using visual product aesthetics for the low impulse group used 214 responses. The means, standard deviations, and correlations for this regression are displayed in Table 4-24.

Table 4-24: Means, Standard Deviations, and Correlations for Visual Predicting Intent for Low Impulse Group.

Variable	M	SD	1
Intent	4.61	1.395	0.57*
Predictor Variables			
Visual	4.10	1.288	--
Note: N=214; *p<.001			

Visual product aesthetics was found to significantly predict intent to purchase sustainable beauty products. $F(1, 212) = 102.279, p < .001$ (See Table 4-25). Visual product aesthetics was found to have a significant effect on the model ($\beta = .570$). The R^2 was .325, which would indicate that the model accounts for 32.5% of the variance in intent to purchase sustainable beauty products.

Table 4-25: Regression Analysis Summary for Visual Predicting Intent for Low Impulse Group.

Variable	B	SEB	β	t	p
Visual	0.618	0.061	0.570	10.113	0
N=214					
Note: $R^2 = .325$					

Visual Predicting Intent for High Impulse Group

The regression predicted intent using visual product aesthetics for the high impulse group used 195 responses. The means, standard deviations, and correlations for this regression are displayed in Table 4-26.

Table 4-26: Means, Standard Deviations, and Correlations for Visual Predicting Intent for High Impulse Group.

Variable	M	SD	1
Intent	5.13	1.387	0.66*
Predictor Variables			
Visual	5.00	1.176	--
Note: N=195; *=p<.001			

Visual product aesthetics was found to significantly predict intent to purchase sustainable beauty products for the low impulse group. $F(1, 193) = 147.902$, $p = < .001$ (See Table 4-27). The model was found to be statistically significant, ($\beta = .686$). The R^2 was .434, which would indicate that the model accounts for 43.4% of the variance in intent to purchase sustainable beauty products.

Table 4-27: Regression Analysis Summary for Visual Predicting Intent for High Impulse Group.

Variable	B	SEB	β	t	p
Visual	0.777	0.064	0.659	12.161	0
N=109					
Note: $R^2 = .434$					

Hedonic Predicting Intent for Low Impulse Group

The regression predicted intent using hedonic shopping experience for the low impulse group. The means, standard deviations, and correlations for this regression are displayed in Table 4-28.

Table 4-28: Means, Standard Deviations, and Correlations for Hedonic Predicting Intent for Low Impulse Group.

Variable	M	SD	1
Intent	4.61	1.389	0.62*
Predictor Variables			
Hedonic	3.98	1.227	--
Note: N=216; *=p<.001			

Hedonic shopping experience was found to significantly predict intent to purchase sustainable beauty products for the low impulse group. $F(1, 214) = 132.601, p = .001$ (See Table 4-29). Hedonic shopping experience was found to have a significant effect on the model, ($\beta = .619$). The R^2 was .383, which would indicate that the model accounts for 38.3% of the variance in intent to purchase sustainable beauty products.

Table 4-29: Regression Analysis Summary for Hedonic Predicting Intent for Low Impulse Group.

Variable	B	SEB	β	t	p
Hedonic	0.700	0.061	0.619	11.515	0
N=131					
Note: $R^2 = .383$					

Hedonic Predicting Intent for High Impulse Group

The regression predicted intent using hedonic shopping experience for the high impulse group. The means, standard deviations, and correlations for this regression are displayed in Table 4-30.

Table 4-30: Means, Standard Deviations, and Correlations for Hedonic Predicting Intent for High Impulse Group.

Variable	M	SD	1
Intent	5.14	1.390	0.60*
Predictor Variables			
Hedonic	4.83	1.284	--
Note: N=196 *p<.001			

Hedonic shopping experience was found to significantly predict intent to purchase sustainable beauty products for the high impulse group. $F(1, 194) = 107.795$, $p = .001$ (See Table 4-31). Hedonic shopping experience was found to have a significant effect on the model, ($\beta = .598$). The R^2 was .357, which would indicate that the model accounts for 35.7% of the variance in intent to purchase sustainable beauty products.

Table 4-31: Regression Analysis Summary for Hedonic Predicting Intent for High Impulse Group.

Variable	B	SEB	β	t	p
Hedonic	0.647	0.062	0.598	10.382	0
N=109					
Note: $R^2 = .357$					

CHAPTER V

DISCUSSION AND IMPLICATIONS

Theoretical Implications

It was found that attitude partially mediated the relationship between Visual Product Aesthetics and intent to purchase sustainable beauty products which accounts for 38.40% of the variance. This study showed that intent to purchase sustainable beauty products was partially mediated by the measure of Attitude. This means that the evaluation of the behavior in terms of beliefs in outcomes and the importance of this outcome had the ability to mediate purchase intent based on visual product aesthetics. Additionally, Visual Product Aesthetics accounts for some, but not all, of the relationship between Visual Product Aesthetics and purchase intent. Partial mediation implies that there is not only a significant relationship between attitude and the purchase intent, but also some direct relationship between Visual Product Aesthetics and purchase intent.

It was found that attitude partially mediated the relationship between Hedonic shopping experience and intent to purchase sustainable beauty products, which accounted for 38.26% of the variance. This study showed that intent to purchase sustainable beauty products was partially mediated by the measure of Attitude. This means that the evaluation of the behavior in terms of beliefs in outcomes and the importance of this outcome had the ability to intervene in the formation of purchase intent based on hedonic shopping experience. Additionally, attitude accounts for some, but not all, of the relationship between hedonic shopping experience and purchase intent. Partial mediation implies that there is not only a significant relationship between attitude and the purchase

intent, but also some direct relationship between the hedonic shopping experience and purchase intent.

Practical Implications

The study had several findings about high and low impulsive consumers' intent to purchase sustainable beauty products based on attitudes towards sustainable products, visual product aesthetics and hedonic shopping experience. While many of the regression results were significant, a brief overview will be presented in this chapter, to create an understanding for future researchers and industry partners. Future studies can use this study as a base to understand the impact that hedonic shopping experience and visual product aesthetics have on intent to purchase sustainable beauty products, and how this may differ between low and high impulsive consumers.

This study has primarily been concerned with results that explain how feelings/emotions while shopping (Park et al., 2012) for sustainable beauty products affects purchase intent of sustainable beauty products and how this may differ between high and low impulse consumers.

Both Hedonic Shopping Experience and Visual Product Aesthetics can evoke feelings/emotions while shopping for sustainable beauty products. While the feelings/emotions induced by the Visual Product Aesthetics of a sustainable beauty product encompasses the materials, proportion, color, shape, ornamentation, shape, size, and reflectivity of the product (Lawson 1983), the Hedonic Shopping Experience is based off of fantasy, arousal, sensory stimulation, enjoyment, pleasure, curiosity, and escapism (Scarpi, 2006; Hirschman and Holbrook, 1982).

This study found that both VPASBP and HSESBP independently predict PISBP

for high and low impulse groups.

The results of multiple regression analysis indicated that VPASBP was a better predictor of IPSBP for the high impulse group whereas HSESBP was a better predictor of IPSBP for the low impulse group.

The finding suggests that the feelings and emotions evoked by the visual product aesthetics of sustainable beauty products (e.g. materials, proportion, color, shape, ornamentation, shape, size, and reflectivity) is significantly correlated with intent to purchase sustainable beauty products for the high impulse group. Consumers with high impulsive traits are also less concerned with the HSESBP, which is based off of the fantasy, arousal, sensory stimulation, enjoyment, pleasure, curiosity, and escapism (Scarpi, 2006; Hirschman and Holbrook, 1982) of shopping for sustainable beauty products.

On the other hand, the feelings and emotions evoked from the HSESBP was found to be significantly correlated with IPSBP for the low impulse group. Consumers with low impulsive traits are also less concerned with the VPESBP.

These findings have important implications for literature concerning sustainable products. Existing literature has explored and categorized conventional beauty products as an item, which is most frequently purchased on impulse by women (Coley & Burgess, 2003). This would infer that beauty products are purchased with little thought. Contrary to this finding, shopping for sustainable beauty products may require a more thoughtful multifaceted approach because the decision process and purchase intent may reflect the consumers overall attitude or concerns of sustainability as well as affect the overall appearance of the individual. Thus, in regards to sustainable products, scholars and

industry professionals would most benefit from exploring the difference in motivations, personality traits, attitudes, concerns and shopping preferences of sustainable product consumers.

Furthermore, the findings of this study suggest ways in which industry professionals could trigger the feelings and emotions that are associated with VPASBP and HSESBP in order to elicit purchases of sustainable beauty products.

In-store marketing and retailing strategies that are centered on the placement and appearance of products may motivate high impulse consumers to purchase sustainable beauty product (s). For example, visually appealing eco-friendly packaging, placed near the checkout line at a department, grocery or specialty store may motivate a consumer with high impulse traits to purchase the sustainable beauty product(s). Further, while the checkout line is an ideal place to offer items that are attractive to high impulse consumers, retail professionals may also benefit from offering sustainable beauty products as suggested items in other sections of a department store. An example of this would be to place an array of visually appealing eco-friendly nail polishes next to a display of sandals in the summer time.

In-store marketing and retailing strategies that are entered on fun, entertainment, and the more enjoyable parts of shopping can potentially motivate consumers who have low impulse traits to purchase sustainable beauty product(s). For example, creating a section of the store, which offers a visual experience to the customer, may result in the purchase of a sustainable beauty product. An example of this would be to provide an enjoyable atmosphere that attracts and keeps the customer excited about shopping for sustainable beauty products, signage and public announcements and/or advertisements

that display the product information and benefits, providing sales personnel that attend to their needs and provide information if necessary. In addition, attractive décor, creative merchandising, appropriate lighting and music may also play a part in providing a visual appealing and enjoyable shopping experience.

Future Studies and Limitations

This study had several limitations that should be considered. First, this study did not filter out respondents who may or may not have purchased sustainable beauty products prior to taking the survey. Because the study only used a female sample, the results cannot be generalized to a male population.

Future research should include other variables that may give greater insights into purchasing decisions of sustainable beauty products. This could include but is not limited to, measuring the actual purchase of sustainable beauty product(s). An example of variables that may give greater insights into purchasing decisions could also be to examine the relationship between information of harmful ingredients and level of consumer health awareness. Future research could also include the examination of gender differences in importance of attributes while shopping for sustainable beauty products (organic, natural ingredients, animal testing, etc.) One last suggestion for future research is how consumers interpret function and quality of sustainable beauty products. This could include examining attributes of the product and product claims, advertisements, and reviews from websites and bloggers.

APPENDIX SECTION

APPENDIX A: IRB EXEMPTION CERTIFICATE



Institutional Review Board

Request For Exemption

Certificate of Approval

Applicant: Anissa Leverett

Request Number : EXP2015E63540U

Date of Approval: 10/13/15

A handwritten signature in black ink, appearing to read "M. Blunde".

Assistant Vice President for Research
and Federal Relations

A handwritten signature in black ink, appearing to read "Jon Lane".

Chair, Institutional Review Board

APPENDIX B: CODING BOOK

Code	Item
VGeoCountry	Country
VGeoCity	City
VGeoRegion	State/Region
Vpostal	Postal
Age	What is your age?
Impulse1	“Just do it” describes the way I buy things.
Impulse2	I often buy things without thinking.
Impulse3	I see it, I buy it describes me :Please tell us how you shop
Impulse4	Buy now, think about it later describes me.
Impulse5	Sometimes I feel like buying things on the spur-of-the-moment.
Impulse6	I buy things according to how I feel at the moment
Impulse7	I carefully plan most of my purchases
Impulse8	Sometimes I am a bit reckless about what I buy :Please tell us how you shop
HedSusBP1	I continued to shop for sustainable beauty products not because I had to, but because I wanted to.
HedSusBP2	Compared to other things I could have done, the time spent buying sustainable beauty products was truly enjoyable.
HedSusBP3	I enjoyed being immersed in buying new, exciting sustainable beauty products
HedSusBP4	While shopping for sustainable beauty products, I am able to forget my problems
HedSusBP5	While shopping for sustainable beauty products, I felt a sense of adventure
var218	Buying a conventional beauty product means I am purchasing a product that I know a lot about
var219	Buying a sustainable beauty product means I am purchasing a product that I know a lot about
var220	Buying a sustainable beauty product means I am purchasing a product that is better for my skin
var221	Buying a sustainable beauty product means I am purchasing a product that prevents aging
VisAesSBP1	Owning sustainable beauty products that have superior designs makes me feel good about myself
VisAesSBP2	I enjoy seeing displays of sustainable beauty products that have superior designs
VisAesSBP3	A sustainable beauty product's design is a source of pleasure for me
VisAesSBP4	Beautiful sustainable beauty product designs make our world a better place to live

VisAesSBP5	Being able to see subtle difference in sustainable beauty product designs is one skill that I have developed over time.
VisAesSBP6	I see things in a product's design that other people tend to pass over.
VisAesSBP7	I have the ability to imagine how a product will fit in with other designs that I already own.
VisAesSBP8	I have a pretty good idea of what makes one sustainable beauty product look better than its competitors.
VisAesSBP9	Sometimes the way a sustainable beauty product looks seems to reach out and grab me.
VisAesSBP10	If a sustainable beauty product's design really speaks to me, I feel that I must buy it.
VisAesSBP11	When I see a sustainable beauty product that has a great design, I feel a strong urge to buy it.
AttSusBP1	A fair price for sustainable producers
AttSusBP2	Purchasing a product that is more expensive.
AttSusBP3	Supporting sustainable producers.
AttSusBP4	Supporting pro-environmental companies.
AttSusBP5	Purchasing a quality product
AttSusBP6	Purchasing a product which is not readily available
ImpSusBP1	A fair price for sustainable producers
ImpSusBP2	Purchasing a product that is more expensive
ImpSusBP3	Supporting sustainable producers
ImpSusBP4	Supporting pro-environmental companies
ImpSusBP5	Purchasing a quality product
ImpSusBP6	Purchasing a product which is not readily available
IntentSusBeautyPro1	In the next 6 months, how likely are you to purchase a sustainable beauty product?
IntentSusBeautyPro2	How likely are you to purchase a sustainable beauty product as a gift?
IntentSusBeautyPro3	How likely are you to purchase a sustainable beauty product that is better for your skin?
IntentSusBeautyPro4	How likely are you to purchase a sustainable beauty product that prevents aging?
IntBeautyPro1	How likely are you to purchase a conventional beauty product?
Gender	What is your gender?
Ethnicity	What is your ethnicity?

APPENDIX C: SURVEY

Below is the survey that the respondents of this study participated in. It should be noted that there were additional items measured in this study however these items were not included in the analyses for any of the variables in the current study.

We are conducting a short survey to help us understand your opinions on sustainable products and shopping behavior. This survey is confidential and any contact information we have for you will only be used to inform your professor of your completion of the survey and award your extra credit. In accordance with Institutional Review Board human subject policies at Texas State University, all data obtained from participants will be kept confidential and will be used for research purposes only, without identifying individual respondents. **You must be 18 years or older to participate and your participation in this research study is completely voluntary.** By completing the survey, you are providing your consent to participate in this study. If you have questions about participants' rights or other related concerns, you may contact the chair of Texas State University's Institutional Review Board, Dr. Jon Lasser, (512) 245-2314. If you have any other questions regarding this study, you may contact our research advisor, Dr. Gwendolyn Hustvedt (gh21@txstate.edu) at 512-245-4689.

What is your age? ***This question is required.**

Please tell us how you shop.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
I often buy things without thinking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sometimes I am a bit reckless about what I buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I see it, I buy it" describes me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often do things spontaneously.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy things according to how I feel at the moment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sometimes I feel like buying things on the spur-of-the- moment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I carefully plan most of my purchases.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Just do it" describes the way I buy things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Buy now, think about it later" describes me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please tell us more about how you shop.

Please tell us more about how you shop.	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
I buy things I don't need.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My closet has unopened shopping bags in it or clothes that still have tags attached.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself an impulse shopper.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy things I did not plan to buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Much of my life centers around buying things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others might consider me a shopaholic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Have you ever purchased from a fast fashion retailer (e.g., Forever 21, H&M, Zara, Cotton On, Top Shop, Uniqlo)?

☐ Yes

☐ No

How often have you purchased from a fast fashion retailer (e.g., Forever 21, H&M, Zara, Cotton On, Top Shop, Uniqlo)?

- ☐ Once a week
- ☐ Once or twice a month
- ☐ Once a season
- ☐ Once a year
- ☐ Less often/Never

Please think about a garment you have bought at a fast fashion retailer when answering these questions.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The garment has even hems and facings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The color of trims, buttons, and zippers coordinates with the fabric.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The fabric has remained in good condition after several cleanings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The garment is easy to care for.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The garment is cut on the right grain.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The fabric is sturdy and durable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The seams are well stitched.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The fabric has not shrunk beyond what I expected.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The garment is machine washable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall quality of the fabric is good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The garment is well finished on the wrong side.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seams do not pucker when washing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The fabric is color fast and does not bleed onto other garments when washing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

We would like to know your general attitudes towards keeping clothes that you are no longer wearing.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I have some clothes that may come back into style.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I keep clothes that are still in good condition (lack of wear or damage) even though I don't use them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I keep clothes that are considered to be attractive or beautiful even though I don't use them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't want to get rid of clothes that help me remember important life events.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't want to get rid of clothes that are made of high quality materials (e.g., silk, cashmere, wool, genuine leather, etc.).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't want to get rid of clothes that were expensive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't want to get rid of clothes because I like the brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please tell us about your clothing disposal habits.

To what extent do you have difficulty throwing clothes away?

- ☐ Not at all
- ☐ To a mild extent
- ☐ To a moderate extent
- ☐ To a considerable extent
- ☐ Very much so

How distressing do you find the task of throwing clothes away?

- ☐ No distress
- ☐ Mild distress
- ☐ Moderate distress
- ☐ Severe distress
- ☐ Extreme distress

How often do you avoid trying to discard clothing because it is too stressful or time-consuming?

- ☐ Never avoid, easily able to discard clothing.
- ☐ Rarely avoid, can discard with a little difficulty.
- ☐ Sometimes avoid
- ☐ Frequently avoid
- ☐ Almost always avoid, rarely able to discard clothing.

How strong is your urge to save something you know you may never use?

- ☐ Urge is not at all strong
- ☐ Mild urge
- ☐ Moderate urge
- ☐ Strong urge
- ☐ Very strong urge

How much control do you have over your urges to save possessions?

- ☐ Complete control.
- ☐ Much control, usually able to control urges to save.
- ☐ Same control, can control urges to save only with difficulty.
- ☐ Little control, can only stop urges with great difficulty.
- ☐ No control, unable to stop urges to save possessions.

How often are you unable to discard clothing you would like to get rid of?

- ☐ Never have a problem discarding clothing.
- ☐ Rarely
- ☐ Occasionally
- ☐ Frequently
- ☐ Almost always unable to discard clothing.

You may be familiar with products that are eco-friendly, recyclable, made from recycled materials, fair trade, organic, animal friendly, socially responsible or other things that are designed to benefit the environment or society in some way. These are the types of products that we would like you to image when we say "**sustainable products.**"

In the past have you purchased a sustainable product?

- ☐ Yes
- ☐ No

In the past have you purchased a sustainable **beauty** product?

- ☐ Yes
- ☐ No

Read the statements and respond based on your agreement.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Being a consumer of sustainable products makes me save time and effort.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in sustainable products, but they seem expensive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I search for as much information on the quality of sustainable products before I choose one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Before making a sustainable product purchase I consider the amount of money available for spending on other products I would like to purchase.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being a consumer of sustainable products makes my life more convenient.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The higher a price of a sustainable product, the more I get the feeling that I can do without some other products I would like to purchase.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I perceive the price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
of a sustainable product as a negative thing because it indicates the amount of money that must be given up in order to obtain the product.							
It is important for me to buy sustainable products that are high quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me to know exactly the quality of a sustainable product before I buy it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being a consumer of sustainable products allows me to live with lesser effort.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being a consumer of sustainable products makes my life easier.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The following would result from my purchasing a sustainable product.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
A fair price for sustainable producers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing a product that is more expensive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting sustainable producers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting pro-	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
environmental companies.							
Purchasing a quality product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing a product which is not readily available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important is each of the following to you?

	Not at all important	Very Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Very Important	Extremely Important
A fair price for sustainable producers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing a product that is more expensive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting sustainable producers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting pro-environmental companies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing a quality product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing a product which is not readily available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sustainable beauty products in the statements below refers products in the four categories (bath and shower, hand and body, cosmetics, and fragrances) that encompass

social, environmental, and economic attributes in order to meet the needs of both current and future generations. Recall a time you might have shopped for sustainable beauty products when answering the following questions.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Compared to other things I could have done, the time spent buying sustainable beauty products was truly enjoyable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying a sustainable beauty product means I am purchasing a product that is better for my skin.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying a sustainable beauty product means I am purchasing a product that prevents aging.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying a sustainable beauty product means I am purchasing a product that I know a lot about.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoyed being immersed in buying new, exciting sustainable beauty products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
While shopping for sustainable beauty products, I felt a sense of adventure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I continued to shop for sustainable beauty products not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
because I had to, but because I wanted to. While shopping for sustainable beauty products, I am able to forget my problems.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying a conventional beauty product means I am purchasing a product that I know a lot about.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please tell us your agreement with the following statements about sustainable beauty products.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Beautiful sustainable beauty product designs make our world a better place to live.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy seeing displays of sustainable beauty products that have superior designs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If a sustainable beauty product's design really "speaks" to me, I feel that I must buy it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a pretty good idea of what makes one sustainable beauty product look	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
better than its competitors.							
Sometimes the way a sustainable beauty product looks seems to reach out and grab me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I see things in a product's design that other people tend to pass over.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the ability to imagine how a product will fit in with other designs that I already own.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I see a sustainable beauty product that has a great design, I feel a strong urge to buy it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A sustainable beauty product's design is a source of pleasure for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Owning sustainable beauty products that have superior designs makes me feel good about myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being able to see subtle difference in sustainable beauty product designs is one skill that I have developed over time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The following would result from my purchasing a sustainable beauty product.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
----------------------	----------	----------------------	---------------------------------	-------------------	-------	-------------------

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
A fair price for sustainable producers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing a product that is more expensive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting sustainable producers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting pro-environmental companies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing a quality product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing a product which is not readily available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important is each of the following to you?

	Not at all important	Very Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Very Important	Extremely Important
A fair price for sustainable producers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing a product that is more expensive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting sustainable producers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting pro-environmental companies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing a quality product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not at all important	Very Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Very Important	Extremely Important
Purchasing a product which is not readily available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please tell us how much you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am willing to buy sustainable products even if they are less convenient.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would buy sustainable products to help support sustainable producers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer sustainable products over non-sustainable products even if their product qualities are inferior.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy sustainable products even if they are more expensive than non-sustainable ones.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If available, I would seek out sustainable products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to buy sustainable products even if they are more expensive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to buy sustainable products even if they have	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
less quality.							
Please tell us how much you agree or disagree with the following statements.							
When I want to buy a product, I look at the ingredients label to see if it contains things that are environmentally damaging.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose to buy products that are environmentally friendly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to buy environmentally friendly products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would pay more for sustainable products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whenever possible, I buy products I consider environmentally safe.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

We would like to know the likelihood of you purchasing a sustainable product.

We would like to know the likelihood of you purchasing a sustainable product.

In the next 6 months, how likely are you to purchase sustainable products?

If you found a sustainable product the next time you went shopping, how likely are you to buy it?

What is the likelihood of you purchasing a sustainable beauty product?

In the next 6 months, how likely are you to purchase a sustainable beauty product?

How likely are you to purchase a sustainable beauty product as a gift?

How likely are you to purchase a sustainable beauty product that is better for your skin?

How likely are you to purchase a sustainable beauty product that prevents aging?

How likely are you to purchase a conventional beauty product?

Lastly, the questions ask about yourself.

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Transgender
- ☐ Prefer not to answer

What is your age?

What is your ethnicity?

- ☐ Euro-American/Caucasian
- ☐ African-American
- ☐ Hispanic/Latino(a)
- ☐ Asian
- ☐ Other

What is your employment (working) status?

- ☐ Full-time working
- ☐ Part-time working
- ☐ Unemployed

How much money each month do you have as "disposable income" (e.g. after rent, utilities, and other bills)?

APPENDIX D: SPSS SYNTAX

```
.FREQUENCIES VARIABLES=Impulse1 Impulse2 Impulse3 Impulse4 Impulse5
Impulse6 Impulse7 Impulse7R Impulse8 HedSusBP1 HedSusBP2 HedSusBP3
HedSusBP4 HedSusBP5 var218 var219 var220 var221 VisAesSBP1 VisAesSBP2
VisAesSBP3 VisAesSBP4 VisAesSBP5 VisAesSBP6 VisAesSBP7 VisAesSBP8
VisAesSBP9 VisAesSBP10 VisAesSBP11 AttSusBP1 AttSusBP2 AttSusBP3 AttSusBP4
AttSusBP5 AttSusBP6 ImpSusBP1 ImpSusBP2 ImpSusBP3 ImpSusBP4 ImpSusBP5
ImpSusBP6 IntentSusBeautyPro1 IntentSusBeautyPro2 IntentSusBeautyPro3
IntentSusBeautyPro4
IntBeautyPro1
/STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM MEAN
MEDIAN MODE
/ORDER=ANALYSIS.
```

FACTOR

```
/VARIABLES Impulse1 Impulse2 Impulse3 Impulse4 Impulse5 Impulse6 Impulse7
Impulse7R Impulse8
/MISSING LISTWISE
/ANALYSIS Impulse1 Impulse2 Impulse3 Impulse4 Impulse5 Impulse6 Impulse7
Impulse7R Impulse8
/PRINT INITIAL EXTRACTION ROTATION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/METHOD=CORRELATION.
```

FACTOR

```
/VARIABLES Impulse1 Impulse2 Impulse3 Impulse4 Impulse5 Impulse6 Impulse7R
Impulse8
/MISSING LISTWISE
/ANALYSIS Impulse1 Impulse2 Impulse3 Impulse4 Impulse5 Impulse6 Impulse7R
Impulse8
/PRINT INITIAL EXTRACTION ROTATION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/METHOD=CORRELATION.
```

FACTOR

```
/VARIABLES HedSusBP1 HedSusBP2 HedSusBP3 HedSusBP4 HedSusBP5
/MISSING LISTWISE
/ANALYSIS HedSusBP1 HedSusBP2 HedSusBP3 HedSusBP4 HedSusBP5
/PRINT INITIAL EXTRACTION ROTATION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
```



```
/CRITERIA ITERATE(25)  
/ROTATION VARIMAX  
/METHOD=CORRELATION.
```

FACTOR

```
/VARIABLES VisAesSBP1 VisAesSBP2 VisAesSBP3 VisAesSBP4 VisAesSBP5  
VisAesSBP6 VisAesSBP7 VisAesSBP8 VisAesSBP9 VisAesSBP10 VisAesSBP11  
/MISSING LISTWISE  
/ANALYSIS VisAesSBP1 VisAesSBP2 VisAesSBP3 VisAesSBP4 VisAesSBP5  
VisAesSBP6 VisAesSBP7 VisAesSBP8 VisAesSBP9 VisAesSBP10 VisAesSBP11  
/PRINT INITIAL EXTRACTION ROTATION  
/CRITERIA MINEIGEN(1) ITERATE(25)  
/EXTRACTION PC  
/CRITERIA ITERATE(25)  
/ROTATION VARIMAX  
/METHOD=CORRELATION.
```

FACTOR

```
/VARIABLES AttSusBP1 AttSusBP2 AttSusBP3 AttSusBP4 AttSusBP5 AttSusBP6  
/MISSING LISTWISE  
/ANALYSIS AttSusBP1 AttSusBP2 AttSusBP3 AttSusBP4 AttSusBP5 AttSusBP6  
/PRINT INITIAL EXTRACTION ROTATION  
/CRITERIA MINEIGEN(1) ITERATE(25)  
/EXTRACTION PC  
/CRITERIA ITERATE(25)  
/ROTATION VARIMAX  
/METHOD=CORRELATION.
```

FACTOR

```
/VARIABLES ImpSusBP1 ImpSusBP2 ImpSusBP3 ImpSusBP4 ImpSusBP5  
ImpSusBP6  
/MISSING LISTWISE  
/ANALYSIS ImpSusBP1 ImpSusBP2 ImpSusBP3 ImpSusBP4 ImpSusBP5 ImpSusBP6  
/PRINT INITIAL EXTRACTION ROTATION  
/CRITERIA MINEIGEN(1) ITERATE(25)  
/EXTRACTION PC  
/CRITERIA ITERATE(25)  
/ROTATION VARIMAX  
/METHOD=CORRELATION.
```

FACTOR

```
/VARIABLES IntentSusBeautyPro1 IntentSusBeautyPro2 IntentSusBeautyPro3  
IntentSusBeautyPro4  
/MISSING LISTWISE  
/ANALYSIS IntentSusBeautyPro1 IntentSusBeautyPro2 IntentSusBeautyPro3  
IntentSusBeautyPro4  
/PRINT INITIAL EXTRACTION ROTATION  
/CRITERIA MINEIGEN(1) ITERATE(25)  
/EXTRACTION PC  
/CRITERIA ITERATE(25)  
/ROTATION VARIMAX  
/METHOD=CORRELATION.  
/VARIABLES=Impulse1 Impulse2 Impulse3 Impulse4 Impulse5 Impulse6 Impulse7R  
Impulse8  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA  
/SUMMARY=TOTAL.
```

RELIABILITY

```
/VARIABLES=HedSusBP1 HedSusBP2 HedSusBP3 HedSusBP4 HedSusBP5  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA  
/SUMMARY=TOTAL.
```

RELIABILITY

```
/VARIABLES=VisAesSBP1 VisAesSBP2 VisAesSBP3 VisAesSBP4 VisAesSBP5  
VisAesSBP6 VisAesSBP7 VisAesSBP8 VisAesSBP9 VisAesSBP10 VisAesSBP11  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA  
/SUMMARY=TOTAL.
```

RELIABILITY

```
/VARIABLES=AttSusBP1 AttSusBP2 AttSusBP3 AttSusBP4 AttSusBP5 AttSusBP6  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA  
/SUMMARY=TOTAL.
```

RELIABILITY

```
/VARIABLES=ImpSusBP1 ImpSusBP2 ImpSusBP3 ImpSusBP4 ImpSusBP5  
ImpSusBP6  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA  
/SUMMARY=TOTAL.
```

RELIABILITY

```
/VARIABLES=IntentSusBeautyPro1 IntentSusBeautyPro2 IntentSusBeautyPro3  
IntentSusBeautyPro4  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA  
/SUMMARY=TOTAL.
```

COMPUTE

```
Impulse=MEAN(Impulse1,Impulse2,Impulse3,Impulse4,Impulse5,Impulse6,Impulse7R,I  
mpulse8).
```

```
EXECUTE.
```

COMPUTE

```
Hedonic=MEAN(HedSusBP1,HedSusBP2,HedSusBP3,HedSusBP4,HedSusBP5).
```

```
EXECUTE.
```

COMPUTE

```
Visual=MEAN(VisAesSBP1,VisAesSBP2,VisAesSBP3,VisAesSBP4,VisAesSBP5,VisA  
esSBP6,VisAesSBP7,VisAesSBP8,VisAesSBP9,VisAesSBP10,VisAesSBP11).
```

```
EXECUTE.
```

COMPUTE

```
Intent=MEAN(IntentSusBeautyPro1,IntentSusBeautyPro2,IntentSusBeautyPro3,IntentSu  
sBeautyPro4).
```

```
EXECUTE.
```

```
COMPUTE ImportanceBP=MEAN(ImpSusBP1,ImpSusBP3,ImpSusBP4,ImpSusBP5).
```

```
EXECUTE.
```

```
COMPUTE AttitudeBP=MEAN(AttSusBP1,AttSusBP3,AttSusBP4,AttSusBP5).
```

```
EXECUTE.
```

```
COMPUTE BehBel1=ImpSusBP1*AttSusBP1.
```

```
EXECUTE.
```

```
COMPUTE BehBel2=ImpSusBP3*AttSusBP3.
```

```
EXECUTE.
```

```
COMPUTE BehBel3=ImpSusBP4*AttSusBP4.
```

```
EXECUTE.
```

```
COMPUTE BehBel4=ImpSusBP5*AttSusBP5.
```

```
EXECUTE.
```

```
COMPUTE BehBelSusBP=MEAN(BehBel1,BehBel2,BehBel3,BehBel4).
```

```
EXECUTE.
```

```
FREQUENCIES VARIABLES=Impulse Hedonic Visual BehBelSusBP Intent
```

```
/STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM MEAN  
MEDIAN MODE
```

```
/ORDER=ANALYSIS.
```

```
FREQUENCIES VARIABLES=Impulse
```

```
/STATISTICS=MEAN MEDIAN MODE
```

```
/ORDER=ANALYSIS.
```

RECODE Impulse (4.3 thru Highest=2) (Lowest thru 3.7=1) (ELSE=SYSMIS) INTO
impgrp.

EXECUTE.

ONEWAY Impulse BehBelSusBP Visual Hedonic Intent BY impgrp
/STATISTICS DESCRIPTIVES HOMOGENEITY
/MISSING ANALYSIS
/POSTHOC=TUKEY SCHEFFE BONFERRONI ALPHA(0.05).

FREQUENCIES VARIABLES=Impulse1 Impulse2 Impulse3 Impulse4 Impulse5
Impulse6 Impulse7R Impulse8
/STATISTICS=STDDEV VARIANCE MEAN
/ORDER=ANALYSIS.

FREQUENCIES VARIABLES=AttSusBP1 AttSusBP2 AttSusBP3 AttSusBP4
AttSusBP5 AttSusBP6
/STATISTICS=STDDEV MEAN
/ORDER=ANALYSIS.

FREQUENCIES VARIABLES=ImpSusBP1 ImpSusBP2 ImpSusBP3 ImpSusBP4
ImpSusBP5 ImpSusBP6
/STATISTICS=STDDEV MEAN
/ORDER=ANALYSIS.

FREQUENCIES VARIABLES=IntentSusBeautyPro1 IntentSusBeautyPro2
IntentSusBeautyPro3
IntentSusBeautyPro4
/STATISTICS=STDDEV MEAN
/ORDER=ANALYSIS.

REGRESSION
/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA CHANGE
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Intent
/METHOD=ENTER Visual Hedonic.

```
REGRESSION
/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA CHANGE
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Intent
/METHOD=ENTER Visual.
```

```
REGRESSION
/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA CHANGE
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Intent
/METHOD=ENTER Hedonic.
```

REFERENCES

- Aiken, L. S., West, S. G., & Reno, R. R. (1991). Multiple regression: *Testing and interpreting interactions*. Sage.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior & Human Decision Processes*, 50(2), 179.
- Alba, J. W., & Williams, E. F. (2013). Pleasure principles: A review of research on hedonic consumption. *Journal of Consumer Psychology*, 23(1), 2-18.
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 20(4), 644-656.
- Babin, B. J., & Darden, W. R. (1996). Good and bad shopping vibes: Spending and patronage satisfaction. *Journal of Business Research*, 35(3), 201-206.
- Bagozzi, R. P. (1986). *Principles of marketing management*. Chicago, IL: Science Research Associates.
- Baron, R.M. & Kenny, D.A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical consideration. *Journal of Personality and Psychology*, 51, 1173-1182.
- Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169-191.
- Bellenger, Danny N., Earle Steinberg, and Wilbur W. Stanton (1976), The congruence of store image and self image. *Journal of Retailing*, 52 (Spring), 17-32.
- Blakley, J. (2010). Lessons from fashion's free culture. *Ted Talk*.
- Bloch, P. H. (1995). Seeking the ideal form: Product design and consumer response. *The Journal of Marketing*, 16-29.

- Bloch, P. H., Brunel, F. F., & Arnold, T. J. (2003). Individual differences in the centrality of visual product aesthetics: Concept and measurement. *Journal of Consumer Research*, 29(4), 551-565.
- Burroughs, J. E. (1996). Product symbolism, self meaning, and holistic matching: The role of information processing in impulsive buying. *Advances in Consumer research*, 23, 463-469.
- Chang, H. J., Eckman, M., & Yan, R. N. (2011). Application of the Stimulus-Organism-Response model to the retail environment: The role of hedonic motivation in impulse buying behavior. *The International Review of Retail, Distribution and Consumer Research*, 21(3), 233-249.
- Chen, M. F. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: Moderating effects of food-related personality traits. *Food Quality and Preference*, 18(7), 1008-1021.
- Csikszentmihalyi, M., & Robinson, R. E. (1990). *The art of seeing: An interpretation of the aesthetic encounter*. Getty Publications.
- Coley, A., & Burgess, B. (2003). Gender differences in cognitive and affective impulse buying. *Journal of Fashion Marketing and Management: An International Journal*, 7(3), 282-295.
- Cozby, P. C., & Bates, S. C. (2012). *Methods in Behavioral Research* (11th edition). New York, NY: McGraw-Hill.
- D'Souza, C., Taghian, M., Lamb, P., & Peretiatkos, R. (2006). Green products and corporate strategy: An empirical investigation. *Society and Business Review*, 1(2), 144-157.

- Dawson, S., & Kim, M. (2010). Cues on apparel web sites that trigger impulse purchases. *Journal of Fashion Marketing and Management: An International Journal*, 14(2), 230-246.
- Dholakia, U. M. (2000). Temptation and resistance: An integrated model of consumption impulse formation and enactment. *Psychology & Marketing*, 17(11), 955-982.
- Dong, S., Richards, J., & Feng, L. (2013). Consumer's awareness of sustainable fashion. *Marketing Management Journal*, 23(2), 134-147.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing: A conceptual model and implications. *Journal of Business Research*, 54(2), 177-184.
- Finney, J. W., Mitchell, R. E., Cronkite, R. C., & Moos, R. H. (1984). Methodological issues in estimating main and interactive effects: Examples from coping/social support and stress field. *Journal of Health and Social Behavior*, 85-98.
- Floh, A., & Madlberger, M. (2013). The role of atmospheric cues in online impulse-buying behavior. *Electronic Commerce Research and Applications*, 12(6), 425-439.
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: emerging concepts, methods and propositions. *The Journal of Marketing*, 92-101.
- Hollins, B., & Pugh, S. (1990). *Successful product design: What to do and when*. Butterworth-Heinemann.
- Hustvedt, G. (2006). Consumer preferences for blended organic cotton apparel (Dissertation). Kansas State University, Manhattan, Kansas.

- Jones, M. A., Reynolds, K. E., & Arnold, M. J. (2006). Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes. *Journal of Business Research*, 59(9), 974-981.
- Jordan, P. W. Designing pleasurable products: an introduction to the new human factors. 2000.
- Kim, S., & Seock, Y. K. (2009). Impacts of health and environmental consciousness on young female consumers' attitude towards and purchase of natural beauty products. *International Journal of Consumer Studies*, 33(6), 627-638.
- Kriwy, P., & Mecking, R. A. (2012). Health and environmental consciousness, costs of behaviour and the purchase of organic food. *International Journal of Consumer Studies*, 36(1), 30-37.
- Lawson, B. (2006). *How designers think: the design process demystified*. Routledge.
- Machleit, K. A., & Mantel, S. P. (2001). Emotional response and shopping satisfaction: Moderating effects of shopper attributions. *Journal of Business Research*, 54(2), 97-106.
- Magnusson, M. K., Arvola, A., Koivisto Hursti, U. K., Åberg, L., & Sjöden, P. O. (2001). Attitudes towards organic foods among Swedish consumers. *British Food Journal*, 103(3), 209-227.
- Mano, H., & Oliver, R. L. (1993). Assessing the dimensionality and structure of the consumption experience: Evaluation, feeling, and satisfaction. *Journal of Consumer research*, 451-466.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. The MIT Press.

- Mittal, V., Kumar, P., & Tsiros, M. (1999). Attribute-level performance, satisfaction, and behavioral intentions over time: A consumption-system approach. *The Journal of Marketing*, 88-101.
- Nimse, P., Vijayan, A., Kumar, A., & Varadarajan, C. (2007). A review of green product databases. *Environmental Progress*, 26(2), 131-137.
- Ning Shen, K., & Khalifa, M. (2012). System design effects on online impulse buying. *Internet Research*, 22(4), 396-425.
- Norman, D. A. (2004). Emotional design. New York: Perseus.
- Oliver, R. L. (1993). Cognitive, affective, and attribute bases of the satisfaction response. *Journal of Consumer Research*, 418-430.
- Oliver R. Satisfaction: A behavioral perspective on the consumer. New York: McGraw-Hill; 1997.
- Oliver, R. L., & Swan, J. E. (1989). Equity and disconfirmation perceptions as influences on merchant and product satisfaction. *Journal of Consumer Research*, 372-383.
- Organic Trade Association. (2006). The OTA 2006 manufacturer survey overview. *Organic Trade Association, Greenfield, MA*.
- Padel, S., & Foster, C. (2005). Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food. *British Food Journal*, 107(8), 606-625.
- Park, E. J., Kim, E. Y., Funches, V. M., & Foxx, W. (2012). Apparel product attributes, web browsing, and e-impulse buying on shopping websites. *Journal of Business Research*, 65(11), 1583-1589.

- Pilelienė, L., & Šontaitė-Petkevičienė, M. (2014). The effect of country-of-origin on beauty products choice in Lithuania. *Procedia-Social and Behavioral Sciences*, 156, 458-462.
- Prothero, A., & McDonagh, P. (1992). Producing environmentally acceptable cosmetics? The impact of environmentalism on the United Kingdom cosmetics and toiletries industry. *Journal of Marketing Management*, 8(2), 147-166.
- Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of Consumer Research*, 305-313.
- Scarpi, D. (2006). Fashion stores between fun and usefulness. *Journal of Fashion Marketing and Management: An International Journal*, 10(1), 7-24.
- Shilling, C. (2007). Sociology and the body: Classical traditions and new agendas. *The Sociological Review*, 55(1), 1-18.
- Shen, B. (2014). Sustainable fashion supply chain: Lessons from H&M. *Sustainability*, 6(9), 6236-6249.
- The Nielsen Company (2007) Majority of Americans believe pressure to look good escalating. [WWW document]. URL <http://www.businesswire.com/news/google/20070912005303/en> (accessed on 21 November 2015).
- The NPD Group, Inc. (2008) The NPD group reports over 170 million consumers use beauty products. [WWW document]. URL http://www.npd.com/press/releases/press_080207.html (accessed on 21 November 2015).

- Verhagen, T., & van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information & Management*, 48(8), 320-327.
- Veryzer, R. W. (1993). Aesthetic response and the influence of design principles on product preferences. *Advances in Consumer research*, 20(1), 224-228.
- Westbrook, R. A. (1987). Product/consumption-based affective responses and postpurchase processes. *Journal of Marketing Research*, 258-270.
- Weun, S., Jones, M. A., & Beatty, S. E. (1998). Development and validation of the impulse buying tendency scale. *Psychological Reports*, 82(3), 1123-1133.
- Zanoli, R., & Naspetti, S. (2002). Consumer motivations in the purchase of organic food: A means-end approach. *British Food Journal*, 104(8), 643-653.