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The Influence of Health Consciousness, Environmental Consciousness, Social Influence, Brand Awareness and Brand Trust on
Consumer Purchase Intentions in Organic Skin Care Industry

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Dissertação de Mestrado em Marketing, apresentada à Faculdade de Economia da Universidade de Coimbra para obtenção do grau de Mestre

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Dedication

I DEDICATE THIS DISSERTATION TO MY PARENTS.
APPRECIATE THEIR SUPPORT, ENCOURAGEMENT, AND LOVE.

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FOR WISDOM WILL COME INTO YOUR HEART, AND KNOWLEDGE WILL BE PLEASING TO
 YOUR SOUL.

Proverbs 2:10

The Old Testament

The Holy Bible

Abstract

Purpose: The main purpose of this study is to explore the correlation between independent variables and consumer purchase intention and life satisfaction from the three aspects of consumers, social influences, and brands, in the context of organic skin care products. Through this research, we can find out how consumers' health consciousness, environmental consciousness, social influence, brand awareness and brand trust influence life satisfaction and consumer purchase intention by affecting perceived value and brand attitude.

Design/methodology/approach: First, five independent variables-health consciousness, environmental consciousness, social influence, brand awareness, brand trust, and five dependent variables-perceived value, brand attitude, life satisfaction, brand loyalty, purchase intention were determined according to the research interests and social phenomena. Based on this, a theoretical framework is established to explore the influence and relationship between each other. Questionnaires from literature review were then distributed to 400 Chinese respondents through social network platforms. Finally, the collected data is analyzed by statistics software IBM SPSS and IBM SPSS AMOS to obtain the results of the study.

Findings: The results of the study show that consumers' health consciousness and social influence have an important impact on their perceived value and attitude towards the brand. At the same time, there is a significant relationship between brand trust and brand attitude. In addition, perceived value, brand attitude and brand loyalty have a significant impact on purchase intention.

Practical implications: The results of the study play an important role to help the company understand the factors that influence consumers' purchasing propensity, which is constructive for the company's future development strategy. The company can adjust the way of research and development, production, promotion directions from the perspective of consumers, thereby promoting consumers to purchase and enhance consumer brand loyalty, as well as improving consumers' brand attitude and perceived value, making them change to a positive direction. In the end, the

company can enhance the customer's life satisfaction by providing the satisfying product. On the other hand, consumers can also learn more about their needs for organic skin care products through research results.

Originality/value: The study paid attention to the factors that influence consumers' propensity to buy organic skin care products. The research results not only provide constructive advice on the marketing strategies of the organic skin care industry, but also provide a diversified direction of thinking, which can help the company to position itself and target customers to meet the real needs of them.

Keywords: Health Consciousness, Environmental Consciousness, Social Influence, Brand Awareness, Brand Trust, Perceived Value, Brand Attitude, Life Satisfaction, Brand Loyalty, Purchase Intention

List of Acronyms

HC	Health Consciousness
EC	Environmental Consciousness
SI	Social Influence
BA	Brand Awareness
BT	Brand Trust
PV	Perceived Value
BAT	Brand Attitude
LS	Life Satisfaction
BL	Brand Loyalty
PI	Purchase Intention
KMO	Kaiser-Meyer-Olkin

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Part I: Introduction

1. Introduction

《Organic Personal Care Market Size, Share & Trends Analysis Report By Product (Skin Care, Hair Care, Oral Care, Cosmetics), By Region (North America, Europe, Asia Pacific, CSA, MEA) And Segment Forecasts, 2018 – 2025》, published by American research firm named Grand View Research, pointed that the global organic personal care market will continue to grow at a compound annual growth rate of 9.5% over the next few years. The report also mentions that at this rate of growth, the global organic personal care market will expand to $25.1 billion by 2025, during which time the demand for organic and natural hair care, skin care and color cosmetics markets will expand. North America is the world's most important market for organic personal care. In 2015, it was valued at more than US$3.5 billion, of which the US market was valued at US$3.4 billion. Demand for organic personal care products is also growing in developing markets such as India, Brazil, and China. In 2015, driven by strong consumer demand, the organic cosmetics market in these regions reached a total value of $2 billion. The organic skin care market is expected to continue to grow at a compound annual growth rate of 10% between 2016 and 2025. (Grand View Research,2018).

Obviously, according to the analysis of Grand View Research (2018), the organic skin care market has great room for growth and potential for development in the future. In order to expand market share and attract potential consumers, managers of organic skin care brands need to conduct in-depth research and investigation on factors affecting the purchase intention of consumers' organic skin care products. Therefore, it is practical to explore the factors that influence the purchase intention of consumers' organic skin care products, which can help the brand to better segment the market, target customer base, position itself and develop appropriate marketing plans to achieve strategic goals.

According to the report (Grand View Research,2018), some factors that are already driving the growth of the organic personal care market will continue to drive this market growth in the future. As the consciousness of personal health and safety increases, consumer demand for chemical-free care products is growing (Grand View Research,2018). At the same time, consumers' emphasis on environmentally

sustainable products will continue to promote sales growth of organic skin care brands (Grand View Research,2018). Existing research has shown that American consumers' concerns about environmental issues can affect their behavior (Kangun et al., 1991; Martin and Simintras, 1995; Todd, 2004). As environmental awareness increases, American consumers are looking forward to diversified green products (Martin and Simintiras, 1995; Schlegelmilch et al., 1996). Hee Yeon Kim and Jae-Eun Chung (2011) found that consumers' environmental consciousness and appearance consciousness have significant impact on consumers' purchasing intentions by affecting their attitudes toward organic skin care products. Consumers' past experience, perceived behavioral control, and subjective norms are also the factors that predict their intention to purchase organic skin care products (Hee Yeon Kim and Jae-Eun Chung, 2011).

The existing literature focuses on the analysis of marketing strategies for organic skin care products, as well as analysis of the European North American market. Few studies have explored the impact of consumer behavior in the organic skin care industry (Hee Yeon Kim and Jae-Eun Chung, 2011). Therefore, the main purpose of this survey is to make up for the lack of existing literature on consumer behavior research in the Asian organic skin care industry. This study will take the Chinese market as an example to explore the factors that influence consumers' intentions to purchase organic skin care products.

Because it is not enough for organic skin care brands to rely solely on certifications and certificates that advertise natural attributes, they need to work harder if they want to attract consumers. The survey hopes to help organic skin care brands to better develop marketing strategies and expand the market share in China by analyzing the intentions of Chinese consumers' organic skin care purchases. Therefore, this study will not only explore the existing variables - health consciousness, environmental consciousness, but also hope to find out whether consumers will be affected by social influence to change their perceived value and brand attitude towards organic skin care products, thus affecting their purchase intention. In addition, consumer perceptions of brand awareness and brand trust are also interesting topics that influence consumer buying behavior.

1.1 Research Problem and Objectives

China's organic skin care industry has enormous potential for development and brings many challenges. When consumers buy organic skin care products, their own health consciousness is a worthy reference factor. But the characteristics of organic skin care products are not only its safety, it also made a great contribution to environmental protection. Therefore, consumers' own environmental consciousness is also one of the reference factors in their purchasing decisions. At the same time, social factors influence the formation of consumer perceptions and attitudes. Consumers will refer to outside opinions when making purchasing decisions. Consumer perceptions of the brand awareness and trust of organic skin care brands reshape their perceptions and attitudes toward brand value, thereby affecting purchase intentions.

Research on organic skin care brands is generally concentrated in the European and North American markets, and studies have shown that health and environmental values have an impact on consumers' purchasing intentions (Grand View Research). However, regarding the consumer's own perception assessment, the influence of social factors, and whether the perception of the brand will affect the perceived value and attitude is still not defined. Therefore, in the context of organic skin care brands, this study focuses on the following issues: consumption Does the person's own environmental consciousness and health consciousness have an impact on the perceived value and attitude of organic skin care brands? Will the social impact of consumers interfere with their perceived value and attitude towards organic skin care brands? What role does brand awareness and brand trust have on the perceived value and attitude of organic skin care brands? Will the consumer's purchase intention change as the perceived value and attitude of the organic skin care brand change?

1.1.1 Main Research Objective

The main objective of this study is to explore the impact of health consciousness, environmental consciousness, social influence, brand awareness and brand trust on perceived value and brand attitude which influence purchase intention in the organic

skin care industry.

1.1.2 Secondary Research Objective

Establish a theoretical framework to explore the impact of health consciousness, environmental consciousness, social influence, brand awareness and brand trust on their life satisfaction, brand loyalty, and purchase intention.
Explore how consumers' health consciousness and environmental consciousness influence their perceived value and brand attitude.
Exploring how social influence affects consumer perceived value and brand attitudes.
Exploring how consumer awareness and brand trust affect perceived value and brand attitude.
Exploring the relationship between consumer perceived value and brand attitude.
Exploring how customer perceived value and brand attitude influence life satisfaction, brand loyalty, and purchase intention.
Explore the link between consumer brand loyalty and their purchase intention.

1.2 Research Structure

The survey aims to examine the impact of health consciousness, environmental consciousness, social influence, brand awareness and brand trust on the dependent variables: customer perceived value, brand attitude, life satisfaction, brand loyalty, and purchase intention. This dissertation is divided into six parts. The first part is an introduction, including the background of this study, the main and secondary objectives of the study, and the statement or identification of the problem. The aim is to give the reader a general understanding of the content of the study through some simple descriptions.

The second part is about literature review. In this section, by studying the theoretical background of the research questions, the variables are conceptualized and the existing literature is summarized, including historical discoveries and theoretical connections between research variables. This can provide a theoretical basis for the

correlation hypothesis between subsequent variables.

A theoretical model was established in the third part. It provides an intuitive conceptual background for this study, which clearly shows the research variables and the connections as well as hypothesis between the variables.

The fourth part will introduce the research methodology of this study, including the research respondents, data collection method, and statistical analysis process, to clearly clarify the specific operation of the investigation.

In the fifth part, the statistical data will be used to prove whether the hypothesis is accepted or not, and the experimental results will be obtained.

Finally, the conclusion of the whole dissertation contains the discussion and thinking of future research proposals and the limitations of the research content and direction of this paper.

Part II: Literature Review

2. Literature Review

2.1 Determinants of Organic Skin Care Perceived Value and Brand Attitude

2.1.1 Health Consciousness

The willingness to take healthy behavior and the level of preparedness for healthy action are often indicators of health consciousness (Schifferstein and Oude Ophuis, 1998, p. 122). Consumers' participation in health activities is sometimes guided by their own health consciousness (Becker et al., 1977).

Consumers who have a health-consciousness will behave differently than low-health-consciousness consumers. They will care about their health and well-being needs, and will participate in preventing ill health in order to maintain or improve their healthy lives. Behavior and activities, as well as focus on nutritional supplements (Newsom et al. 2005; Kraft & 5 Goodell, 1993; Plank & Gould, 1990; Gould, 1988).

In addition, consumers' consumption patterns will change with the change of their health consciousness, precisely because their health status will be affected by their health consciousness and behavior (Schifferstein and Oude Ophuis, 1998).

For example, the safety of product ingredients and the ingredient properties of manufactured products are often considered by consumers with higher health consciousness when purchasing organic skin care products, compared to lower health conscious consumers (Johri and Sahasakmontri, 1998).

The concept of health consciousness has different definitions because people have different ways of looking at health consciousness. Through previous research on health consciousness, health consciousness can be integrated from five dimensions. They are: concerns about personal health; personal health responsibilities; motivation for health consciousness; integrating health behaviors; seeking and using health information.

Dimension 1: Integrating healthy behavior

A range of interests, perspectives and activities related to personal health make up health. Consumers' positioning of healthy lifestyles is their health consciousness. Physical health, personal responsibility, attention to hazardous environments, and management of nutrition and stress are identified as four dimensions of health. Based on the above four dimensions, focusing on physical health, being responsible for personal health, being sensitive to health hazards, and focusing on managing individual nutrition and stress are characteristics of people with health consciousness (Kraft and Goodell, 1993). The ability to integrate healthy behavior is in addition to the above four points, and Kraft and Goodell (1993) have paid particular attention to research. In other words, the four health dimensions are implemented into the actual actions of consumers.

Similarly, the idea of a healthy lifestyle is endorsed by the consumer marketing research for many individual health behaviors and attitudes. For example, personal health-oriented, thereby reducing health problems and enhancing well-being is defined by Bloch (1984) as a healthy lifestyle. In many consumer marketing studies, researchers can understand and measure a consumer's level of health consciousness, such as through perspectives on physical activity and food consumption (Divine and Lepisto, 2005).

In terms of food consumption, tradition, weight sensitivity, health consciousness and uncommitment, these four groups were proposed by Tabacchi (1987) in terms of attitudes and behaviors. Paying attention to calorie intake is a difference between weight-sensitive consumers and others. Vegetables and fruits, whole grains, grilled or grilled fish and skimmed milk are preferred by health-conscious consumers. Butter/margarine, chemical additives (such as sugar substitutes), soda and fried foods are avoided (Tabacchi, 1987).

The concept of activity behavior can be effectively proven through the point of view - "the extent to which health issues are integrated into one's daily activities", from Jayanti and Burns (1998) definition of health consciousness. In addition, exercise, white meat, fruits and vegetables while avoiding red meat, snack chips and soft

drinks are often the preferences of people with healthy lifestyles (Divine and Lepisto, 2005). Similarly, health activities are the manifestation of health consciousness. Four health-related behaviors: healthy eating, exercise, drinking (negative correlation), and gambling (negative correlation) were used by Dutta-Bergman (2004a) to understand and measure the level of consumer health consciousness.

Dimension 2: mental/inner state

The inner or inner state of the consumer is recognized by Gould (1988) as health consciousness. It includes health alertness, healthy self-consciousness, healthy participation, and self-monitoring of personal health. However, health consciousness cannot be discussed in conjunction with visible behavior. Therefore, health consciousness can predict health and prevention (Gould, 1988, 1990). For example, there is a positive correlation between dietary lifestyle and health consciousness, such as increasing or decreasing vitamin and calorie intake. Gould (1988, 1990) also found that some high-health-conscious people have characteristics such as increased frequency of health reading health magazines, greater tolerance for medicine, and greater acceptance of medical authority.

The tendency to focus on health is defined by Iversen and Kraft (2006) as health consciousness. They point out that health anxiety or fear of disease and death is different from health consciousness. It is believed that as people's health consciousness increases, their health behavior also increases (Iversen and Kraft, 2006).

Dutta-Bergman (2004b; 2006) and Dutta (2007) proposed health information orientation, health beliefs, and health activities as three indicators of health orientation, which are different from the psychological characteristics of health consciousness.

Dimension 3: Health Responsibility

The components of health consciousness include a sense of responsibility for health, because having a responsibility to manage one's health is considered a feature of a

health-conscious person (Kraft and Goodell, 1993). At the same time, those who are responsible are presumed to be closely related to those responsible for their health (Dutta-Bergman, 2004a). The reason is that people who are health conscious tend to become responsible for their own health and prevent health through disease prevention (Basu & Dutta, 2008; Dutta-Bergman, 2004a; Dutta & Feng, 2007).

Dimension 4: Seeking and using health information

Rodgers et al. (2007) argue that the main factor in health consciousness is the way individuals use the media and other methods to access health information. Health consciousness can be subdivided from the perspective of media use (Rodgers et al., 2007). Also, the ability to predict individual health behavior increases with the use of segmentation variables. On this basis, four audiences can be identified: health ignorance, health autonomy, health consciousness and health risk, from the perspective of traditional segmentation and media (Rodgers et al., 2007). Similar to the above research, individuals' attention to health information or participation in health behaviors is related to their health consciousness (Aldoory, 2001; Iversen & Kraft, 2006). Individuals can effectively screen their health information to reflect their personal relevance (Iversen and Kraft, 2006).

Personal health consciousness is reflected in its own lifestyle and ideology, including the search for health information (Firnham and Forey, 1994). Therefore, seeking health information is considered a necessary condition for health consciousness by Firnham and Forey (1994). At the same time, Kaskutas and Greenfield (1997) share a similar view that individual attention to nutrition and health information can be seen as an individual's health consciousness.

A series of studies by Dutta (Dutta-Bergman, 2004b; 2006; Dutta, 2007) also show some of the characteristics of people with high health consciousness in the search and use of information. For example, compared to television and radio, some media, such as newspapers, magazines, and the Internet, are preferred as main sources of health information (Dutta, 2007) and they have the ability to understand and apply the acquired health information (Dutta-Bergman, 2006).

Dimension 5: Health Motivation

The orientation that awakens people to choose preventive health behavior is defined by Moorman and Matulich (1993) as a motivation for health. Dutta-Bergman (2004a) argues that another component of health consciousness is health motivation, which is reflected in the level of concern about one's own health. Consumers' health status is the standard of internal motivation for health consciousness and demonstrates a sense of responsibility for maintaining health (Dutta, 2007; Dutta-Bergman, 2004b; 2006).

However, Jayanti and Burns (1998) expressed different views. Taking care of an individual's health is an external feature of health consciousness compared to intrinsic features (Jayanti and Burns, 1998). The cost of a person's participation in healthy behavior is defined by Jayanti and Burns (1998) as a health value and is different from healthy motivation. Therefore, some external manifestations such as appearance to be younger used to measure health value by Jayanti and Burns (1998).

Therefore, we can treat people who combine the behavior of the above five dimensions as those who are health conscious.

2.1.2 Environmental Consciousness

The psychological activity of individuals involved in environmental behavior is defined as environmental consciousness. People's understanding of environmental issues, the value of environmental protection, and the willingness to participate in environmental behavior are all related to their environmental consciousness (Schlegelmilch et al., 1996; Zelezny & Schultz, 2000; Zheng, 2010). The extent to which consumer buying behavior is affected by environmental issues is related to the level of environmental consciousness. Consumers can generate more environmentally friendly purchases under the guidance of their own environmental consciousness (Peattie, 2001; Schlegelmilch et al., 1996). Environmentally conscious people tend to reduce environmental pollution through their own actions (Chase, 1991). Environmentally conscious people have a tendency to participate in environmental behavior. People with higher environmental consciousness will avoid

buying products that have a negative impact on the environment. At the same time, they will pay special attention to the handling and recycling of purchased products (Zinkhan & Carlson 1995).

Consumers' search and evaluation of information is influenced by their environmental consciousness (Roberts 1996; Zheng 2010). Consumers with high environmental consciousness have the ability to analyze and process environmental information. Environmental consciousness is not only a prerequisite for green consumption (Dembkowski, 1998; Polonsky and Mintu-Wimsatt, 1995), but also plays a key role in promoting consumer organic product purchases (Paladino, 2005). However, studies have shown that environmental information in advertising can be questioned by consumers with high levels of environmental consciousness and may have negative buying tendencies (Shrum et al. 1995; Zinkhan and Carlson 1995; Manrai et al. 1997; Mohr et al. 1998).

The values and beliefs that people generate based on their relationship with the environment involve environmentalism. The new environmental paradigm can be used to measure people's environmental consciousness and establish a strong link between environmentalism and the ecological worldview. The new environmental paradigm focuses on the balance between humans and nature and against human domination of nature (Dunlap et al. 2000; Van Liere and Dunlap, 1981; Dunlap and Van Liere, 1979).

2.1.3 Social Influence

Through research by Deutsch and Gerard (1955), we can distinguish between information society impact and normative social impact. The influence of the information society is defined as the basis for people to view reality. It is influenced by the information or opinions of others. It comes from the real state of people's living environment. Regulating social influence involves individuals obeying obedience to satisfy the expectations of the outside world (Deutsch and Gerard, 1955).

Social influences have three modes of communication that affect one or more

parties in the process (Kelman, 1961). First, when an individual is affected, his values are maximized. In this case, internalization can help them achieve value (Kelman, 1961, p. 65). Second, when an individual is influenced by another person, the identity of the influencer will help the affected person's perceptions or perceptions of thinking to separate new ideas (Kelman, 1961, p. 63). Finally, individuals are obedient or obedient to respond to others in order to obtain external rewards, which is called compliance (Kelman, 1961, p. 63).

People can obtain information about the relevance of an object through the control and evaluation of others in a certain dimension (Kelley, 1967). And as others assess the increase in consistency, the more information people have about an object.

The source characteristic that can make an impact is to determine whether an individual is able to gain an increase in self-esteem and to identify with the self by processing and analyzing the source (McGuire, 1969).

2.1.4 Brand Awareness

Aaker (1996) defines brand awareness as the brand's presence in the consumer's mind, the ability of consumers to recognize and recall brands. The ability of consumers to accurately remember the name of a brand is called a brand recall when they face a product category. Brand recognition means that consumers can tell if they have seen or heard it and recognize the brand when they see the brand logo （Aaker， 1996）．

Depth and width can be used to distinguish brand awareness (Hoeffler & Keller 2002). Consumers can come up with a brand name in their minds when called a product, and the brand can be easily recalled or recognized by consumers as depth. Brands with depth and width at the same time allow consumers to easily associate with the purchase of a product because the brand has a higher brand awareness than other brands.

Aaker (1996) believes that consumers will measure brand awareness through

different ways of remembering brands. These measures may be identified by brand recognition, brand recall, top of the mind brand and leading brands (Aaker, 1996).

As mentioned above, brand recognition refers to the brand that was previously seen or heard can be correctly distinguished by the consumer. In other words, when consumers are given certain hints about the brand, they can tell if they have been exposed to the brand before. Brand recall refers to the ability of consumers to correctly generate brands from their own mind memory, based on product categories. When faced with the hint, retrieving the brand is the ability that the consumer needs in terms of brand recall. The brand name that consumers first reflect for a range of product categories is called the top of mind brand. The only brand name that is remembered when consumers recall the brand is called the dominant brand. The dominant position of the brand has the ultimate level of consumer awareness (Aaker, 1996).

Rossiter and Percy (1987) argue that the necessary conditions for a communication process include brand awareness, as brand awareness is the first step in the communication process. Communication effects will not occur if there is no brand awareness (Aaker, 1991; Keller, 1993, 2003, 2008; Macdonald & Sharp, 2003). One of the key steps in building a relationship with the brand image is brand awareness. Only when consumers have brand awareness and then generate brand attitudes, they will form a willingness to buy (Rossiter & Percy 1987; Rossiter et al. 1991).

One of the reasons why brand awareness is important is that it plays an important role in brand decision making and influences consumer buying tendencies (Keller, 1993). Consumer choice is greatly influenced by brand awareness (Hoyer & Brown, 1990). Familiar and well-known brands are more in line with consumer preferences because they can reduce the time and effort of decision making, especially for products that do not require high levels of consumer engagement (Keller, 1993; Macdonald & Sharp, 2000).

One of the ways in which researchers measure advertising effectiveness and sponsorship effects is brand awareness (Johar, Pham, & Wakefield, 2006; Keller, 1993, 2003, 2008; Lardinoit & Derbaix, 2001; Macdonald & Sharp, 2003; Sandler &

Shani, 1993). Because brand awareness measures the percentage of consumer-recognized brand names in the target market (Bovee, 1995). Cost-effectively building awareness and presence of brands in the minds of consumers is a challenge for marketers (Aaker, 1996). Repeated advertisement placement and large-scale publicity can increase brand awareness in the target market (Stryfom, 1995).

Aaker (1996) believes that all brands need to be aware of the importance of brand awareness because of its persistence and sustainability. A broad sales base and skilled media operations channels are an effective means of helping organizations generate and enhance brand awareness (Aaker, 1996).

2.1.5 Brand Trust

In the face of the possibility of risk, the possibility that consumers are willing to rely on their wishes by analyzing the behavior and nature and characteristics of one party is defined as trust (Jevons and Gabbott, 2000). The definition of brand trust is similar. When a brand faces a known or unknown risk or uncertainty, the consumer's willingness to rely on the brand's according to the previous trusted personality and behavior of the brand is defined as brand trust (Becerra and Korgaonkar, 2011; Chaudhuri and Holbrook, 2001, 2002; Delgado Ballester et al., 2003).

Cognitive beliefs (Delgado-Ballester et al., 2003) and emotional evaluation of brands (Elliott and Yannopoulou, 2007) constitute brand trust. Brand reliability, consistency, competence, and product performance of the products it sells are attributed to the brand's cognitive beliefs (Becerra and Korgaonkar, 2011; Chaudhuri and Holbrook, 2001, 2002; Delgado-Ballester et al., 2003). A series of emotional factors that generate brand trust, such as the brand's honesty, credibility and benevolent expectations, constitute the brand's emotional beliefs (Becerra and Korgaonkar, 2011; Delgado-Ballester et al., 2003).

Some scholars believe that brand trust is a psychological variable for consumers to face brands, thus establishing three dimensions of brand trust concept, integrity,

reliability, and benevolence.

Integrity has a commitment to the terms of the deal and is a fundamental factor in generating brand loyalty. The performance evaluation of a brand when it meets the terms of the transaction involves the reliability of the brand. A persistent consumer-oriented sense of belonging to brand policy is defined as the benevolence of the brand trust. Benevolence is related to the protection of the interests of consumers, involving persistent fair-trade terms, both before and after the transaction.

Dwyer and LaGace (1986) define two approaches to brand trust. The first method comes from the belief in trustworthiness and reliability of the other, which is related to the other's expertise. The second is to regard trust as an act or an attempt (Moormal et al. 1993, p. 315).

Moormal et al. (1993) argue that consumers' willingness to trust brands to fulfill the promised reliability is brand trust. Moorman, Zaltman and Deshpande (1992) and Doney and Cannon (1997) point out that uncertainty affects the degree of trust. When consumers trust to rely on brands, uncertainty will decrease and reliability will increase.

2.2 Perceived Value and Brand Attitude

2.2.1 Perceived Value

The consumer's evaluation of the outcome of a thing is defined as value (Holbrook, 1994, 1999). The choices that people make between the available benefits and sacrifices are of value. Consumer interaction with product services represents the existence of value (Payne and Holt, 2001).

The following section introduces two main ways of exploring value. The difference between the two methods is to think of perceived value as a one-dimensional or multi-dimensional structure. When perceived value exists in a one-dimensional structure, consumer perception of value can be used to measure value. (Agarwal and Teas, 2002; Brady and Robertson, 1999; Chang and Wildt, 1994; Dodds, 1991; Hartline

and Jones, 1996; Kerin et al., 1992; Sweeney et al., 1999). When perceptual value exists in a multidimensional structure, it is a structurally complex feature with many associated constructs (Babin et al., 1994; Holbrook, 1994, 1999; Huber et al., 2000; Mattsson, 1991; Sheth et al., 1991a; Sweeney and Soutar, 2001; Williams and Soutar, 2000).

One-dimensional structure of perceived value

1) Price-based research

Price-based research focuses on analyzing the relationship between quality and price (Dodds and Monroe, 1985; Monroe and Chapman, 1987; Monroe and Krishnan, 1985) and understands that consumers need to choose between quality and sacrifice (Dodds et al., 1991: p308).

Beyond this, external cues consisting of product prices, product names and brand names can change the perception and formation of consumer perceptions of quality and price (Agarwal and Teas, 2001, 2002, 2004; Dodds et al., 1991; Teas And Agarwal, 2000), at the same time, it shows that when consumers perceive the value of products, they are negatively affected by price, but when consumers are perceive the quality of products, they are positively affected by price (Dodds, 1991).

Other researchers have also proposed some factors that influence perceived value, such as emotional influence (Li et al., 1994), the possibility of risk perception (Agarwal and Teas, 2001; Wood and Scheer, 1996), the impact of the store environment, the existence of internal prices (Grewal et al., 1998a), the fairness of the price (Oh, 2003).

2) Means-end theory:

This approach establishes a link between consumer value and behavior and proposes three factors that influence consumer decision-making: the link between product attributes; consumer perception; consumer values (Gutman, 1982).

The theory holds that consumers are guided by the target, and the specific means of consumption will be affected by the attributes of the desired product (Baker et al., 2004; Botschen et al., 1999; Brunso et al., 2004; Manyiwa and Crawford, 2002; Mitchell and Harris , 2005; Perkins and Reynolds, 1988; Valette-Florence and Rapacchi, 1991).

3) The meaning of value can also be proved by other factors, such as: quality and sacrifice (Cronin et al., 2000); corporate image (Andreassen and Lindestad, 1998); quality of service, social value, games, aesthetics, and time and energy spent (Gallarza and Gil, 2006); sacrifice, interest, personal preference and perception (Blackwell et al., 1999); risk perception and empirical value (Chen and Dubinsky, 2003).

Multidimensional structure of perceived value

1) Means-end theory

Based on the above-mentioned means-end model (Gutman, 1982), the structural level of customer value is established by Woodruff and Gardial (1996), which can trigger organizations to analyze the meaning of customer value. Value can be viewed more broadly in more ways to help brands increase customer experience value (Woodruff and Gardial, 1996).

The framework consists of three characteristics: First, the framework consists of three values, namely attributes, results, expectations; secondly, positions at higher levels are more abstract; finally, positions at higher levels are more stable.

Parasuraman (1997) measured the value of consumers in four categories for the structure hierarchy: first-time customers, short-term customers, long-term customers, and defectors.

2) Utilitarianism and hedonic value

This method analyzes the impact of repurchase behavior and retail background on

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perceived value (Babin and Attack, 2000), the function of utilitarianism and hedonic value (Chiu et al., 2005), the role of multidimensional values in the tourism industry (Babin and Kim, 2001).

3) Value theory or values theory

Hartman (1967, 1973) proposed a value model consisting of external value, intrinsic value, and system value, namely the power, emotional, rational and logical role of product or service.

The value model was adapted by Mattsson (1991) and re-edited into practical-physical or functional aspects; emotional-actual and physical feelings; logic-reasonable factors at the time of purchase.

4) Theory of consumer value

The theory distinguishes the value categories of consumption from five aspects (Sheth et al., 1991a, 1991b). The functional value is related to the functionality of the product and the value of the skill; the social value involves the establishment of the self-image that the consumer expects; the emotional value involves the positive or negative emotional state; the cognitive value comes from the consumer's curiosity; the conditional value refers to the market choices consumers made based on different conditions (Sheth et al., 1991a, 1991b).

5) Holbrook's perceived value typology

In Holbrook's (1994: p22, 1996: p138, 1999: p5) perspective, consumer value consists of external or internal, self-directed or otherwise oriented, active or passive.

2.2.2 Brand Attitude

Persistence evaluation of people or things is defined as attitude (Engel et al., 2006), which involves positive or negative reactions to people or things (Hawkins et al., 2007; Schiffman and Kanuk, 2006). It consists of favorable or unfavorable

evaluations, emotional feelings and behavioral tendencies (Kotler and Keller, 2008).

Fishbein and Ajzen (1980) define the consumer's persistent positive or negative emotional propensity against the brand and the overall evaluation as a brand attitude. The outstanding advantage of the brand is the cornerstone of consumer evaluation. Because through the evaluation and judgment of outstanding advantages, consumers will form brand attitudes towards brands (Wilkie, 1986), which is the comprehensive evaluation results (MacKenzie and Spreng, 1992).

Some research scholars divide brand attitude into three components. First, the cognitive component of brand attitude, which refers to the knowledge perception of products obtained by consumers through direct or indirect integration of experience or information. Second is the emotional component of the brand's attitude, which involves the direct or indirect emotional response of the consumer received by the product. Finally, the intent component of brand attitudes is about the possibility of consumer behavior (Assael, 2004; Guiltinan et al., 1997; Lutz et al., 1986; Rosenberg and Hanland, 1960).

Mitchell and Olson (1981, p. 318) believe that consumers' internal evaluation of the brand is brand attitude. This definition explains the two components of attitude, concentration or directivity (Giner-Sorolla, 1999), and evaluative nature (Eagly and Chaiken 1993, p. 3).

2.3 Impacts of Perceived Value and Brand Attitude on Customer Behavior

2.3.1 Life Satisfaction

Life satisfaction is one of the components of subjective well-being. The other two components are positive emotions and negative emotions (Andrews & Withey, 1976; Arthaud-Day, Rode, Mooney, & Near, 2005; Diener, 1984). Life satisfaction arises when people evaluate their own lives and proves the judgmental outcomes of their own perceptions (Diener, 1984, p. 550).

Although subjective well-being is composed of life satisfaction, there are still some

differences, which make life satisfaction independent of subjective well-being (Lucas et al., 1996). However, people's judgments on life satisfaction have always lacked reliability and effectiveness. As Schwarz and Strack (1999) point out, life satisfaction does not prove the results of people's assessment of all life. Factors such as fluctuations in people's psychological emotions or ranking of questions in the questionnaire can influence people's evaluation of life satisfaction and reduce the reliability and effectiveness of the results (Schwarz & Clore, 1983).

Studies have shown that life satisfaction assessments change with information sources (Schimmack, Diener and Oishi, 2002). As mentioned above, respondents' mood swings affect their judgment of life satisfaction, but the impact is small (Eid & Diener, 2004). In addition to the change in respondents' emotions, their own temperament and personality can also be used as a source of information to influence life satisfaction judgment (DeNeve & Cooper, 1998; Costa & McCrae, 1980).A study by Schimmack, Diener, and Oishi (2002) demonstrates that respondents' personality traits affect their own chronic emotions and change their judgments about life satisfaction.

Stubbe et al. (2005) have shown that respondents' satisfaction with a specific life aspect is another source of information that influences their judgment of life satisfaction, thus demonstrating a certain correlation between the two kind of satisfactions. Specific areas of life include job satisfaction, marital satisfaction, and satisfaction with housing.

2.3.2 Brand Loyalty

Loyalty is the promise to continue to buy or patronize a product or service in the future (Oliver, 1999, p. 34). From the consumer's point of view, brand loyalty can be demonstrated by the brand's preferred intent or continued purchase (Yoo and Donthu 2001, p. 3). Consumer brand loyalty can usually be measured by the repurchase rate for a brand, which involves the consumer's brand preference for the brand (Deighton, Henderson, & Neslin, 1994; Aaker, 1991). Consumers' continued repurchase based on past buying experience is defined by Assael (1998) as brand loyalty. Consumer brand loyalty represents their brand preference and is often manifested by not considering

the purchase of other brands (Baldinger & Rubinson, 1996; Cavero & Cebellada, 1997). Consumers commit to their brand loyalty through repurchase in future consumption (Oliver, 1999).

Research scholars believe that brand loyalty can be analyzed from two aspects: behavioral factors and attitude factors. Consumers' repurchase behavior demonstrates their loyalty in behavior, and their commitment to the brand demonstrates their loyalty to attitudes (Aaker, 1991; Assael, 1998; Oliver, 1999; Prus & Brandt, 1995; Farr & Hollis, 1997). The true loyalty should satisfy these two aspects. On the contrary, loyalty with only one factor is considered to be false brand loyalty (Baldinger & Rubinson, 1996).

Loyalty can also be divided into short-term loyalty and long-term loyalty. In contrast, long-term loyalty is true brand loyalty because consumers still buy the brand even if they face better choices (Jones & Sasser, 1995).

Brand loyalty can be measured in both emotional and action aspects. Consumers gradually accumulate customer satisfaction through previous buying experience to achieve emotional loyalty. But only in the case of emotional loyalty does not prove that consumers have true brand loyalty. Because consumers may lack purchasing actions, emotional loyalty in this case only indicates a tendency and intention of the consumer (Jacoby & Chestnut, 1978; Oliver, 1999; Kan, 2002). When consumers put their intentions of repurchase into the line, they have behavioral loyalty as the inertia of action (Jacoby & Chestnut, 1978; Oliver, 1999; Kan, 2002, Lin, 2005).

In line with this view, Bloemer and Kasper (1995) also believe that when consumers meet the conditions of both brand preference and repurchase behavior, they are true brand loyalty. Consumers' long-term brand commitments and psychological decision-making assessments reflect their repurchase behavior.

Fornell (1992) argues that consumer repurchase intent and price tolerance can be used to measure their brand loyalty. Consumers actively participating in brand marketing activities have demonstrated a strong commitment to the brand (Brown, 1952; Barwise & Ehrenberg, 1987; Chaudhuri, 1995; Baldinger & Rubinson, 1996;

Bandyopadhyay, Gupta, & Dube, 2005).

2.3.3 Purchase Intention

The process by which consumers make choices based on their own psychological orientation is defined by Sproles and Kendall (1986) as consumer decision making. The most consumer-recognized purchase decision model was proposed by Engel, Blackwell and Miniard (1995). In this model, the process of consumer purchase decisions is divided into five distinct phases. They are: identifying problems, searching for information, evaluating alternatives, making decisions, and post-purchase behavior. In addition, consumer decision-making is seen by Mowen and Minor (2001) as a series of treatments that understand cognitive issues, find solutions, evaluate alternatives, and make decisions.

Engel, Blackwell, and Miniard (1995) argue that full-plan purchases, partial planned purchases, and unplanned purchases are three of the consumer's willingness to purchase. A completely planned purchase refers to which kind of product the consumer has decided to purchase before the consumption; part of the planned purchase means that the consumer only thinks about the type and specification of the purchased product in advance, and does not decide which brand or product to purchase. Unplanned purchase refers to the impulse purchase of the consumer, that is, without any prior thinking about the purchase, any information about the product type and brand will be selected at the time of purchase.

Kotler (2003) argues that consumers' willingness to purchase can be affected by personal attitudes and the occurrence of unpredictable conditions. Personal attitude refers to whether the consumer chooses the individual's preference or chooses to obey the expectations of others; for example, the unpredictable situation may be that the consumer finds that the actual price is higher than the expected price and thus changes their purchasing decision (Dodds et al., 1991).

Fishbein and Ajzen (1975) argue that consumers' subjective tendencies or possibilities for products are their willingness to purchase and can be used as an important reference indicator to predict consumer spending behavior. Schiffman and

Kanuk (2000) share a similar view that the likelihood of a consumer purchasing a product is measured by the purchase intent and is positively correlated with the actual purchase. It is possible to buy, intend to buy, and want to buy three levels of purchases that Zeithaml (1988) proposed to measure purchase intentions. Sirohi et al. (1998) pointed out that customer loyalty can measure consumers' purchasing intentions, such as consumers may choose to repurchase in the future, buy more products, or recommend to others.

Please split this literature review in 3 parts

Determinants of organic products perceived value and brand attitude

Perceived value and brand attitude

The impacts of perceived value and brand attitude on customer behavior

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Part III: Conceptual Framework

3. Conceptual Framework

3.1 Conceptual Model
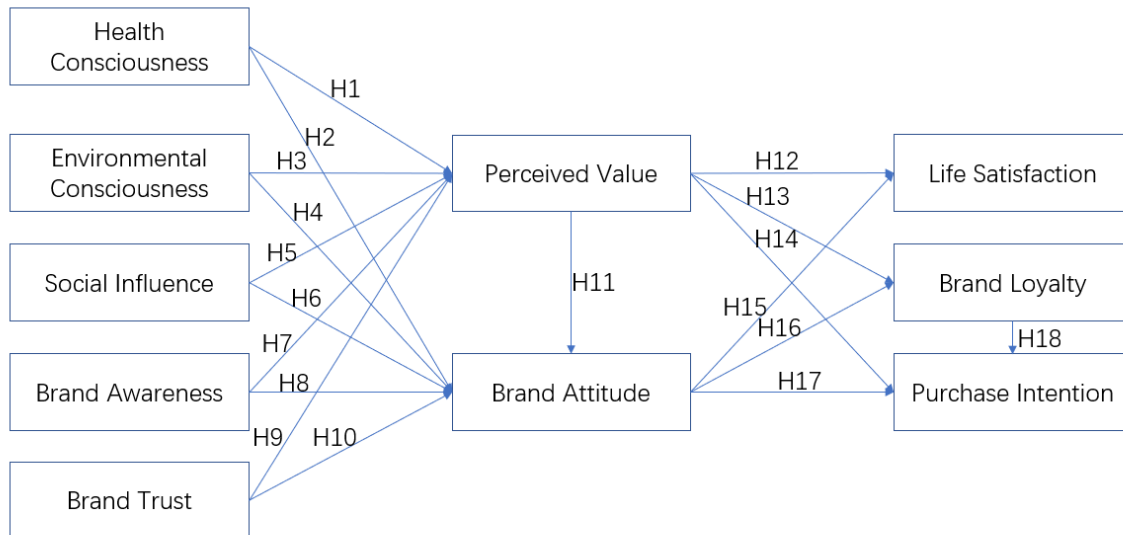
Figure 1 Conceptual Model

Based on the above assumptions, we can establish the conceptual model of this study, as shown in Figure 1. The conceptual model contains five independent variables: health consciousness, environmental consciousness, social influence, brand awareness, brand trust; and five independent variables: perceived value, brand attitude, life satisfaction, brand loyalty, and purchase intention. Among them, perceived value and brand attitude are influenced by health consciousness, environmental consciousness, social influence, brand awareness, brand trust; perceived value also affects brand attitude; life satisfaction, brand loyalty, purchase intention are influenced by perceived value, brand attitude; while brand loyalty also affects purchase intention. Thus, Table 1 illustrates the summary of hypotheses:

Hypotheses

H1 Health consciousness has a significant influence on perceived value.

H2 Health consciousness has a significant influence on brand attitude.

H3 Environmental consciousness has a significant influence on

perceived value.

H4	Environmental consciousness has a significant influence on brand attitude.
H5	Social influence has a significant influence on perceived value.
H6	Social influence has a significant influence on brand attitude.
H7	Brand awareness has a significant influence on perceived value.
H8	Brand Awareness has a significant influence on brand attitude.
H9	Brand Trust has a significant influence on perceived value.
H10	Brand trust has a significant influence on brand attitude.
H11	Perceived value has a significant influence on brand attitude.
H12	Perceived value has a significant influence on life satisfaction.
H13	Perceived value has a significant influence on brand loyalty.
H14	Perceived value has a significant influence on purchase intention
H15	Brand attitude has a significant influence on life satisfaction.
H16	Brand attitude has a significant influence on brand loyalty.
H17	Brand attitude has a significant influence on purchase intention.
H18	Brand Loyalty has a significant influence on purchase intention.

Table 1 Summary of Hypotheses

3.2 Health Consciousness and Perceived Value, Brand Attitude

Consumers' health consciousness drives their choice of healthier products (Lockie et al. 2002; Grankvist & Biel 2001), and having healthy, high-quality products can attract attention. Consumers' health-conscious consumers' assessment of products is influenced by the nutritional and health attributes of the product (Magnusson et al., 2003; 2001). They realize that their level of health is affected by the purchase of products (Schifferstein & Oude Ophuis, 1998), so their recognition and acceptance of healthy products is higher than that of low-level health-conscious consumers. Therefore, it can be speculated that the higher the level of health consciousness, the higher the perceived value of consumers for organic skin care products.

H1: There is a significant influence between health consciousness and perceived value.

The willingness of consumers to take healthy action is measured by their health consciousness. Therefore, if consumers have a higher level of health consciousness, they will act accordingly to meet their health needs, thereby avoiding disease and having a healthier tendency (Newsom et al. 2005; Kraft & Goodell, 1993; Plank & Gould, 1990; Gould, 1988). Studies have shown that consumers' emphasis on health affects their ability to buy organic products (Lockie et al. 2002; Grankvist & Biel 2001). Consumers' attitudes toward organic products and purchase intentions are influenced by their health consciousness (Magnusson et al., 2003; 2001). Consumers have a sense of improving their health by purchasing organic products (Schifferstein & Oude Ophuis, 1998). Therefore, it can be speculated that

H2: There is a significant relationship between health consciousness and brand attitudes towards organic skin care products.

3.3 Environmental Consciousness and Brand Attitude, Perceived Value

H3: argument quality has a significant influence on perceived risk

H4: argument quality has a significant influence on perceived value

3.4 Social Influence and Perceived Value, Brand Attitude

As mentioned in the literature review, social influence include the social impact of information society influences and norms (Deutsch and Gerard, 1955). When consumers are affected, their perception of value changes because of influencers, which is precisely because of the way social influences are communicated (Kelman, 1961). Social influences can influence consumers' mindsets, and consumers will also change their attitudes and values in order to meet the expectations of the outside world. (Kelman, 1961, p.63). Especially when the assessment of social influence approaches or is uniform, consumers' attitudes and perceived value to things are more likely and biased (Kelley, 1967). It can therefore be inferred that when consumers are influenced by the social influence of the brand, their attitude towards the brand and perceived value will also change, which is

H5: Social influence has a significant relationship with perceived value.

H6: There is a significant relationship between social influence and brand attitude.

3.5 Brand Awareness and Perceived Value, Brand Attitude

Brand awareness refers to the presence of the brand in the minds of consumers, related to brand recognition and brand recall (Ake, 1996). The higher the popularity of the brand, the stronger the presence in the consumer's mind, leaving a deep impression (Hall & Brown 1990). Brand awareness affects consumers' perceived value and brand attitude, as consumers have a stronger sense of identity with well-known brands. Well-known brands can cater to consumers' preferences and help them reduce energy and time (Keller, 1993; McDonald & Sharp, 2000). And this advantage can affect consumers' perceived value and brand attitude. In other words, brand awareness affects the establishment of a brand image, and the brand image is closely related to consumers' perceived value and attitude towards the brand (Ike, 1996). So, it can be inferred that

H7: Brand awareness has a significant influence on perceived value.

H8: Brand awareness has a significant influence on brand attitude.

3.6 Brand Trust and Brand Attitude, Perceived Value

Brand trust consists of consumer perceptions of the brand (Delgado-BALLESTER et al., 2003) and emotional evaluation (Elliot and Yannopoulou, 2007). The cognitive belief of brand trust involves the reliability, consistency, ability and product performance of the product, and the consumer's expectation of brand integrity, reliability and kindness constitutes the emotional evaluation of brand trust (Besella and Korgaonkar, 2011 Delgado-Ballester et al., 2003). Part of the consumer's perceived value of brand is related to brand quality, emotional factors, and risk perception (Li et al., 1994; (Agarwal and Teas, 2001; Wood and Scheer, 1996). Knowledge-related and emotional responses to products produced by the brand (Assael, 2004; Guiltinan et al., 1997; Lutz et al., 1986; Rosenberg and Hanland, 1960) are related to the brand attitude. Therefore, based on the consistency of the evaluation criteria in terms of the source of these three variables, it can be inferred,

H9: Brand trust has a significant influence on perceived value.

H10: Brand trust has a significant influence on brand attitude.

3.7 Perceived Value and Brand Attitude

The perceived value of consumers can be measured in many ways, such as the skill and functionality of the product, the social value that the consumer expects from the product, the positive or negative emotional aspects, and the cognitive aspects of the consumer (Sheth Et al., 1991a, 1991b). When the brand's products can give consumers a multi-faceted feeling and value, consumers can take advantage of the brand from a relatively heavy weight. Brand attitudes involve consumer perceptions of knowledge gained from products, as well as direct or indirect emotional responses (Assael, 2004; Guiltinan et al., 1997; Lutz et al., 1986; Rosenberg and Hanland, 1960). The corresponding variable can be inferred

H11: Perceived value has a significant influence on brand attitude.

3.8 Life satisfaction and Perceived Value, Brand Attitude

Life satisfaction is one of the indicators that measure consumers' subjective well-being and is the result of people's assessment of their own life (Andrews & Withey, 1976; Arthaud-Day, Rode, Mooney, & Near, 2005; Diener, 1984). There are many sources of consumer satisfaction, one of which is consumer satisfaction with a particular area of life (Stubbe et al., 2005). Consumers' perception of brand value and brand attitude will affect their shopping satisfaction, so it can be inferred that

H12: Perceived value has a significant influence on life satisfaction.

H15: Brand attitude has a significant influence on life satisfaction.

3.9 Brand Loyalty and Perceived Value, Brand Attitude

Perceived value can be seen as the ratio of consumer outcome/input to brand outcome/input (Oliver & DeSarbo, 1988). Consumer perceived value is the superior goal of customer loyalty accompanied by a behavioral intention (Sirdeshmukh, Singh and Sabol, 2002). As explained by the theory of target action, when the perceived value of the consumer is satisfied, it will drive the intention of the brand to create loyalty is Sirdeshmukh et al., 2002, p. 21). Studies have shown that in the telephone service industry, the aviation industry and the retail service industry, perceived value is a major factor in determining brand loyalty (Bolton & Drew, 1991; Sirdeshmukh et al., 2002). At the same time, Starr and Rubinson (1978) found through research that brand attitudes have a positive impact on brand loyalty. Faircloth et al. (2001) believes that the shaping of consumer brand attitudes has a constructive effect on their brand loyalty. Therefore, based on the above, the inferences can be made,

H12: Perceived value has a significant influence on brand loyalty.

H15: Brand attitude has a significant influence on brand loyalty.

3.10 Purchase Intention and Perceived Value, Brand Attitude, Brand Loyalty

Studies have shown that consumer perceived value plays a role as a pioneer in purchase intentions (Aluminum Sabbahy et al., 2004; Doz, Monroe, and Grewal, 1991; Grewal et al., 1998; Netemeyer et al., 2004; Petrick and Beckman, 2002). An important factor in the purchase decision process is perceived value because consumers tend to make them feel high value products (Doz and Monroe, 1985). According to utility theory, when consumers get more output than inputs, their buying intentions increase (Dickson & Sawyer, 1990). There are also many previous studies showing that brand attitudes have a significant impact on consumers' willingness to buy (Mitchell & Olsen, 1981; Shimp & Gresham, 1985; Batra and Ray, 1986; Phelps & Hoy, 1996; Yi, 1990). Brand attitude can guide the differences of consumers' purchase intentions (Smith et al., 2000; 2002). Sirohi et al. (1998) argues that consumer brand loyalty affects their purchase intentions by repeating purchases in the future, purchasing more products, and recommending to others. Therefore, there are reasons to make the following inferences:

H14: Perceived value has a significant influence on purchase intention.

H17: Brand Attitude has a significant influence on purchase intention.

H18: Brand loyalty has a significant influence on purchase intention.

Part IV: Research Methodology

4. Research Methodology

4.1 Research Design and Data Collection Methods

In this study, quantitative study will be used for data collection. Quantitative research refers to the prescribing scientific research that determines the quantity of a certain aspect of a thing. It is a method and process of obtaining meaning by expressing the problem and phenomenon in quantity, and then analyzing, testing, and interpreting. Quantification is the measurement based on digitized symbols. The quantitative study determines the characteristic value of the object by comparing the characteristics of the research object according to a certain standard quantity, or finds the variation law of the quantity between certain factors. Quantitative research is closely related to scientific experimental research. It can be said that scientific quantification is produced along with experimental methods. The qualitative research method is a method or angle to study things according to the social phenomena or the attributes of things and the contradictions in motion, and the inherent presupposition of objects. It uses the universally recognized axioms, a set of deductive logic and a number of historical facts as the basis for analysis, and engages in the contradictory nature of things to describe and interpret the things studied. The reason for choosing quantitative approach is because this study needs to obtain objective statistics by statistically analyzing the overall population of the respondents by investigating the actual data of the respondents. This study will use the non-probability sampling method to collect data, including convenience sampling and snowball sampling.

The purpose of this survey is to explore the Chinese consumers' propensity to buy organic skin care products. Therefore, all respondents to this survey are from China. The sample data comes from different genders, age groups, academic qualifications, monthly income levels, marital status, and occupation.

The data collection phase of this study lasted for two months in February and March of March 2019. The questionnaire of this survey was established through a Chinese questionnaire design platform called Questionnaire Star. The reason why the platform was chosen is that it can guarantee the integrity of the respondents'

answers to the questionnaire. The questionnaire can only be submitted after the respondent has completed the answer. At the same time, the platform can not only design and publish questionnaires, but also provide a series of subsequent data collation. The questionnaire publishers can clearly understand the data collection process and sample information. The questionnaire was distributed by means of URL connection (https://www.wjx.cn/jq/35186082.aspx). The Chinese social base platform with huge user base was selected. WeChat sent to respondents and invited respondents. Share as much as possible with your friends and relatives around you, and expand the sample size to get more information. Finally, a total of 400 questionnaires were collected in this survey, and all respondents responded positively.

4.2 Instrument Design

The questionnaire for this survey consists of two parts. The first part contains six multiple-choice questions designed to understand the gender, age, education level, monthly income level, marital status, and occupation of the respondent. This helps to understand the background of the respondents and analyze the respondents' intentions and ideas for purchasing organic skin care products. The second part consists of ten variable models used in the literature review, including health awareness, environmental awareness, social impact, brand perception, brand trust, brand attitude, perceived value, life satisfaction, brand loyalty, and purchasing propensity. Items in all variables were measured using a 7-point Likert scale, ranging from 1 = strongly disagreed to "to" 7 = strongly agreed. Respondents need to measure the appropriate values based on their specific idea of the project under each variable. The original questionnaire was written in English and translated into Chinese. The Chinese and English versions of the questionnaire were also provided to Chinese respondents to avoid misunderstandings caused by translation.

4.3 Pre-Testing

The pre-test for this survey was conducted in January 2019 before the data was formally collected. A total of 31 Chinese respondents with different backgrounds were invited to participate in the test. The online social networking software sharing

website links to the respondents and invites them to express their opinions on the items, logic and wording of the pre-test questionnaires. It is hoped that through this behavior, the unreasonable part of the questionnaire will be changed, and differences and ambiguities will be reduced to ensure that the respondent can fully understand. By collecting data and ideas from pre-tested respondents, this survey reorganized the Chinese statements of certain items in the questionnaire to better understand the respondents. The final results show that there is no major problem with the pre-test questionnaire, and the survey data can meet the actual data collection. Therefore, it can be determined that the questionnaire of this survey consists of 6 people with oral statistics and 10 questions about research variables (including 57 items).

4.4 Variable Operationalization

In order to achieve the operability of the variables, this survey adjusted and modified each variable model in the literature review to suit the background of organic skin care products to meet the purpose of this survey. The specific variable models and sources are shown in the table below. The independent variables included in the questionnaire consisted of health awareness (HC), environmental awareness (EC), social impact (SI), brand perception (BA), and brand trust (BT); the dependent variable included in the questionnaire was brand attitude (BAT). , perceived value (PV), life satisfaction (LS), brand loyalty (BL), purchasing propensity (PI). Questionnaire demographic questions consist of gender, age, academic level, monthly income level, marital status, and occupation.

4.4.1 Health Consciousness

Construct	Factor	Item	Source
Health	HC1	I reflect my health a lot.	Gloud (1988)
Consciousness	HC2	I am very self-conscious about my health.	
	HC3	I am alert to changes in my health.	
	HC4	I am usually aware of my health.	
	HC5	I take responsibility for the state of my	

| | HC6 | health. | |
| | | I am aware of the state of my health as I go through the day | |

4.4.2 Environmental Consciousness

Construct	Factor	Item	Source
Environmental Consciousness	EC1	Humans don't have the right to modify the natural environment to suit their needs.	Dunlap and Van Liere (1978)
	EC2	Plants and animals have as much right as human exists.	
	EC3	Humans weren't meant to rule over the rest of nature.	
	EC4	Human ingenuity will insure that we do NOT make the earth unliveable.	
	EC5	Despite our special abilities humans are still subject to the laws of nature.	
	EC6	Humans will eventually learn enough about how nature works to be able to	
	EC7	control it.	
		When humans interfere with nature it	
	EC8	often produces disastrous consequences.	
		The balance of nature isn't strong	
	EC9	enough to cope with the impacts of modern industrial nations.	
	EC10	The balance of nature is very delicate and easily upset.	
	EC11	Humans are severely abusing the environment.	
		The so-called 'ecological crisis' facing	

	EC12	humankind hasn't been greatly exaggerated.	
	EC13	If things continue on their present course, we will soon experience a major ecological catastrophe.	
	EC14	We are approaching the limit of the number of people the earth can	
	EC15	support.	
		The earth hasn't plenty of natural resources if we just learn how to develop them.	
		The earth is like a spaceship with very limited room and resources.	

Table 2-2 Metrics of Environmental Consciousness

4.4.3 Social Influence

Construct	Factor	Item	Source
Social Influence	SI1	People who are important to me think that I should use the organic skin care products.	Venkatesh et al. (2012)
	SI2	People who influence my behavior think that I should use the organic skin care products.	
	SI3	People whose opinions that I value prefer that I use the organic skin care products.	

Table 2-3 Metrics of Social Influence

4.4.4 Brand Awareness

Construct	Factor	Item	Source

Brand Awareness	BA1	I have heard the organic skin care brand.	Aaker (1996)
	BA2	I recall the organic skin care brand name immediately when I think of the product category.	
	BA3	The organic skin care brand is often at the top of the minds of mine when I think of the product category.	
	BA4	I can clearly relate the organic skin care brand to a certain product category.	

Table 2-4 Metrics of Brand Awareness

4.4.5 Brand Trust

Construct	Factor	Item	Source
Brand Trust	BT1	The organic skin care brand's products make me feel safe.	Rempel, Holmes, and Zanna's (1985)
	BT2	I trust the quality of the organic skin care brand's products.	
	BT3	Buying the organic skin care brand's products is a guarantee.	
	BT4	The organic skin care brand is sincere with consumers.	
	BT5	The organic skin care brand is honest with its customers.	
	BT6	The organic skin care brand expresses an interest in its customers.	
	BT7	I think the organic skin care brand renews its products to take into account advances in research	
	BT8	I think that the organic skin care brand	

is always looking to improve its response to consumer needs.

.

Table 2-5 Metrics of Brand Trust

4.4.6 Brand Attitude

Construct	Factor	Item	Source
Brand Attitude	BAT1	The organic skin care brand is good.	Beckwith and Lehmann (1975); Cooper (1981)
	BAT2	The organic skin care brand is nice.	
	BAT3	The organic skin care is attractive.	
	BAT4	The organic skin care brand is desirable.	
	BAT5	The organic skin care brand is extremely likable.	

Table 2-6 Metrics of Brand Attitude

4.4.7 Perceived Value

Construct	Factor	Item	Source
Perceived Value	PV1	The organic skin care brand is good for money.	Taylor and Bearden (2002); Lei, de Ruyter, et al. (2008)
	PV2	The organic skin care brand is good buy.	
	PV3	The organic skin care brand has comparative value.	

Table 2-7 Metrics of Perceived Value

4.4.8 Life Satisfaction

Construct	Factor	Item	Source
Life	LS1	In most ways my life is close to my ideal.	Ed Diener,

Satisfaction	LS2	The conditions of my life are excellent.	Robert A.
	LS3	I am satisfied with my life.	Emmons,
	LS4	So far, I have gotten the important things I	Randy J.
	LS5	want in life.	Larsen &
		If I could live my life over, I would change	Sharon
		almost nothing.	Griffin (1985)

Table 2-8 Metrics of Life Satisfaction

4.4.9 Brand Loyalty

Construct	Factor	Item	Source
Brand Loyalty	BL1	I will continue to use organic skin care brand because I am satisfied and acquainted with the brand.	Aaker (1996); Ratchford (1987); Kim (1998)
	BL2	I will use the organic skin care brand in spite of competitors' deals.	
	BL3	I would buy additional products and service in the organic skin care brand.	
	BL4	I prefer the organic skin care brand to others.	

Table 2-9 Metrics of Brand Loyalty

4.4.10 Purchase Intention

Construct	Factor	Item	Source
Purchase	PI1	I would tend to buy organic skin care brand.	Teng &
Intention	PI2	I would consider buying organic skin care brand.	Laroche (2007)
	PI3	I would expect to buy organic skin care brand.	
	PI4		

I would plan to buy organic skin care brand.

Table 2-10 Metrics of Purchase Intention

4.5 Sample Characterization

4.5.1 Gender of Respondents

Among the 400 respondents, women accounted for more than half of the sample (55.6%), and male respondents accounted for a small percentage (44.4%). The survey results show that there are more women participating in the survey than men. Figure 2 and Table 3-1 show the gender of respondents in the sample population.
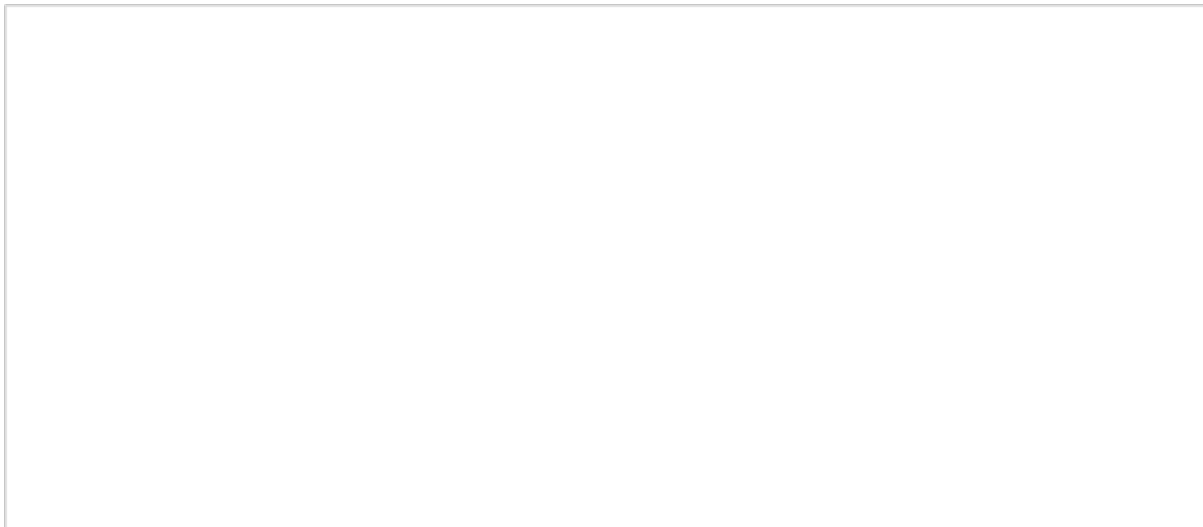
Figure 2 Gender of Respondents

Characteristic	Frequency	%
Gender		
Male	135	33.75
Female	165	66.25

Note: Total N=400

Table 3-1 Gender of Respondents

4.5.2 Age of Respondents

The majority of the 400 respondents (38.75%) were between the ages of 26 and 30, followed by the 31 to 40-year-old respondents (30.75%). Other groups of respondents accounted for a small percentage of the total sample size, with 1.5% of respondents under the age of 18, 13% of respondents between the ages of 18 and 25, and 7.5% of the respondents. At 41 to 50 years old, 5% of respondents were between the ages of 51 and 60, and 3.5% of respondents were over 60. Figure 3 and
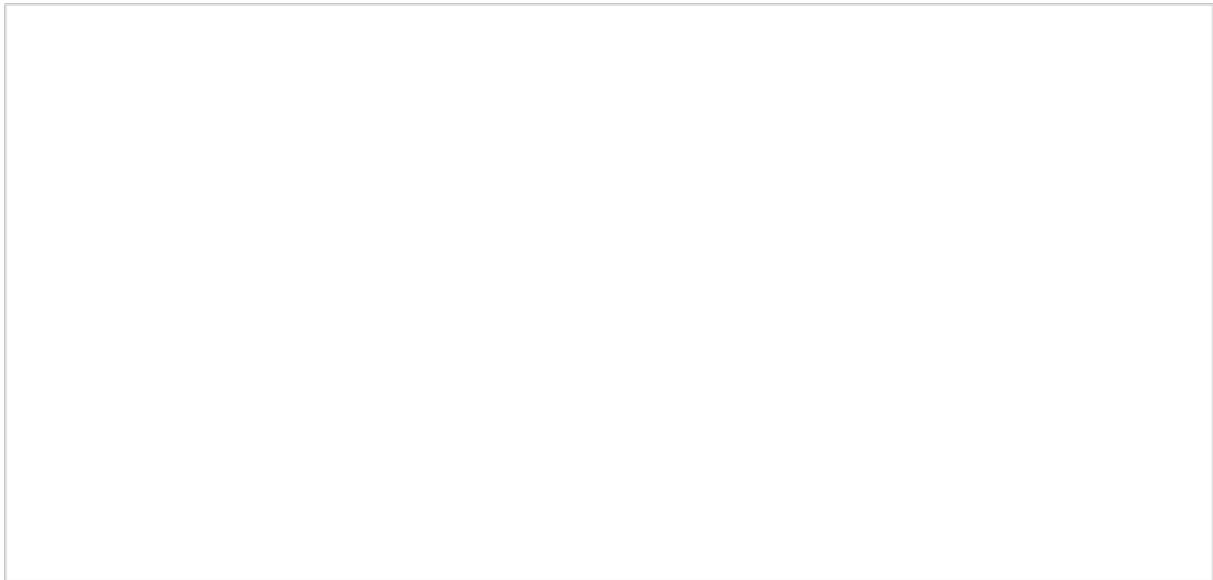
Figure 3 Age of Respondents

Characteristic	Frequency	%
Age		
Under 18	6	1.5
18-25	52	13
26-30	155	38.75
31-40	123	30.75
41-50	30	7.5
51-60	20	5
Over 60	14	3.5

Note: Total N=400

Table 3-2 Age of Respondents

4.5.3 Education Level of Respondents

Among the 400 respondents, the respondents with high school or secondary school

education accounted for 50.25% of the total sample, and the second largest was 31.5% of the respondents with junior high school or below. Respondents with undergraduate or college degree, master's degree, and doctoral degree accounted for a small proportion, 8.75%, 7%, 2.5%. Figure 4 and Table 3-3 show the educational level of respondents in the sample population.

Figure 4 Education Level of Respondents

Characteristic	Frequency	%
Education Level		
Junior High School or Below	126	31.5
Senior High School or Secondary School	201	50.25
Bachelor Degree or College Degree	35	8.75
Master Degree	28	7
Ph. D Degree	10	2.5

Note: Total N=400

Table 3-3 Education Level of Respondents

4.5.4 Monthly Income Level of Respondents

Among the 400 respondents, the monthly income of 10,001 to 20,000RMB accounted for the majority of the sample, which was 42.25%, followed by the respondents

whose monthly income level was less than 10,000RMB. The proportion is 37.25%. The monthly income level of 20,001 to 30,000 RMB, and the 30,001 to 40,000 RMB two groups of respondents accounted for the smaller proportion of the overall proportion, respectively, 12.75% and 7.5%. At the same time, the survey found that none of the 400 respondents had monthly income of more than 40,000 RMB. Figure 5 and Table 3-4 indicate the monthly income level of respondents in the sampled population.
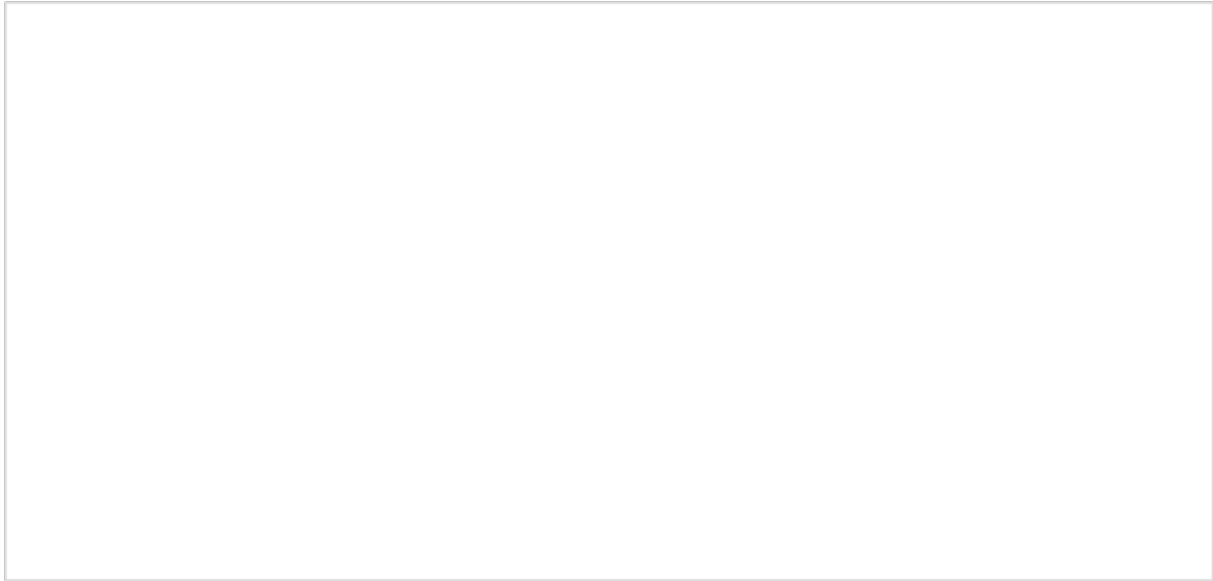
Figure 5 Monthly Income Level of Respondents

Characteristic	Frequency	%
Monthly Income		
Less than 10,000 RMB	149	37.25
10,001-20,000	169	42.25
20,001-30,000	51	12.75
30,001-40,000	31	7.75
More than 40,000 RMB	0	0

Note: Total N=400

Table 3-4 Monthly Income Level of Respondents

4.5.5 Marital Status of Respondents

Of the 400 respondents, 83% were married, 4.75% were unmarried, divorced

respondents accounted for 8.5% of the sample, and 3.75% were widowed status. Figure 6 and Table 3-5 show the marital status of respondents in the sample population.
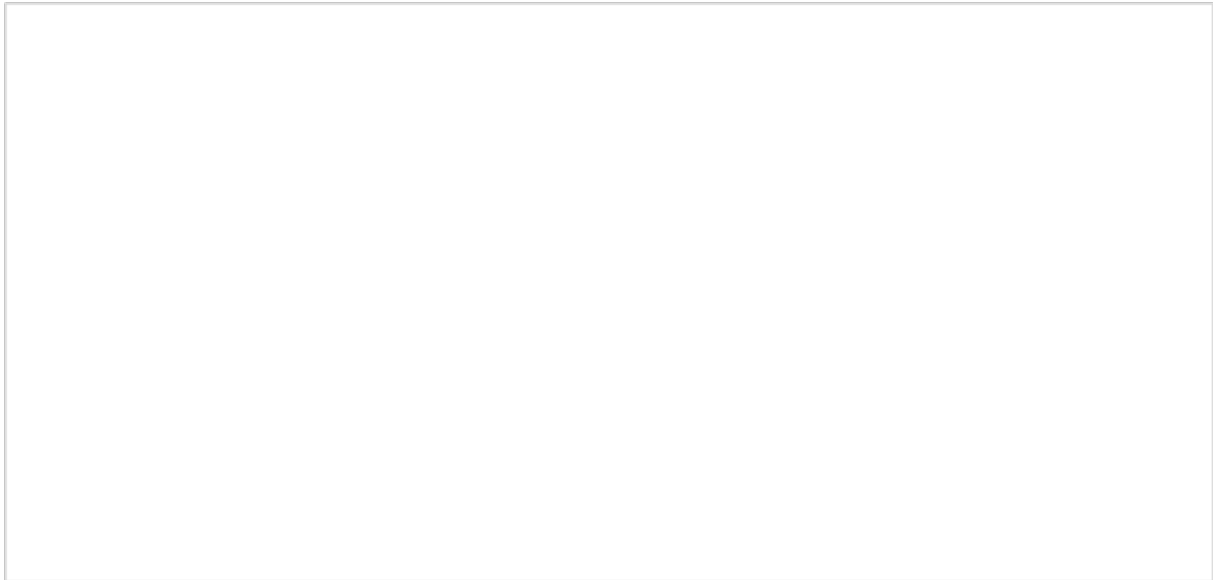
Figure 6 Marital Status of Respondents

Characteristic	Frequency	%
Marital Status		
Married	332	83
Unmarried	19	4.75
Divorced	34	8.5
Widowed	15	3.75

Note: Total N=400

Table 3-5 Marital Status of Respondents

4.5.6 Occupation of Respondents

Among the 400 respondents, the number of respondents with occupations was the highest, accounting for more than half of the sample, which was 52.75%. The number of respondents who are self-employed is the second largest, accounting for 27%. 11.25% of the respondents are currently unemployed, with 4.75% of respondents and 5% of those in other occupations. At the same time, the results show that there is no one in the interviewees who is studying and working at the same time, retirement

status, housewife or husband. Figure 7 and Table 3-6 indicate the respondents' occupation.
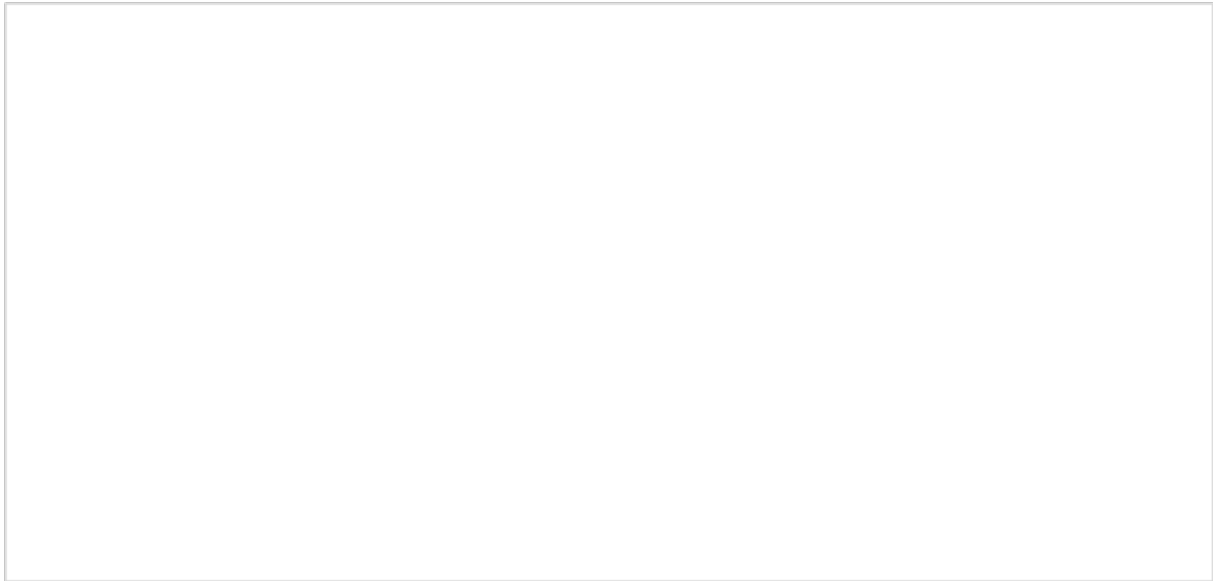
Figure 7 Occupation of Respondents

Characteristic	Frequency	%
Occupation		
Student	19	4.75
Self-employed worker	108	27
Employee	211	52.75
Work and study at the same time	0	0
Unemployed	45	11.25
Retired	0	0
Housewife/Househusband	0	0
Others	17	4.25

Note: Total N=400

Table 3-6 Occupation of Respondents

4.6 Statistical Methods

Statistical methods will be used to assess the correlation between variables. First, the paper uses descriptive statistics to measure the characteristics of the sample.

Second, factor analysis and reliability testing are used to test the validity and reliability of variables. Next, an independent t test was used to compare the correlation differences between demographic data. Finally, IBM SPSS Statistics version 25 was used to analyze the data of 400 respondents to draw conclusions.

4.6.1 Descriptive Analysis

Descriptive analysis can be used to analyze and summarize data from the mean and standard deviation. All variables are based on the 7-point Likert scale, from "1 = very disagree" to "7 = very agree". Among all variables, the average of health consciousness and purchase intention was the highest of all variables, both exceeding 5, respectively, 5.1362,5.0038. The average value of brand awareness, brand trust, and brand loyalty is second only to health consciousness and purchase intention, which are 4.9350, 4.9200, and 4.9588, respectively. Brand attitude (4.7735), perceived value (4.6733), and social influence (4.5592) are at an intermediate level. Finally, the mean of environmental consciousness and life satisfaction is the lowest of the ten variables, specifically 4.3388 and 4.1310.

The standard deviation of environmental consciousness (1.73427) is the highest, indicating that respondents' perceptions of environmental consciousness programs fluctuate significantly. The standard deviation of health consciousness (1.38229), social influence (1.15968), brand awareness (1.26742), brand trust (1.26653), life satisfaction (1.33891), and brand loyalty (1.23868) showed the distribution of respondents' views on these variables is slightly concentrated. In the end, the respondents' perceptions of perceived value (1.08915) and brand attitude (1.06491) are the most uniform and consistent, because these two variables have the smallest standard deviation.

Variable	N	Minimum	Maximum	Mean	SD
HC	400	1.00	7.00	5.1362	1.38229
EC	400	1.50	7.00	4.3388	1.73427
SI	400	1.00	7.00	4.5592	1.15968
BA	400	1.00	7.00	4.9350	1.26742
BT	400	1.00	7.00	4.9200	1.26653
PV	400	1.00	7.00	4.6733	1.08915

BAT	400	1.00	7.00	4.7735	1.06491
LS	400	1.00	7.00	4.1310	1.33891
BL	400	1.00	7.00	4.9588	1.23868
PI	400	1.00	7.00	5.0038	1.19706

Table 4 Descriptive Statistics

4.6.2 Exploratory Factor Analysis

The reason for using factor analysis is to measure the validity of variable items, resulting in a more accurate and efficient set of factor scores to aid in further analysis. The two main methods of factor analysis are confirmatory factor analysis (CFA) and exploratory factor analysis (EFA). Exploratory Factor Analysis (EFA) is a technique for finding the essential structure of multivariate observation variables and processing them for dimensionality reduction. Thus, EFA is able to synthesize variables with intricate relationships into a few core factors. For principal factor analysis, there are no Outliers, equidistant values, linear values, multivariate normal assignments, and orthogonality. The advantage of exploratory factor analysis is that it is easy to operate, and the EFA method can be very useful when the questionnaire contains many questions. The EFA method is the basis for other factor analysis tools (such as regression analysis of calculated factor scores) and is also convenient for use with other tools (such as confirmatory factor analysis). The survey will use the Kaiser-Meyer-Olkin (KMO) sampling sufficiency measurement and the Bartlett spherical test to measure the variables.

The KMO measure can determine whether the original variable is suitable for one of the statistical test methods for factor analysis. It compares the correlation coefficient and the partial correlation coefficient between the observed original variables. The Bartlett Spherical Test is based on a matrix of correlation coefficients, primarily used to test the distribution of data and the independence between variables. A large low KMO measure can support the test for factor analysis. In general, a KMO measure greater than 0.5 means that factor analysis can be performed, while above 0.7 is a satisfactory result. The larger the Bartlett spherical statistic and the corresponding probability value is less than 0.05, it can be said that the data is suitable for factor analysis. Table 5 explains the criteria for KMO values (Pestana & Gageiro, 2003).

KMO	Degree of Common Variance
1 − 0.9	Very Good
0.8 − 0.9	Good
0.7 − 0.8	Average
0.6 − 0.7	Reasonable
0.5 − 0.6	Bad
< 0.5	Not Supported

Table 5 Standard of KMO

The Cronbach coefficient is a statistic that refers to the average of the half-fold reliability coefficients obtained for all possible project partitioning methods of the scale and is the most commonly used measure of confidence (Pestana & Gageiro, 2003). Usually Cronbach has a value between 0 and 1. If the α coefficient does not exceed 0.6, it is generally considered that the internal consistency is insufficient; when it reaches 0.7-0.8, the scale has considerable reliability, and when it reaches 0.8-0.9, the reliability of the scale is very good. Table 6 shows the criteria for Cronbach's alpha (Pestana & Gageiro, 2003).

Cronbach's Alpha	Internal Consistency
≥ 0.9	Very Good
0.8 − 0.9	Good
0.7 − 0.8	Average
0.6 − 0.7	Bad
< 0.6	Inadmissible

Table 6 Standard of Cronbach's Alpha

The SPSS results show that the four variables of social impact, perceived value, brand loyalty and purchasing propensity have KMO values between 0.7 and 0.8, which are average. The other six variables except the KMO values were all greater than 0.8, fully supporting the factor analysis. All probability values for the Bartlett test show 0.00, indicating that the data is well suited for factor analysis. At the same time, all values of Cronbach's alpha are between 0.843 and 0.986, demonstrating the

reliability of the variables. Table 7 summarizes the final results of the factor analysis and reliability tests.

Variable	Number of items	Items	Cronbach's Alpha	Corrected Item-Total Correlation	KMO	Bartlett's Test	Number of dimensions	% of Variance
Health consciousness	6	HC1 HC2 HC3 HC4 HC5 HC6	0.947	0.843 0.850 0.836 0.840 0.793 0.864	0.917	0.000	1	79.045
Environmental consciousness	15	EC1 EC2 EC3 EC4 EC5 EC6 EC7 EC8 EC9 EC10 EC11 EC12 EC13 EC14 EC15	0.986	0.906 0.898 0.894 0.884 0.910 0.893 0.908 0.880 0.904 0.909 0.902 0.893 0.905 0.918 0.890	0.978	0.000	1	83.385
Social influence	3	SI1 SI2 SI3	0.879	0.765 0.749 0.788	0.741	0.000	1	80.571
Brand	4	BA1	0.909	0.788	0.81	0.000	1	78.66

awareness		BA2		0.810	9			7
		BA3		0.816				
		BA4		0.764				
Brand trust	8	BT1	0.939	0.754	0.926	0.000	1	70.296
		BT2		0.802				
		BT3		0.790				
		BT4		0.811				
		BT5		0.757				
		BT6		0.794				
		BT7		0.795				
		BT8		0.773				
Perceived Value	3	PV1	0.843	0.683	0.715	0.000	1	76.182
		PV2		0.692				
		PV3		0.758				
Brand attitude	5	BAT1	0.869	0.726	0.849	0.000	1	66.110
		BAT2		0.755				
		BAT3		0.677				
		BAT4		0.662				
		BAT5		0.660				
Life satisfaction	5	LS1	0.927	0.801	0.897	0.000	1	77.447
		LS2		0.790				
		LS3		0.801				
		LS4		0.821				
		LS5		0.831				
Brand loyalty	4	BL1	0.889	0.702	0.798	0.000	1	75.377
		BL2		0.812				
		BL3		0.817				
		BL4		0.703				
Purchase intention	4	PI1	0.878	0.721	0.789	0.000	1	73.254
		PI2		0.763				
		PI3		0.791				
		PI4		0.672				

Table 7 Final Output of Exploratory Factor Analysis

4.6.3 Statistical Modeling

This paper will select correlation analysis and multiple linear regression to explore the relationship between independent and dependent variables. Correlation analysis was two-tailed with significant levels of $*p < 0.05$, $** p < 0.01$ and $*** p < 0.005$. In regression analysis, if there are two or more independent variables, it is called multiple regression. In this study, a variable is often associated with multiple variables, and the optimal combination of multiple independent variables to predict or estimate the dependent variable is more effective and more effective than predicting or estimating with only one independent variable. actual. Therefore, multiple linear regression is more practical than one-dimensional linear regression.

Part V: Data Analysis

5. Data Analysis

In this part, this paper will use SPSS to analyze and summarize the collected data, so as to verify the hypothesis model established in the previous article to prove the correlation between consumers' health consciousness, environmental consciousness, social influence, brand awareness of organic skin care products, brand trust and brand attitude, perceived value, life satisfaction, brand loyalty and purchase intention. The following sections will use an independent sample t-test of demographic data and use correlation tests and multiple linear regression analysis to verify the correlation of variables in the hypothesis.

5.1 Independent Sample T-Test

The fourth section of the previous section details the sample characteristics of 400 respondents, namely different demographic backgrounds. Next, the survey will use independent sample t-test to verify the impact of gender, age, and education level of the respondent on their opinion of health consciousness, environmental consciousness, social influence, brand awareness of organic skin care products, brand trust, brand attitude, perceived value, life satisfaction, brand loyalty and purchase intention. The significance level of the 95% confidence interval is used to determine whether the hypothesis of the study is accepted. When the p value is less than 0.05, the null hypothesis is rejected, and if the p value is greater than or equal to 0.05, the null hypothesis cannot be rejected.

5.1.1 Gender Differences

This test is designed to test whether respondents' differences will affect their perception and evaluation. Among the 400 respondents, 135 were males and 265 were females. As shown in the table below, the results show that only the p-values for health consciousness and brand awareness are less than 0.05, are 0.020 and 0.033, respectively. This indicates that the null hypothesis was rejected, and the gender of the respondents differed in their evaluation of health consciousness and brand awareness, while there was no difference in other variables. Women (5.1780 ±

1.32585) were more concerned about health in men (5.0543 ± 1.48860), t (400) = -0.846, p = 0.020. Men (5.0722±1,12214) are more sensitive than women (4.8651±133196) on the awareness of organic skin care brand.

Variable	Gender	N	Mean	SD	T-Test	
					t	p
HC	M	135	5.0543	1.48860	-0.846	.020
	F	265	5.1780	1.32585		
EC	M	135	4.5328	1.71311	1.600	.822
	F	265	4.2400	1.73984		
SI	M	135	4.4765	1.20567	-1.017	.824
	F	265	4.6013	1.13555		
BA	M	135	5.0722	1.12214	1.548	.033
	F	265	4.8651	1.33196		
BT	M	135	4.7213	1.31305	-2.251	.279
	F	265	5.0212	1.23239		
PV	M	135	4.4914	1.14810	-2.399	.473
	F	265	4.7660	1.04798		
BAT	M	135	4.6267	1.08581	-1.975	.375
	F	265	4.8483	1.04827		
LS	M	135	4.2548	1.34773	1.321	.571
	F	265	4.0679	1.33254		
BL	M	135	4.9093	1.30141	-0.570	.057
	F	265	4.9840	1.20721		
PI	M	135	4.9426	1.22167	-0.729	.909
	F	265	5.0349	1.18544		

Table 8-1 Gender Differences

5.1.2 Age Differences

This test is designed to test whether the age difference of respondents will affect their perception and evaluation. Age groups 40 years of age or younger are considered "millennials" and include 336 respondents, age groups over 40 years old,

and are considered "non-millenial generations", including 64 respondents. As shown in the table below, the results show that only environmental consciousness (p = 0.04) and social influence (p = 0.01) values are less than 0.05. This indicates that the null hypothesis is rejected, and the age difference is different for the respondent's assessment of environmental consciousness and social influence, while there is no difference in other variables. "Millennium generation" (4.3464±1.70788) is more concerned with environmental consciousness than "non-millennial generation" (4.2990±1.88025), t(400)=-0.200, p=0.040. At the same time, the social influence of "Millennium Generation" (4.5655±1.20351) was more positive than the "non-millennial generation" (4.5620±0.90229) in organic skin care products, t (400) =-0.249, p=0.010.

Variables	Age	N	Mean	SD	T-Test	
					t	p
HC	≤40	336	5.1339	1.40063	0.077	.434
	>40	64	5.1484	1.29206		
EC	≤40	336	4.3464	1.70788	-0.200	**.040**
	>40	64	4.2990	1.88052		
SI	≤40	336	4.5655	1.20351	-0.249	**.010**
	>40	64	4.5620	0.90229		
BA	≤40	336	4.9397	1.29907	-0.171	.111
	>40	64	4.9102	1.09505		
BT	≤40	336	4.9156	1.27764	0.161	.655
	>40	64	4.9434	1.21599		
PV	≤40	336	4.6696	1.10012	0.155	.603
	>40	64	4.6927	1.03774		
BAT	≤40	336	4.7583	1.05352	0.652	.262
	>40	64	4.8531	1.12813		
LS	≤40	336	4.1440	1.36260	-0.446	.198
	>40	64	4.0625	1.21466		
BL	≤40	336	4.9732	1.26049	-0.535	.354
	>40	64	4.8828	1.12332		
PI	≤40	336	5.0335	1.21226	-1.139	.251
	>40	64	4.8477	1.10968		

Table 8-2 Age Differences

5.1.3 Education Level Differences

This test is designed to test whether the difference in the educational level of respondents will affect their perception and evaluation. Bachelor degree or above is considered to have received higher education. A total of 73 respondents received higher education and 327 respondents did not receive higher education. As shown in the table below, the p-values of all variables are greater than 0.05, indicating that there is no significant difference between the two groups, so the null hypothesis cannot be rejected. Therefore, it can be said that the level of education of the respondents did not differ significantly in the perception and evaluation of all variables.

Variables	Education Level	N	Mean	SD	T-test	
					t	p
HCPIPI	<Higher	327	5.1656	1.39076	-0.900	.878
	≥Higher	73	5.0046	1.34514		
EC	<Higher	327	4.3327	1.73500	0.149	.597
	≥Higher	73	4.3662	1.74271		
SI	<Higher	327	4.5505	1.15503	0.317	.804
	≥Higher	73	4.5982	1.18759		
BA	<Higher	327	4.9350	1.30161	-0.001	.359
	≥Higher	74	4.9349	1.10948		
BT	<Higher	327	4.8811	1.29018	1.301	.082
	≥Higher	73	5.0942	1.14674		
PV	<Higher	327	4.6524	1.08271	0.813	.491
	≥Higher	73	4.7671	1.12036		
BAT	<Higher	327	4.7615	1.08265	0.478	.484
	≥Higher	73	4.8274	0,98675		
LS	<Higher	327	4.1486	1.34367	-0.557	.630
	≥Higher	73	4.0521	1.32373		
BL	<Higher	327	5.0084	1.22573	-1.701	.661

	≥Higher	73	4.7363	1.28012		
PI	<Higher	327	5.0313	1.20373	-0.976	.755
	≥Higher	73	4.8801	1.16675		

Table 8-3 Education Level Differences

5.2 Multiple Regression Analysis

The following sections use correlation analysis and multiple linear regression analysis to verify the adequacy of hypotheses and models, and to detect the correlation between the sets of independent variables (health consciousness, environmental consciousness , social influence, brand awareness, brand trust) and dependent variable sets (perceived value, brand attitude, life satisfaction, brand loyalty, and purchase intention).

	HC	EC	SI	BA	BT	PV	BAT	LS	BL	PI
HC	1									
EC	.075	1								
SI	.365**	.038	1							
BA	.094	-.095	-.016	1						
BT	.518**	.108*	.580**	.010	1					
PV	.624**	.008	.314**	.086	.349**	1				
BAT	.648**	.113*	.505**	-.021	.635**	.457**	1			
LS	.035	.010	.019	.083	.037	.074	-.014	1		
BL	.419**	.091	.393**	-.069	.450**	.275**	.527**	.123*	1	
PI	.519**	.151*	.439**	-.071	.491**	.349**	.588**	.014	.620**	1

Table 9 Correlation Coefficients

5.2.1 Perceived Value

H1: Health consciousness has a significant influence on perceived value.
H3: Environmental consciousness has a significant influence on perceived value.

H5: Social influence has a significant influence on perceived value.

H7: Brand awareness has a significant influence on perceived value.

H9: Brand Trust has a significant influence on perceived value.

According to Table 10-1, the multiple regression model for perceived value is found to be significant, with two predictors produced, $R^2 = 0.398$, $R^2_{adj} = 0.395$, F = 131.025, p<0.05. The coefficient of determination indicates that 39.5% of the variance in perceived value is explained by health consciousness and social influence.

A multiple regression analysis is computed to assess the relationships between health consciousness and perceived value, environmental consciousness and perceived value, social influence and perceived value, brand awareness and perceived value, brand trust and perceived. As can be seen in Table 10-1, there is a significant correlation between health consciousness and perceived value, H1: β = 0.587, t = 14.040, p < 0.05. Also, there is a significant correlation between social influence and perceived value, H5: β = 0.099, t = 2.374, p < 0.05. At 95% confidence intervals level, the data provide sufficient evidence to conclude that health consciousness and social influence have a statistically significant impact on perceived value (p ≤ α), thus H1 and H5 are supported.

However, the relationships between environmental consciousness and perceived value, brand awareness and perceived value, brand trust and perceived value are not statistically significant at the significance level of 0.05 (p>0.05). The results have shown that environmental consciousness, brand awareness and brand trust have non-significant impacts on perceived value. Table 10-1 summarizes the analysis results from the regression analysis.

	Coef	t	p
HC	.587	14.040	.000
EC	NS	NS	NS
SI	.099	2.374	.018
BA	NS	NS	NS
BT	NS	NS	NS
Constant	.201	9.305	.000

R^2	.398	
R^2_{adj}	.395	
F-Test	131.025	.000

Note: Dependent Variable: Perceived Value

Table 10-1 Multiple Regression Analysis of Perceived Value

5.2.2 Brand Attitude

H2: Health consciousness has a significant influence on brand attitude.

H4: Environmental consciousness has a significant influence on brand attitude.

H6: Social influence has a significant influence on brand attitude.

H8: Brand Awareness has a significant influence on brand attitude.

H10: Brand trust has a significant influence on brand attitude.

H11: Perceived value has a significant influence on brand attitude.

According to Table 10-2, the multiple regression model for brand attitude is found to be significant, with three predictors presented, R^2 = 0.560, R^2_{adj} = 0.557, F = 168.127, p<0.05. The coefficient of determination points out that 55.7% of the variance in brand attitude is illustrated by health consciousness, environmental consciousness, social influence, brand awareness, brand trust and perceived value.

A multiple regression analysis is employed to evaluate the relationships between health consciousness and brand attitude, environmental consciousness and brand attitude, social influence and brand attitude, brand awareness and brand attitude, social influence and brand attitude, perceived value and brand attitude. According to Table 10-2, there are significant correlations between health consciousness and brand attitude, social influence and brand attitude, social influence and brand attitude, H2: β = 0.422, t = 10.790, p < 0.05; H6: β = 0.165, t = 4.006, p < 0.05; H10: β = 0.321, t = 7.168, p < 0.05. At 95% confidence intervals level, the data provide sufficient evidence to conclude that health consciousness, social influence and brand trust have statistically significant influences on brand attitude (p ≤ α), thus H2, H6, and H10 are supported.

However, the relationships between environmental consciousness and brand attitude, brand awareness and brand attitude, perceived value and brand attitude are not statistically significant at the significance level of 0.05 (p>0.05). The results have shown that environmental consciousness, brand awareness and perceived value have non-significant impacts on brand attitude. Table 10-2 summarizes the analysis results from the regression analysis.

	Coef	t	p
HC	.422	10.790	.000
EC	NS	NS	NS
SI	.165	4.006	.000
BA	NS	NS	NS
BT	.321	7.168	.000
PV	NS	NS	NS
Constant	.172	6.310	.000
R^2	.560		
R^2_{adj}	.557		
F-Test	168.127		.000

Note: Dependent Variable: Brand Attitude

Table 10-2 Multiple Regression Analysis of Brand Attitude

5.2.3 Life Satisfaction

H12: Perceived value has a significant influence on life satisfaction.
H15: Brand attitude has a significant influence on life satisfaction.

According to Table 10-2, the multiple regression model for life satisfaction is found to be insignificant. The results show that the two predictors (perceived value and brand attitude) did not enter the equation when performing multiple linear regression tests. Because the relationships between perceived value and life satisfaction, brand

attitude and life satisfaction are not statistically significant at the significance level of 0.05 (p>0.05)., so the H12 and H15 proposed in this study are not supported.

	Coef	t	p
PV	NS	NS	NS
BAT	NS	NS	NS
Constant	NS	NS	NS
R^2	NS		
R^2_{adj}	NS		
F-Test	NS		NS

Note: Dependent Variable: Life Satisfaction

Table 10-3 Multiple Regression Analysis of Life Satisfaction

5.2.4 Brand Loyalty

H13: Perceived value has a significant influence on brand loyalty.
H16: Brand attitude has a significant influence on brand loyalty.

According to Table 10-4, the multiple regression model for brand loyalty is found to be significant, with one predictor presented, R^2 = 0.275, R^2_{adj} = 0.275, F = 152.652, p<0.05. The coefficient of determination points out that 27.5% of the variance in brand loyalty is illustrated by brand attitude. At the 0.05 significance level, the p-value for the F-test statistic is less than 0.001, demonstrating a good fit of the model.

A multiple regression analysis is computed to assess the relationships between perceived value and brand loyalty, brand attitude and brand loyalty. In the Table 10-4, there are significant correlations between brand attitude and brand loyalty, H16: β = 0.527, t = 12.355, p < 0.05. At 95% confidence intervals level, the data provide sufficient evidence to conclude that brand attitude has statistically significant impacts on brand loyalty (p ≤ α), thus H16 is supported.

However, the relationship between perceived value and brand loyalty is not statistically significant at the significance level of 0.05 (p>0.05). The results have shown that perceived value has non-significant impacts on brand loyalty. Table 10-4 summarizes the analysis results from the regression analysis.

	Coef	t	p
PV	NS	NS	NS
BAT	.527	12.355	.000
Constant	.242	8.396	.000
R^2	.277		
R^2_{adj}	.275		
F-Test	152.652		.000

Note: Dependent Variable: Purchase Brand Loyalty

Table 10-4 Multiple Regression Analysis of Brand Loyalty

5.2.5 Purchase Intention

H14: Perceived value has a significant influence on purchase intention.
H17: Brand attitude has a significant influence on purchase intention.
H18: Brand Loyalty has a significant influence on purchase intention.

According to Table 10-5, the multiple regression model for purchase intention is found to be statistically significant, with all three predictors produced (perceived value, brand attitude and brand loyalty), $R^2 = 0.484$, $R^2_{adj} = 0.480$, F = 123.977, p<0.001. The coefficient of determination indicates that 48% of the variance in purchase intention is explained by perceived value, brand attitude, brand loyalty. At the 0.05 significance level, the p-value for the F-test statistic is less than 0.001, demonstrating a good fit of the model.

A multiple regression analysis is computed to assess the relationships between perceived value and purchase intention, brand attitude and purchase intention, brand loyalty and purchase intention. As can be seen in Table 10-5, there are significant

correlations between the perceived value and purchase intention, brand attitude and purchase intention, brand loyalty and purchase intention, H14: β = 0.083, t = 2.038, p < 0.05; H17: β = 0.326, t = 7.103, p < 0.05; H18: β = 0.425, t = 10.013, p < 0.05. At 95% confidence intervals level, the data provide sufficient evidence to conclude that perceived value, brand attitude and brand loyalty have statistically significant influences on purchase intention (p ≤ α), thus H14, H17, and H18 are supported.

	Coef	t	p
PV	.083	2.038	.042
BAT	.326	7.103	.000
BL	.425	10.013	.000
Constant	.240	3.297	.001
R^2	.484		
R^2_{adj}	.480		
F-Test	123.977		.000

Note: Dependent Variable: Purchase Intention

Table 10-5 Multiple Regression Analysis of Purchase Intention

5.3 Hypothesis Testing

The results of multiple linear regression analysis can demonstrate whether the hypothesis based on literature research is valid. The following table summarizes the 18 hypothetical results presented in the hypothetical model of this survey.

Hypotheses		Outcome
H1	Health consciousness has a significant influence on perceived value.	Supported
H2	Health consciousness has a significant influence on brand attitude.	Supported
H3	Environmental consciousness has a significant influence on perceived value.	Not Supported
H4	Environmental consciousness has a significant influence on	Not

		brand attitude.	Supported
H5	Social influence has a significant influence on perceived value.		Supported
H6	Social influence has a significant influence on brand attitude.		Supported
H7	Brand awareness has a significant influence on perceived value.		Not Supported
H8	Brand Awareness has a significant influence on brand attitude.		Not Supported
H9	Brand Trust has a significant influence on perceived value.		Not Supported
H10	Brand trust has a significant influence on brand attitude.		Supported
H11	Perceived value has a significant influence on brand attitude.		Not Supported
H12	Perceived value has a significant influence on life satisfaction.		Not Supported
H13	Perceived value has a significant influence on brand loyalty.		Not Supported
H14	Perceived value has a significant influence on purchase intention		Supported
H15	Brand attitude has a significant influence on life satisfaction.		Not Supported
H16	Brand attitude has a significant influence on brand loyalty.		Supported
H17	Brand attitude has a significant influence on purchase intention.		Supported
H18	Brand Loyalty has a significant influence on purchase intention.		Supported

Table 11 Summary of Hypothesis Testing

5.4 Discussions

Data results show that health consciousness has a significant impact on perceived

value (H1) and brand attitude (H2). In other words, consumers' health consciousness drives consumers to choose products that contain healthy ingredients, and their choice of products affects their health. Different levels of health-conscious consumers have different focus on product demand (Schifferstein & Oude Ophuis, 1998; Lockie et al. 2002; Grankvist & Biel 2001). Consumers with higher levels of health can sensitively perceive the value of products containing healthy ingredients because they need to use products to meet their own health and reduce or avoid disease (Newsom et al. 2005; Kraft & Goodell, 1993 Plank & Gould, 1990; Gould, 1988). The intrinsic properties of organic skin care products can satisfy the health-conscious pursuit of health-conscious consumers. Therefore, when consumers pay more attention to their health, their perceived value and attitude towards organic skin care products will change with their health consciousness with a significant impact.

The data results show that there is no significant relationship between consumer environmental consciousness and perceived value (H3) and brand attitude (H4). This is inconsistent with previous research results. According to the end-of-mechanism theory, the perceived value of consumers is influenced by product attributes, consumer perceptions, and consumer values (Gutman, 1982). Environmentally conscious consumers' own values in environmental protection will affect their perceived value and attitude towards organic skin care brands. The reason why the model and data results are different, the possible reason is that consumers do not know enough about organic skin care products, or consumers only pay attention to the product attributes of organic skin care products, and ignore the environmental protection concept behind the products. , thus affecting their perception and attitude towards the brand. Another possible reason is that consumers' personal willingness to the environment is not linked to their own sense of responsibility. When personal will has nothing to do with personal responsibility, although consumers agree with environmental protection, it does not mean that they will make relevant behaviors or show low participation. In this case, there may be no significant relationship between environmental consciousness and perceived value and brand attitude.

The data results show that there is a significant relationship between social influence and consumer perceived value (H5) and brand attitude (H6). This is consistent with

the previous hypothetical model. The influence of external information received by consumers can make a big difference to their values, thus affecting his behavior. When a consumer is influenced by the other party, his cognitive situation changes. The other side's ideas and opinions about organic skin care brands will affect consumers' original ideas and brands, and integrate them to generate new cognition based on the original cognition. At the same time, consumers themselves will change their perceived value and attitude towards the brand in order to get some kind of reward or other people's approval, which can help them meet their expectations of themselves (Deutsch and Gerard, 1955; (Kelman, 1961)).

The data showed that there was no significant relationship between brand awareness and consumer perceived value (H9) and brand attitude (H10). The results did not match the previous study model. The reason for this may be due to differences in product categories. For products with low consumer participation, products with high brand awareness will indeed help consumers reduce their time and effort. Familiar and well-known products will win consumers' favor (Keller, 1993; Macdonald & Sharp, 2000). However, for products that require high consumer involvement, such as skin care products, brand awareness does not fully satisfy consumers' assessment of brand perceived value and attitude. This requires consumers to evaluate a variety of factors to make purchasing decisions. Therefore, the results of the survey that there is no significant relationship between brand awareness and perceived value and brand attitude are obtained.

The data results show that brand trust is not related to perceived value (H9), but related to brand attitude (H10). The results of the data on perceived value do not match the previous research hypotheses. The reason for this result may be that the resulting data is not representative because of the small sample size or the instability of the sample selection, so it is contrary to the assumption. For brand attitudes, consumers' confidence in the brand can reflect a certain advantage and customer value of the brand. The assessment of the brand's outstanding strengths is precisely the cornerstone of brand attitudes (Fishbein and Ajzen, 1980). The formation of consumer brand attitudes is derived from the evaluation and judgment of the brand's outstanding advantages (Wilkie, 1986; MacKenzie and Spreng, 1992), so there is a significant relationship between brand trust and brand attitude.

The data showed that there was no significant relationship between perceived value and brand attitude (H11). The reason for this result may be because the organic skin care industry is not very involved in the interviewee. In other words, organic skin care brands are not very common in China. Although consumers may agree with their value, they are not highly involved in the industry and therefore cannot have a significant impact.

The data showed that there was no significant effect between perceived value and life satisfaction (H12), brand attitude and life satisfaction (H15). This does not correspond to the hypothetical model in the previous section. The reason for this inconsistency may be that in the consumer's evaluation of life satisfaction, the proportion of satisfaction generated in the specific field of shopping is too small to have a significant impact on it.

The data results show that there is no significant impact on perceived value and brand loyalty (H13). Inconsistent with previous rescue results may be because perceived value does not affect brand loyalty in attitudes and behaviors, resulting in false loyalty (Aaker, 1991; Assael, 1998; Oliver, 1999; Prus & Brandt, 1995; Farr & Hollis, 1997; Baldinger & Rubinson, 1996). Licensing is due to consumers' lack of demand for organic skin care products, although their perceived value is positive. The data on brand attitude and brand loyalty (H16) showed a significant impact between the two. Brands can shape and enhance consumer brand loyalty through effective management of consumer brand attitudes (Keller (1993).

Data studies have shown that consumers' perceived value and purchase intention (H14), brand attitude and purchase intention (H17), brand loyalty and purchase intention (H18) have a significant impact. Consumer perception, attitude, and loyalty drive their behavioral intent and generate purchasing decisions. This is consistent with previous research results, so the assumption is true. Consumer perception, attitude, and loyalty drive their behavioral intent and generate purchasing decisions.

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Part VI: Conclusion and Discussion

6. Conclusion and Discussion

6.1 Introduction

Nowadays, with the improvement of consumers' living standards and the rapid development of social economy, people's demand for skin care products is gradually increasing, and it is not limited to women. When consumers make purchasing decisions, they will pay more attention to the impact of health and social environment factors. Organic skin care products are getting more and more attention because of their simple ingredients, safe use, and environmental friendliness. In the study of the purchase intention of organic skin care products, many factors such as psychology, behavior, and awareness of consciousness are involved. For organic skin care brands, the factors that influence consumers' purchasing intentions are meaningful research directions. Therefore, based on past literature research, this paper analyzes consumption from three aspects: consumer's own consciousness evaluation (health consciousness, environmental consciousness), social factors (social influence) and brand perception (brand awareness, brand trust). The influence of the purchase intention. At the same time, two common variables (perceived value and brand attitude) were also used to analyze consumer purchase intentions for organic skin care brands.

The main purpose of this study is to explore whether consumers' health consciousness, environmental consciousness, social influence, brand awareness, brand trust will affect their perceived value and brand attitude towards organic skin care brands to achieve the purpose of influencing purchase intention. At the same time, the scope of research has been expanded to explore in the form of secondary goals: (1) Whether consumers' perceived value of organic skin care brands will affect their attitude towards organic skin care products (2) Consumers' perceived value of organic skin care brands and Does the brand attitude affect the satisfaction of life and the evaluation of brand loyalty? (3) What effect does consumer brand loyalty have on the purchase intention of organic skin care products?

In order to achieve the research goal, this survey takes Chinese consumers as an example and has established a hypothesis model for research objectives.

The purpose of this study was to investigate factors that influence Chinese consumers' influence on the purchase intention of organic skin care brands. The survey used the non-probability sampling method, including convenience sampling and snowball sampling to collect opinions from 400 Chinese respondents in the form of an online questionnaire. Descriptive analysis and multiple linear regression analysis were then performed on the collected sample data to verify whether the hypothesis was established. The hypotheses proposed in this paper are as follows: (1) There is a significant relationship between health consciousness and perceived value. (2) There is a significant relationship between health consciousness and brand attitude. (3) There is a significant relationship between environmental consciousness and perceived value. (4) There is a significant relationship between environmental consciousness and brand attitude. (5) There is a significant relationship between social influence and perceived value. (6) There is a significant relationship between social influence and brand attitude. (7) There is a significant relationship between brand awareness and perceived value. (8) There is a significant relationship between brand awareness and brand attitude. (9) There is a significant relationship between brand trust and perceived value. (10) There is a significant relationship between brand trust and brand attitude. (11) There is a significant relationship between perceived value and brand attitude. (12) There is a significant relationship between perceived value and life satisfaction. (13) There is a significant relationship between perceived value and brand loyalty. (14) There is a significant relationship between perceived value and purchase intention. (15) There is a significant relationship between brand attitude and life satisfaction. (16) There is a significant relationship between brand attitude and brand loyalty. (17) There is a significant relationship between brand attitude and purchase intention. (18) There is a significant relationship between brand loyalty and purchase intention.

The study also used an independent t-test to detect whether the respondents' gender, age, and academic level were different in three aspects of the questionnaire project. The results of the data show that women's self-perception of health consciousness is higher than that of men, and chronic perception of brand awareness is more sensitive than women. At this conclusion, marketers can implement different

marketing strategies for gender differences in health consciousness and brand awareness. For example, market segments for female consumers can emphasize the health value of organic skin care brands. Advertising for male segments can increase advertising spending to increase appeal to male consumers. The difference in age among respondents affects their perception of environmental consciousness and social influence. Respondents under the age of 40 are more aware of environmental consciousness than respondents over the age of 40 and are more susceptible to social factors. In this area, we can focus on building the focus of environmental protection that the younger generation is interested in, and strengthen word-of-mouth publicity.

The results of regression analysis show that there is a significant relationship between health consciousness, social influence and perceived value; there is a significant relationship between environmental consciousness, social influence, brand trust and brand attitude; there is a significant relationship between brand attitude and brand loyalty. There is a significant relationship between perceived value, brand attitude, brand loyalty and purchase intention. Although some assumptions are not verified by data results, it may be because the samples are not representative, and the variables still have research value.

6.3 Implications

Previous research on organic skin care products focused on the influence of consumers in the European and North American markets on the purchase intention of organic skin care products. There are not many studies on Chinese consumers' purchasing intentions, especially the influence of Chinese consumers' health consciousness and environmental consciousness on the perceived value and brand attitude of organic skin care products. But for this reason, this survey is more meaningful. Because of the differences in consumer attitudes between Chinese and Western consumers, cultural differences and socio-economic development levels have caused differences in the factors influencing the purchasing intentions of Chinese consumers and Western consumers. In addition, the differences in the development stages of organic skin care products in Europe, North America and Asia Pacific will also cause differences in purchasing behavior and consumer psychology.

Therefore, this study attempts to make up for the vacancy of historical literature in this field, to explore the impact of Chinese consumers' health consciousness, environmental consciousness and other factors on the perceived value and brand attitude of organic skin care brands, and thus the relationship with purchase intention.

As mentioned in the previous article, the Chinese organic skin care market has great potential for development. For marketers, how to increase market share and promote consumer purchase is a big challenge. This requires an analysis of the psychology, perception, attitude, etc. of Chinese consumers, so that they can adjust the marketing strategy of the brand.

6.4 Limitations and Future Research

In this survey, environmental consciousness, brand awareness and brand trust did not have a significant impact on consumer perceived value as expected. There is also no significant impact on environmental consciousness, brand awareness, perceived value and brand attitude. There was also no significant impact between perceived value and brand attitudes and life satisfaction. There is also no significant impact between perceived value and brand loyalty. The reason for the hypothesis is that the sample size is too small and the sample selection is not representative. The possible reasons are that consumers do not have enough understanding of organic skin care, and participation is not high, resulting in inconsistencies in cognitive attitudes and behaviors. Because organic skin care products are not universal in the Chinese market, there is still a need to deepen consumer understanding of such products.

Therefore, future research can explore what causes consumer cognitive evaluation and behavioral intent to be inconsistent. It is also possible to analyze whether the differences in marketing channels and methods have an impact on consumers' perceived value and attitude towards organic skin care products. With the improvement of living standards, people's perceived value and attitude towards products will gradually shift to the spiritual level. Consumers pay special attention to the brand's concept value, social welfare, and corporate ethics. Researchers can also

examine the link between perceived value, attitude, and purchase intentions of consumers' organic skin care products.

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Appendix

English and Chinese Version of the Questionnaire

<div align="center">

消费者对有机护肤品的购买意向的调查

Purchase Intention on Organic Skin Care Brand

</div>

本问卷旨在收集您对于有机护肤品的购买意向。非常感谢您抽时间回答本问卷。
This questionnaire is designed to collect data of your purchase intention of organic skin brand. Thank you for taking time answer the questionnaire.

1. 性别 Gender [单选题] *

   ○ 男性 Male

   ○ 女性 Female

2. 年龄 Age [单选题] *

   ○ 18 岁以下 Under 18

   ○ 18~25

   ○ 26~30

   ○ 31~40

   ○ 41~50

   ○ 51~60

   ○ 60 岁以上 Over 60

3. 最高学历 Highest Education [单选题] *

   ○ 初中或以下 Junior High School or Below

   ○ 高中或中专 Senior High School or Secondary School

   ○ 本科或大专 Bachelor Degree or College degree

   ○ 硕士 Master Degree

   ○ 博士或以上 Ph. D Degree

4. 月收入 Monthly Income [单选题] *

- 10，000 以下 Less than 10,000 RMB

- 10，001~20，000

- 20，001~30，000

- 30，001~40，000

- 40，000 以上 More than 40,000 RMB

5. 婚姻状况 Marital Status [单选题] *

- 已婚 Married

- 未婚 Unmarried

- 离异 Divorced

- 丧偶 Widowed

6. 职业 Occupation [单选题] *

- 学生 Student

- 个体劳动者 Self-employed worker

- 雇员 Employee

- 同时工作和念书 Work and Study at the same time

- 失业 Unemployed

- 退休 Retired

- 全职太太/全职丈夫 Housewife/Househusband

- 其他 Others _____ *

以下问题请选择您对每个问题的同意度，1 为十分不同意，7 为十分同意

Please choose the agreement of each statement below. 1- Strongly Disagree, 7- Strongly Agree

7. 健康意识 Health Consciousness[矩阵量表题] *

	1 非常不同意 Strongly	2	3	4	5	6	7 非常同意 Strongly

	Disagree						Agree
1)我经常反思自己的健康状况 I reflect about my health a lot	○	○	○	○	○	○	○
2)我对自己的健康很自觉 I'm very self conscious about my health	○	○	○	○	○	○	○
3)我对自己健康状况的变化保持警觉 I'm alert to changes in my health	○	○	○	○	○	○	○
4)我通常都知道自己的健康	○	○	○	○	○	○	○

	1	2	3	4	5	6	7
状况 I'm usually aware of my health							
5)我对自己的健康状况负责 I take responsibility for the state of my health	○	○	○	○	○	○	○
6)当我度过这一天时，我知道自己的健康状况 I'm aware of the state of my health as I go through the day	○	○	○	○	○	○	○

8. 环境意识 Environmental Consciousness[矩阵量表题] *

	1 非常不同意 Strongly Disagre	2	3	4	5	6	7 非常同意 Strongly Agree

	e						
1)人类没有权力改变自然环境以适应他们的需要 Humans don't have the right to modify the natural environment to suit their needs	○	○	○	○	○	○	○
2)植物和动物拥有与人类一样多的权利 Plants and animals have as much right as humans to exist	○	○	○	○	○	○	○
3)人类不	○	○	○	○	○	○	○

应该统治自然的其他部分 Humans weren't meant to rule over the rest of nature							
4)人类的聪明才智将保证我们不会让地球变得无法生存 Human ingenuity will insure that we do NOT make the earth unlivable	○	○	○	○	○	○	○
5)尽管我们有特殊的能力，但人类仍然遵守自然法则 Despite our	○	○	○	○	○	○	○

special abilities humans are still subject to the laws of nature							
6)人类最终将充分了解大自然是如何运作的并能够控制它 Humans will eventually learn enough about how nature works to be able to control it	○	○	○	○	○	○	○
7)当人类干扰自然往往会产生灾难性的后果 When	○	○	○	○	○	○	○

humans interfere with nature it often produces disastrous consequences							
8)自然的平衡不足以应付现代工业国家的影响 The balance of nature isn't strong enough to cope with the impacts of modern industrial nations	○	○	○	○	○	○	○
9)自然的平衡非常微妙, 容易	○	○	○	○	○	○	○

让人心烦意乱 The balance of nature is very delicate and easily upset							
10)人类严重滥用环境 Humans are severely abusing the environment	○	○	○	○	○	○	○
11)人类所谓的"生态危机"没有被夸大 The so-called 'ecological crisis' facing humankind hasn't been greatly	○	○	○	○	○	○	○

exaggerated							
12)如果事情继续下去,我们很快就会经历一场重大的生态灾难 If things continue on their present course, we will soon experience a major ecological catastrophe	○	○	○	○	○	○	○
13)我们正在接近地球可以支持的人们的极限数量 We are approaching the	○	○	○	○	○	○	○

limit of the number of people the earth can support							
14)如果我们只是学习如何开发它们, 地球没有充足的自然资源 The earth hasn't plenty of natural resources if we just learn how to develop them	○	○	○	○	○	○	○
15)地球就像一艘空间和资源非常有限的宇宙飞船 The earth is	○	○	○	○	○	○	○

	like a spaceship with very limited room and resources						

9. 社会影响 Social Influence[矩阵量表题] *

	1 非常不同意 Strongly Disagree	2	3	4	5	6	7 非常同意 Strongly Agree
1)对我很重要的人认为我应该使用有机护肤品 People who are important to me think that I should use the organic skin care products	○	○	○	○	○	○	○
2)影响我行为的人	○	○	○	○	○	○	○

认为我应该使用有机护肤品 People who influence my behavior think that I should use the organic skin care products							
3)那些我重视意见的人更喜欢我使用有机护肤品 People whose opinions that I value prefer that I use the organic skin care products	○	○	○	○	○	○	○

10. 品牌感知度 Brand Awareness[矩阵量表题] *

	1 非常不同意 Strongly Disagree	2	3	4	5	6	7 非常同意 Strongly Agree
1）我听说过有机护肤品牌 I have heard an organic skin care brand	○	○	○	○	○	○	○
2）当我想到产品类别时，我立即回想起有机护肤品牌名称 I recall an organic skin care brand name immediately when I think of the product category	○	○	○	○	○	○	○

3）当我想到产品类别时，有机护肤品牌经常处于我的头脑中 An organic skin care brand is often at the top of the minds of mine when I think of the product category	○	○	○	○	○	○	○
4）我可以清楚地将有机护肤品牌与某一产品类别联系起来 I can clearly relate an organic skin care brand to a	○	○	○	○	○	○	○

certain product category							

11. 品牌信任度 Brand Trust[矩阵量表题] *

	1 非常不同意 Strongly Disagree	2	3	4	5	6	7 非常同意 Strongly Agree
1）有机护肤品牌的产品让我感到安全 The organic skin care brand's products make me feel safe	○	○	○	○	○	○	○
2）我相信有机护肤品牌产品的质量 I trust the quality of the organic skin care brand's	○	○	○	○	○	○	○

products							
3）购买有机护肤品牌产品是一种保证 Buying the organic skin care brand's products is a guarantee	○	○	○	○	○	○	○
4）有机护肤品牌对消费者是真诚的。 The organic skin care brand is sincere with consumers	○	○	○	○	○	○	○
5）有机护肤品牌对顾客诚实 The organic skin care	○	○	○	○	○	○	○

brand is honest with its customers							
6）有机护肤品牌表达了对顾客的兴趣 The organic skin care brand expresses an interest in its customers	○	○	○	○	○	○	○
7）我认为有机护肤品牌会更新其产品，以考虑研究的进步 I think the organic skin care brand renews its	○	○	○	○	○	○	○

	1 非常不同意 Strongly	2	3	4	5	6	7 非常同意 Strongly
products to take into account advances in research							
8）我认为有机护肤品牌一直在寻求改善其对消费者需求的反应 I think that the organic skin care brand is always looking to improve its response to consumer needs	○	○	○	○	○	○	○

12. 顾客感知价值 Customer Perceived Value[矩阵量表题] *

	1 非常不同意 Strongly	2	3	4	5	6	7 非常同意 Strongly

	Disagree						Agree
1）有机护肤品牌物有所值 The organic skin care brand is good value for money	○	○	○	○	○	○	○
2）有机护肤品牌很好买 The organic skin care brand is good buy	○	○	○	○	○	○	○
3）有机护肤品牌具有比较价值 The organic skin care brand has comparative value	○	○	○	○	○	○	○

13. 品牌态度 Brand Attitude[矩阵量表题] *

	1 非常	2	3	4	5	6	7 非常

	不同意 Strongly Disagree						同意 Strongly Agree
1）有机护肤品牌是好的 The organic skin care brand is good	○	○	○	○	○	○	○
2）有机护肤品牌是不错的 The organic skin care brand is nice	○	○	○	○	○	○	○
3）有机护肤品牌是有吸引力的 The organic skin care is attractive	○	○	○	○	○	○	○
4）有机护肤品牌是理想的	○	○	○	○	○	○	○

The organic skin care brand is desirable							
5）有机护肤品牌是非常讨人喜欢的 The organic skin care brand is extremely likable	○	○	○	○	○	○	○

14. 生活满意度 Life Satisfaction[矩阵量表题] *

	1 非常不同意 Strongly Disagree	2	3	4	5	6	7 非常同意 Strongly Agree
1）在大多数情况下，我的生活都接近我的理想 In most ways my life is close to	○	○	○	○	○	○	○

my ideal							
2）我的生活状况非常好 The conditions of my life are excellent	○	○	○	○	○	○	○
3）我对自己的生活感到满意 I am satisfied with my life	○	○	○	○	○	○	○
4）到目前为止，我已经获得了生活中想要的重要事物 So far I have gotten the important things I want in life	○	○	○	○	○	○	○
5）如果我能活下去，	○	○	○	○	○	○	○

我几乎什么都不会改变 If I could live my life over, I would change almost nothing							

15. 品牌忠诚度 Brand Loyalty[矩阵量表题] *

	1 非常不同意 Strongly Disagree	2	3	4	5	6	7 非常同意 Strongly Agree
1）我将继续使用有机护肤品牌, 因为我对品牌感到满意和熟悉 I will continue to use organic skin care brand because I am	○	○	○	○	○	○	○

satisfied and acquainted with the brand							
2）尽管有竞争对手的因素，我仍将使用有机护肤品牌 I will use the organic skin care brand in spite of competitors' deals	○	○	○	○	○	○	○
3）我会在有机护肤品牌中购买更多产品和服务 I would buy additional products and service in the organic	○	○	○	○	○	○	○

skin care brand							
4）与其他相比, 我更喜欢有机护肤品牌 I prefer the organic skin care brand to others	○	○	○	○	○	○	○

16. 购买倾向 Purchase Intention[矩阵量表题] *

	1 非常不同意 Strongly Disagree	2	3	4	5	6	7 非常同意 Strongly Agree
1）我会打算买有机护肤品牌 I would intend to buy organic skin care brand	○	○	○	○	○	○	○
2）我会考虑买有机护肤品牌	○	○	○	○	○	○	○

I would consider buying organic skin care brand							
3）我会希望能买到有机护肤品牌 I would expect to buy organic skin care brand	○	○	○	○	○	○	○
4）我会计划买有机护肤品牌 I would plan to buy organic skin care brand	○	○	○	○	○	○	○