

**FACTORS INFLUENCING REPURCHASE
INTENTION OF ORGANIC SKINCARE
PRODUCTS AMONG MALE CONSUMERS IN
PAKISTAN: THE MODERATING EFFECT OF
CONCERN FOR SKIN HEALTH**

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UNIVERSITI SAINS MALAYSIA

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CONCERN FOR SKIN HEALTH**

by

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LIST OF ABBREVIATIONS

PCMA	Pakistan Cosmetic Manufacturers Association
FPCCI	Federation of Pakistan Chamber of Commerce and Industry
GMO	Genetically Modified Organism
TCV	Theory of Consumption Value
SOBC	Situation Organism Behavior Consequence
SOR	Stimulus Organism Response
ABC	Antecedent Behavior Consequence
TPB	Theory of Planned Behavior
FV	Functional Value
NFV	Non-Functional Value
DOPU	Drop off Pickup
AA	Affective Attitude
CA	Cognitive Attitude
NUC	Nutritional Content
NC	Natural Content
CV	Conditional Value
PV	Price Value
CSH	Concern for Skin Health
EPV	Epistemic Value
EV	Emotional Value
SIV	Social Identity Value
SRV	Social Responsibility Value
PB	Purchase Behavior
RI	Repurchase Intention

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**FAKTOR MEMPENGARUHI PEMBELIAN SEMULA PRODUK
PENJAGAAN KULIT ORGANIK DALAM KALANGAN PENGGUNA
LELAKI DI PAKSITAN: KESAN PENYEDERHANAAN KEPRIHATINAN
TERHADAP KESIHATAN KULIT**

ABSTRAK

Literatur sedia ada mengenai penjagaan kulit organik kebanyakannya memberi tumpuan kepada tingkah laku dan niat pembelian pengguna, seringkali mengabaikan aspek penting niat pembelian semula, terutamanya dalam kalangan pengguna lelaki. Kajian ini bertujuan untuk mengisi jurang ini dengan menyelidik secara mendalam faktor-faktor yang mempengaruhi niat pembelian semula produk penjagaan kulit organik, dengan penekanan khusus pada peranan pemoderasi kebimbangan terhadap kesihatan kulit di kalangan lelaki. Dengan menggunakan Teori Nilai Penggunaan dan Model Situasi–Organisma–Tingkah Laku–Akibat (SOBC), penyelidikan ini meneroka hubungan langsung dan tidak langsung antara nilai fungsi dan bukan fungsi, sikap kognitif dan afektif, tingkah laku pembelian pengguna, dan niat pembelian semula. Kajian ini menyumbang dalam dua aspek: pertama, ia mengkaji interaksi antara faktor-faktor ini untuk memahami dengan lebih baik bagaimana ia mempengaruhi niat pembelian semula; kedua, ia meneroka bagaimana kebimbangan terhadap kesihatan kulit memoderasi hubungan antara sikap pengguna dan tingkah laku pembelian. Penyelidikan kuantitatif ini, yang berasaskan pendekatan positifis, telah dijalankan dengan 341 responden lelaki dari bandar metropolitan utama di Pakistan—Karachi, Lahore, dan Islamabad—yang merupakan pengguna semasa produk penjagaan kulit organik. Teknik pensampelan tujuan bukan probabilistik telah digunakan untuk menyasarkan individu dengan pengalaman relevan dalam produk penjagaan kulit,

memastikan relevansi dan kepelbagaian sampel. Pengumpulan data dilakukan melalui gabungan kaedah Drop-off dan Pick-up (DOPU) serta pertemuan di pusat membeli-belah, membolehkan pemerolehan maklumat yang kaya dan kontekstual sambil memastikan representasi yang baik dalam demografi sasaran. Data dianalisis menggunakan SPSS 23 dan SmartPLS 4. Daripada 13 hipotesis yang diuji, 10 disokong, manakala 3 tidak diterima. Penemuan kajian ini memberikan wawasan yang bernilai mengenai penentu niat pembelian semula produk penjagaan kulit organik, dengan menekankan kepentingan kedua-dua faktor fungsi dan emosi dalam membentuk tingkah laku pengguna. Kajian ini juga menegaskan pentingnya kebimbangan terhadap kesihatan kulit sebagai pemoderasi utama, memberikan cadangan praktikal kepada pemasar dan penggubal dasar untuk menggalakkan pembelian semula dalam pasaran penjagaan kulit organik yang semakin berkembang di Pakistan. Wawasan ini menyumbang kepada pemahaman yang lebih mendalam mengenai tingkah laku pengguna dalam sektor penjagaan kulit organik, dengan implikasi untuk pembangunan produk, strategi pemasaran, dan penglibatan pengguna.

FACTORS INFLUENCING REPURCHASE INTENTION OF ORGANIC SKINCARE PRODUCTS AMONG MALE CONSUMERS IN PAKISTAN: THE MODERATING EFFECT OF CONCERN FOR SKIN HEALTH

ABSTRACT

The existing body of literature on organic skincare primarily focuses on consumer purchase behaviors and intentions, often neglecting the crucial aspect of repurchase intentions, particularly among male consumers. This study seeks to address this gap by thoroughly investigating the factors influencing repurchase intention for organic skin care products, emphasizing the moderating role of concern for skin health in men. By utilizing the Theory of Consumption Value and the Situation–Organism–Behavior–Consequence (SOBC) model, this research explores the direct and indirect relationships among functional and non-functional values, cognitive and affective attitudes, consumer buying behavior, and repurchase intentions. The study is twofold in its contributions: first, it examines the interplay between these factors to understand better how they drive repurchase intentions; second, it explores how concern for skin health moderates the relationship between consumer attitudes and purchasing behavior. This quantitative research, grounded in a positivist approach, was conducted with 341 male respondents from major metropolitan cities in Pakistan—Karachi, Lahore, and Islamabad— who currently use organic skincare products. A non-probability purposive sampling method targeted individuals with relevant skincare product experience, ensuring the sample's relevance and diversity. Data was collected through Drop-off and Pick-up (DOPU) methods and mall intercepts, allowing for rich, context-specific insights while ensuring representativeness within the target demographic. The data were analyzed using SPSS 23 and SmartPLS 4. Of the 13

hypotheses tested, 10 were supported, while three were not. This research provides valuable insights into the determinants of repurchase intentions for organic skin care products, highlighting the significance of both functional and emotional factors in shaping consumer behavior. The study also underscores the importance of concern for skin health as a key moderator, offering practical recommendations for marketers and policymakers to encourage repeat purchases in Pakistan's growing organic skincare market. These insights contribute to a deeper understanding of consumer behavior in the organic skincare sector, with implications for product development, marketing strategies, and consumer engagement.

CHAPTER 1

INTRODUCTION

1.1 Introduction

This section outlines the contextual framework of the research by providing a comprehensive overview of the global skincare market. The following section includes the background of the study, offering a detailed analysis of both the international and local skincare markets. Furthermore, this chapter examines the skincare industry within the context of emerging economies. It also identifies the problem addressed in this study. Subsequently, the study's objectives, scope, and significance are articulated. Additionally, this section defines key concepts utilized in the research and concludes with a concise summary of the dissertation's structure.

1.2 Background of the Study

1.2.1 Market Dynamics of Organic Cosmetics

The surge in the popularity of organic products is no longer a surprising trend in modern society. In the present era, there has been a notable increase in the demand for products formulated with organic ingredients (Kushwah, Dhir, Sagar, & Gupta, 2019). Organic products contribute to health and the environment by creating a harmonious balance among humans, other living organisms, and nature. According to Barros and Barros (2020), organic cosmetics are beauty products formulated with ingredients derived from organic farming practices. To be considered organic, these products typically refrain from utilizing artificial chemicals, insecticides, and genetically modified organisms (GMOs) in the cultivation of raw materials and manufacturing.

These products do not contain artificial preservatives, which helps maintain the authenticity and originality of the product (Anbuselvan & Kumar, 2020). Due to the safe nature of organic products, presently, producers are transforming organic ingredients into a diverse range of products, encompassing medicine, dietary supplements, additives for animal feed, cosmetics, and nutritional supplements; this underscores the rise of ethical consumerism across various markets, indicating a heightened moral awareness in consumers' purchasing decisions (Ditlevsen, Sandøe, & Lassen, 2019). Consumers are shifting towards organic products, driven by the belief that such choices are not only advantageous for their health but also contribute positively to the environment (Vapa-Tankosić, Ignjatijević, Kiurski, Milenković, & Milojević, 2020).

In the present era, one emerging area of interest among environmentally conscious consumers is the market for organic cosmetics. Amberg and Fogarassy (2019) note that the demand for organic ingredients has grown substantially over time, particularly in the cosmetics industry. The increasing consciousness regarding health and environmental issues has elevated the demand and use of organic beauty products (Ghazali, Mutum, Nguyen, & Soon, 2017). The encouraging popularity of organic cosmetics is not only seen as a reflection of consumers' interests in health, the environment, and ethical beliefs but also to promote the cosmetic industry to develop sustainably (Raahinipriya & Rani, 2018).

Presently, the demand for organic cosmetics is rising compared to conventional beauty products. The primary driver behind this trend is consumers perceiving organic cosmetics as safe and free from hazardous chemicals and believing that the presence of organic ingredients not only enhances the perceived effectiveness of the product but is also found beneficial for both health and the environment (Khan et al., 2021). The

growing preference for using organic cosmetic products contributes to an expanding market share, resulting in remarkable growth for the organic beauty industry (Amberg & Magda, 2018; Kapoor, Singh, & Misra, 2019; Ma, Rau, & Guo, 2018).

According to Future Market Insights (2023), the organic cosmetics marketplace is estimated to have a compound annual growth rate (CAGR) of 5.1%, reaching US\$ 20.5 billion by 2033 and exceeding US\$ 33.7 billion in revenue from sales by 2033. The market is expected to experience significant growth during the projected timeframe driven by various factors such as increased expenditure on health and hygiene products and increasing public understanding about the detrimental impacts of chemicals present in cosmetics, growth in the working population, favorable government policies and regulations, and the proliferation of e-commerce businesses. Other factors, such as increasing disposable income, improving living standards, rising beauty concerns, and changing consumer preferences towards online purchases, are also expected to create new opportunities for the market's expansion (Mansoor & Yasin, 2022). Organic cosmetics encompass a variety of personal care items like face care, hair care, fragrances, and make-up (Barros & Barros, 2020). The skincare sector emerges as the leading and most lucrative segment within the organic beauty market. The skincare category dominates organic cosmetics, securing the largest market share (Data Bridge Market Research, 2022). Figure 1.1 offers a comprehensive summary of the global organic cosmetic market structure.

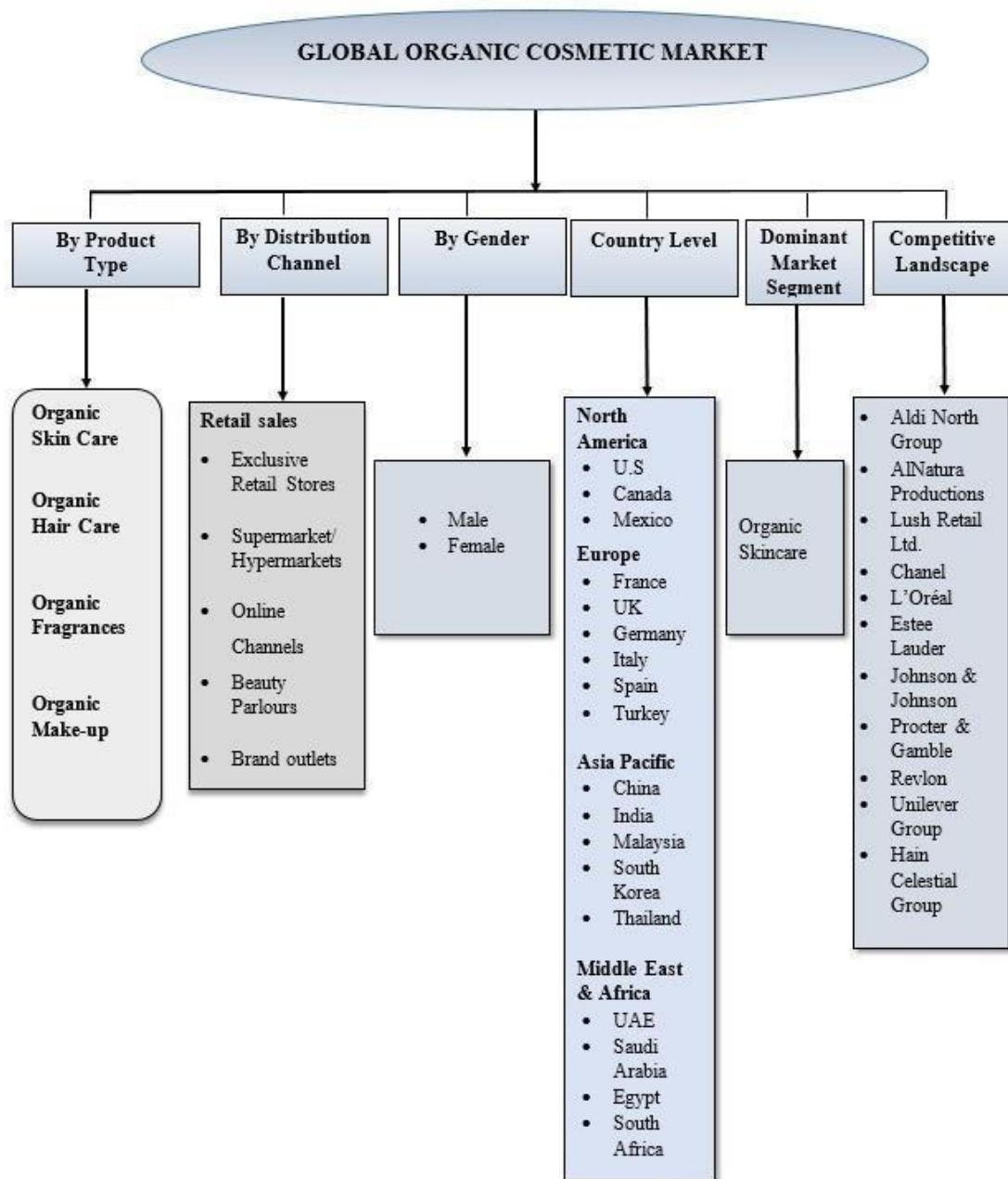


Figure 1.1 Global Organic Cosmetic Market
Source: Adapted from Data Bridge Market Research (2022)

1.2.2 Insights into the Organic Skincare Landscape

The growing interest in organic skincare products is connected to the increasing demand for organic food. People's concerns about the food they consume are reflected in their hesitations about using skincare products. They are conscious of the effects on their skin health and prioritize environmentally friendly products. As a result, this shift

in consumer mindset has led to a heightened interest in skincare products that contain organic ingredients (Amberg & Magda, 2018). Additionally, the components used in organic skincare products adhere to the same standards as those used in organic food, ensuring that they are free of harmful chemicals and grown without pesticides or fertilizers (Narang & Sharma, 2021).

The exclusion of synthetic substances in organic skincare products makes them exceptionally gentle on the skin. As a result, individuals can attain a radiant and beautiful complexion, contributing to a healthier and more vibrant skin appearance.

Table 1.1 illustrates thesegmentation of the global organic skincare market.

Table 1.1 Global Organic Skincare Market Segmentation

By Product	By Consumer	By Distribution Channel	By Region
<ul style="list-style-type: none"> • Face Cream & Moisturizers • Face Cleanser • Face Serum • Body Cream & Moisturizers • Body Wash • Others 	<ul style="list-style-type: none"> • Men • Women 	<ul style="list-style-type: none"> • Supermarket/Hypermarket • Pharmacy & Drugstore • Online • Others 	<ul style="list-style-type: none"> • North America (U.S., Canada) • Europe (France, Germany, UK, Italy, Spain, Netherlands, Russia) • Asia pacific(Japan, China, India, Malaysia, Indonesia, South Korea) • Latin America (Brazil, Mexico, Argentina) • Middle East & Africa (Saudi Arabia, UAE, Israel, South Africa)

Source: The Business Research Company (2023)

Organic skincare products are forecasted to increase in usage owingto their perceived effectiveness and minimal adverse effects. They are enriched with nourishing, eco-friendly, and highly efficient ingredients that are safe for the skin. Due to these benefits, a sudden increase in demand for organic skin enhancement products globally has been observed. According to Infinium Global Research (2021) analysis, the global market for organic skincare products had an estimated value of approximately USD 5.8 billion. The market is projected to grow at acompound annual

growth rate (CAGR) of 6.08% during 2021–2027 and is anticipated to surpass USD 8.2 billion by the end of the forecast period.

Growing consumer concern about the detrimental effects of conventional skincare products is the main driver for the progress of the organic skincare market. As a result, significant industry players such as L'Oreal, Avon Products Inc., Procter & Gamble, and Estee Lauder are investing heavily in developing organic skincare items, leading to market expansion (Straits Research, 2021). Furthermore, the extensive utilization of social media and assertive advertising tactics by major companies are also contributing to the expansion of the market (Gani et al., 2022). Additionally, the influence of micro- celebrities and the increasing disposable income of the general population also play a pivotal role in propelling market expansion (Kumar, Talwar, Krishnan, Kaur, & Dhir, 2021).



Figure 1.2 Organic Skincare Market Report (2021-2027)

Source: (Infinium Global Research, 2021)

1.2.3 Over View of The Organic Skin Care Industry in Pakistan

The skincare industry, traditionally perceived as a market dominated by women, has undergone significant transformation in recent years, with men increasingly demonstrating a growing demand for skin care products (Muhammad Saeed Khan, 2023). This shift reflects broader societal changes, including evolving beauty standards, greater emphasis on self-care, and increasing awareness about the benefits of maintaining healthy skin (Ho, Chiu, Mansumittrchai, & Quarles, 2020). Male consumers, once limited to basic grooming items such as shaving products and deodorants, now actively seek high-end skincare products, including moisturizers, serums, sunscreens, and anti-aging solutions. This growing interest in skincare among men, often referred to as the male grooming market, has transformed from a niche segment into a rapidly expanding industry (Sabbir & Das, 2020).

Abid and Hassan (2024) mentioned that contemporary men view skin care as an integral aspect of grooming practices, associating healthy, glowing skin with enhanced self-confidence and improved personal and professional outcomes. This has driven male consumers to invest in products that align with their desire for aesthetic enhancement and practical benefits, such as career advancement and stronger social connections (Khan & Siddiqui, 2020). As a result, the male skincare market has diversified to include sophisticated products, reflecting a broader acceptance of self-care among men as an essential component of a healthy lifestyle (Jay Karia, 2020).

This paradigm shift is particularly evident in the rise of the organic skincare industry, which has gained traction among both male and female consumers. Organic skincare products, characterized by the use of natural and chemical-free ingredients, have become increasingly popular due to their perceived safety and long-term benefits.

The growing preference for organic alternatives marks a significant departure from traditional skincare methods, with consumers actively seeking products that are eco-friendly and sustainable. Men, in particular, have embraced this trend, recognizing the advantages of adopting organic skincare routines to achieve healthier skin (Agence France Presse, 2018).

Globally, the male skincare market has traditionally been dominated by Western consumers. However, there is a noteworthy rise in the number of Asian men, particularly in Japan, South Korea, and other urbanized regions, who are using skincare products. Influenced by the popularity of J-POP and K-POP culture, Asian men are increasingly integrating advanced skincare routines into their daily lives (Arabnews, 2022). This cultural influence has popularized the use of products such as sheet masks, serums, and sunscreens, driven by media portrayals of idealized beauty standards. This phenomenon has also shaped the preferences of men in Pakistan, where urban males, especially in metropolitan cities like Karachi, Lahore, and Islamabad, are becoming more mindful of their grooming and skincare choices (Mansoor & Yasin, 2022).

In Pakistan, the organic skincare market is advancing rapidly, with a rising demand for products tailored to male consumers. This growth is supported by increasing consumer awareness about the harmful effects of synthetic chemicals in conventional products, prompting a shift toward organic formulations. Despite economic challenges such as poverty, unemployment, and societal inequalities, young men in urban areas are allocating a portion of their disposable income to skin care products, emphasizing their commitment to enhancing their appearance and overall image (Bilal, Mehmood, & Iqbal, 2020). On average, Pakistani men spend approximately 4% of their disposable income on skincare, a figure that highlights the prioritization of grooming and self-care (Khan et al., 2021).

The government's active encouragement of the organic skincare industry through policies and subsidies further underscores the sector's growth potential (Ishaq, Badar, & Javed, 2021). Initiatives aimed at promoting chemical-free products and discouraging traditional beauty items have spurred the development of local organic skincare brands, attracting both domestic and international investors. These policies align with Pakistan's commitment to Pakistan's Implementation of the 2030 Agenda for Sustainable Development (2019), emphasizing sustainability and environmental well-being in the personal care industry.

The primary motivation for this study stems from the observation that most existing research on skincare products in Pakistan has focused predominantly on female consumers. While females are traditionally the dominant segment in the skincare market, male consumers are increasingly becoming significant participants, especially in the context of organic skincare. However, the buying and repurchasing patterns of males and females often differ significantly, making it challenging to generalize the findings of female-focused studies to the male segment. According to Euromonitor (2022), 38% of male consumers in urban Pakistan regularly use skincare products, reflecting a growing shift in male grooming preferences. Highlights the need for a dedicated investigation into the distinct consumer behaviors of Pakistan's skincare market.

Additionally, Pakistan currently represents a latent hotspot for organic skincare products due to rising awareness and increasing demand for natural and chemical-free beauty items. The skincare market in Pakistan is valued at US\$ 709.70 million as of 2022 and is expected to grow annually by 2.58% (CAGR 2022-2026), driven by a surge in demand for organic alternatives. (Statista, 2024). Abid and Hassan (2024) revealed that 47% of urban consumers in Pakistan prefer organic skincare products,

indicating a significant market shift toward chemical-free formulations. Urban consumers, in particular, are progressively adopting organic alternatives as part of their daily routines.

In conclusion, the evolving dynamics of the skincare industry in Pakistan reflect broader societal and cultural shifts, including greater acceptance of male grooming and the growing preference for organic products. The increasing demand for skincare solutions among men and the rising popularity of organic alternatives presents significant opportunities for industry stakeholders. By addressing existing challenges, leveraging consumer insights, and understanding motivational factors, businesses can develop innovative approaches to tap into the untapped potential of Pakistan's skincare market, ultimately fostering its growth and sustainability.

1.3 Research Problem

The organic skincare industry has experienced substantial global growth, driven by consumers' increasing preference for health-conscious, eco-friendly, and chemical-free products. The global organic beauty market is projected to grow at a compound annual growth rate (CAGR) of 9.6% from 2021 to 2028 (Grand View Research, 2021), reflecting robust demand for organic skincare. However, despite this global trend, the organic skincare industry in developing countries like Pakistan faces substantial challenges. A notable gap exists in understanding consumer behavior in this context, particularly concerning purchase and repurchase intentions, which remain poorly understood and underexplored, especially in the male consumer segment.

One critical yet underutilized market is male consumers in Pakistan, with over 115 million males (Statistics Time, 2021). Traditionally, skincare products have predominantly targeted women, yet the male demographic is increasingly recognizing

the importance of grooming and skincare. Organic skincare brands, both local and international, struggle to cater to this growing segment due to insufficient data on male purchasing decisions, consumption patterns, and repurchase behaviors. A significant deficiency in the current knowledge base is the lack of research addressing repurchase intentions in particular. Repurchase intention is a key driver of customer loyalty and long-term business success, yet its antecedents and dynamics among male consumers in Pakistan are not well understood. This gap creates challenges for organic skincare brands in fostering loyalty and sustaining market growth.

Moreover, while prior research has largely focused on Western markets, the unique social and cultural dynamics of developing countries like Pakistan have been overlooked. Existing studies have primarily examined cognitive and utilitarian factors, such as product efficacy and cost while neglecting emotional, social, and identity-driven dimensions of consumer behavior. These gaps reduce the ability of organic skincare brands to effectively tailor their products and marketing strategies to the preferences of male consumers. Addressing this void is particularly urgent given the competitive and evolving nature of the organic skincare industry, which is under pressure to retain customers in a cost-effective manner.

This study focuses on both purchase and repurchase intentions, providing a justification for examining these constructs together. While seemingly distinct, these constructs form a continuum of consumer behavior, starting with the initial purchase and extending to loyalty-driven repeat purchases. Investigating both allows for a comprehensive understanding of male consumers' interactions with organic skincare products. Furthermore, while past studies have explored functional values (e.g., efficacy, safety, price), the inclusion of non-functional values (e.g., emotional, epistemic, and social responsibility values) adds depth to the research. These

dimensions have not been sufficiently addressed in the context of developing markets like Pakistan.

A key focus of this study is the moderating role of concern for skin health, an increasingly relevant yet underexplored factor in consumer decision-making. Highlighting this moderator from the outset ensures clarity on its centrality to the research framework. Concern for skin health is expected to influence how functional and non-functional values drive both purchase and repurchase intentions, offering a nuanced perspective on consumer behavior in the organic skincare market.

From an industry perspective, this research addresses an urgent need for actionable insights. While the organic skincare market is growing globally, the lack of targeted data and strategies for engaging male consumers in Pakistan hinders the ability of brands to penetrate this untapped segment effectively. Addressing these challenges can help brands identify and meet consumer needs, fostering loyalty and long-term profitability. Moreover, this study provides evidence-based insights into the industry's struggles with retention and growth in developing markets, where consumer awareness and demand for organic products are still evolving.

The significance of this study extends beyond the industry to consumers as well. By exploring both functional and non-functional values and their interaction with health concerns, the research offers insights into consumer preferences, enabling brands to develop better, more personalized products. This alignment with consumer needs can improve satisfaction, enhance value delivery, and promote loyalty. Additionally, the study bridges gaps in the academic literature by exploring underexamined constructs and extending their application to a developing market context, differentiating itself significantly from previous research.

Ultimately, this study contributes to both theory and practice by addressing critical gaps in understanding male consumer behavior in the organic skincare industry. It offers a holistic perspective on purchase and repurchase intentions, empowering brands to leverage the untapped potential of male consumers while advancing knowledge in the field. By examining the interplay of functional and non-functional values and the moderating role of concern for skin health, the study lays a strong foundation for driving sustainable growth in Pakistan's organic skincare market.

1.4 Research Questions

Based on the background and problem statement, this study presents the following questions to be explored.

- i. Do functional values shape the cognitive attitude of male consumers toward organic skincare products
- ii. Do non-functional values influence the affective attitudes of male consumers toward organic skincare products?
- iii. Does cognitive attitude influence the purchase behavior of male consumers towards organic skincare products?
- iv. Does affective attitude influence the purchase behavior of male consumers towards organic skincare products?
- v. What is the relationship between male consumers' purchase behavior of organic skincare products and their subsequent repurchase intentions?

- vi. Does male consumer concern for skin health moderate the relationship between cognitive attitude and purchase behavior in the context of organic skincare products?
- vii. Does male consumer concern for skin health moderate the relationship between affective attitude and purchase behavior in the context of organic skincare products?

1.5 Research Objectives

Building upon the context of the study, the problem description, and the research questions outlined earlier, this study aims to accomplish the following objectives:

- i. To investigate the influence of functional values (nutritional content, natural content, price value, and conditional value) towards organic skincare products on the cognitive attitude of male consumers.
- ii. To examine the influence of non-functional values (emotional value, epistemic value, social value identity, and social value responsibility) towards organic skincare products on the affective attitude of male consumers.
- iii. To observe the influence of cognitive attitude toward organic skincare products on the purchase behavior of male consumers.
- iv. To observe the influence of affective attitude toward organic skincare products on the purchase behavior of male consumers.

- v. To examine the influence of purchase behavior towards organic skincare products on the repurchase intention of male consumers.
- vi. To test the moderating effect of concern for skin health on the relationship between cognitive attitude and purchase behavior of male consumers towards organic cosmetics.
- vii. To test the moderating effect of concern for skin health on the relationship between affective attitude and purchase behavior of male consumers towards organic cosmetics.

1.6 Significance of the Study

Theoretically and practically, this investigation makes a valuable contribution to the field by incorporating various perspectives on male consumers' repurchase intentions regarding organic skincare products. Based on the previous discussion, the significance of this research can be summarized from two critical standpoints:

1.6.1 Theoretical Significance

The theoretical significance of this study lies in its innovative contribution to the field of consumer behavior, specifically within the context of organic skincare. By integrating the S-O-B-C (Situation-Organism-Behavior-Consequence) model with the Theory of Consumption Value, this study provides a novel framework that elucidates the complex relationships among consumer values, attitudes, purchase behavior, and repurchase intention. This framework enables a comprehensive understanding of how functional and non-functional values serve as stimuli, influencing bi-dimensional attitudes (cognitive and affective) that subsequently impact purchase and repurchase intentions. Through this approach, the research advances theoretical clarity in

explaining the sequential processes shaping consumer purchase behavior in the organic skincare sector, leading to repurchase intention.

A core theoretical contribution is conceptualizing "non-functional values" within the consumption framework, a concept largely unexplored in organic product literature. This study systematically investigates the roles of functional and non-functional values, framing functional values through nutritional content, natural ingredients, price, and conditional factors, while non-functional values encompass emotional, epistemic, social identity, and responsibility values. This multidimensional framework contributes significantly to the Theory of Consumption Value by distinguishing the cognitive and affective dimensions of consumer attitudes toward organic skincare, offering a comprehensive perspective that captures both rational and emotional consumer responses.

Furthermore, this research advances the theoretical discourse on consumer attitudes by adopting a bi-dimensional approach, encompassing cognitive (rational) and affective (emotional) evaluations. While previous studies predominantly concentrated on cognitive evaluations in organic skincare, this study bridges a critical gap by examining affective attitudes. By incorporating affective attitudes into the analysis, this study aims to achieve a more profound understanding of the purchasing behaviors of Pakistani male consumers within the organic skincare market. This approach provides a comprehensive view of how emotional responses, alongside cognitive evaluations, influence decision-making processes specific to this demographic.

The study also offers theoretical value by examining the moderating role of concern for skin health, contextualizing the relationship between bi-dimensional

attitudes and purchase behavior. Positioning skin health concerns as a moderating variable introduces an essential factor that refines our understanding of the cognitive and affective pathways leading to purchase behavior, particularly in the context of organic skincare.

By synthesizing the effects of functional and non-functional values alongside cognitive and affective attitudes, this study explores their combined impact on purchase behavior and repurchase intentions, thereby addressing a significant theoretical gap in consumer behavior literature. Current research on organic purchase behavior and repurchase intentions often focuses on functional values or predominantly on cognitive attitudes, limiting a comprehensive view of consumer emotional motivations. This study's integrated model makes a substantial theoretical contribution by offering a unified perspective that encompasses rational and emotional drivers of male consumer behavior within the organic skincare sector. This approach enriches the theoretical discourse on consumer motivations by capturing the complex interplay between these multidimensional factors, advancing understanding in this emerging field.

Finally, this research addresses a critical gap in consumer research by examining male consumers within a developing country's geographical and cultural context. While prior studies have primarily focused on consumer purchase behavior and repurchase intentions in developed nations, this research extends theoretical insights to an underrepresented demographic, broadening consumer behavior theories' cross-cultural applicability in emerging markets. This focus highlights the unique motivations and purchasing patterns of Pakistani males. The study provides theoretically significant findings that are highly relevant to the rising demand for organic skincare products in this region. By addressing this growing trend, enriches

the cultural understanding within consumer behavior literature and offers valuable insights into the evolving dynamics of organic consumption in developing economies.

1.6.2 Practical Significance

This study holds substantial practical significance by providing actionable insights for stakeholders, including marketers, retailers, organic farmers/producers, and policymakers. This study provides valuable insights for marketers and retailers that serve as a strategic framework for developing highly targeted campaigns that speak directly to male consumers' unique motivations. By emphasizing both functional and non-functional values in advertising efforts, marketers and retailers can create compelling narratives that highlight practical benefits such as nutritional content, natural ingredients, conditional factors, and price value while also connecting with emotional drivers, including emotional, epistemic, social identity, and social responsibility values.

For organic farmers and producers, this research highlights the importance of sustainable production practices, exceptional product quality, and transparent operations in meeting consumer expectations and cultivating loyalty. The findings reveal that male consumers prioritize the organic integrity of skincare products and the ethical and environmental principles that govern their production. By aligning with these values, organic farmers and producers can leverage the study's insights to refine their farming practices, adopt eco-friendly resource management, and enforce strict quality standards. These practices build trust with consumers, who increasingly seek authenticity and accountability from skincare products.

Additionally, the study provides valuable guidance for policymakers in their efforts to support the organic skincare industry. With insights into the emerging

demand for organic products, policymakers can develop initiatives, regulations, and incentives to foster sustainable practices, encourage eco-friendly production, and support local entrepreneurs by providing subsidies. These recommendations can aid in shaping policies that stimulate sector growth, enrich the local economy, and drive environmental sustainability, especially within the Pakistani context where the organic market is still developing.

Moreover, the findings of this research offer significant implications for the Pakistan Cosmetics Manufacturers Association (PCMA) by providing insights that can enhance the development of industry standards, marketing strategies, and sustainable practices within the Pakistani cosmetics sector. PCMA can use these insights to support product development by helping local manufacturers understand male consumers' functional and non-functional drivers. These insights allow PCMA to guide its members in creating targeted products that resonate with consumer values, ultimately making them more competitive.

1.7 Scope of the Study

This study investigates the factors influencing repurchase intentions among Pakistani male consumers in the organic skincare sector. The research seeks to enhance our understanding of male consumer behavior within an emerging market context, focusing specifically on the metropolitan areas Karachi, Lahore, and Islamabad, representing the highest concentration of organic skincare outlets in Pakistan. The study can provide insights relevant to consumer behavior dynamics in urban settings by narrowing the geographical scope to these urban centers.

The study explores the role of functional and non-functional values in shaping cognitive and affective attitudes, influencing purchase behavior, and, leading to

repurchase intentions for organic skincare products. Functional values, such as nutritional and natural content, conditional factors, and price value, contribute to the cognitive evaluation of products, while non-functional values, including emotional, epistemic, social identity, and social responsibility factors, shape affective responses. Additionally, the study examines the moderating influence of concern for skin health on the relationship between these attitudes and purchase behavior, offering more profound insights into the factors driving both initial purchase and repurchase intentions.

By targeting this specific demographic within a developing market, the study is expected to yield findings that contribute valuable insights to both academia and industry. These insights can inform marketing strategies, product development, and policy initiatives in the organic cosmetics industry, supporting the targeted engagement of male consumers in Pakistan's expanding skincare market.

1.8 Definitions of Key Terms

Definitions of the key terms are given below. More detailed descriptions of the constructs can be found in the literature review in Chapter 2.

Organic Skincare: Organic skincare products refer to skincare items formulated using organically sourced ingredients, which are cultivated without synthetic pesticides, fertilizers, or genetically modified organisms (Ghazali, Soon, Mutum, Nguyen, & Services, 2017).

Functional Value: Functional value refers to attributes that highlight a product or service's perceived utility or practical benefits, particularly concerning its physical performance and utilitarian functionality (Sheth, Newman, & Gross, 1991).

Nutritional Content: Nutritional content refers to essential nutrients in food and personal care products, including proteins, vitamins, and minerals (Ho et al., 2020).

Natural Content: Natural content refers to a product or material that contains no artificial color or chemicals made solely from natural ingredients or elements (Lin, Yang, Hanifah, & Iqbal, 2018).

Price Value: The price value is the monetary value that a consumer is willing to pay for a product or service based on their perception of its worth, satisfaction, and utility rather than solely on its actual cost. It represents the balance between what a buyer is willing to pay and the benefits they expect from the purchase (Daud & Hee, 2021).

Conditional Value: Conditional value refers to how the perceived value of a product or service can change based on specific conditions or situations the customer experiences (Sheth et al., 1991).

Non-Functional Values: Non-functional values encompass a person's emotional experiences from using a product and the sense of identity and social responsibility associated with its ownership (Sheth et al. (1991).

Emotional Value: Emotional value refers to the perceived benefits of creating positive feelings in consumers during enjoyable interactions with a particular product or service (Sheth et al.,1991).

Epistemic Value: Epistemic values relate to enhancing an individual's ability to gain knowledge, spark curiosity, and inspire innovative thinking. By fostering a sense of novelty and encouraging information exchange, these values can significantly strengthen one's problem-solving skills (Sheth et al., 1991).

Social Identity Value: Social identity refers to the usefulness gained from associating an individual's self-identity with specific groups (Akbar, Ali, Ahmad, Akbar, & Danish, 2019).

Social Responsibility Value: The social responsibility value pertains to the perceived benefit gained from selecting products that positively impact society, compared to other options available for consumption (Green & Peloza, 2011).

Cognitive Attitude: A cognitive attitude enables consumers to choose a specific product based on its practicality and usefulness. With a cognitive attitude, consumers can evaluate and assess the benefits of the products before making a purchase decision (Ali, Danish, Khuwaja, Sajjad, & Zahid, 2019).

Affective Attitude: Affective attitude refers to the sensory experience, emotional response, and overall satisfaction a consumer derives from using a particular product or service. This concept is often associated with the pleasure and enjoyment that such products or services provide (Ali et al., 2019).

Concern for Skin Health: Concern for skin health refers to an individual's awareness, attentiveness, and proactive engagement in the maintenance and condition of their skin (Schmidt, Gallinat, & Martin, 2023).

Purchase Behavior: Purchase behavior refers to selecting and acquiring goods and services for personal or collective usage (Kuhar & Juvancic, 2010).

Repurchase Intention: Repurchase intention is the possibility of an individual purchasing a product or service from the same firm or business again in the future (Jones, Mothersbaugh, & Beatty, 2000).

1.9 Organization of the Thesis Chapters

This dissertation is structured into six chapters. Chapter 1 introduces the study, providing an overview of organic skincare products among males, outlining the research questions, and highlighting the potential implications of the study. Chapter 2 critically reviews relevant theories and existing literature on the subject, establishing the theoretical foundation for the research. Chapter 3 details the research methodology, including the research design, data collection techniques, and sampling strategies used in the study. Chapter 4 presents the initial findings from the data analysis, while Chapter 5 concludes the dissertation by discussing the broader implications of the findings, summarizing key insights, and offering recommendations for future research in this field.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This section reviews the relevant theories and previous research that form the theoretical foundation of this study. It examines the connections among constructs, including functional and non-functional values, cognitive and affective attitudes concern for skin health, purchase behavior, and repurchase intention, in the context of organic skin care product consumption among males. A comprehensive review of the relevant literature is undertaken to clarify the focus of the current study and establish the conceptual foundation for the underlying variables. In conclusion, all interconnected hypotheses, encompassing the variables included in the theoretical framework, are duly justified and summarized.

2.2 Overview of the Theoretical Underpinning

This study's primary focus is the repurchase intention of men regarding organic skincare products. The current research is anchored in the Situation-Organism-Behavior-Consequence (SOBC) model to achieve a deeper and more meaningful understanding of this concept. However, this model alone is insufficient to capture the emerging concept fully. The study also incorporates the consumption value theory, which posits different consumer values. Combining both theories contributes to a more accurate and compelling understanding of the concept. No prior study has integrated the theory of consumption value and the SOBC model regarding male organic skincare products. Therefore, the combination of these two theories facilitates a more comprehensive analysis.