

THE SELECTION OF CLEAN BEAUTY PRODUCTS



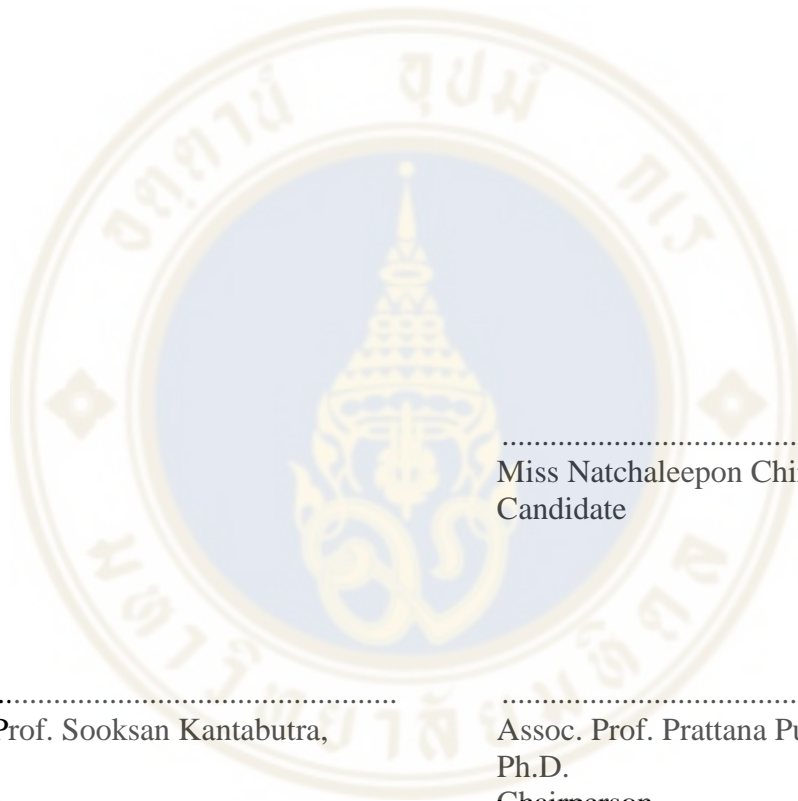
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THE SELECTION OF CLEAN BEAUTY PRODUCTS

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ABSTRACT

This research explores the possible contributing factors that influence consumers selection of Clean Beauty Products. The possible contributing factors were categorized into three determinants from Theory of Planned Behavior in combination with the characteristics of Clean Beauty.

The quantitative survey questionnaire was conducted with 101 anonymous respondents with urban lifestyle to identify which determinant has significant relationship with the intention to select Clean Beauty Products. The questionnaire consists of statements from three determinants; attitudes, subjective norms, and perceived behavioral control, as well as the intention to select Clean Beauty Products. The result from statistical analysis showed that attitudes and perceived behavioral control have the significant relationship to the intention to select Clean Beauty Products.

This study could benefit multiple stakeholders in the beauty industry. The result could be applied to the design of new beauty product lines, and marketing campaign of Clean Beauty Product, focusing on uplifting positive attitudes and forging new perceived behavioral control to better serve the consumers with higher appreciation for Clean Beauty Products.

KEY WORDS: Clean beauty / Theory of Planned Behavior / Beauty products / Behavioral beliefs / Control beliefs

28 pages

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CHAPTER I

INTRODUCTION

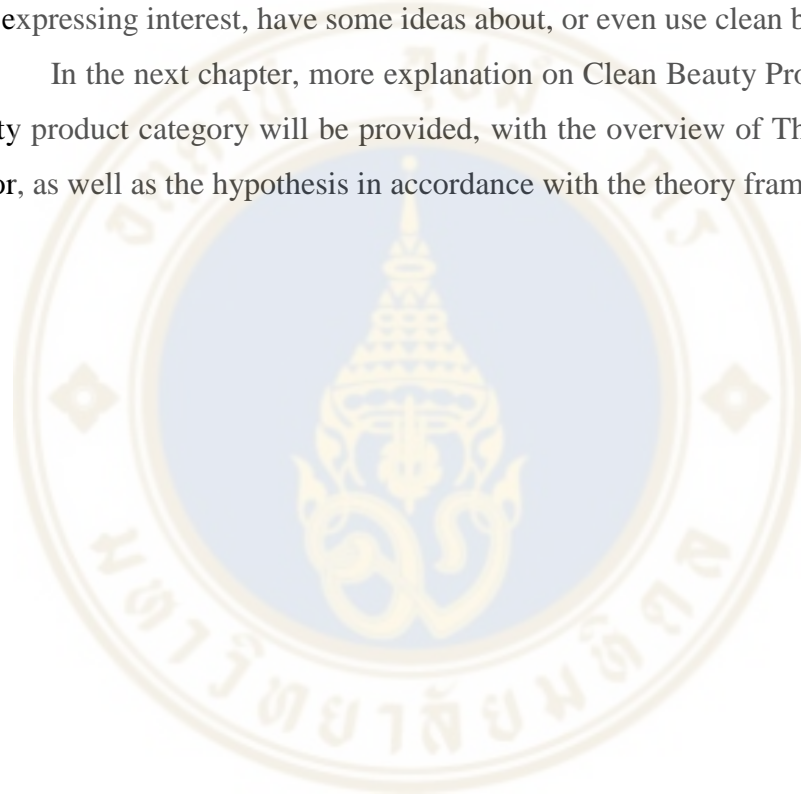
Beauty is one thing that people aspire to achieve, no matter how high the challenges, or how great the obstacles might persist. After the pandemic, all sorts of information regarding health issues spread even quicker, as people are more cautious and conscious in the time of crisis, including those of the beauty industry.

The beauty industry is considered one of the most valuable segments in the market, while Brandessence Market Research reported that the clean beauty market is valued at USD 5439.6 Million in 2020. The market for clean beauty is expected to reach USD 11558.5 Million in 2027, and grow at a CAGR of 12.07% from 2020 to 2027. It is expected that the global clean beauty market will continue to grow at a significant growth rate, where in South East Asia, Thailand is expected to be the center of the regional market, holding a dominant share at 29.3 percent by 2024, as reported in [cleanbeautygals.com](https://www.cleanbeautygals.com).

Clean beauty in general means beauty products that are free of toxins, manufactured with safety, sustainability, and ethics in consideration. People might think clean beauty is limited to skincare, and only made for women, in fact, clean beauty contains more categories, for example hair care, body care, oral care, makeup, and anti-aging products. There are many trends on clean beauty products to follow, and many new brands coming out with all clean beauty products range for all your needs. One that is obviously under the spotlight from the veganism movement is plant-based substitutes, such as beeswax substitutes. Natural alternative and clean synthetic ingredients are also popular among the users who concern more on the performance without sacrificing the pureness. CBD, or cannabidiol derived from marijuana, is also one trending ingredient, known for the relaxation and anti-inflammation property, as well as the clean factor. With the growing demand worldwide, brands tend to make clean beauty products more affordable, in order to penetrate more into the affordable beauty category.

One question that comes to mind, as a regular advocate to the clean beauty movement myself, is “what are the possible contributing factors that affect consumers’ intention in selecting Clean Beauty products?”, when there are various elements out there to focus on in selecting and implementing clean beauty products into daily routines. The Theory of Planned Behavior will be used to discuss the reasons behind switching to clean products. This study should provide more clarification regarding how people think about clean beauty products. In the findings, a survey questionnaire will be used as an instrument to collect data, emphasizing the demographics that are already expressing interest, have some ideas about, or even use clean beauty products.

In the next chapter, more explanation on Clean Beauty Products as a name of beauty product category will be provided, with the overview of Theory of Planned Behavior, as well as the hypothesis in accordance with the theory framework.



CHAPTER II

LITERATURE REVIEW

This chapter provides the theoretical framework to discuss the selection of Clean Beauty Products. First, the explanation of Clean Beauty in general to introduce the main concept of Clean Beauty Products. Following with the discussion on the Theory of Planned Behavior (TBP) as the theoretical framework of this study, which divided into three key factors on attitudes, subjective norm, and perceived behavioral control, leading to the purchase intentions of Clean Beauty Products.

2.1 Explanation of Clean Beauty

Since the beginning of the 21st century, the concept of clean beauty has been introduced; however, the term “Clean Beauty” has no “official commercial definition” (Oliosio, B., 2019), or “universal definition” (Gleason-Allured, J. and R. L. Grabenhofer, 2019). Logically, Clean Beauty should consist of whole ingredients, which are closest to nature, or those in their least-processed state, as well as free from harmful toxins (Drake, K. S., 2019). As of now, the concept of Clean Beauty is variously interpreted by brands, consumers, and retailers (Oliosio, B., 2019), all appeared to agree that there are four key pillars to the concept, which are safety, sustainability, ethics and transparency (Gleason-Allured, J. and R. L. Grabenhofer, 2019).

These key pillars to the concept serve as guidelines on how the industry should response to the “clean label” movement, driven by the consumers. Manufacturers also follow the movement with four strategies to offer more clarification to the concept (Gleason-Allured, J. and R. L. Grabenhofer, 2019).

1. Removing unnecessary ingredients, or simplifying the formula.

This could mean shorter ingredient lists for consumers, or smarter formulas that utilized ingredient synergies for formulators. This could also mean

stripping the formula down to the basics with natural or botanical ingredients where each must have a purpose in the formula.

2. Focusing on user and environmental safety, extending to the use of natural ingredients.

User safety is in demand when consumers express genuine concern for safe products, and rightfully expect non-irritating and non-toxic products. Catering to the demand, formulators introduced “free-from” claim on the label, declaring no harmful ingredients were included in the product, such as alcohol, aluminum, coal, formaldehydes, formaldehyde-releasing agents, hydroquinone, mineral oil, oxybenzone, parabens, phthalates, retinyl palmitate, sulfate, silicone, SLS, SLES, tar, triclosan and triclocarban. There are limitations to the use of “free-from” claims to be allowed in the region with strict regulations regarding beauty products in general, for example, in Europe, the EU’s EC No. 655/2013 regulation now prohibits free-from claims as of July 1, 2019, in some circumstances explained in the regulation. Similar to food, the containers for beauty products can also has harmful toxins, such as BPA in plastics, and must be avoided in Clean Beauty Products (Drake, K. S., 2019)

Environmental safety means formulating with ingredients that are biodegradable, safe to aquatic and other life forms, and do not persist in the environment. Ingredients with questionable outcomes in the environment should be omitted and substituted with alternatives. Sustainable sourcing must be ensured so as not to deplete the natural supply, which includes pesticide-free, organic ingredient cultivation and processing so as to prevent introducing possible toxins or pollution into the environment.

The use of natural ingredients is heavily driven by perception in safety and purity. Formulators are striving to find new ways to process natural ingredients and derive the desired natural extracts without the use of undesired synthetic solvents, which can be irritating to some users. Veganism also plays the part in fueling the use of responsible synthetic ingredient options.

3. Thoughtfully designing products with the sustainability of the source and ethics of the supply chain in mind.

This may refer to ingredients that are Fair Trade and Fair Trade for Life certified, which ensures social progress for the farmers, workers and communities

involved in cultivating the supply chain. Supply chain should also be traceable to ensure the origin. Carbon footprints in cultivation and transportation methods should also be in consideration. Upcycled ingredients such as spent coffee grounds and tomato, olive and citrus waste can be used to derive cosmetic extracts. Some brands emphasize sustainability of packaging, or introduce zero packaging products. All these efforts mentioned will feed into the greater circular economy.

4. Transparency in labeling.

This means to clearly communicate the label to the consumers. Disclosing information about any sensory appeal or efficacy of a formula on a label provides consumers with the ability to purchase based on truth, which narrows it down to their trust and belief in your product. This is the chance to educate the consumers purchasing decision.

While these four strategies serve as a guide for brands, consumers, and retailers, third-party international certifications such as EcoCert, COSMOS, USDA, etc., (Drake, K. S., 2019), or even major retailer like Sephora, can provide verification on the authenticity of Clean Beauty Products as well.



Figure 2.1 Examples of Certification Logos

2.2 Overview on the Theory of Planned Behavior

The Theory of Planned Behavior (Ajzen, 1991) suggested that intentions (and behaviors) are a function of three basic determinants, one personal in nature, one reflecting social influence, and a third dealing with issues of control (Ajzen, I. 2005). The personal in nature factor is the individual's *attitude toward the behavior*, either the evaluation to perform the particular behavior of interest is positive or negative. The

second determinant of intention, termed *subjective norm*, is the person's perception of social pressure to perform or not perform the behavior under consideration. Finally, the third determinant of intentions, termed *perceived behavioral control*, is the sense of self-efficacy or ability to perform the behavior of interest.

Attitudes toward the behavior

According to the theory of planned behavior (Ajzen, I. 2005), attitude toward a behavior is determined by accessible beliefs about the consequences of the behavior, termed *behavioral beliefs*. Each behavioral belief links the behavior to a certain outcome, or to some other attribute. In general, a person who believes that performing one particular behavior will lead to mostly positive outcomes will have a favorable attitude to perform that behavior, while a person who believes that mostly negative outcomes will occur when performing the behavior, will have an unfavorable attitude.

Subjective norm

The second major determinant of intentions in the theory of planned behavior (Ajzen, I. 2005), is also assumed to be a function of beliefs, but in a different kind. This is when the person has beliefs that specific individuals or groups approve or disapprove to perform, whether these social referents personally engage or do not engage in such behavior. Important referents for many behaviors include family members, close friends, and coworkers. In some behavior, social referents may also include experts, such as physicians or experts in that particular field. The beliefs that underlie subjective norms are termed *normative beliefs*. In general, people who believe they should perform the behavior when they receive motivations from those referents, will perceive social pressure to do so. In similar manner, a subjective norm also puts pressure on them not to perform the behavior once those referents disapprove of such behavior.

Perceived behavioral control

The final vital predictor in the theory of planned behavior (Ajzen, I. 2005), is also assumed to be a function of beliefs on the existence of factors that aid or obstruct performance of the behavior. This could be partially according to past experience with the behavior. Also, these beliefs will typically be influenced by second-hand information, which is obtained by observing the experiences of friends

and people in the circle, and by looking at other factors that amplify or decrease the difficulty people perceive in performing such behavior. The perceived control over the behavior should be greater when people think they acquire more knowledge and opportunities, and anticipate less obstacles or restrictions. It is possible to differentiate these control beliefs and treat them as partially independent determinants of intentions, such as resources and opportunities could be viewed as underlying perceived behavioral control. These *control beliefs* lead to the perception that an individual has or does not have the capability to accomplish the behavior.

Intention leading to behavior

Theory of Planned Behavior traces the causes of behavior to the person's accessible beliefs (Ajzen, I. 2005). These beliefs may be imperfect, biased, or even unreasonable; however, once a set of beliefs is formed, it provides the comprehensible foundation to assume that attitudes, subjective norms, and perceptions of control, then eventually intentions and behaviors are reasonable and consistent. The fact that people perform according to their belief should not mean that they consciously go over all the steps in the chain each time they perform a behavior. Once attitudes, norms, perceptions of control, and intentions are formed, these determinants can be extremely accessible and promptly available to guide performance of the behavior. In conclusion, people do not have to revise any of their beliefs in order to form the intention to perform a behavior.

From this theory, people intend to do a behavior when assess it positively, when received social pressure to perform, and when believe that the means and opportunities exist, assuming that the relative importance of attitude toward the behavior, subjective norm, and perceived behavioral control depends in part on the intention under investigation (Ajzen, I. 2005). The relationships between these three determinants allow us to predict behavior on the basis of intention to perform the behavior. However, the Theory of Planned Behavior does not directly deal with how much control an individual actually has in a given situation. The theory emphasizes heavily on the possible effects of the perceived behavioral control on achievement of goals. Perceived behavioral control can have motivational implications, influencing the formation of behavioral intentions, which are influenced by attitudes toward the behavior, as well as subjective norms. Significant knowledge about the determinants

of the tendency to perform specific behavior is obtained by examining the fundamental information of attitudes, subjective norms, and perceived behavioral control, which provide us with a detailed explanation of a person's tendency to perform, or not to perform, a particular behavior. Attitudes and personality are the context factors that can help clarify differences in behavioral, normative, and control beliefs, as well as various individual difference variables, social and demographic characteristics, past experience and exposure to other sources of information. In general, behavioral involvements expose people to new information designed to change their behavioral, normative, and control beliefs. Simply said, "people intend to perform a behavior if their personal evaluations of it are favorable, if they think that important others would approve of it, and if they believe that the requisite resources and opportunities will be available" (Ajzen, I. 2005).

2.3 Hypothesis

From the concept of Clean Beauty mentioned in the first section, it could be implied that there are many reasons involved in selecting Clean Beauty Products based on four key pillars of Clean Beauty, which are safety, sustainability, ethics and transparency. The use of three basic determinants from the framework could identify the logic behind the selection of Clean Beauty Products, which leads to the intention and behavior in purchasing Clean Beauty Products.

Attitudes toward Clean Beauty Products

In general, the more favorable attitudes people have, the more they are likely to have intentions to perform the behavior. Under this determinant, the beliefs that Clean Beauty Products are safer, more sustainable, produced in a more ethic-conscious manner, and more transparent in formulation, translate into positive attitudes toward Clean Beauty Products, which would lead to purchase intention. Based on the statement, it is hypothesized that:

H1. Consumer's Attitude has positive influence to intention in selecting Clean Beauty Products.

Subjective norm of Clean Beauty Products

Under this determinant, people's beliefs are formed with knowledge and the approval of the social referents. Knowledge is the information acquired to support the belief. For Clean Beauty Products, social referents may be more than people in your circles, such as family and friends, when experts in the media or retailers also share their opinions in Clean Beauty. Based on the statement, it is hypothesized that:

H2. Consumer's Subjective norm has positive influence to intention in selecting Clean Beauty Products.

Perceived behavioral control of Clean Beauty Products

Under this determinant, people's beliefs are formed with the perceived difficulty level of performing the behavior based on past experiences, or the observation over the behavior. For Clean Beauty, this implies how naturally people could implement the use of Clean Beauty Products into their routine when they have means and opportunities to do so. Based on the statement, it is hypothesized that:

H3. Consumer's perceived behavioral control has positive influence to intention in selecting Clean Beauty Products.

Intention toward the selection of Clean Beauty Products

Intention to perform a behavior comes from positive attitudes, approval from social context, and the means and opportunities to do so. This will be used to support that intentions exist when the beliefs in Clean Beauty Products are favorable. The intention should be the combination of determinants and factors guided by four key pillars of Clean Beauty, since intention can be formed when one or more determinants regarding one or more factors are present.

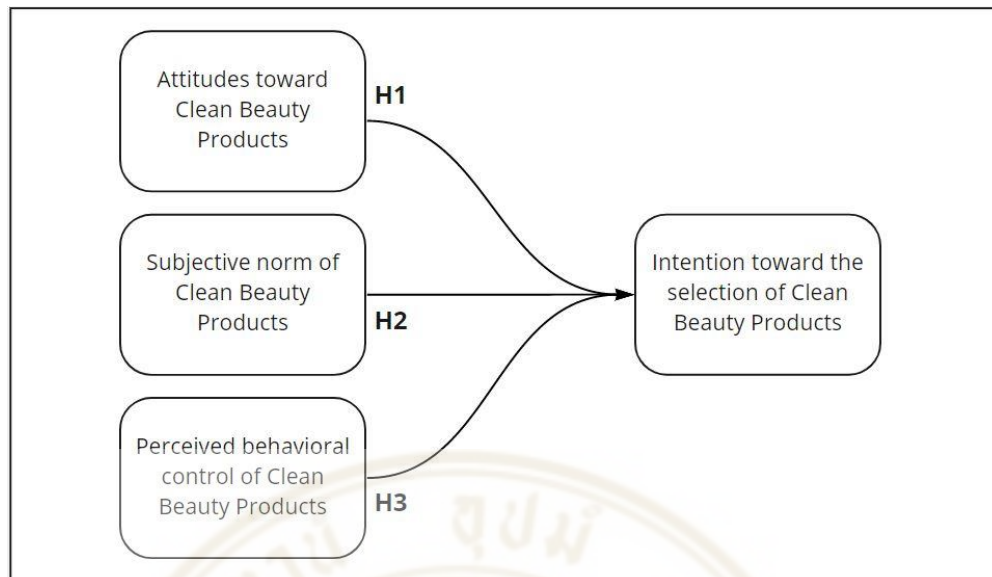


Figure 2.2 Relationships model between hypothesis

The next Chapter will discuss the research methodology on how the study of intention toward the selection of Clean Beauty Products will be conducted.

CHAPTER III

RESEARCH METHODOLOGY

From Chapter 2, the concept of Clean Beauty Products and Theory of Planned Behavior as the theoretical framework are introduced, including hypothesis and relationship model. This chapter will discuss the methodology to answer the question on “what are the possible contributing factors that affect consumers intention in selecting Clean Beauty products?”, in accordance with the hypothesis following the determinants in the framework, as well as the research method of the study. In proving the hypothesis, empirical evidence is needed. For this study, the proper instrument for quantitative data collection is through a survey questionnaire.

3.1 Perquisite stage

Prior to the actual design of the questionnaire, the casual discussion among peers who implement Clean Beauty Products in their routine was initiated. The discussion emphasizes on why they opt for Clean Beauty Products, and most of the answers indicated safety of the products is in the top priority. Some shared that there are certain ingredients they would like to avoid, so they always read the label carefully, and look for certification logos from a trusted source. Moving on to a larger scale to see what people look for in their skincare, a casual observation on skincare-focused community in Facebook groups was initiated, and the majority focuses on safety and performance of the formulas, rather than pureness of ingredients. It is obvious that consumers' concern is placed on safety the most among the four key pillars of Clean Beauty.

3.2 Design stage

The goal of the questionnaire is to test the hypothesis, in consideration with four key pillars of Clean Beauty as a guide to cover the overall aspects of Clean Beauty.

For the purpose of clarification, the broader, more general explanation of Clean Beauty should be included in the questionnaire.

“Clean Beauty Products are beauty products that mindfully created and produced without any proven or suspected toxic ingredients, which are ethically sourced and are processed with the health of our bodies and the environment in mind.”

The questions were composed in a statement manner, asking the respondents if they agree or disagree, based on attitudes, subjective norms, and perceived behavioral control, as well as confirming the intention. Questions were grouped according to hypothesis and supported by one or more key pillars of Clean Beauty.

Safety and transparency

- When choosing Beauty Products, I prefer ones that contain non-toxic ingredients.
- When I choose Clean Beauty Products, I am doing good for my health.
- I will choose Clean Beauty Products because I have heard about the effects of harmful ingredients in Conventional Beauty Products.
- I will choose Clean Beauty Products because they fulfill my needs of safe ingredients in Beauty Products.

Sustainability and ethics

- When choosing Beauty Products, I prefer ones that use recyclable container.
- When I choose Clean Beauty Products, I help promoting good environment.

General attitude

- When I choose Clean Beauty Products, I feel better about myself.

Media referent

- I will choose Clean Beauty Products because I have seen the advertisement.
- I will choose Clean Beauty Products because my favorite celebrities use or recommend.

Family referent

- I will choose Clean Beauty Products because my family member(s) use or recommend.

Friend referent

- I will choose Clean Beauty Products because my friend(s) use or recommend.

Past experience

- I will choose Clean Beauty Products because they align with my lifestyle.

General means and opportunities

- I will choose Clean Beauty Products because of varieties available in the market.
- I will choose Clean Beauty Products because of the convenience to purchase.

Intention – Safety and transparency

- I intend to buy Clean Beauty Products for my own wellbeing to avoid harmful ingredients in Beauty Products.

Intention – Sustainability and ethics

- I intend to buy Clean Beauty Products, not only for the benefits I receive, but also for the good of environment and society.

Intention – Knowledge and social referent

- I intend to buy Clean Beauty Products if they display certification logo.

Intention – General means and opportunities

- I intend to buy Clean Beauty Products because I see no difference in price range from Conventional Beauty Products.

All items were measured using the Likert scale of 1 to 5 as defined below:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

3.3 Measures and data analysis

The questions were designed to address *attitudes*, *subjective norm*, and *perceived behavioral control*, then confirm with *intention*. The result will be measured based on the answer from Intention questions, which address the intention. Intention questions are categorized by combining factors from four key pillars of Clean Beauty into two groups: safety and transparency, sustainability and ethics. Intention questions also contain two elements from the framework: knowledge and social referent, general means and opportunities. When any respondents agree or disagree upon the statements from attitudes, subjective norm, and perceived behavioral control, intention relationships that point back to each determinant should follow in the same manner. For example, a respondent answered 5 on any particular factor, then the intention to select based on such factor should also be 5.

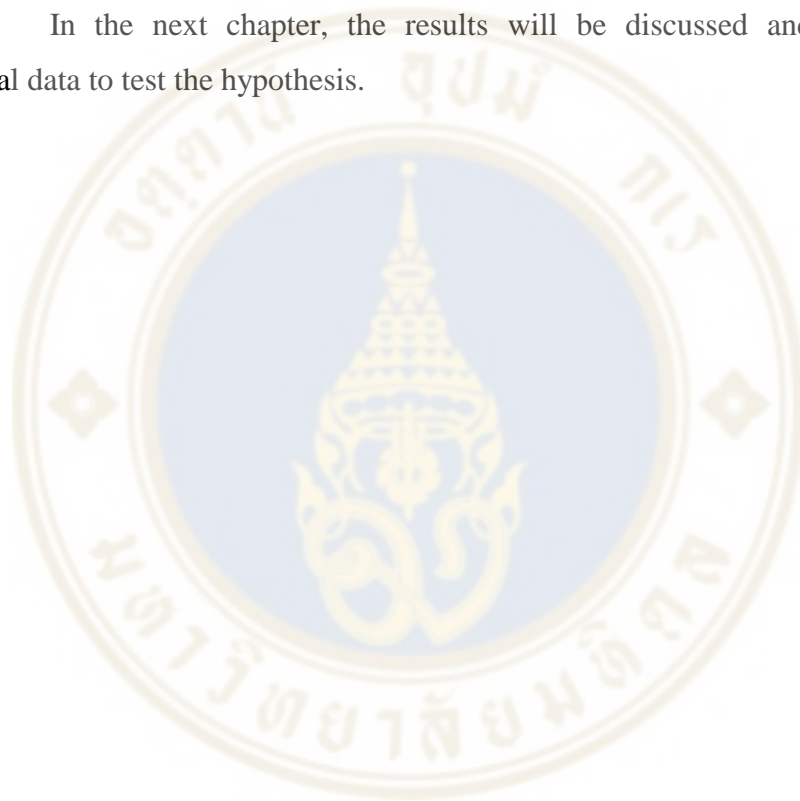
Data analysis of this study will use regression analysis, which allow the prediction of the result to see whether the collected data from attitudes, subjective norm, and perceived behavioral control questions, support or contradict with the intention data. Regression analysis will be performed in SPSS, testing intention as a dependent variable to be predicted from independent variables; attitudes, subjective norm and perceived behavioral control

3.4 Pretest stage, distributions and demographics

Once the questionnaire was formed, it was sent among peers with language and literature background to check overall readability and conciseness, ensuring that the series was not long and time-consuming to complete. The questionnaire was

comprised onto Google Forms for online distribution, then was directly distributed to peers and family members, as well as directly shared to CMMU classmates, personal Facebook page, personal Twitter account, and skincare-focused page on Facebook. Some indirect shares were from peers who re-shared within their own circle. Small scale of distribution has narrowed the scope of respondents to people with urban lifestyles in different levels of knowledge on Clean Beauty. When the focus is placed on the intention to select Clean Beauty, the thrill of this process is that demographics will remain unclear until the data collected is ready for analysis.

In the next chapter, the results will be discussed and analyzed into statistical data to test the hypothesis.



CHAPTER IV

FINDINGS AND DISCUSSION

The result of the findings of the questionnaire are reported and discussed in this Chapter, including respondent demographic, explanation of the results from each statement item, as well as statistics of the research variables and results of the hypothesis tests.

The answers were collected from 101 respondents during a week in November, 2021, via an online channel in Google Forms.

4.1 Respondent Demographic

The questions regarding demographic were divided into Age Range, Gender and Monthly Income, where the identity of the respondents remained undisclosed. Age Range was divided by stages in the walks of life, for example, it could be assumed that people aged 23-30 are new graduates, first-jobber types. The same manner with people 31-37 and 38-45 years of age, which are assumed to have more stability in seriocomic and advancement in career. Age of the respondents are varied, with the highest number at 31-37 years old. The obvious gender majority are female, since Beauty Product is a female dominant area, followed by male and LGBTQ+. Almost half of the respondents have a high monthly income of over 50,000 Baht (44.6%), with only 6 respondents reported to have monthly income lower than 20,000 Baht.

Table 4.1 Demographic Summary

Age Range, Gender and Monthly Income	23-30	31-37	38-45	46 and above	Grand Total
Female	9	55	5	2	71 (70.3%)
Lower than 20,000 Baht	2	3			5
20,001-30,000 Baht	4	8			12
30,001-40,000 Baht	2	10	2	1	15
40,001-50,000 Baht		6	1		7
Over 50,001 Baht	1	28	2	1	32
LGBTQ+		6	1		7 (6.9%)
20,001-30,000 Baht		2			2
40,001-50,000 Baht		1	1		2
Over 50,001 Baht		3			3
Male	3	20			23 (22.8%)
Lower than 20,000 Baht	1				1
20,001-30,000 Baht	1	1			2
30,001-40,000 Baht		4			4
40,001-50,000 Baht		6			6
Over 50,001 Baht	1	9			10
Grand Total	12 (11.9%)	81 (80.2%)	6 (5.9%)	2 (2%)	101 (100%)

4.2 Results breakdown

There are 18 statement items in the questionnaire, each representing *attitude*, *subjective norm*, *perceived behavioral control*, and *intention*, in combination with factors from key pillars of clean beauty. The results are discussed in categories divided in the design stage, and should provide an overview to develop more comprehension before analyzing statistics and testing hypotheses.

Attitude – Safety and transparency

This group contains two statements, one mentioning non-toxic ingredients, another mentioning good health. Respondents strongly agree with both statements as 5 has the highest amount. Non-toxic ingredients received 81.2% strongly agree (5), where good health was 55.4%. This could be implied that respondents possibly have positive attitudes towards Non-toxic ingredients, but still not deeply reflect the benefit of good health.

Attitude – Sustainability and ethics

This group contains two statements, one mentioned recyclable containers, another mentioned promoting a good environment. The highest amount of response for recyclable containers is neutral (3) at 34.7%, where promoting a good environment is strongly agree (5) at 38.6%. This could be implied that respondents' attitude towards the recycle concept is possibly neutral, but more positive in a good environment concept.

Attitude – General attitude

53.5% of the respondents strongly agree (5) they feel better about themselves when choosing Clean Beauty Products, agree (4) at 31.7%, neutral (3) at 10.9%, and only 4% disagree or strongly disagree. This could be implied that more than half of the respondents are possibly influenced purely by positive attitudes toward oneself.

Subjective norm - Safety and transparency

50.5% of the respondents strongly agree (5) that effects of harmful ingredients in Conventional beauty products led them to choose Clean Beauty Products, agree (4) at 36.6%, neutral (3) at 8.9%, and only 4% disagree or strongly disagree. This could be implied that normative beliefs in knowledge possibly influence half of the respondents.

Subjective norm – Media, family and friend referent

This group contains statements about advertisement, celebrities, as well as word of mouth from family members and friends. Agree (4) is most selected for advertisement at 38.6%, where neutral (3) is most selected for celebrities at 34%. Agree (4) is most selected for both family members and friends, at 37.6% and 40.6%

respectively. This could be implied that these referents possibly influence the selection of Clean Beauty, but only to a certain level.

Perceived behavioral control – Past experience

This item mentioned compatibility of Clean Beauty Products with the lifestyle of respondents. Strongly agree (5) is most selected at 44.6%, agree (4) at 35.6%, neutral (3) at 14.9%, and only 5% disagree or strongly disagree. This could be implied that more respondents are possibly on the agreed side when it comes to the lifestyle.

Perceived behavioral control – Safety and transparency

This item mentioned the need to for safe ingredients in Beauty Products, and 57.4% strongly agree (5) with this statement, agree (4) at 39.6%, neutral (3) at 3%, no respondents on the disagree side. This could be implied that perceived behavioral control on safety and transparency possibly has favorable influence to the selection of Clean Beauty

Perceived behavioral control – General means and opportunities

This group contains statements about varieties available in the market and the convenience to purchase. Agree (4) is most selected for both statements, varieties available in the market at 35.6%, and convenience to purchase at 38.6%. This could be implied that perceived behavioral control on general means and opportunities can possibly influence the selection of Clean Beauty, but only to a certain level.

Intention – Safety and transparency

This item mentioned the intention to buy Clean Beauty Products based on health consciousness to avoid toxic ingredients. Strongly agree (5) is most selected at 62.4%, agree (4) at 29.7%, neutral (3) at 5.9%, and only 2% disagree, with no strongly disagree. This could be implied that intention to purchase Clean Beauty Products, in regards to safety and transparency factor, is possibly favorable.

Intention – Sustainability and ethics

This item mentioned the intention to buy Clean Beauty Products based on the benefits to the environment and society, not only to oneself. The number of responses is similar between strongly agree (5) and agree (4) at 37.6%, neutral (3) at 17.8%, and only 7% disagree or strongly disagree. This could be implied that intention

to purchase Clean Beauty Products, in regards to sustainability and ethics factor, is possibly favorable.

Intention – Knowledge and social referent

This item mentioned the intention to buy Clean Beauty Products based on the certification logo, which represents the overall knowledge received from external sources. Strongly agree (5) is most selected at 49.5%, agree (4) at 31.7%, neutral (3) at 13.9%, and only 5% disagree or strongly disagree. This could be implied that intention to purchase Clean Beauty Products, in regards to knowledge and social referent, is possibly favorable.

Intention – General means and opportunities

This item mentioned the intention to buy Clean Beauty Products based on no difference in price, compared to Conventional Beauty Products. Since socioeconomic is not the focus of this study, the statement only used similarity in price range to indicate intention to purchase from general means and opportunities. The number of responses is quite similar between agree (4) at 34.7% and neutral (3) at 33.7%, with strongly agree (5) at 19.8% and 7% disagree or strongly disagree. This could be implied that when it comes to Clean Beauty Products, price alone may possibly not be enough to indicate the intention to purchase, and must be evaluated in combination with other means and opportunities.

4.3 Statistics and hypothesis tests

In this section, statistics are used to explain more about our results. The logic of the relationships model presented in Chapter 2 is that when positive attitudes, favorable subjective norm, and perceived behavioral control exist, intention can be formed.

From the collected data of 101 respondents, the scores were divided into *attitude*, *subjective norm*, *perceived behavioral control*, and *intention*, then calculated into individual average scores from each determinant, using intention score as a dependent variable, and attitude, subjective norm, and perceived behavioral control as independent variables. The result is shown in the table below.

Table 4.2 Calculation Result

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.645 ^a	.416	.398	.45661

a. Predictors: (Constant), avg_h3_perceivedbehavioralcontrol, avg_h1_attitude, avg_h2_subjectivenorm

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.383	3	4.794	22.995	.000 ^a
	Residual	20.224	97	.208		
	Total	34.606	100			

a. Predictors: (Constant), avg_h3_perceivedbehavioralcontrol, avg_h1_attitude, avg_h2_subjectivenorm

b. Dependent Variable: avg_h4_intentiontoselection

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.914	.396		2.308	.023
	avg_h1_attitude	.437	.081	.442	5.423	.000
	avg_h2_subjectivenorm	-.058	.079	-.069	-.736	.463
	avg_h3_perceivedbehavioralcontrol	.384	.089	.405	4.311	.000

a. Dependent Variable: avg_h4_intentiontoselection

In ANOVA table from the result, Sig. value was lower than 0.05, which indicated that this model could be used to test the hypothesis.

Next, in the Coefficients table, H1 regarding the attitude, and H3 regarding perceived behavioral control presented the significant relationship, which in this case, indicated the positive influence toward the selection of Clean Beauty Products, since Sig. value for both were below 0.05. For H2 regarding subjective norm, this presented no relationship, since Sig. value was over 0.05. When comparing between H1 regarding the attitude, and H3 regarding perceived behavioral control, H1 on attitude presented Beta value of 0.442, which was greater than Beta value at 0.405 for H3 on perceived behavioral control. This result indicated that H1 on attitude presented a more significant relationship to the intention in selecting Clean Beauty Products.

The Adjusted R Square value of 0.398 indicated that the calculation of this analysis can be used to explain the result at 39.8%.

4.4 Summary

From the introduction of demographics, breakdown results, and statistics results leading to hypothesis tests, the study showed that women aged 31-37 with higher income have more interests in Clean Beauty Products. The percentages in breakdown results represent the number of responses received, indicating the level of agreement to each statement.

The results are varied in the breakdown; however, the calculation of statistical analysis showed the reality of the relationships to prove the hypothesis, which showed that in the selection of Clean Beauty Products. People's attitudes in Clean Beauty Products tend to play the most significant role, followed by perceived behavioral control. In the contrary, subjective norm, involving knowledge and social referents from various sources, was not a significant determinant in the selection of Clean Beauty Products. The results of the hypothesis test are summarized in the following table.

Table 4.3 Hypothesis test conclusion

Hypothesis	Result
H1. Attitude → Intention	Significant
H2. Subjective norm → Intention	Insignificant
H3. Perceived Behavioral Control → Intention	Significant

The next chapter will provide the conclusion of this study, as well as limitations and suggestions for further studies in this topic.

CHAPTER V

CONCLUSION

This study can help clarify some aspects of intentions to select Clean Beauty Products. From the question asked in the beginning of “what are the possible contributing factors that affect consumers intention in selecting Clean Beauty products?”, the answer is the favorable attitude in Clean Beauty Products, with means and opportunities that allow people to get a hold of Clean Beauty Products. It could be said that no matter how others communicate about the benefit of things, people need to experience and decide for themselves on what they perceive as good for them.

5.1 Recommendations

This study can benefit a number of stakeholders, such as manufacturers who want to design Clean Beauty Products, or new entrepreneurs who are interested in Clean Beauty. Based on the results, the concept of the brand should uplift the positive attitudes toward Clean Beauty Products, demonstrating how easy it is to implement Clean Beauty Products into their beauty regimen. Those who already work in the beauty industry can implement this study to their next Clean Beauty campaign to better serve the consumers with higher appreciation for Clean Beauty Products as well.

According to the result of this study, these following contents should be included:

- Present how traditional beauty products have been negatively affecting our health and environment with empirical and scientific evidence.
- Present clean innovation in the manufacturing process, highlighting the positive impact it has on consumers’ lives, and our planet.
- Present how a green supply chain can benefit the society and the local communities that provide the raw ingredients.

- Present the possible contributions the consumers can make to the environment, the society, as well as their own wellbeing just by selecting Clean Beauty Products.

5.2 Limitations and suggestion for further studies

1. Sample sizing and demographics

The number of 101 respondents under the time constraint is more than adequate; however, with the demographic profiles collected in the study, the samples were still not able to step past the female dominance threshold. Clean Beauty Products are for anyone who cares about what they put on to their body, which do not limit to one gender alone. More male and LGBTQ+ demographics should justify the intention of overall consumer groups even further.

2. Narrow the scope to subcategory

Clean Beauty Products in the scope of the study, as a whole contains many subcategories, which could be adjusted to receive a more accurate result. As most adhere the concept of Clean Beauty only to the skincare or facial care subcategory, the other suggested subcategories are as following:

- Toiletries – as one of the most common commodity products, many people now fully switched to clean products. Common products, such as shower gel and shampoo can contain SLS, parabens, and other harsh chemicals, where conditioner and lotion can contain silicone, parabens, and mineral oils, all are not good for your health in the long run. This would be beneficial to observe the attitudes, subjective norm, and perceived behavioral control, leading to the intention to incorporate to product design, and marketing campaigns.
- Makeup or color cosmetics – this is where harsh chemicals were there for many reasons, but in reality, those chemicals do not belong on anyone's face. The current makeup market is full of brands that lean down on chemicals without any compromise on formulas, pigmentation, and the

performance. The further observation into this subcategory can provide the idea to strengthen positive attitude, multiplying the subjective norm, and deepen the perceived behavioral control for the brands launching clean makeup.

- Hair styling – harsh chemicals manipulate the hair to hold in place, while strong fragrances mask the odor. One might look past this subcategory, since this could associate more to what we use when visiting the salon. People have more opportunities to style, or even cut their own hair when salons were forced to close down during the pandemic outbreak. The further observation can validate the intention worthy of investment.

3. Skin concerns

Skincare or facial care is the most well-known subcategory in Clean Beauty. There can be many factors associating skin concerns to the selection of Clean Beauty Products, such as skin sensitivity, acne-prone, as well as allergic reaction to certain ingredients. Applying skin concerns factor to the study could provide in-depth input on attitudes, subjective norm, and perceived behavioral control, catering to the basic need and psychological aspect in the beauty standard of the society.

4. Price Sensitivity

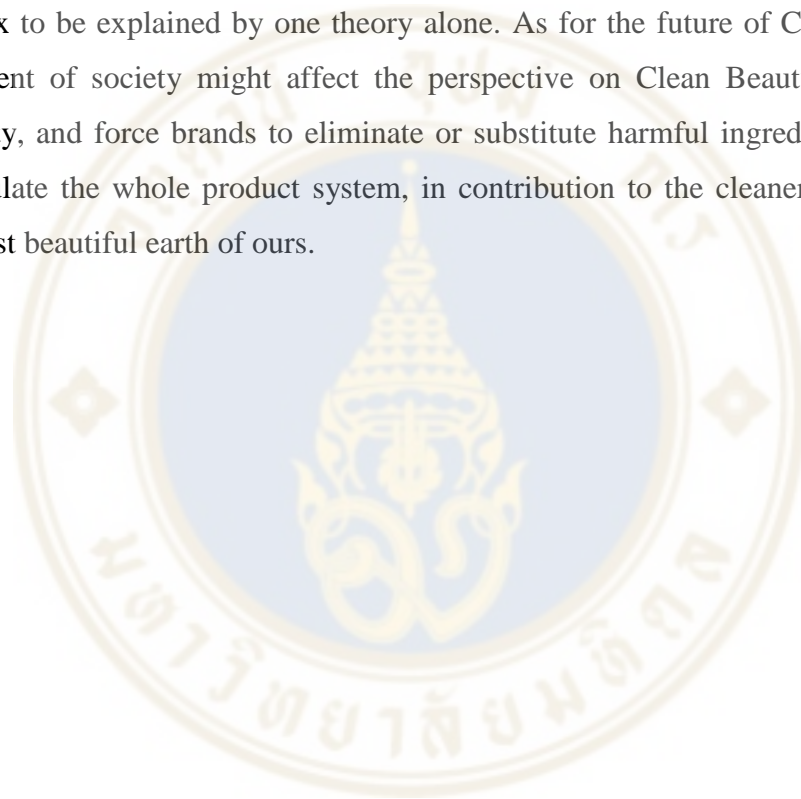
This study is guided by four key pillars of Clean Beauty, hence not emphasizing on price enough to judge the price sensitivity level. This is intentionally left out, since the focus is placed more on psychological factors. The majority of demographics with higher income than initially expected also justify the decision, where lower regard on price can be assumed for this particular profile group. The further observation could apply more items regarding price to identify intention with this factor.

5. Model fitting hypothesis

The model presented can accurately predict the data sets with certain characteristics. The model should be cross-check with data on a different scale. This data used a 5-point Likert scale for the ease of the respondents to quickly decide on each item. Ajzen's original model suggested a 7-point Likert scale to run the survey questionnaire. The phrasing of the statements in the original model were also much

more complicated, and contained more question items than one used in this study. The design adopted in this study allows the respondents to use simple logic and know what to pick right away, since the majority of the respondents are familiar with the concept of Clean Beauty. However, perfection rarely exists in reality, even the most righteous has flaws, including the statistics analysis.

To conclude this study, remember that our minds do not work in steps, and so do the intentions that formulate in our mind. Theory is another way to conceptualize and rationalize our intention, but in reality, our mind is so much more complex to be explained by one theory alone. As for the future of Clean Beauty, the movement of society might affect the perspective on Clean Beauty Products as a necessity, and force brands to eliminate or substitute harmful ingredients, better yet, reformulate the whole product system, in contribution to the cleaner, greener, safer, and most beautiful earth of ours.



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