

**BEAUTY AND THE BEAST: THE ANTECEDENTS OF PURCHASE INTENTION  
OF CRUELTY FREE COSMETICS**

*BEAUTY AND THE BEAST: THE ANTECEDENTS OF PURCHASE INTENTION OF  
CRUELTY FREE COSMETICS*

**MARCELO CURTH**  
UNIVERSIDADE FEEVALE

**ROBERTO FLORES FALCÃO**  
UNIALFA

Agradecimento à órgão de fomento:  
Fundação de Amparo à Pesquisa do Estado do Rio Grande do Sul

## **BEAUTY AND THE BEAST: THE ANTECEDENTS OF PURCHASE INTENTION OF CRUELTY FREE COSMETICS**

### **Objetivo do estudo**

This article aims to understand the antecedents of purchase intention of cruelty free cosmetics in Brazil and to trace the profile of such consumers, as well as to verify the existence of consumer groups based on their characteristics.

### **Relevância/originalidade**

According to the literature, consumers are increasingly aware of the power they have in making an ethical purchasing decision and believe that they can impact ethical dilemmas by altering their buying behavior.

### **Metodologia/abordagem**

Considering the descriptive objective of the research, a survey study was conducted with 201 cosmetic users in Brazil and the analysis was performed through structural equation modeling (SEM).

### **Principais resultados**

Environmental concern, Social norms, and Price sensitivity has a direct relationship with purchase intention. perceived effectiveness and purchase intention were not confirmed.

### **Contribuições teóricas/metodológicas**

According to the conceptual model proposed in this article, the findings investigated suggest that many are the elements that generate and strengthen purchase intention.

### **Contribuições sociais/para a gestão**

The strategies used by companies over time should strengthen elements such as family or social consumption, as well as present information that allows consumers not to feel "deceived" or that there is "suffering" in testing cosmetic products.

**Palavras-chave:** Perceived effectiveness , Environmental consciousness , Social norms , Price Sensitivity , Purchase intention

## *BEAUTY AND THE BEAST: THE ANTECEDENTS OF PURCHASE INTENTION OF CRUELTY FREE COSMETICS*

### **Study purpose**

This article aims to understand the antecedents of purchase intention of cruelty free cosmetics in Brazil and to trace the profile of such consumers, as well as to verify the existence of consumer groups based on their characteristics.

### **Relevance / originality**

According to the literature, consumers are increasingly aware of the power they have in making an ethical purchasing decision and believe that they can impact ethical dilemmas by altering their buying behavior.

### **Methodology / approach**

Considering the descriptive objective of the research, a survey study was conducted with 201 cosmetic users in Brazil and the analysis was performed through structural equation modeling (SEM).

### **Main results**

Environmental concern, Social norms, and Price sensitivity has a direct relationship with purchase intention. perceived effectiveness and purchase intention were not confirmed.

### **Theoretical / methodological contributions**

According to the conceptual model proposed in this article, the findings investigated suggest that many are the elements that generate and strengthen purchase intention.

### **Social / management contributions**

The strategies used by companies over time should strengthen elements such as family or social consumption, as well as present information that allows consumers not to feel "deceived" or that there is "suffering" in testing cosmetic products.

**Keywords:** Perceived effectiveness , Environmental consciousness , Social norms , Price Sensitivity , Purchase intention