

Study of the Behavior of Consumers of “Terroir” Cosmetic Products: Application of the Planned Behavior Model

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Abstract: The concept of 'cosmetic terroir' products, which are in response to consumers' growing demand for authenticity and environmental awareness, represent a dynamic equilibrium between tradition and innovation. These products are distinguished by their geographical and cultural roots, and their ability to combine ancestral know-how with modern market demands. "Terroir" cosmetics, in particular, embody this symbiosis between preserving heritage and adapting to contemporary expectations, favoring processes that respect the environment and consumer health. Ajzen's theory of planned behaviour has been utilised to study consumer behaviour, and the results indicate that attitudes towards products, perceived social norms, and perceived behavioural control significantly influence the intention to purchase "terroir" cosmetic products. The survey results, conducted in the Béni Mellal-Khénifra region, support this theory. The findings indicate that positive attitudes, influenced by social factors such as expectations of significant others and perceived self-efficacy in making purchases, are associated with heightened purchase intentions. These elements underscore the importance of psychological, social, and contextual mechanisms in purchasing decisions. The integration of these factors enables "terroir" cosmetic products to function as potent catalysts for local economic development, while concurrently addressing contemporary issues concerning sustainability and naturalness. The application of the theory of planned behaviour enables local cooperatives to gain a more profound understanding of consumer motivations and to formulate marketing strategies that are more suited to improving their competitiveness against international brands, whilst simultaneously affirming the distinctiveness of local products.

Keywords: *Cosmetic “Terroir”, Planned Behavior, Consumer Behavior.*

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I. INTRODUCTION

A paradigm shift in consumer behaviour with regard to cosmetic products has been observed in recent years. This shift has been influenced by a multitude of economic, social, cultural, and environmental factors. Consumer expectations have evolved to encompass not only the efficacy and quality of products, but also broader concerns such as ethics, sustainability, and naturalness. This phenomenon is occurring within a broader context of growing societal emphasis on responsible consumption, which is generating significant interest in natural, organic, and locally-sourced cosmetic products, including those derived from local produce.

This shift is accompanied by a heightened awareness of the impacts of cosmetic products on health and the

environment, pushing consumers to favour transparent, traceable products free from controversial chemical components. Furthermore, the emotional and identity connection with local products, reinforced by the desire to support local economies and preserve traditional know-how, plays a key role in their purchasing decisions. In this context, it is imperative for local businesses and cooperatives to understand consumer behaviour towards "local" cosmetic products. The present study focuses on Moroccan consumers in the Béni Mellal-Khénifra region, analysing the factors influencing their purchasing decisions. These products, comprising natural ingredients such as argan oil and rose water, are distinguished by their authenticity and connection to cultural heritage. However, they face intense competition from major international brands.

The objective of this study is to identify the determining criteria in consumer purchasing behaviour, using Ajzen's Theory of Planned Behaviour model. The study's primary objective is to furnish local businesses and cooperatives with recommendations that will enable them to adapt their marketing strategies to better align with consumer expectations, thereby enhancing their competitiveness in the cosmetics market. The central question guiding this research is: "How do consumer attitudes, subjective norms, and perceived control influence the purchasing behaviour of consumers of "terroir" cosmetic products?" In addressing this question, the study has formulated three research hypotheses:

- H1: Attitudes towards "terroir" cosmetic products are significantly related to purchase intention.
- H2: Subjective norms, such as the influence of social and family recommendations, influence purchase intention.
- H3: Consumers' perceived control over their purchasing decisions is closely related to their purchase intention for "terroir" cosmetic products.
- H4: Substantial purchase intention is a predictor of actual purchase behaviour for "terroir" cosmetic products.

II. THEORETICAL FRAMEWORK

➤ *Local Products, "Terroir" and "Terroir" Cosmetics: What is the Line Between Tradition and Innovation?*

In an age that is increasingly focused on the pursuit of authenticity and sustainability, the concepts of local products, "terroir," and "terroir" cosmetics are garnering mounting interest (Crespi-Vallbona & Noguera-Juncà, 2024). While local products are valued for their geographical roots and proximity to consumers, "terroir" products go even further by embodying an intimate connection between humans and their natural and cultural environment. However, the advent of "terroir" cosmetics gives rise to the question of the boundary between tradition and innovation (Dini & Laneri, 2021). These products, often stemming from ancestral cultures and processed with local expertise, find their place in a contemporary cosmetics market that is increasingly seeking natural and environmentally friendly solutions. The relationship between these three concepts remains complex: are they complementary or are they defined by profound distinctions? This reflection enables a more nuanced understanding of how the values of tradition and innovation can be harmonised to meet the expectations of modern consumers, while preserving the very essence of "terroir" (Timpanaro & Cascone, 2025).

➤ *Local Product: An Authentic Offer at the Heart of the "Terroir"*

As posited by Merle and Piotrowski, the defining characteristic of local products is their geographical proximity to the location of consumption in contrast to their production location (Merle et al., 2016). The concept of proximity is typically defined within a range of 80 to 100 km, taking into account the consumer's geographical anchoring in the reference area. According to Merle and his colleagues, as well as Batat and Lachance, the definition of local products is as follows: such products are those that are grown, raised, or processed within a specific geographical area (Batat & Lachance, 2016). As emphasised by the authors, local products represent a distinct form of localized products,

thereby underscoring the intrinsic link between production and consumption within a specific region (Batat & Lachance, 2016) (Merle et al., 2016). However, the concept of "local," as expounded by Holt and Amilien, encompasses a multitude of divergent and complementary aspects. On the one hand, it refers to a place associated with historical, cultural, and social characteristics; on the other hand, it refers to a geographical space or territory where the product draws its typicality and properties (Holt & Amilien, 2007).

Nevertheless, the notion of a local product bears a resemblance to that of "terroir" products. A local product can be defined as any food, agricultural, artisanal or manufactured product that is produced and consumed within a given region or community (EL GOZMIR Hasnaa, 2024). The concept of "local product" is thus defined in terms of geographical proximity, spanning the entire production to consumption cycle. There exists no consensus on the precise requirements for this proximity; nevertheless, local product can be regarded as that which is cultivated, produced, marketed and consumed within a comparatively diminutive geographical area (Renting et al., 2003).

➤ *"Terroir" Products: A Rich Story Unfolded*

The notion of "terroir" can be traced back to the work of the French ethnologist Marc Augé, who in 1992 proposed the concept of anthropology of "terroir." According to Augé, "terroir" is a place where nature and culture are closely related, and where the products cultivated or produced there are the result of an interaction between man and his natural and social environment (Augé, 1992).

The concept of "terroir" in relation to products is predicated on the notion of "authenticity", which is attributed to the utilisation of natural and agro-climatic resources, in addition to the employment of regional and local skills that have been transmitted through successive generations (Clark, 2006).

Terroir products are defined in a variety of ways, with each definition highlighting specific aspects of their character. According to Scheffer, the definition of these products encompasses not only the natural environment in which they are produced, but also the specific production techniques employed (Scheffer, 2004). While Berard and Marchenay define them in relation to the identity of the territory associated with them, thus highlighting the close link between these products and their place of origin, they add that this notion has two strong and omnipresent dimensions, namely: a territorial dimension linked to a geographical origin and another cultural and historical one (Laurence & Marchenay, 2004). The characteristics of "terroir" products are derived from the originality of the raw material, the geographical location, the regional specificities, the recipe, the product itself, the producer's expertise, and the producer's history, whether the producer is a cooperative or other entity (2023, الشبون).

➤ *Cosmetic "Terroir" Products: A Fusion of Agriculture and the Cosmetic Industry*

The characteristics of "terroir" products are derived from the originality of the raw material, the geographical

location, the regional specificities, the recipe, the product itself, the producer's expertise, and the producer's history, whether the producer is a cooperative or other entity (HASNAA & ABDERRAHMANE, 2024). The characteristics of "terroir" products are derived from the originality of the raw material, the geographical location, the regional specificities, the recipe, the product itself, the producer's expertise, and the producer's history, whether the producer is a cooperative or other entity.

According to Ricard, "terroir" cosmetics are distinguished by their authentic originality, which is linked to the local environment. This includes the physical characteristics of the "terroir" and significant manufacturing constraints (Ricard, 1993). The concept of "cosmetic terroir" refers to products that are derived from raw materials cultivated in particular regions, distinguished by their exceptional soil composition, climatic conditions, and traditional agricultural practices. These natural ingredients, including but not limited to argan oil, rose water, clay, and essential oils, are widely recognized for their beneficial properties for skin, hair, and overall health. These products are often perceived as more authentic due to their close connection to local heritage. The geographical origins of these products are often associated with specific regions, contributing to their high perceived value, which extends beyond the realm of mere quality to encompass their cultural and historical dimensions (HASNAA & ABDERRAHMANE, 2024).

A distinguishing characteristic of these products is their lack of complex chemical treatments, which is intended to promote a purer and healthier appearance for consumers. While the modern cosmetics industry has long relied on chemical and synthetic formulations, the utilization of "terroir" products signifies a reversion to natural methods, with cultivation and processing techniques that frequently prove more environmentally sustainable. A notable example is argan oil, a pivotal ingredient from Morocco, which is cold-pressed to preserve its nourishing and restorative properties, eschewing the use of harsh chemicals or treatments.

This paradigm shift signifies a harmonious integration of traditional agricultural practices with modern cosmetics industry standards, culminating in the production of natural, efficacious, and eco-friendly cosmetic products.

III. ANALYSIS OF CONSUMER BEHAVIOR ACCORDING TO THE MODEL OF PLANNED BEHAVIOR: UNDERSTANDING THE DETERMINING FACTORS

Consumer behavior, a pivotal domain of marketing and management sciences, seeks to comprehend the psychological, social, and environmental factors that shape purchasing decisions. It encompasses all the mental, emotional, and physical activities involved in the selection, use, and rejection of products or services, as described by Lerma, Fischer, and other researchers. Among the explanatory models, Ajzen's (1991) model of planned behavior occupies a prominent place. This model underscores the pivotal role of intentions, which are shaped by attitude

toward the behavior, perceived social norms, and perceived control. This theoretical framework offers a valuable lens for examining the factors that influence consumer behavior, enabling companies to better anticipate their expectations and adapt their strategies in a competitive environment.

A. *Understanding Consumer Behavior: Processes, Factors and Marketing Issues*

Lerma's conceptualization of consumer behavior as a purchasing decision process signifies a multifaceted phenomenon that propels individuals to acquire, consume, or utilize products and determine the subsequent disposition of their waste (Durif et al., 2008). According to Fischer and Espejo, behavior constitutes a series of actions, processes, and social relationships that are maintained by individuals, groups, and organizations to obtain, use, and experience products, services, and other resources in a coherent manner (Fisher & Espejo, 2011).

Indeed, the analysis of consumer behavior entails the examination of the processes involved in the selection, purchase, evaluation, use, or rejection of goods, services, ideas, or experiences by individuals or groups of individuals to meet their needs and desires. This multifaceted phenomenon encompasses a range of activities involving both cognitive and emotional processes, in addition to physical actions (Kotler & Armstrong, 2013).

In this sense, Bernard Pras highlights that the analysis of consumer behavior aims to identify the factors that influence this behavior (needs, motivations, expectations, selection criteria, etc.), in order to allow the company or cooperative to adapt to it, or to influence it from a competitive perspective. Kotler (2010) (Kotler, P. and Keller, 2010) expounds on the notion that consumer behavior encompasses the entirety of actions undertaken by individuals in relation to the procurement and utilization of goods or services, encompassing the decision-making processes that precede and determine the act of purchasing (Menguellat, 2019). In essence, consumer behavior encompasses all the physical and mental activities involved in making purchasing decisions and experiencing the consequences that ensue from these purchases. Consequently, the field of consumer behavioral research is concerned with the individual's perception and the interactions between individuals and their environment (GOZMIR et al., 2024).

In summation, the study of consumer behavior occupies a pivotal role within the disciplines of marketing and management sciences, as it facilitates comprehension of the cognitive and emotional processes that inform purchasing decisions. A plethora of theories have been advanced to explain this behavior, with the model of planned behavior being among the most influential.

B. *The Theory of Planned Behavior: A Framework for Understanding and Predicting Intentional Behaviors*

The theory of planned behavior, which was conceptualized by Ajzen in 1991, is an extension of the theory of reasoned action. It incorporates an additional variable: perceived control of behavior. This theoretical framework underscores the pivotal role of an individual's intention in

influencing their behavior (Ajzen, 1991). According to this concept, actions that require specific planning are taken into account. Consequently, this theoretical framework can be applied to all situations where behavior is intentional, as it does not depend solely on external factors such as the immediate determinants of behavior (Emin, 2003). According to Ajzen's (1991) theory of planned behavior, intention is formed by three conceptual factors: attitude toward the behavior, perceived social norm, and perceived control of the behavior. Consequently, behavior is influenced by both intention and perceived control of the behavior (El Harbi & Mansour, 2008).

In summary, the Theory of Planned Behavior posits that the intention to act plays a crucial role in behavior, and is affected by attitude toward the behavior, social norms, and perceived control over the behavior. The aforementioned factors and variables facilitate a more profound comprehension of the processes underlying the formation of intentions and behaviors, thereby providing a robust framework for analyzing and predicting human actions across diverse contexts (GOZMIR et al., 2024).

➤ *The Key Role of Attitude in the Formation of Intention and Behavior*

According to Icek Ajzen's theory of planned behavior, attitude plays a pivotal role in shaping an individual's intention to act and, consequently, in their behavior. This assessment encompasses both positive and negative evaluations of a given behavior (Ajzen, 1991). In essence, it is the process by which an individual interprets and assesses behavior in light of their personal convictions, principles, and life experiences (Boissin et al., 2008).

➤ *The Influence of Subjective Norms on Intention and Behavior*

Ajzen's theory of planned behavior underscores the significance of subjective norms in shaping purchase intention. These norms pertain to the social influences perceived by an individual regarding the purchase of a product or service. That is to say, these norms refer to how a person perceives the expectations and opinions of those around them regarding the act of purchasing (Ajzen, 2002).

According to this theory, if an individual adopts a favorable attitude toward purchasing a product, perceives positive social norms in this regard, and feels in control of their behavior, they will be more inclined to form a purchase intention (Fayolle et al., 2006). Indeed, if she feels social pressure or encouragement from her peers, or society in general, to make a specific purchase, this can strengthen her purchase intention (Pernin, 2021).

➤ *The Impact of Perceived Control on Intention Formulation and Behavior*

Perceived behavioral control is defined as the assessment of one's own ability to make a desired purchase. This construct entails a comprehensive evaluation of the feasibility of the intended purchase, informed by various factors including, but not limited to, prior experiences, extant skills, available resources, and prevailing environmental conditions (Singh & Srivastava, 2018). According to Ajzen's

theory of planned behavior, perceived control over behavior is a critical factor in the formation of purchase intention. The degree to which an individual perceives capability in exerting influence over their purchasing behavior is directly correlated with the likelihood of the formation of a purchase intention. Furthermore, the concept of perceived control over behavior transcends individual capabilities, encompassing external factors and environmental constraints that may influence behavior (Ajzen, 2002).

In summary, the perception of behavioral control is a pivotal component of the theory of planned behavior. It integrates both individual skills and external influences to influence consumers' intentions and behaviors (Pernin, 2021).

IV. RESEARCH METHODOLOGY

In this research, a post-positivist epistemological stance was adopted. This approach recognizes the possibility of objectivity while taking into account observer influence and bias. This methodological framework enables a systematic and rigorous analysis of consumer behavior, while concurrently maintaining an openness to adjustments and revisions based on the empirical evidence collected. The research methodology employed is underpinned by a hypothetico-deductive approach, wherein initial hypotheses are formulated and subsequently validated through rigorous quantitative methodologies.

The primary objective of this research is to validate the hypotheses of our consumer behavior model and to quantitatively measure the impact of the various factors that influence the purchase intention of "terroir" cosmetic products in the Béni Mellal-Khénifra region of Morocco according to the model of planned behavior. To this end, we implemented a questionnaire survey, which serves as the primary tool for data collection, on a sample of 399 participants.

The questionnaire used in this study was designed to collect data on the key variables of our investigation, including consumer attitudes, social norms, and perceived behavioral control. Subsequent to data collection, the responses were analyzed using XLSTAT software, which facilitated the processing of the responses and the execution of advanced statistical analyses. The partial least squares (PLS) approach was employed to model the relationships between the different variables studied and assess the strength of the links between them. The integration of this approach with structural equation models enabled the evaluation of the validity and reliability of the research hypotheses, yielding substantial findings.

A. Presentation of Research Results

The results of hypothesis testing entail the statistical verification of each hypothesis formulated in our research. These results yield critical insights regarding the relationship between the variables under study, thereby enabling the formulation of conclusions concerning the validity of the hypotheses. The results generally encompass the estimated coefficients, standard errors, t-values, p-values, and the decisions associated with each hypothesis tested.

Consequently, these results facilitate the assessment of the significance of the relationships between the variables and provide insights into the direction and magnitude of these relationships (Riou & Landais, 1998). In summary, the results of hypothesis testing are a fundamental step in data analysis, providing valuable insights for decision-making and the interpretation of research results. Specifically, an enhancement in each of the examined aspects (e.g., attitudes) has been demonstrated to be associated with an increase in purchase intention.

The analysis of hypothesis H1 concerning the relationship between attitudes and purchase intention yielded significant results. The value of the relationship between attitudes and purchase intention is 0.315, indicating a positive correlation between these two variables. This correlation is further substantiated by a standard error of 0.0466, which underscores the reliability of our estimate. Furthermore, the t-statistic of 6.7070 demonstrates the robustness of this relationship, confirming its statistical significance. Finally, the p-value associated with this relationship is 0.0022, well below the significance level of 0.05, thereby confirming the validity of our hypothesis. Consequently, we conclude that hypothesis H1 is valid, signifying a substantial relationship between attitudes and purchase intention.

The subsequent analysis of hypothesis H2, concerning the relationship between subjective norms and purchase intention, also reveals significant results. The value of the relationship between subjective norms and purchase intention is 0.313, indicating a positive correlation between these two variables. This correlation is further substantiated by a standard error of 0.0317, thereby reinforcing the reliability of our estimate. The robustness of this relationship is further substantiated by the t-statistic of 4.6626, which attests to its statistical significance. The p-value associated with this relationship is 0.0010, which is below the significance threshold of 0.05, thereby confirming the validity of our hypothesis. Consequently, we conclude that hypothesis H2 is valid, thereby affirming the existence of a substantial relationship between subjective norms and purchase intention.

For hypothesis H3, which examines the relationship between perceived behavioral control and purchase intention, the results reveal a significant positive correlation. The value associated with this relationship is 0.319, with a t-statistic of 4.7965 and a p-value of 0.0032. This finding indicates that perceived behavioral control exerts a substantial influence on individuals' purchase intention. Consequently, hypothesis H3 is retained, signifying the existence of a substantial relationship between perceived behavioral control and purchase intention.

The results of hypothesis H4, which explores the relationship between purchase intention and perceived purchasing behavior, show an even stronger positive correlation. The correlation value is 0.355, with a t-statistic of 7.5718 and a very low p-value of 0.00020, indicating strong statistical significance. These findings imply that purchase intention exerts a substantial influence on consumers' perceived purchasing behavior, signifying that

purchase intention can shape how individuals perceive their subsequent actions concerning a product or brand.

B. Discussion and Comparison of Theoretical and Empirical Results

In this critical analysis, we explore the confrontation between empirical and theoretical findings. Through this in-depth discussion, our objective is to demystify the complex interactions between observed data and conceptual frameworks. By examining this confrontation of our study's findings, we aspire to enhance our comprehension and unveil novel perspectives for future research endeavors.

➤ *Impact of Consumer Attitudes on their Purchase Intention*

The empirical results of the present study demonstrate the significant impact of consumer attitudes on their purchasing decisions. These results offer interesting perspectives when compared with the theoretical results established in the literature review. A number of theories emphasize the austerity of attitudes in the consumer purchasing process, and our results validate these assertions.

Aurier and Fort's work demonstrates that consumers' attitudes and purchase intentions can be influenced by the place of origin of a product, as indicated by the provision of a summary of information about it (Aurier & Fort, 2005). This perspective is corroborated by the empirical findings, which demonstrate that consumer attitudes are influenced by contextual factors, such as the geographical origin of the product.

In addition, according to P. R. Warshaw, Icek Ajzen's theory of planned behavior underscores the pivotal role of attitudes in shaping purchase intention and subsequent behavior (Warshaw, 1980) (Ajzen, 1991). The findings of this study lend support to this theoretical framework by demonstrating that consumer attitudes exert a direct influence on their purchasing decisions, in interaction with other factors such as perceived social norms and perceived behavioral control.

Consequently, the findings of Dekhili and Hauteville underscore the pivotal role of consumer awareness in shaping purchasing behavior, particularly in regard to "local" products among Moroccan consumers (Dekhili & d'Hauteville, 2009). Their study indicates that prior familiarity with products and labeling mechanisms strengthens consumers' confidence in the quality and authenticity of labeled items. These findings, which are consistent with Ajzen's theory of planned behavior, suggest that attitudes toward purchasing labeled products are influenced by perceptions of perceived control and social norms (Ajzen, 1991).

Moreover, the contributions of Hamouda and Tabbane underscore the substantial influence of psychological and social factors on consumer purchasing behavior. These factors encompass motivations, attitudes, beliefs, values, personality traits, social norms, and cultural influences that shape purchasing decisions and consumer perceptions of products and brands (Hamouda & Tabbane, 2014). As Pontier and Sirieix observe, the increasing salience of health as a

rationale for opting for organic products signifies a substantial shift in attitudes and consumer behaviors (Pontier & Sirieix, 2003).

In summary, the integration of empirical results with theoretical findings from a literature review provides an in-depth insight into the impact of consumer attitudes on purchasing decisions. The quantitative study revealed a statistically significant relationship between attitudes and purchase intention, with a coefficient of 0.315, thereby confirming hypothesis H1.

➤ *The Influence of Subjective Norms on Purchase Intention*

The results of the present study offer an intriguing perspective on the significance of subjective norms in the purchasing decision-making process. According to Fishbein and Ajzen, attitude and subjective norms do not contribute equally to the formation of behavioral intention. Their theoretical framework posits that each component of these factors contributes uniquely to the overall decision-making process (Fishbein & Ajzen, 1977) (Guichard & Vanheems, 2004).

Moreover, research underscores the substantial impact of subjective norms, including perceived social influences, on the formation of purchase intentions, as articulated by Ajzen's theory of planned behavior (Boissin et al., 2008). This theory underscores the manner in which individuals discern the expectations and opinions of their peers with regard to the act of purchasing.

Furthermore, the study reveals the influence of family members on purchasing decisions, whether they are children (Frayssignes, 2005), adolescents (Brée, 1990) or spouses (Fosse-Gomez, 1991). This decision-making dynamic within the family underscores the significance of social influences in the purchasing process.

The findings underscore the pivotal role of reference groups in shaping consumer attitudes and behaviors (Molinillo Jiménez, 2020). These groups are responsible for transmitting social norms that exert a significant influence on purchasing decisions, particularly through the medium of word-of-mouth communication.

Furthermore, the study underscores the pivotal role of opinion leaders and prescribers in influencing consumers' purchasing decisions (Geoff & Jobber, 2012). The credibility and influence of these entities over the general public can exert a substantial influence on the acceptance or rejection of specific products or brands.

In summary, the authors' research underscores the significance of subjective norms, social influences, and reference groups in purchasing decisions. The validity of our hypothesis H2 is substantiated by the quantitative study's regression coefficient of 0.313.

➤ *The Influence of Perceived Behavioral Control on Purchase Intention*

Our empirical findings on perceived control over purchasing behavior in the purchasing process are consistent

with the principles of Ajzen's Theory of Planned Behavior (Ajzen, 1991), as presented in the literature review. According to this theory, purchase intention is influenced by three main factors: attitude toward the behavior, perceived social norms or subjective norms, and perceived behavioral control (Ajzen, 1991).

Research has demonstrated that perceived behavioral control, as conceptualized by Ajzen, plays a pivotal role in the formation of behavioral intention (Ajzen, 1991). This construct encompasses confidence in one's ability to control and successfully execute a given behavior. The concept of perceived behavioral control, as initially proposed by Ajzen, has been found to extend beyond individual capabilities, incorporating external and environmental factors that can influence behavior (Ajzen, 1991).

A substantial corpus of research underscores the pivotal role of perceived behavioral control in shaping behavioral intentions, subsequent actions, and consumer choices. This notion has been substantiated by studies such as those undertaken by Manstead and Parker (Manstead & Parker, 1995), Singh and Srivastava (Singh & Srivastava, 2018), Ajzen (Ajzen, 2002) (Ajzen, 1991) and Pernin (Pernin, 2021).

In summary, our empirical findings on perceived behavioral control in the purchasing process are consistent with the postulates of Ajzen's theory of planned behavior. These findings underscore the pivotal role of perceived behavioral control in influencing consumers' purchasing intentions, particularly within the context of cosmetic "terroir" products. This finding serves to substantiate the validity of hypothesis 3.

V. CONCLUSION

This study employed the theory of planned behavior (Ajzen, 1991) to examine the factors influencing the purchasing intentions and behaviors of consumers of "terroir" cosmetics. The results obtained from the analysis of the hypotheses provide substantial insight into the relationships between attitudes, subjective norms, perceived behavioral control, and purchase intention.

Specifically, the analysis of hypothesis H1 yielded a substantial positive correlation between attitudes and purchase intention, as evidenced by a coefficient of 0.315, $p < 0.05$. This finding underscores the pivotal role of perceptions in the decision-making process, reinforcing the notion that positive attitudes towards "terroir" cosmetics significantly boost consumers' inclination to procure them.

Secondly, hypothesis H2, which pertains to the impact of subjective norms, is also supported (coefficient of 0.313, $p < 0.05$). These outcomes underscore the influence of perceived social expectations, such as the opinions of one's social network or reference groups, on purchase intention, thereby reflecting the significance of social dynamics in consumer behavior.

Thirdly, hypothesis H3, which explores the link between perceived behavioral control and purchase intention, shows a significant relationship (coefficient of 0.319, $p < 0.05$). This finding indicates that consumers' perception of their ability to overcome purchasing obstacles strengthens their intention to purchase "local" products.

Finally, hypothesis H4 confirms that purchase intention exerts a significant influence on perceived purchasing behavior (coefficient of 0.355, $p < 0.001$). This underscores the pivotal role of cognitive processes in translating intentions into actual behaviors, particularly in the context of ethical and authentic products such as "terroir" cosmetics.

These empirical results align with the theoretical foundations of the extant literature, notably the work of Ajzen (1991), Warshaw (1980), and other relevant studies. The findings underscore the pivotal role of attitudes, subjective norms, and perceived control in shaping purchasing intentions and, consequently, real-world behavior.

In conclusion, this research underscores the strategic levers that producers and cooperatives of "terroir" cosmetics can leverage to enhance the appeal of their products. By emphasizing effective communication that highlights local origins, enhances awareness of social and environmental benefits, and mitigates perceived barriers, these entities can enhance the competitiveness of their products while aligning with the growing expectations of consumers seeking authenticity and sustainability.

➤ *Contribution of the Author*

The primary author, El Gozmir Hasnaa, played a significant role in the inception and implementation of this research, and led the analysis and interpretation of data from twenty surveys according to the Theory of Planned Behavior. She also generated key strategic recommendations for the development of strategies to improve terroir cosmetics' market positioning.

Co-author Chouhbi Abderrahmane also provided some expertise in the analysis of purchasing behavior while emphasizing key factors in the purchasing decision. He helped the research team produce viable, actualizable strategies for the positioning of terroir cosmetics competently with international cosmetics brands.

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