

# Study of Consumer Behavior towards Green Product and Green Marketing Strategies in Cosmetics Industry

Ritika\*

Qualified NET in Commerce in 2021, 2022

**Abstract** - With rising product consumption all around the country, the Indian economy is expanding quickly. Due to "Make in India" and rising consumer demands, it is becoming more difficult to safeguard the environment while also meeting customer desires. Numerous experts have seen over the past few decades a significant shift in consumer behavior from selecting products based on factors like size, color, and flavour to other more significant ones like environment and health. Businesses have seen this shift in consumer behavior. As part of their corporate social responsibility efforts, they are implementing environmentally friendly methods into the designing, manufacturing, packaging, and marketing of their goods and services in an effort to gain an advantage in the competitive market. The main goal of the study is to determine how different natural cosmetics consumers' consumption habits are and to illustrate the enormous influence that green marketing has on the cosmetics business as a fresh, promising future development for everyone.

The study identifies the variables that affect consumer decisions to purchase green products. The findings are unique in that customers grouped according to preference for green cosmetics. The information gathered in Chandigarh, India between the months of November and December 2022 utilizing an online questionnaire. 210 people responded to our questions. Suitable statistical methods were used to test the information gathered from the respondents. Results revealed that some consumers liked natural cosmetics while others opted to purchase chemical ones. The findings indicate that health and environmental awareness will be a prominent trend for both on the market for cosmetic items. There was no clear correlation between male and female respondents' allegiance to particular cosmetic brands.

**Keywords** - natural cosmetics, products, consumer behavior, green products

-----X-----

## INTRODUCTION

Green cosmetics are unquestionably a new advantage for the developing world. Today, becoming "Green" is an opportunity for both businesses and consumers as well as a necessity (Vincent, 2012). The words "organic," "sustainable," and "healthy" have come to be associated with the color green. The idea of going green has become more popular as a result of the threat posed by climatic changes, global warming, and environmental difficulties (Santos F. Bruno, 2015).

Environmental awareness among consumers has grown over time. Their cosmetics purchasing habits are evolving. They are adapting a healthy lifestyle and maintaining a clean atmosphere. They favor natural, safe items free of chemicals. Consumers now recognize the value and necessity of purchasing green items thanks to environmental deterioration.

The cosmetics sector currently offers a range of green-tech options. These methods can be used to create natural cosmetics that are safe for the environment.

Numerous studies have been conducted on the application of cutting-edge environmentally friendly technical solutions. This paper will outline the impacts of rising environmental and health consciousness trends on the cosmetics market from both the producer and consumer perspectives. The analysis's major goal was to precisely pinpoint the variables impacting green customer behavior. Primary research, more precisely an online questionnaire, was used to identify the components crucial for the analysis of the study topics. The following were reviewed based on the literature sources: A brief history of natural cosmetics, the specifics that make each type of cosmetic different, the evolution of environmental protection principles, security regulations specific to cosmetics, producer/organizational behavior for producing cosmetics, and consumer behavior specific to cosmetics are all covered.

### a. History of Cosmetics

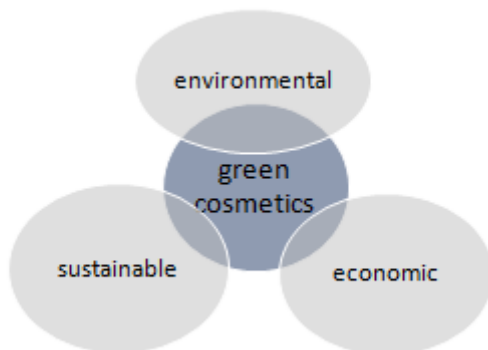
Ancient Egypt is often regarded as the beginning of cosmetics history. Their use was primarily for sanitary reasons and had positive health effects (Vollmer & Lephart, 2018). The use of cosmetics for therapeutic purposes or for preventing skin ageing are relatively recent developments. In order to have a professional definition of products giving both cosmetic and therapeutic value, Albert Kligman coined the term "cosmeceuticals" in 1984. It is a combination of words "cosmetics" and "pharmaceuticals." But inner beauty comes from within. Numerous studies have shown that eating habits and skin ageing are significantly related to one another (Vollmer & Lephart, 2018).

**b. Main specifics of cosmetics products**

Cosmetics marketed as "green" or "natural" are produced from materials found in nature without the use of synthetic chemicals, coloring agents, or other artificial ingredients. Both terms should not be used interchangeably—organic cosmetics and green cosmetics. The definition of organic cosmetics is significantly more rigorous, and it might be quite difficult to sell them in consumer systems (storage, expiration, etc.). The rationale is that organic cosmetics must provide the highest level of environmental stability, security, and efficiency (Chin, 2018). Because green cosmetics are frequently more expensive, fewer consumers may be able to purchase them. On the market for cosmetics and personal care items, however, interest in green, sustainable, and natural products is growing (McIntosh, Smith, 2018).

**c. Security Regulations Specific to Cosmetics**

The terms "green" and "environmentally friendly" describe the attitudes, values, knowledge, and conduct that are related to the environment. Companies that can implement environmental incentives encourage customers to buy eco-friendly products and support the worldwide environmental protection movement (Chin, 2018).



**Figure 1. Green cosmetics-ecofriendly products**

The depletion of mineral and petrochemical resources is a cause for social concern in environmental consciousness and is used as justification to develop a

more circular (closed material and energy cycle) economy (Huppertz, 2019). Since it analyses the effect products have on the environment while taking into consideration the entire manufacturing chain and the product's complete shelf life, the Life Cycle Assessment (LCA) plays a crucial part in this process (Janowicz, 2015).

Some consider multiple strategy approaches in the cosmetics sector for the management of the same issue, most of which focus on careful packaging planning (Hovarth, 2018). Renewable energy sources or the use of biomass-derived thermal energy are also seen as beneficial trends in the manufacturing of cosmetics (Bacsai, 2019).

**d. Responsibility of cosmetic producers**

Natural chemicals, eco-friendly packaging, and other green cosmetics components are gaining popularity with customers. Chemists in the cosmetics sector fight a losing battle against the notion that natural components are safer than synthetic ones. Whether they are natural or manufactured cosmetics ingredients, they must be chosen based on their safety and effectiveness. Global cosmetics firms changed their approach to better address emerging issues and incorporate sustainability's various facets into their operations. Green marketing draws attention to a fresh facet of organizational commitment to economic, social, and environmental responsibility (Kardos, 2019)

**e. Green Marketing.**

Green marketing, also known as environmental marketing or ecological marketing, is the promotion of items that are thought to be safe for the environment. The idea of "green marketing" covers a wide variety of actions, including altering the product and changing production, packaging, and advertising procedures while getting rid of any practices that have a negative impact on the environment. Green marketing encompasses all measures made to meet the demands and requirements of the consumer while causing the least amount of harm to the natural environment.

The study's primary goal is to examine consumer knowledge about environmentally friendly products and activities, to look at how consumers feel about eco-friendly items, to determine what factors impact consumers' decisions to purchase green products, to determine the kinds of green items that people buy, to examine how customers' purchasing decisions are impacted by green value.

**METHODOLOGY**

**a. Data collection**

In Chandigarh (India), 210 participants completed an online questionnaire that was used to gather the

data. In our analyses, we made use of the resulting buying pattern. The gathering of empirical data took place between November 20 and December 19, 2022. There were two main sections to the questionnaire. The first section consisted of seven questions using a Likert scale in which participants were asked to rate their approval of statements regarding their desire to purchase natural cosmetics as well as the statement "I wish to buy natural cosmetics." Participants were also asked to indicate their interest of participation by using Yes/N responses. A basic collection of the participants' demographic information made up the questionnaire's second section (like age and gender). Information about living an environmentally friendly lifestyle was added to the questionnaire, and we also assessed respondents' willingness to spend more for cosmetics with natural ingredients or packaging made of natural materials. We wanted to see if people would still buy natural cosmetics even if they weren't as effective as their synthetic counterparts, so we asked them if they would refuse to. The publications and the internet were searched for the secondary data needed for the investigation.

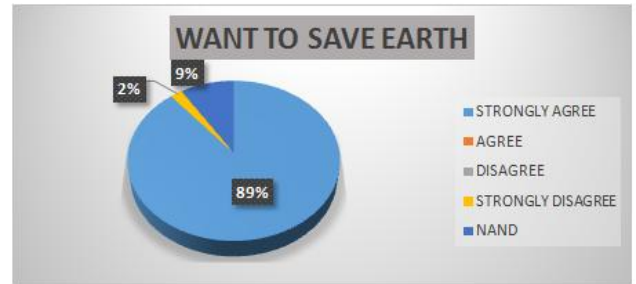
**b. Method**

Analytical tools such as analysis and synthesis methods, inductive and deductive approach methods, and generalization and specialization methods were used to further analyze the analysis's findings. Table 1 clearly identifies the 210 sample members who agreed to complete the questionnaire, making up the 30% male and 70% female composition of the consumer sample. Age-wise, 21% of participants belonged to the 18–23 age group, 32% to the 25–34 age group, 27% to the 35–44 age group, 13% to the 45–54 age group, and 7% to the 55+ age group.

**Table 4: Personal profile of the respondents**

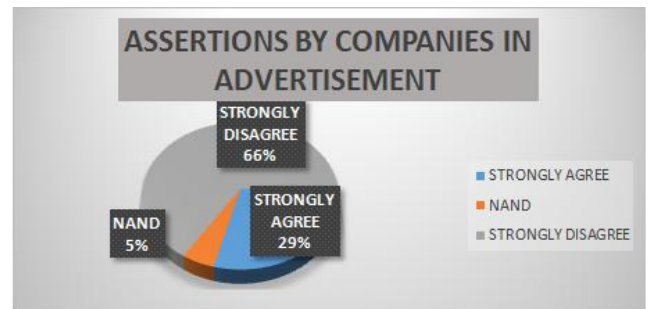
	NO. OF RESPONDENTS	PERCENTAGE
<b>GENDER</b>		
Male	63	30%
female	147	70%
<b>AGE</b>		
18-24	44	21%
25-34	67	32%
35-44	57	27%
45-54	27	13%
55+	15	7%

According to Figure 2, 89% of the population strongly wants to conserve the planet, 2% strongly disagrees, and 9% say they are unsure whether they agree or disagree.



**Figure 2. Graphic display of response to " want to save earth"**

Figure 3 shows that 19% of the participants strongly believes that the assertions made by businesses about their green products can be trusted, whereas a significant 66% firmly believe the opposite, with the remaining 5% neither agreeing nor disagreeing.



**Figure 3. Graphic display of response for assertions made by companies in advertisement**

Figure 4 Without a doubt, shows that 90% of parents would strongly prefer to purchase green cosmetics for their kids, 2% strongly disagree, and 8% are unsure, meaning they are not sure whether they agree or disapprove.



**Figure 4. Graphic display of response for likeness toward purchasing green cosmetics for their kids**

**RESULT**

Figure 5 shows that 50% of people would highly prefer to purchase green cosmetics for themselves, while 27% respond to agree, 12% are neither in favor of it nor against it, 10% disagree and 1% are strongly against it.

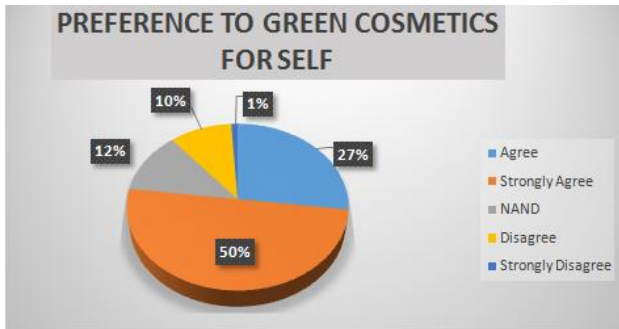


Figure 5. Graphic display of green cosmetics' preference for self use

Figure 6 shows that 32% of the sample's parents and grandparents are currently using green cosmetics, and as a result, they strongly wish to purchase it. In contrast, 45% of the sample strongly disapproved, and 16% neither agreed nor disagreed. In addition to customers strongly agreeing and strongly disagreeing, 4% merely agreed and 3% simply disagreed with the statement.

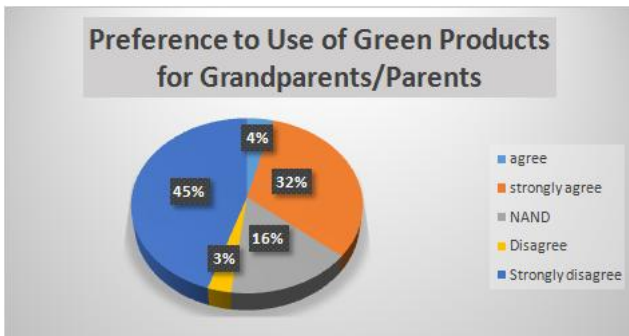


Figure 6. Illustrates preference to use of green products for grandparents or parents.

Figure 7 shows that 42% of them strongly agreed to buy environmentally friendly things for their partners, 17% strongly objected, and 24% were unsure. 12 percent registered agreement but not strong agreement, and 5 percent just disagreed.

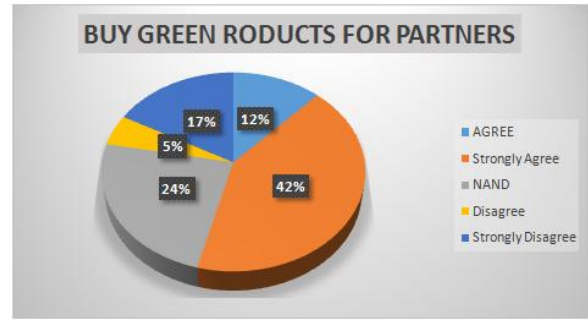


Figure 7. Shows response of participant's willingness for buying green products for partners

DATA ANALYSIS AND INTERPRETATION

According to the research, this is one subject that can be easily discussed by people from three different generations. The survey revealed that participant's love of green cosmetics extends not only to their partners, but also to their parents, grandparents, and, to a lesser extent, their children, especially those who are attending college. Given that this age is aware of their obligation to preserve the environment, this sector advocates for a promising market for green cosmetics. The cosmetics sector presents an alluring opportunity to fulfil social duty while preserving enthusiasm, yet only 61% of them believe that green marketing may actually help slow down environmental deterioration, according to a survey.

The combined graphic display of the responses is shown in Figure 8

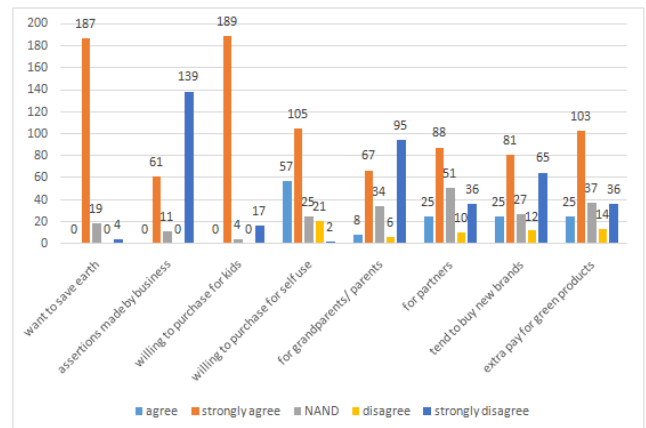


Figure 8. The combined graphic display of the responses

72 percent of people believe that using natural products is safe and free from adverse effects, while 89% of people wish to conserve the environment. 52 percent of people are generally happy with the product and would consider purchasing it again. Cost is not at all a concern for cosmetics, as evidenced by a survey that shows a comfortable 51



percent of respondents are willing to pay a small premium for these environmentally friendly goods.

Table 2 shows that out of a total of 210 respondents, 56% of those people were aware of environmentally friendly cosmetics, 37% of them were just slightly knowledgeable, and 7% of them had no idea what green cosmetics are.

**Table 2. Level of awareness about green cosmetics**

Level Of Awareness	No. Of Respondents	Percentage
Completely aware	118	56
Partially aware	78	37
Unaware	15	7
<b>Total</b>	<b>120</b>	<b>100</b>

Table 3 demonstrates that the primary justification for buying environmentally friendly goods. The majority of respondents (40%) do or are willing to buy green cosmetics due to their health benefits. Because they believe that eco-friendly cosmetics are of high quality, 19% of consumers buy them. 8% of customers buy them as a result of retailer and corporate promotions made at the point of sale. 9% purchase due to a doctor's recommendation, whereas 6% do so for brand recognition. 11% of purchases are influenced by product packaging and design.

**Table 3. reason behind the purchase of green cosmetics**

Reason for purchase of ecofriendly product	No. of respondents	%
Health benefits	84	40
Good quality and reliability	40	19
Promotional efforts	16	8
Doctors/friends advice	19	9
Brand popularity	12	6
Package and design of products	24	11

TOTAL	195	93%
-------	-----	-----

Out of 210, 92 people first learned about these things via television or the internet, then 63 people via periodicals. At the time of purchase, 14 respondents learned about these products, and 16 did so through friends and family. 10 of them get their knowledge about green cosmetics from outside sources. Rest 15 (7%) were unaware about these products. Table 4 below has extensive information.

**Table 4. shows different source of information**

Source of information	No. of respondents	percentage
TV/ internet	92	44
Magazines	63	30
at point of purchase	14	7
Friends and relatives	16	8
others	10	4
<b>total</b>	<b>195</b>	<b>93%</b>

By averaging the various replies submitted under the various headings based on age, and gender. we may deduce from this pie chart that the Strongly agree category receives the greatest number of responses, at 51percent. Strongly disagrees, received the second-highest number of replies in this category. The category here reads "NAND" rather than "disagree," which is important to note. This expresses a very strong wish that the 13 percent of NAND members who indicated they "neither agree nor disapprove" could be persuaded to join the green brigade. Even these people can be persuaded to go green through good education and the dissemination of the necessary understanding of the green concept. Only 27% of respondents were able to pay attention to the categories "strongly disagree" and "disagree" combined. Reading it in terms of the total population minus those who "strongly disagree" or "disagree," we can see that despite a serious lack of awareness, 60 percent of the population falls into the category of "AGREE & STROONGLY AGREE," demonstrating beyond a shadow of a doubt that green marketing is very much feasible and can be successfully launched. It has a promising future.

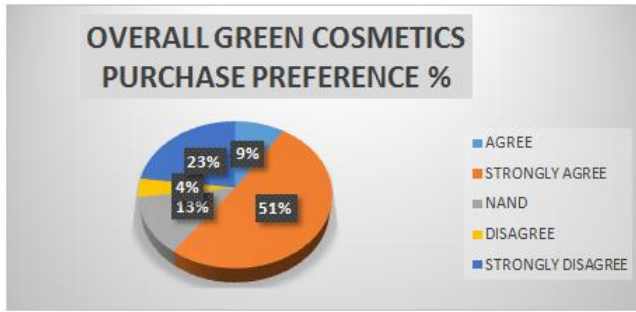


Figure 9. Overall green cosmetics purchase preference percentage of responders

## CONCLUSION

We must recognize that the only choice accessible to us at this time is green marketing. In India, it is still in its infancy. Starting with Green Cosmetics, let's move on. A bright future for this market segment is being assured by changing demographics. The general public's adoption of Green is facing a significant problem due to a lack of awareness. The majority of Chandigarh participants (56%), who have a high level of awareness, are adopting green practices; nevertheless, 47% of them are just somewhat aware of it, and 7% are completely clueless.

A portion of the population is willing to spend anything for cosmetics as long as there is no harm done to them or Mother Earth. According to the data, "90% of respondents would like to buy green cosmetics for their kids, 77% would like to buy green cosmetics for themselves, and 54% of them would prefer to buy green products for their spouses too, provided their doubts about its acceptance are calmed down. The numbers in this market group may also change, according to the survey, which claims that 32% of parents and grandparents of the sample already use and plan to purchase green cosmetics. There is a beautiful green road ahead, as indicated by the green signal.

Given that a sound awareness campaign is launched to educate people about Green Cosmetics, their composition, and significance, the fact that 60% of the sample expressed interest in learning more about green marketing and 13% said they "neither agree nor disagree" indicates that there is significant room for growth in this field. Government involvement is also required because corporations by themselves won't be able to handle it

## REFERENCES

1. Bacskai, I., Madar, V., Fogarassy, C., & Toth, L. (2019). Modeling of Some Operating Parameters Required for the Development of fixed bed small scale pyrolysis plant. *Resources*, 8(2), 79.

2. Chaudhri, S. K., & Jain, N. K. (2009). History of cosmetics. *Asian Journal of Pharmaceutics (AJP)*, 3(3).
3. Chin, J., Jiang, B. C., Mufidah, I., Persada, S. F., & Noer, B. A. (2018). The investigation of consumers' behavior intention in using green skincare products: a pro-environmental behavior model approach. *Sustainability*, 10(11), 3922.
4. Fonseca-Santos, B., Corrêa, M. A., & Chorilli, M. (2015). Sustainability, natural and organic cosmetics: consumer, products, efficacy, toxicological and regulatory considerations. *Brazilian Journal of Pharmaceutical Sciences*, 51, 17-26.
5. Green Cosmetics: The Push for Sustainable Beauty. Available online: <https://www.acme-hardesty.com/green-cosmetics-sustainable-beauty/> (accessed on 23 June 2019).
6. Horvath, B., Mallingu, E., & Fogarassy, C. (2018). Designing business solutions for plastic waste management to enhance circular transitions in Kenya. *Sustainability*, 10(5), 1664
7. Huppertz, T., Weidema, B. P., Standaert, S., De Caemel, B., & van Overbeke, E. (2019). The social cost of sub-soil resource use. *Resources*, 8(1), 19.
8. Kadam Vaishali, S., Chintale Ashwini, G. D. K. P., Deshmukh Kshitija, P., & Nalwad Digambar, N. (2013). Cosmeceuticals an emerging concept: A comprehensive Review. *Int J Res Pharm Chem*, 3(2), 308-316.
9. Kardos, M., Gabor, M. R., & Cristache, N. (2019). Green marketing's roles in sustainability and ecopreneurship. Case study: Green packaging's impact on Romanian young consumers' environmental responsibility. *Sustainability*, 11(3), 873.
10. Lin, Y., Yang, S., Hanifah, H., & Iqbal, Q. (2018). An exploratory study of consumer attitudes toward green cosmetics in the UK market. *Administrative Sciences*, 8(4), 71.
11. Matić, M., & Puh, B. (2016). CONSUMERS' PURCHASE INTENTIONS TOWARDS NATURAL COSMETICS. *Ekonomski vjesnik/Econviews-Review of Contemporary Business, Entrepreneurship and Economic Issues*, 29(1), 53-64.
12. McIntosh, K., Smith, A., Young, L. K., Leitch, M. A., Tiwari, A. K., Reddy, C. M., ... & Baki,

- G. (2018). Alkenones as a promising green alternative for waxes in cosmetics and personal care products. *Cosmetics*, 5(2), 34.
13. The Benefits of an Environmentally Friendly Business. Available online: <https://www.business.qld.gov.au/running-business/environment/environment-business/benefits> (accessed on 1 September 2014).
14. Vardeman, Y. J., & Cheatham, M. A Minimal Ontology Pattern for Life Cycle Assessment Data.
15. Vincent, M. (2012, December Saturday). CNN. Retrieved december Saturday, 2012, from EDITION.CNN.COM: [edition.cnn.com/2012/12/28/living/green-cosmetics/index.html](http://edition.cnn.com/2012/12/28/living/green-cosmetics/index.html)
16. Vollmer, D. L., West, V. A., & Lephart, E. D. (2018). Enhancing skin health: By oral administration of natural compounds and minerals with implications to the dermal microbiome. *International journal of molecular sciences*, 19(10), 3059.

---

#### **Corresponding Author**

**Ritika\***

Qualified NET in Commerce in 2021, 2022