

# ECO-CONSCIOUS BEAUTY: INVESTIGATING THE DRIVERS OF CONSUMER CHOICES IN SUSTAINABLE COSMETICS

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## ABSTRACT

When it comes to use of cosmetic the feel and satisfaction is more important, where these are considered to be the concepts of our physical presentation or appearance. When a person is self-satisfied with the dressings and begin presentable improves the level of confidence. And so, the role of cosmetic on grooming the individual plays the major role which may be a two-product utility or twenty products used by an individual, the study considered all equally as consumer using the cosmetic those are organic or sustainable or green cosmetics. The research study is endured to explore the consumer behaviour towards the utility and purchase of sustainable cosmetic products. The study is taken over with the help of a questionnaire collected from 200 respondents and the data is then tested with percentage analysis, chi-square, ANOVA and T-test. The results of the research study are presented with proper analytical tables and inference. The findings stated that people are very much aware of the brands those falls under the sustainable or green cosmetic categories. Many a people have the habit of switching the brands to test the better results. The nature of family has a part as an influencing factor of buying a green cosmetic. Where in Indian culture use of cosmetic is very less and in that case generation by generation people are nature lovers and organic preferred personalities. The study outcome is also evident that purchase of sustainable or green cosmetics is more in number and the use of multiple products are also high.

**Keywords:** *Sustainable Cosmetic, Consumer Choices, Influence of Product, Green concepts, Purchase Intention.*

## 1.1 INTRODUCTION

In the changing socio domestic scenario, the find towards the organic products are improving. Since people are getting thoughtful about the health of the family and themselves. In recent times the production of organic products and go green concepts are getting admired by the people. When organizations have a desire to endorse environmentally conscious thoughts as a marketing strategy that effectively endures in today's environment, they ought to incorporate the notion of sustainable practices promotions into all aspects of their promotional efforts. In order to gain an edge in the market, businesses need to implement eco-friendly marketing strategies to increase the apparent worth of their sustainable goods and decrease the potential danger of their products in relation to environmental consideration.

The development of science and technology made it possible for people to reach consumers with products. In order to impact consumers' eco-friendly purchasing habits, eco-friendly advertising messages must be sufficiently persuasive and informative to achieve the desired business objectives. Although "eco-friendly" and "biodegradable" are common terms used in advertising, they are still not very effective at persuading consumers to make environmentally friendly purchases. Because of this, businesses have begun to pinpoint the variables influencing consumers' purchasing decisions in order to offer eco-friendly products that are beneficial.

Customers are currently willing to choose eco-friendly products over conventional ones as they become more aware of their environmental responsibilities and the seriousness of environmental issues. Furthermore, enterprises that employ environmentally conscious marketing strategies face numerous challenges, including variations in consumer demand from customers, lack of awareness among consumers regarding environmentally friendly products and their advantages, negative attitudes and perceptions towards environmentally friendly products, buyers frustration with environmentally friendly products, substantial money invested in item enhancement, and consumers' reluctance to owe a higher price for environmentally friendly products. Companies should focus on this market since it offers a competitive advantage in the long run, especially in light of the shifting consumer purchasing criteria toward environmental responsibility.

### Definition of consumer behaviour

Consumer behaviour refers to the entirety of the psychological, social, and physical actions exhibited by probable users as they go through the process of becoming aware of, evaluating, purchasing, consuming, and sharing information about products and services. Every component of this definition holds relevance.

1. Consumer behaviour encompasses both individual cognitive processes and collective group dynamics.
2. Consumer choices is manifested across the entire process from becoming conscious of a product to evaluating it after purchase, which includes assessing satisfaction or dissatisfaction.
3. Consumer drives encompasses the actions and patterns of interactions, buying, and consuming.
4. Consumer behaviour is fundamentally influenced by social factors. Therefore, the sociocultural atmosphere significantly influences buying behaviour, and

5. Consumer behaviour encompasses the actions and decision-making processes of both individual consumers and business buyers

## **1.2 STATEMENT OF THE PROBLEM**

When it comes to sustainable cosmetic and anything that is organic, it has a special place in the industry. People get awareness about the organic product mainly through the advertisements and that changes the intention of the customers towards their purchase. Cosmetics were mainly focused or used by the young and people in their early 30's in our country. And so, the study concentrated people those who are aware of the product. whereas the teenagers were becoming influenced to change the patterns of purchase with organic products within the family. More than that the average Indians is now spending money more liberally than before. Finally, these change in attitude primarily cause the growth of cosmetic and organic items. Even among the low-income households there is also a substantial change in the aspiration levels. Hence this research study was undertaken to understand the buying behaviour towards purchase of sustainable cosmetic products.

## **1.3 THE STUDY FOCUS ON**

1. To identify the awareness of respondents about the sustainable cosmetic products.
2. To find out the factors that influences the purchase of sustainable cosmetic products.
3. To analyse the consumer opinion and preference towards purchase of sustainable cosmetic products.
4. To access the level of satisfaction using sustainable or green cosmetic products.

## **1.4 SCOPE OF THE STUDY**

1. Currently the cosmetic industry is facing heavy and stiff competition and struggling to retain their existing market share. The present study helps in focusing the consumer's attitude towards selected organic cosmetic products which serves vital information to the sustainable cosmetic industries. The consumers will be availed quality products at reasonable price, when the factors affecting their purchase are taken into consideration by green cosmetic industries.

2. The present study helps in focusing the consumer's attitude towards selected green cosmetic which serves vital information to the sustainable cosmetic industries.

## **1.5 METHODOLOGY OF THE STUDY**

### **AREA OF THE STUDY**

The study has been conducted from the respondents in Coimbatore city.

### **SOURCE OF DATA**

The data required for the study has been collected from both the primary data and secondary data.

### **PRIMARY DATA**

The primary data have been collected through a structured questionnaire.

## SECONDARY DATA

The secondary data have been collected from journals, magazine and other project records.

## SAMPLING TECHNIQUE

The sampling technique used for study is convenience sampling

## SAMPLE SIZE

The data was collected from 200 respondents.

## STATISTICAL TECHNIQUE

The statistical techniques used in this study are simple percentage, chi-square test, ANOVA, T-test.

## 1.6 LIMITATION OF THE STUDY

1. The study is based on selected sustainable cosmetic products.
2. The sample size is restricted to 200 hence the findings are based on it.

## 1.7 REVIEW OF LITERATURE

A Study in Taiwan concluded that green marketing is an effective marketing approach. Therefore, firms should build strategies to position the products and penetrate the green market. (Vining & Ebreo, 1990) Green wash threatens the progress of sustainability and hampers green trust with more confusion and high perceived risk. Companies should reduce their green wash behaviour and enhance activities to build consumer green trust. Marketers should make effective and honest green claims.

Consumer awareness has changed their perception regarding green practices. Companies adopting green marketing works on building consumers' trust and loyalty. Creating awareness regarding green products has become more essential. For building the trust, companies are focusing on creating many awareness programmes among consumers. The quality of product and promotion undoubtedly boost the company's image. (Wang, 2014)

Undoubtedly, challenges are faced in developing and marketing various types of green products. It is important to analyse the growth aspects for green marketing firms and segregate the green products which would improve the corporate image. It is important to understand the consumer attitude and behaviour in buying, and the willingness to pay for green products (Rundmo, 1999)

## 1.8 ANALYSIS AND INFERENCE

**TABLE NO: 1.1**  
**PERCENTAGE ANALYSIS OF THE PRODUCT USERS.**

1	AGE	NO OF RESPONDENTS	PERCENTAGE
	Up to 20 Years	71	35.5
	21 – 30 Years	57	28.5
	31 – 40 Years	35	17.5

	Above 40 Years	37	18.5
<b>2</b>	<b>GENDER</b>		
	Female	141	70.5
	Male	59	29.5
<b>3</b>	<b>EDUCATIONAL QUALIFICATION</b>		
	Illiterate	35	17.5
	School	38	19
	Graduate	47	23.5
	Post graduate	23	11.5
	Others ( Diploma etc)	57	28.5
<b>4</b>	<b>FAMILY MONTHLY INCOMES</b>		
	UPTO 50000	110	55
	51000-60000	60	30
	61000-70000	22	11
	71000& above	8	4
	<b>NATURE OF FAMILY</b>		
	Nuclear	112	56
	Joint family	88	44
	<b>OCCUPATIONAL STATUS</b>		
	Private employee	77	38.5
	Government employee	51	25.5
	Business	31	15.5
	Professional	41	20.5

	<b>SIZE OF THE FAMILY</b>		
	2 members	61	30.5
	3 members	76	38
	4 members	43	21.5
	Above 4	20	10

SOURCE: Primary data

The table 1.1 reveals the social profile of the consumers where the results stated that out of 200 respondents, Majority of the respondents belong to the age group of up to 20 years. Out of which Majority of the respondents were Female and most of them were diploma holders. The family monthly income falls highest in the category up to 50000pm. In the same aspects the other status of percentage of responses were shown in the table 1.1.

**TABLE NO: 1.2**  
**AWARENESS OF THE BRANDS**

<b>AWARENESS OF THE BRANDS</b>		<b>YES</b>	<b>NO</b>	<b>TOTAL</b>
Just Herbs	Frequency	180	20	200
	%	90	10	100
Himalaya Herbals	Frequency	190	10	200
	%	95	5	100
Lakme	Frequency	141	59	200
	%	70.5	29.5	100
Biotique	Frequency	160	40	200
	%	80	20	100
O'Loreal	Frequency	170	30	200
	%	85	15	100
Mama earth	Frequency	130	70	200
	%	65	35	100
Plum	Frequency	185	15	200
	%	92.5	7.5	100
VAADI herbal	Frequency	141	59	200
	%	70.5	29.5	100
Mcaffeine	Frequency	155	45	200
	%	77.5	22.5	100
Lotus	Frequency	175	25	200
	%	87.5	12.5	100

The above table shows awareness of sustainable cosmetic brands. It reveals that 90% of the respondents were aware of the Just Herbs brands, 95% of the respondents were aware of the Himalaya herbals, 70.5% of the respondents were aware of the Lakme, 80% of the respondents were aware of the Biotique, 85% of the respondents were aware of the O’Loreal, 65% of the respondents were aware of the Mama earth brand, 92.5% of the respondents were aware of the plum, 70.5% of the respondents were aware of the vaadi herbal, 77.5% of the respondents were aware of the MCaffeine, 87.5% of the respondents were aware of the Lotus brand.

### ANOVA

ANOVA was applied to find out the level of satisfaction between the independent variables age groups, educational qualification, family monthly income, nature of family, occupational status and size of the family.

### DEMOGRAPHIC FACTORS AND SOURCE OF INFLUENCE TO PURCHASE GREEN COSMETIC PRODUCTS

**HYPOTHESIS:** There is no significant difference among the Demographic factors of respondents and source of Influence to purchase Sustainable cosmetic products.

**TABLE NO: 1.3**

#### ANOVA OF DEMOGRAPHIC FACTORS AND SOURCE OF INFLUENCE TO PURCHASE SUSTAINABLE COSMETIC PRODUCTS

DEMOGRAPHIC FACTORS		INFLUENCE TO PURCHASE SUSTAINABLE COSMETIC PRODUCTS				
		SUM OF SQ	DF	MEAN SQ	F	SIGNIFICANT VALUE
1	AGE	2.304	1	2.304	1.866	<b>0.173</b>
2.	EDUCATIONAL QUALIFICATION	26.929	3	8.976	4.422	<b>0.005</b>
3	FAMILY MONTHLY INCOMES	14.661	3	4.887	3.334	<b>0.021</b>
4	NATURE OF FAMILY	3.211	4	0.803	3.397	<b>0.010</b>
5	OCCUPATIONAL STATUS	9.171	3	3.057	2.013	<b>0.113</b>
6	SIZE OF THE FAMILY	6.811	1	6.811	7.716	<b>0.006</b>

The ANOVA was applied to find whether there is any significant difference among the demographic profile and source of Influence to purchase Sustainable cosmetic products. The table 1.3 results stated that age group, occupation status of respondents has significant results and so the hypothesis was accepted, hence there is no significant difference among the age of respondents and source of Influence to purchase Sustainable cosmetic products. Whereas with the calculations of Educational qualification, nature of family, size of the family The hypothesis was rejected, hence there is a significant difference among the monthly income of respondents and source of Influence to purchase Sustainable cosmetic products.

### CHI-SQUARE ANALYSIS

**HYPOTHESIS:** There is no significant relationship between Demographic factors and attitude towards use of Sustainable cosmetic products.

**TABLE NO: 1.4**  
**CHI-SQUARE OF DEMOGRAPHIC FACTORS AND ATTITUDE TOWARDS USE OF SUSTAINABLE COSMETIC PRODUCTS.**

PERSONAL FACTORS	TABLE VALUE	CALCULATED VALUE	SIGNIFICANT / NOT SIGNIFICANT
Age	.994	0.079	S
Gender	0.002	9.679	NS
Educational Qualification	0.294	4.934	NS
Family Monthly Income	0.111	6.016	NS
Occupational Status	0.012	13.030	NS
Size of the Family	0.002	14.787	NS

Chi square test was applied to find whether there is any significant relationship between Demographic factors and attitude towards use of Sustainable cosmetic products. It is clear from the table 1.4 that the hypothesis is accepted with regard to gender, educational qualification, family monthly income, occupational status, size of the family. But hypothesis is rejected in case of age, hence these factors have a significant influence on attitude towards use of Sustainable cosmetic products.

**T-test**

**HYPOTHESIS:** There is no significant difference between gender and switch over to other brands.

**TABLE NO: 1.5**  
**T.TEST FOR GENDER VS SWITCHED OVER TO ANY OTHER BRAND**

Particulars	Switched over to any other brand			
		MEAN	S.D	NO
Gender	Male	1.73	0.445	141
	Female	1.59	0.495	59
	total	3.32	0.940	200
T-test	T	DF	SIG	
	1.922	198	S	

SOURCE: Primary data



The T-Test was applied to find the difference between genders and switched over to other brands. The calculated value is more than table value. Since the hypothesis was rejected. There is a significant difference between gender and switch over to other brands.

## CONCLUSION

The craving towards the old days of life or the antic period is demanded in recent days. The results of the study is also evident that purchase of sustainable cosmetics are more in number and the use of multiple products are also high. People in love towards the nature and natural products is never-ending story, when it comes to use of sustainable cosmetics the preference towards those are still more in number. The results also revealed that the use of green cosmetic and their age gender does not give any variations with the preference. Use of green products in almost all the field is encouraged by the customers so the people who market and produce must have an eye on those concepts

## FINDINGS

This study was carried out certain statistical analysis that has been used to fulfil the objective. The summaries of findings explain the decision taken from every observation.

- Most (35.5%) of the respondents belong the age group of upto20 years.
- Majority (70.5%) of the respondents were Female.
- Most (28.5%) of the respondents were diploma holders.
- Majority (55%) of the respondents monthly income was less than Rs50, 000.
- Majority (56%) of the respondents family was nuclear.
- Most (38.5%) of the respondents were private employees.
- Most (38%) of the respondents were having 3 members in their family.
- Majority (87%) of the respondents aware of various cosmetic products fall under Sustainable cosmetic products.
- Majority (95%) of the respondents aware of almost all the brands.
- Most (38%) of the respondents answered that the friends and relatives were the Source which influenced to purchase these Cosmetic products.
- Majority (75%) of the respondents prefer branded items.

## ANOVA TEST

- From the ANOVA test, it was found that there is no significant difference among age group of the respondents and source of Influence to purchase Sustainable cosmetic products.
- From the ANOVA test, it was found that there is a significant difference among family monthly income of the respondents and source of Influence to purchase Sustainable cosmetic products.
- From the ANOVA test, it was found that there is a significant difference among nature of family of the respondents source of Influence to purchase Sustainable cosmetic products.
- From the ANOVA test, it was found that there is no significant difference among occupational status of the respondents and source of Influence to purchase Sustainable cosmetic product.

- From the ANOVA test, it was found that there is a significant difference among size of the family of the respondents and source of Influence to purchase Sustainable cosmetic products.
- From the ANOVA test, it was found that there is a significant difference among educational qualification of the respondents and source of Influence to purchase Sustainable cosmetic products.

### **CHI – SQUARE ANALYSIS**

- The hypothesis is accepted with regard to gender educational qualification, monthly income, occupational status, size of family. But hypothesis rejected in case of age, hence this factors have a significant influence on attitude towards use of Sustainable cosmetic products.

### **T – TEST**

- From T-Test, it was found that there is no significant difference among gender and switch over to other brands.

## **SUGGESTIONS**

Based on the above findings the following suggestions are offered.

- Unlike other products, skin friendly aspect is more important for good healthy skin and adequate care has to be taken to ensure the hygienic and organic lifestyle.
- Better ingredients should be procured and added so that the required quality can be maintained.
- The packaging should be good in the sense that the people are cautious about their skin and healthy life.
- Advertisements are recommended in the right media to enlarge the market for their products.
- Use of green products in almost all the field is encouraging by the customers so the people who market and produce must have an eye on those concepts.

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