"A Study Of Consumer Behavior Towards Green Cosmetics In Ahmedabad"

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ABSTRACT

Indian economy is growing rapidly with the increase in consumption of products across the nation. Due to „Make in India‟ and increase of consumer demands we are facing challenges to maintain our natural environment protected while fulfilling consumer needs. In the last few decades many researchers have observed a major change in the consumer behavior towards choosing products on the basis of size, color, flavor to other important features like environment and health. The main reason is threat to climate change. This paper primarily focuses onunderstanding the variables like economic stratification with respect to consumer buying green cosmetic products. Green marketing plays an important role in reducing the impact of climate change. One of the main aims of cosmetic industry is consumer satisfaction and with increase in the health and environment awareness among the consumers they have started taking interest in the green products. This research aims to study the potential of green marketing in the cosmetic industry which remains in demand from new born to nonagenarians. As this industry produces wide range of products which guarantees beauty and youth.

In this study, sample of 104 respondents have been collected from the city of Ahmedabad, Gujarat by questionnaire method and Excel has been used for analyzing the data and from the study, it can be concluded that majority of respondents have started taking interest in Green Cosmetic products but the loyalty of cosmetic brands with respect to male and female respondents did not have a direct relation.

Keywords: Green products, Consumer behavior, Green marketing, cosmetic industry

I.   INTRODUCTION

Due to increase in awareness of global warming there have been increase in natural calamities and thus it has led to creating a new category of consumers who have started working to find the ways and least down the effects of climate change.

Green marketing can take many forms. For instance, marketer may market eco-friendly aspects through operational sustainability; producing green products; sustainable marketing practices; and promote environmental causes. Manufacturers and service companies can improve operational sustainability by reducing everyday energy and water consumption, minimizing pollution, using greener materials and processes, and properly managing waste.

Due to the environmental conditions, the companies are thinking of sustainability and this research shall focus on green/organic cosmetics. . The word "cosmetae" was first used todescribe Roman slaves whose job was to bathe men and women in perfume. (Keville, Green, 1995)

Cosmetics are defined as substances used to enhance the beauty of the human body. Cosmetics are substances which are defined under the Drugs and Cosmetics Act 1940 and Rules 1945 as "Articles which are intended to be rubbed, poured, sprinkled, or sprayed on or introduced into or otherwise applied to the human body or any part thereof for cleansing,

beautifying, promoting attractiveness or altering the appearance, and includes any article intended for use as a component of cosmetic.

The Indian cosmetic industry is going through active phase in terms of product development and marketing. According to CII the total Indian beauty and cosmetic market size currently stands at INR4465 Crores and showing growth between 15-20% per annum. This industry can be broadly classified into body care, skincare, eye care, color cosmetics, hair care and makeup. There isgreat demand for more advanced and specialized cosmetics.

Eco cert (2003) says, "Bio cosmetics or the green cosmetics are considered as cosmetics with a level of superior demand compared to the conventional regulation of cosmetic products. It guarantees environmental conservation all along the production line, consumer"s respect and utilization of natural matter with superior ecological quality."

II.   LITERATURE REVIEW

(Singhal & Malik, 2018) – In their study "Journal of Science and Technology Policy Management" they had been looking for the well-known brands having quality which satisfied their needs. Their paper aimed to discuss the relationship between the different age, education and income groups of the female consumers with green cosmetic products and their attitude towards it. The sample of 100 female consumers was taken from Delhi region and the further statistical SPSS software was used .Cluster analysis was also used to group the female consumers and Factor analysis was used to combine the variable such as attitude of the female consumers towards green cosmetic purchase .Tests conducted were Chi square, and correlation.

From the study it was concluded that the age and education of the female consumers did not have a different attitude towards the green cosmetic products but the women of different income groups had a different attitude towards the purchase price of the green cosmetic products. The hypothesis testing thus concluded a negative relation between the attitude and purchasing of female consumers towards green cosmetic products and the low and negative

correlation between the variables like age and education was observed with respect to gender that can change the current marketing strategies of managers and help them find out the factors that has an impact on this relationship.

(Wilson, Theodorus & Tan, 2017) – In their research study "Analysis of factors influencing greenpurchase behavior: a case study of the cosmetics industry in Indonesia", for the same a sample of260 respondents was collected by survey method in which questionnaire was used. Data was further analyzed using Structural Equation Modeling (SEM) method with the help of AMOS 22.0 software. The sampling method, Purposive Sampling was used as only those who had ever bought and used cosmetic products of Body Shop were selected as the sample. Based on the data and hypothesis testing it was concluded that the attitude towards the behavior and perceived behavioral control had a positive impact towards the consumers green product purchase. Thus, it was suggested that the attitude towards the behavior must be encouraged more to the consumers. Further the research attempted to fill the gap between the effect of attitude towards behavior and control towards green purchase decision by developing a model. And the authors further suggested that the companies which were in cosmetics industry should try to understand the attitude of the consumer behavior by increasing the certification towards the environment.

(Rawat & Garg, n.d`.) – The purpose of their research was "Understanding Consumer Behavior towards Green Cosmetics", the potential of green marketing in the cosmetic industry which was in demand from new born to aged people as the industry produced a wide range of products which gave guarantee of beauty and youth. The research was based on a primary data and the data was collected from a survey form of 200 sample of working women in Pune .The selection of the sample was done by stratified sampling method and further data was collected by a questionnaire and in depth interview from the sample .By the survey it was concluded that the green cosmetics were not just loved for the women but a promising market for green cosmetics as the upcoming generation were getting aware about the environment .The survey showed that 87% of the population wanted to save earth and 98% of population felt that natural products weresafe to use,

whereas 74% were ready to pay a little extra for the environmental friendly products. Thus, the research gave positive results. The only threat that was observed was the higher cost of green cosmetic products compared to chemical one but the Indian demography and economic factors in India are trying to find a solution regarding the same.

(N & C, 2019) – The primary aim of this study was to find out "Green Consumer Behavior in theCosmetics Market" and the factors that influenced the consumer groups in buying green

cosmetic products. For the same purpose data was collected using an online questionnaire and it was filled by 197 respondents". Resulting purchase pattern was used and the questionnaire was divided into two parts. Primary data was used to conduct descriptive statistical analysis as a part of cluster analysis using PASW statistics 18 program. The results showed that 70% of the respondents wished to buy natural cosmetics and 86% of the respondents were influenced to change their decision on the basis of environment, and 68% of the respondents" were willing to pay a little extra for green cosmetic products. Thus, the hypothesis concluded that the women were more open towards the purchase of green cosmetics than men. Environmental and health awareness, and preference for natural cosmetics also didn"t necessarily produce an associative link. Furthermore, different age groups also didn"t find the importance of natural cosmetics. Health and environment-awareness of the consumers were more motivated to buy natural cosmetics, but they would still choose the intensity of purchase in light of knowledge and information at hand. The consumers decisions further analysis should be extended to the areas where personal and social/ environment preferences for consumer decisions.

(Cecile, Rinaldi & Wernerfelt, 2021) – According to their research paper "How Green is Green Consumers" understanding of green cosmetics and their certifications", very little research has been done in consumer behavior regarding green products especially for cosmetics and also lack of knowledge of consumers on green labels and certifications, so the main aim of the paper is to try answering above questions via multi method approach in the sector of green cosmetics. For the same qualitative survey method with experimental design was conducted in

France and a sample of 105 respondents was collected and it mainly focused on the picture of a new shampoo to be launched in France that was to be organic. In depth interview method was used to find out the regular users of green cosmetics and their perception regarding certifications and labels attached to green cosmetic products .A one way ANOVA and chi square statistical tool were used. The hypothesis concluded that the shampoo which had a manufacturers claim of organic(10%, 50%, 75%, 100%) with no guarantee was at a disadvantage taking image, purchase intention and price of the consumers and the respondents" considered that below 75% of the organic ingredients the product was not considered as organic by the consumers. Thus, while purchasing the organic cosmetics the main reasons of the consumers were personal health benefits, quality of the products and their contribution for the protection of the environment.

(Jawahar & D, 2013) – The main purpose of their study "Consumer Attitude towards Cosmetic Products" was to find out the influence of the attitude on cosmetics buying behavior. For the same purpose the primary data was used and a well-structured questionnaire was prepared with a sample of 125 respondents in the city of Bangalore out of which 118 filled questionnaires were valid for the study. ANOVA, mean and standard deviation were used to further analyze the data and the hypothesis testing concluded that the age, occupation, marital status had a positive influence towards cosmetic products but the income factor did not have any influence on the attitude towards the cosmetic products .This study provided a platform for the companies to

ponder on the different perspectives of what consumers prefer which helps them to think on marketing mix of the products and how consumers are more and more interested in buying the cosmetic products.

III.   RESEARCH METHODOLOGY

1.   Rationale of the Proposed Research Study

The study would be useful to the researchers, consumers, companies and government who want to know the consumer buying behavior towards green cosmetics. The study will help to know that up to

what extent the consumers are aware about the green cosmetics and their income effect while purchasing green cosmetics.

2. Scope and coverage of the proposed research

The work will be based on the study and evaluation of the available information. And the evaluation of the work will be done on the basis of the response of people living in Ahmedabad city.

3. Objective of the Study

The objective of this research paper is to find out the importance of green marketing in the cosmetic industry which helps to find out the demand from newborn to nonagenarians.

❖ To find out the awareness among the people regarding green marketing in cosmetic industry.
❖ To find the potential of green marketing in cosmetic industry.
❖ To analyze the consumer buying behavior.
❖ To recommend the measures which encourage green marketing in the cosmetic industry.
❖ To study the influence of 4P''s-Price, Product, Place and promotion on the basis of consumer behavior and their attitude towards green products.

4. Hypothesis

H_O1: Advertising influence does not have a direct relation with respect to income of the respondents.

H_O2: Peer/Family influence does not have a direct relation with respect to income of the respondents.

H_O3: Product Quality influence does not have a direct relation with respect to income of the respondents.

H_O4: Price of the respondents does not have a direct relation with respect to income of the respondents

H_O5: Switching of brand for promotional scheme does not have a direct relation between male and female respondents

H_O6: Choosing of green products over a normal product does not have a direct relation between male and female respondents.

H_O7: Cosmetics brand loyalty does not have a direct relationship between male and female respondents.

H_O8: Respondents selected from the sample and their research before purchasing a cosmetic product does not have a direct relationship between male and female respondents.
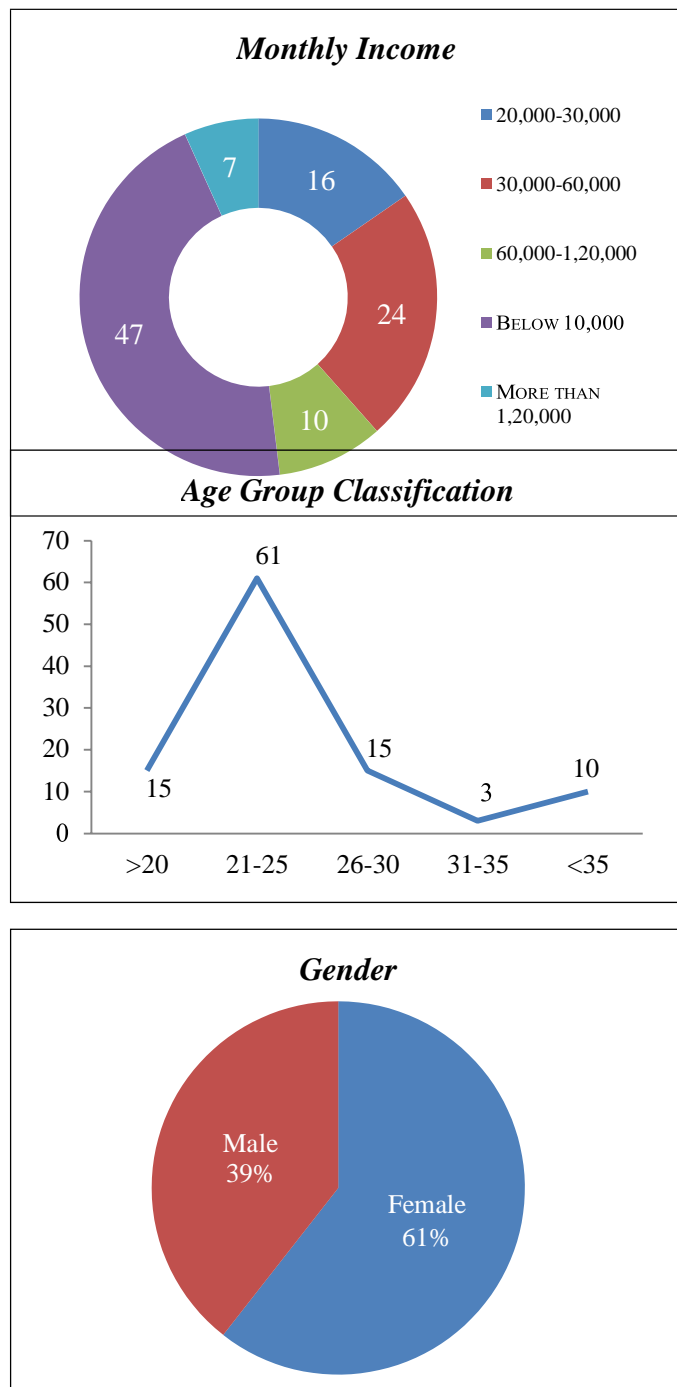
5. Research design and data collection

Research Design of the proposed project work, considering its objective, scope and nature.

❖ Research Instrument: The primary data is collected from the selected respondents through a structured non-disguised Questionnaire
❖ Target Population: Male and female both have been taken and further demographic classification has been with respect to age, income, occupation and their influences on the same
❖ Sampling frame: Demographic survey was conducted according to the sample sizes
❖ Sample size: The survey was conducted of 104 people was collected from the city of Ahmedabad, Gujarat
❖ Sampling Method: Simple Random method to draw the sample from the respondents of Ahmedabad, Gujarat

Secondary data will be collected in the forms of article, journals, magazines, newspaper, research papers and reports.

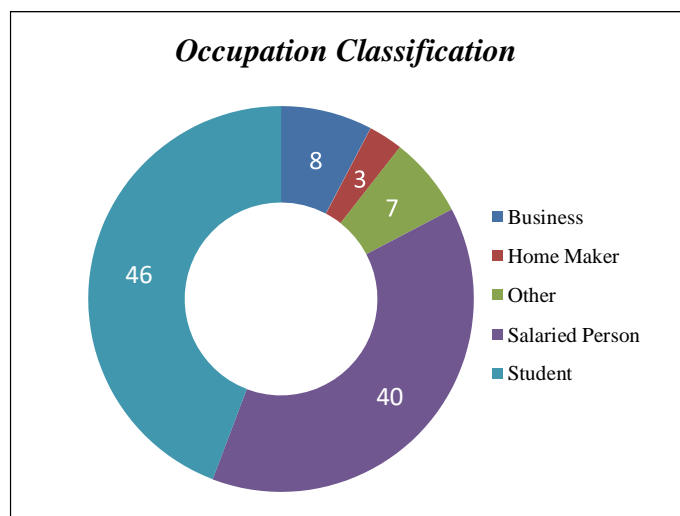## IV. DATA ANALYSIS, INTERPRETATION AND FINDINGS

1. Demographic study of the research

Monthly Income

- 20,000-30,000
- 30,000-60,000
- 60,000-1,20,000
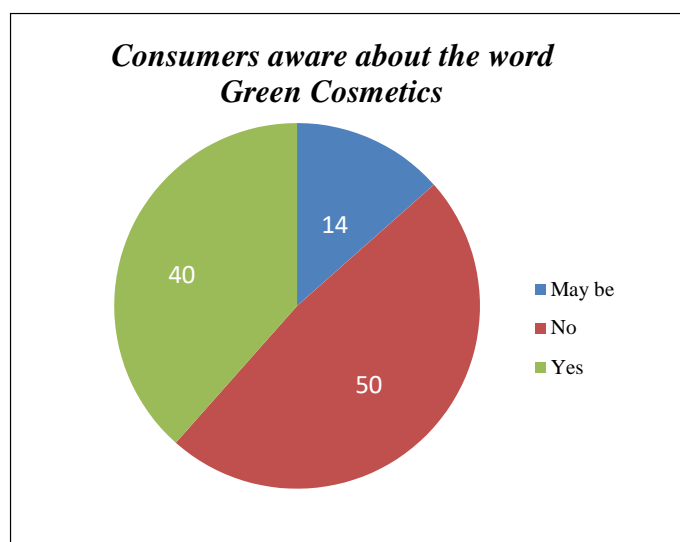- Below 10,000
- More than 1,20,000

Explanation: The graph shows the income classification where we can observe that 47 respondents belong to the category having income less than 10,000.16 respondents belong to the income group between 20,000
- 30,000. 24 respondents belong to the income group 30,000-60,000, 10 respondents belong to the income group having 60,000-1,20,000 income and 7 respondents belong to the category of income having more than 1,20,000.

Age Group Classification

Explanation: The graph shows the agegroup classification where it can be concluded that maximum number of respondents belonged to the age of 21-25 years, 58% of the total respondents.

Gender

Explanation: The graph shows theclassification of the gender, and it concludesthat among the 104 respondents 61% were female, 63 of 104 respondents and 39%
were male, 41 of 104 respondents.

Occupation Classification

Explanation: The graph shows the classification of various occupation. Out of the total respondents, maximum were students=44%, after that 38% of belonged to salaried category, 8% from business category, 7% other and 3% home maker.

Consumers aware about the word Green Cosmetics

Explanation: The graph consists, whether the consumers are aware about the word Green Cosmetics and it concluded that out of the total respondents, 48% were unaware about the term green cosmetics, 38% were aware of the term green cosmetics and 13% were not sure about the term.
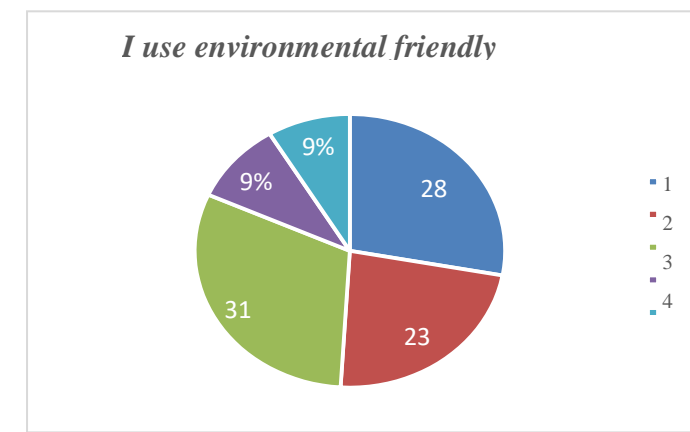
2. Questionnaire: Data Overview

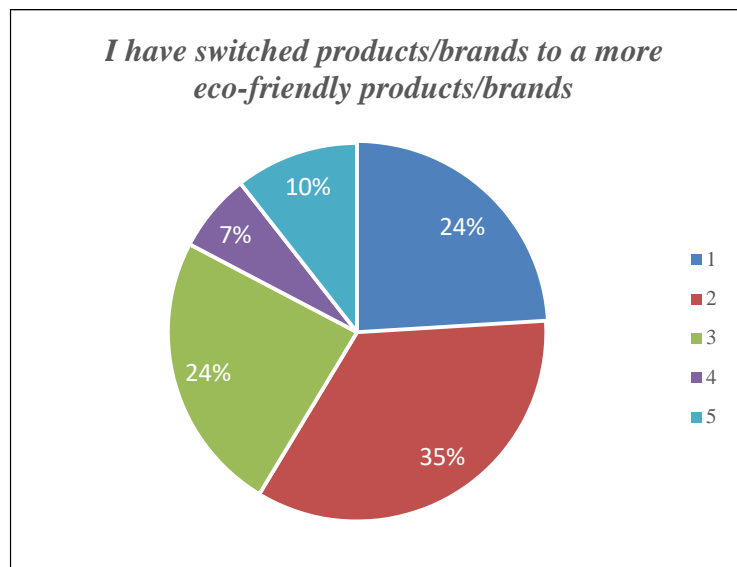| Questions	Mean	Std. deviation
Are you a brand loyal customer?	2.63	1.34
Influence of brand on purchase decision	2.62	1.18
Influence of price on purchase decision	2.47	1.16
Influence of product quality on purchase decision	2.05	1.32
Influence of family/peer on purchase of product	2.90	1.26
Influence of advertising on purchase decision	2.98	1.17
Environmental protection is important to me when making product purchases	2.27	1.20
I believe that green products help to save nature and its resources	2.07	1.18
Given a choice, I will prefer a green product over a conventional product	2.12	1.19
I like to research properly before making a purchase decision	2.07	1.32
If given an option, I would purchase green products over a normal product	2.13	1.19
I have switched products/brands to a more eco-friendly products/brands	2.45	1.23
I use environmental friendly cosmetics	2.48	1.24

Explanation:

The above table shows the mean and the standard deviation of individual factors of the respondents and it concludes that advertising (mean=2.98, SD=1.17) impacts the consumers purchase decision, the influence of family/peer group can be also seen on large basis (mean=2.90, SD=1.26), loyalty of the consumer (mean=2.63, SD=1.34) and influence 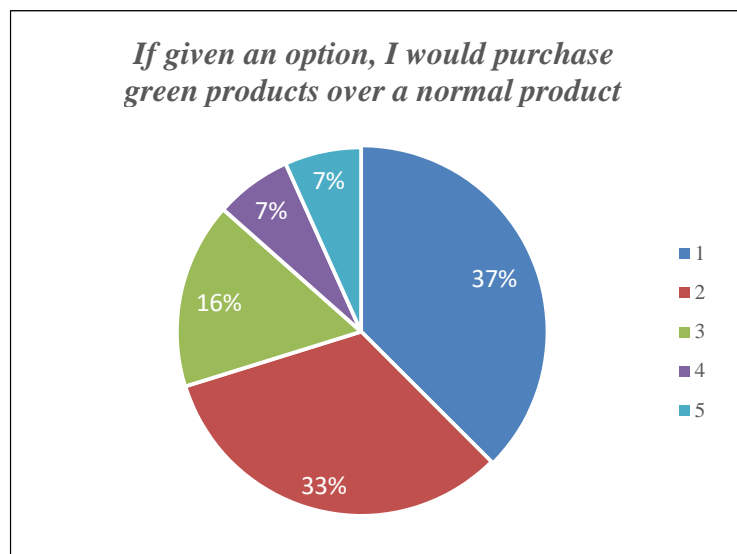of brand also affects consumers purchase decision (mean=2.62, SD=1.18),comparatively consumers are environmental friendly products(mean=2.48, SD=1.24) and consumers are ready to switch the brands that are more eco-friendly(mean=2.4, SD=1.23). Thus, it concludes that yet consumers are not that much interested by doing a proper research before purchasing (mean=2.07, SD=1.32) and also they hardly believe that green products help to save the nature (mean=2.07, SD=1.18)

Explanation: The above chart concludes that 28% of the total 104 respondents,i.e-
29 strongly agree that they are using eco- friendly cosmetic products and 31% neither agree or disagree that they are using green cosmetic products which means they are unaware of the ingredients of the products they use.
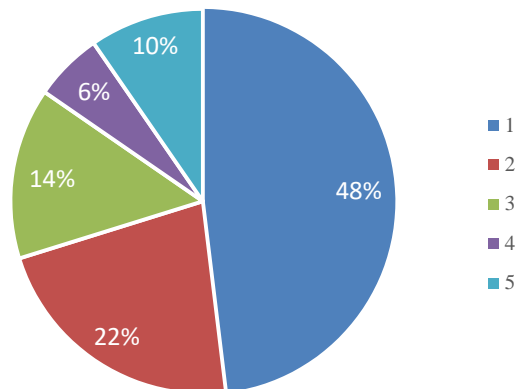

I use environmental friendly

I have switched products/brands to a more eco-friendly products/brands

Explanation: The above table concludes that 24% of the total respondents strongly agree that they have switched their brands to a new one which is more eco-friendly than the previous one and 35% of them agrees that they might have changed the brand to a new one which is more eco-friendly.

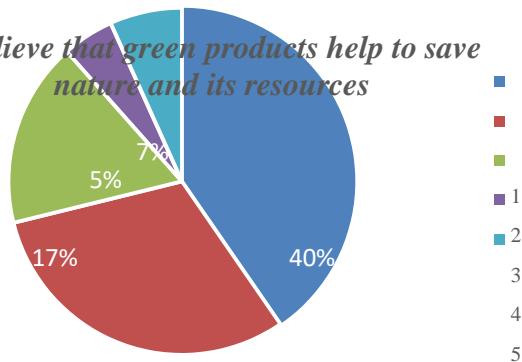### If given an option, I would purchase green products over a normal product

Explanation: The above chart concludes that out of the total respondents, maximum number of respondents 37% and 33% strongly agrees and agrees that they would purchase a green cosmetic product over a normal product which means that out of 104 respondents 73 respondents are more aware about the green cosmetic product over a normal product.

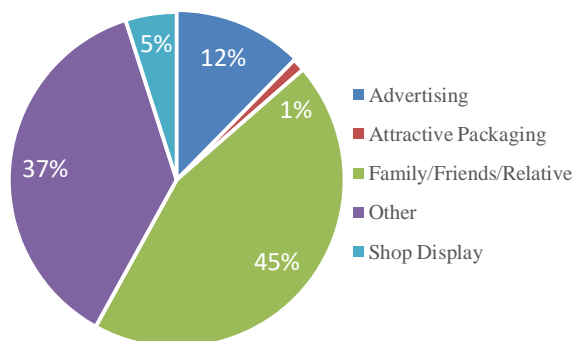*I like to research properly before making a purchase decision*

Explanation: The above table concludes that the maximum respondents, i.e.- 48% and 22% (73 respondents out of 104) strongly agrees and agrees to do a proper research in the market before purchasing a new cosmetic product, which means the consumers have started taking interest in doing proper market research before purchasing a product.

I believe that green products help to save nature and its resources

Explanation: The above chart concludes that maximum number of respondents'' i.e- 40% and 31% (74 respondents out of 104 respondents) believes that they are awareof the fact that using green cosmetic products will help to protect the nature and save environment.

Brand purchase decision

Explanation: The purchase of brand depends on various factors and the maximum influence if of family/friends and relatives i.e. - 45% of the totalrespondents 36 of 104 respondents, 37% by other reasons 12% are influenced to purchase by advertising, 5% shop display and 1% by attractive packaging.

Co-relation: Gender and Awareness and use of Environmental Friendly products

	Gender	A	B
Gender	1		
A	0.089737	1	
B	0.082882	0.856697	1

Explanation: The above table shows the correlation between gender- occupation and the awareness of the use of environmental friendly products, in the table it shows that the value is near to one and thus it suggests a strong positive correlation between the occupation of the selected sample and the usage of cosmetic products in an environmental friendly manner.

3. Hypothesis Testing: Influence on Purchase Decision

Responses	Advertising Influence	Peer/Family Influence	Product quality influence	Price influence
1	10%	14%	50%	23%
2	26%	26%	19%	30%
3	35%	29%	17%	32%
4	16%	16%	3%	8%
5	13%	14%	11%	8%

Table 1: Influence of Various factors on Purchase decision w.r.t. Gender

Explanation: The above table concludes that in advertising influence 10% and 26% i.e. 37 respondents out of 104 strongly agree and agree that their purchase decision is influenced by advertising whereas 36 respondents have a neutral review regarding the same. 14% and 26% i.e.
- 42 respondents out of 104 respondents strongly agree and agree that their purchasing depends on the peer/family influence and 29% of the total have a neutral review for the same. In product quality influence, 50% and 19% i.e. - 72 respondents strongly agrees and agrees that they take quality into consideration while purchasing green cosmetic products. Taking price influence into consideration, 23% and 30%, i.e. - 55 respondents out of 104 respondents takes price into consideration while purchasing cosmetic green products.

Advertising influence w.r.t Income	Less than 30,000	More than 30,000
Mean	2.936507937	3.048780488
Variance	1.401433682	1.840243902
Observations	63	41
Hypothesized Mean Difference	0	
df	77	
t Stat	-0.448724183	
P(T<=t) one-tail	0.327528681	
t Critical one-tail	1.664884537	
P(T<=t) two-tail	0.655057361	
t Critical two-tail	1.991254395	

Peer/Family Influence w.r.t Income	Less than 30,000	More than 30,000
Mean	2.777777778	3.097560976
Variance	1.028161802	1.897560976
Observations	63	41
Hypothesized Mean Difference	0	
df	68	
t Stat	-1.23424287	
P(T<=t) one-tail	0.110433048	
t Critical one-tail	1.667572281	
P(T<=t) two-tail	0.220866097	
t Critical two-tail	1.995468531	

Explanation: If t-stat is larger than critical two tail, we reject H_{O1}. Since, **p value is more than 0.05 hence we fail to reject the null hypothesis**; here-variable 1 means the consumer respondents having income less than 30,000 and variable 2 means consumer respondents having income more than 30,000 and thus the hypothesis concludes that the income and product quality on purchasing decision have a direct relationship as we fail to reject the null hypothesis

Explanation: If t-stat is larger than critical two tail, we reject H_{O2}. Since, **p value is more than 0.05 hence we fail to reject the null hypothesis**; here-variable 1 means the

Product Quality influence w.r.t Income	Less than 30,000	More than 30,000
Mean	2.587301587	2.292682927
Variance	1.536610343	1.012195122
Observations	63	41
Hypothesized Mean Difference	0	
df	97	
t Stat	1.329888954	
P(T<=t) one-tail	0.093336796	
t Critical one-tail	1.66071461	
P(T<=t) two-tail	0.186673592	
t Critical two-tail	1.984723186	

Price influence w.r.t Income	Less than 30,000	More than 30,000
Mean	2.095238095	1.975609756
Variance	1.764976959	1.774390244
Observations	63	41
Hypothesized Mean Difference	0	
df	85	
t Stat	0.448032645	
P(T<=t) one-tail	0.327634765	
t Critical one-tail	1.6629785	
P(T<=t) two-tail	0.655269531	
t Critical two-tail	1.988267907	

Switch Brand for Promotion w.r.t Gender	Female	Male
Mean	0.761904762	1.024390244
Variance	0.668202765	0.674390244
Observations	63	41
Hypothesized Mean Difference	0	
df	85	
t Stat	-1.595813134	
P(T<=t) one-tail	0.05712102	
t Critical one-tail	1.6629785	
P(T<=t) two-tail	0.11424204	
t Critical two-tail	1.988267907	

a direct relationship as we fail to reject the null hypothesis

Explanation: If t-stat is larger than critical two tail, we reject H_{O3}. Since, **p value is more than 0.05 hence we fail to reject the null hypothesis;** here-variable 1 means the consumer respondents having income less than 30,000 and variable 2 means consumer respondents having income more than 30,000 and thus the hypothesis concludes that the income and influence of advertising on the purchase decision of cosmetic products have a direct relationship as we fail to reject the null hypothesis

Explanation: If t-stat is larger than critical two tail, we reject H_{O4}. Since, **p value is more than 0.05 hence we fail to reject the null hypothesis;** here-variable 1 means the consumer respondents having income less than 30,000 and variable 2 means consumer respondents having income more than 30,000 and thus the hypothesis concludes that the income and price on purchasing decision have a direct relationship as we fail to reject the null hypothesis

Explanation: If t-stat is larger than critical two tail, we reject H_{O5}. Since, **p value is more than 0.05 hence we fail to reject the null hypothesis;** Here-taking variables male and female with respect to switching a particular cosmetic brand ,the hypothesis concludes that the gender and brand for a promotional scheme, have a direct relationship and thus we fail to reject the null hypothesis

Green over normal product w.r.t Gender	Female	Male
Mean	2.047619048	2.243902439
Variance	1.33640553	1.53902439
Observations	63	41
Hypothesized Mean Difference	0	
df	81	
t Stat	-0.809803672	
P(T<=t) one-tail	0.210212828	
t Critical one-tail	1.663883913	
P(T<=t) two-tail	0.420425657	
t Critical two-tail	1.989686323	

Explanation: If t-stat is larger than criticaltwo tail, we reject H_{O6}. Since, **p value is more than 0.05 hence we fail to reject the null hypothesis;** Here-taking variables male and female with respect to choosing a green product over a normal product ,the hypothesis concludes that the gender and choosing of green product over a normal product ,have a direct relationship and thus we fail to reject the null hypothesis

Cosmetics Brand Loyalty w.r.t Gender	Female	Male
Mean	2.365079365	3.048780488
Variance	1.396825397	2.197560976
Observations	63	41
Hypothesized Mean Difference	0	
df	72	
t Stat	2.48379145	
P(T<=t) one-tail	0.007663745	
t Critical one-tail	1.666293696	
P(T<=t) two-tail	0.015327491	
t Critical two-tail	1.993463567	

Explanation: If t-stat is larger than criticaltwo tail, we reject H_{O7}. Since, **p value is less than 0.05 hence we reject the null hypothesis;** Here-taking variables male and female with respect to brand loyalty, the hypothesis concludes that the gender and taking brand loyalty do not have a direct relationship and thus we reject the nullhypothesis

Research properly before purchase decision w.r.t Gender	Female	Male
Mean	1.920634921	2.292682927
Variance	1.49359959	2.062195122
Observations	63	41
Hypothesized Mean Difference	0	
df	76	
t Stat	-1.367626031	
P(T<=t) one-tail	0.08772997	
t Critical one-tail	1.665151353	
P(T<=t) two-tail	0.17545994	
t Critical two-tail	1.99167261	

Explanation: If t-stat is larger than criticaltwo tail, we reject H_{O8}. Since, **p value is more than 0.05 hence we fail to reject the null hypothesis;** Here-taking variables male and female with respect to doing proper research before purchasing any cosmetic brands the hypothesis concludes that the gender and research about the cosmetic products ,have a direct relationship and thus
we fail to reject the null hypothesis

V.   LIMITATION

As the research was conducted through questionnaire, few of the People were not be ready to fill up the responses they had to be convinced for the same. Other major problem was the lack of awareness of population about the research topic. Therefore the topic had to be explained first to the majority of population.

VI.   RESEARCH GAP

Green marketing is fairly a new concept worldwide therefore the consumers are unclear about the concept. It being a novel concept the standardization for green cosmetic products is still notin place hence there are chances that consumers may end up buying fake or less authentic green product. With the changing scenario of economy and demography there is a need bring more andmore awareness among the people regarding the green cosmetic industry and thus the government, academicians, NGO‟s should try to bring maximum awareness among the consumers towards the purchase of green products.

VII.   CONCLUSION AND RECOMMENDATIONS

There is a need to understand that green marketing is the only option available with us due to changing scenario but it is still at an infancy stage. Also India being rich in herbal plant production, domestic companies may help the MNC‟s as they mostly produces chemical based products .Due to the change in the lifestyle people have started using more and more cosmetic products irrespective of age, gender, or income and thus the attitude of the consumers largely affects the company‟s profit. The ever-changing consumer behavior determines the quantum andquality of goods and services .Due to the increase in the demand of it the green cosmetic industryis bound to develop in the upcoming years.

Based on the research findings about the demographic profile of consumers purchasing green products, female showed more favorable attitude and purchase intentions than the male respondents. Based on the research findings and limitations while conducting research some suggestions are recommended. Firstly, due to the chosen sampling method used for data collection, the result may not be as effective in the purchasing behavior of the consumers of Ahmedabad city. Hence, it is suggested to use random sampling method in the further research not only in the city of Ahmedabad but also other places of Gujarat.

Secondly, the research has been conducted with the limited factors like gender, age, income and occupation. Hence, for future study the researcher can take other factors into consideration for accurate results and also various categories of cosmetic products to obtain better generalization.

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