Impact of Green Marketing on Consumer Purchase Intention for Sustainable Goods: An Empirical Study for Green Cosmetic Products

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Abstract

Customers' intents to purchase sustainable items are greatly influenced by green marketing, especially when it comes to eco-friendly cosmetics. Customers are more likely to buy things that reflect their ideals as environmental consciousness rises. Customers that value sustainability are drawn to green marketing techniques including transparent labeling, organic products, and eco-friendly packaging. Customers that care about the environment are more likely to trust and stick with a business when it employs these strategies. Additionally, by setting firms apart in a crowded market, green marketing gives them a competitive edge. Because they believe that green cosmetics are healthier and more socially conscious, consumers are willing to spend extra for them. Nevertheless, the veracity of the claims made by the brands determines whether or not green marketing is successful. Consumer mistrust and damage to the brand's reputation might result from false information or greenwashing. Thus, influencing customer purchase intentions toward sustainable cosmetic products is largely dependent on the application of green marketing methods. In this study, the survey was conducted among 247 consumers of green products to know the factors that determine the Impact of Green Marketing on Consumer Purchase Intention for Sustainable Goods and found that Consumer Awareness and Perception, Social Influence, Price and Perceived Cost and Brand Image and Loyalty are the factors that determines the Impact of Green Marketing on Consumer Purchase Intention for Sustainable Goods.

Keywords: Green marketing, Sustainable items, Eco-friendly cosmetics, Environmental consciousness, Transparent labeling, Organic products, Eco-friendly packaging, Greenwashing.

Introduction

Green marketing has a significant influence on consumers' intentions to purchase sustainable items, particularly in the market for eco-friendly cosmetics. "Green factors," such sustainable sourcing, eco-friendly packaging, and organic ingredients, strongly encourage consumers to acquire cutting-edge premium organic beauty products, claim Lavuri et al. (2022). Products that satisfy consumers' aesthetic desires and environmental principles are becoming more and more appealing. The compatibility of product features with consumer values makes green cosmetics more appealing and establishes them as the superior option to traditional ones. They emphasize that

"green factors" are essential in influencing consumers' views and intents rather than having extraneous characteristics. Among environmentally sensitive consumers, these elements strengthen the brand's reputation overall and encourage consumer loyalty and confidence. As a result, companies that successfully include these "green factors" into their marketing strategies have a greater chance of favorably influencing consumers' buy intentions and increasing demand for organic and sustainable beauty goods.

In emerging economies, where environmental consciousness is growing, green marketing methods are especially important in influencing customer intentions. "Green buying intention" of consumers is strongly influenced by "green marketing strategies," such as using sustainable materials and promoting eco-friendly behaviors, as highlighted by Kaur et al. (2022). When these tactics connect with consumers' environmental attitudes and foster a sense of duty and brand loyalty, they work best. The relationship between "green marketing strategies" and customer attitudes is crucial in countries where environmental awareness is growing, such emerging economies. The multi-group analysis of the study shows that customers with strong environmental sentiments are more likely to react favorably to green marketing initiatives, which increases their propensity to buy green cosmetics. This study emphasizes how crucial it is to comprehend the environmental viewpoint of the target audience and develop green marketing strategies that support these viewpoints in order to increase the efficacy of advertising campaigns and influence consumer behavior toward sustainable decisions. The triple bottom line approached also went popular in case of companies going for a sustainable approach (Srivastav & Mittal, 2021)

Chhetri et al. (2021) revealed that customers' "attitudes towards green products" are significantly shaped by green marketing initiatives, which in turn impact their perceptions of the advantages and desirability of sustainable cosmetics. Additionally, the intention to buy green products is further reinforced by the influence of "subjective norms," such as peer and societal influences, particularly when these norms support environmentally friendly principles. A crucial component that establishes the viability of converting intentions into real purchases is "perceived behavioral control," which measures consumers' confidence in their capacity to obtain and afford environmentally friendly products.

Literature Review

Consumer perceptions of these items are greatly influenced by the marketing mix, which consists of product, price, place, and promotion (Bahl and Chandra, 2018). It is emphasized that as consumers become more conscious of environmental issues, their perceptions of "green products" are positively impacted by carefully considered green marketing methods. These tactics highlight how natural ingredients, eco-friendly packaging, and cruelty-free testing are examples of what makes a product eco-friendly. Customers are therefore much more likely to have a positive attitude regarding these products after being exposed to green marketing messaging, which increases their propensity to make a purchase. Based on the research, it is possible to enhance consumer engagement and purchase rates by implementing a comprehensive marketing mix that clearly conveys the environmental advantages of "green cosmetic products". Companies must try to invest in green efforts through knowledge management using artificial intelligence, as the same has a positive impact on the firm's performance (Mittal et al., 2023).

Jaiswal et al. (2022) examined the impact of "green marketing stimuli" and the function of "perceived environmental knowledge" in the Indian consumer market. Customers that are more environmentally conscious are more receptive to green marketing initiatives, according to the study. Because it increases customers' receptivity to eco-friendly communications, "perceived environmental knowledge" serves as a mediating factor that amplifies the impact of green marketing. When customers learn about the negative effects traditional cosmetics have on the environment, for example, they are more likely to convert to "green cosmetic products" that reflect their values. According to them, customers' buying intentions can be successfully influenced by green marketing initiatives that inform them of the advantages of sustainable products and the dangers conventional ones provide to the environment. Utilizing "green marketing stimuli," businesses can influence consumer behavior toward more sustainable options by raising consumer awareness and influencing consumer purchase decisions.

According to Patnaik et al. (2021), important characteristics that influence customer decision-making include

sustainability in packaging, eco-friendliness in ingredients, and brand reputation. In order to distinguish sustainable products from their conventional counterparts, the study highlights the importance of "green marketing" these features. For instance, marketing goods with "natural ingredients" and "biodegradable packaging" appeals to buyers who value sustainability and the environment. Based on the results, businesses can greatly increase consumer buy intentions by emphasizing these elements in their green marketing initiatives. Promoting the ethical and environmental aspects of "green cosmetic products" can help marketers reach an increasing number of customers who are dedicated to making sustainable decisions. This strategy advances sustainability in the cosmetics sector and, at the same time, strengthens consumer loyalty to the brand.

Consumers in developing countries are becoming more conscious of environmental issues, which affects their "intention to purchase" green products, according to Nekmahmud and Fekete-Farkas (2020). The study highlights how important it is to use green marketing techniques to influence consumer behavior, such as emphasizing the advantages that products have for the environment and use eco-friendly packaging. These tactics contribute to the favorable brand image development of the company, increasing its appeal to customers who place a high value on sustainability. A wider move towards sustainable consumption can be facilitated by corporations conveying the environmental benefits of green cosmetic products in an effective manner, thereby fostering customer trust and encouraging the purchase of these items.

Customers, particularly those in younger demographics, are becoming more conscious of environmental issues and are favoring products that reflect their beliefs of sustainability and environmental responsibility. As people look for safer substitutes for conventional cosmetics that can include hazardous chemicals, "green cosmetics," which are made with natural, organic, and eco-friendly materials, have become increasingly popular. Businesses have effectively capitalized on this shift in consumer preferences through the deliberate application of "green marketing" tactics. These businesses have successfully developed a strong appeal among customers that place a high value on ethical consumption by highlighting the environmental advantages and sustainability credentials of their products. The shift in consumer behavior has caused a significant revolution in the cosmetics sector, according to Singh et al. (2019). Many companies have reformulated their products and updated their branding strategy to satisfy the growing demand for "green cosmetics." In the end, this change creates a positive feedback loop between environmental responsibility and customer happiness by influencing not only individual purchase decisions but also the adoption of more sustainable practices by the industry as a whole. By creating a market where "sustainable goods" are not only an alternative but a desired choice for a growing portion of the population, "green marketing" has essentially become a critical weapon for influencing consumer purchase intention.

Limbu and Ahamed (2023) assessed the variables that affect "green cosmetics purchase intention" and behavior. According to their research, considerations such as perceived product performance, brand reputation, and consumer awareness are important factors when choosing green cosmetics. Purchase intentions can be greatly impacted by "green marketing" initiatives that inform consumers about the advantages of eco-friendly techniques and sustainable product development. The study also emphasizes the significance of ethical and social influences, pointing out that consumers are more likely to buy eco-friendly cosmetics if they believe that the products are ethical and socially conscious. For green marketers to effectively engage and keep environmentally conscious consumers, openness and authenticity must be given top priority in their initiatives.

Anchliya et al. (2023) examined the "factors influencing purchase intention" of eco-friendly cosmetics, stressing the significance of product availability, affordability, and quality. The study's findings indicate that, although important, green marketing needs to be backed by the items' real functionality and use. If consumers feel that green cosmetics satisfy their standards for quality and price in addition to being ecologically friendly, they are more inclined to buy them. It is also important for "green marketing" campaigns to emphasize the practical advantages of green cosmetics—like their safety and efficacy—in addition to their positive effects on the environment. Companies may increase customer trust and loyalty by addressing these elements, which will ultimately lead to higher purchase intentions and promote the long-term viability of the cosmetics business.

Objective

1. To know the factors that determines the Impact of Green Marketing on Consumer Purchase Intention for Sustainable Goods.

Methodology

Study survey was conducted among 247 consumers of green products to know the factors that determines the Impact of Green Marketing on Consumer Purchase Intention for Sustainable Goods. "Random sampling method" and "Factor Analysis" were used to collect and analyze the data.

Findings

Total 247 people where male are 51.4% and 48.6% are female. Among them 33.2% are below 38 years of age, 29.6% are between 38-40 years of age and rest 37.2% are above 40 years of age. 28.2% are in service sector, 18.6% in business, 24.7% are housemaker, 19.8% are students and rest 8.5% are retired from their jobs.

Table 1 General Details

Variables	Respondents	Percentage
Gender		
Male	127	51.4
Female	120	48.6
Total	**247**	**100**
Age (years)		
Below 38	82	33.2
38-40	73	29.6
Above 40	92	37.2
Total	**247**	**100**
Occupation		
Service	70	28.3
Business	46	18.6
Housemaker	61	24.7
Students	49	19.8
Retired	21	8.5
Total	**247**	**100**

Table 2 "KMO and Bartlett's Test"

| "Kaiser-Meyer-Olkin Measure of Sampling Adequacy"		.853
"Bartlett's Test of Sphericity"	Approx. Chi-Square	2273.248
	df	136
	Sig.	.000

In the table above KMO value is 0.853.

"Table 3 Total Variance Explained"

"Component"	"Initial Eigen values"			"Rotation Sums of Squared Loadings"		
	"Total"	"% of Variance"	"Cumulative %"	"Total"	"% of Variance"	"Cumulative %"
1	6.215	36.558	36.558	3.248	19.108	19.108
2	2.178	12.812	49.371	3.219	18.934	38.041
3	1.621	9.534	58.905	2.791	16.416	54.457
4	1.511	8.885	67.790	2.267	13.333	67.790
5	.860	5.059	72.849			
6	.800	4.706	77.556			
7	.588	3.456	81.012			

8	.545	3.204	84.216			
9	.457	2.689	86.905			
10	.392	2.304	89.209			
11	.377	2.218	91.427			
12	.355	2.087	93.514			
13	.278	1.636	95.150			
14	.265	1.560	96.709			
15	.243	1.428	98.137			
16	.189	1.112	99.249			
17	.128	.751	100.000			

The "principal component analysis" shows that there are 17 variables form 4 Factors. The factors explained the variance of 19.108%, 18.934%, 16.416% and 13.333% respectively. The total variance explained is 67.790%.

Scree Plot
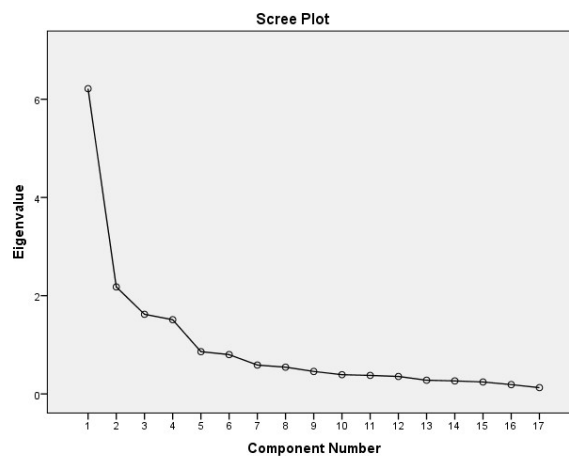
The graph above depicts the Eigen values generated from the "Total Variance Explained table" for an elbow with 4 components.

"Table 4 Rotated Component Matrix"

"S. No."	"Statements"	"Factor Loading"	"Factor Reliability"
	Consumer Awareness and Perception		**.867**
1	Consumers are increasingly aware of environmental issues	.813	
2	Green marketing drives interest in products that are marketed as eco-friendly or sustainable	.764	
3	Green marketing efforts emphasize the environmental benefits of products	.758	
4	Green marketing emphasizes the safety and health benefits of green cosmetic products	.746	
5	Consumers understand the harmful effects of certain chemicals or unsustainable practices	.703	
	Social Influence		**.898**
6	Individuals are more inclined to purchase green cosmetics popular within a social group	.875	
7	Social media platforms play a significant role in spreading awareness about sustainable products	.851	

8	Consumers often look to their peers when making purchase decisions	.837	
9	Recommendations create a perception of quality and trustworthiness	.814	
	Price and Perceived Cost		**.804**
10	Green products are priced higher	.879	
11	Consumers are willing to pay a premium for environmentally friendly products	.821	
12	Consumers justify the higher cost of green products if they perceive them as providing long-term benefits	.817	
13	Green marketing shift focus from immediate financial cost to the broader environmental and social costs	.540	
	Brand Image and Loyalty		**.718**
14	Brands consistently associated with sustainability and ethical practices tend to foster strong customer loyalty	.775	
15	Positive emotions create a strong emotional connection with consumers	.694	
16	Transparent brands that provide verifiable information are more likely to earn consumer trust	.691	
17	Loyal customers are more likely to make repeat purchases and recommend the brand to others	.647	

Table 4 shows first factor is Consumer Awareness and Perception which includes the variables like Consumers are increasingly aware of environmental issues, Green marketing drives interest in products that are marketed as eco-friendly or sustainable, Green marketing efforts emphasize the environmental benefits of products, Green marketing emphasizes the safety and health benefits of green cosmetic products and Consumers understand the harmful effects of certain chemicals or unsustainable practices, second factor is Social Influence and its associated variables are Individuals are more inclined to purchase green cosmetics popular within a social group, Social media platforms play a significant role in spreading awareness about sustainable products, Consumers often look to their peers when making purchase decisions and Recommendations create a perception of quality and trustworthiness. Third factor is Price and Perceived Cost and its supporting variables are green products are priced higher, Consumers are willing to pay a premium for environmentally friendly products, Consumers justify the higher cost of green products if they perceive them as providing long-term benefits and Green marketing shift focus from immediate financial cost to the broader environmental and social costs. Fourth variable is Brand Image and Loyalty which includes the variables like Brands consistently associated with sustainability and ethical practices tend to foster strong customer loyalty, Positive emotions create a strong emotional connection with consumers, Transparent brands that provide verifiable information are more likely to earn consumer trust and Loyal customers are more likely to make repeat purchases and recommend the brand to others.

"Table 5 Reliability Statistics"

"Cronbach's Alpha"	"N of Items"
.883	17

The reliability for 4 constructs with total of seventeen elements is 0.883.

Conclusion
Green marketing has a significant and diverse influence on consumers' intentions to acquire sustainable items, especially when it comes to green cosmetics. Nowadays consumers are more likely to select goods that reflect their ideals because they are more conscious of environmental challenges. To influence consumer views and encourage purchases, green marketing techniques are essential. Social media can influence consumers' purchase intention to a large extent (Kudeshia and Mittal, 2015). Examples of these tactics include highlighting sustainable packaging, ethical sourcing, and eco-friendly components. The need for natural, healthier goods combined with environmental awareness is driving the growing demand for green cosmetics. A brand's commitment to

sustainability is demonstrated through effective green marketing, which also emphasizes the products' advantages for the environment and increases consumer trust and confidence. Thus, repeat business and brand loyalty are promoted. But genuineness is the key to green marketing's success. To prevent greenwashing, which can raise suspicion among consumers, brands must make sure that their green statements are clear and supported by verified practices. In summary, green marketing, when done ethically and with a sincere dedication to environmental sustainability, has a major impact on customer purchase intentions for sustainable products in the cosmetics sector. The marketers must look at the importance and deployment of new technology such as artificial intelligence. However, the same has negative and positive aspects but somewhere it influences the consumers' purchase intention (Mittal et al., 2024).

The study was conducted to know the factors that determine the Impact of Green Marketing on Consumer Purchase Intention for Sustainable Goods and found that Consumer Awareness and Perception, Social Influence, Price and Perceived Cost and Brand Image and Loyalty are the factors that determines the Impact of Green Marketing on Consumer Purchase Intention for Sustainable Goods.

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