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An Analysis Of Consumer's Attitude Towards Purchase Of Green Cosmetic Products

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ABSTRACT
The present environment has become more aware and sensitive when it comes to the point of decision with regards to purchase of cosmetic products. With the growing concerns of environmental degradation, both the manufacturers and consumers have grown more cautious with regards to purchase of these products. This study emphasizes upon the consumer's attitude of with regards to purchase of green cosmetics and analyses the attitude of males and females towards it. A Sample of 200 respondents was taken into consideration and percentage analysis and cross tabulation was used for studying the consumer's attitude. It was found out that majority of the consumers favour the purchase of green cosmetics and strongly recommend it to others and also that they are environmentally friendly and reasonably priced. When it comes to the factor of gender and income level, women are the majority purchasers, and a large chunk of respondents prefer to pay an extra premium of less than 5% when it comes to purchase of green cosmetics.

Keywords: Consumer, Attitude, Green Cosmetics, Premium

INTRODUCTION

Consumer behaviour is the way how consumer behaves while making a decision to purchase a product. A marketer must understand the consumer behaviour for the prospective buyers for his product that is who are the consumers for his product, what they want to purchase, what is their purchasing capacity and which factors are going to influence their decision to purchase. Only that marketer would be successful who can find out the factors relevant for his consumers while making a decision to purchase the product or not.

Understanding consumer behaviour has significant bearing on marketing and public relations decisions. Consumer behaviour is not only dependent upon his own individual variables but it is also affected by the behaviour of his peer groups. Moreover, the behaviour of same consumer also varies from time to time with the change in his demographic variables or environmental conditions. The concept reviews a number of issues related to consumer behaviour and organisational responses and will help the marketers to enhance their marketing campaigns to successfully connect with consumers which will help them in increasing their sales as well as profits as this industry has already become more challenging and competitive with the entry of many multinational corporations during 2011 in India.

The concept of Social Responsibility and Environmental Awareness is very common these days. People are aware about their social responsibility and the cautiousness about the products that they buy. Consumers too are socially aware due to which manufacturers have to be conscious about quality of their products and its impact on the environment as well as on the health of consumer, particularly when the manufacturing process is being carried on.

To be very specific about cosmetic industry, people try to purchase and use only those products which are safe for their skin and other health aspects. Consumers try to purchase organic products only with the changing environmental conditions which bound the manufacturers to follow the concept of green marketing.
People especially women are more allured and attracted to cosmetics as a need to maintain their skin and retain their beauty. So, as a matter of concern they generally prefer green cosmetic products and they have been more into demand since then. There are lot many factors that affects the purchase of these green cosmetics and influences the behaviour of consumers accordingly.

This paper emphasizes the impact of awareness related to environmental degradation and that of green marketing on the purchasing behaviour of consumers while buying cosmetics. Basically, impact of three most relevant factors have been taken into consideration, i.e., age, gender and income of consumer on the purchasing behaviour of consumer related to cosmetic industry.

REVIEW OF LITERATURE

1. **Pop, R. A., Săplăcan, Z., & Alt, M. A. (2023)** stated that social media has a great attitude on attitude of consumers, Subjective norms, egoistic and altruistic motivators, and Impact of these variables on Purchase of Green Cosmetic Products. This study is also relevant for Managers and marketers as they provide valuable information regarding the same.
2. **AL-Haddad, S., Awad, A., et. al (2023)** stated in their study that there are chances to build brand loyalty among the customers related to purchase of cosmetics brand two but only if they are made aware of green cosmetics and can be influenced to purchase eco-friendly beauty products with better quality. the age group of 20 to 30 years was found to be more dominating the answers and if they are dealt with proper care to fulfill their needs, it will be very fruitful.
3. **Kapoor, R. et. al (2022)** stresses that the most relevant factor of green marketing is its concern for environment. Especially, the areas which are more prone to pollution should be targeted by the government to make it compulsory for the marketers in those areas to get their products eco certified and make the consumers aware about eco-friendly products and their labelling and certification to make consumers more satisfied related to their environmental concerns.
4. **Ma, G. , Rau, P. and Guo, Z. (2020)** were of the view that green makeup purchase intention depends upon environmental attitude and perceived consumer effectiveness in environmental awareness, but green makeup purchase intention is negatively correlated with the social value in consumption values.
5. **Rawat S & Garga. (2019)** have indicated that the major challenge before marketers is lack of awareness among people about green products in the cosmetic industry. At the same time, it provides an opportunity to the industry that if they launch some awareness campaign to educate people, they can increase their market share, but it is only possible with without the equal efforts of government. Undoubtedly with the change in the lifestyle of people and their attitude towards mother earth that they are even ready to pay a premium price for the products which cause no harm to environment, and it is a big positive symbol for the marketers that they have a scope to earn higher profits if they concentrate on this consumer segment.
6. **Mishra P., & Sharma P. (2018)** were of the view that ―Green Marketing‖ will be accepted globally now as it is the last resort to save the whole world from environmental pollution. Now this is the right time to select ―Green Marketing‖ globally. It will come with drastic change in the world of business if all nations make strict roles because green marketing is essential to save world from pollution. It is the moral responsibility of the marketers to make people aware about the benefits of green products as compared to non-green products and influence them to make right decisions for purchasing organic cosmetic products.
7. **Sami Alsmadi (2017)** concluded that though Jordanian consumers showed concern for the environment, and even they were generally quite aware about environmental issues, but it did not lead to positive purchasing behaviour towards green cosmetic products may be due to their loyalty towards the previous products used or lack of quality in green products. He stressed that a strategy must be opted to convert the environmental consciousness of consumers into real buying behaviour towards green products.

RESEARCH METHODOLOGY

3.1 Research Objective

❖ To examine the consumer's attitude towards the purchase of green cosmetic products with reference to different demographic factors.

3.2 Sampling Unit and Accessible Universe

The sampling unit of Urban as well as Rural Consumers above the age of 18 years have been taken for the study. For the purpose of augmentation of the research, people above the age of 18 years in Ludhiana have been taken as the Universe for the purpose of this research study. Target population was a blend of government employees, private employees, self-employed people and students acting as the representative of different age groups and educational qualifications.

3.3 Data Collection

For attaining the objective of the research study, data has been collected through the creation of a structured questionnaire which was distributed to 250 respondents across the city of Ludhiana out of which the data of 200 respondents who completely filled the questionnaire was considered for the purpose of analysis. The method of sampling used was convenience sampling.

3.4 Data Analysis

The data has been analyzed using the tool of Percentage Analysis and Tabular representation has been done further. For the analysis of demographic data. The demographic data has been tabulated with a clear demarcation of different variables in a single table.

DATA ANALYSIS, INTERPRETATION & FINDINGS

Demographic Profile

Table 1: **AGE WISE STATEMENT OF GREEN COSMETICS CUSTOMERS**

AGE	RESPONDENTS	PERCENTAGE (%)
Below 18 Years	102	51
18-25 Years	43	21.5
26-35 Years	55	27.5
TOTAL	**200**	**100**

Table 2: **GENDER WISE STATEMENT OF GREEN COSMETICS CUSTOMERS**

GENDER	RESPONDENTS	PERCENTAGE (%)
Male	77	38.5
Female	123	61.5
TOTAL	**200**	**100**

Table 3: **MONTHLY INCOME WISE STATEMENT OF GREEN COSMETICS CUSTOMERS**

MONTHLY INCOME	RESPONDENTS	PERCENTAGE (%)
Below Rs 25,000	116	58
Rs 25,000 to Rs 50,000	43	21.5
Rs 50,000 to Rs 75,000	41	20.5
TOTAL	**200**	**100**

To investigate the consumer behaviour and attitude towards the buying of green cosmetic products, at the first

level the demographic data of the respondents was collected and studied. These are the most crucial components as they decide the usage frequency and the customers' attitude towards the green cosmetic products. For making a thorough study of the demographic profile, the variables of age, gender and monthly income level of the customers is taken into consideration which is represented in the table above.

ANALYSIS OF DATA

The analysis of the data has been done in two segments. The first portion covers the general opinion of the consumers on green cosmetics whereas the second portion covers the premium factor of the green cosmetics.

Table 4: CONSUMER ATTITUDE UPON DIFFERENT STATEMENTS WITH RESPECT TO GREEN COSMETICS

STATEMENTS DETERMINING CONSUMER'S BEHAVIOUR TOWARDS GREEN COSMETICS	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I think that Eco friendliness of products should be considered while buying Cosmetics	123	65	7	3	2
I wish to buy Eco- friendly Cosmetics.	102	80	10	7	1
Eco- friendly Cosmetic products are skin healthy.	104	54	23	7	12
Eco- friendly products have reasonable price.	82	83	24	9	2
I trust the information provided on green cosmetic products.	145	32	4	7	12
Eco- friendly Cosmetic products are commonly asked for by people.	86	67	23	15	9
Eco- friendly Cosmetic products are a necessity to save the environment in today's world.	185	10	5	NIL	NIL

Table 4 above shows the different views of consumers on green cosmetics. The data has been tabulated from the responses gathered. As far as 61.5% of the consumers strongly consider the eco-friendliness of the green cosmetics before buying them and 32.5% of the consumers agree upon the same fact whereas 3.5% of the consumers prefer to remain neutral upon the same. This large chunk of the consumers strongly agreeing upon this fact shows that they are aware about the environmental concerns related to the product.

When it comes to buying of the eco-friendly products, 51% of the consumers strongly wish to buy green cosmetics, 40% of them agree to buy the same and 8% of them either disagree or strongly disagree upon the notion of buying the green cosmetics.

As far as healthiness of the green cosmetics is concerned, 52% of the consumers strongly agree to the notion that in the view of increasing environmental awareness green cosmetics have emerged to be more skin healthy and friendly whereas 6% of them disagree to the notion.

If the reasonability of the price is concerned, 12% of the respondents remain neutral to the notion whereas 41% of the respondents strongly agree to the fact that green cosmetics are reasonably priced. 72.5% of the respondents strongly trust and rely upon the information that is provided to them with regards to green cosmetics.

43% of the respondents strongly ask for the green cosmetics for their daily usage whereas 12% of them disagree for the use of such products. 92.5% of the respondents strongly believe to the fact that in order to conserve the environment and prevent environmental degradation, green cosmetics is the need of the hour.

As far as payment of extra premium on such cosmetics is concerned, it is analysed on the basis of two demographic factors namely:

- Gender
- Income Level of the Respondent

As far as Gender and Income Level of the respondent is concerned, the data has been tabulated below,

Table 5: CROSS TABULATION OF PREMIUM PAYABLE WITH RESPECT TO THE GENDER OF THE RESPONDENT

		Gender		Total
		Female	Male	
How much extra premium would you be ready to pay for the above?	Below 5%	63	40	103
	5%-10%	29	23	52
	10%-15%	14	8	22
	15%-20%	7	5	12
	More than 20%	10	1	11
Total		**123**	**77**	**200**

As per the table mentioned above, majority of the respondents i.e., 51.5% prefer to pay less than 5% premium while purchasing green cosmetics while 5.5% of the respondents especially women prefer to pay even more than 20% premium when it comes to the decision of purchasing green cosmetics.

Table 6: CROSS TABULATION OF PREMIUM PAYABLE WITH RESPECT TO THE INCOME LEVEL OF THE RESPONDENT

		Income per month			Total
		Less than Rs 25,000	Rs 25,000 to Rs 50,000	Rs 50,000 to Rs 75,000	
How much extra premium would you be ready to pay for the above?	Below 5%	59	20	24	103
	5%-10%	31	12	9	52
	10%-15%	10	6	6	22
	15%-20%	7	3	2	12
	More than 20%	9	2	0	11
Total		**116**	**43**	**41**	**200**

As per the table mentioned above, majority of the respondents i.e., 51.5% prefer to pay less than 5% premium because of the lowest class interval of the income level a gradual decrease in the buyers is seen who are willing to pay more than 20% premium as a result of rise in income.

CONCLUSION

In a nutshell, it can be concluded that owing to increasing environmental hazards and increased consumer awareness towards everything going around, it becomes quite imperative and quintessential to manufacture the products especially cosmetics in a standardized manner by following the environmental safety norms. Through this study, it could be pointed out that a large number of respondents strongly agreed to be in the favour of the purchase of green cosmetics whereas they are also ready to pay an extra amount of premium on them provided such green cosmetics conform to safety norms of the consumers in the times to come.

Thus, be it the factor of environmental acceptability, pricing of these green cosmetics, recommending them further to other people or choosing them over other cosmetics, a large number of respondents strongly favour it in the present

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