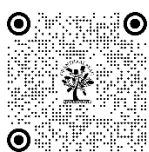# A STUDY ON CONSUMER'S PERCEPTION TOWARDS BUYING ECO-FRIENDLY COSMETICS IN BENGALURU CITY

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ABSTRACT

The growing beauty pondering among people is moving the Indian beauty segment in sturdy development in the several years. The country's beauty segment area has, risen mutually while holding gigantic development in the field of Fashion and Style. Business organizations are spending billions of dollars to know consumers' attitudes, motivations to purchase, and future behavioral intentions of consumers. Beauty and skin care products are no longer only for the women nowadays; men also are increasingly using the skin care products. The main objective is to study on consumer's perception towards buying eco-friendly cosmetics in Bengaluru City. 119 respondents were selected as a sample for the study. Regression analysis was used to find out the influence of Consumer's Perception Towards Buying Eco-Friendly Cosmetics in Bengaluru City. The research revealed that psychographic factors such as environmental sustainability, concern for future generations, cosmetics formed an integral part of life, health and quality of life, word of mouth are the variables have the significant impact with consumer's perception towards buying eco-friendly cosmetic products. Product characteristics such as green packaging, pricing and product quality, perceived product benefits, attitudes and brand equity, chemical based cosmetic products are hazardous are the variables have the significant influence with consumer's perception towards buying eco-friendly cosmetic products. Consumer's personal factors such as income to buy eco-friendly cosmetics, education, product knowledge, age to buy eco-friendly cosmetics, social and personal norms, adapting attitude are the variables have the significant influence with consumer's perception towards buying eco-friendly cosmetic products.

Keywords: Consumer, Perception, Buying, Eco-Friendly, Cosmetics, Bengaluru City

1. INTRODUCTION

These days, cosmetics are used on a daily basis for personal needs. Businesses are realizing that consumers would rather purchase organic cosmetics than synthetic ones, which can damage the skin (Iyengar, V. and Chandrashekar,S.S.R. 2023). The synthetic cosmetic contains ingredients such bentonite, parabens, propylene, and ethylene glycol that can damage the skin. Researchers have certainly taken notice of the rapid increase in sales of organic cosmetics (Amin, S., Manzoor, A., & Farid, F. 2020). However, the majority of recent research on the organic personal care sector has focused on marketing tactics that differ from consumer behavior. Since cosmetic product firms continually strive to satisfy the requirements and desires of their customers in order to make a profit, consumers have the ability to influence the market for cosmetics (Borges,L. and Paananen,A. 2020). Businesses that offer cosmetics stand a good opportunity of gaining brand loyalty from customers who support their preference for natural cosmetics over artificial ones. The cosmetics industry's marketing is growing, demonstrating its importance to the economic vitality of society. However, because of the intense rivalry, it is a difficult market for newcomers (Kumudhini, N. & Kumaran, S. S. 2020). Popular companies that have been in the market for a long time are facing competition from the rising number of new cosmetic brands entering the market. The well-known brands, however, have a solid track record in the industry (Taylor, T., Merwe, Carla Van Der, 2020). Consumer behavior research is crucial to the marketing of all products and services. Buying eco-friendly

cosmetics reflects a mixed ethical approach to decision-making and is associated with socially conscious behavior (Amberg,N. and Fogarassy,C. 2019). Customers that are dedicated to becoming more ecologically conscious and sustainable are satisfied with eco-friendly cosmetics. Environmentally friendly cosmetics strive to contain no elements that are damaging to the environment (Kapoor,R. Singh,A.B. and Misra,R. 2019). The materials used to make eco-friendly cosmetics are often safer for the environment. Social effects, product availability, and pricing are a few examples of potential elements that might affect customer behavior and cause differences in views and purchasing patterns. Both the environment and the customer gain from eco-friendly cosmetics (Surya R. R, and Pawan Garga. 2018). The more concerned businesses are about producing high-quality eco-friendly cosmetics, the less hazardous the product may be for the environment and skin. In eco-friendly cosmetics, the term "green" denotes sustainability or the preservation of non-toxic natural resources (Majumdar S. 2015). In eco-friendly cosmetics, the term "green" denotes sustainability or the preservation of natural resources, which are non-toxic and environmentally benign. A healthy skin care routine is the cornerstone of a natural makeup appearance (Sachdev. S. 2015). Most pupils require cosmetics on a regular basis. It is safe for the environment. A healthy skin care routine is the cornerstone of a natural makeup appearance. Most pupils require cosmetics on a regular basis (Az-Zahra, S. F. 2021).

2. LITERATURE REVIEW

Growing awareness of environmental challenges and difficulties encourages people to abandon their old lifestyles and embrace more ecologically friendly habits. Green buying and a green lifestyle are the answers to environmental problems (Jameel, F. A., & Ferdinando, U. 2022). On this issue, marketers and practitioners are in agreement. Buying sustainable, eco-friendly items that are safe for the environment and the community, and that are easily recyclable, is known as "green purchasing behavior." Environmentally friendly purchasing behavior also refers to the use of items designed to appropriately address environmental problems. In this study, this would be referred to as online purchase behavior (Ceylon today. 2020, February).

distinct customers have distinct health-related concerns. Customers carefully consider whether cosmetics are safe for their skin while making purchases, in contrast to those who are less concerned about their health (Kim, H. and Chung,J., 2011). Customers pay close attention to healthy cosmetics while they are monitoring their health. Consumer behavior that is pro-environmental is influenced by beliefs about the product's safety and environmental friendliness. Show further how customer behavior that is environmentally friendly is influenced by perceptions about organic food (Nilaksana Lavan1 and F. B. Kennedy 2017). Consumer attitudes toward organic cosmetics are influenced by a number of important factors, including health consciousness. Eco-friendly makeup is undoubtedly a new advantage for underdeveloped countries. These days, going "green" is not just a need; it's also an opportunity for businesses and customers (Saleem, B., & Recker, A. 2014). The terms "organic," "sustainable," and "healthy" are now interchangeable with "green." It is noted that the idea of "Going Green" has gained traction as a result of the threat posed by climate change, global warming, and environmental difficulties. Environmental concerns among consumers have grown over time (U.S. Department of Commerce, 2016). Their cosmetics purchasing habits are evolving. Maintaining a clean atmosphere and leading a healthy lifestyle is altering their perspective. Consumers select healthy, chemical-free, and safe products. Customers' knowledge of the importance and necessity of buying eco-friendly products has surely grown as a result of environmental deterioration (Alsmadi, S. 2007). The composition and component selection of each cosmetic influence the skin's reaction. Selecting the right components may be challenging due to the safety and function of each ingredient, formulation stability, and customer preferences for particular compounds (Arndt, D. S., M. etal. 2010). Raw materials for natural cosmetics must not come from genetically modified plants, deceased animals, or items that have been gathered in a way that harms them (Du Plessis, P. & Rousseau, G. 1999). It's also essential to keep in mind that using natural cosmetics requires adhering to environmental protection regulations. Customers who buy sustainable products anticipate the same level of quality and effectiveness as those who buy "non-sustainable" alternatives (Levy, H., etal. 2008). In many applications, by-product extracts—those generated from the fruit and vegetable processing industries—offer a viable "green" substitute for extracts derived from plants. Because they don't contain any pesticide residue or potentially dangerous compounds, by-products from organic farming are an even more significant source of safe extracts for cosmetics (Montes,R.M.A.etal., 2022). In addition to its well-known skin advantages, agro-food by-products are also reasonably priced and bio-sustainable. The release of cosmetic formulas after usage is also a result of the consuming phase (Polonsky, Michael Jay. 1994). Because they are chemically based, cosmetics and personal care items contain "biologically active compounds that are designed to interact with specific pathways and processes in target

humans and animals," much like medications. In recent years, academics and practitioners have paid more attention to eco-friendly cosmetics (Ecocert 2003). Prior research has examined a number of factors that impact purchase intentions in various nations. For instance, among Malaysian consumers, repurchasing intentions for personal care products were significantly predicted by product knowledge, attitude, perceived behavioral control, hedonic value, and environmental and safety values (Kathi Keville and Mindy Green 1995).

The inclination of Chinese customers to buy eco-friendly cosmetics is significantly influenced by their opinions and brand equity. Among Saudi women, purchasing intention was significantly predicted by income, education, and awareness of eco-friendly cosmetics (Mindy Cohen, 1999). Thai customers' inclinations to purchase eco-friendly cosmetics are strongly influenced by their perceptions of its functional value and ethical considerations. In the production process, life cycle, and other aspects, such as the use of clean technologies, the prudent use of natural resources, product certifications, biodegradable packaging, lowering the use of non-renewable resources, utilizing "greener" processes, and enhancing environmental performance, the term "eco-friendly" is used (Rocca, R.,Acerbi,F., Fumagalli,L.and Taisch,M. 2022).

A holistic sustainability approach in Life Cycle Assessment (LCA) methodology is being used by cosmetics manufacturing firms in response to the growing demand for more sustainable patterns in the manufacture of green, "environmentally friendly," and natural cosmetic goods (Abdulmoaz,A. and Ayham,S. 2021). The competitiveness of cosmetics firms is significantly impacted by the idea of innovation. Using LCA technique to improve eco-innovation solutions in the cosmetics business is resulting in sustainable manufacturing. Life cycle assessment (LCA) is the science that supports life cycle thinking. Additionally, it covers the entire life cycle of the product—from raw material extraction to production, formulation, consumption, recycling, and disposal of leftover waste—and is a structured, globally standardized concept for resources consumed, health, and environmental impacts (Acharya, S., Bali, S.,Bhatia, B.S. 2021). Sustainability is affected by the entire cosmetics supply chain, from the initial sourcing of raw materials to customer use and disposal. In recent decades, cosmetics manufacturing companies have been actively supporting the sustainable consumption and production (SCP) of cosmetic products by developing and implementing a sustainability strategy that contributes to the company footprint and follows Good Sustainability Practice (GSP), which is essential for long-term success (Bellomo, Matilde 2021). Natural and organic cosmetics exhibit quantitative differences but qualitative similarities in formulation; they contain raw materials derived from organic origin, and, with rare exceptions, no synthetic or semi-synthetic raw materials are permitted in the formulation (Dini, I. and Laneri,S. 2021).

The idea of replacing fossil fuels with renewable, bio-based materials is becoming more and more popular in the bio economy. In contrast to the usual, traditional synthetic processes and components derived from fossil fuels, a more thorough assessment is required. the many consequences of cosmetics from the perspective of environmental protection using a case study (day cream). According to the study, a number of factors need to be taken into account before deciding on green production (Siddharth, B. 2021).

3. RESEARCH GAP

Several research on consumer behavior patterns in relation to the environment, are focused marketing-mix factors. Many literatures and surveys which examine the consumer behavior cover on different subjects and disciplines and determine the factors influencing the perception towards purchase of eco-friendly cosmetic products. They have not focused on studying factors influencing consumer perception towards eco-friendly cosmetic products that drive consumer behavior, the factors such as psychographic characteristics, product characteristics, personal characteristics are not covered in any of the previous literature. These findings from the intensive literature review prompted to form own perspective to study customers' perception toward eco-friendly cosmetic products in Bengaluru City.

3.1. OBJECTIVES OF THE STUDY

1) To explore the impact of psychographic factors on consumer's perception towards buying eco-friendly cosmetics.
2) To find out the influence of product characteristics on consumer's perception towards buying eco-friendly cosmetics.
3) To examine the personal factors that determine the perception of consumer's in buying eco-friendly cosmetics.

3.2. HYPOTHESIS OF THE STUDY

H01: There is no significant impact of psychographic factors on consumer's perception towards buying eco-friendly cosmetics.

H1: There is a significant impact of psychographic factors on consumer's perception towards buying eco-friendly cosmetics.

H02: There is no significant influence of product characteristics on consumer's perception towards buying eco-friendly cosmetics.

H2: There is a significant influence of product characteristics on consumer's perception towards buying eco-friendly cosmetics.

H03: There is no significant influence of consumer's personal factors on the perception of consumer's in buying eco-friendly cosmetics.

H3: There is a significant influence of consumer's personal factors on the perception of consumer's in buying eco-friendly cosmetics.

4. RESEARCH METHODOLOGY

This research is quantitative research based on a survey gathered in Bengaluru. Quantitative research relies on numerical analysis of data. It is concerned with numbers and their relationships with events. Quantitative research is a systematic and empirical investigation that may be conducted through questionnaires and surveys about the phenomena to test hypotheses with computational techniques. Quantitative research seeks precise measurements and analysis of target concepts. Quantitative research applies structured and standardized research tools to guide data collection. The research purpose was to study on Consumer's Perception Towards Buying Eco-Friendly Cosmetics in Bengaluru and further investigate the factors that affect their purchasing behavior by applying a descriptive and quantitative research methodology. In particular, the quantitative research method was used to transform survey data into valid results through a statistical form. It assisted in drawing some conclusions concerning consumer behavior. Furthermore, this method helped to build hypotheses within regression analysis. In this regard, the research design relies on a deductive approach.

Primary data

The first time data has been through a self-administered structured questionnaire, which was developed and asked to be filled out. Personal interviews were also done with respondents. A structured questionnaire was prepared containing These statements were rated on a five-point scale with scale agreements ranging from strongly disagree to strongly agree. "Strongly agree" was assigned a score of 5, "agree" a score of 4, "can't say" a score of 3, "disagree" a score of 2, and "strongly disagree" a score of 1 for conducting regression analysis.

Secondary Data

The following are the sources from which the secondary data was collected, such as information that has been gathered from selected peer-reviewed articles from bibliographic databases (Emerald, Sage journals online, Science Direct, Scopus, Taylor & Francis online, Web of Science, and Wiley (online library). Peer-reviewed journals were considered based on their knowledge validity and their highest impact on the research field. Online E-Sources, Published reports, journals, theses, magazines, research articles, newspapers, etc.

POPULATION AND SAMPLE SIZE

It indicates the numbers of people to be surveyed. Though samples give more reliable results than small samples but due to constraint of time and money, the sample size was restricted to 119 respondents. The respondents are the users of eco-friendly cosmetic products in Bengaluru City.

Samples Size				
SL. No	Category of Survey	No of Respondents Targeted	No of Respondents Responded	Respondents Percentage
1	Eco-Friendly Cosmetic products	128	119	92.97%
	Total	128	119	92.97%

5. RESPONDENTS

The data related to eco-friendly cosmetic products has been collected based the identification of eco-friendly cosmeticss users in Bengaluru City. to know about the perception towards eco-friendly cosmetic products the respondents were identified in shopping malls and in supermarkets they were asked to fill the questionnaire and interacted to know about their perception towards usage of eco-friendly cosmetics. as per the convenient of the researcher 128 consumers were targeted out of which 119 were responded.

6. DATA ANALYSIS

Table 1: Impact of psychographic factors on consumer's perception towards buying eco-friendly cosmetics.

Model Summary					
Model	R	R Sque	Adjusted R Square	Std. Error of the Estimate	
1	.968a	.938	.933	.28781	

ANOVAb						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	136.525	9	15.169	183.124	.000a
	Residual	9.029	109	.083		
	Total	145.555	118			

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.390	.114		-3.405	.001
	Trend for a healthier way of living	.036	.030	.040	1.209	.229
	Environmental sustainability	.347	.049	.290	7.017	*.000*
	Concern for future generations	.161	.052	.183	3.105	*.002*
	Young female purchase eco-friendly cosmeticss	-.071	.058	-.087	-1.240	.218
	Cosmetics formed an integral part of life	.106	.042	.124	2.514	*.013*
	Health and quality of life	.248	.048	.343	5.147	*.000*
	Demographic factors	.102	.057	.096	1.805	.074
	Product availability	.041	.065	.032	.625	.533

Word of mouth	.101	.034	.098	2.986	*.003*
a. Dependent Variable: Perception towards Eco-Friendly Cosmetics					

A multiple regression analysis was used to investigate the effect of 9 variables of psychographic factors on consumer's Perception towards buying eco-friendly cosmetics. From the above table it is understood that, that psychographic factors (R = 0.961 indicating high degree of correlation among the variables, t =-7.531, p <.01) had a positively significant effect on consumer's Perception towards buying eco-friendly cosmetics. Hence, it can be concluded that if the average level of customer psychographic factors were high, the average level of consumer's Perception towards buying eco-friendly cosmetics would also be high. The analysis also reveals customer psychographic factors were able to explain the total variation in customer satisfaction by the regression model about R^2 = 91.6% being high indicating model fits the data well. Thus answering the hypothesis H1: There is a significant impact of psychographic factors on consumer's perception towards buying eco-friendly cosmetics, posited for this research is accepted. The coefficient table shows the contribution of customer psychographic factors. From the above table the beta values demonstrate the unique contribution for the variables such as Environmental sustainability (β=.347, p <.000), Concern for future generations (β=.161, p < .002), Cosmetics formed an integral part of life (β=.106, p <.013) Health and quality of life (β=.248, p <0.000), Word of mouth (β=.101, p <.003) are the variables have significant impact on consumer's perception towards buying eco-friendly cosmetics.

Table 2: Influence of product characteristics on consumer's perception towards buying eco-friendly cosmetics.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.958a	.917	.911	.33175

ANOVAb						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	133.448	8	16.681	151.562	.000a
	Residual	12.107	110	.110		
	Total	145.555	118			

Coefficientsa					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-1.000	.130		-7.697	.000
	Made from natural resources	-.059	.079	-.055	-.748	.456
	Green packaging	.294	.063	.230	4.692	*.000*
	Pricing and product quality	.139	.051	.135	2.738	*.007*
	Perceived product benefits	.205	.061	.226	3.349	*.001*
	Attitudes and brand equity	.287	.078	.263	3.673	*.000*
	Side effects of artificial cosmetics	.060	.044	.067	1.361	.176
	Chemical based cosmetic products are hazardous	.433	.099	.395	4.387	*.000*
	Functional value and ethical concerns	-.213	.066	-.188	-3.237	.002
a. Dependent Variable: Perception towards Eco-Friendly Cosmetics					

A multiple regression analysis was used to investigate the effect of 10 variables of product characteristics on consumer's Perception towards buying eco-friendly cosmetics. From the above table it is understood that, that product characteristics (R = 0.958indicating high degree of correlation among the variables, t =-7.697, p <.01) had a positively significant effect on consumer's Perception towards buying eco-friendly cosmetics. Hence, it can be concluded that if the average level of product characteristics were high, the average level of consumer's Perception towards buying eco-friendly cosmetics would also be high. The analysis also reveals product characteristics were able to explain the total variation in customer satisfaction by the regression model about R^2 = 91.7% being high indicating model fits the data well. Thus answering the hypothesis H2: There is a significant influence of product characteristics on consumer's perception towards buying eco-friendly cosmetics, posited for this research is accepted. The coefficient table shows the contribution of product characteristics. From the above table the beta values demonstrate the unique contribution for the variables such as Green packaging (β=.294, p <.000), Pricing and product quality (β=.139, p < .007), Perceived product benefits (β=.205, p <.001) Attitudes and brand equity (β=.287, p <0.000), Chemical based cosmetic products are hazardous (β=.433, p <.000) are the variables have significant influence on consumer's perception towards buying eco-friendly cosmetics.

Table 3: Influence of consumer's personal factors on the perception of consumer's in buying eco-friendly cosmetics

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.963a	.927	.920	.31448	

ANOVAb						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134.873	10	13.487	136.375	.000a
	Residual	10.681	108	.099		
	Total	145.555	118			

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.590	.148		-3.987	.000
	Income to buy eco-friendly Cosmetics	.169	.060	.191	2.793	*.006*
	Education	-.162	.067	-.198	-2.419	*.017*
	Product knowledge	.100	.050	.117	2.019	*.046*
	Age to buy eco-friendly Cosmetics	.330	.056	.456	5.900	*.000*
	Gender	-.041	.068	-.039	-.609	.544
	Occupation and ethnicity	.114	.073	.089	1.552	.124
	Social and personal norms	.182	.048	.176	3.764	*.000*
	Trust on eco-friendly Cosmetics	.034	.073	.037	.462	.645
	Adapting attitude	.281	.058	.257	4.808	*.000*

Online shopping	.033	.042	.037	.785	.434
a. Dependent Variable: Perception towards Eco-Friendly Cosmetics					

A multiple regression analysis was used to investigate the effect of 10 variables of consumer's personal factors on consumer's positive perception buying eco-friendly cosmetics. From the above table it is understood that, that consumer's personal factors (R = 0.963 indicating high degree of correlation among the variables, t =-3.987, p <.01) had a positively significant effect on consumer's Perception towards buying eco-friendly cosmetics. Hence, it can be concluded that if the average level of consumer's personal factors were high, the average level of consumer's Perception towards buying eco-friendly cosmetics would also be high. The analysis also reveals consumer's personal factors were able to explain the total variation in customer satisfaction by the regression model about R^2 = 92.7% being high indicating model fits the data well. Thus answering the hypothesis H3: There is a significant influence of consumer's personal factors on the perception of consumer's in buying eco-friendly cosmetics, posited for this research is accepted. The coefficient table shows the contribution of consumer's personal factors. From the above table the beta values demonstrate the unique contribution for the variables such as Income to buy eco-friendly Cosmetics (β=.169, p <.006), Education (β=-.162, p < .017), Product knowledge (β=.100, p <.046) Age to buy eco-friendly Cosmetics (β=.330, p <0.000), Social and personal norms (β=.182, p <.000), Adapting attitude (β=.281, p <.000) are the variables have significant influence on consumer's perception towards buying eco-friendly cosmetics.

7. RESEARCH FINDINGS

1. Psychographic factors such as environmental sustainability, concern for future generations, cosmetics formed an integral part of life, health and quality of life, word of mouth are the variables have the significant impact with consumer's perception towards buying eco-friendly cosmetic products.

2. Product characteristics such as green packaging, pricing and product quality, perceived product benefits, attitudes and brand equity, chemical based cosmetic products are hazardous are the variables have the significant influence with consumer's perception towards buying eco-friendly cosmetic products.

3. Consumer's personal factors such as income to buy eco-friendly cosmetics, education, product knowledge, age to buy eco-friendly cosmetics, social and personal norms, adapting attitude are the variables have the significant influence with consumer's perception towards buying eco-friendly cosmetic products.

8. SUGGESTIONS

1) The results suggest that on the market of cosmetic products, health and environmental awareness should be a significant trend for both producer and consumer behavior, even in the future.

2) This research suggests marketers to develop their marketing strategies and promote ecofriendly cosmetics through effective advertising.

3) Consumers buy eco-friendly cosmetic products based on their availability, presence and price it is suggested to the Marketers to identify the eco-friendly cosmetic products which the consumers are looking for and willing to buy, and to present them in such a way to increase their presence on various advertising platforms, marketers should also emphasize the benefits of using that eco-friendly cosmetics product for the health and environmental concern. As consumers are already aware of the increasing concerns towards protection of health and environment, they may prefer Green products over conventional ones.

4) Marketers should take this as an opportunity to build their brand presence and reputation as green products. Consumers expect the government and the organisations to take the initiative and employ green marketing practices towards the protection of the environment. Marketers should regularly communicate their messages in such a way that will motivate the consumers to pursue that product and it remains in the top of the consumer's mind to buy that product.

5) The researchers suggest that companies should produce more green products in the market since the customers are more concerned about the ingredients of the product they consume and willing to invest more in sustainable products. Moreover, considering the significant factors of the study proved to be an effective marketing strategy.

6) That there is demand for clear and honest marketing for eco-friendly cosmeticss. Consumers are hoping the information about natural ingredients and the production process of products can be found from their advertisements clearly when making purchase decisions in stores. Companies could provide more information about the benefits of using eco-friendly cosmeticss to gain trust and loyalty of consumers.

7) Consumers are more likely to purchase eco-friendly cosmeticss when the product contains a trusted label. Also, a preference for products containing an eco-label was found. The preference was especially high when the product with eco-label included additional information.

8) Marketers need to exert their influence on consumers and actively promote healthy and sustainable lifestyles to consumers.

9) A globally recognizable label and standards used in advertisements could make green marketing more effective, especially with proof of environmentally friendly claims. Consumers are expecting often to find an authentic certification symbol of eco-friendly cosmeticss from their product´s packaging.

10) Known celebrities with good image used as advocates for green brands could create effective marketing through different media.

11) emphasizing the communication between consumer and the companies can enhance the trust. As more objective knowledge would be exposed to the consumers, they would have more trust and so more commitment to buy natural cosmetics.

12) The producers of eco-friendly cosmetics can enhance their consumers' satisfaction and trust by producers' manufacturing honesty through developing analyses that test the performance of products from the beginning to the end of its life cycle, to further investigate harmful/safe effects that are produced by environmentally-friendly products within aspects such as transportation, packaging, processing, and selling.

9. LIMITATIONS OF THE STUDY

1) The study is restricted to Bengaluru City only and the result may not be applicable to other places.
2) The result obtained is based on the respondents' opinion, so there is a chance of consumer bias.
3) Understanding consumer's perceptions is vast and requires in depth research, and due to time constraints, time duration for study was limited.
4) This research was carried out on few randomly selected respondents but understanding consumers as a whole was missed out.
5) The data collected from the consumers of eco-friendly products are subject to recall bias.
6) Present study is limited to study only selected product categories.
7) The study is restricted to Bengaluru City only and the result may not be applicable to other places.
8) The researchers used convenience approach for the knowledge assortment that makes the study consequences not promptly generalizable.
9) Simple tabulations, Multiple regression analyses was only the statistical tools used in the study.
10) The samples selected to study each product category has not crossed more than 119.

10. DIRECTIONS FOR THE FUTURE RESEARCH

Other product categories such as renewable energy, electronics, eco-friendly textiles, eco-friendly food and beverages, electric vehicles can be taken into consideration to find out the significant relationship of the concerned variables with consumer's perception towards buying behavior of the above listed products. The variables related to consumer's personal factors and marketing factors can be tested on the satisfaction level of eco-friendly products users. Along with legal policies of the government, other variables such as external market environment, pricing, eco-friendly products promotion intensity, and integrated marketing communication related to eco-friendly products can be taken into consideration to build an integrated model for the consumer's perception towards buying eco-friendly products. Comparative analysis can be done between eco-friendly and non- eco-friendly products to study causes that make the manufacturers successful in marketing eco-friendly products.

11. CONCLUSIONS

Cosmetics industry is that industry which indulging the interest of all age, Sex and season. New born to golden age all have desire to look young plus attractive also. Further the changing of economic conditions and due to demographic surroundings people are aware to spend their major part of income toward cosmetics. Consumer or people are also conscious to purchase that cosmetics which are not harm for environment and mother earth because people are aware regarding the pollution of environment which increase day by day. These types of consumers or people attitude require, being focus by eco-friendly marketers. Many researchers result mention that, people lacks awareness toward eco-friendly cosmetics is the major issue before the enforcement of eco-friendly products and cosmetics. According to this research results mostly people are aware to eco-friendly cosmetics and use also these products. So, this is important for government to establish the rules which protect our environment and the natural resources also. Marketers of these products grip this opportunity, because many segments already present the pragmatic attitude toward planets and their environment. The main objective is to study on Consumer's Perception Towards Buying Eco-Friendly Cosmetics in Bengaluru City. 119 respondents were selected as a sample for the study. Regression analysis was used to find out the influence of Consumer's Perception Towards Buying Eco-Friendly Cosmetics in Bengaluru City. The research revealed that psychographic factors such as environmental sustainability, concern for future generations, cosmetics formed an integral part of life, health and quality of life, word of mouth are the variables have the significant impact with consumer's perception towards buying eco-friendly cosmetic products. Product characteristics such as green packaging, pricing and product quality, perceived product benefits, attitudes and brand equity, chemical based cosmetic products are hazardous are the variables have the significant influence with consumer's perception towards buying eco-friendly cosmetic products. Consumer's personal factors such as income to buy eco-friendly cosmetics, education, product knowledge, age to buy eco-friendly cosmetics, social and personal norms, adapting attitude are the variables have the significant influence with consumer's perception towards buying eco-friendly cosmetic products.

CONFLICT OF INTERESTS

None.

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