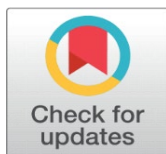


# THE KEY FACTORS INFLUENCING CONSUMER BEHAVIOR TOWARDS GREEN COSMETICS, INCLUDING PRODUCT ATTRIBUTES, BRAND REPUTATION, AND SUSTAINABILITY INITIATIVES

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## DOI

[10.29121/shodhkosh.v5.i6.2024.4212](https://doi.org/10.29121/shodhkosh.v5.i6.2024.4212)

**Funding:** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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## 1. INTRODUCTION

The cosmetics business has seen a notable shift in customer tastes as a result of the increasing awareness of environmental issues and the movement towards more sustainable ways of living. As customers become more aware of how their purchase habits affect the environment, the demand for green cosmetics—products that are ecologically friendly, ethically created, and made with natural ingredients—continues to grow. For businesses who want to attract this expanding market, it is essential to understand the elements that affect how consumers behave in this changing industry. This research investigates the factors that influence customer decisions, with an emphasis on product characteristics such as ingredient transparency and eco-certifications, brand reputation for sustainability, and corporate actions aimed at environmental responsibility. The purpose of this study is to present a complete picture of the reasons why customers choose green cosmetics over traditional ones by identifying these important variables. This knowledge is crucial for companies that want to make their products more in line with what customers want and improve their position in the market as competition continues to grow. In recent years, the beauty and personal care business has seen a significant change, moving towards sustainability. This transition has been pushed by consumers becoming more

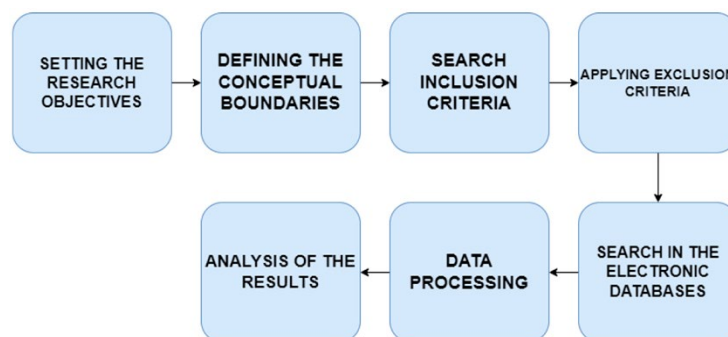
## ABSTRACT

The increasing awareness of environmental sustainability has resulted in a rise in the demand for eco-friendly cosmetics. This research seeks to investigate the main aspects that affect how consumers behave when it comes to green cosmetics. It will pay special attention to product features, brand reputation, and sustainability activities. This study aims to identify the main factors that influence decision-making in the green cosmetics industry by examining the preferences and buying habits of consumers. The results will provide useful information for companies, legislators, and marketers that are working to improve sustainability practices and create a customer base that is more aware of environmental issues. The research uses a mixed-methods technique, which includes surveys and data analysis, to determine the importance of different factors. The findings provide a better understanding of why consumers make the choices they do, which helps firms create successful strategies to promote environmentally responsible goods while still satisfying customer expectations.

**Keywords:** Green Cosmetics, Consumer Behavior, Sustainable Consumption, Product Attributes, Brand Reputation.

conscious of environmental and ethical issues. Green cosmetics, which prioritise natural ingredients, cruelty-free formulations, and eco-friendly packaging, have become more popular among customers who place a high value on sustainability when making their purchase selections. “This change is mostly driven by increasing worries about the negative effects that traditional cosmetics have on the environment, including plastic waste, chemical pollution, and the unethical procurement of materials. As a consequence, businesses that are committed to sustainable ideals and transparent business processes are seeing a rise in customer choice and loyalty.

Even if green cosmetics are becoming more popular, the elements that influence consumer behaviour in this industry are still complicated and have many different aspects. When it comes to making a purchase, product qualities such as component composition, effectiveness, and certification labels are quite important. Furthermore, brand reputation, which is established via credibility, trust, and corporate social responsibility (CSR) efforts, has a substantial influence on the decisions made by consumers. In addition, sustainability measures, such as reducing carbon footprints, practicing fair trade, and using biodegradable packaging, are essential factors that influence how consumers feel about green cosmetics. However, the degree to which these variables influence purchase choices differs across various consumer categories, which emphasises the need for a more thorough examination of the motives and obstacles that impact sustainable consumption in the beauty business. This research intends to fill the gap by thoroughly investigating the primary factors that affect how consumers behave when it comes to green cosmetics. This study aims to give useful information for cosmetic firms, marketers, and regulators by examining product characteristics, brand reputation, and sustainability measures. By understanding these aspects, firms may create tailored tactics that appeal to environmentally concerned customers and contribute to wider sustainability initiatives. Furthermore, this research will provide suggestions for increasing consumer trust and involvement in the green cosmetics sector by identifying possible obstacles to adoption, such as price sensitivity and scepticism towards green promises.

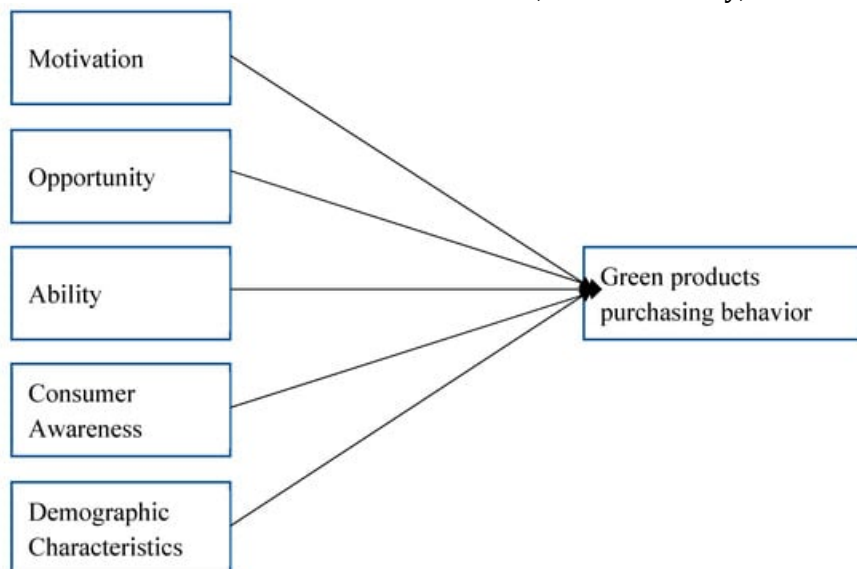


## 2. GREEN COSMETICS

To begin with, let's take a moment to discuss cosmetics in general. According to the recommendations set out by the Health Science Authority in 2017, cosmetic items are defined as any material or mixture of natural and/or synthetic components that are intended to be applied to various parts of the human body or teeth. Their goal is to keep people feeling good by cleansing, providing scent, improving, or changing their look. In the cosmetics business, the term green cosmetics refers to cosmetic products that are derived from natural components that come from renewable raw resources and do not include any nonorganic chemical additions. The idea of environmental sustainability, which is often called going green, has become much more popular and has received a lot more support. At this time, the use of cosmetics that are good for the environment has become a lifestyle option that focusses on personal well-being and showing respect for the natural world. Young customers between the ages of 18 and 34 have been placing more importance on buying products that are good for their health and the environment in recent years. Furthermore, it has been shown that younger female clients are more likely to purchase green cosmetics. Young customers' choices for green cosmetics have changed a lot over time”. The most crucial thing for making money in a new way is to understand what the customers want. It has been seen recently that customers are purchasing or switching to green cosmetics, even if they are more expensive than chemical cosmetics. Innovative marketing methods, such as We Plant Goodness, provide customers a sense of significance and make them believe that by purchasing a green product, they are making a contribution to the environment and taking a step towards change. The marketers of green cosmetics also take into account sustainable packaging that displays eco-labels on each product design.

### 3. GREEN COSMETICS AND SUSTAINABILITY

"The term "sustainability" relates to the study of how natural systems work, their ability to retain variety, and their capability to produce all the required components for maintaining ecological balance. In addition, it recognises that maintaining our modern way of life in human civilisation necessitates the use of resources. "The World Summit on Social Development, which took place in 2005, defined three major categories that contribute to the philosophical and social scientific debate around the notion of sustainable development. The pillars stated above are essential parts of many national standards and certification programs. They provide the basic structure for tackling the major problems that the global community is now facing. According to the National Environmental Policy Act of 1969 (NEPA), the goal of sustainability is to create and maintain conditions that allow people and environment to live together in harmony. To satisfy the requirements of both present and future generations. This means that sustainable methods must include the natural relationships between activities that affect the environment, the community, and the economy as a whole.



**Factors Influence Consumers to Buy Green Products**

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### 4. ATTITUDE AND BEHAVIOUR

People all throughout the globe are becoming more environmentally conscious. In the United States, the environmental movement moved from the extreme fringe to the mainstream as a result of the indignation over the Exxon oil disaster in 1989. Over the last ten years, members of the Green Party in Western Europe have taken on positions of power in municipal and national administrations. The European Parliament in Strasbourg is also looking into green consumerism as part of a growing emphasis on sustainable lifestyles. Ottman (1992) was one of the most thorough authors on the subject. The author said that green purchasing should be considered in relation to broader discussions about how to establish sustainable ways of living that include other environmental acts in a comprehensive understanding of sustainable lives. This paradigm is put into practice in a study of environmental activity in and around the home. In this research, 1,600 families in Devon were given questions about their routine environmental acts. These data were altered in order to examine the relationships between the various behaviours and to see if it was possible to identify separate groups of people who adhered to different lifestyles. Roberts (1996) said that since the concern for the environment has become a worldwide phenomena, the profile of the environmentally aware consumer has undoubtedly changed along with this fundamental shift in public perception. He

### 5. RESPONSIBILITY OF COSMETICS PRODUCERS

The cosmetics business has become more cognisant of health issues as a result of the food sector raising awareness. Consumers are increasingly interested in cosmetics that have natural ingredients, sustainable packaging, and other environmentally friendly components. Chemists in the cosmetics sector are fighting a tough battle against the belief that natural components are safer than synthetic ones. Ingredients should be chosen based on their safety and effectiveness,

regardless of whether they are natural or synthetic cosmetic components. Cosmetics firms all around the world have changed their strategies in order to better deal with new difficulties and to include various elements of sustainability in their operations. Green marketing emphasises a new aspect of economic, social, and environmental responsibility that organisations are adopting. Cosmetics firms are increasingly trying to create their products in a laboratory setting in order to eliminate chemicals or to use as few chemicals as feasible". Producers are expanding their selection of natural cosmetics in order to keep up with the changing preferences of consumers. Rheology is a scientific discipline that is a useful tool for cosmetic goods. It encompasses green cosmetics activities, the fulfilment of customer requests, and the stability of the product. We have added to the original aspects of rheology as a potent tool for cosmetic product formulation based on our investigations. The other criteria are also being shown, such as the product's flavour (product flavour), quality (product quality), and the green symbols on the product package (green symbols).



Source Rheology as powerful tool for cosmetic product design (Graphical abstract) based on Semenzato et al..

This includes product emblems that might influence the choices made by consumers, since a devoted green consumer will look for these symbols on the packaging. When making a purchasing choice, a green consumer considers the product's price-to-performance ratio, quality, and how much they enjoy the product. If the customer is dissatisfied with the product in issue, they will not utilise it. However, if there is a difference between the product's real qualities and the attributes that the consumer wants, the intended quality cannot be achieved. In this situation, the purchase will be a bad experience for the consumer.

## 6. CONCLUSION

Consumer behaviour, especially in the cosmetics business, has been greatly impacted by the growing worldwide awareness of environmental sustainability. Green cosmetics, which are made with natural components, produced in an ethical manner, and packaged in an environmentally responsible way, have become quite popular with consumers. This research examined the main elements that affect how consumers feel about green cosmetics. These aspects include product characteristics, brand reputation, and sustainability actions. The results show that consumers are mostly influenced by their worries about the safety of ingredients, the effect on the environment, and the social responsibility of companies. There are still obstacles to overcome, even if the demand for sustainable goods is increasing. Purchasing choices continue to be influenced by price sensitivity, scepticism about green promises, and the impression of product effectiveness relative to traditional alternatives. The study emphasises that the profile of green consumers is changing, especially among younger buyers, who are increasingly prioritising choices that are good for their health and the environment. However, brands that focus on transparency, provide clear eco-labeling, and use innovative sustainability marketing strategies are more likely to gain the trust and loyalty of consumers. Green marketing and sustainable packaging have become essential in influencing customers' buying decisions. This highlights the need of firms including sustainability into their main business plans.

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## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

None.

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