

# The Impact Of Green Marketing On Consumer Buying Behavior Towards Green & Eco-Friendly Cosmetic Products With Reference To Selected Cities In India

Research Scholar Darshana Singh<sup>1\*</sup>, Research Guide Prof. Dr. Gagandeep Kaur Nagra<sup>2</sup>

<sup>1\*</sup>Department: - Management (Marketing)

Ph.D., D.Y Patil Deemed to Be University, School of Management, Navi Mumbai Email Id: [darshana.gite@gmail.com](mailto:darshana.gite@gmail.com), Contact No. +91 9892221917

<sup>2</sup>Professor, Dean, D.Y. Patil Deemed to be University, School of Management, Navi Mumbai

**Citation:** Research Scholar Darshana Singh, et.al, (2023), The Impact Of Green Marketing On Consumer Buying Behavior Towards Green & Eco-Friendly Cosmetic Products With Reference To Selected Cities In India, *Educational Administration: Theory and Practice*, 29(4), 2595 - 2598

Doi: 10.53555/kuey.v29i4.2076

## ARTICLE INFO

## ABSTRACT

This study explores the impact of green marketing on consumer behavior in India's urban centers, focusing on eco-friendly cosmetics. It examines consumer perceptions and buying decisions, highlighting the potential of sustainable marketing. The paper is structured with an introduction, literature review, objectives, research gaps, inquiries, findings, and more. Various factors were considered, drawing from secondary sources like articles and reports. Through data analysis, it offers insights into marketing strategies and consumer preferences. These findings are valuable for businesses aiming to promote eco-conscious choices in India's cosmetic market, fostering sustainability in metropolitan cities.

**Keywords:** Green marketing, Eco-friendly cosmetics, Consumer purchasing behavior, India, Cosmetic industry, Sustainable marketing, Consumer perceptions, Consumer inclinations, Consumer buying determinations

## Introduction

The worldwide upsurge in environmental consciousness and the drive for sustainable ways of living have precipitated a dynamic transformation in consumer outlooks and actions across diverse sectors. Among these, the cosmetic sector, historically linked with substantial resource usage and environmental harm, is undergoing a notable evolution. Gradually, both consumers and cosmetic enterprises are acknowledging the importance of adopting ecologically responsible methodologies and merchandise. This research article aspires to examine the crucial function of green marketing in moulding consumer purchasing patterns, particularly within the domain of environmentally conscious and eco-friendly cosmetic goods.

The traditional methodologies employed by the cosmetic sector have frequently been associated with issues encompassing pollution, the generation of waste, and the utilization of non-biodegradable components. In reaction to the escalating environmental dilemmas, a nascent phenomenon known as "green marketing" has garnered attention. This trend involves businesses embracing tactics that underscore the ecological advantages of their commodities and procedures. Green marketing encompasses facets such as eco-certification, sustainable packaging, and clear supply chains, bearing the potential to not solely mitigate environmental repercussions but also shape consumer buying preference.

## Green Marketing:

Green marketing involves the promotion of goods and services that possess eco-friendly attributes. This practice is gaining momentum in India, propelled by the heightened consciousness among consumers regarding the ecological repercussions of their decisions. A recent study conducted by the Indian Council for Research on International Economic Relations (ICRIER) indicated that the

Indian market for environmentally conscious cosmetics is poised to experience a Compound Annual Growth Rate (CAGR) of 15% from 2022 to 2027. The research further highlighted that the surge in demand for such

cosmetics is being fuelled by factors like amplified awareness regarding the environmental implications of cosmetics, escalating disposable incomes, and the surging popularity of green and sustainable items.

### **Green and Eco-friendly Cosmetic Products**

The global beauty industry is undergoing a significant shift towards sustainability and environmental consciousness, leading to the emergence of green and eco-friendly cosmetic products. Consumers are increasingly aware of the environmental impacts of conventional cosmetics and are seeking products aligned with their values of well-being and sustainability. This scholarly article aims to analyse various Aspects of green and eco-friendly cosmetics, including their composition, packaging, regulatory considerations, and positive environmental impacts. These products prioritize natural and organic ingredients while avoiding harmful chemicals, emphasizing transparency and cruelty-free practices. This trend signifies a growing preference for ethical consumption patterns in the beauty sector

### **Impact of Green Marketing on Consumer Buying Behavior**

Research underscores green marketing's profound impact on consumer behavior, exemplified by studies like the University of Pennsylvania's showing heightened interest in eco-friendly products among those exposed to green messages. In India, where sustainability is culturally significant, green marketing strongly influences purchasing decisions, as evidenced by research from the Indian Institute of Management Ahmedabad. It serves as a vital tool for businesses to communicate environmental benefits, though its effectiveness varies based on factors like product type and message potency. Nonetheless, leveraging green marketing can effectively drive eco-conscious consumption patterns in societies valuing sustainability.

### **Literature Review**

According to Dr. Karthik Appadurai (2022), the fundamental assumption underlying green marketing is that potential consumers will perceive the "green quality" of a product or service as a benefit and consequently make their purchasing decisions accordingly. Sharma (2022) found moderate awareness of green products among respondents, with no gender-based differences. Food was the most purchased green product category, while educational differences influenced green product perception, building on fear theory. Xia Chen (2022) described fear as a primal and innate human emotion that triggers a heightened individual emotional response, signaling the presence of threats or potential harm, whether physical or psychological.

Notably, Saravanan K (2022) stressed the vital role of holistic green marketing integration in modern marketing, acknowledging challenges like limited green product availability, accessibility, and consumer awareness.. Raja Rajeswari B (2022) showcased increasing consumer interest in organic products in Coimbatore district, despite barriers like pricing and availability. Consumer behavior towards organics is shaped by environmental concerns, health consciousness, and perceived product quality, with green marketing strategies such as eco-labelling and cause-related marketing influencing preferences.

Dr. Manoj Narayanan K S (2021) asserted that consumers generally have sufficient awareness of green product attributes, perceiving them as healthier, safer, and of higher quality than conventional options.. Narayanan et al. (2021) found moderate awareness of green product categories among respondents, with no gender-related differences, emphasizing food as the most purchased category, while educational backgrounds shaped green product perception., Mandal, Jyotirmoy (2021) highlighted the environmental and economic potential of eco-friendly soaps and detergents while suggesting further research across diverse geographical and socio-economic contexts beyond West Bengal..

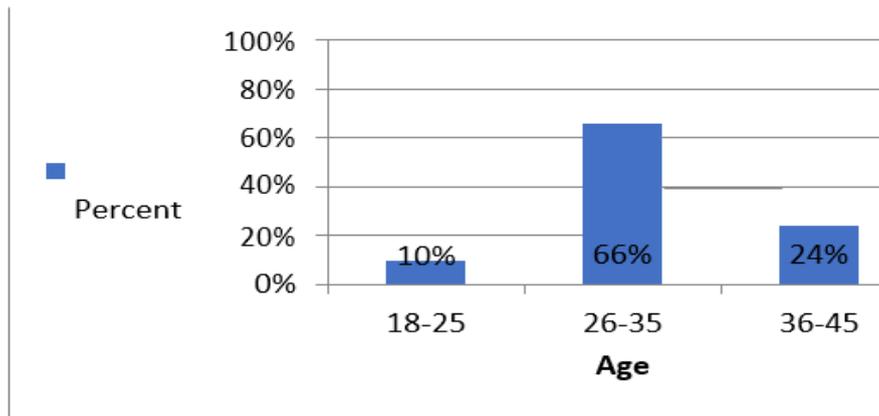
Circular Economy, Environment and Energy, Resource Management, and Sustainability (2020)

Research Methodology This study is descriptive in nature.

### **Sampling Method**

Sampling method is the way by which a respondent is selected. The sampling method of this study is random sampling. Online questionnaires utilizing Google forms. The sample included 50 respondents of Indore city. In order to gauge the level of consumer satisfaction with Green and eco-friendly cosmetic products. Secondary sources for the data included journal publications, magazine articles, news items, and websites on the Internet.

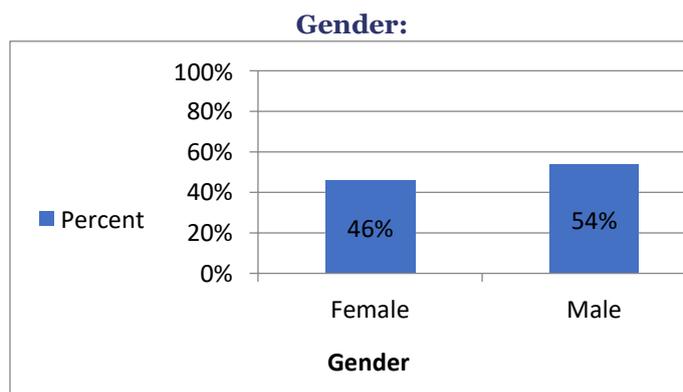
**Data Analysis and Interpretation**



Choose which age you group belong to Top of Form

**Interpretation**

It shows 10% in the age group of 18-25 and 66% in age group of 26-35 respectively. And 24% are above 36 years of age.

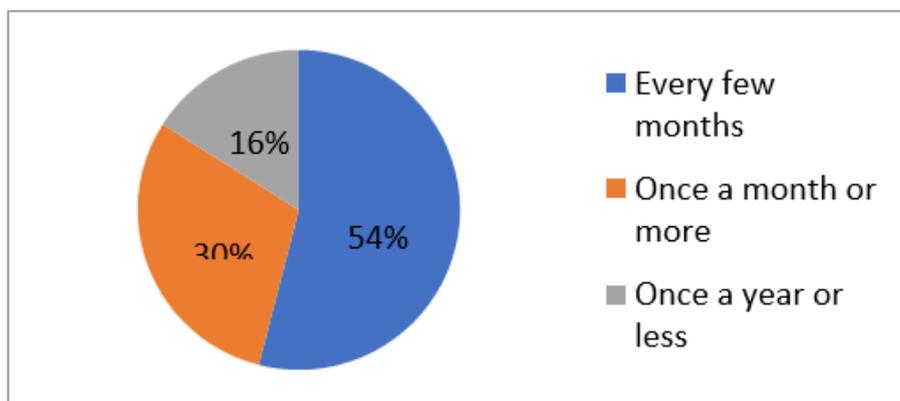


stressed increased consumer willingness to pay for eco-friendly products during the pandemic.

**Interpretation**

It shows that there are 54% male and 46% female interested in green and eco-friendly cosmetic products.

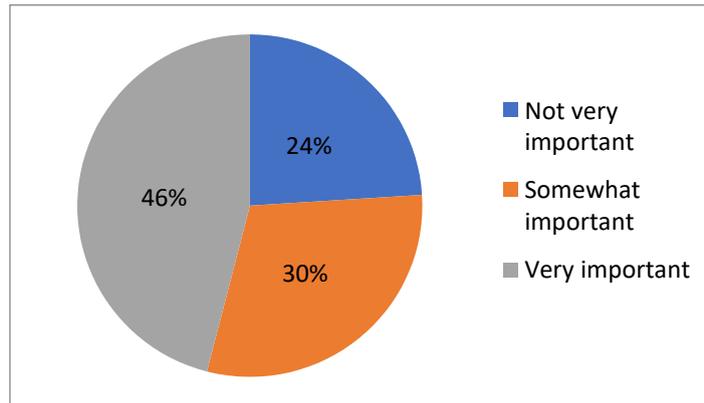
**How often do you purchase cosmetic products**



**Interpretation**

It shows around 54% of responders purchase Green and Eco-friendly cosmetic in every few month, and 30% purchase once or more than once in a month and 16% purchase once in a year or less the that.

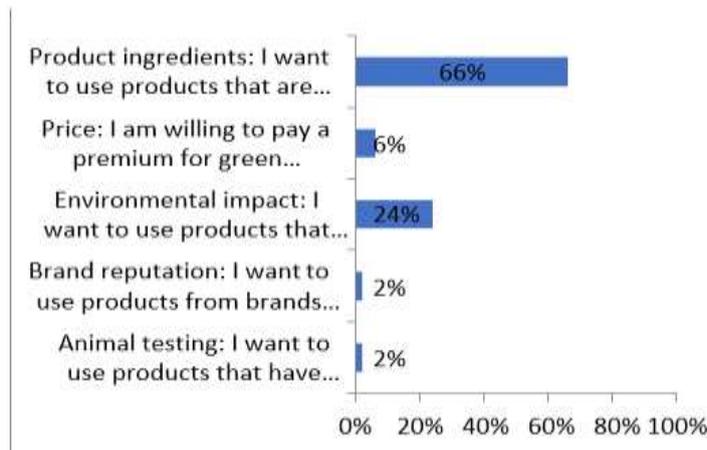
Please indicate how important the following green marketing practices are to you when purchasing cosmetic products



**Interpretation**

It shows for 46% of responders green marketing practices are very important, for 30% its somewhat important and for remaining 24% not make much importance.

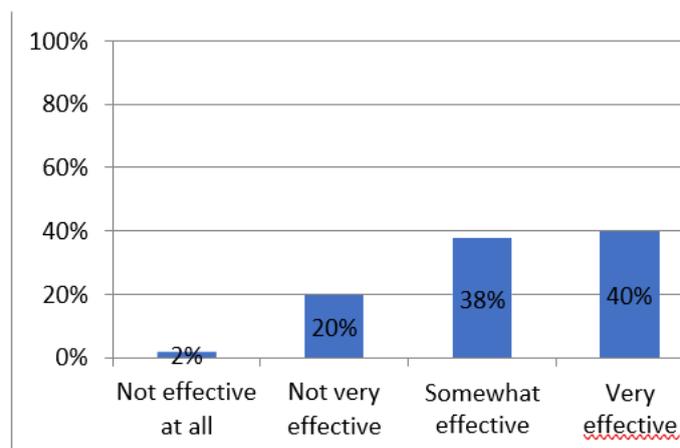
**Which factor do you consider most influential in your decision to purchase a green cosmetic product**



**Interpretation**

It shows that for 66% of responders product ingredients are major factor , for 24% environmental impact plays important role, and for remaining 6 ,2 & 2 % comes price, brand reputation and animal testing.

**How effective do you think government policies, regulations, and incentives are in promoting the adoption of green and eco- friendly cosmetic products in India post Covid-19 period**



**Interpretation**

It shows for 40% of responders Government policies are very important, for 38% its somewhat important and for remaining 20% not make much importance. Findings

The research highlights the significant influence of effective green marketing strategies on consumer attitudes and purchasing decisions in the beauty industry. As environmental concerns become increasingly important to consumers, brands implementing successful green marketing initiatives stand to gain increased engagement and market share in eco-friendly cosmetics. The study also reveals a link between green marketing potency and consumer perceptions of effectiveness and affordability, emphasizing the importance of genuine efficacy and affordability in eco-friendly product offerings. While advocating for the efficacy of green marketing in encouraging consumer adoption of eco-friendly cosmetics in India, the research acknowledges potential variations in impact based on target audience and messaging strength. These findings provide valuable insights for businesses aiming to capitalize on the growing demand for eco-friendly cosmetic products in India.

### Limitations of study

- Chances of one side reactions from the customers.
- The result generated out of the study is totally captivated with the character of the response given by the respondents.
- All the data presented might not be accurate due to the lack of information and lack of knowledge

### Conclusion

In the current era marked by heightened environmental awareness, the transformation of the cosmetic industry towards green and eco-friendly products emerges as a beacon of hope for sustainable progress. This research paper embarked on a journey to offer an all-encompassing examination of the influence exerted by green marketing on consumer purchasing behavior, particularly concerning these products, within the distinct backdrop of chosen cities in India. By resolving the complicated dynamics at the nexus of marketing strategies and consumer tendency this study aspires to pave the way for the integration of responsible and sustainable practices within the cosmetic sector. Ultimately, the paper's ambition is to contribute to a future characterized by a verdant and mindful mindset, aligning with the prevailing call for environmental supervision

### Future scope of the study

Investigating the long-term effects of green marketing strategies on consumer behavior, including sustainability practices beyond purchasing decisions, would provide valuable insights. Additionally, examining the effectiveness of different types of green marketing messages and channels in diverse demographic contexts could enhance understanding of their impact. Further research could also focus on developing strategies to mitigate biases in customer reactions and improve data accuracy, ensuring more robust findings. Expanding the study to include a larger and more diverse sample could strengthen the generalizability of results. Finally, exploring the intersection of green marketing with emerging trends such as digitalization and conscious consumerism would offer valuable insights into future market dynamics and opportunities in the eco-friendly cosmetic sector

### References

1. (Dr. Karthik Appadurai, Impact of Green Marketing on Buying Behaviour of Consumers of Chennai City, 2022)
2. (Sharma, 2022), A Study of Consumer Perception and Green Buying Behaviour Towards Green Marketing Practices With Reference To FMCG Products
3. (Rahaman, 2021), Predicting Consumer Green Product Purchase Attitudes And Behavioral Intention During Covid-19 Pandemic
4. (Saravanan, 2022), A Study On The Impact Of Green Marketing On Consumer's Preference And Buying Behaviour In Chennai City
5. (B, 2022) B, Raja Rajeswari. "Impact Of Green Marketing and Consumer Buying Behaviour Towards Organic Products In Coimbatore District (Please check year)
6. (Jacob, 2021), Consumer Perception and Acceptance of Green Marketing Initiatives
7. (V.P.M, 2021), Consumer Behaviour Towards Green Products: A Study Based on Thrissur District