

# Awareness and Attitude of Young Female Consumers Toward Green Cosmetic Products: A Study Carried Out in District Bhiwani

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**Abstract—** Purpose of the research: the objective of this study is to know the awareness of the consumers towards green cosmetic products in the Bhiwani District and to study the attitude of the consumers toward green cosmetic products.

**Methodology:** A descriptive research design has been used in the present paper. Young female consumers were targeted for the sampling purpose. A sample size of 101 has been taken by using the convenience sampling method.

**Findings:** The study found that the young female consumers were aware of green cosmetic products and they also have shown a positive attitude toward green cosmetic products, but some respondents are not buying the green cosmetic products, instead, they are using the homemade remedies using Aloe vera, Multani mitti, castor oil, etc. The respondents also agree that government needs to take some necessary steps to promote the production of green cosmetic products.

**Implications:** The present study is beneficial for marketers. They may target female consumers by selling green products. They may also do efforts for increasing awareness among male consumers. This study is also beneficial for academic purposes.

**Originality:** This study is based on the original research work done by the researchers.

**Indexed Terms—** Green cosmetics, young female consumers, awareness, attitude, health, and skin consciousness, environmental consciousness.

## I. INTRODUCTION

As we already know, people are very conscious of their skin and looks. People always use various cosmetic products, some products among them are used occasionally and some are used daily, to improve the skin appearance and to keep looking fresh and beautiful. In India, awareness and consciousness among the consumers, towards the cosmetic products

available in the market and their looks make the cosmetic market grow rapidly day by day. According to (TechSciResearch), the market size of India in the cosmetics industry in FY2020 is USD 13191.23 million and this is also projected to grow in future years and is expected to reach USD 28985.33 million by the end of the year 2026. The global share of the cosmetics industry includes the US \$422.72 billion in 2020 and this is also projected to grow and reach the US \$558.12 billion by the end of the year 2026 as per the reports (TechSciResearch). But the share of India in the cosmetic market only includes 1% (Acc. To TechSciResearch), which is also expected to grow in the future. So we can say that the market size of the cosmetics market is increasing daily and in the future also it will grow rapidly. The cosmetic industry is one of the major growth industries in the market worldwide and in India also, due to the increase in awareness, increase in purchasing power, increasing health consciousness, increase of working women, and many other reasons, makes the consumers demand more beauty and cosmetic products and enhance their beauty. Consumers especially women are also very interested in green cosmetics and personal care products because they are very concerned about their skin and they want to look young. In India, women use various homemade remedies like- hair packs (made with rice, honey, pulses, etc.), face packs (made with honey, tomato, turmeric, etc.), body scrubs (made with rice, coffee, etc.), intimate hygiene solutions, and many more remedies are used by people for their skin to enhance the skin appearance. This is a beauty solution, that is used by every Indian woman in their home for enhancing the skin texture and to look beautiful. There are many women on you-tube as well, that make videos on homemade remedies for people,

to make them aware of the benefits of using these natural ingredients on their bodies and skin.

(Awasthi,2017) Green products are products that are manufactured with natural ingredients like fruits, vegetables, herbs, flowers, etc., and the products that are safe for the environment, humans, and animals are considered green products. The green products are manufactured with naturally extracted ingredients and no harmful chemical is used in making them. (According to Cosmetics Europe) Cosmetic products are the products that are used by people on the external parts of the body to make the body beautiful, clean the body, enhance its appearance, and look attractive. There are some categories into which cosmetic products are divided and these include: dental care, makeup products, skincare, body care, and fragrances. All these categories of products are used by people on a day-to-day basis on their body to make their bodies beautiful and beautiful. These categories are further classified into various products like- makeup products include (foundation, kajal, mascara, eyeliner, nail polish, makeup brushes, concealers, etc.), skincare products include (face wash, body wash, moisturizers, sunscreen, creams, etc.), hair care includes (shampoo, hair oil, hair spray, conditioner, hair serums, etc.), dental care includes (toothpaste, toothbrush, mouthwashes, etc.) But these products available in the market contain chemicals like- parabens, silicon, sulfate, artificial fragrances, artificial coloring, etc. that are harmful to the human body and the environment also. So people now start demanding products that are not only safe for their bodies but also safe for the environment as well and these products are called green products because no one can compromise their body and health at any cost. So consumers start using chemical-free products, that are safe for their health, body& skin so that they can always keep their bodies healthy.

The environment got impacted by many activities, whether it is related to consumption or related to the industries that produce products and create pollution in many ways. Due to various activities of a human, the environment is getting degrading continuously and everyone needs to do everything to keep the environment healthy and to make sustainable development. So people have now started using green

products that are safe for the environment and contribute to sustainable development.

During the COVID-19 pandemic, when all the retail shops, parlors, and markets are closed and people have nothing to do at home, they start using various homemade remedies for keeping their skin and body healthy and good-looking. These homemade remedies include homemade Kadha's to increase the immunity power and various homemade beauty solutions to keep their body and skin healthy and beautiful because in this period they don't have more options available for cosmetic products. So this is also the main reason that people now shifting their interest toward these green cosmetic products to maintain their body and health in a good situation and they know the benefits of using all these natural ingredients. There are many products available in the market that contains harmful chemical and are not safe for the environment and human as well. So people seek products that are safe for their health, skin, body, and environment as well and want to buy green products. Green cosmetic products are not only healthy for a human but also good for the environment and many companies provide these green cosmetic products.

So with the help of the present paper, I am going to target the female consumers who are living in the Bhiwani district of Haryana and their awareness and attitude towards green cosmetic products is going to be studied.

## II. REVIEW OF LITERATURE

According to (Rambabu Lavuri et.al 2022), there are some factors like an advertisement, the brand of the products, and consumers' perceived effectiveness that positively affect the purchase decision of consumers toward luxury Ayurvedic products. The government needs to provide adequate subsidies to the companies for expanding the business at a large level for environment-friendly products.

(Šniepienė and Jankauskienė, 2021), Their study found that the usage of green cosmetic products has a difference among consumers of different ages and gender, but the differences based on income and education were not found among consumers in this study. According to the researcher's majority of the

women-consumers are using green cosmetic products. Consumers of age groups between 26-and 35 were using green cosmetic products more frequently. There are some categories of products that are mostly used by the consumers like- face care, body care, and hair care products. Pregnancy care product is a category that is not commonly used by consumers.

(Anwar Sadat Shimul, Isaac Cheah, and Basheera Bibi Khan 2021) The authors applied the theory of Planned Behaviour in the study and stated that subjective norms and awareness about environmental issues have a positive effect on the purchase intentions of consumers for green cosmetics. Perceived behavioral control and concerns for health don't affect the purchase intentions of consumers for green skincare products.

(Tavishi Tewary, Ashish Gupta, Vaibhav Mishra, Jitender Kumar 2021), The authors found that young working women are concerned about the environment and their health as well. When women buy organic cosmetic products then their awareness of the environment and health has an impact on their attitude. Women are ready to buy organic cosmetic products because they are concerned about the environment, health, availability of organic cosmetics, awareness about brands, and prices. If companies want to capture the market then they need to explore this segment related to organic products and attract more consumers to organic cosmetic products.

According to (Dr. Reena Malik and Dr. Ambuj Sharma, 2020), the market for skincare and cosmetics is increasing rapidly and young people use various products daily that help them to enhance their skin appearance and to look beautiful. Companies are launching various innovative and useful products in the market to expand sales and market. Some factors like- awareness about the environment, awareness about the protection of skin from harmful chemicals, and word of mouth, were affecting the attitude of consumers majorly towards green cosmetic products. This is also suggested in the study that the companies have to focus more attention on green cosmetic products to expand their sales and profits.

(Salina Akter\* & M Sirajul Islam 2020) The authors state that around 63% of participants were presently

using green cosmetic products and 97% agree to buy them shortly. The theory of Planned Behaviour is used in the study and the effect of some factors in the study was examined on the purchase intentions of consumers. Factors like- attitude, environmental awareness, and perceived behavioral control were found to be the major reason among consumers to purchase green products.

(Rebeka-Anna Pop, Zsuzsa Săplăcan and Mónica-Anetta Alt 2020) Social media was found to be a major reason among consumers to get information about green cosmetic products. Social media have an effect on consumers' awareness of green cosmetic products but the attitude of consumers was not affected by social media toward the purchase of green cosmetic products. But social media significantly affect the attitude of consumers towards environmental concerns. The study also found that social media is not only a source of communication but this also changes the attitude of consumers toward green cosmetic products.

Rachita Kapoor, Anurupa B Singh, and Richa Misra (2019) The author consider health consciousness as the most important and significant factor for the purchase of green cosmetic products. Consumers of the young generation were the most attractive group of consumers, for green cosmetic products, because they have all information and they are more close to the internet and social media. If companies want to earn more profits then this is the generation that they can target for the future. Consumers need more information and education about green cosmetic products and they can also be ready to pay high prices for the products.

#### Objectives of the Study:

1. To know the awareness of the consumers towards green cosmetic products in the Bhiwani District.
2. To study the attitude of the consumers towards green cosmetic products.

### III. RESEARCH METHODOLOGY

A descriptive research design has been used in the present paper, where the awareness and attitude of the young women consumers towards green cosmetic products were going to be described. The study has

been conducted in the Bhiwani district of Haryana and the samples from young females living in the Bhiwani district were collected. With the help of this research, we are going to know about the awareness and attitude of female consumers living in Bhiwani, because no research has been conducted in this district before on the topic. The sample for this study includes young female consumers living in the Bhiwani district. The sample size would be taken 101 due to time constraints and 101 young female consumers are targeted for the sampling purpose. The convenience sampling method was used for conducting the research and the people living in the Bhiwani district were targeted for collecting the data. Descriptive statistics have been used for analyzing the data.

#### IV. ANALYSIS AND INTERPRETATIONS

A sample size of 101 has been taken and the results from the online survey include the following:

##### 1. Demographic characteristics of the respondents (Table-1):

- I. In Table- 1, the majority of the population belongs to the age group of 19-24. That means that 63.4% of the female consumers from the sample size are between the ages group 19-25. 28.7% were between 25-and 35 and only 7.9% were below the age of 18.
- II. Then the educational qualification of the respondents shows, that 40.6% of the respondents were graduated, 39.6% were post-graduated, 11.9% were only 12<sup>th</sup> pass and 5.9% were doctorate among the population. the rest includes diplomas and metrics.
- III. The occupations of the respondents include, 76.2% of the respondents were students, 12.9% were private employees, 6.9% of the female were housewives and the rest includes government employees. No one belongs to the entrepreneur's category in this survey.
- IV. The family income of the respondents was, between 10000-20000 is 19.80%, then 40000-60000 (18.81%) and 60000-1 lakh is 18.81%. Only 11.9% of the respondents belong to more than 1 lakh income groups.
- V. Then the residential status of the consumers was included in the table and the results show that 63.4% of the consumers live in urban areas and 36.6% belong to rural areas.

Demographic Factor	Variables	Frequency	Percentage %
Age	Up to 18	8	7.920792079
	18-24	64	63.36633663
	24-35	29	28.71287129
Educational Qualification	Metric	1	0.99009901
	12th	12	11.88118812
	Graduation	41	40.59405941
	Post-Graduation	40	39.6039604
	Doctorate	6	5.940594059
	Diploma	1	0.99009901
Occupation	Student	77	76.23762376
	Housewife	7	6.930693069
	Private Employee	13	12.87128713
	Government Employee	4	3.96039604
	Entrepreneur	0	0
Monthly Family Income	Less than 10000	15	14.85148515
	10000-20000	20	19.8019802
	20000-40000	16	15.84158416
	40000-60000	19	18.81188119
	60000-100000	19	18.81188119

	More than 100000	12	11.881188 12
Residential Status	Urban	64	63.366336 63
	Rural	37	36.633663 37
Total		101	100

Table-1  
(Source: Primary Data)

2. The 2<sup>nd</sup> Table includes the sources of information of the respondents about green cosmetic products. The results show that the majority of the respondents (60.4%) get to know about green cosmetic products from social media, then from family and friends (26.7%) and the rest got information from TV, colleague, newspaper, and magazines.

Source of Information	Frequency	Percentage %
Social Media	61	60.3960396
Family/Friends	27	26.73267327
TV	7	6.930693069
Magazines	1	0.99009901
Newspaper	1	0.99009901
Colleagues	4	3.96039604
Total	101	100

Table-2  
(Source: Primary Data)

3. The Table-3 is related to the categories of green cosmetic products used by the consumers and the results show that:
- Majority (58.4%) of the respondents among the population use green skincare products.
  - Then 29.7% of respondents use green personal care products
  - 27.7% use green hair-care products.
  - Only 15.8% of respondents use green makeup products.
  - The last includes green dental care products and includes only 13.9% of the respondents.

Categories of Cosmetics Used by Consumers	Frequency	Percentage %
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Makeup Products	16	15.84158416
Skincare Products	59	58.41584158
Haircare products	28	27.72277228
Dental Care Products	14	13.86138614
Personal Care Products	30	29.7029703
Total	101	100

Table-3  
(Source: Primary Data)

In Table-4, 5, and 6, 7: 8 and 10 statements were included as per the questionnaire and the responses of 101 respondents were shown. Ranks between 1-5 show the awareness level of the respondents about green cosmetics, where 1- describes strongly disagree, 2- describes disagree, 3- neutral, 2- agree and 1- strongly agree. In this table responses of all the respondents are included.

4. Objective-1: To know the awareness of the consumers towards green cosmetic products in the Bhiwani District.

Sr. N o.	Statemen ts	Ranks					Total No. Of Responde nts
		1	2	3	4	5	
1	I have heard about green cosmetic products	4	1 2	2 6	4 3	1 6	101
2	Green cosmetic products are safe for the environm ent	2	3	2 4	4 6	2 6	101
3	Green cosmetic products are safe for my body and skin	1	7	3 2	4 4	1 7	101

4	Green cosmetic products are not tested on animals	6	15	50	25	5	101
5	I am a user of green cosmetic products	14	15	35	31	6	101
6	Green cosmetic products are free from harmful chemicals	4	10	36	41	10	101
7	I am well aware of brands selling green cosmetic products	10	18	38	28	7	101
8	I always check the ingredients list of green cosmetic products before buying them	6	9	31	37	18	101

Table-4

(Source: Primary Data)

#### Awareness of Female Consumers about Green Cosmetic Products

Sr. No.	Statements	Frequency	% (Percentage)
1	I have heard about green cosmetic products	59	58.41584

2	Green cosmetic products are safe for the environment	72	71.28713
3	Green cosmetic products are safe for my body and skin	61	60.39604
4	Green cosmetic products are not tested on animals	30	29.70297
5	I am a user of green cosmetic products	37	36.63366
6	Green cosmetic products are free from harmful chemicals	51	50.49505
7	I am well aware of brands selling green cosmetic products	35	34.65347
8	I always check the ingredients list of green cosmetic products before buying them	55	54.45545

Table-5

(Source: Primary Data)

Table No-4 and 5, describes the awareness of the female respondents toward green cosmetic products. A total of 101 female respondents were included in the study and the results show that 58.41% of respondents agree that they heard about green cosmetic products. 71.28% agree that green cosmetic products are safe for the environment. 60.39 % of the respondents agree that green cosmetic products are safe for their bodies and skin. But among all the respondents 30% agree that green cosmetic products are not tested on animals. Most of the respondents i.e. 50.49% agree that green cosmetics are free from harmful chemicals and only 34.65% agree that they were aware of the brands selling green cosmetic products. Around 55% agree that they always check the ingredients list of cosmetic products before buying. The majority of the consumers were aware of the green cosmetic products

but only 36.63% were using them. So we can say that the consumers were aware of green cosmetic products, but very less consumers were buying them.

5. Objective-2: To study the attitude of young female consumers towards green cosmetic products.

Sr. No.	Statements	Ranks					Total No. of Respondents
		1	2	3	4	5	
1	I always prefer green cosmetic products over traditional	5	15	43	32	6	101
2	I am ready to buy green cosmetic products even at high prices to protect the environment	9	15	41	32	4	101
3	I am buying green cosmetic products because they have no	3	11	35	43	9	101

	side effects						
4	I am buying green cosmetic products because they make me more confident	4	12	47	31	7	101
5	I am using green cosmetic products because they are made with natural ingredients	2	12	27	47	13	101
6	I am buying green cosmetic products to protect my body from harmful chemicals used in non-green products	3	9	28	46	15	101

7	According to me, green and non-green products are the same	20	40	30	9	2	101
8	Green cosmetic products are adequately promoted by the companies	7	16	59	16	3	101
9	I will buy green cosmetic products only if the benefits of green products are the same as those of non-green products	10	29	39	21	2	101
10	The government needs to take necessary steps to promote	6	8	32	33	22	101

the production of green cosmetic products.						
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Table-6

(Source: Primary Data)

#### The Attitude of Consumers Towards Green Cosmetic Products

Sr.No.	Statements	Frequency	% (Percentage)
1	I always prefer green cosmetic products over traditional	38	37.62376
2	I am ready to buy green cosmetic products even at high prices to protect the environment	36	35.64356
3	I am buying green cosmetic products because they have no side effects	52	51.48515
4	I am buying green cosmetic products because they make me more confident.	38	37.62376



5	I am using green cosmetic products because they are made with natural ingredients	60	59.40594
6	I am buying green cosmetic products to protect my body from harmful chemicals used in non-green products	61	60.39604
7	According to me, green and non-green products are the same	60	59.40594
8	Green cosmetic products are adequately promoted by the companies	19	18.81188
9	I will buy green cosmetic products only if the benefits of green products are the same as those of non-green products	39	38.61386

10	The government needs to take necessary steps to promote the production of green cosmetic products.	55	54.45545
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Table- 7  
(Source: Primary Data)

Table No-6 and 7, describes the attitude of consumers toward green cosmetic products. Some variables have been taken and the attitude of consumers was described based on these variables. The table shows that among the respondents 37.62% agree that they always prefer green cosmetic products over traditional ones. Only 35.64% agree to buy green cosmetic products even at high prices to protect the environment. 51.48% agree that they are buying green cosmetic products because they have no side effects. Only 37.62% agree that green cosmetics make them more confident. 59.40% agree that they are buying green cosmetic products because they are made with natural ingredients. 60.39% were purchasing green cosmetics to protect their bodies from harmful chemicals used in non-green products. But the majority of the consumers i.e. 59.40% disagree with the statement that green and non-green products were the same, which means they have a positive attitude toward green cosmetics over non-green. But the consumers show a negative attitude toward the promotion of green cosmetic products by the companies, only 18.81% agree with the statement that green cosmetic products were promoted adequately by the companies. 38.61% disagree that they buy green cosmetic products only if the benefits of green products are the same as those of non-green products. And 54.45% of respondents agree that government needs to take some necessary steps to promote the production of green cosmetic products. In the survey name of some products were also asked from the consumers that they use as green cosmetics and the majority say that they are using Mama earth, Himalaya, Ilia, Patanjali, Biotique, Wow, Lotus Herbal, Khadi Naturals, etc. Some respondents say

that they are using homemade remedies instead of ready-made products, that are made with like- Multani mitti, aloe vera, castor oil, etc.

## V. FINDINGS AND DISCUSSIONS

The study has been conducted to know the awareness and attitude of young female consumers toward green cosmetic products. Everyone is concerned for their skin and body. To look presentable and beautiful, people use various homemade remedies. But due to limited time and because the women are also doing jobs, they do have not that much time to make these homemade remedies and apply them to the skin to look fresh. So they need some instant products that can be used on the skin and body for enhancing the body's appearance. So this study was conducted to know about the awareness and attitude of young female consumers in the Bhiwani district of Haryana because no study is available in Bhiwani on this topic. The results show that:

- The majority of the respondents belong to the age group of 19-24.
- The minimum qualification of the majority is graduation and the majority of the respondents are students.
- The females of Bhiwani are aware of green cosmetics and they agree that around 58% of the respondents have heard about green cosmetics but among them, only 37% are using green cosmetics.
- The females are mostly preferring homemade remedies for looking fresh and beautiful instead of buying green cosmetics.
- Skincare is a category of cosmetics that are used by the majority (58%) of the females in this study.
- The major source of information for green cosmetic products is social media, for the respondents which are around 60% of all respondents.
- The major consumers also don't know about the fact that green cosmetics are not tested on animals and they are cruelty-free as well.
- Around 54% agree that they always check the ingredient list of a product before buying it.
- The major consumers also agree that green cosmetics are safe for the environment, body, and skin as well and are free from harmful chemicals as well.

- In the statements related to the attitude of consumers toward green cosmetics, consumers show a positive attitude toward some statements and show a negative attitude toward some other statements.
- Only 38% of consumers are ready to buy green cosmetics over traditional ones.
- There are very less respondents who are ready to buy green cosmetics at high prices as well to protect the environment from harmful chemicals.
- The majority of the respondents agree that they are buying green cosmetics because they have no side effects, they are made of natural ingredients, and they make them more confident.
- But consumers were not agreeing that these products are adequately promoted by the companies and they agree that government needs to take some necessary steps for promoting the production of green cosmetics products.
- The consumers also disagree that green and non-green products are the same, which means they know the difference between these two products.

## VI. CONCLUSION

Cosmetics is one of the fastest-growing industries in the market, that is growing rapidly and, in the future, as well, this has much scope. Everyone wants to look beautiful and presentable and for this, various products are being used by the people. But the demand for cosmetic products is more among females as compared to men. Females are always concerned for their skin and appearance and due to this various cosmetic products are used by them, that are- skincare, makeup, personal care, etc. After the Covid-19 pandemic, people are more concerned for their health, so the need and demand among the consumers for the green products start increasing after this period. So this survey has been conducted to check the awareness and attitude of young female consumers of Bhiwani District of Haryana and a total of 101 female consumers has been responded, the results say that the majority of the consumers are aware of green cosmetic products, but among them, some consumers are not buying the products, instead, they are using the homemade remedies made up of aloe vera, Multani mitti, castor oil, etc. The consumers also show a positive attitude toward green cosmetic products, but

very less consumers were ready to buy them at high prices as well, to protect the environment from harmful impact. Consumers also agree with the statement that green and non-green products are not the same and they are different from each other. The results also say that skincare is a category of cosmetic product that is used by the majority of the respondents, then personal care and hair care products. The sources of information for the respondents are social media and friends & family. So we can say that the consumers were aware and have a positive attitude toward green cosmetic products but the companies need to take more steps to promote their sales and the consumers also agree that the government also required to take more steps so that they can promote the production of green cosmetic products. So we can say that the market of the cosmetic industry has much scope in Bhiwani as well because the consumers were aware of the green cosmetic. But the companies need to focus on some areas like- the prices, promotion of products, benefits of using them, etc. to increase the sales among these consumers.

#### VII. LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

The results of the research show that the majority of the consumers were aware of the green cosmetics but some respondents are not aware of the brands selling green cosmetics, so the companies need to take some more promotional efforts to target this population and make them aware of the benefits of using green cosmetic products.

The consumers show a positive attitude toward the statements for green cosmetic products but very less are ready to buy the products at high prices, so the companies need to make the green cosmetic products affordable for the consumers so that everyone can purchase them and make a contribution towards environmental protection.

A sample size of only 101 has been taken in the study which is very small and limited, so the researchers who are going to research the same topic can take a large sample size so that the results are more favorable.

The study has been conducted only in the Bhiwani district of Haryana using the convenience sampling

technique, which is a non-probability sampling technique so future researchers can target a large area for conducting the research.

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