

# Role of Awareness to form the Purchase Attitude of Female Consumers Towards Green Cosmetic Products

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**Abstract:** Cosmetic products are the most demanding product category in the FMCG industry. People start using cosmetics daily for keeping their bodies beautiful. Consumers want a healthy body and use various cosmetic products to keep the body and skin fresh. But they contain harmful chemicals. So a new trend starts where people start demanding Green Cosmetic Products that are safe for human health. The present study is based on a relationship between the awareness among people about green cosmetics and its effect on consumers' attitudes toward green cosmetics. By conducting this research we get to know about the effect of awareness on the attitude of the female respondents.

**Keywords:** Green Cosmetics, Environmental Protection, Awareness, Attitude, Female Respondents.

## INTRODUCTION

Natural ingredients are the new normal in society at present. People think using natural ingredients as a part of their beauty products will help them to create a healthy life. People are shifting their interest towards the cosmetic as a natural product and use various natural ingredients like aloe vera, multani mitti, curd, lemon, coffee powder, amla, onion juice, and many more items to make a healthy and natural cosmetic item at home. Many youtube bloggers were also promoting the use of these ingredients as a part of their beauty regime. Natural ingredients are preferred by people because today's generation is suffering from many problems related to their hair, skin, and body using the current cosmetic product that contains various harmful chemicals. (Irene Dini and Sonia Laneri, 2021) Companies try to capture the market by understanding the needs of consumers and they start making beauty or cosmetic products by using food ingredients. Many studies were conducted where it is found that food items have ingredients that help keep

the skin and the body healthy and people would like to use them as their cosmetic products.

As per the reports given by (**Statista**), the Cosmetic industry will earn a revenue of \$6.27 bn in 2023 and this revenue is going to increase by 2.87% every year between 2023- 27. Among the total market share of the cosmetic industry, the green cosmetic industry has a share of \$0.90 bn in 2023. This share was also going to increase by 3.61% every year till 2027. With these figures, we can say that the green cosmetic industry is the fastest-growing industry and if marketers focus on the development of this sector then this market can lead to more developments. People are shifting their interest towards green cosmetics because they are aware now that the natural ingredients are safe for their skin. This awareness enhances during the Covid-19 pandemic. During that period every person start using homemade remedies as a part of their beauty products because they have no other option available at that period. By experimenting with various things they understand what their skin needs and how they enhance their beauty by using only the items that are available at their home. After the end of this period, they start demanding products that are good for their skin and that are free from harmful chemicals. Various brands are available in the market that offers green cosmetics like mama earth, wow, boutique, khadi natural, body shop, etc.

The objective of this study is also based on green cosmetics. By conducting this research we will identify the role of awareness in forming the attitude of female consumers toward buying green cosmetic products in the Bhiwani district.

## REVIEW OF LITERATURE

(Pande Mohan & Rawat Gautam 2023) People are aware of green products and the majority of the

consumers are buying green products in the study. But many companies use the word green as a technique to sell their products in large quantities but they are not green. Among the companies, Lush is a cosmetic company that is questioned for its greenwashing activities. Companies use various techniques to target consumers for selling their products and to increase their market share. Respondents agree on the greenwashing technique that they use various such terms in their promotional activities that make them believe that the product is green but it is not actually green.

(Anwar Sadat Shimul, Isaac Cheah, and Basheera Bibi Khan 2022) Support from society, participation, and awareness about the environment are the factors that have a significant effect on the perspective towards buying green cosmetic products. Concern for health and perceived behavioral control are found non-crucial factors in determining the buying behaviors of female consumers.

(Ruofen Liao et.al. 2022) Green tea as a natural ingredient is used for skin care. A 30-day survey was conducted on an age group of 18-24 years old and it is found that green tea is a good ingredient to be used in cosmetic items to keep the skin healthy and glowing by reducing acne, wrinkles, and dryness. The skin was analyzed between 30 days, from day 0 when the green tea is not used on the skin, then at day 8 and day 30, and the results show that green tea is good for the skin. (Irene Dini and Sonia Laneri, 2021), There are some ingredients in the food items that will help in making green cosmetic products that are- green tea (that helps in giving hydration to the skin), pomegranate (helps in reducing the aging effect), aloe vera (helps in enhancing skin flexibility), lemon (helps in reducing hair fall, reducing pimples, blackheads, whiteheads), and many other food items.

(Aakanksha Singhal, and Garima Malik 2018) Women of different ages and income groups mostly use cosmetic products and have different attitudes toward green cosmetic products. If any woman has more income then she will show a different perspective towards the price and buying attitude; if someone has less income then they will show a different attitude towards green cosmetics

(Nor Fairuz Syazana Nor Fauzi and Raemah Abdullah Hashim, (2015) Consumers of Gen X were buying green cosmetic products because they are concerned for their health and if they already used any item of

cosmetic product earlier than it will also have an effect on their purchase intention. But if these consumers are aware of environmental effects then it will not affect their purchase intentions towards green cosmetic products.

## RESEARCH METHODOLOGY

The study has a exploratory type of research design, where we analyzed the correlation between the various variables under the study. The data was collected using an online google form which is distributed only to female consumers using green cosmetic products. The convenience sampling method is used to collect the data from the female respondents of the Bhiwani district of Haryana. A total of 100 responses were taken using this google form and the results are going to be drawn about the population using this sample of 100 participants.

## OBJECTIVES

- 1.To study the correlation between awareness and attitude of female respondents and analyse whether the relationship is significant or not.
- 2.To study the relationship between the preference of the respondents and their willingness to pay high for green cosmetic products
- 3.To analyze the relationship between concern for health and preference to have natural or safe ingredients in cosmetic products.
- 4.To see the correlation between awareness about green cosmetic brands and actual buying of the products.

## DATA ANALYSIS

1.Demographic Profile of Respondents: In the table below demographic information of female respondents is given and it depicts that:

a.64% of respondents are from the age group of 19-24, 28% are from 25-35 and only 8% are less than 18 years.

b.41% of respondents have the qualification of graduation, 40% have post-graduation degrees, and respondents with minimum senior secondary education are 12%.

c.Among all the respondents 77% are students, 7 were housewives, and only 12% doing a private job.

d.63% of respondents live in urban areas and 37% are in rural areas.

Table No-1

Respondents Profile		Frequency	Percentage
Age	>18	8	8%
	19-24	64	64%
	25-35	28	28%
Education	12 <sup>th</sup>	12	12%
	Graduation	41	41%
	Post-Graduation	40	40%
	Others	7	7%
Occupation	Student	77	77%
	Private Job	12	12%
	Govt. Job	4	4%
	Housewife	7	7%
Residence	Urban	63	63%
	Rural	37	37%
Family Income (Monthly)	>10000	15	15%
	10000-20000	20	20%
	20000-40000	16	16%
	40000-60000	18	18%
	60000-100000	19	19%
	<100000	12	12%

2. Table No-2 shows a correlation between 2 variables i.e. awareness and attitude of the respondents about green cosmetic products. This is the first objective of our research where we want to know if awareness of the female respondents has any impact on the buying attitude of the respondents. The results indicate a significant and positive relationship between the respondents' awareness and attitude. Here the p-value is less than 0.05 in all the cases, indicating the relationship to be significant.

		Correlations												
		AW1	AW2	AW3	AW4	AW5	AW6	ATT1	ATT2	ATT3	ATT4	ATT5	ATT6	ATT7
AW1	Pearson Correlation	1												
	Sig. (2-tailed)													
	N	100												
AW2	Pearson Correlation	.475**	1											
	Sig. (2-tailed)	.000												
	N	100	100											
AW3	Pearson Correlation	.439**	.706**	1										
	Sig. (2-tailed)	.000	.000											
	N	100	100	100										
AW4	Pearson Correlation	.306**	.281**	.359**	1									
	Sig. (2-tailed)	.002	.005	.000										
	N	100	100	100	100									
AW5	Pearson Correlation	.479**	.242*	.462**	.234*	1								
	Sig. (2-tailed)	.000	.015	.000	.019									
	N	100	100	100	100	100								
AW6	Pearson Correlation	.294**	.503**	.677**	.356**	.549**	1							
	Sig. (2-tailed)	.003	.000	.000	.000	.000								
	N	100	100	100	100	100	100							
ATT1	Pearson Correlation	.413**	.492**	.578**	.205*	.457**	.453**	1						
	Sig. (2-tailed)	.000	.000	.000	.041	.000	.000							
	N	100	100	100	100	100	100	100						
ATT2	Pearson Correlation	.297**	.303**	.547**	.159	.476**	.375**	.535**	1					
	Sig. (2-tailed)	.003	.002	.000	.113	.000	.000	.000						
	N	100	100	100	100	100	100	100	100					

ATT3	Pearson Correlation	.277**	.472**	.616**	.235*	.510**	.597**	.525**	.509**	1				
	Sig. (2-tailed)	.005	.000	.000	.019	.000	.000	.000	.000					
	N	100	100	100	100	100	100	100	100	100				
ATT4	Pearson Correlation	.253*	.368**	.509**	.146	.535**	.512**	.479**	.597**	.551**	1			
	Sig. (2-tailed)	.011	.000	.000	.146	.000	.000	.000	.000	.000				
	N	100	100	100	100	100	100	100	100	100	100			
ATT5	Pearson Correlation	.469**	.585**	.627**	.347**	.460**	.611**	.600**	.488**	.685**	.571**	1		
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000			
	N	100	100	100	100	100	100	100	100	100	100	100		
ATT6	Pearson Correlation	.386**	.567**	.594**	.198*	.451**	.536**	.626**	.518**	.675**	.608**	.786**	1	
	Sig. (2-tailed)	.000	.000	.000	.048	.000	.000	.000	.000	.000	.000	.000		
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
ATT7	Pearson Correlation	.073	-.061	-.053	.033	.009	-.096	-.116	.154	-.039	.127	-.116	-.103	1
	Sig. (2-tailed)	.469	.548	.599	.742	.927	.342	.249	.126	.697	.206	.252	.309	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
\* . Correlation is significant at the 0.05 level (2-tailed).

3. Table No. 3 represents a relationship between the preference of the consumers towards green cosmetic products over traditional products and with the willingness to pay for these products. The results indicate a positive and significant relationship between these variables at a 0.00 level of significance. The value of correlation comes to .535, which represents a positive relationship between both variables.

Table No-3

Correlations			
		P	WTP
P	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	100	
WTP	Pearson Correlation	.535**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

4. Table No. 4 below represents the relationship between concern for the body and health and knowledge about the availability of natural ingredients in green cosmetic products. The results show a positive and significant relationship between the 2 variables. It represents that both these variables are correlated with each other and have a strong relationship with each other.

Table No-4

Correlations			
		NI	HC
NI	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	100	

HC	Pearson Correlation	.786**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

5. The table below represents the correlation between the knowledge about the brands selling green cosmetics and actually buying the products. The results indicate a positive and significant relation here as well.

Table No- 5

Correlations			
		B	AB
B	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	100	
AB	Pearson Correlation	.643**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### FINDINGS

Cosmetic products are mostly used by female consumers, so the present study was conducted to target only females and see their awareness and attitude about the products. The following are some findings of this research:

1. First of all the results indicate that 64% of the young female consumers of green cosmetic products are of the age group between 19-24, the minimum qualification of the female respondents is graduation

and post-graduation, the majority of respondents are in the student category in this research. 63% of the respondents are living in urban areas and who use green cosmetics in this research.

2. In this paper we targeted to analyse the relationship between awareness and attitude of female consumers and the results indicate that there is a significant relationship between both these factors. The relationship is analysed using SPSS and correlation is applied to study this relationship. Table No. 2 clearly states that there exists a relationship among the variables except for some. The details of these relationships are here:

3. The Table indicates that if the consumers are aware of green cosmetic products then they will also show a positive attitude towards these products, they prefer buying these products over the traditional ones, are ready to pay high prices to protect the environment, they know that these products have no side effects, they are buying them to protect their body from the harmful chemicals of non-green products.

4. Then the second variable of awareness is correlated with the attitude variables and the results show that if the consumers have concern for the environment then they will show a positive attitude toward green cosmetic products. Here the respondent's attitude is correlated and it indicates that if consumers are concerned about the environment then also prefer buying green cosmetics, also willing to pay high prices, agree that green cosmetic has no side effect, it makes them feel more confident, these are made with natural ingredients that are safe for the environment, health concern is also correlated with the environmental concern.

5. Then concern for the skin and body is correlated with the variables of attitude and it represents that if the consumers are concerned about their health, body, and skin then they prefer buying green cosmetics over non-green, ready to pay high also to protect their health also, they are buying them because they have no side effect on their health, they feel confident when they use them for their health and skin, they are made with natural ingredients so they prefer buying them, want to protect their body from harmful chemicals of non-green products.

6. Actual buying of the green cosmetic is correlated with all variables of attitude and it shows that they actually buying green cosmetic products over non-green products, they are also buying them at high

prices, they are buying them because they have no side effects, it makes them feel more confident, these are made up of natural ingredients, green cosmetic make their body safe from harmful chemicals, but they do not agree that they only buy them if their benefits are same with non-green products.

7. Knowledge about the availability of chemicals in non-green products is correlated with attitude variables. The findings were: if they know about the harmful chemicals used in non-green products then they prefer green products over the traditional one, ready to pay high prices also to protect the body from harmful chemicals, green products have no side effects so they prefer them as compared to non-green products, they feel confident while using green cosmetics, they can differentiate between green and non-green because if they know that non-green cosmetic products have harmful chemicals then they want to purchase their substitute with the products having natural ingredients and they want to protect their body from the harmful chemicals so they show a positive attitude towards it.

8. The second objective is to know whether there is any relationship between the preference (P) of the consumers towards green cosmetic products over traditional products with a willingness to pay high (WTP) for green cosmetics and both these variables are correlated with each other. It represents that if consumers have a preference for green cosmetics over traditional non-green products, then are ready to pay a high price for buying these products. Table No 3 represents this relationship where the relationship is found significant with a p-value of 0.00.

9. Next we see the relationship between concern for the body & health (HC) and knowledge about the availability of natural ingredients (NI) in green cosmetic products. Here Table No 3 indicates that if female consumers are concerned for their bodies & health then they buy products that are made up with the usage of natural ingredients.

10. The last table represents the relationship between knowledge about the brands (B) selling green cosmetics and actually buying the products (AB). The relationship is significant here where the p-value is .000 which shows that if the consumers know about the brands selling green cosmetic products then only they can buy these products otherwise they are not able to purchase them, so it is necessary for the green

cosmetics industries to make the people aware of the availability of these brands.

### CONCLUSION

The study was conducted on female respondents and female consumers of age between >18 to 35 were targeted in this paper. By conducting this research we can conclude that females are aware of green cosmetic products and they are also buying them as per requirement. A correlation has been found between the awareness of the respondents and their purchase attitude toward green cosmetics. Six variables are taken for awareness and seven were taken for the attitude they are tested using Pearson Correlation on SPSS and the results indicate a significant correlation between the majority of the factors except some. We can conclude that awareness about green cosmetics somehow affects the attitude of people regarding these products. Then a correlation between preference and willingness to pay high for green cosmetics is also studied and it is also found significant in the study. If the consumers are health conscious and they want to be healthy and safe then they prefer buying products with natural ingredients. With the help of this paper, companies get an idea about the behavior of female consumers and how they react to the green cosmetic products available in the market.

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