

Women's Consumer Buying Behaviour in Purchasing Organic Personal Care Products – The Role of Consumer Trust and Environmental Consciousness towards Decision Making

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Abstract - Green Products are not new products in Indian market. These products are available at every nook and corner of the world. But the questions arise is whether our Indian consumers are willing to buy the green products or not. Due to environmental pollution and Health consciousness, people are demanding chemical free products which are otherwise called as 'Green Products.' Especially Women are very much concern about their beauty and that provides a great confidence to their livelihood. Today's environment and working condition makes the people over stressed. So, they are looking into the product which gives utmost satisfaction to their body, face and skin. There are ample number of options and brands available in personal care products. But women are preferring environmentally friendly products which is a result of the rising global acceptance of leading healthier lifestyles. This empirical study is conducted to know the buying behaviour of consumer towards organic personal care products. It also aims to analyse the level of trust that influence their strong buying decision. This study also wants to examine the consciousness of consumers towards protecting the environment and whether they act as an ethically responsible citizen of our country. The questionnaire was circulated through Google forms and it is a convenient random sampling method. Further the analysis to be used in this study is Percentage analysis, Chi-Square and one way ANOVA.

Keywords: Green Products, Consumer Trust, Consumer Behaviour, Environmental Consciousness, Decision Making.

I.INTRODUCTION

Green consumerism is associated with sustainable development or sustainable consumer behaviour. It is a lifestyle that contributes to preserving the environment for present and future generations. By embracing environmentally beneficial habits including the usage of organic products, clean and renewable energy, and the choice of items produced by businesses with zero, or early zero, environmental effect, it gives consumers accountability or co-responsibility for tackling environmental challenges (zero waste, zero-emissions vehicle, zero-energy building, etc.).

Technology development has led to an increase in industrial activity, which has had a detrimental effect on the environment. Over-exploitation of the environment has led to problems such as ozone layer depletion, pollution, climate change, and global warming. These issues have raised concerns about environmental preservation and given rise to the idea of becoming green. Businesses have selected ecologically sound methods, and the government has taken action to prevent further environmental degradation. The promotion of environmentally friendly products awareness was one of the first actions taken in response to this environmental concern. Customers who buy green products get numerous long-term environmental benefits in addition to personal ones. Especially Women's are very much concern about their beauty and that

provides a great confidence to their livelihood. Today's environment and working condition makes the people over stressed. So they are looking into the products which gives utmost satisfaction to their body, face and skin. There are ample number of options and brands available in personal care products. But now a days women are preferring environmentally friendly products which is a result of the rising global acceptance of leading healthier lifestyles.

II.MEANING OF GREEN PRODUCT

The term 'Green Product' refers a sustainable product which is Environment friendly, Chemical free, Recyclable, Biodegradable, Cruelty Free and that has no effect on human health. Reducing waste and improving resource efficiency are the two fundamental goals of green products. They are produced utilizing nontoxic materials with eco-friendly processes, and they have received certificate from reputation agencies. The following are the characteristics of green products such as-

1. Grown without the use of harmful chemicals
2. It is recyclable, reusable, reduce waste
3. The Packaging of this product is environmentally friendly
4. It has used only least resources
5. It minimizes the risk of carbon impact

GREEN CONSUMER BEHAVIOUR

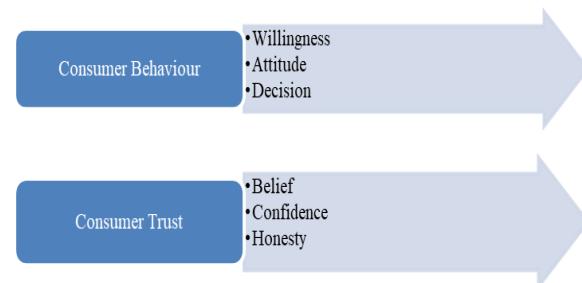
Green consumer behaviour refers to the purchase of environmentally friendly products or sustainable products those are 'recyclable and 'beneficial' to the environment and avoiding such products which harm the environment and society (Chan, 2001, Mostafa, 2007).

Green consumer behaviour refers to the people's attitude, willingness, preferences, environmental awareness make them to buy Eco-Friendly products. Decision Making is very important to buy any product,

especially the behaviour of green consumer will differ from conventional consumer. When the consumers are giving importance to their Health condition, Environment and Future generation they called as a sustainable consumer for green products.

GREEN CONSUMER TRUST

Trust is the Belief, Confidence and Ethical attitude. Green products give trust to the people via trustworthy certification, Eco-friendly packaging, Eco-labelling, Effective communication, and Honesty of the green entrepreneur's advertisement.



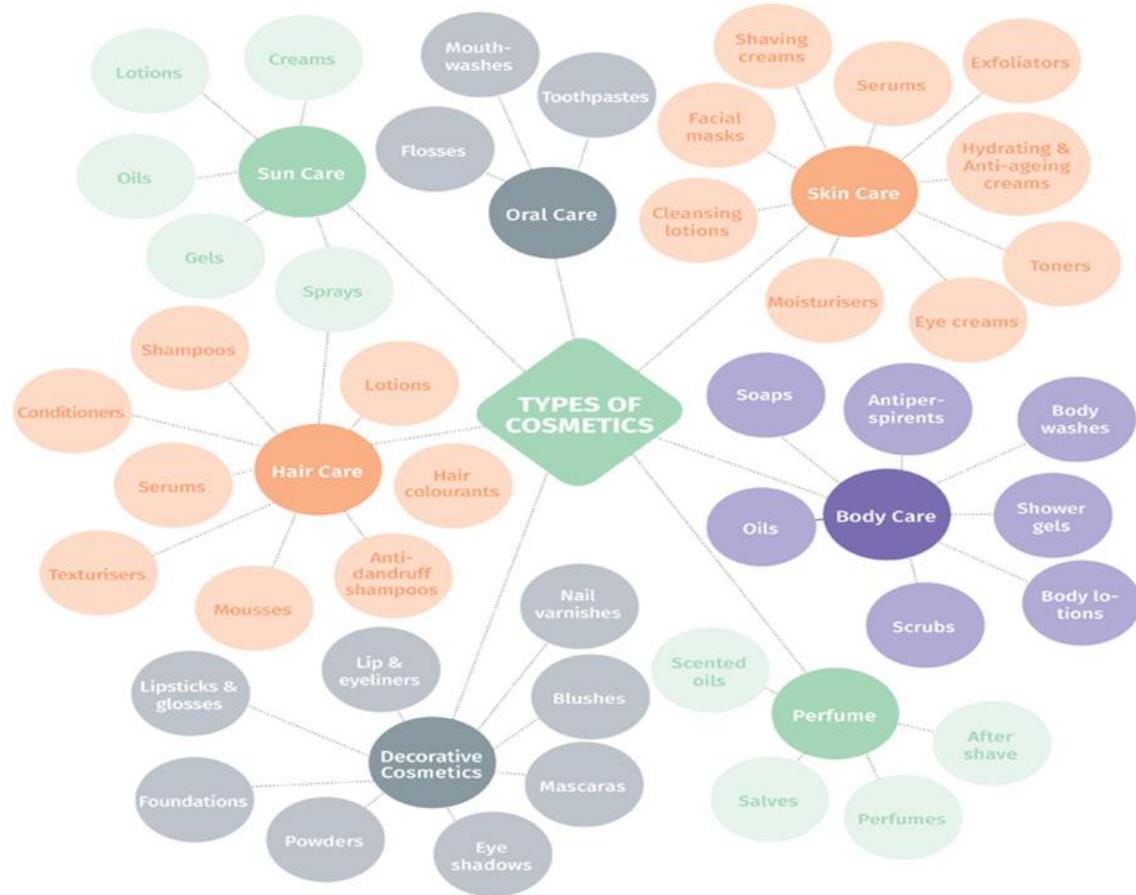
ENVIRONMENTAL CONSCIOUSNESS

Environmental consciousness means people who are showing their concern towards the environment. It is the willingness of consumers to make sacrifice for environment which also helps for their own health as well for the betterment of society and future generations. People belief that who care for the nature would survive a healthy life for a longer period. It is the sustainable solutions for environment problems.

GREEN PERSONAL CARE PRODUCTS

The term Green personal care product refers to the products, which the ingredients of the products are naturally extracted from the plants, manufactured, produced in an ethical manner. This product has non-toxic ingredients and the absence of animal ingredients in our beauty products.

COSMETICS ARE AN IMPORTANT PART OF PEOPLE'S EVERYDAY LIFE



Cosmetics and Personal care products are very important to every human. Especially Women's are very much concern about their beauty and Health. External look gives motivation and confidence to the people. So they are buying personal care products such as Sun care, Hair care, Body care, Lotions, Perfumes etc.,

Source: From Google- <https://cosmeticseurope.eu/>

III.REVIEW OF LITERATURE

Hariharan Ganeshan and P.Suresh (2016) "Green Purchasing of Personal care Products". This study aims to know the consumer perception towards purchasing green eco-labelled personal care products. This study was conducted in Cochin, Kerala. Researcher used convenient random sampling to collect the questionnaire and the target people is middle income group people using Green Personal Care. The finding of the study was creating green

products awareness and motivation to buy Eco-labelled products. The suggestion of the study is retailers must give Shelf Space to Eco-friendly products in their Shop.

Norg Amberg and Csaba Fogarassy (2019) "Green Consumer Behaviour in the Cosmetics Market". This study aims to know the differences of buying behaviour of organic foods and natural cosmetics. By comparing these two variables, consumers are preferring more organic foodstuff. They have ample options of choosing cosmetics such as natural cosmetics, traditional cosmetics, mixing of natural and traditional. This study was conducted in Hungary and data collected from around 197 participants. The conclusion of the study was the consumers who has environmental and health awareness are preferring natural cosmetics and food stuff.

Dandan Lice and Dongli Wu (2020) "Consumer Trust in Purchasing Fresh Agricultural Products Online

based on the Signal Theory". The researcher aims to know the consumer behaviour and consumer trust of purchasing fresh agricultural products in online shopping. This is an empirical analysis consists of 35 measurement items and 10 variables. The findings of the study were safety sign is the variable negatively correlated with consumer trust of buying fresh agricultural products through online. Website reputation has a significant impact on consumer trust. The conclusion of the study was the sellers used to take active measures and strategies to sell products in online.

IV.OBJECTIVES OF THE STUDY-

- 1) To know the Women's consumer behaviour and attitudes in buying green personal care products
- 2) To analyse the trust level of green consumers and locus of control towards decision making in buying organic personal care products
- 3) To examine the environmental consciousness of green consumers

V.STATEMENT OF THE PROBLEM

The attitude of the green consumers depends on various factors such as environment concern, social factors, and psychological factors. To increase the purchase of green products in India, one of the largest consumer markets with a huge potential for green products. It may be helpful to understand the predictors of green purchasing in order to build efficient marketing tactics to close the attitude-behaviour gap among women consumers. It also provides an entrepreneur to concentrate and build a

trust for their green personal care products. This study is important to analyse the preferences of consumers choosing green personal care products.

VI.SCOPE OF THE STUDY

This study aims to understand the attitude and behaviour of consumers on green personal care products. It also attempts to know the level of trust and various factors of controlling factors that affects their decision to buy organic personal care products. People are becoming increasingly concerned about buying green personal care products, which is helpful for their own health as well as environment. It also resulted in the organic production which enhances the economic development as a whole. This study also attributes to know the people consciousness or concern towards nature that builds to be a sustainable consumer.

VII.RESEARCH METHODOLOGY

This is an empirical study based on convenient sampling method. Primary data was collected through Google forms. It was divided into four parts. Part-A consists of Demographic Profile, Part-B consists of factors that influence behaviour and attitude of a consumers, Part-C consists of level of trust and Locus of control influences decision making in purchasing green products, Part-D consists of Environmental consciousness by green products. This questionnaire was issued to 106 respondents through Google forms out of which 100 respondents taken into study. The tools used were Chi-Square analysis and ANOVA analysis.

METHOD OF STUDY	As the research is based on the problem or criteria which are related to the society, the research has been carried on the basis of descriptive Study format.
COLLECTION OF DATA	The Primary data was collected through Google forms 100 respondents taken into study and secondary data were taken from journals, websites.
HYPOTHESIS	Hypothesis were framed based on Objectives.
RESEARCH TOOLS AND TECHNIQUES	SPSS Software were used and MS office were used to determine its following value- <ul style="list-style-type: none"> • Simple Percentage Analysis • Chi-Square Analysis • One way ANOVA
RELIABILITY TEST	More than 0.8 which is reliable and good.

VIII. LIMITATIONS OF THE STUDY

This study is circulated to women's using organic personal care products and the data may not reflect the universe. It is conducted with limited time and taken small number of samples.

IX. ANALYSIS AND INTERPRETATION

TABLE NO: 1 DEMOGRAPHIC INFORMATION OF WOMEN CONSUMERS

S.No	Age	Percentage	S.No	Educational Qualification	Percentage
1.	15-20	23.2	1.	Primary	1
2.	21-25	43.4	2.	Secondary	0
3.	26-30	11.1	3.	Higher Secondary	5.1
4.	31-35	11.1	4.	UG	35.4
5.	Above35	11.1	5.	PG	45.5
			6.	Above PG	13.1
S.No	Income level	Percentage	S.No	Occupation	Percentage
1.	Less than 20,000	49.5	1.	Student	42.4
2.	20000-30000	18.2	2.	Government employee	2
3.	30000-40000	18.2	3.	Private employee	40.4
4.	40000-50000	10.5	4.	Self employed	14.1
5.	Above 50000	4	5.	Retired person	1

Interpretation:

From the above table it is inferred that majority (43.4%) of the respondents belong to 21-25 years are age, (45.5%) of the respondents are completed their UG, (49.5%) of the women consumers income level below 20,000, (42.4%) of the respondents are students.

TABLE NO: 2 DURATION OF USING ORGANIC PERSONAL CARE PRODUCTS

S.No	Duration of Green Products	Percentage
1.	Less than 1 year	44.4
2.	1-2 years	25.3
3.	2-3 years	17.2
4.	3-4 years	4
5.	Above 5years	9.1

Interpretation:

From the above table it is inferred that majority (44.4%) of the women consumers using these green personal care products for less than 1 year.

TABLE NO: 3 REASONS FOR CHOOSING ORGANIC PERSONAL CARE PRODUCTS

S.No	Usage of Green Products	Percentage	Rank
1.	Chemical free	69	I
2.	Healthy contents	61	II
3.	Environmental friendly	42	III

4.	Cruelty free	22	IV
5.	Ethical responsibility	16	V

Interpretation:

From the above table it is inferred that the respondents prefer green products due to Chemical free.

TABLE NO: 4 TYPE OF USING ORGANIC PERSONAL CARE PRODUCTS

S.No	Type of Green Products	Percentage	Rank
1.	Skin care	64	I
2.	Hair care	48	II
3.	Body care	27	III
4.	Cosmetics	26	IV
5.	Oral care	8	V

Interpretation:

From the above table it is inferred that the more respondents using Skin care products.

TABLE NO: 5 PREFER TO BUY FROM VARIOUS SOURCES

S.No	Prefer to buy	Percentage	Rank
1.	Social Media Apps	51	I
2.	Wholesale and Retail Shop	25	II
3.	Departmental Stores	21	III
4.	Supermarkets	20	IV
5.	Showrooms	9	V

Interpretation:

From the above table it is inferred that the respondents preferring to buy Green Personal care products through Social Media apps.

TABLE NO: 6 DESCRIPTIVE STATISTICS FOR CONSUMER ATTITUDE AND BEHAVIOUR IN BUYING GREEN PERSONAL CARE PRODUCTS.

S.No	Statements	Mean	S.D
1.	I am aware of eco-friendly personal care products	4.39	.636
2.	Green personal care meets my expectations	4.10	.662
3.	I like the quality of organic products	4.19	.665
4.	I feel it has no side effects	4.15	.747
5.	It is easily available in the market	3.73	.890
6.	I am willing to pay premium price for eco-friendly products	3.88	.799
7.	I feel healthy and confident of using these products	4.14	.700
8.	It is easy to recycle, reduce waste and reuse	4.16	.724
9.	I get lot of alternatives in choosing green products	4.57	.836
10.	I recommend green products to my friends, family and relatives	3.77	.895

Interpretation:

From the above table 6 shows that all the ten statement relates to the consumer behaviour and attitude in buying Green personal care products, the highest mean value 4.57 and S.D .890 which indicates women consumers get a lot of varieties in choosing green products followed by lowest mean value 3.73 and S.D .836 which indicates they don't easily find it in the Market.

TABLE NO: 7 DESCRIPTIVE STATISTICS FOR TRUST AND LOCUS OF CONTROL THAT INFLUENCE CONSUMER DECISION MAKING.

S.No	Statements	Mean	S.D
1.	I believe the Advertisements about green products	3.77	.806
2.	I trust Eco-labels and certifications	3.74	.750
3.	I trust the people who are selling green products	4.16	.681
4.	I am confident that Well known green products work better than conventional	3.89	.794
5.	I trust green products will keeps the environment protection	3.97	.706
6.	I should act as a ethically responsible person	3.95	.705
7.	I change my purchasing behaviour, when the green products does not give good results	3.99	.789
8.	I am very price sensitive, so it controls my buying decision	3.99	.789
9.	I may not be a sustainable consumer when the products are not suitable for me	4.18	.747
10.	I will not blindly believe the decision to buy green products given by peers groups. friends and relatives	3.94	.780

Interpretation:

From the above table 7 shows that all the statement relates to the Consumer Trust and Locus of Control that influence them for buying Green personal care products, the highest two mean value are 4.18,4.16 and S.D .681 which indicates women consumers will not be a sustainable consumers if it is not suitable for me and they trust the people selling green products followed by lowest mean value 3.74 and S.D .750 which indicates they are not much aware of Eco labels and certifications.

TABLE NO: 8 DESCRIPTIVE STATISTICS FOR ENVIRONMENTAL CONSCIOUSNESS TOWARDS GREEN PRODUCTS.

S.No	Statements	Mean	S.D
1.	I know more about environmental issues	3.96	.768
2.	I have a knowledge about green logos and phrases of green products	3.88	.812
3.	I buy green products which is recyclable	4.04	.794
4.	I have very much concern about protecting the environment	4.05	.747
5.	I spread eco-awareness to others	3.99	.827
6.	I sincerely value the green products because of the good result	4.10	.707
7.	I feel, I am responsible citizen to myself and society	4.17	.700
8.	It is my responsibility to save the natural resources for my future	4.29	.718
9.	This environmental responsibility make me to be a sustainable green consumer	4.25	.644

Interpretation:

From the above table 8 shows that all the statement relates to the Environmental Consciousness towards Green products, the highest mean value are 4.29 and S.D .718 which indicates their responsibility to save natural resources for future followed by lowest mean value 3.96 and S.D .768.

CHI-SQUARE ANALYSIS

A Chi-square test is a hypothesis testing method. Two common Chi-square tests involves checking if observed frequencies in one or more categories match expected frequencies.

Association of Income level of women consumers with the price paying for green products (I am willing to pay the premium price.)

H0: There is no significant association between Income level and Price paying for green products.

H1: There is significant association between Income level and Price paying for green products.

Particulars	Value	Df	Asymptotic significance (2 sided)
Pearson Chi Square	11.039 ^a	12	.047
Likelihood ratio	12.824	12	.038
No of Valid cases	100		

Interpretation:

The above table indicates the relationship between Income level and Price paying for green products. Pearson Chi-square value of 0.047 indicates that the p-value is falling under the category of (0.011 to 0.050) indicating that H0 is rejected at 5% level. Hence there is significant association between Income level and Price paying for green products.

ONE WAY ANOVA

Significant mean difference between Age and Environmental consciousness towards green products.

H0: There is no significant difference between Age and Environmental consciousness towards green products.

H1: There is significant difference between Age and Environmental consciousness towards green products.

ANOVA

Sum of Squares	df	Mean Square	F	Sig.
27.252	18	1.514	.914	.564
130.881	79	1.657		
158.133	97			

Interpretation:

The above table indicates the significant value is 0.0564 which is falling under the category of (0.051 to 1.000) where H0 is accepted, hence there is no significant difference between Age and Environmental consciousness towards green products.

XI.SUGGESTIONS

- Consumers should understand the environmental impacts and make their decision to buy green products.
- All the Green marketers has to be transparent to their consumers.
- Entrepreneurs should spread more awareness about the various green products.
- Consumers should change their behaviour and save the resources for future.
- The Government should take an initiative to create awareness among rural areas.

- The government should encourage the green business and provides them with financial assistance.

XII.FINDINGS

- Majority 43.4% of the respondents are 21-25 years are age.
- 45.5% of the respondents are Completed their UG.
- 49.5% of the women consumers' income level lies below 20.000.
- 42.4% of the respondents are students.
- Majority (44.4%) of the women consumers using these green personal care products for less than 1 year.
- Majority of the respondents prefer green products due to Chemical free.
- Majority of the women respondents uses Skin care products.

- ❖ Majority of the respondents preferring to buy Green Personal care products through Social Media apps.
- ❖ It is found that respondents get lot of alternatives in choosing green products.
- ❖ It is found that women consumers will not be a sustainable consumer if it is not suitable for them and they also trust the people selling green products.
- ❖ It is found that women consumers feels that their responsibility to save natural resources for future.
- ❖ It is found that there is significant association between Income level and Price paying for green products.
- ❖ It is found that there is no significant difference between Age and Environmental consciousness towards green products.

- <https://cosmeticseurope.eu/>
- https://www.researchgate.net/publication/227539528_Determinants_of_Chinese_Consumers'_Green_Purchase_Behaviour.

XIII.CONCLUSION

Green marketing is a booming industry to the economic development. The people who are believing, Trusting and buying green products are ethically responsible consumers of the society. It is the correct time to choose Green Products on a worldwide Scale. People started purchasing green products because they are very much concern about the environment and health. It is greatest opportunity for an entrepreneur to increase their production and sales which is helpful for their own and economy as a whole. It is our responsibility to save the nature.

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WEB SOURCES