

# “A STUDY ON OF FACTORS INFLUENCING CONSUMER PREFERENCE FOR GREEN COSMETIC PRODUCTS IN BANGALORE CITY”

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**Abstract:**

**Green Marketing** and **Green Products** are gaining popularity as we are progressing. People are becoming health conscious which leads to popularity of green items. But, with respect to India, not much of systematic research happened. So, with respect to existing literature from across the world, there are many factors which can affect the green products popularity. So, the research tries to identify the factors for green cosmetic products’ popularity specifically in Indian context. Also, by understanding these facts the organizations’ can improve their strategy for making the green products more sellable and acceptable to the prospective consumers.

As we can see from the above discussion, **green cosmetic products** are slowly gaining popularity due to green marketing. Also, as people are becoming more conscious about health and environment, they started behaving in a more conscious way. Still there are many barriers, such as awareness of the green products, their availability etc.

In this context, it is important to examine various **psychographic and demographic** factors which influence the usage of green cosmetic products, specifically in cosmetic category in Bangalore, Karnataka, India. The various **psychographic variables**, such as Environmental Consciousness, Health Consciousness, Price Sensitivity, Product Involvement and Innovation in buying products are selected from a thorough literature review. The **demographic variables** are also studied from a detailed literature review. The consumers’ perception about each **psychographic variable** is being understood using specific items. The study aims to provide a snapshot of consumers’ belief about Green Cosmetic Products about various Psychographic and Demographic variables in Bangalore, Karnataka (India).

**Keywords:** Green Cosmetic products, Factors, Psychographic variables, Demographic variables, Bangalore.

## Introduction:

According to organic monitor(2010) and packaging digest(2010),cosmetic firm regard green formulations ,resource efficiency ,and life cycle assessments of their products as primary concerns when drafting sustainability blueprints .From the last decade onwards people became more concerned about their health as a result of which they are using more of green products. Green products can be stated as having less of an impact on the environment and are less damaging to human health than conventional products, and hence are also called as sustainable or environment friendly products. Green products are produced from recycled components are manufactured in a more energy-conservative way, or are supplied to the market with more environmental friendly way. So, people are becoming more aware about the concept of environment and health consciousness. This reduces the usage of conventional products. Conventional products are those manufactured in the conventional way. They are not being produced keeping environmental considerations in mind. In today's competitive scenario green products are competing with the conventional or regular products (products produced by conventional methods).But, this usage pattern is not applicable to all parts of the society. Knowledge and awareness about the green products play a very vital role in enabling the customers to use them. But, this awareness and knowledge do not exist holistically throughout all the spheres of the society, thus restricting the usage of the green products. From the last

decade onwards, we have started using the green products and it will take time before it penetrates to all parts of the society. In comparison to the conventional products, green products are generally biodegradable, non-toxic in nature and more environment friendly. In their book "The Green Consumer", John Elkington, Julia Hails, and John Makeover discussed several characteristics that a product must have to be regarded as a "green" product. They contended that a green product should not endanger the health of people or animals, damage the environment at any stage of its life, including manufacture, use, and disposal, consume a disproportionate amount of energy and other resources during manufacture, use, or disposal, cause unnecessary waste, either as a result of excessive packaging or a short useful life, involve the unnecessary use of or cruelty to animals and use materials derived from threatened species or environments.

The concept of green products is becoming more popular with the aspect of cosmetic and food items. Since people are becoming more health conscious, they are giving more importance to the consumable and daily usable products. People started using more green products to minimize their health risk. But, here also like normal green products knowledge and awareness is not there in all parts of the society. So, these are more being used by the more knowledgeable parts of the society. Also, organizations and government are not fully capable of promoting the concept of "Green". But the best part is the concept has started and it is penetrating to the society at a very fast pace. If all the factors which

contribute to the popularity of green cosmetic and food items, such as price of the product, its quality, customer's perception about the products, awareness about them, are being handled carefully by the government and the organizations, then green cosmetic and food items will become more popular in the society.

## LITERATURE REVIEW:

(Dr. S. Geetha, 2016) Consumers are getting greater inquisitive about environmentally pleasant merchandise, raising the demand towards a limited deliver. The confined supply may be associated to the lack of clear know-how amongst Coimbatore entrepreneurs on client's attitudes and behaviours towards this emerging phenomenon. The success of manufacturing eco-friendly merchandise will rely upon whether clients will accept the goods or now not. Hence the examiner centred to examine the effect of purchasers in the direction of inexperienced merchandise

(**Aindrila Biswas Mousumi Roy**) The current years have witnessed a phenomenal change in quantum and pattern of consumption within the developing nations of the East. Ever growing consumption is setting a strain on the surroundings. The present work delves into expertise the relationship among environmental concerns and customer desire behaviour in purchasing inexperienced merchandise within the context of India being a massive rising economy in South East Asia. Attempt has been made to have a look at the impact of consumption values on sustainable patron behaviour across purchaser segments with preferential green desire method distinction.

(**Gyan Prakash Pramod Pathak**) The cause of this paper is to have a look at the effect of Eco designed packaging on purchasers' reaction. The concept of reasoned movement (TRA) served as a framework for figuring out most important antecedents of Eco designed packaging behaviour and for determining their relative significance.

(**Shih-Chang Tseng Shiu-WanHung**) Much studies approximately green product development and advertising has been proposed because of purchasers' recognition of environmental safety and the international excessive environmental policies. Despite the scholarly interest paid to inexperienced issues, the market stocks of many inexperienced merchandise have now not increased significantly according with academic pursuit and hobby over the past decade. A predominant cause for this lies inside the reality that many green products in the marketplace can't fulfil consumers' expectations because gaps exist among purchasers' expectancies and their perceptions of those products. This trouble has been left unnoticed or even unexplored in previous studies. As a end result, this study purports to undertake the carrier best version for drafting a model describing the gaps current among clients' expectancies and their perceptions, and undertake the perception of SERVQUAL instrument to increase a green product device for measuring these gaps.

(**Matuross Kanchanapibul**) Due to an growing awareness in environmental effect, purchasers are more sensitive towards inexperienced merchandise while making their shopping selections. The younger generation, who represents the destiny of our society, seems to have a exceptional mindset and notion which allows them to mirror on their choice of inexperienced merchandise. This studies empirically examines the effect of ecological have an effect on and

ecological knowledge on the inexperienced buying behaviour of the younger era.

**(Sujith T S,2015)** This take a look at is behaviour to find out the attitude and consciousness level of customers and there shopping for behaviour of eco- pleasant product in line with this look at Green advertising may be a hit most effective if the marketer is aware the customer behaviour. Hence it's miles crucial to conduct a have a look at on attitude and awareness of clients in the direction of green products and elements influencing the shopping for behaviour of clients

**(Nicholas Wilson, Evan Theodorus, Pauline Tan,2017)** This studies the main factors influencing the inexperienced buy conduct towards green beauty product, for the reason that increasing numbers of organization that promoting green beauty product as a way to obtain a sustainable surroundings. Current take a look at additionally attempted to fill this gap, in which, current have a look at attempted to behaviour the research most effective inside the Indonesian cosmetics Industry.

**(Mrs.R.Surya, Dr.O.M.Hajamohideen, 2018)** Green Marketing Is Also Termed As Environmental Marketing Or Ecological Marketing. According To American Marketing Association, Marketing Of Products That Are Presumed To Be Environmentally Safe Is Called As Green Marketing. Thus Wide Range Of Activities Are Covered Under Green Marketing, Which Includes Modifying The Product, Making Changes In The Production Process And Packaging, As Well As Modifying Advertising Or Removing Any Activity That Impacts The Environment In Negative Way. Today, The Earth Faces More Environmental Issues Than Ever Before, Hence It Is Imperative For Companies To Make And Market Themselves As

Environment Friendly. Green Marketing Is Emerging As A Popular Promotional Strategy Owing To Increased Consumer Awareness And Concerns.

**(Dipti S. Barge , Dinkar K. More and Sarang S. Bhola,2014)** Increasing consciousness of environmental problems ends in display surroundings pleasant buying behaviour. To cater the desires of surroundings conscious purchasers, entrepreneurs throughout the globe attempted and developed environment pleasant products in diverse classes. Marketers additionally shifted their focus on advertising such surroundings friendly products. Majority of them have not acquired due interest from customers. Researchers across globe were making an try and conceptualize and to research the shopping for conduct of humans toward environment friendly merchandise. An try has been made to present the overview on demographic profile and inexperienced shopping for behaviour in synthesis form. The review has offered using five strata on the basis of demographic parameter.

**(Muntaha Anvar, Miss Marike Venter, Ms,2014)** The purpose of this paper is to determine what elements influence Attitudes and Purchase Behaviour of green products among Generation Y in South Africa. The findings make a contribution to the current sluggish improvement within the green sector (Borchers, Duke and Parsons, 2007), by supplying an in depth theoretical knowledge at the Attitudes and Behaviours in the direction of inexperienced marketing of Generation Y. It gives entrepreneurs with a better understanding of Generation Y consumers' Attitude closer to and their Buying Behaviour of inexperienced products. It also offers entrepreneurs a clearer guide as to how the study of Attitudes and Behaviour can assist with

the improvement of advertising and marketing efforts for green markets (Baker and Ozaki, 2008). The findings of the take a look at will assist marketers to align their green advertising and marketing practices to higher attract the younger South African consumers and accordingly obtain a exclusive competitive advantage. Marketers need to inspire Generation Y to shop for green merchandise as they're the future clients with large spending strength.

**(Yifeng Lin, Shaohua Yang, Haniruzila Hanifah and Qaisar Iqbal,2018)** A lot of research has been conducted within the UK concerning shopping for cosmetics, but very constrained research have explored the formation of client attitudes toward inexperienced cosmetics. Accordingly, this look at determines patron attitudes closer to inexperienced cosmetics within the UK market.

**(W. R. A. D. Karunarathna1, S. S. Naotunna1 and K. M. V. Sachitra,2017)** The present observe pursuits to pick out the young educated clients' shopping behaviour in the direction of green merchandise in Sri Lankan context. As young knowledgeable purchasers, the take a look at has selected undergraduates in Sri Lanka. The study additionally examines how the elements (social affects - SI, environmental mind-set - EA, environmental understanding - EK, perceived environmental responsibility - ER, government initiative - GI and exposure to environmental messages thru the media - M) have an effect on younger knowledgeable purchasers' green products purchase conduct.

**(Zeenat Fatima,2015)** The purpose of the research was to explore the concept of green marketing, or green products in relation to consumer behaviour.

**(Hans Ruediger Kaufmann, Mohammad Fateh Ali Khan Panni and**

**Yianna Orphanidou,2012)** This paper ventures to recommend a polished included framework regarding client inexperienced shopping conduct index. This framework/index is anticipated to provide clean course to the researchers and practitioners approximately a few most important/huge problems of inexperienced purchaser behaviour.

**(Wong FuiYeng α & Rashad Yazdanifard, 2015)** This paper states that the increasing range of consumers who're inclined to shop for environmentally friendly merchandise are building possibility for groups that are the use of "eco-friendly" or "environmentally friendly" as an detail in their fee proposition. Businesses that provide merchandise that are manufactured and designed with an environmental advertising blend have a stable aggressive gain. A higher understanding of clients' buying behaviour will aid companies to reap more marketplace-applicable technique to preserve inside the competitive market. Moreover, it additionally permits businesses to carry more purchasers and shape their products or services consistent with their demands or trade purchasers' behaviour towards their products or services.

**(Vakil Singh, Ankur, Amreek Singh,2014)** This paper states that the rising wide variety of clients who select and inclined to buy eco-friendly products are developing possibility for organizations which can be production "eco-friendly" or "environmental friendly" products as a component for their cost proposition. Eco pleasant products are the ones which are less harmful to the environment and can be recycled e.g. Inexperienced packaging, inexperienced marketing, gas green motors, power saving electronic products and so forth.

## STATEMENT OF THE PROBLEM:

The concept of environmental consciousness has become a necessity to save the mankind, promoting consumption of green cosmetic is the need of the hour, owing to the fact that green cosmetics are environment friendly or sustainable products and are organic in nature. Considering the feeling for the health of environment and consumers, the usage of green cosmetics is emerging at the cost of conventional products. However, the magnitude of usage of green cosmetics is much behind the ideal one to safeguard the consumers and environment at large. In order to achieve the pious objective, it is necessary to know the factors which insisted the users to go for the green cosmetics and prioritize and also find the product specific factors so that the same can be ventilated to the people for extending the consumer base for the green cosmetics.

## Objectives of the study:

1. To find out the awareness of green cosmetics among people in Bangalore.
2. To study and analyse the product-specific factors influencing preferences for Green cosmetic in Bangalore city, Karnataka, India.
3. To identify the demographic and psychographic factors influencing preferences for Green cosmetic.

## Scope of the study:

Users and non-users of green cosmetics are considered for the study. The study is conducted for a period of 12 weeks and the research aims at collecting data from the

target respondents who will be user and non-users of green cosmetics.

## Hypothesis:

**H0:** Price sensitivity has no association with preference of green cosmetic products.

**H1:** Price sensitivity has an association with preference of green cosmetic products.

**H0:** There is no association between green cosmetic and non-green cosmetic products

**H2:** There is an association between green cosmetic and non-green cosmetic products.

## Methodology:

Types of Research	Descriptive research
Target population	Users of green cosmetic products and non user of green cosmetic products but aware about the concept of Green cosmetic products
Sample size	100
Sampling technique	Convenience sampling
Data collection	Primary data is collected using a structured questionnaire.
Tool of data	Questionnaire
Secondary data	Journals websites

## LIMITATIONS:

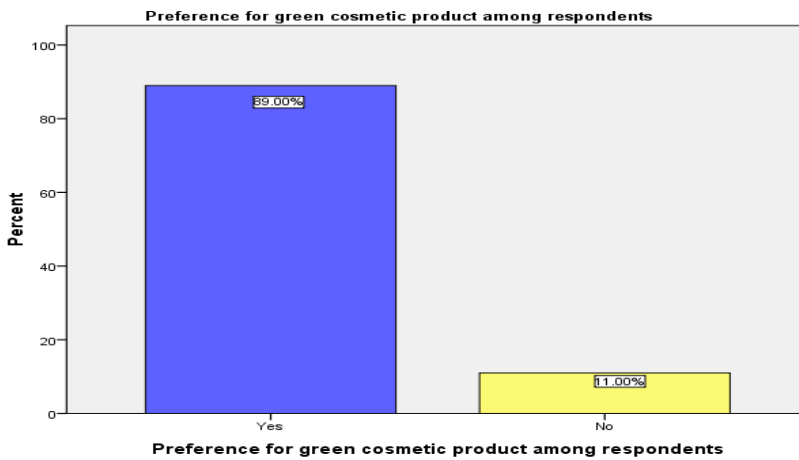
1. The research study is limited to respondents related to only Green Cosmetic. The other types of green product users are not being studied in this research project.
2. The research study is limited to only Bangalore city.
3. The responses from the respondents can be biased and as a result some findings can be incorrect.

## DATA ANALYSIS AND HYPOTHESIS TESTING:

### 1. Preference for green cosmetic products among respondents:

Preference for green cosmetic product among respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	89	87.3	89.0	89.0
	No	11	10.8	11.0	100.0
	Total	100	98.0	100.0	
Missing	System	2	2.0		
Total		102	100.0		



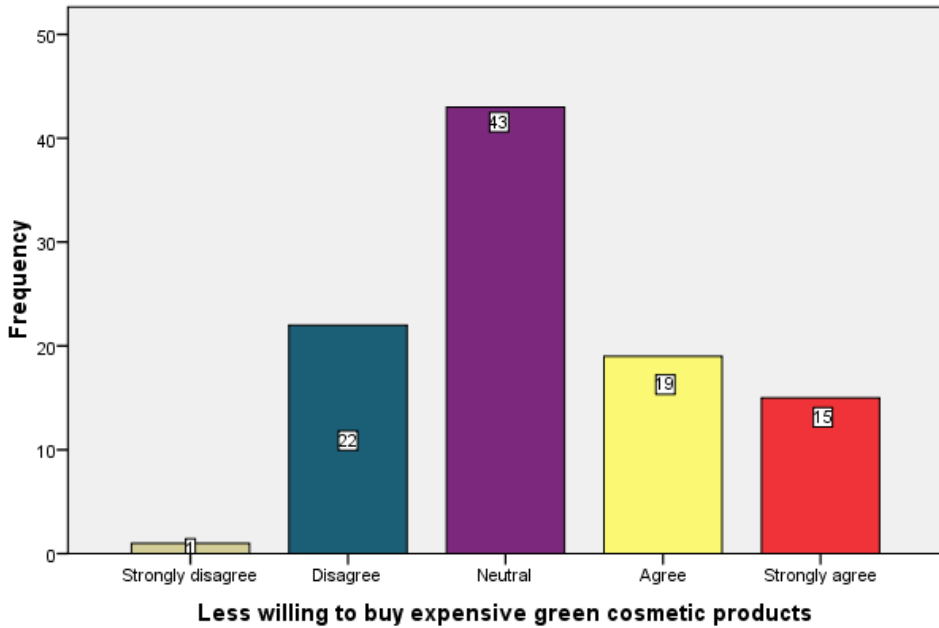
**Interpretation:** From the above table it shown that 89% of the respondents prefer to buy green cosmetic products and only 11% of the respondents won't prefer to buy.

**Inference:** From the above chart it shows that majority of the respondents prefer to buy Green cosmetic products.

### 2. Less willing to buy expensive green cosmetic products:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	1.0	1.0	1.0
	Disagree	22	21.6	22.0	23.0
	Neutral	43	42.2	43.0	66.0
	Agree	19	18.6	19.0	85.0
	Strongly agree	15	14.7	15.0	100.0
	Total	100	98.0	100.0	
Missing	System	2	2.0		
Total		102	100.0		

**Less willing to buy expensive green cosmetic products**



**Interpretation:** 43% of the respondents were neutral i.e. they can or they may not buy expensive green cosmetic products, 22% were disagreed, 19% agree, 15% were strongly agree.

**Inference:** Most of the respondents were neutral i.e. they may or may not prefer to buy green cosmetic products.

**CHI SQUARE TEST:**

**H0:** Price sensitivity has no association with preference of green cosmetic products.

**H1:** Price sensitivity has an association with preference of green cosmetic products.

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Less willing to buy expensive green cosmetic products * Preference of green cosmetic product among respondents	100	98.0%	2	2.0%	102	100.0%

Less willing to buy expensive green cosmetic products \* Preference of green cosmetic product among respondents Crosstabulation

Count		Preference of green cosmetic product among respondents		
		Yes	No	Total
,Less willing to buy expensive green cosmetic products	Strongly disagree	1	0	1
	Disagree	19	3	22
	Neutral	36	7	43
	Agree	18	1	19
	Strongly agree	15	0	15
Total		89	11	100

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.997a	4	.406
Likelihood Ratio	5.735	4	.220
Linear-by-Linear Association	2.310	1	.129
N of Valid Cases	100		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .11.

**Interpretation:** Since the significance value(0.406) is greater than critical value (0.05),so we accept null hypothesis and reject the alternative hypothesis that is Price sensitivity has no association with preference of green cosmetic products.

## Conclusion:

Green products can be stated as having less of an impact on the environment and were less damaging to human health than conventional products, and hence were also called as sustainable or environment friendly products.

After analysing the impact of the various demographic variables with respect to

consumers' preference for Green cosmetic products, it is very important to analyse the role of various psychographic and independent variables and their impact on consumers' preference for Green cosmetic and food products. Regarding the various psychographic variables studied, Environmental Consciousness, Price Sensitivity, Innovativeness in buying products, Product Involvement and Health Consciousness ,significantly impact consumers' preference for Green Cosmetic products.

Regarding the other independent variables, Safety perspective of the consumer, Product

effectivity, Product knowledge, Information about the products, Brand of the green product,

Availability of the green product significantly impact consumers' preference for Green Cosmetic products.

In demographic variables Age, Gender, Occupation, Education does not significantly impact consumers' reference for Green cosmetic products. Also, brands play a more significant role in case of preference for green cosmetic products.

On observation, it is found that those who are users, they know very well the utility of the green cosmetic products vis-à-vis their conventional counterparts. Thus irrespective of gender, education, occupation and income, the preference gets intact.

The factor – 'Users of Green Cosmetic Products are interested in information about their health' has the least level of impact on preferring green cosmetic products. Regarding involvement in buying process while buying green cosmetic products, the factor 'Users of Green Cosmetic Products select the green cosmetic products very carefully' has highest level of impact on preferring green cosmetic products.

In the pretext of studying the innovation of the consumers about buying green cosmetic products, it has been found that 'Users of Green Cosmetic Products like to take a chance in buying new products' has

highest level of impact on preferring green cosmetic products. But, the factor 'Users of Green Cosmetic Products like to try new and different products' has the least level of impact on preferring green cosmetic products.

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