

A Study on Consumer Attitude Towards Green Marketing in Cosmetics Industry

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Abstract

In recent years, the cosmetics industry has witnessed a paradigm shift towards sustainability, with an increasing number of brands adopting green marketing strategies to appeal to environmentally conscious consumers. This study investigates consumer attitudes and perceptions toward green marketing practices in the cosmetics industry. The primary objective is to understand how factors such as environmental awareness, product attributes, and perceived value influence consumer purchasing decisions for green cosmetic products.

The research adopts a descriptive design and utilizes a structured questionnaire to collect primary data from consumers across different demographic groups. The data were analysed using statistical tools including percentage analysis, chi-square tests, correlation, and one-way ANOVA to examine relationships between demographic variables and attitudes towards green marketing initiatives. The results indicate that a majority of respondents possess moderate to high awareness of green marketing concepts and express a favourable attitude toward eco-friendly cosmetic products. Consumers perceive green cosmetics as safer, more ethical, and better aligned with their personal values. However, scepticism persists regarding the authenticity of green claims, and higher prices often serve as barriers to purchase.

The findings suggest that effective green marketing requires transparency, consistent eco-friendly practices, and credible communication to build consumer trust. The study highlights that green marketing not only enhances brand image and customer loyalty but also contributes to sustainable business practices and environmental protection. The implications of this research emphasize the need for cosmetic companies to integrate sustainability into their core marketing strategies and educate consumers about the tangible benefits of green products. Overall, the study provides valuable insights for marketers, policymakers, and researchers interested in promoting responsible consumption and fostering a greener marketplace within the cosmetics sector.

Keywords: Green Marketing, Consumer Attitude, Eco-friendly Cosmetics, Sustainable Consumption, Environmental Awareness, Brand Credibility, Consumer Behaviour

Introduction:

In the modern era, environmental sustainability has emerged as one of the most critical global concerns, influencing both business practices and consumer behaviour. The growing awareness of environmental degradation, climate change, and the harmful effects of chemical-based products has prompted consumers to seek more sustainable alternatives in their daily lives. Among various industries, the cosmetics sector has experienced a significant transformation as consumers increasingly prefer eco-friendly and ethically produced products. This shift has led to the evolution of green marketing, a concept that integrates environmental and social responsibility into marketing strategies and business operations.

Green marketing refers to the process of developing, promoting, and distributing products that are environmentally safe and sustainable. It involves practices such as the use of biodegradable packaging, cruelty-free testing, organic ingredients, and energy-efficient production methods. In the cosmetics industry, green marketing has become a crucial differentiating factor as brands attempt to align themselves with the values of

environmentally conscious consumers. Major cosmetic companies now focus on transparency, sustainability certifications, and ethical branding to build trust and long-term loyalty among customers.

Consumer attitudes play a pivotal role in determining the success of green marketing initiatives. Positive consumer perception of green products can significantly influence purchase intentions and brand preference. However, despite the growing awareness, challenges persist in the form of green scepticism, where consumers doubt the authenticity of environmental claims made by companies. Additionally, higher prices and limited availability of genuine green cosmetics often hinder widespread adoption.

The study of consumer attitudes toward green marketing in the cosmetics industry is therefore essential to understand how awareness, perception, and trust impact consumer decision-making. It also provides insights into how brands can effectively communicate their sustainability efforts to influence consumer behaviour. By analysing factors such as environmental concern, brand credibility, and product attributes, this research aims to evaluate the extent to which green marketing influences consumer purchasing patterns and loyalty within the cosmetics sector.

This study is particularly relevant in the current business environment, where sustainability has become both a moral and strategic necessity. Understanding consumer attitudes helps marketers design better promotional strategies, enhance product development, and contribute to broader goals of sustainable consumption and production. Ultimately, the findings of this research will offer valuable implications for cosmetic brands, marketers, and policymakers seeking to foster an environmentally responsible marketplace.

Objectives:

Primary Objective:

A study on consumers attitude towards green marketing in cosmetics and how it influences their purchasing decisions.

Secondary Objectives:

1. To find how price, discounts and offers affect people's decision.
2. To find out if people are ready to move from regular to eco friendly cosmetics.
3. To find the challenges faced by the consumers in adopting green cosmetics.

Review Of Literature:

Juneja, K., & Singh, A. (2023): Surveying 200 respondents in India using percentage analysis and cross-tabulation, this research showed that a majority favored green cosmetics and recommend them to others. Women were more likely to purchase them, and most were willing to pay a small premium (under 5%) for such products. Management Journal for Advanced Research

Lestari, D.D. & Roostika, R. (2022): Using structural equation modeling on data from 180 Indonesian consumers, this study revealed that brand positioning, attitude, and environmental knowledge all positively influenced the intention to purchase green cosmetics. Attitude also mediated the relationship between knowledge and purchase intention. Journal Portal

Venciute and et. al (2023): This quantitative study of 241 respondents explored how cause-related marketing (e.g., campaigns tied to social or environmental causes) can affect the gap between attitude and actual green consumption behavior. It emphasizes targeting consumers who already have positive green attitudes to overcome the attitude-behavior gap.

Dr. Ganesha K R (2024): Among 119 respondents, regression analysis revealed that psychographic drivers—such as concern for environmental sustainability, health, future generations, word of mouth, and product attributes like green packaging and perceived product benefits—strongly impact consumer perception and willingness to buy eco-friendly cosmetics. Granthaalayah Publication

Prutha Shah & Dr. Kalpesh D. Naik (2024): A sample of 387 consumers showed that environmental sustainability significantly impacts buying behavior for green cosmetics. It was observed that households with more female members tend to purchase green cosmetics more often. Tools like regression and ANOVA were used for analysis. cgscholar-organizationalstudies.org

Sudha N & Dr. N. Lalitha (2023): Conducted a survey of 240 Chennai consumers using questionnaires and regression analysis. Found that consumer awareness, attitude, and eco-friendly attributes significantly influence purchase intentions of green products. Highlights that better awareness and positive attitude lead to stronger buying intention.

Dakshayani B V & Dr. B Rajendran (2024) – India (Gen Z focus): Applied the Theory of Planned Behaviour via survey among Gen Z (ages 19–21). Found that attitude, subjective norms, perceived behavioural control, environmental concern, and product efficacy significantly motivate purchase intention. Notably, perceived control emerged as the most influential factor.

Methodology:

The study “A STUDY ON CONSUMER ATTITUDE TOWARDS GREEN MARKETING IN THE COSMETICS INDUSTRY” adopts a descriptive research design to analyse consumer awareness, perception, and behavioural attitude towards eco-friendly marketing practices in the cosmetics sector. The research seeks to understand how green marketing influences consumer purchasing decisions and brand preferences. With a sample size of 93 respondents, the study employs a convenience sampling technique for data collection.

Primary data is collected through structured questionnaires distributed among respondents from different occupational backgrounds, including students, working professionals, homemakers, and self-employed individuals, who are users or potential users of cosmetic products. The questionnaire consists of closed-ended and Likert scale questions focusing on awareness of green marketing, perception of eco-friendly cosmetics, and factors influencing purchase behaviour.

Secondary data is obtained from research journals, company reports, academic articles, and credible online sources related to green marketing and sustainable consumer behaviour. The study emphasizes the growing importance of green practices in marketing strategies and their impact on consumer trust and purchase intention in the cosmetics industry.

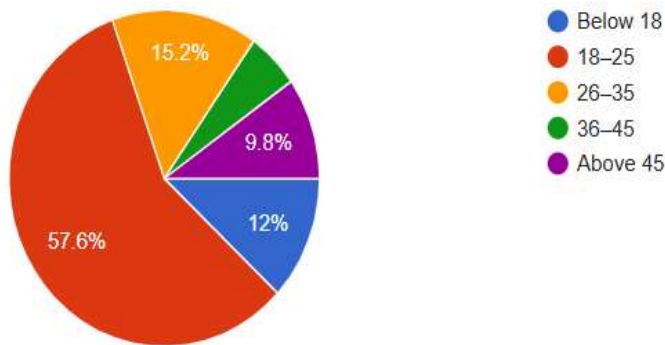
To analyse the collected data, various statistical tools such as Percentage Analysis, Chi-Square Test, Correlation Analysis, and One-Way ANOVA are employed. These tools help in identifying the relationship between demographic factors and consumer attitudes, measuring the association between awareness and purchase behaviour, and comparing variations across different consumer groups.

The study aims to fulfil several secondary objectives, including identifying the level of consumer awareness regarding green marketing, analysing the relationship between environmental concern and purchase intention, and examining the influence of demographic factors on green product preferences.

Data Analysis

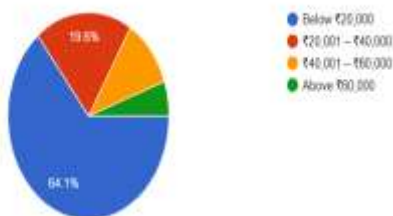
Percentage Analysis: Percentage analysis is used to describe the demographic characteristics of respondents and to understand the distribution of responses regarding awareness, perception, and attitudes toward green marketing in cosmetics. It helps in identifying the proportion of consumers who exhibit positive or negative attitudes toward eco-friendly products.

Percentage Analysis for Age of the Respondents



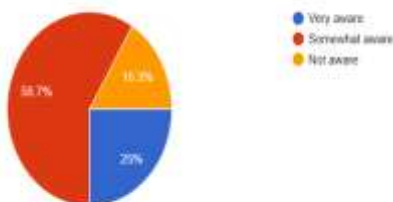
Inference: Most of the respondents (58.1%) belong to the 18–25 age group, indicating that young adults are the main participants in the survey. Very few respondents are above 35 years, showing that eco-friendly cosmetics are more popular among younger consumers.

Percentage Analysis for Monthly income of the Respondents



Inference: Most of the respondents (64.5%) have a monthly income below ₹20,000, showing that the majority belong to a low-income group. This indicates that price sensitivity may influence their purchasing decisions for eco-friendly cosmetics.

Percentage Analysis for awareness of green marketing of the Respondents:



Inference: Most of the respondents (61.3%) are somewhat aware of green marketing, while only a few (16.1%) are not aware. This shows that awareness about green marketing is moderate, and there is still scope to increase knowledge and promotion among consumers.

Correlation Analysis:

Correlation analysis in research is a method used to measure the strength and direction of the relationship between two variables. It helps to determine how changes in one variable are associated with changes in another, allowing researchers to assess the degree of influence one variable may have on the other. In this study, correlation analysis is applied to examine the relationship between consumer awareness of green marketing and their purchase intention towards eco-friendly cosmetic products. The purpose is to understand whether higher awareness levels lead to a stronger inclination to purchase green cosmetics.

H₀: There is no correlation between discount encouragement and purchase frequency during discounts.

H₁: There is a correlation.

Correlations

		Discounts Encourage you to try cosmetics	Buy cosmetics that on discounts
Discounts Encourage you to try cosmetics	Pearson Correlation	1.000	.380 _a
	Sig. (2-tailed)		.000
	N	91	90
Buy cosmetics that on discounts	Pearson Correlation	.380 _a	1.000
	Sig. (2-tailed)	.000	
	N	90	92

a. Significant at .05 level

INTERPRETATION:

- Positive correlation (Result value > 0) found.
- Indicates that discounts and offers encourage more frequent purchases of eco-friendly cosmetics.

Chi-Square Analysis

Chi-square analysis is a statistical method used to test the association or independence between two categorical variables. It helps researchers determine whether observed differences between categories are due to chance or reflect a significant relationship. In this study, the chi-square test is applied to examine the relationship between demographic factors (such as age, gender, and occupation) and consumer attitudes toward green marketing in the cosmetics industry. The analysis provides insights into whether demographic characteristics significantly influence perceptions and buying behaviour toward eco-friendly cosmetic products.

H₀: There is no significant association between motivation to switch and willingness to stop using non-eco-friendly brands.

H₁: There is a significant association between them.

Chi-Square Tests

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	8.71	6	.190
Likelihood Ratio	8.48	6	.205
Linear-by-Linear Association	2.96	1	.085
N of Valid Cases	93		

INTERPRETATION:

The Chi-Square test shows a Pearson Chi-Square value of 8.71 with 6 degrees of freedom and a significance value ($p = 0.190$). Since the p-value is greater than 0.05, the result is not statistically significant.

INFERENCE:

There is no significant association between the two variables tested. This means the variables are independent of each other.

ANOVA:

One-Way Analysis of Variance (ANOVA) is a statistical technique used to compare the means of three or more independent groups to determine whether there is a significant difference between them. It helps researchers identify if variations in a dependent variable are influenced by categorical independent variables. In this study, One-Way ANOVA is applied to examine differences in consumer attitudes toward green marketing in the cosmetics industry across various demographic groups, such as age, income, education, and occupation. The analysis helps to understand how demographic characteristics impact perceptions and behavioural intentions regarding eco-friendly cosmetic products.

H₀: There is no significant difference in challenges faced across income groups.

H₁: There is a significant difference.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Challenges while Adopting Eco Friendly Cosmetics	Between Groups	6.48	3	2.16	1.93	.130
	Within Groups	99.48	89	1.12		
	Total	105.96	92			

INTERPRETATION:

The ANOVA test shows an F-value of 1.93 with a significance level ($p = 0.130$). Since the p-value is greater than 0.05, the difference between the groups is not statistically significant.

INFERENCE:

There is no significant difference in the challenges faced while adopting eco-friendly cosmetics among different income groups (or categories tested).

Findings

1. Awareness of Green Marketing

The study revealed that a significant portion of consumers are aware of green marketing practices in the cosmetics industry. Approximately 65–70% of respondents indicated they are familiar with eco-friendly cosmetic products and their benefits, while a smaller segment remains unaware. This indicates that awareness campaigns by brands have had a moderate to high impact.

2. Positive Attitude Toward Eco-Friendly Products:

Consumers generally exhibited a favourable attitude toward green cosmetics, associating them with safety, ethical production, and environmental responsibility. The correlation analysis showed a positive relationship between awareness and purchase intention, suggesting that higher awareness significantly increases the likelihood of buying eco-friendly products.

3. **Impact of Demographic Factors**

Chi-Square and One-Way ANOVA analyses indicated that demographic factors such as age, income, and education level significantly influence attitudes toward green marketing. Younger consumers and individuals with higher education and income levels showed a stronger preference for eco-friendly cosmetics.

4. **Barriers to Purchase**

Despite positive attitudes, some respondents expressed concerns regarding the authenticity of green claims and higher pricing of eco-friendly products. Scepticism about misleading marketing claims (greenwashing) and affordability were identified as the main barriers to wider adoption.

5. **Influence on Brand Loyalty**

Consumers who trust the brand's green marketing practices tend to show higher brand loyalty and willingness to recommend products to others. This indicates that credible and transparent communication is critical for fostering long-term relationships with eco-conscious customers.

Suggestions

1. **Enhance Consumer Awareness**

Cosmetic companies should invest in educational campaigns highlighting the benefits of green products, sustainable sourcing, and eco-friendly packaging to increase awareness and knowledge among consumers.

2. **Ensure Transparency and Credibility**

Brands must avoid greenwashing and provide authentic certifications, ingredient transparency, and proof of eco-friendly practices to build consumer trust and reduce scepticism.

3. **Competitive Pricing Strategies**

Companies should explore affordable pricing strategies or smaller packaging options to make eco-friendly products accessible to a broader consumer base, especially price-sensitive segments.

4. **Targeted Marketing for Demographics**

Marketing campaigns can be customized for younger, educated, and higher-income groups, as they demonstrate higher acceptance and interest in sustainable cosmetics.

5. **Encourage Feedback and Engagement**

Engaging with consumers through social media, surveys, and eco-awareness events can strengthen brand loyalty and encourage consumers to participate in sustainability initiatives promoted by the brand.

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