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## IMPACT OF GREEN MARKETING PRACTICES ON CONSUMER BUYING BEHAVIOUR TOWARDS COSMETICS AND PERSONAL CARE PRODUCTS

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### **Abstract:**

These days as consumers are getting more concerned with regards to the environment and health. Consumers have become conscious towards the products they use and their effects. It examines consumer perceptions and buying decisions, highlighting the potential of sustainable marketing. These findings are valuable for businesses aiming to promote eco-conscious choices in India's cosmetic market, fostering sustainability in metropolitan cities.

Today, consumer perception and attitudes have changed from gray products to green products. Their awareness of ecological marketing influences their purchasing behaviour. Thus, companies have begun to utilize environmentally friendly marketing strategies and techniques by introducing more environmentally friendly products. Increased consumer awareness of the environmental crisis has forced marketers to adopt a green marketing strategy. The present study is an attempt to analyse the effect of consumer awareness of green and ecological marketing on purchasing behaviour towards personal care and cosmetic products in Uttar Pradesh

The primary objective of this study is to determine the Impact of Green Marketing Practices on Consumer Buying Behaviour in Cosmetics and Personal Care Product .The study specifically focuses on Cosmetics and Personal Care Product because they have a quick turnover, are of relatively low cost and used almost daily by individuals.

***Keywords: Green Marketing, Green Packaging, Purchase Intention, Consumer Behaviour***



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## INTRODUCTION:

The global skincare industry has witnessed a significant shift toward sustainability due to rising environmental concerns, increasing consumer awareness, and demand for safer, chemical-free products. Green marketing—defined as the promotion of products based on their environmental benefits—has become a strategic tool for skincare brands. With consumers becoming more conscious of ingredients, eco-friendly packaging, ethical sourcing, and cruelty-free production, green marketing practices strongly influence purchasing decisions.

Environmental sustainability has emerged as a key strategic priority for businesses worldwide. The skincare industry, in particular, has undergone a rapid transition toward eco-friendly formulations, cleaner ingredients, cruelty-free processes, and sustainable packaging. Consumers increasingly prefer skincare products that align with their ethical, environmental, and health-related values. As a result, green marketing practices such as eco-labels, ingredient transparency, green packaging, and sustainability claims are widely used to attract eco-conscious consumers.

Despite this shift, there remains ambiguity regarding the actual impact of these practices on consumer buying behaviour, especially considering concerns such as greenwashing, lack of standardised certification, and information uneven. This study aims to explore how green marketing practices influence perception, trust, attitude formation, and ultimately purchase decisions in the skincare sector.

## LITERATURE REVIEW

**Anupreet Kaur Mokha (2018)** Therefore, it is the responsibility of the government also to monitor the credibility and trustworthiness of the messages in these three tools and should move ahead and inform the citizens about the meaning and the availability of the new eco-labels, eco-brands and environmental advertisements in the market and also help the consumer to know benefits of using them on the environment.



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**Norhan Ashoush (August 2022)** Main recommendation of the study for future marketers is to enhance the marketing tactics and utilize the four green marketing strategies altogether to achieve optimum results needed from the consumers

**Indian government** has already introduced Environment Protection Act in 1986 and Environment Audit in 1992 for the protection of the environment. As the resources are limited and human needs and wants are unlimited, resources has to be utilized economically and in environment friendly way.

**According to Michael Porter and Class van der Linder (1995)**, properly designed environmental standards can trigger innovations that lower the cost of the product or improve its value. Such innovation will allow the companies to use a range of inputs more productively from raw materials to energy to labor - thus offsetting the cost of improving environmental impact and hence enhanced resource productivity will make companies more competitive. Innovation will play a lead role in sustainable development for the companies to be competitive and resisting innovations will lead to loss of competitiveness in today's global economy (Porter M E and Class van der Linder, 1995).

A strong willingness is shown by consumers to favor environmentally conscious products and companies as per various opinion polls taken in U.S. and elsewhere, however action to do so in reality are debatable (**Mendleson N, Polonsky M J, 1995**).

(**Amoako et al., 2020**) studied the green marketing and purchase behavior of the people. Their study inferred that green marketing has a significant influence on purchase intention. The companies that advertise green marketing practices are their products are preferred during purchase decisions. Price is an essential factor that mediates and moderates the association between green marketing and purchasing behavior. The cost caused by the adoption of green marketing can be compensated for building brand loyalty.

**Arora and Agarwal (2018)** conducted a survey with 200 respondents to determine consumer preference for green products and the various green marketing methods used by the company. Weighted Mean and Percentage were used to examine the data. The study came to the

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conclusion that consumers bought goods with less environmental impact. To a certain extent, consumers are willing to pay exorbitant costs. This demonstrates unequivocally that consumers are price sensitive; hence "Price of the Product" is the key variable in the game. Additionally, it was discovered that consumers had access to a fair amount of information when they purchase the products. However, very few customers have claimed that there is "No Information at all" available at the time of purchase. It was discovered that television has played a significant role in educating a sizable portion of the population about green marketing.

#### **RESEARCH OBJECTIVE:**

1. To examine the impact of green marketing practices on consumer buying behaviour for skin care products.
2. To analyse consumers' awareness and perception of green marketing practices in the skincare industry.
3. To determine the influence of eco-labels, certifications, green packaging, and environmental claims on consumer attitude and trust.
4. To evaluate the relationship between purchase intention and actual buying behaviour.
5. To examine the mediating roles of consumer trust and consumer attitude in the green marketing–buying behaviour relationship..
6. To investigate the moderating effect of green skepticism on the relationship between green marketing practices and consumer purchase behaviour.
7. To examine how consumer attitude (as per TPB) influences buying behaviour for skincare products.

#### **RESEARCH METHODOLOGY:**

##### **RESEARCH DESIGN:**

In this research, consolidated strategy approach involving both subjective and quantitative examination will be chosen to do investigation in the given circumstance from various



perspective and to gain better knowledge. Hence this research configuration is consider to be exploratory cum descriptive in nature.

**Data Collection:**

**Primary Data Method:** Well Structured Questionnaire filled from 160 Customer and Distributors.

**Secondary Data:** Internet, Reference Books and Journals.

**Sampling Plan:**

**A. Sampling Method:-** For this study, non-probability quota sampling will be used.

**B. Universe:** Gen Z Consumer in various areas of Pune City.

**C. Sampling Unit:** Consumer who consume eco-friendly green product.

**D. Sample Size:** It will be based on the data collected through a field survey of 160 consumers in rural and urban areas in Pune district. Through structured questionnaire, awareness about Green Marketing The population for the study is large and the variability in the proportion is unknown which is the individuals who will adopt green purchase behaviour; hence to facilitate the research, the Sample Size to be selected by evaluating the population of consumers using Cosmetics and Personal Care product.



Sr.No	Variable	Group	Number of Respondent	Percentage
1.	Gender	Male	70	43.75%
		Female	90	56.25%
2	Age(Year)	13-18	31	19.37%
		19-23	62	38.75%
		23-28	58	36.25%
		Above 28	9	5.62%

**E. Area to be covered:** Rural and Urban Area in Pune City.

## FINDING AND ANALYSIS:

**Table No.1**

**Table No 2**

Questions Options →	Yes	No	Never	Rarely	Sometimes	Always
↓ Are you aware of the concept of green marketing?	70(43.75%)	90(56.25%)				
Do you check eco-labels before purchasing a product?	64(40%)	96(60%)				



How often do you doubt green claims made by companies?			40(25%)	19(11.87%)	53(33.12%)	48(30%)
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**Table No 3**

Questions Options → ↓	Advertisements	Social Media Influencers	Eco-labels on packaging	Online reviews	Friends & Family
Which source influences you most while buying green products?	48(30%)	57(35.62%)	18(11.25%)	24(15%)	13(8.12%)

**Table No 4**

Questions Options → ↓	High price	Lack of availability	Lack of trust	Limited information	No major barrier
What is the biggest barrier to buying green products?	39(24.37%)	30(18.75%)	43(26.87%)	13(8.12%)	35(21.87%)

**Table No 5**

Questions Options → ↓	Environmental protection	Health & safety benefits	Ethical sourcing	Energy/resource saving	Celebrity endorsement with green message
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Which promotional message attracts you most?	36(22.5%)	49(30.62%)	26(16.25%)	19(11.87%)	30(18.75%)
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**Table No 6**

Questions ↓	Options →	Eco-labels & certifications	Green advertising	Sustainable packaging	Green brand image	Corporate social responsibility
Which green marketing practice influences you the most?		37(23.12%)	46(28.75%)	24(15%)	34(21.25%)	19(11.87%)

**Table No 7**

Questions ↓	Options →	Very Easy	Easy	Natural	Difficult	Very Difficult
How easy is it for you to understand green symbols and logos?		15(9.37%)	18(11.25%)	34(21.25%)	44(27.5%)	49(30.62%)

## FINDINGS:

Findings Are:

1. There are 90 (56.25%) respondent belong from female category.
2. 62 (38.75 %) respondent between the ages of 19-23.
3. 90(56.25%) respondent are not aware about green marketing practices.
4. There are 96(60%) respondent not check eco-labels before purchasing a product





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5. 53(33.12%) respondent sometimes feel doubt about green claims made by companies.
  6. There are 57(35.62%) respondent said that social media source influences most while buying green products.
  7. 43 respondent said that the biggest barrier to buying green products is lack of trust.
  8. 49 respondent said that Health & safety benefits promotional message attracts most while buying product.
  9. 46 respondent said that green advertising practice influences the most.
  10. 49 respondent said that it is very difficult to understand green symbols and logos.

#### **SUGGESTIONS:**

- There is a significant lack of awareness regarding green marketing concepts and eco-labels among consumers. Therefore, marketers and policymakers should focus on awareness campaigns through social media, digital platforms, and educational initiatives to improve consumer understanding of green marketing practices.
- Consumer skepticism and lack of trust toward green claims remain major barriers to green purchase behaviour. Companies should ensure transparency, use certified eco-labels, avoid misleading claims, and adopt third-party verification to enhance credibility and long-term consumer trust.

#### **CONCLUSION**



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This study investigated the impact of green marketing practices on consumer buying behaviour in the cosmetics and personal care industry. The findings indicate that increasing environmental and health consciousness has positively influenced consumers' attitudes toward green products. Green marketing practices such as eco-labels, sustainable packaging, and environmental advertising play a significant role in shaping consumer perception, trust, and purchase intention.

However, the study also reveals that limited consumer awareness, difficulty in understanding eco-labels, and skepticism toward green claims remain major challenges to effective green consumption. Consumer trust and attitude were found to mediate the relationship between green marketing practices and buying behaviour, highlighting the importance of credibility and transparency in sustainability communication. Additionally, green skepticism moderates this relationship by weakening the influence of green marketing initiatives on consumer decisions.

Overall, the study concludes that green marketing practices can effectively influence consumer buying behaviour when supported by authentic environmental claims, standardized certifications, and clear communication. The findings provide valuable insights for marketers and policymakers aiming to promote sustainable consumption in the cosmetics and personal care sector.

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