"AN EMPIRICAL STUDY OF CONSUMER BEHAVIOR TOWARDS GREEN COSMETICS IN SELECTED CITIES OF GUJARAT STATE"

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Abstract

Consumers are switching from traditional/synthetic cosmetics to natural/green cosmetics worldwide, and the demand has been increasing daily, year by year. Companies need to know the changing buying behavior of consumers in the cosmetics industry. The paper mainly focuses on consumers' buying behavior in the city of Ahmedabad, Gujarat. One hundred respondents' sample was collected from Ahmedabad by circulating a questionnaire online, to which 387 responded. Microsoft Excel analyzed the data, and SPSS software used tools like regression, ANOVA, and Cronbach's alpha for the internal reliability of the questionnaire. The hypothesis concluded that environmental sustainability plays an important role. The average suggested that families with more female members purchased more green cosmetic products and had a strong positive relationship. Thus, further research suggests taking more personal and subjective norms and other consumer buying behavior variables.

Key Words: Green cosmetics, Buying/Purchase intention, natural cosmetics, environmental sustainability, men, women.

Introduction:

The cosmetic Industry is the Industry that manufactures and distributes cosmetic products. The word cosmetics was derived from the Greek word "Kosmeticos" from the word kosmein, which means 'arrange or adorn.' Cosmetics means 'Any article intended to be rubbed, poured, sprinkled or sprayed on or applied to any part of the human body for cleaning, beautifying, looking more attractive or making alternate changes in the appearance of the human body without structural changes.' The products included in the cosmetics are Skin care, Body care, Hair care, Makeup, and Fragrances. [1] Cosmetics originated in the Ancient Egyptians in 10,000 BCE when both men and women used fragranced oils and ointments to clean and soften their skin. The essential ingredients used by them were Myrrh, thyme, marjoram, chamomile, lavender, lily, peppermint, rosemary, cedar, rose, aloe, olive oil, sesame oil, and almond oil for making perfumes. After that, it kept evolving in the various countries over the years. From China in 3000 BCE to Rome in the Early Common Era, Europe in the Middle Ages, the U.S., and other countries. [2]

In India, cosmetics are believed to have originated way back to the Indus Valley civilization, circa 2500 and 1550 B.C., according to the article published in the Indian Journal of Plastic Surgery by Kunda B. Patkar. The reference to cosmetic products can also be seen in Mahabharata and Ramayana, the way natural/organic ingredients were used then. The routine of using cosmetic products can be found in the ancient Ayurveda book Ashtanga Hridaya, which describes how the face masks were applied, the growth of the hair, and whatnot. After Independence, Tata launched the first Indian cosmetic brand, Lakme, in 1952. After the launch, various cosmetic companies started introducing cosmetic brands for the different classes of society. After the L.P.G. policy (Liberalization, Privatization, and Globalization), the Indian cosmetic Industry achieved immense success as international brands like Loreal, M.A.C, Maybelline, and Clinique launched themselves in the Indian market in the early 1990s. By the early 2000s, Hindustan Lever, Loreal India, and Colgate Palmolive were among the top international companies in the cosmetic Industry. [3] With the increase in the demand for cosmetic products, the ingredients used in the cosmetic products can cause much harm to the human body, so the demand for green cosmetic products started increasing. Natural cosmetics are considered natural by considering two factors: ingredients and processing. Cosmetic products that claim to be natural have a guideline to be followed where the ingredients used must be plant-based oils (not a necessity that 100% of the ingredients be natural) but should not contain harmful chemicals.

Organic cosmetics are products made with natural and organic ingredients that the certification programs have authorized. Various countries have different certifications. [4]

- The most well-known certification agencies for organic cosmetics in the U.S. are N.F.S., N.O.P. (National Organic Program), and OASIS (Organic and Sustainable Industry Standards). E.U. Organic and Nature approved by the European Union are most often used in Europe.
- BDIH and Bio Cosmetics in Germany [4]

Consumers' increasing awareness of environmental issues has influenced various skincare decisions, including cosmetics. Traditional cosmetics have caused worries about possible harm to human health and the environment because they are frequently made with synthetic chemicals and additives. On the other hand, green cosmetics, sometimes natural or organic, have become a popular substitute because they promise to be healthy and environmentally friendly. In line with the growing trend of environmentally conscious consumption, green cosmetics are made with natural components and manufactured sustainably. Because of their natural composition, these items are considered more environmentally friendly, with less adverse environmental effects. The growing popularity of these goods has prompted considerable research on consumer behavior towards green cosmetics behavior.

To effectively sell and promote green cosmetics, businesses must thoroughly understand the elements that drive customer preferences. Through an empirical investigation, this Study explores customer behavior toward eco-friendly cosmetics in a few Gujarat State, India cities.
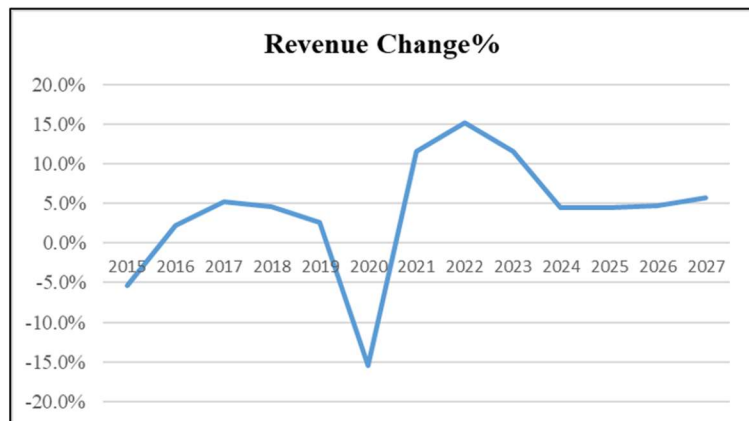
➢ **According to the Statista, Statista Consumer Market Insights, the total revenue of the Cosmetics Market worldwide is expected to be 125,409.14 million US$ by the year 2027:**

Year	Cosmetic	Green Cosmetics
2014	82.00	7.96
2015	78.00	7.73
2016	79.00	8.08
2017	84.00	8.72
2018	86.00	9.35
2019	90.00	9.85
2020	72.00	10.81
2021	80.00	11.92
2022	92.00	11.75
2023	104.00	12.93
2024	108.00	13.87
2025	112.00	14.87
2026	118.00	16.00
2027	126.00	17.26
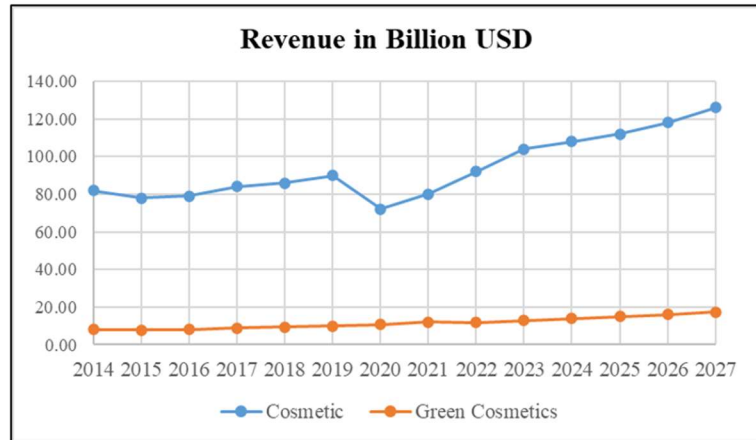
➢ **According to the report by Statista, Statista Consumer Insights, the overall growth rate in the cosmetics market worldwide is estimated to amount 5.79% by 2027**

| Year	Revenue Change%
2015	-5.4%
2016	2.2%
2017	5.3%
2018	4.6%
2019	2.6%
2020	-15.5%
2021	11.6%
2022	15.3%
2023	11.6%
2024	4.4%
2025	4.4%
2026	4.7%

Market Overview:

➢ **According to the report published by Statista, Statista Consumer Insights, the below table shows the revenue of the cosmetics industry worldwide in 2022 Segmentation:**

| Segment	Revenue in Billion USD
Face	27.9
Eye	28.6
Lips	17.7
Natural Cosmetics	11.8
Nails	11.2
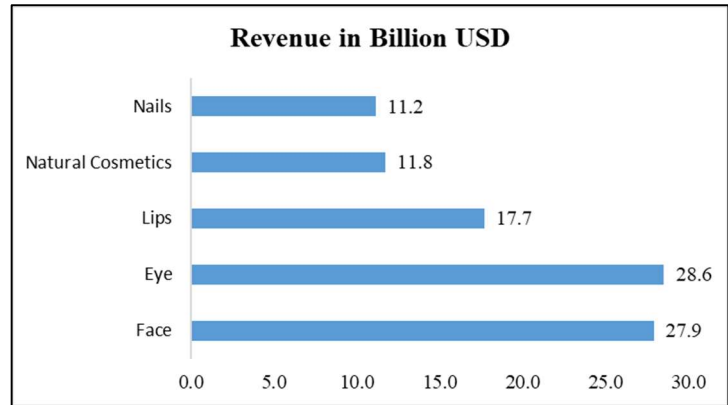
➢ **According to the report of Statista Consumer Market Insights, the table below shows the Annual Growth in the Global Beauty Market and the Annual Growth Rate of Organic and Natural Beauty Market:**
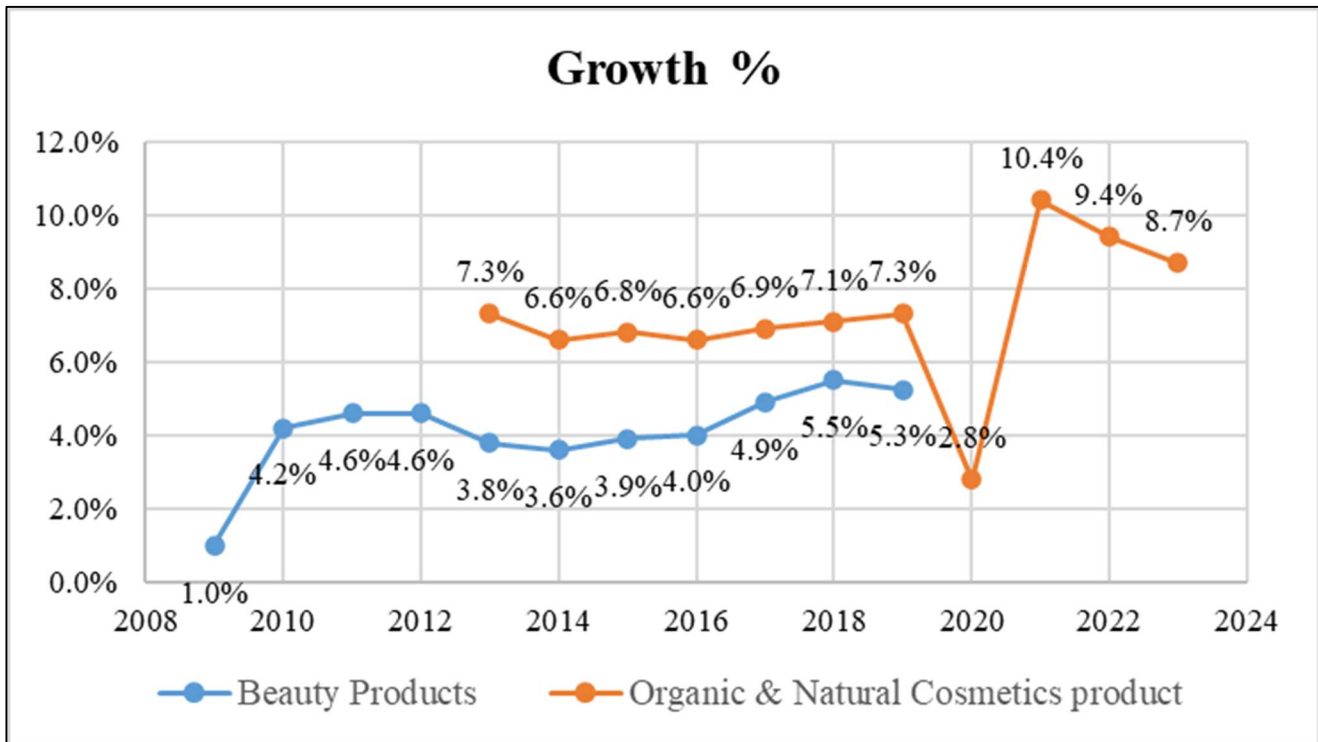
➢ **By 2025, the Motilal Oswal Group estimates that the cosmetics industry's market size will have grown by two trillion Indian Rupees. Dalal Street Investment Journal**

| Year	Market Size (in billion US$)
2016	868
2019	1267
2020	1120
2025	1981

Market Size (in billion US$)
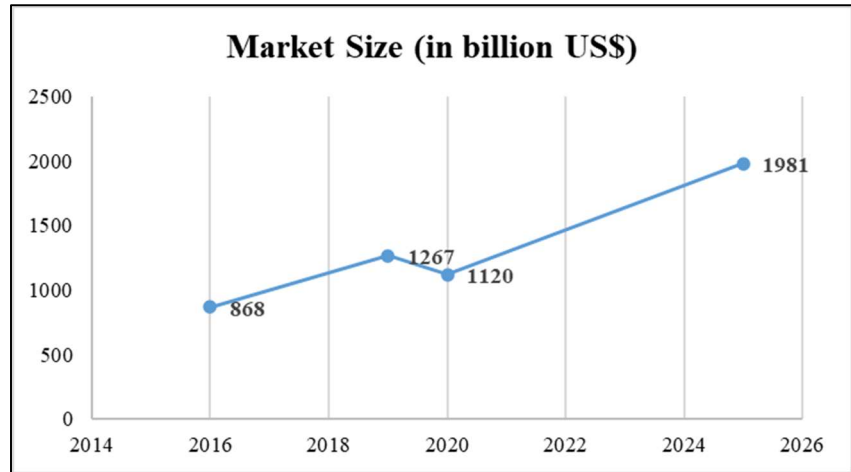
➢ **According to a report, the below companies' revenue growth in India by the year-end of 2020 has been shown how My Glamm's growth is more than 200%; on the other hand, Purplle company's revenue was negative:**

Companies	Revenue growth-n Online by the end of 2020
My Glamm	221%
Nykaa	59%
Purplle	-13.50%

Revenue growth- Online in India by the end of 2020
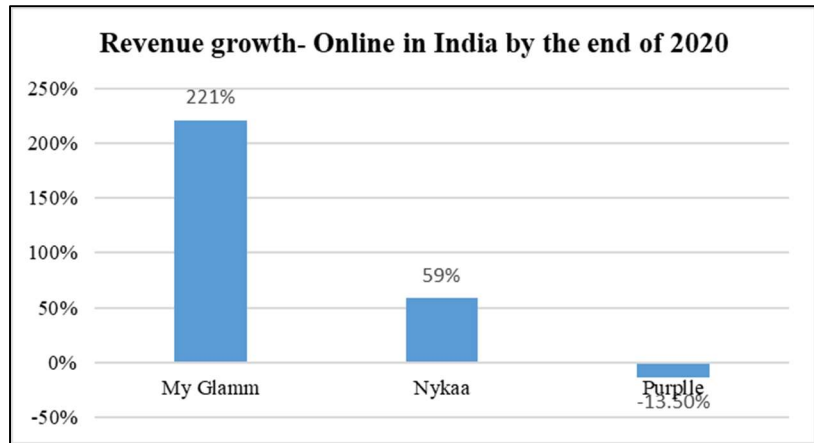
The below two tables show why precisely the consumers are switching.

Reason	Percentage
Clear list of ingredients	36%
Ethical Credentials	21%
Sustainable packaging/recyclable	21%
Sustainable sourced materials	20%
Vegan ingredients	14%
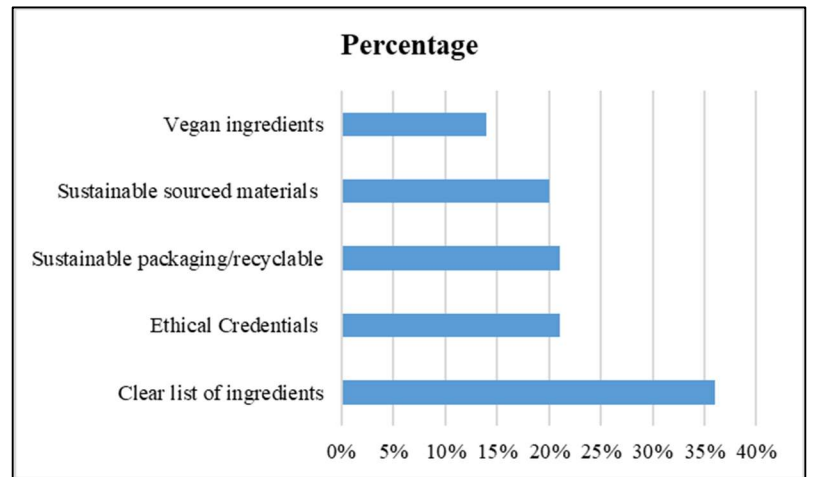
Reason	Percentage
Ammonia free	49%
Cruelty free	44%
Silicone free	43%
Sulphate free	42%
Vegan	40%
Phosphate free	44%
Paraben free	38%
Microbio friendly	37%
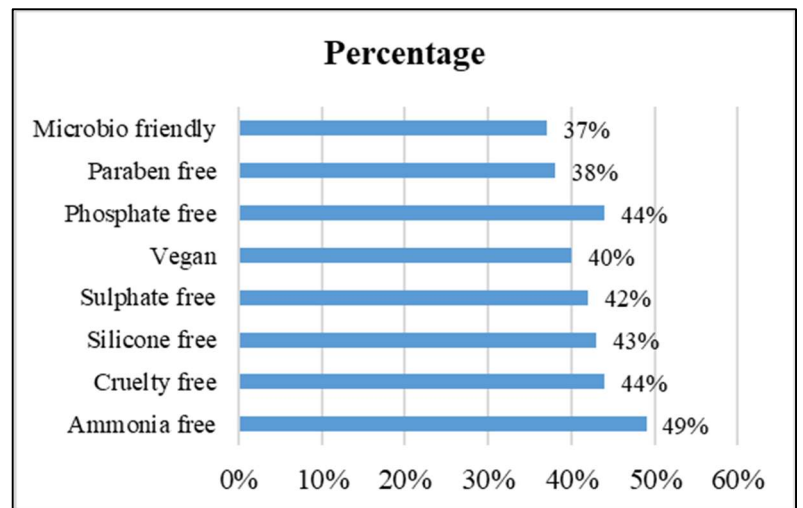
According to a survey conducted by 4,500 respondents in China, France, Germany and U.K, the following table mentions the main barriers of the consumers while they purchase the natura/green cosmetic products:

Main factors	Percentage
Price (too expensive)	56%
Transparency	31%
Avaibility	27%
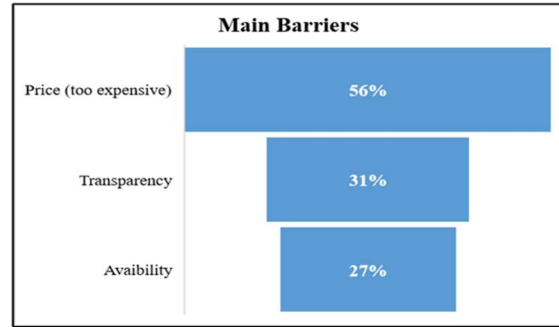
According to a survey conducted, consumers are switching towards natural/green cosmetics:

➢ 45% of Gen Z and Millennials are curious to know what is there in such cosmetic products

➢ 72% of U.S. consumers believe natural/green cosmetic products do not have any harmful ingredients.

➢ Due to their effectiveness, 60% of French consumers purchase natural/green cosmetic products.

➢ 66% of consumers worldwide believe natural/green cosmetics are high quality when using personal care products.

➢ Sustainability has become a critical trend among consumers regarding why they switch from traditional cosmetic products to green/natural cosmetic products.

REVIEW OF LITERATURE:

1. *(Kim & Chung, 2011)* The paper "Consumer Purchase Intention for Organic Personal Care Products" aimed to study the effects of consumer values and their experiences on the buying behavior of organic personal care products and the effectiveness of perceived behavioral control on the consumer attitude intention relation. The sample was collected for the same, and 207 consumers responded via online marketing research through a questionnaire based on consumer value, TPB constructs, and the consumers' previous experience. Data was analyzed by multiple regression analysis to test the relationships between the variables. The hypothesis concluded that environmental consciousness and appearance had a positive relation while buying green cosmetics products. In contrast, when the experience was included with the perceived behavioral control as a moderator of attitude, the purchase intention relationship improved on the TPB model. The Study further suggested that retailers develop marketing strategies by focusing more on ecological beauty, product safety, and affordable prices to increase consumers' intention to purchase green cosmetics products.

2. *(Matić & Puh, 2015)* The main aim of the paper "Consumer's Purchase Intention towards Natural Cosmetics" was to examine the variables that affect consumers buying intention while purchasing green cosmetic products. The variables included for the regression analysis were age,

gender, and consumers' buying intention comparing organic food products and natural cosmetic products and how health conscious they are. For the same, data was collected by circulating a questionnaire to which 204 consumers responded. Further data was analyzed using the SPSS 20.0 version and correlation analysis. The hypothesis concluded that gender and consumers' buying behavior while purchasing green cosmetics had a strong relation to the buying behavior; the consumer's propensity towards health consciousness had no relation to the purchase of green cosmetics. Meanwhile, the correlation indicated a strong relation between the buying behavior of green cosmetics and the consumers' reference. It further suggested that the results of the paper will be helpful to online retailers marketers for a much better understanding of the current and future trends in the cosmetics industry.

3. *(Tengli & Srinivasan, 2022)* The paper "An Exploratory Study to Identify the Gender-Based Purchase Behavior of Consumers of Natural Cosmetics" aimed to identify the factors that impacted Indian consumers buying intention and buying behavior while purchasing green cosmetic products. For the same, the Theory of Planned Behavior (TPB) was used to examine the buying behavior of male and female consumers using green cosmetic products. A study was conducted among 335 men and women, and the differences between males and females were determined by structural equation modeling of Smart PLS3.0. It was observed that the attitude towards the environment and natural cosmetics had a strong positive relation to perceived behavioral control on the buying intention. However, knowledge and awareness about the product harmed buying intention and purchase behavior. Subjective Norms had no positive relation, whereas the other variables hardly had a difference between male and female consumers, which proved the similarity between men and women in green cosmetic products.

4. *(Shaw & Lahiri, 2022)* The main aim of the study "Female Consumers Notion Concerning Nearness of Inhibitors, Facilitators and Purchase Intention: A Study on Eco-friendly Cosmetics in Kolkata" was to examine the variables (traditional barriers, value barriers, risk barriers, usage barriers) that affect the female consumers buying decision while purchasing the eco-friendly products. In conclusion, respondents were collected quantitatively via an online survey, including factors like Facebook and WhatsApp. Of the women using green cosmetic products from the experience, out of the 362 respondents, 308 were considered valid responses. The data was analyzed by SPSS software under regression analysis for inhibitors and exhibitors while buying green cosmetic products. The hypothesis concluded that traditional barriers, value barriers, risk barriers, and usage barriers do not have a positive relation on consumers' buying intention while purchasing green cosmetic products; it is also implied that consumers who are more concerned about the environment and the health that are about to use more eco-friendly or green cosmetic products. As the survey was conducted in Kolkata city only and that of female consumers, the results obtained may have been more appropriate if a sample size had been taken. The Study suggested using Innovative- Resistance theory as it will help analyze consumer resistance in detail.

5.   *(Paramita & Saputri, 2022)* The main aim of the paper "The Influence of Brand Loyalty on Customers' Repurchase Decisions of Green Beauty Products" is to identify the relationship between green cosmetic products and the consumers' repurchasing decisions and the intervening variable brand loyalty. For the same, a study was conducted via purposive sampling, and a questionnaire was given to 236 consumers, especially Body shop users. The data was analyzed using S.E.M. analysis and SPSS software. The hypothesis concluded that green cosmetic products had a positive relation, while consumers' repurchasing decisions and brand loyalty mediated their relationship. Consumers will pay more for green cosmetic products if they trust the brand. One of the main limitations of the paper is that it has a marginal fit result for one indicator, the AGFI, in terms of structural model fit.

Statement of the Problem:

This investigation elucidates consumer awareness and purchasing behavior towards green cosmetic products. Additionally, it aims to analyze how consumer behavior changes within different income groups, focusing on factors influencing motivation and de-motivation during green cosmetic purchase decisions. Furthermore, the Study explores determinants of consumer satisfaction with green cosmetics and identifies specific contexts influencing consumers' perception of satisfaction.

Objectives of the Study:

1.   To ascertain the general understanding of green marketing in the cosmetics sector.
2.   To examine consumer purchasing patterns.
3.   To know the factors that motivate or demotivate the consumers for green cosmetic product use/purchase.
4.   To understand the expectations and requirements of all consumers

Research Methodology:
Research Design

Research Methodology provides an empirical and logical basis for data collection, analysis, and, after that, to make a logical conclusion and suggestions. Three hundred eighty-seven responses from Ahmedabad, Gujarat, were gathered after distributing the questionnaire via internet platforms, including WhatsApp and Instagram.

Sources and Methods of Data Collection:

Both primary and secondary data have been used for the present Study. Primary data were collected through a structured questionnaire to determine the behavior of the consumers.

Hypothesis:

H_{01}: Consumers' Environmental sustainability has no relation to their willingness to spend more on green cosmetic products.

H_{02}: Purchase of the products does not have a direct relation when compared with the income of the consumers.

H_{03}: Some female members do not have a direct relationship with the purchase of green cosmetic products.

H_{04}: Willingness to pay more for cosmetic products is unrelated to Brand Loyalty.

H_{05}: Consumers' Social media attitude has no relation to the purchase of green cosmetic products.
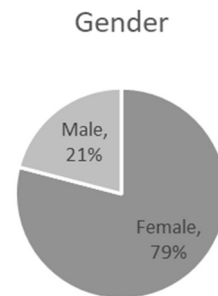
Tools for Analysis:

Microsoft Excel analyzed the data, and SPSS software used tools like regression, ANOVA, and Cronbach's alpha for the internal reliability of the questionnaire.

Data Analysis, Interpretation, and Findings:
Demographic Analysis

Gender – Location:

Gender

Male, 21%
Female, 79%

Actual Data	Ahmedabad	Surat	Vadodara	Total
Male	32	40	9	**81**
Female	160	92	54	**306**
Total	**192**	**132**	**63**	**387**

Education and Profession:

Occupation	Percentage
Business	5%
Government Service	2%
Home-Maker	6%
Student	50%
Working Professional	37%

Income:

Monthly Income	Percentage
Upto Rs.20,000	52%
21,000 to 40,000	17%
41,000 to 60,000	12%
61,000 to 80,000	4%
81,000 and above	15%

Family Members and Female Members:
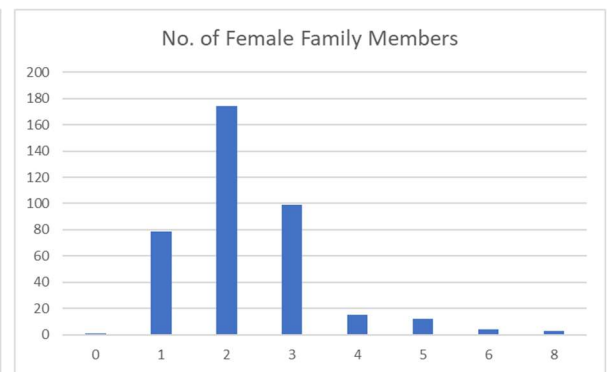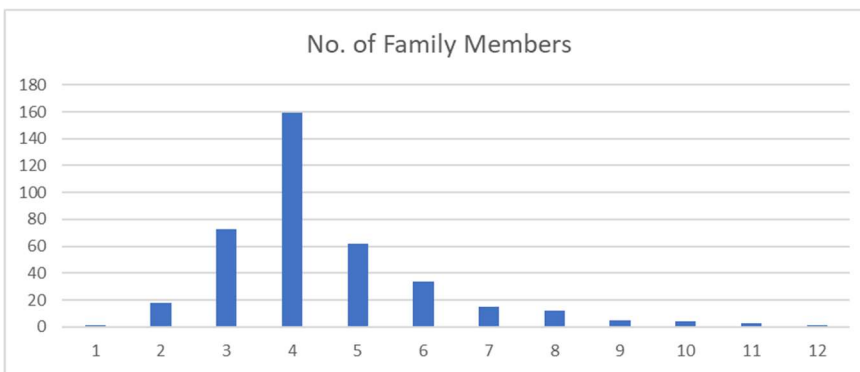
Cronbach Alpha Analysis:

Cronbach Alpha is a measure used to calculate the internal consistency or reliability of the data among several items or how reliable the responses are when compared to the questionnaire.
In this Study, 15 questions (in the form of a Likert scale, where one represented strongly disagree to 5 representing Strongly agree on the scale) were tested internally for 387 responses received; the Cronbach alpha was tested by the below-mentioned formula and also by ANOVA:

$$r_{11} = \left[\frac{k}{(k-1)}\right]\left[1 - \frac{\sum \sigma_b^2}{\sigma_t^2}\right]$$

Items/questions/components	15
the sum of the item variances	50.9419
Variance of the total scores	737.8875
Cronbach Alpha	**0.99746**

From the information provided, the results of the analysis of variance (ANOVA) were conducted on the data sets. Cronbach's alpha value is 0.99, the data's internal consistency or reliability. A high value close to 1 indicates strong reliability, suggesting that the variables in the data sets are highly correlated.

Hypothesis Testing and Conclusion:
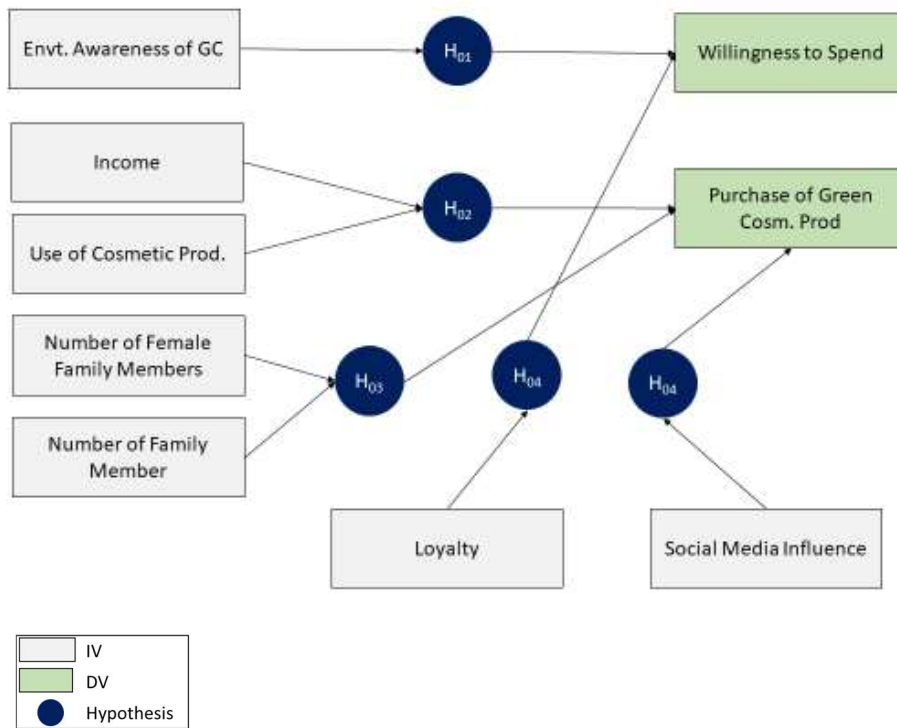
Ref No:	Hypothesis Description	t-stat	R Squared	p-value	Conclusion
H01	The environmental sustainability of the consumers has no relation to their willingness to spend more on green cosmetic products	0.59	-0.01	**0.55**	Accept
H2(a)	The purchase of cosmetic products does not have a direct relation to the income of the consumers	1.69	0.02	**0.09**	Accept
H2(b)	The purchase of green cosmetic products does not have a direct relation to the income of the consumers	-0.77	0	**0.44**	Accept
H03	The number of female members does not directly relate to the purchase of green cosmetic products.	2.78	0.66	**0.006**	Reject

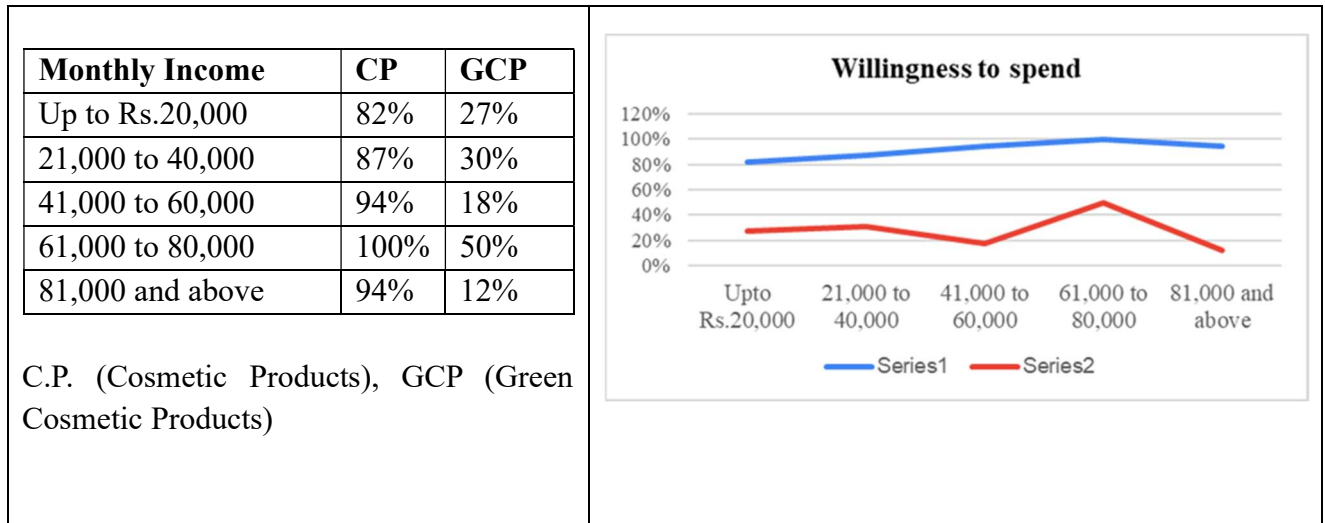|					
H04	Willingness to pay more for cosmetic products is not related to Brand Loyalty.	11.83	0.58	0.004	Reject
H5(a)	The social media attitude (Instagram) of the consumers has no relation on the purchase of green cosmetic products	0.95	0.58	**0.34**	Accept
H5(b)	Social media attitude (Facebook) of the consumers has no relation on the purchase of green cosmetic products	1.05	0	**0.3**	Accept
H5(c)	Social media attitude (YouTube) of the consumers has no relation on the purchase of green cosmetic products	1.56	0.01	**0.12**	Accept

H_{01}: Consumers' Environmental sustainability has no relation to their willingness to spend more on green cosmetic products.

While calculating this hypothesis, two questions were taken from the circulated questionnaire: environmental awareness among the consumers and their willingness to spend on green cosmetic products. In the question, how much do the consumers spend while purchasing green cosmetic products? The average was taken of the amount respondents were willing to spend. It was observed that respondents who were not aware were willing to spend around Rs.122, and respondents who were aware of the Green cosmetic products were willing to spend an average of Rs. 1357. While calculating regression analysis, the p-value is used to determine the statistical significance of the relationship between the independent variable and dependent variable, where the null hypothesis would be that there is no direct relationship between the environmental sustainability of the consumers and their willingness to spend more on green cosmetic products. If the p-value is more significant than 0.05, the assumption is accepted. In the above analysis, the p-value is 0.55, more significant than 0.05, suggesting that the results are not statistically significant. Therefore, we accept the null hypothesis, which means no direct relationship exists between consumers' environmental sustainability and their willingness to spend more on green cosmetic products.

H_{02}: Purchase of the products does not have a direct relationship with the consumers' income.

For this hypothesis, monthly income was taken concerning whether the consumers use cosmetic products and whether they have ever purchased green cosmetic products.

The salary of the respondents was taken as an average of the range.

Monthly Income	CP	GCP
Up to Rs.20,000	82%	27%
21,000 to 40,000	87%	30%
41,000 to 60,000	94%	18%
61,000 to 80,000	100%	50%
81,000 and above	94%	12%

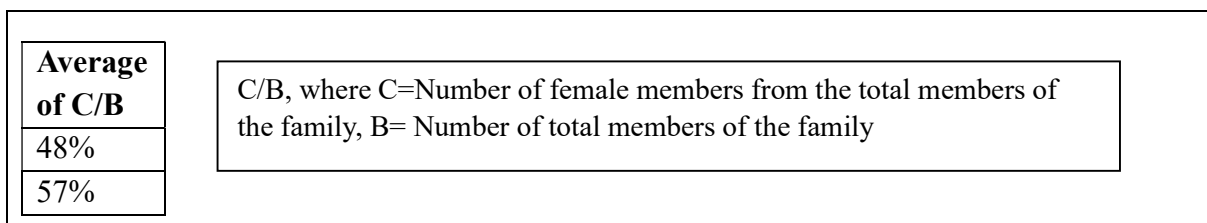C.P. (Cosmetic Products), GCP (Green Cosmetic Products)

The hypothesis was analyzed in two parts: purchasing cosmetic products and green cosmetic products. While calculating regression analysis, the p-value is used to determine the statistical significance of the relationship between the independent variable and dependent variable, where the null hypothesis would be that there is no direct relationship between the environmental sustainability of the consumers and their willingness to spend more on green cosmetic products. If the p-value is more significant than 0.05, the assumption is accepted. In the above analysis, the p-value is 0.09, more significant than 0.05, suggesting that the results are not statistically significant. Therefore, we accept the null hypothesis, which means there is no direct relationship between the purchase of cosmetic products when compared with the income of the consumers.

In H2(b), the p-value is 0.04, more significant than 0.05, suggesting that the results are not statistically significant. Therefore, we accept the null hypothesis, which means no direct relationship exists between the purchase of green cosmetic products and consumers' income.

H_{03}: Some females do not have a direct relationship with the purchase of green cosmetic products.
For this hypothesis, the total number of respondents was taken along with the total number of members in the family; from the total members, how many were female, whether they used cosmetic products, and if they had purchased green cosmetic products?

Average of C/B	
48%	C/B, where C=Number of female members from the total members of the family, B= Number of total members of the family
57%	

The table shows that the average family that purchases green cosmetic products has more female members than the family that does not purchase green cosmetic products.

If the p-value is more significant than 0.05, the assumption is accepted. In the above analysis, the p-value is 0.006, less than 0.05, suggesting that the results are statistically significant. Therefore, we fail to accept the null hypothesis, which means a direct relationship exists between the number of female members and their purchase of green cosmetic products.

H_{04}: Willingness to pay more for cosmetic products is unrelated to Brand Loyalty.

For this hypothesis, the questions compared were respondents' willingness to pay more for green cosmetic products and their loyalty to the brand they purchase.

If the p-value is more significant than 0.05, the assumption is accepted. In the above analysis, the p-value is 0.004, less than 0.05, suggesting that the results are statistically significant. Therefore, we fail to accept the null hypothesis, which means there is a direct relationship between willingness to spend more on cosmetic products and brand loyalty.

H_{05}: Consumers' Social media attitude has no relation to the purchase of green cosmetic products.

For this hypothesis, the respondents were compared with whether they use cosmetic products, have ever purchased green cosmetic products, and which social media influences them the most while they purchase green cosmetic products. In the question about social media, the respondents were given five options: Instagram, YouTube, Twitter, LinkedIn, and Facebook. The hypothesis analysis was further done on Instagram, Facebook, and YouTube.

H5(a): The assumption is accepted if the p-value is more significant than 0.05. In the above analysis, the p-value is 0.34, more significant than 0.05, suggesting that the results are not statistically significant. Therefore, we accept the null hypothesis, which means there is no direct relationship between consumers who use Instagram and their purchase of green cosmetic products.

H5(b): The assumption is accepted if the p-value is more significant than 0.05. In the above analysis, the p-value is 0.29, more significant than 0.05, suggesting that the results are not statistically significant. Therefore, we accept the null hypothesis, which means there is no direct relationship between consumers who use Facebook and their purchase of green cosmetic products.

H5(c): The assumption is accepted if the p-value is more significant than 0.05. In the above analysis, the p-value is 0.12, more significant than 0.05, suggesting that the results are not statistically significant. Therefore, we accept the null hypothesis, which means there is no direct relationship between consumers who use YouTube and their purchase of green cosmetic products.

Interpretation:

The importance of sustainability in the environment is one new trend that is beginning to affect consumer behavior and purchase patterns. Due to environmental worries, many consumers are compelled to spend more money on green cosmetic goods than concerns; many consumers are compelled to spend more money on green cosmetic goods than on traditional cosmetic items. Even though there may not be enough information to verify this theory conclusively, gathering additional responses may show a more significant relationship between consumer spending willingness and awareness of environmental sustainability.

Statistical data analysis cannot determine the relationship between salary and buying cosmetics. The null hypothesis states that no significant relationship exists between salary and the purchase of these ecologically friendly products, which can be accepted when only focusing on green cosmetics. It implies that a person's financial level is not the only factor influencing their purchase of green cosmetics.

Intriguingly, comparing families that have and have not purchased green cosmetics shows that average green cosmetics-buying families had a more significant percentage of female members. Regression analysis shows that the null hypothesis is not accepted, proving that the number of female family members does affect the purchase of eco-friendly cosmetics. According to this result, women might be more likely to value and spend money on eco-friendly cosmetic products. Furthermore, customers' decision-making while buying eco-friendly cosmetics is heavily influenced by their brand loyalty. Significantly, respondents devoted to a particular brand are unaffected by price increases. This devotion shows that customers are willing to put their dedication to environmentally friendly and sustainable products ahead of financial concerns. It emphasizes how customer choices are influenced by brand reputation, trust, and alignment with sustainable ideals.

Facebook and YouTube have a significant influence on the things they buy. It is crucial to remember that the Study is constrained by the small sample size, making it impossible to draw firm conclusions on the association between social media attitudes and the purchase of eco-friendly cosmetic items. Further research is required to understand better the interactions between consumer behavior, environmental sustainability, and preferences for green cosmetic products. A more substantial dataset would result from increasing the sample size and getting more replies, allowing researchers to draw more robust correlations and come to more firm conclusions.

Environmental sustainability significantly impacts customers' decisions to spend more on green cosmetic goods than standard cosmetic items. An increased sample size would probably show a more significant association between consumer willingness to spend and environmental sustainability awareness, even though the data currently provided may not be entirely informative. According to statistical research, there is no clear link between income level and the purchase of green cosmetics. It shows that income level is not a deciding factor. Families who buy green cosmetics tend to have more female members, which may indicate that women are more likely to

favor eco-friendly beauty goods. As devoted customers are willing to overlook higher pricing in favor of sustainable goods, brand loyalty emerges as a crucial driver. Although the influence of social media on consumer behavior is notable, further investigation is needed before drawing firm conclusions.

Conclusion:

Women typically have a more pragmatic and proactive approach to consumer behavior regarding green cosmetic goods than males. Women shoppers actively research and assess the environmental sustainability features of the items that are related to their purchase decisions in addition to giving priority to the products' efficacy. Their awareness and expertise in this area can be pretty helpful in influencing the market in favor of green beauty goods. Contrarily, males typically give little thought to how their cosmetic decisions will affect the environment and frequently undervalue the significance of sustainability issues. Because they are more likely to make informed decisions and support environmental preservation, women take a practical approach to using green cosmetics. They are aware that the impact of their purchases could help the cosmetic sector leave a smaller environmental footprint. Because of this, people actively look for details regarding a product's eco-friendliness, including its ingredients, packaging, and the company's dedication to sustainable business practices. They are more inclined to select green cosmetic goods over conventional ones due to their improved awareness, which enables them to match their beliefs with their shopping behavior.

In addition, women are more susceptible to peer judgments and suggestions, which can significantly affect their purchases. They rely on the opinions and experiences of their friends, relatives, influential people, and online groups to support their decisions. It emphasizes the value of social impact and word-of-mouth marketing techniques in reaching female consumers with green cosmetic products. Businesses in the beauty sector should be aware of this demand for green cosmetics and meet it, emphasizing environmental concerns and adjusting their marketing plans accordingly. Companies should prioritize communicating their environmental initiatives and sustainability activities to target female consumers and increase their buying intention for green beauty products. It can be accomplished by using clear product descriptions highlighting eco-friendly features, transparent labeling, and compelling marketing efforts showing the advantages of selecting eco-friendly cosmetics. Women consumers are likelier to buy eco-friendly cosmetic goods from brands that successfully incorporate sustainability messaging and promote environmental responsibility.

Additionally, initiatives for education and awareness can be quite effective in enabling female customers to make better decisions. Companies may promote a greater understanding of sustainability concerns and generate a sense of urgency by offering accessible and thorough information about the environmental advantages of green cosmetic goods. Numerous platforms, including social media sites, online discussion boards, and instructional events, can do this. Consumer education spending benefits female consumers and the expansion and acceptance of the green cosmetic business.

In conclusion, compared to men, women buyers of green cosmetic goods have a more pragmatic and ecologically sensitive approach. Their research into the sustainability of the environment, their knowledge and awareness, and their reliance on suggestions and influences all play a role in their preference for eco-friendly options. Companies can modify their marketing tactics to emphasize the environmental benefits of their products, meet the needs of female consumers, and use social influence to buy intentions to capitalize on this trend. Additionally, consumer education spending can help increase women's purchasing power and support expanding the green cosmetics sector.

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