International Journal of Scientific Research in Engineering and Management (IJSREM)
Volume: 06 Issue: 07 | July - 2022 Impact Factor: 7.185 ISSN: 2582-3930

CONSUMER BEHAVIOUR TOWARDS GREEN COSMETICS:

THE LITERATURE SIGNIFYING A SHIFT TOWARDS CIRCULARITY AND SUSTAINABILITY

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Key words: Green Cosmetics, Consumer behaviour, Sustainability, Circular economy, Theory of Planned Behaviour, Circularity

ABSTRACT:

The purpose is to develop an understanding of the concept of green cosmetics, sustainability, and circularity and identify factors driving or hindering buying behaviour for green cosmetics and consumers' engagement in circular practices while consuming cosmetics in India. Based on secondary data through systematic literature review, this paper identifies the factors affecting consumption behaviour for green cosmetics in an exploratory study. The factors so identified are placed in the TPB (Theory of Planned Behaviour) framework (Ajzen, 1991) as per theoretical understanding to establish the interlinkages between constructs that form antecedents and moderators concerning consumer behaviour for green cosmetics and circular practices in cosmetics consumption. In total eleven factors are identified and placed in TPB model exhibiting motives, facilitators, or barriers affecting consumer behaviour towards green cosmetics and consumers' engagement in circular practices of cosmetics. Demographic factors are likely to be moderating variables in the framework while the psychographic characteristics of consumers and market strategy factors are expected to be the constructs forming 'Attitude towards the Behaviour', 'Subjective Norm', and 'Perceived Behaviour Control' (TPB model). The proposed model can be used for future studies to empirically test consumer behaviour towards green cosmetics or any other product category based on circularity principles. Since circularity and sustainability in the cosmetics sector are relatively new concepts and are under-researched, the present paper contributes to the existing literature by reviewing existing studies on consumer attitude and engagement towards circularity in green products and identifying several factors, which can also be relevant in the case of cosmetics.

1. INTRODUCTION:

The natural environment of the earth has been exploited extensively and it has resulted in alarming issues raising concerns to protect our environment and thereon a sensitization amongst citizens to go green. Such environmental concerns have led the manufacturing industry to take a proactive role in the development of cleaner manufacturing processes and the design of recyclable products (MacArthur, 2013). With an aspiration

towards the goal of achieving sustainable development, several measures are taken up one of which is treating the waste from one process to form the raw material for another in a larger cycle, very closely imitating the natural food chain. In the academics and practitioners' domain, this practice is gaining importance and popularity and following the principle of the food-chain, it is called 'circularity'. In simpler words, Circular Economy is a generic term covering all activities that reduce, reuse, and recycle materials in the process of production, distribution, and consumption (Blomsma & Brennan, 2019).

The beauty industry, quite known for the use of chemicals and animal-testing, has now felt the effects of environment preservation over the last few years as more environmentally conscious consumers seek out sustainable choices and cruelty-free products (Sustainable Cosmetics Summit, 2019). The cosmetics industry is also taking up circular practices. Sustainably produced raw materials are being introduced into the cosmetic field not only as ingredients for cosmetics but also as components of the packaging materials (Amberg & Fogarassy, 2019; Bom, Jorge, Ribeiro, & Marto, 2019).

On the consumer demand and behaviour front too, environmental protection and green marketing trends have indicated the transition in recent decades. As consumers are becoming more concerned about sustainable living (Kapoor, Anurupa, & Singh, 2019), they are also increasingly becoming conscious of the ingredients and production methods behind their favourite products. Their attitude and behaviour towards green cosmetics get influenced by various factors (Rawat & Garga, 2012; Singhal & Malik, 2018; Zhang & Zhou, 2019) including their demographic profiles, various psychographic variables, and other market-related factors. Furthermore, in a circular economy where the aim is to circulate products at their highest level of value, the customer's attitude can become an important part of the system. However, consumer awareness, interest and involvement in the circular economy are quite low (Kirchher, Reike, & Hekkert, 2017).

GREEN COSMETICS

Typically, the term green is used to describe products using environment-friendly formulations, production practices, or packaging methods. So far as the cosmetics industry is concerned, green cosmetics are defined as being a multifaceted construct for the preservation of the environment, minimization of pollution, responsible use of non-renewable resources, and animal welfare and species preservation (McEachern & McClean, 2002). They are products with less impact on the environment and less detrimental to human health than their alternatives (Amberg & Fogarassy, 2019).

SUSTAINABILITY AND CIRCULARITY IN COSMETICS

The idea of sustainability raised from the concept of sustainable development for the human race is a new way of doing business, intending to create positive change for people as well as the environment. Over time, the meaning of the term has been broadened to encompass and integrate the social, environmental, and economical aspects of sustainability (Carter & Rogers, 2008). As manufacturers and suppliers raise the bar on sustainability, the *circular economy* (CE) and its corollary phrase *circularity* pop up with increasing frequency. Looking beyond the current take-make-waste extractive industrial model, MacArthur (2013) explained a circular economy as a model that aims to redefine growth, focusing on positive society-wide benefits. Reusing, sharing, repairing, refurbishing, remanufacturing, and recycling are the key elements to the circular economy movement (Kirchher, Reike, & Hekkert, 2017). MacArthur (2013) explains the circular economy as a blueprint for a new sustainable economy while Geissdoerfer, Savaget , Broken, & Hultnik (2017) consider the circular economy as a condition for sustainability. They assume a subset relationship existing between both the terms where CE is considered as a subset of sustainable development. Ma, Wen, Chen, & Wen (2014) defined circular economy as a mode of economic development whose purpose is to protect the environment and prevent pollution, thus facilitating sustainable economic development.

Thus, we postulate Geissdoerfer, Savaget , Broken, & Hultnik (2017) functional theory and the claims of MacArthur (2013) and Ma, Wen, Chen, & Wen (2014) to assume circularity as a subset of sustainability.

Observing Sustainable and Circular Practices in the Cosmetics Sector

For a meaningful understanding of the concept of green cosmetics, and circularity and sustainability-based practices in cosmetics industry, the following section highlights how cosmetic companies are implementing sustainable and circular practices into their supply chain, packaging, and ingredients.

a) Sustainable packaging

The cosmetics and beauty industry is a large contributor to the plastic waste problem (Zero Waste Week, 2019). Cinelli, Coltelli, Signori, Morganti, & Lazzeri (2019) stress that the materials used for packaging should address the circularity principles, and in particular bioplastic-based polymers that differ from the "make, use, dispose of" approach in favour of a more circular model based on "reuse, recycle or biodegrade". A great example of packaging waste innovations is of the cosmetic brand *The Body Shop* in partnership with Plastics For Change (2019), where they have set up supply chains for the world's first 'fairly traded' recycled plastic. New formats of stores are also helping consumers minimize waste. *Lush* has opened 'Naked' stores worldwide where they have package-free cosmetic products. In the specific case of cosmetic packaging, re-use is rarely applied. However, several premium cosmetics and personal care brands have launched recall campaigns for the re-use of body care empties– some of them in cooperation with the global recycling player TerraCycle.

b) Green Supply Chain

The cosmetic industry has a huge supply chain that would need intense refinement. According to SparkNews (2019), these challenges include the "sustainable sourcing of raw ingredients, energy consumption, waste management and carbon footprint of the whole production chain," in addition to "biodegradability and lack of human and environmental toxicity and corporate social responsibility in terms of inclusion, fairness, and equal opportunities." *The Body Shop* is viewed as one of the pioneers in sustainable innovation in this field.

c) Green Formulations

As many cosmetic and personal care companies are looking to replace synthetic chemicals in formulations, demand for natural ingredients from the cosmetics sector is increasing (Sustainable cosmetics summit 2019). There is an evident, strong trend towards the use of sustainably produced raw materials in the cosmetic field. Big cosmetic companies are tracing and measuring the sustainability of the ingredients used in cosmetics. *Forest Essentials* sources ingredients from local farmers who use sustainable farming practices and also provides employment opportunities to the local women of Uttarakhand, India from where they source their raw materials. Thus, it should not be forgotten that sustainability does not only encompass the environmental impact but also the economic and social part.

RESEARCH GAP AND OBJECTIVES

As the literature indicates tremendous opportunities for the cosmetic industry to explore the circular practices and gain a sustainable competitive advantage, it is observed that the practice is still at a nascent stage (MacArthur, 2013). Extensive research work has been done in the organic food industry in India (Yadav & Pathak, 2017; Chakrabarti, 2010; Singhal N, 2017; Paul & Rana, 2012), but the green/organic cosmetics industry is still not explored in India to a great extent (Rawat & Garga, 2012). Understanding the factors with respect to their impact as antecedents or moderators is also an area, which is not extensively researched; thus, leading to a scope for further research with respect to green cosmetics. Study of such factors will add to a comprehensive and holistic understanding in this area.

Another fallacy observed is that majority of the research work focuses on the behaviour of female consumers, while completely ignoring the male consumers who form a significant market share of the cosmetic industry.

A major research gap leading to the formation of a research objective in the present research paper is the conspicuous lack of literature about the application of circularity principles by the cosmetics industry and associated insights into consumer perception, more so in India.

The purpose of the present paper is to develop a deeper understanding of the subject specifically in the context of green cosmetics. The key objectives are being underlined as follows:

1. To develop an understanding of the concept of green cosmetics, and circularity and sustainability-based practices in cosmetics industry.

2. To identify the constructs influencing consumer behaviour towards green cosmetics and circular practices in cosmetics consumption.

3. To observe the applicability of existing consumer behaviour model to establish the interlinkages between constructs that form antecedents and moderators concerning consumption behaviour for green cosmetics and circular practices in cosmetics consumption.

2. RESEARCH METHODOLOGY

The literature review is conducted following the sequential steps suggested by Tranfield et al., (2003) to perform a Systematic Literature Review. In the first step, an exploratory background search is conducted based on the key words 'Green Cosmetics' and 'Consumer Behaviour' as per the research scope and purpose (Denyer & Tranfield, 2009) and, to understand the various concepts involved and their relationships with each other.

Next step included the identification of relevant studies to understand and extract key information and knowledge. The primary search for related publications from 2010 to 2020 was conducted as a structure keywords search. This period was selected because the last decade has witnessed the exponential growth of green cosmetics market (Statista, 2021; Soil Association Certificate, 2020). At this stage, a heightened attention was paid to the purchase behaviour of green cosmetics products, as currently there is an imbalance between the growing use of organic cosmetics and the limited attention from researchers to this product category (Liobikienė & Bernatonienė, 2017).

In order to improve the credibility of literature review resources, a few selection criteria like the paper should be in English; (2) its full text should be available; (3) the paper should be published in an academic, peer-reviewed journal; (4) the study should discuss or explain the various factors affecting consumer behaviour towards green cosmetics and consumer engagement in circular economy. After fulfilling the stated criteria, a total of 77 papers were reviewed.

The analysis of subject content was divided into two subsections. In the first subsection, the determinants of green purchase behaviour were checked out and analysed. The factors were identified from studies encompassing green products in general with a focused attention over the green cosmetic products. In the second subsection, there were studies that analysed consumer engagement or participation in a circular economy. The Table-1 in the next section represents the same in three columns systematically.

Subsequently in the next step, data extraction forms are used to collect targeted information relating to the key study areas (Tranfield et al., 2003). All identified variables were clustered and combined, based on their similarities, into main factors. For instance, four variables such as reference groups, social roles, perceived social pressure, and social norms are categorised as *Social Influence*. The factors so analysed taking into account the purchase behaviour of Green Products and consumer engagement in circular economy are presented in Table-1 and the frequency of these factors is shown in Fig1. Price is the most frequently included factor in the studies and Animal well-being concern is the least frequent. Only two studies (Russo, 2015**;** Saleem & Recker, 2014) included this factor. This factor is based on how consumers feel towards consumption of such cosmetics that are not tested on animals or are cruelty free. It is assumed that this factor is significant in case of cosmetics because rising concerns regarding health and safety, consumer awareness about use of animal-tested products, are likely to stir up the demand for vegan cosmetics (Research & Markets, 2018). Similarly, the gender of consumers can be an important variable affecting their consumption behaviour for cosmetics. Only one study attempted to observe responses for both male and female in case of organic cosmetics (Junaid, Nasreen, Siddiqui, & Ahmed, 2015), rest focused on behaviour of female consumers only.

Reviewing the determinants of green cosmetics' consumption behaviour, it was observed that the identified factors could be further grouped and classified on the basis of common characteristics presented by them. Therefore, for a meaningful and better understanding they were incorporated into a classification scheme of factors as: Psychographic factors, Demographic factors and Marketing Strategy factors (a factor analysis will add value to this classification and in the absence of empirical testing it presents a limitation of this study).

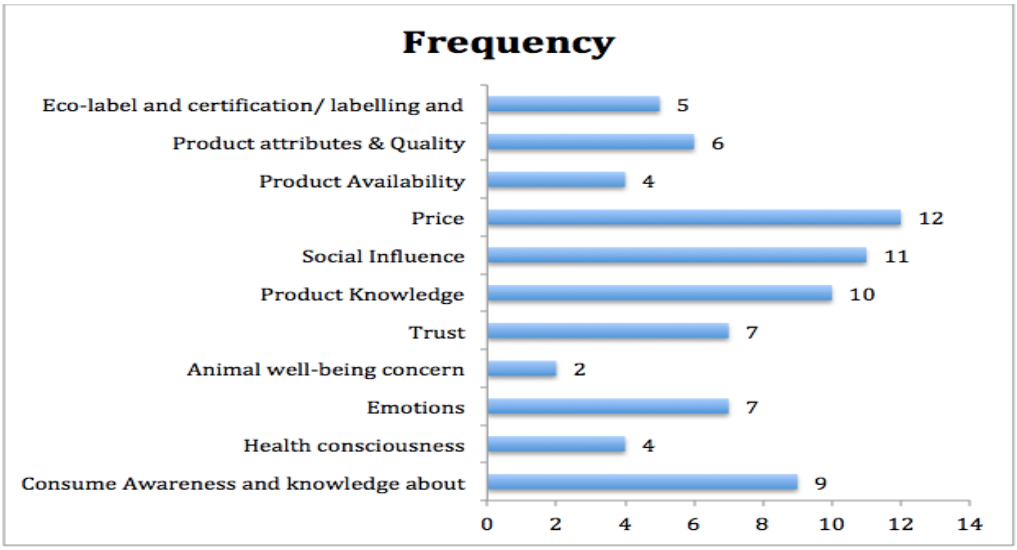


Fig1: The frequency of analyzed determinants of consumer behaviour towards green cosmetics and consumers' engagement in circular practices while consuming cosmetics.

3. CONSUMER BEHAVIOUR TOWARDS GREEN COSMETICS AND CIRCULARITY IN COSMETICS CONSUMPTION: DERIVING KNOWLWDGE FROM LITERATURE

Consumer behaviour underwent a significant change in recent decades as environmental and health awareness obtained a significant role. This is very much evident through the literature and research work to support green or natural products' role in the cosmetics industry getting more and more pronounced (Amberg & Fogarassy, 2019**;** Singhal & Malik, 2018**;** Lin, Yang, Hanifah, & Iqbal, 2018**;** Rawat & Garga, 2012).

Factors Driving or Hindering Buying Behaviour for Green Cosmetics and Consumers' Engagement in Circular Practices

This section enumerates the factors influencing consumer behaviour towards green cosmetics as identified in the literature review. An added dimension of the present study is to understand the consumers' engagement in circular practices regarding cosmetics. The literature review on the subjects of green cosmetics, circular practices, and sustainability across various research works, interestingly, indicates similar factors affecting both aspects. This observation indicates the treatment of circularity and sustainability in the same vein by the researchers. Further, research works on circularity/ circular economy and sustainability are exclusive, and checking out their interrelationship is one of the important objectives of the

present study. Therefore, the following factors have been discussed concerning both aspects.

Beyond the factors that have been observed to have an impact on both the consumer behaviour towards green cosmetics as well as the circularity, the literature review indicates some more factors affecting the consumption of green cosmetics. A snippet view of the same has been presented in the Table-1 as follows:

Table-1: Factors Affecting Consumption Behaviour for Green Cosmetics and Circular Practices in Cosmetics Consumption

Factor	Green Products	Green cosmetics	Circularity in products
Product knowledge/ knowledge and understanding	Chen & Chai (2010); Kaufmann, Panni, & Orphanidou (2012); Eze & Ndubisi (2013)	Ghazali, Soon, Mutum, & Nguyen (2017); Cervellon, Rinaldi, & Wernerfelt (2011); Zhang & Zhou (2019); Kapoor, Anurupa, & Singh (2019)	Camacho-Otero, Boks, & Petterson (2019); Costa & Donner (2019); European Commission (2018); Kirchher , et al. (2018); Maitre-Ekern & Dalhammar (2019)
Emotions/ personal characteristics	White , Habib, & Hardisty (2019); Joshi & Rahman (2015);	Lin, Yang, Hanifah, & Iqbal (2018)	Lang & Armstrong (2018); Camacho-Otero, Boks, & Pettersen (2018); Camacho-Otero, Boks, & Petterson (2019)
Trust/ risk, uncertainty, and lack of trust	Chen & Chai (2010); Erve (2013); Joshi & Rahman (2015)	Amberg & Fogarassy (2019)	Camacho-Otero, Boks, & Pettersen (2018); European Commission (2018); Camacho-Otero, Boks, & Petterson (2019); Sijtsema, Snoek, Van Haaster-de Winter, & Dagevos (2020)
Product attribute and quality/ product and service offerings	Erve (2013); Chen & Deng (2016); Joshi & Rahman (2015)	Kapoor, Anurupa, & Singh (2019);	Camacho-Otero, Boks, & Pettersen (2018); Maitre-Ekern & Dalhammar (2019); European Commission (2018)
Product Availability	Erve (2013); Joshi & Rahman (2015); Kaufmann, Panni, & Orphanidou (2012)	Kapoor, Anurupa, & Singh (2019); Singhal & Malik (2018)	Not examined

Social influence/ experience and social aspects	Joshi & Rahman (2015); Khan & Larsson (2012); Eze & Ndubisi (2013); Yadav & Pathak (2016); Ham, Jeger, & Frajman Ivkovic (2015)	Kapoor, Anurupa, & Singh (2019); Zhang & Zhou (2019); Junaid , Nasreen, Ravichandran, & Ahmed (2014); Lin, Yang, Hanifah, & Iqbal (2018); Huyen (2017); Ghazali, Soon, Mutum, & Nguyen (2017);	Camacho-Otero, Boks, & Petterson (2019); Hamari , Sjoklint, & Ukkonen (2016); Joo (2017)
Price/ benefits	Erve (2013); Chen & Deng (2016); Kaufmann, Panni, & Orphanidou (2012); Chaudhary & Bisai (2018); Chen & Chai (2010); Khan & Larsson (2012); Joshi & Rahman (2015); Eze & Ndubisi (2013); Yadav & Pathak (2016)	Kapoor, Anurupa, & Singh (2019); Russo (2015)	Camacho-Otero, Boks, & Pettersen (2018); Maitre-Ekern & Dalhammar (2019)
Awareness and knowledge about environment/ recyclability	Kaufmann, Panni, & Orphanidou (2012); Khan & Larsson (2012); Makhdoomi & Nazir (2016); Erve (2013); Joshi & Rahman (2015)	Amberg & Fogarassy (2019); Singhal & Malik (2018)	European Commission (2018); Borrello, Caracciolo, Lombardi, Pascucci, & Cembalo (2017)
Age	Kaufmann, Panni, & Orphanidou (2012); Makhdoomi & Nazir (2016); Shamsi & Siddiqui (2017)	Amberg & Fogarassy (2019); Junaid , Nasreen, Ravichandran, & Ahmed (2014); Kapoor, Anurupa, & Singh (2019); Rawat & Garga (2012); Singhal & Malik (2018)	Not examined

Income	Kaufmann, Panni, & Orphanidou (2012); Khan & Larsson (2012); Shamsi & Siddiqui (2017)	Junaid , Nasreen, Ravichandran, & Ahmed (2014); Rawat & Garga (2012); Singhal & Malik (2018)	Not examined
Gender	Chen & Chai (2010); Kaufmann, Panni, & Orphanidou (2012); Khan & Larsson (2012); Makhdoomi & Nazir (2016); Shamsi & Siddiqui (2017); Sheikh, Mirza, Aftab, & Asghar (2014)	Junaid, Nasreen, Siddiqui, & Ahmed (2015)	Not examined
Health consciousness	Irianto (2015); Singhal (2017)	Amberg & Fogarassy (2019); Huyen (2017); Saleem & Recker (2014); Kim & Chung (2011)	Not examined
Animal well-being concern	Not examined	Russo (2015); Saleem & Recker (2014)	Not examined
Eco-label and certification/ labelling and information sharing	Young, Hwang , McDonald, & Oates (2010); Joshi & Rahman (2015)	Cervellon, Rinaldi, & Wernerfelt (2011)	Maitre-Ekern & Dalhammar (2019); European Commission (2018)

For a meaningful review of literature, these factors are herein being categorized as (i) Demographic profile of the consumers: Age, Gender, and Income (ii) Psychographic characteristics of consumers: Attitude, Knowledge, Emotions, Trust, Consumer awareness, Health consciousness, Animal well-being concern, and Social Influence (iii) Market strategy factors: Price, Product availability, Product attributes & quality, Eco-labels & certification.

DEMOGRAPHIC FACTORS

Buying and usage of cosmetic products can get moderated because of these factors. Interestingly, the demographic characteristics of consumers have not been extensively researched for their impact on circular economy practices. These attributes are discussed below:

1) **Age**: Age is an important attribute as far as cosmetics consumption behaviour is concerned. Through a structured survey Kapoor, Anurupa, & Singh (2019) observed that the younger generation is more open to the use of green cosmetic products than the older generation. Junaid, Nasreen, Ravichandran, & Ahmed (2014) added that the younger generation is more concerned about saving the ecology as compared with the older one. On the same page but with an added dimension, Rawat & Garga (2012)

concluded that green cosmetics are not just the love of women but their parents, grandparents, to some extent of their husbands and a great extent of their children specifically the college-going ones.

However, Shamsi & Siddiqui (2017), Singhal & Malik (2018) and Makhdoomi & Nazir (2016) in their study on green products and consumer behaviour found no significant relationship between the green product buying intention and age of consumers. Thus, this factor is ambiguous, as several researchers have found different results in this matter and must be researched for its impact on the buying behaviour.

2) **Gender**: The pursuit of beauty and health is no longer confined to young women only as males are becoming more conscious about their looks and image over the past few years. Several research findings suggested that gender has no or weak impact on customer's purchasing behaviour towards green products (Chen & Chai, 2010; Sheikh, Mirza, Aftab, & Asghar, 2014; Khan & Larsson, 2012; Shamsi & Siddiqui, 2017; Makhdoomi & Nazir, 2016). Thus, for green products, it can be stated that consumers intend to purchase green products irrespective of their gender. But the same needs further exploration to be stated with confidence for green cosmetics because the majority of the studies on consumer behaviour towards green cosmetics studied or surveyed only female respondents.

3) **Income**: In the case of influence of income on the purchase decision of green products there is a difference in attitude between low and high-income groups (Khan & Larsson, 2012). Adding to this (Singhal & Malik, 2018; Junaid, Nasreen, Ravichandran, & Ahmed, 2014) found that consumers belonging to different income levels have a different attitude towards the green cosmetics' pricing and higher income group people spend more on such products. However, certain studies fail to observe a significant relationship between income and green cosmetics/ products. One such study is by Rawat & Garga (2012) who reasoned out that with the changing economic and demographic environment in India people are ready to pay the extra (premium) price towards cosmetics, provided no harm is caused to them and their mother earth.

The discussion here leads to the absolute lack of confirmatory results in the relationship between the variables. This aspect needs exploration, however for modelling reasons, Kaufmann, Panni, & Orphanidou (2012) view is presumed that demographic variables (including income) have a significant impact on the attitude formation regarding consumers' green cosmetics.

PSYCHOGRAPHIC FACTORS

These factors affect the way consumers form their attitudes, opinions, and views about products. These factors are, therefore, called attitude-forming variables as well (Amberg & Fogarassy, 2019; Ajzen, 1985; Irianto, 2015). Attitude is the key expression of green purchase behaviour in the positive consumption of green products to reduce environmental waste and participate in environmental protection activities (Huyen, 2017).

Factors influencing the formation of attitude towards green cosmetics: Green purchase attitudes suggest that the performance of green purchase behaviour can be evaluated either positively or negatively. Although green consumption is a new lifestyle, the literature shows consumers' concerns when buying cosmetics. In their study on green cosmetics buying behaviour (Lin, Yang, Hanifah, & Iqbal, 2018), summarised it by concluding that consumer attitudes vary from person to person due to internal factors like different psychological and emotional feelings external factors like family preference and social and cultural status. Following is a detailed discussion about these factors and their impact on the buying behaviour relating to green cosmetics as well as the circularity. As stated earlier, the literature review indicates the relation of these factors on the attitude of customers towards buying green cosmetics as well as the circular practices; the review of literature is concerning both aspects.

1) **Product Knowledge:** Knowledge about the product is a key influencer in the consumer decision-making process and the purchase of organic products (Ghazali, Soon, Mutum, & Nguyen , 2017). However, a caveat is observed in this regard by Cervellon, Rinaldi, & Wernerfelt (2011) where their respondents had a very superficial knowledge of green cosmetics. A similar problem facing the green cosmetics industry regarding objective knowledge is reported by Kapoor, Anurupa, & Singh (2019) as they state that consumers lack sufficient knowledge of the standard of green cosmetics. Taking into account the growth of green cosmetics worldwide, sustained by the booming of green food, and the lack of information on consumer behaviour, there is a need to investigate what consumers understand of green cosmetics.

***'Knowledge and Understanding' affecting consumer attitude towards cosmetics based on the principle of circularity*:** Researchers have considered understanding the offering, sufficient knowledge about the product, and information about the services as additional factors influencing the perceptions of different circular solutions. However, (Costa & Donner, 2019; European Commission, 2018) indicate that knowledge of the circular economy principles by consumers is very poor as yet. Furthermore, a recent study by *Deloitte* observed that the lack of consumer interest and awareness is

currently considered as the main barrier to the transition towards a CE (Kirchher , et al., 2018).

2) **Emotions:** Consumers are more likely to engage in a behaviour when they derive positive feelings from doing so. Literature states hope and pride (White , Habib, & Hardisty, 2019), consumer guilt and generativity (Joshi & Rahman, 2015), sense of responsibility to preserve the environment (Lin, Yang, Hanifah, & Iqbal, 2018), and love for animals (Lin, Yang, Hanifah, & Iqbal, 2018) have a significant influence on consumer green purchase behaviour.

***'Personal Characteristics' (including emotion) affecting consumer attitude towards cosmetics based on the principle of circularity*:** Personal characteristics that have been explored in the literature for understanding customers' engagement in circularity based products include the need for uniqueness and desire for change (Lang & Armstrong, 2018)**,** sense of status and community, and involvement (Camacho-Otero, Boks, & Pettersen, 2018), general values and environmental values (Cervellon, Rinaldi, & Wernerfelt, 2011), and level of attachment to products (Camacho-Otero, Boks, & Petterson, 2019).

3) **Trust:** In the context of green products, trust is defined as a belief or expectation about the environmental performance of such products (Chen & Chai, 2010). The lack of consumer trust and confidence in green claims and characteristics of green products act as a significant barrier towards the purchase of green products (Joshi & Rahman, 2015); Erve, 2013). The low levels of trust are expected to negatively influence the attitude-behaviour relation in consumers' green purchasing behaviour.

***'Risks, Uncertainty, and Lack of Trust' affecting consumer attitude towards cosmetics based on the principle of circularity*:** Report by European Commission (2018) found the 'lack of trust' with consumers as one of the barriers in CE i.e., not knowing what is done with the products and whether they are being recycled. A later study Camacho-Otero, Boks, & Petterson (2019) also indicated that the risks and uncertainty associated with the circular solutions, i.e., reused products and access-based consumption, affect consumers' perception and the intention to pay for them. These findings are replicated in a very recent study by Sijtsema, Snoek, Van Haaster-de Winter, & Dagevos (2020) where it is stated that the customers do experienced feelings of insecurity and risks while buying such goods. However, the advice for the developer of such goods is that the perceived risks should be known and taken seriously.

4) **Consumer Awareness and Knowledge About Environment:** To have relevant knowledge of the environment and associated issues is one of the preliminary stages while making a green purchasing decision (Khan & Larsson, 2012; Amberg & Fogarassy, 2019). Research indicates that awareness and attitude towards environment-related issues have a positive effect on the purchasing behaviour of consumers (Makhdoomi & Nazir, 2016; Khan & Larsson, 2012; Kaufmann, Panni, & Orphanidou, 2012; Joshi & Rahman, 2015; Amberg & Fogarassy, 2019; Singhal & Malik, 2018), however, draw attention towards a gap between the values associated with the environment and the action that is taken for its protection, as the consumers' belief and behaviour towards being green are not in the same direction.

***'Recyclability' affecting consumer attitude towards cosmetics based on the principle of circularity*:** Recyclability, an important component of the circular economy, affects consumers' perception of the CE. The European Commission (2018) summarized reasons behind consumers opting for recyclability as concern for the environment; need to dispose of products that are no longer used; the possibility of saving or earning money when returning products to a manufacturer; the possibility of helping others (e.g. by recycling clothes and bringing them to humanitarian associations or second-hand shops); Saving money (for example by purchasing second-hand products); Fashion trends (purchasing vintage furniture or clothing). Another interesting insight was found by Borrello, Caracciolo, Lombardi, Pascucci, & Cembalo (2017) who state that consumers would be willing to be committed to participation in circular loops i.e., circular economy if they are sufficiently rewarded. This has been observed in the cosmetics market where several cosmetics brands opt for recycling and are encouraging customers to participate in it by bringing back empty bottles/ jars in exchange for discounts or free products.

5) **Health Consciousness:** In his study, Irianto (2015) indicated that health consciousness positively influences the purchaser's behaviour and the intention to buy a natural product. In the context of organic personal care products, health consciousness is observed as one of the key factors influencing purchasing behaviour. Amberg & Fogarassy (2019) observed that consumers are more and more interested in natural ingredients, sustainable packaging, and other green elements in cosmetics. Therefore, one can assume that greater health consciousness leads to more favourable attitudes towards purchasing organic and natural cosmetics and personal care products and stronger purchase intentions.

6) **Animal Well Being Concern:** A growing number of present days' consumers want quality products that

work well, are safe to use, do not involve the use of animal products, and are not tested on animals. Concern about animal well-being is one of the factors affecting attitude and purchase intentions of organic products – but its influence is less influential than that of other factors (Saleem & Recker, 2014). However, Russo (2015) found that 'not tested on animals' was the most important packaging claim amongst consumers of beauty products, also they would be willing to pay more for products that had not been tested on animals. These results could send a strong message to the cosmetics industry and regulators.

7) **Social Influence:** it includes factors like reference groups, social roles, perceived social pressure, and social norms, collectively called social influence. Social influence essentially acts as a trigger in consumers' buying behaviour (Kapoor, Anurupa, & Singh, 2019; Ajzen, 1991). Joshi & Rahman (2015) found subjective or social norms and reference groups to have a positive correlation with purchase intention and actual purchase of green products. In a similar vein, (Junaid, Nasreen, Ravichandran, & Ahmed, 2014; Lin, Yang, Hanifah, & Iqbal, 2018; Huyen, 2017) found that most respondents acknowledged that they preferred trying the products or brands that their friends or family members recommended. However, some research works indicate the absence of support for social influence on the consumption of green cosmetics for a variety of reasons (Ghazali, Soon, Mutum, & Nguyen , 2017; Khan & Larsson, 2012).

***'Experience and Social Aspects' affecting consumer attitude towards cosmetics based on the principle of circularity*:** Consumers' perception towards circular products/solutions can also get affected by aspects like how consumers experienced the solutions and the impacts that such experiences have on their perception of the solutions (Camacho-Otero, Boks, & Petterson, 2019). The social characteristics of consumers are important when it comes to influencing their perception. Although, there exists a contradictory issue on whether sustainability as a kind of social value can influence attitude or intention to go for circular consumption. Hamari , Sjoklint, & Ukkonen (2016) argue that sustainability positively influences users' attitude toward collaborative consumption, whereas, Joo (2017) did not provide evidence that social value influenced intentions to engage in circular consumption.

MARKETING STRATEGY FACTORS

The factors that affect consumer attitude can be the ones practiced by the firm as its marketing program. These forces either encourage or discourage consumers to adopt green products, and are discussed as follows:

1) **Price**: Green products are often more expensive than regular ones. Chen & Deng (2016) pointed out that price sensitivity significantly mirrors the level of green purchase attitudes. According to (Kapoor, Anurupa, & Singh, 2019; Singhal & Malik, 2018) price is a major barrier in the purchase of green cosmetics. In contrast to this theory, consumers nowadays are willing to pay extra because their main concern is to look good, young, healthy, and attractive without hampering their motherland (Kaufmann, Panni, & Orphanidou, 2012). A positive relationship was found between the consumers' willingness to pay for their purchase intention, which means that consumers are ready to pay a premium price to purchase green products (Chaudhary & Bisai, 2018; Khan & Larsson, 2012; Chen & Chai, 2010; Russo, 2015).

***'Benefits' affecting consumer attitude towards cosmetics based on the principle of circularity*:** In the literature about circularity, the price has been translated and imbibed as the benefits the consumer derives from the offering that influence the perception of circular solutions. The benefits of accessing the specific circular solution are also relevant when a person is deciding to participate or not. Camacho-Otero, Boks, & Pettersen (2018) based on their literature review stated that economic benefits, environmental benefits, and social benefits affect consumer perception and attitudes towards circular products. On the one hand, economic benefits such as cost savings resulting from discounted prices have a positive effect on consumer acceptance and on the other hand, environmental benefits also support positive perceptions. In the context of a choice between repair and new purchase, Maitre-Ekern & Dalhammar (2019) reported that the price of a new product in comparison to that of the replacement part often discourages consumers to pursue repair even when spare parts are available. Price-sensitivity still plays a huge role.

2) **Product Availability:** It incorporates factors like the ease of buying, ready comparison among products, multiple payment options, ease of exchange, and return policies (Kapoor, Anurupa, & Singh, 2019). Consumers are aware of the green products but their purchase of these depends on the availability of the products (Singhal & Malik, 2018). Most studies showed that limited availability and the difficulties in accessing green products were major barriers to purchasing environmentally sustainable products (Joshi & Rahman, 2015; Erve, 2013). To contribute towards making the consumers environmentally responsible, adequate availability of the product and the existence of environmentally and socially responsible companies are required.

3) **Product Attributes and Quality:** Studies reported that product quality significantly influenced

consumer green purchase intention and behaviour. A necessary condition for buying green products is that the quality of these products should be comparable to regular products (Erve, 2013). Chen & Deng (2016) found that product attributes positively influenced the purchase of green products. On the other hand, the perception of poor product quality is an important barrier affecting green purchase decisions (Joshi & Rahman, 2015)**.** Therefore, it can be said that functional and sustainable characteristics of products combined with high product quality positively influence consumers' green purchase behaviour. Conversely, poor product attributes and inferior quality may result in a conflict between the personal needs of consumers and their sense of environmental and social responsibility.

***'Product and Service Offerings' affecting consumer attitude towards cosmetics based on the principle of circularity*:** About circularity the characteristics of the product form an important aspect influencing perceptions towards circular solutions. Camacho-Otero, Boks, & Pettersen (2018) observed that product quality was one of the key reasons people cited regarding the decision to buy refurbished products over new ones. Product type and product-need fit, product longevity, the period in which a product is used before it reaches its end of life, are relevant for consumers in their evaluation of circular solutions.

4) **Eco-Labels & Certification:** In the domains of cosmetics, eco-labels are a major criterion of consumer choice (Cervellon, Rinaldi, & Wernerfelt, 2011). The ecological label is an important way of communicating environmental justifications on products to the consumer since many consumers always read the labels and they consider the information to be accurate, although some find it hard to read and understand (D'Souza, Taghian , & Lamb, 2006). Their findings suggest that there are consumers who would buy green products even if they are lower in quality but have environmental information on labels. Yet, consumers, even when being regular purchasers of organic cosmetics, do not know the meaning of these labels. A very recent development towards sustainable practice is the development of organic labels for cosmetics but it is still in its infancy. Joshi & Rahman (2015) report that consumers do not trust the information provided and remain sceptical towards the manufacturing, labelling, and certification procedures of various products. The above findings suggest that eco-labelling might have any impact on consumer green purchase behaviour if they do trust the information provided.

'Labelling and information sharing' affecting consumer attitude towards cosmetics based on the principle of circularity: Sharing useful information through proper labelling does have an impact on consumer attitude towards circular solutions. The fact has been studied by Maitre-Ekern & Dalhammar (2019) who state that the lack of clear and useful information about products is a particularly important problem. European Commission (2018) report state that lack of information about the environmental footprint of specific goods may be a barrier to consumers participating in the Circular Economy.

THEORETICAL FRAMEWORK FOR A PROPOSED MODELLING

This section provides the theoretical modelling for factors that are related to consumer behaviour related to green cosmetics and circularity. The discussion leads to an insight into the relationship of variables (as identified in the literature) and the nature of this relationship that might influence the intention to purchase and affect consumer behaviour towards green/ organic cosmetics and circular solutions regarding cosmetics.

Previous models on green buying behaviour

Various models on the green buying behaviour and circularity are presented and researched over time. These have been modified and updated as per the diversified market characteristics and consumers' needs as well as greater insight by upcoming research works. A Chronological Summary of the same is being presented in the Table-2 as follows:

Table-2: Research Work Establishing Role of Variables Concerning Consumer Behaviour for Green Cosmetics and Circular Practices

AUTHORS	INDEPENDENT VARIABLES	MEDIATING/ MODERATING VARIABLES	DEPENDENT VARIABLES	FINDINGS
(Ajzen, 1991) TPB	Attitudes toward the behaviour, Subjective norms, Perceived behavioural control	Motivational factor: Behavioural intention	Behaviour	Attitudes toward the behaviour, subjective norms concerning the behaviour, and perceived control over the behaviour are found to predict behavioural intentions with a high degree of accuracy (Ajzen, 1991).
(Ferguson, 2011)	Consumer experience; Outcome perceptions; Identity in the referent group; Perceived behavioural controls	Green consumer intention; consumer knowledge (Moderating variables)	Green product consumer behaviour	Consumer experience, outcome perceptions, identity in the referent group, and perceived behavioural controls, affected the green consumer intention. The green consumer intention along with consumer knowledge generated the green product consumer behaviour.
(Khan & Larsson, 2012)	Internal: Eco-motivation, eco-knowledge, gender External: peer influence, price, shelf space		Purchase of eco-labelled products	The model found eco-motivation was the most important factor that influenced the purchase decision along with shelf space. The effect of price, gender, and peer influence was not found significant.
(Kaufmann, Panni, & Orphanidou, 2012)	Environmental knowledge; Altruism; Environmental awareness; Environmental concern and attitude; Belief about product safety, product information, and availability; Perceived consumer effectiveness; Collectivism; Transparency/ fairness on trade practices	Demographic variables: Age, Gender, Income level, Education level, Ethnicity, Occupation	Consumers' green purchasing behaviour	The model found that consumer green purchasing behaviour being a dependent variable depends upon environmental concern, environmental awareness, belief about product safety and usage, transparency, etc. considering demography as mediating variables.

(do Paco, Alves, Shiel, & Filho, 2013)	Man-nature orientation and generativity	Consumer environmental concern; Conservation behaviour	Environmental friendly buying behaviour	The man-nature orientation and generativity affected the consumer environmental concern, which in turn generated the conservation behaviour and finally, it built environmentally friendly buying behaviour.
(Saleem & Recker, 2014)	Phase 1: (constant) Environmental literacy Product experience Product expertise Environmental consciousness Health consciousness Animal welfare concern Phase 2: (constant) Phase 1 constants + Attitude		Phase 1: Attitude towards purchasing organic personal care products (OPCP). Phase 2: Purchase intention for organic personal care products	The study revealed that the attitude of consumers towards purchasing OPCP is positively affected by their environmental literacy, past experience with OPCP, environmental consciousness, health consciousness, and concern about animal well-being. Their purchase intentions of OPCP are also positively affected by their experience with OPCP but negatively affected by their environmental literacy. Also, their purchase intentions are positively affected by their attitudes towards buying OPCP.
(Huyen, 2017)	Health consciousness, Appearance Consciousness, Social influence, and attitude		Green purchase behaviour on natural cosmetics	The model found that all five independent variables had a positive impact on green purchase behaviour.
(Zhang & Zhou, 2019)	Consumers' attitudes towards the behaviour; Subjective norms; Perceived behavioural control	Purchasing intention	The purchasing behaviour of natural cosmetics.	The study indicated, under the control of the purchasing intention as an intermediate variable, consumers' attitudes towards buying natural cosmetics had no obvious influence on their purchasing behaviour; the subjective norms had a positive impact on consumers' purchasing behaviour of natural cosmetics.

A few issues and considerations described below lead to the tweaking, adoption, as well as borrowing from these models:

a) These models are proposed in countries other than India where the socio-cultural, economic, ethical, and regulatory environment and the associated practices are implemented differently. Therefore, there is a need to check the fitness of a model based on consumer behaviour specifically for green cosmetics industry in India. Identifying the factors predicting consumer behaviour for green cosmetics and fit in a model in context of the Indian population may give a better insight to marketers in judging the attitude of Indian consumers towards green cosmetics.

b) Barring a few, the majority of the studies have not studied the attitude-behaviour gap, which can be a significant aspect in the case of green products.

c) Only one of the studies reviewed (as per the criteria stated earlier) has considered the impact of 'animal well-being concern' regarding green cosmetics, which is an important factor to be considered when studying green/organic cosmetics.

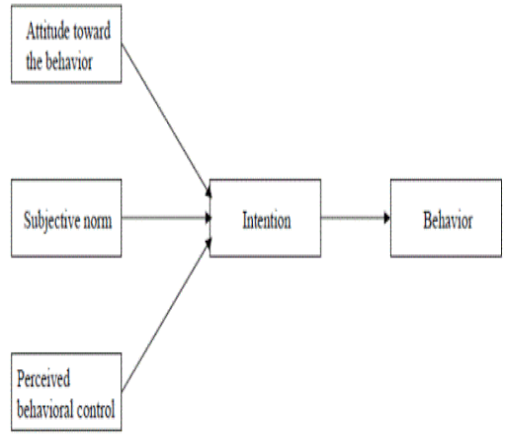
d) Circular practices by the cosmetics industry form one aspect that has not been researched even though sustainability and environment protection is time and again being emphasized in research.

Theory of Planned Behaviour: Borrowing from literature for present framework

The theory of reasoned action propounded by Fishbein & Ajzen (1977) paved the path for the Theory of planned behaviour by Ajzen (1991). TPB provides a useful conceptual framework for dealing with the complexities of human social behaviour (Ajzen, 1991) and is frequently used to explain the behavioural patterns and to better understand how individuals make behavioural decisions (Xiao, 2008). The Theory of Planned Behaviour (TPB) (Ajzen, 1985) is used widely to understand the key determinants of deliberate human behaviour.

TPB has been widely used by many studies to predict and explain human behaviour such as online shopping behaviour (Gopi & Ramayah, 2007; Hansen & Jensen, 2008); online banking behaviour (Tan & Teo, 2000; Lee, 2009; Sathye, 1999); medical research (Hung , Ku, & Chien, 2012); healthy behaviour (Basen-Engquist & Parcel , 1992); organic food consumption (Sparks & Shepherd, 1992), green products (Yadav & Pathak, 2016); green purchasing behaviour (Zhang & Zhou, 2019); organic personal care products (Saleem & Recker, 2014), etc. All of the above-outlined studies show that the TPB is a useful model to predict green consumption and in particular, the purchasing of organic products. It will therefore function in the present study as a foundation to explain the consumer behaviour towards green/organic cosmetics.

The TPB hypothesizes that an individual's specific behaviour is determined by his/her intention to perform the behaviour. Behavioural intentions are in turn guided by three situation-specific beliefs. *First*, behavioural beliefs lead to an overall negative or positive evaluation of the behaviour. This evaluation then results in a favourable or unfavourable attitude towards the behaviour (Bamberg, 2003). *Second*, normative beliefs refer to the normative expectations of important others, which result in perceived social pressure or the subjective norm to perform a certain behaviour (Bamberg, 2003). *Third*, control beliefs reflect potential factors that may hinder the performance of the behaviour. This results in an individual's perceived ease or difficulty to perform that behaviour also known as perceived behavioural control (Bamberg, 2003). The TPB, thus, predicts an individual's behavioural intention by three antecedents: attitude toward behaviour, subjective norm, and perceived behavioural control.



Source: Ajzen, 1991

Figure-2 The Theory of Planned Behaviour

In the following section the three main factors of the TPB – consumers' attitudes towards performing behaviour, subjective norms, and perceived behavioural control, are outlined.

Attitude Toward the Behaviour

In past researches, attitudes were found to be powerful predictors of purchase decisions (Fennis & Stroebe, 2015).

People tend to be more likely to perform certain behaviour if they have positive attitudes towards them (Ajzen, 1985). Regarding organic cosmetics, Strauss & Kleine Stuve (2016) ascertained attitude to be a significant predictor of the intention to purchase organic hair products. This is in line with other research on organic personal care products; all supporting that attitude significantly predicts a certain amount of the variance in consumers' purchase intention (Kim & Chung, 2011; Saleem & Recker (2014).

In the literature, it is observed that attitude is an important aspect for measuring consumer behaviour towards green cosmetics. Factors that are related to the consumers' attitude formation towards green cosmetics and circularity in cosmetics are the psychographic factors explained in the previous section and listed as follows:

a) Consumer awareness and knowledge about environments

b) Health consciousness

c) Emotions

d) Trust

e) Animal well-being concern

f) Product knowledge

Subjective Norm

According to Fishein & Ajzen (1975) subjective norms reflect the "influence of the social environment on behaviour". It refers to the belief that an important person or group of people (e.g. family, friends, colleagues, and others) will approve and support a particular behaviour (Ham, Jeger, & Frajman Ivkovic, 2015). A strong relationship between subjective norm and intention has been shown in research on green consumer behaviour (Zhang & Zhou, 2019; Huyen, 2017; Bamberg, 2003; Eze & Ndubisi, 2013).

One of the psychographic factors that represent subjective norms is the '**Social Influence'** that affects green consumerism as well as consumers' perception as well as intention towards circular products/ solutions. Thus, for the present study, the subjective norm is being represented by the factor 'social influence'.

Perceived Behavioural Control

Perceived behavioural control (PCB) is defined as "people's perception of the degree to which they are capable of, or have control over, performing a given behaviour" (Ajzen, 2011). The performance of a behaviour is influenced by the presence of adequate resources and the ability to control barriers to behaviours. The more resources and fewer obstacles individuals perceive, the greater their PCB and the stronger their intention to perform behaviours (Ajzen, 1985). Regarding the context of green consumption behaviour, perceived higher prices and lower availability of an organic or green product can be identified as the main aspects of the concept of PCB influencing purchase intentions of organic products (De Maya, Lopez-Lopez, & Munuera, 2011). It includes factors that impede or facilitate a certain behaviour that is considered in the concept of PCB (Ajzen, 2011). Such factors identified in the literature are listed as follows:

a) Price

b) Product availability

c) Product attributes and quality

d) Eco-labels & certification

Moderating Factors

Green Attitude-Behaviour gap: Research work in the field of green marketing and consumer behaviour indicates that the positive attitude towards "green" products does not always get converted into consumer behaviour leading to what is called the "attitude-behaviour gap". While exploring green purchase behaviour, Joshi & Rahman (2015) reported a discrepancy or "gap" between consumers' expressed favourable attitudes and actual purchasing practices. It signifies that consumers' positive attitude towards green products does not always translate into action. The attitude-behaviour gap is generally formed when a consumer is concerned about sustainable issues and thinks it is important for companies to be socially responsible and produce green products, but does not interpret their positive attitudes when making a purchase (Erve, 2013).

The presentation of the Table-2 about the interlinkages of various factors as observed in consumer behaviour models for green or natural cosmetics indicates that *one*, the demographic factors like age, income, and gender have been barely considered; two, have been treated as mediating variables (Kaufmann, Panni, & Orphanidou, 2012) as well as independent variables as antecedents (Bui, 2005). Therefore, it is important to examine their role in affecting the resultant variable, herein these being presumed as moderating factors comprising of the following:

a) Age
b) Gender
c) Income

Purchase Intentions

Intention to purchase a product can be considered as the best predictor of actual behaviour (Ajzen, 1991). Ajzen indicated that the precedent of any behaviour is the formation of an intention towards that behaviour. Therefore, a link between intention and behaviour is made. The

stronger an individual's intention to perform a given behaviour, the more successfully the behaviour is predicted (Beck & Ajzen, 1991). In this research, the behavioural intention will be measured by looking at the intention to purchase green/organic cosmetics. Hence, the present study uses the variable *intention to purchase green/organic cosmetics* as the dependent variable, which can be used to indicate the future purchase pattern among Indians.

The TPB model applied

A diagrammatical representation of the model is shown below (Figure 3):

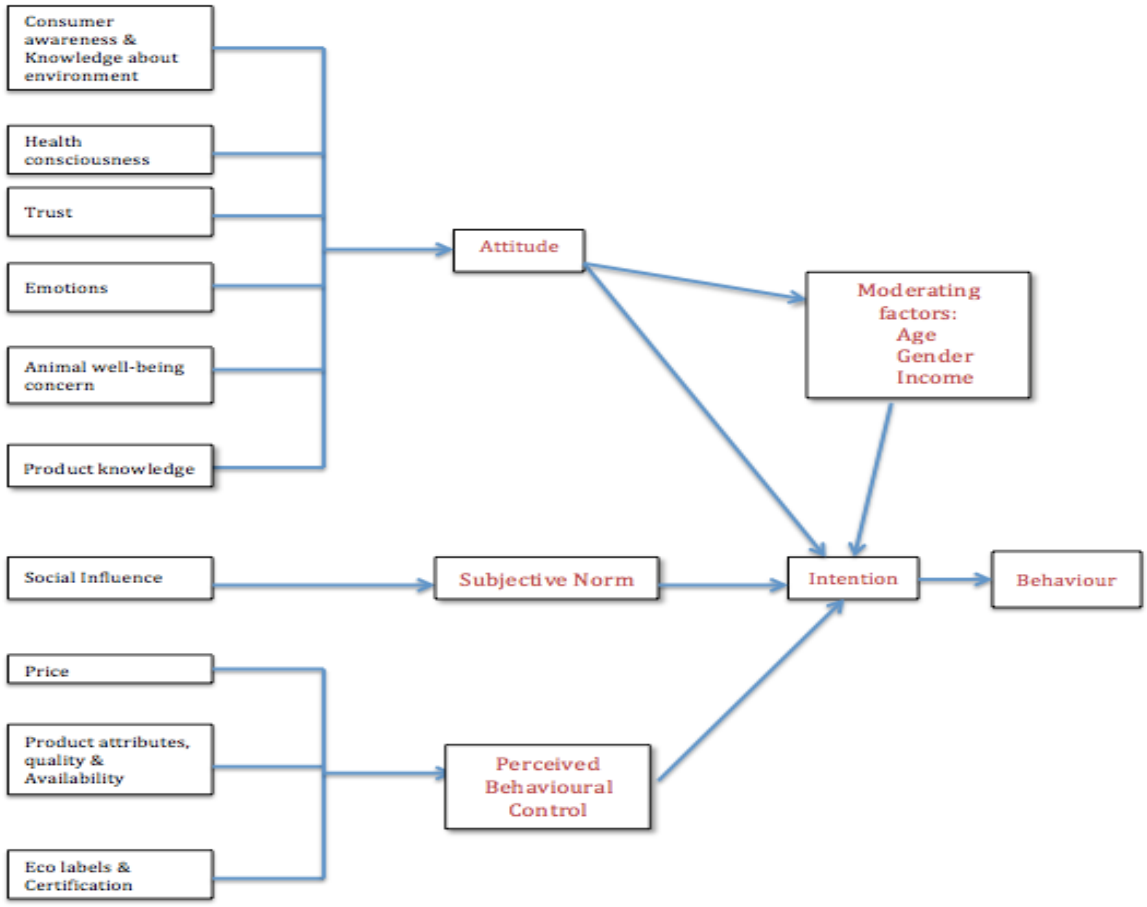


Figure:3 The TPB Model applied for Green Cosmetics

4. CONCLUSION

By synthesizing relevant literature, the present paper identifies the factors forming consumer behaviour towards green cosmetics along with factors driving or hindering consumers' engagement in circular practices. The demographic profiles (age, gender, income) of consumers have an impact on their buying behaviour towards green cosmetics but there is still a lack of confirmatory results in the relationship between the variables. In the case of circular economy practices, the impact of demographic characteristics of consumers has not been extensively researched yet.

While investigating the impact of psychographic variables and other market-related factors it has been observed in the existing literature that emotions, high health consciousness, product attributes, consumers' concern about animal well-being, environmental knowledge, recyclability, and subjective norms are a few of the major drivers. As against this high price, low availability, lack of knowledge about green cosmetics labels and lack of consumer trust in green cosmetics and circular practices are identified as a few of the major barriers towards the purchase of green cosmetic products and consumers' engagement in circular practices. Moving consumers into actual involvement seems to be the most challenging issue in developing a CE. Research on consumer involvement in a Circular Economy is in its infancy and thus requires general insights into the diversity

of perceptions of a CE especially in the case of cosmetics. Further research is needed in this field of inquiry.

To understand the paradigm shift towards circularity and sustainability the present paper proposes the application of TPB model to establish the interlinkages between constructs that form antecedents and moderators concerning green cosmetics. The psychographic and market-related factors are placed into the three main factors of the TPB – consumers' attitudes towards performing behaviour, their subjective norms, and their perceived behavioural control (Figure 2) for proposed empirical research. As the literature states that there exists a gap or green purchasing inconsistency (Rawat & Garga, 2012; Joshi & Rahman, 2015; Singhal & Malik, 2018; Chen & Chai, 2010), the demographic factors (age, gender, income) are taken up as moderating factors for this purpose. The present framework will be empirically tested in the future and, thus, can be of great help for cosmetics and beauty care executives to develop deeper insights into the factors impacting consumer purchase behaviour for green/organic or natural cosmetics and beauty care products and their attitude and perceptions towards products adopting circular practices.

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