

## **Factors Influencing the Buying Behaviour of Women with Reference to Organic Makeup Products in Noida**

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### **Abstract**

As the market pattern portrays, consumers are increasingly turning to organic cosmetics as a substitute for chemical or synthetic-based cosmetics. India is not an exception to the growing global desire for organic cosmetic products. Under the organic cosmetics umbrella, a new line of organic makeup products has emerged in recent years and is evolving. Consumers can play a valuable role in promoting health-conscious as well as eco-friendly products and thereby, sustainability. Now, consumers increasingly wish to know details about the products they use or consume, including an unveiled ingredient list, quality standard, affordable price range, etc. The purpose of the study entails comprehending women consumers' buying behaviour with respect to skin and environmental consciousness. The paper would attempt to manifest the factors that influence the buying behaviour of women towards organic makeup products.

**Keywords:** Buying behaviour, consumer, environment, green marketing, organic makeup.

### **Introduction**

The detrimental effects of human activity on the environment are clearly a cause for concern in the contemporary age. The protection of the earth's resources is the world's biggest challenge. The human population is expanding at a faster rate, which is somehow correlated with the environment's significant environmental degradation. Natural assets on earth are going out of balance due to human necessities and developments. One of the prime reasons is that businesses engaged in manufacturing, release chemicals and smoke that are destroying natural resources. Governments from every corner of the world are working to reduce the extent to which the environment is impacted by humans. Environmental protection has now become an increasing concern for our society and for the government. Businesses have started changing their behaviour and practices and incorporating environmental issues into organisational activities as a result of noticing the new concerns of society. Green concepts have been incorporated into academic areas' literature. This also applies to the marketing discipline, and the syllabus includes terminology like "Green Marketing" and "Sustainable Marketing." Governments from all around the globe have made an effort to regulate green marketing since they are so concerned about it. Businesses have also placed a growing priority on green marketing. Businesses are attempting to set themselves apart from the competition by carving out a separate field for themselves, and the majority of these entities are concentrating on green marketing. Green marketing is the practice of advertising goods and services with

a responsibility towards the environment. By emphasising environmental fundamental principles, green marketing aims to go beyond the boundaries of standard marketing with the expectation that customers would connect with their beliefs to the firm or brand. Since a section of consumers are more concerned with the environment and are prepared to pay more for those things, marketing goods as environmentally friendly products would positively add to their image. In recent years, a new consumer segment has emerged in the marketplace that is more concerned with the environment and believes it is their job to do their part to protect it. The manufacturing of goods and providing of services have significant effects on environmental challenges, and as a result, there are numerous ways for businesses to market their eco-friendly products and services. A product's ability to conserve water, reduce emissions of greenhouse gases, minimise harmful pollutants, improve indoor air quality, and/or be able to be recycled are a few of the concerns that green marketing can focus on. Although implementing green marketing may not be simple in the near term, it would have a positive long-term influence on society. Green marketing encompasses a wide range of actions, including product enhancements, production process improvements, changes in packaging and advertising alterations.

Though homemade remedies for skin treatment and glow have been a forte in the Indian culture, however, when it comes to makeup products, only synthetic-based, inclusive of chemical ingredients, had been produced and consumed. But in the contemporary scenario, shifts have been witnessed. Therefore, the present study concentrates on the buying behaviour of women with regard to organic makeup products taking into consideration the factors that influence such behaviour.

### **Green Marketing: Evolution**

Laheri et al. (2014) explained the stages of green marketing evolution. The period between the years 1980 and 1990 saw the rise of the term "green marketing." Over this time, green marketing has developed. There were three stages in the development of green marketing.

The first stage was known as "Ecological" green marketing, and all marketing operations during this time were focused on addressing environmental issues and offering solutions.

"Environmental" Green Marketing was the second phase. The emphasis was turned to clean technology, which entails creating novel products to address difficulties with waste and pollution.

"Sustainable" green marketing was the third phase. In the latter half of the 1990s and early 2000s, it gained popularity. The term sustainable development, which is defined as addressing existing needs while preserving the capability of future generations to address and fulfil their own needs, was the cause of this. Its focus was on creating products that met the standards for quality, efficiency, price, and convenience while being kinder to the environment.

### **Green Marketing Tools**

Green marketing strategies are crucial for changing consumers' preferences for environmentally friendly products and minimising the harmful effects of synthetic products on the environment. Dangelico & Vocalelli (2017) explains the following tools for green marketing.

**Eco-labelling:** A consumer's choice to purchase ecologically friendly products can be influenced by an eco-label. Solutions for eco-labelling offer labels which are less destructive to the environment. The general

acceptability of the eco-label gained a positive effect on consumer willingness to purchase and information about green products.

**Eco-brand:** An eco-brand could be defined as a name, logo, or representation of green goods. Customers will be able to distinguish them from other non-green products by looking for eco-brand components. In contrast to products with low levels of environmental shock, customers will look for ecologically friendly alternatives for those with high levels of environmental damage.

**Environmental Advertisement:** In order to support international green movements and raise the public's consciousness of environmental problems, the majority of businesses favour environmental commercials in the media or newspapers as green strategies. They showcase their products to consumers that show consciousness towards the environment. The only way to change people's buying habits is to employ green advertisements that vehemently urge consumers to purchase sustainably produced goods.

**Green packaging:** Waste packaging occupies quite a lot of place in landfills since it is non-biodegradable. A firm that produces and packages goods can transition to eco-friendly packaging. By converting to biodegradable packaging, a company could demonstrate to customers its dedication to "living green". The business can employ eco-friendly packaging as a component of its marketing plan to draw in prospective customers who are concerned about the environment.

### **Green Consumer**

The term "green consumer" refers to someone who chooses to buy ecologically friendly items instead of conventional ones or who embraces practices that are environmentally friendly. Bonini & Oppenheim (2008) state that green consumers are more introspective because they think that every consumer can make a difference in preserving the environment. They believe that customers should also be involved in environmental conservation, rather than just the business community, environmental activists, government and scientists. Additionally, they are less rigid and more accepting of novel products and concepts. They more readily adopt green products and behaviour because of their open mindsets.

### **The Organic Cosmetics Industry in India**

India is renowned for its personal care and beauty home remedies. Indians have used available cosmetic items and home-crafted beauty treatments to keep their skin glowing for years. The practice of using facial and hair masks, exfoliators and oils as part of a beauty regime is still popular today, coupled with the fixation with their grandmother's beauty tips. Regardless of what the least harmful chemical is utilized to create a beauty product, natural remains safe for the skin. A substantial portion of this need is for those products that are suitable for Indian skin and hair types; this demand was majorly unmet by multinational brands, creating the ideal opportunity for local businesses. Because of this, locally produced natural and organic cosmetics are becoming increasingly popular in India. These businesses use the nation's centuries-old archive of Ayurveda and other organic therapies for their formulations, reflecting the gradual shift away from synthetic and chemical to pure and natural and, by extension, towards safer ingredients. The client base has changed over the past few years as a result of altering lifestyles, rising awareness and consciousness and earnings, and more accessibility. There are many explanations for why Indians have changed their beauty inclinations substantially. First and foremost, it is the unwavering devotion to natural products. As mentioned previously, Indians are accustomed to using natural and organic beauty products instead of store-bought ones. For example, turmeric, honey, gram flour and other kitchen ingredients are

frequently applied as face masks for skin and different oils for hair and scalp. However, with today's busy routine, it is not possible for everyone to make and experiment with homemade beauty preparations every time. To entice Indian consumers, many homegrown firms took this opportunity and are offering natural cosmetic goods using the same-old natural components as their primary constituents. Another unexpected factor driving up demand for natural cosmetics is the rise in male desire for them. The Indian cosmetic sector is suddenly rising because Indian men have begun to take skincare seriously and are shelling out quite a bit on men's beauty items, including skincare, cosmetics, grooming, perfumes, hair care, etc.

There is an increasing need for particular skincare products that address and tackle specific concerns and target regions, spanning from lip care to dark circles, stretch marks, personal cleanliness, and others. This demand goes beyond conventional beauty products that generally do not focus on solving skin issues. The country's populace is turning to a much more aware as well as more educated, resulting in an upsurge in public awareness of the negative effects of chemicals and artificial compounds used in conventional products, such as parabens, sulphates, propylene glycol and other harmful substances.

In 2023, the Natural Cosmetics industry will generate US\$0.90 billion in revenue. The industry is anticipated to expand at 3.61% yearly (CAGR 2023-2027) and revenues of US\$0.63 is expected to be earned per individual based on population statistics (Statista, 2023). As per a study, analysis posted on Research And Markets, The country's Organic Beauty Products sector is anticipated to increase from USD571.43 million in 2020 to USD1,239.04 million in 2026, rising at a CAGR of 14.69% (Ambuja Solvex, 2022).

## Literature Review

**Patel et al. (2018)** studied 97 respondents to comprehend how buyers in Surat City perceive green products. Researchers showed that Surat City has a sufficient level of green product consciousness. The sustainability features of the product are noted as a key element influencing buyer decisions. The majority of respondents are very worried about the environment, and this affects them not just personally but also positively influences society as a whole in favour of green products. The majority of respondents agree that green products protect the environment, the majority of respondents are well-versed of the advantages of green products, high levels of education have a favourable effect on high levels of environmental concern, and both men and women respondents were found to have the same attitudes towards green products.

**Drăgan & Petrescu (2013)** showed through their research that customers who buy organic beauty care goods were mostly female and between the ages of 20 and 40 years. But the study finds that the majority of the customers use traditional skin care, with organic ones proving to be less popular for mostly price-related reasons. Additionally, there was an apparent limited knowledge on the part of consumers concerning the differences between the health benefits of organic and traditional skin care, as they have a tendency to think that both product classes are practically equally efficient. Given how rarely consumers check the description of ingredients on the label of the beauty care products they buy, it appeared that consumers are fairly careless when it comes to their own health. The study demonstrates that customers' propensity to purchase more organic beauty care products with organic certification rises along with a rise in income levels rather than in direct proportion to their level of education. The issue of consumers' insufficient information and the necessity to foster a culture in which health and sustainability take precedence over other considerations.

**Desai (2014)** opined that Cosmetic products main purpose is to increase a person's attractiveness to others and that cosmetics improve the appeal of facial features. The consumer grows increasingly conscious of the goods they use on a routine basis and prefers the use of items that contain natural extracts like aloe vera,

neem, etc. Because they are eliminating chemicals, parabens, and other potentially harmful ingredients in the composition, it makes the consumer more supportive of the products and the consumers were likely to change their brand in response to it.

**Singh & Singh (2015)** stated that the decision of the consumer to purchase herbal products was influenced by a variety of circumstances. It is subject to the consumer's characteristics as well as their demographic features as customers from various cultures, backgrounds, socioeconomic levels, and geographic locations have unique coping mechanisms. Due to their composition, herbal goods were gaining popularity with consumers. There was found to be an association between consumers' social ideals and educational levels with cosmetic products. There were major changes in the purchase patterns of consumers falling into various age and income brackets.

**Matić & Puh (2016)** indicate that customer purchase intents are influenced by gender and consumers' propensity to buy new natural cosmetics products. But customers' intents to buy natural cosmetics are unaffected by their propensity towards health-related awareness. The findings also show a highly significant link between consumers' references to natural cosmetics and buying intentions for those products.

**Rajasekaran & Marimuthu (2018)** showed that women are more likely than men to be drawn to and persuaded to purchase organic goods. The research established a substantial relationship between gender and economic level and the purchasing habits of such items.

**Chattaraj et al. (2018)** conducted exploratory research to understand the purchasing inclinations of female consumers with regard to organic cosmetic products in Kolkata, West Bengal. Age group, family income bracket, and educational level were found to be significantly correlated with how frequently women bought organic cosmetics. The conclusion revealed that factors such as promotion, features of the product, purchase value, and demonstration effect affected consumers' decisions to buy organic cosmetics.

**Amberg & Fogarassy (2019)** in their study pertaining to green consumer habits towards cosmetics suggested that health and environmental consciousness will continue to influence consumer and producer behaviour in the cosmetics industry. The range of organic cosmetics would expand significantly in the years to come. This would primarily be caused by the emergence of eco-friendly cosmetics components and production techniques (particularly pertaining to packages of such products). Additionally, customers would be given an opportunity to select the options that best fit them.

**Agarwal et al. (2020)** undertook a qualitative survey and going through a surfeit of research works on the same inferred that consumers favour green products and have a good perspective regarding them, which influences their purchasing behaviour. The integration of prior research and the study's conclusions has come to a close, focusing attention on potential future research directions.

**Chandran et al. (2020)** carried out research to examine the connection between Ayurvedic and naturally derived herbal product brand knowledge, usage, and brand loyalty. The results showed that there is a positive correlation between a product's application and impact and consumer contentment with the product, a brand's usage and value and consumer contentment with the brand, satisfaction by using the product and loyalty towards it and finally, satisfaction by using brand and loyalty towards it.

**Mansoor et al. (2022)** conducted a study relating to the factors of green buying intentions regarding organic skincare products via the interactions between brand examinations and green advertising. The conclusion demonstrated that an individual's green brand cognizance and confidence, directly or indirectly, had a



significant and important impact on green purchasing inclinations through green brand scrutiny as a moderator. And, green advertising aid to build consumers' favourable examination of green brand products, further impacting their buying attitudes toward green skincare products.

### **Purpose of the study**

#### **Research gap:**

The arena of green marketing, green products and green consumer withal, is on a surging trend due to increasing health and environmental concerns. Green marketing is a step forward towards catering to such concerns because of the inclusion of a non-toxic manufacturing process, the use of organic and biodegradable ingredients, eco-friendly packaging, etc. The field as a whole, is in its evolving stage and hence, grabbing the attention of researchers, scholars, and academicians to explore more deeply into this sphere. There is a surfeit of research works and studies related to green marketing as well as the organic cosmetics industry. But, studies pertaining to green marketing in the field of cosmetics products or organic cosmetics are limited. Further, works implored towards the organic makeup segment under the organic cosmetics industry are acutely scarce.

The present study is focused on understanding the factors that influence the buying behaviour of women towards organic makeup products. This includes the attribute of organic makeup products as well as the consciousness of the consumer towards the environment.

#### **Research Problem:**

The factors influencing the buying behaviour of women towards organic makeup products are not well understood.

#### **The Objective of the Study:**

The objective of the research is to study factors influencing women's buying behaviour with reference to organic makeup products.

#### **Research Methodology**

The study is descriptive in nature. For the purpose of the study, a sample of 50 women was taken into consideration as respondents and the area considered is Noida; convenience sampling is used. The survey is conducted through the questionnaire method for primary data collection, in order to understand the factors that have a bearing on women's buying behaviour of organic makeup products. Such factors include product quality, price, packaging, variety, skin- health, and consciousness for the environment. For the collection of data, top shopping malls of Noida are taken into account.

For the collection of secondary data, sources like previously published research papers, journals and other published works have been employed. The reliability test of the questionnaire is .710 employing Chronbach alpha. The significance level is considered to be 1%.

## Hypothesis

H<sub>0</sub>: There is no significant difference between the mean scores of factors influencing buying behaviour of women with reference to organic makeup products.

H<sub>1</sub>: There is a significant difference between the mean scores of factors influencing buying behaviour of women with reference to organic makeup products.

## Analysis

**Table1: Factors Influencing the Buying Behaviour of Women with Reference to Organic Makeup Products**

Factors Influencing Buying Behaviour Of Women	Mean Rank	Chi Square	P-Value
Quality of organic makeup products	5.15	41.56	.000
Transparent ingredient list	4.39		
No harmful chemicals for skin	4.48		
Packaging of organic makeup products	3.64		
Eco-friendly manufacturing process	3.14		
Price of the organic makeup products	3.77		
Variety in organic makeup products	3.42		

Friedman test is conducted to analyse the data. As per Table 1, the null hypothesis, which states that there is no significant difference between the mean scores of the factors influencing buying behaviour of women with reference to organic makeup products, is rejected at the 1% level of significance because the p-value for the hypothesis test is less than 0.01. Therefore, it can be concluded that there lies a significant difference between the mean scores of the factors influencing organic makeup product purchase in the sample. According to the mean scores, it is observed that the quality of the organic makeup products has the most bearing on buying behaviour of the sample with a mean score of 5.15, followed by no harmful chemicals for skin with a mean score of 4.48, transparent ingredient list with 4.39 mean score, price of the organic makeup products with 3.77 mean score, packaging of organic makeup products with 3.64 mean score, variety in organic makeup products with a mean score of 3.42 and eco-friendly manufacturing process with 3.14 mean score. Thus, factors like the quality of organic makeup products, no harmful chemicals for skin and transparent ingredient list have the most influence on the buying behaviour of the respondents. While the eco-friendly manufacturing process is the least influencing factor.

## Findings

- [1] The quality of organic makeup products is given the highest preference by women, followed by no harmful chemicals for skin and transparent ingredient list. It could be inferred that women are becoming more aware and conscious about the quality of the product with the inclusion of non-toxic ingredients, they are using and applying on their skin.
- [2] Price comes after three influencing factors which indicates that price is comparatively secondary when it comes to organic makeup products as women give priority to skin-health concerns and are not willing to compromise on the same.

- [3] The eco-friendly manufacturing process of organic makeup products has the least bearing on the buying behaviour of women. This factor influences less than the packaging of and variety in organic makeup products, indicating that environmental concerns are given the least importance.

## **Conclusion**

It is apparent that women consumers are paying attention to products that are less harmful and not a cause for deterioration. The products using organic ingredients have skin-healing properties, in addition to not causing any further skin damage, in the long run. Also, consumers are becoming conscious of and demanding a transparent ingredient list which is not very clearly available in most conventional products. This shows that the consumers' cognizance is increasing relating to the ingredients employed. Furthermore, the results showed demonstrated that the variety of organic makeup products was not a strong influencing factor. This may be due to the reason that as it is a very new and evolving segment, limited varieties are available in the market because such products are created by using organic material and there are possibilities that need to be unravelled. Therefore, it is required on the part of the manufacturing companies to do more dedicated research and development on the same to increase the consumer base as the consumer orientation and inclination towards conventional makeup products is evident due to the wide range available.

With the elevation of consumers' consciousness pertaining to organic makeup products, not much increase with respect to environmental aspects have been witnessed. There are fewer consumers in this particular market who make their purchases keeping in mind environmental concerns and sustainability. Hence, marketers, apart from catering to skin-related issues and skin benefits offered by using their products, should extend their emphasis on presenting their green efforts to their audience and make the mark in the consumers' minds to do their bit. Marketing their organic products as eco-friendly could be used as a befitting strategy that could have a favourable impact on attracting customers because, in general, consumers show concern towards the environment.

## **Implications**

The study would give insight into the organic makeup product industry on the factors that influence consumers' buying behaviour towards such products. This would help, to some extent, the manufacturers and marketers in providing the offerings and moulding their strategies with a wider angle in view. Also, it is the responsibility of the companies to increase awareness towards sustainable products in particular and towards the environment as a whole by communicating about the same.

The present study focuses on certain product attributes, skin health and environmental factors to ascertain the buying behaviour of the consumers in this segment. Further, work could be done by widening the factors, for example, the demographics of the respondents for detailed research. Also, the respondents were selected from top shopping malls in Noida for the purpose of primary data collection. Different locations or a larger area with a bigger sample size could be considered in future. Plus, men, although a very small section of them, have begun to use makeup products. Therefore, a study on such sections of men towards organic makeup products could also be undertaken.



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