

Green Cosmetics - Changing Young Consumer Preference and Reforming Cosmetic Industry

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Abstract: India being in the phase of developing economy is facing a lot of environmental complications due to excessive chemical usage. The growth spurts as observed in Delhi NCR, India, has impacted the ecosystem resulting in many aberrations. The environment pollutants have not only affected the atmosphere but have led to many health issues. There is a growing concern over health risks associated with the consumption of artificial non-green products reacting with the human body. This has resulted in many skin and hair diseases. The drastic environmental change has made mankind realize the importance of being natural and being "Organic". Renewable strategy towards sustainable development is the need of the hour. In line with the change in the business environment, the attitudes of present consumer have changed also thoroughly. The consumers today are changing into more knowledgeable ones and this is reflected in the buying attitude towards cosmetics. Through this paper an attempt is contrived to identify the factors motivating consumers to purchase the green cosmetics. The study used a structured survey of 150 respondents covering Delhi and the National Capital Region (NCR) of Ghaziabad, Noida and Faridabad (India). The study investigates the relationship between significant variables for the respondents living in Delhi (NCR). It tries to identify the various pitfalls faced by consumers while moving from non-green to green cosmetics. By sufficient analysis it is summed that changes need to be adapted by the marketers for segmenting, targeting and motivating the wide diversified customer base

Keywords : Green, Green Buying, Purchase Behaviour, Motivating Factors, Green Cosmetics, Consumers, sustainability, online buying, satisfaction, India.

I. INTRODUCTION

Green Cosmetics is definitely a new edge to the developing nation. Today adaptation to become "Green" is not only the basic needs but also an opportunity for both the companies and consumers (Vincent, 2012). The word green has become synonymous with "organic", "sustainable" or "healthy". It is observed that due to the threat of climatic changes, global warming and environmental issues the concept of, Going Green has gained momentum (Santos F Bruno, 2015). Consumers concern for the environment has increased with time. Their pattern of buying cosmetics is changing. Healthy lifestyle and keeping the environment clean is changing their mindset. They prefer healthy, safe, chemical free products. Environmental deterioration has surely made the consumers understand the importance and essentiality to buy green products (Luck, Edwina, M, & Ginanti, 2009).

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Today adaptation to become "Green" is not only the basic need but also an opportunity for both the companies and consumers (Vincent, 2012). According to the American Marketing Association (Kotler, 2011-2013), Green Marketing is the marketing of products that are presumed to be environmentally safe. Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Many identical expressions are used alternatively for green marketing such as Environmental Marketing and Ecological Marketing (Kotler, 2011-2013). "Green Marketing" is a holistic marketing concept wherein the production, marketing, consumption and disposal of products happen in a manner which least hampers the environment. Words such as recyclable, derived from nature, ozone friendly, paraben free and phosphate free all points to green marketing (Santos F Bruno, 2015). Thus green marketing needs to be encouraged for both human wellbeing and environmental balance. The first publication about consumer's behaviour towards being green was witnessed in 1970. Since then the consumer's behaviour towards various green products increased (Saleki, 2012).

Cosmetics form a part of need which helps in creating faith in oneself (Kaufmann, 2012). They are used as an active agent to alter our physical looks. Cosmetics are substances which add beauty to the body. They are generally the mixture of chemical compounds applied to enhance the beauty. Physical appearance has become very important to the modern consumer. Cosmetic industry has been claimed as a very important industry which has witnessed a tremendous change in 21st century (SS, 2018).

Young female consumers frequently purchase green cosmetics. They are highly concerned about their overall appearance (XM, et al., 2010). Earlier consumer was aware of the side effects of using artificial cosmetics and price was the main factor dominating the market (SS, 2018). With the passage of time, Indian cosmetic industry has grown indispensably in terms of product development and marketing. The uses of cosmetics formed an integral part of consumer's life. It offers a wide variety of chemical based cosmetic products which may be cheaper but hazardous to the skin and environment (Hagius, 1995).

There are many incidences of pollution and unhealthy environment (Christopher Gan, 2008) which has made young consumers more concerned about their health and improve the quality of life. Now they prefer to be healthy and thus have turned their buying towards green cosmetics (Kumar, 2014).

There is a significant rise in the respondent's willingness to pay more for green products. They have a positive outlook for companies working towards development of environment.

The young consumer's interests have grown up remarkably with time in green cosmetics (Lehri, 2015), as they have understood the positive impact of green cosmetics on both the health and environment. They do not mind spending more on products that are chemical free and environment friendly (Kokoi, 2011). In past few years the young consumers aging between (18-34) are more concerned about buying healthy and environment friendly products (Furlow & Knott, 2009). Many studies in various parts of the world have been conducted explaining about green cosmetics and their advantages. The awareness of green cosmetics is relatively less, however people are concerned about the environment and harmful effects of chemicals on their diet. The interest in the topic is ongoing and the marketers can expand their business if they try to understand the needs of consumers, their level of satisfaction and then target their instinct to purchase. Consumers are not clear about what actually green cosmetics are and so their labelling and certification are still the un-commented areas (Gan, 2008). The benefits of green products and their health consciousness have changed the mindset of young consumers and now they prefer sustainable living (Research, 2017).

Studies have been done on marketing strategies for green cosmetics (Kim, H.Y., & Chung, 2011) but this paper focuses on the young Indian consumer's behaviour. The trend of buying online in the consumers of India is growing at a fast pace because of the ease of availability of wide range of products with steady comparison and after sale service without any hassle (Kothari, 2016).

Indian Context

India is an agriculture based economy. Indian farmers are well trained from ancient days' in organic farming. However, to meet growing demand of increasing population and to make India self-supporting in food grains, there was green revolution that is based on high yielding seeds and chemical based fertilisers. Excess use of fertilisers has adverse effect on sustainable agriculture. Now the young entrepreneurs and government are realizing the importance of green farming for sustainable farming and reviving the old practice of agriculture in India. They are coming with small scale industry supporting programme for the liftment of the sector (Dana, 2000). Patanjali Ayurved Limited is the one Indian company that has given a tough fight to established global giants and appreciated by Indians for following the trusted age old practice in natural food products as well as skin care (Misra et al., 2018). India has the highest number of young population globally. As per Nielsen global online study, millennials are ready to pay more for sustainable products and they use to regard a brand more that has a standing for the environment. In India, the organic cosmetic industry is on the rise, however the availability factor of organic brand is a concern (Misra R, & Singh D., 2016). Recently online channels are able to bridge this availability gap especially in tier II and tier III cities of

India. The young generation prefers shopping online as they are more technologically oriented. It can be concluded that consumers concern for increasing pollution, their health consciousness has made it important to recognize the factors motivating them to buy green cosmetics.

The study will help marketers to diagnose the factors and reach the consumers. As it has been said that don't gamble on the future, act now, without delay. The research framework focuses on understanding and identifying the factors motivating the consumers towards green cosmetics in Indian context. The preference for online purchasing is increasing and the paper tests the influence of online communication channel on consumer attitude towards green cosmetics.

II. THEORETICAL BACKGROUND

There is a growing concern and interest in green cosmetics throughout the world because of the concern for the environment, animal welfare, health and hygiene. A number of definitions focus on the aspect of "green", "natural", "organic" or "bio cosmetics" while other emphasize on the increasing use of green cosmetics and growing interest of online shopping in the consumers (Sharma R., 2014). We need to transform our current culture of consumption before our valuable resources depletes and adopt new biotechnology to achieve a green economy for our future generation (Hunter, 2013).

The companies adopting green marketing is a strategic move which will not only attract the aware consumers but will retain them too (Trivedi, 2015). Green marketing plays an important role to overcome the disturbances. Many companies use green marketing as a tool to make positive commitment towards earth. So addressing the needs and wants of consumer has foremost importance in order to achieve highest possible profits in an innovative way (D.R, 2014).

The science of cosmetics has been originated in India from more than fifty years. (B, 2008) Based on the various natural components which can be used for curing any problem and making one look beautiful. Green cosmetics are the utilization of natural components of the environment which guarantees environmental conservation. The cosmetics comprising of renewable raw materials contributes to the product being green (Andard, 1996). They are the ones comprising of natural ingredients with neither the chemicals nor animal testing and recycled packaging. (Lehri V., 2015). There is a growing awareness and rising concern for health and environment. Consumers have shifted to green cosmetics. Consumers have become ecofriendly leading to more usage of organic or green or bio or natural cosmetics (2014). A sudden growth is being witnessed in green marketing. The buying behaviour of consumers has changed despite the comparatively high cost of green cosmetics as compared to chemical ones. As there is a growing awareness and rising concern for health and environment so consumers have adopted green cosmetics (Rawat R., 1999). As forecasted (Research, 2017) the market share of organic beauty products has increased from 13500 million USD in 2016 to 26123 million USD in 2023.

Green consumption is more of social and cultural change. It brings the feeling of responsibility towards the environment, satisfies the consumers and develops a sense of personal responsibility (Prothero, 2008). Consumers are concerned more about their consumption. Young people who are more open towards innovation are more likely to purchase green cosmetics. Interpersonal communications, emotional concern with the environment, gaining satisfaction with the usage (Andard, 1996) and awareness are the key drivers instigating them to purchase green cosmetics. Belief and attitude are the major variables contributing in the purchase and post purchase behaviour (Ronald D Anderson, 1979).

It is essential to develop trust in the minds of consumers. Environmentally conscious consumers are likely to purchase green cosmetics but an effective trade-off between price and quality is a must. Undoubtedly consumer's interest in the health and the environment is increasing so there is an opportunity for the green personal care industry to make effective strategy in turning the consumers green (Gan C., 2008).

Hindrances to adoption

Despite the changes in the attitude of consumers the major obstacles to the growth of green cosmetics is undoubtedly comparatively high cost over the chemical products. Emerging double income groups, changing household size, changing attitude, Lifestyle of the people are some of the factors which led to changes in the buying patterns of the consumers. They are willing to pay extra because their main concern is to look good, young, healthy and attractive without hampering their motherland (Kaufmann R., 2012). Numbers of brands of green cosmetics are increasing every year. Despite concern and awareness for environment Indian consumers are still hesitant and considers the green cosmetics to be highly priced and of supreme quality, suitable for higher class (Lehri V., 2015).

Another inhibitor towards the slow growth of green cosmetics is the lack of authentic information about the ingredients of the product. Though the companies are striving hard to explore natural ingredients and launch more of clinically tested safe products with a unique selling strategy but creating awareness is must (Khan A., 2013). Lack of market regulations leads to distrust among the consumers purchasing green cosmetics. Thereby companies need to provide clear information about the green cosmetic products and the benefits offered by them on health and environment (Puh, 2016). Despite of targeting long term profitability and environment friendly sustainability there is a need to understand consumer's demographics such as age, gender, income, marital status and others before deciding on the 4 P'S of green cosmetics (Lee, 2008 and Boztepe, 2012). All the components surrounding sustainable development needs to be understood prior to implementation (Andard, 1996).

The retail stores should be designed in a way that green cosmetics are noticeable and convenient to shop. It will solve the issue of availability and accessibility and will surely bring long term rise in the demand of green cosmetics (Kumar, 2014).

III. STIMULATING FACTORS

Many studies were undertaken on the buying behaviour of consumers towards green cosmetics. (Khan M. , 2013), found that awareness, environmental knowledge and concern, health and hygiene, demographic factors (age, gender, income, occupation and ethnicity), product availability (Kaufmann, 2012) induces the purchase of green cosmetics in women of Madhya Pradesh. Positive purchase intention, word of mouth (Boztepe, 2012), adapting attitude and trust (Hagius, 1995) of consumers is essential for the growth of green cosmetics.

Due to increased awareness companies are experiencing an increase in sales and the demand of green cosmetics. There are many new players in the green cosmetics segment including local area brands offering both the online and offline channel of purchase (Hagius, 1995). Nowadays internet has become a medium of exchange for the products. Online shopping is not only time saving, helps in ready comparison but offers a wide variety with good discounts and easy exchange and return policies (Kanchan U., 2015 and Nagra G., 2013). The study also revealed how online shopping is adopted in a positive manner by the consumers. It focused on reaching wide consumers and making it friendlier to them. Shopping online not only reduces the time wastage but also offers discount coupons which contributes in less vehicles on the road and less traffic and pollution (Mathur K., 2014).

It is mostly preferred by young men and married people because of timely delivery, packaging and easy usage (Sharma R., 2014). Many studies have also concluded that the online purchase instinct in youth and married people are more because they are willing to consider it as a safe transaction (Sharma R, 2014, Kanchan U., 2015). The leading brands of green companies in India are Lotus herbals, Himalaya herbals, Shahnaz Hussain, Khadi naturals, Ayur herbals, Biotique, Jovees herbals, Aroma essentials, Fab India and many more (Kaur, 2018).

They indeed charge higher price than traditional range of chemical cosmetics. As the young Indian consumers are susceptible to price so it is a challenge for companies to float the product efficiently in the market (SS, 2018).

As per the study done by (Nilsson, 2016) consumers are willing to pay more for environmentally friendly products. Social influence is essential a trigger in their buying behaviour (Oyewole, 2001). So marketers need to bring into the notice of consumers the unfriendly aspect of cosmetic products. It has helped them to adopt an ecological lifestyle (Martinez, 2006). Cost is not an issue for the consumers especially for young women because the economic and demographic environment have witnessed change (Lee, 2008). As Government along with NGOs and other organizations need to take efforts in contributing to the sustainable growth and development in the economy.

Proper authentication of green claims, information, education, label, strict government laws and norms may be made mandatory; so that the necessary knowledge regarding green cosmetics can be imparted to the consumers such as certifications, ingredients.

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It will surely convince the people to go green (Cervellon M., 2011). An effective marketing mix is needed to position the green cosmetic product rightly. Young consumers and married women with children play an important role in the purchase of green cosmetics. This is in reference to the fact that women and youth are dominating in respect to shopping for households and safety of family. Virtually many studies have observed this purchase instinct (Lee, 2008) (Laroche, 2001). In developing economies green marketing is still at nascent stage so companies need to position the products rightly and essentially an effective communication strategy will affect the green cosmetic products sale (Desore,A., 2016).

IV. RESEARCH METHODOLOGY

SAMPLE COLLECTION AND MEASURING INSTRUMENT

The population of the study comprises of undergraduate and postgraduate university students. The survey was personally administered using structured questionnaire. The first part of the questionnaire was intended to measure the consumer's awareness about green cosmetics and the brands available in the market. The second part consists of items related to measure factors influencing purchase decision. Third part consists of items on a 5 Point Likert Scale to measure the consumer's attitude towards green cosmetics which has been adapted from the factors identified from various researches (SS, 2018)(Khan M. F., 2013)(Sharma R., 2014) (Green generation: millennials say sustainability is a shopping priority, 2015). Fourth part consist of items regarding consumers demographic information.

Pilot study was undertaken on a small cross section of 50 samples to ensure the correctness of questionnaire, language and acceptability among the respondents. The reliability statistics of pilot data by Cronbach's alpha pointed to 0.931 which is acceptable and hence further data was collected. The score also ensured internal consistency of the scale used

for survey. A few issues were identified with the language and associations of some questions, thereby some minor corrections were made to increase clarity. Three hundred and fifty questionnaires were distributed using convenience sampling approach; only 296 were found suitable for further analysis (85% response rate). The sample size was decided based on previous studies (SantisiG.,Platania S. & Hichy Z.,2014) and using Cochran formula.(Cochran, 1977). Data was analyzed using SPSS 18. Cronbach alpha reliability test was conducted to test the correlation between the construct and items and to ensure internal consistency of each factor. Correlation between the constructs was premeditated to check collinearity. Multiple Regression Technique was used to describe the comparative importance of the factors in predicting the overall young consumer's satisfaction.

V. RESULTS AND DISCUSSION

Factors extracted in the study

Awareness and perception plays a very important role in understanding consumer's attitude and behaviour towards green cosmetics. For the same, consumers were asked to state their agreement and disagreement on a five point Likert scale (1- Strongly disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree) on the set of statements related to various aspects of green cosmetics.

Exploratory factor analysis was conducted using 31 variables with Varimax as a rotation method and Eigen value greater than 1 as a cut off point for the number of factors extracted. The result indicates KMO statistics was 0.966 and Bartlett's test of Sphericity is significant, which indicates the appropriateness of extracted variables for factor analysis. The analysis resulted in selection of five factors. The factors explained a total of 75.179 percent of total variance explained by the model. The rotated component matrix was used, using 0.55 as cut off point for factor loading and naming the factors.

Table 1: Factor Analysis result consumer's perception towards green cosmetics

<i>Factors</i>	<i>Factor Loading</i>	<i>Eigen Value</i>	<i>Variance Explained</i>
F1- Environment Concern	16.588	28.903	
I prefer Green Cosmetic because it reduces environmental issues	0.797		
I prefer Green Cosmetic because it is safe to the environment	0.626		
I prefer Green Cosmetic because it is composed of natural ingredients	0.844		
I prefer Green Cosmetic because it is derived from nature	0.72		
I prefer Green Cosmetic because I wanted to make a healthy contribution to the environment	0.645		
No of items: 5			
F2- Health Consciousness	3.712	19.658	
I prefer to purchase more of Green Cosmetic because it gives good results to my skin.	0.856		
I prefer Green Cosmetic because of good quality even if it has high on price	0.761		
I prefer green cosmetics because I know they are right product for me	0.863		
I prefer Green Cosmetic because I love to stay healthy.	0.708		

I prefer Green Cosmetic because it is safe for my skin	0.790		
No of items: 5			
F3-Information and Certification	1.852	10.835	
I prefer Green Cosmetic because of the authentic labelling on the product packaging which gives me the feeling of trust.	0.632		
I prefer Green Cosmetic because of reliable pricing	0.678		
I prefer Green Cosmetic because of the awareness created by the informative campaigns.	0.706		
I prefer Green Cosmetic consumption because of increased technical research efforts	0.625		
I prefer green cosmetics because of reliable government regulations on product safety.	0.625		
I prefer Green Cosmetic because of systematic promotion techniques	0.770		
I prefer Green Cosmetic because of effective information provided by the ads	0.655		
I prefer Green Cosmetics because I have the awareness regarding the details of product being safe.	0.640		
No of items: 8			
F4- Online Availability	1.041	9.2	
I prefer online buying of green cosmetics because it has readily more options of products available with reviews	0.638		
I prefer online buying of green cosmetics because it is easy to access.	0.593		
I prefer online buying of green cosmetics because it offers more discounts due to wide options.	0.726		
I prefer online buying of green cosmetics because it helps in ready comparison.	0.714		
I prefer online buying of green cosmetics because of easy exchange policies.	0.746		
I prefer online buying of green cosmetics because it has easy return policies.	0.718		
I prefer online buying of green cosmetics because it is informative.	0.755		
I prefer to buy green cosmetic online rather than moving to store.	0.772		
No of items: 8			
F5- Satisfaction	0.709	6.573	
I prefer to purchase more of green cosmetics because it gives me highest level of satisfaction.	0.790		
I am satisfied with the use of Green Cosmetics because of absence of Animal Testing on them	0.551		
I prefer Green Cosmetic because I am satisfied with its usage	0.862		
I prefer Green Cosmetic because its satisfies my need of healthy living	0.693		
I prefer Green Cosmetic because it Points to higher status	0.768		
No of items: 5			

Based on the result, there were five factors motivating consumers towards green cosmetics.

Factor 1(Health Consciousness) explains the attributes of cosmetics in terms of health concerns such as they are safe for skin, gives good result to skin. Natural/green cosmetics are consumed by individuals who exercise an ecofriendly way of life and careful about their health, looks and beauty (Dimitrova, Teodoro, & Kaneva, 2009).At present, the drift for healthier lifestyle is enhancing consumers' interest for natural produces, comprising green cosmetic products

Factor 2(Environmental Concern) explains the inclination towards green cosmetics. The characteristics such as environment friendly behaviour, ingredients derived from nature, making a healthy contribution to the environment and composition of natural ingredients, makes them a preferred choice. Green consumers are aware of environment associated issues and they want to know from where the raw materials are coming from (origin). They prefer products that are not leading to

pollution. The preference of cosmetics is greatly influenced by the ingredients of the product. The same has been termed as environment awareness (Kim & Seock, 2009).

Factor 3 (Information and certification) explains the variable that enhances the perception of green cosmetics in terms of advertisement, labeling, certification and government regulations. Certificates and information related to products are very important for green consumers. Presence of Eco labels on cosmetic products surely acts as an enabler in the purchase of green cosmetics (Ebrahim, 2010). Consumer's importance for Eco labels on the product is an important driver towards purchasing behaviour of green products (Sangkumchaliang & Huang, 2012)

Factor 4 (Online Availability) explains the perks of buying green cosmetics online. It contains items like ease of buying, ready comparison among products, multiple payment options, ease of exchange and return policies. The growths in green cosmetic products at an exponential rate and their presence in online stores and various ecommerce

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portals have stimulated their growth. The health and environmental awareness have turned the young Indian consumer towards preference of green cosmetics for sustainable living (globalnewswire.com, 2017).

Factor 5 (Satisfaction) explains the fulfillment consumers get on purchasing green cosmetics. It also

contains items like the product is free from animal testing, higher status and healthy living. Green consumer satisfaction also indicates the concern and commitment towards environment (Chen, 2010). Green consumers are also loyal and are committed towards sustainable environment.

Table 2: Mean SD, Correlation and Reliability Analysis of the study variables; Reliability analysis is given diagonally.

S.No	Variables	Mean	SD	Health Cons.	Env.Concern	Information & Certification	Online Availability	Satisfaction
1	Health Cons.	3.37	1.07	0.933	----	-----	----	-----
2	Env.Concern	3.48	1.11	.885**	0.877	---	----	-----
3	Information & Certification	2.88	0.97	.765**	0.707**	0.914	----	-----
4	Online Availability	2.69	1.07	.610**	0.534**	0.802**	0.908	-----

Note: **p < 0.01 (1% level of significance)

Table 3: Regression Analysis

Hypothesis	Independent variable	Dependent variable	Beta	Adjusted R ²	F-Value
H1	Health Consciousness	Satisfaction towards Green Cosmetics	0.520**	0.893	1038**
H2	Environment Concern		0.146**		
H3	Information and Certification		0.366***		
H4	Online Availability		0.002		

Note: **p < 0.01 (1% level of significance); *p < 0.05 (5% level of significance)

Source: Authors' survey

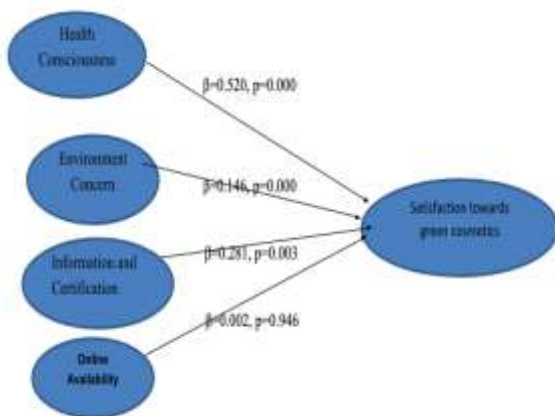


Fig. 1 - Hypotheses Result

From the table (2) it is concluded that health consciousness plays a vital role in motivating the consumers towards green cosmetics followed by environment concern. Information and certification is another significant factor and online availability contributes least while satisfaction is considered as a dependent factor. So it can be summed that health,

information and certification of green cosmetics, environment concern are the factors motivating the consumer's behaviour towards green cosmetics. There is a need to create more awareness regarding online buying among consumers.

VI. CONCLUSION

The empirical analysis on the present study represented health consciousness as the most significant factor for the marketers to bring reform in the behaviour of consumers towards green cosmetics. Concern for the environment is the most important factor of green marketing, the strategy of businesses should focus on increasing consumer's consciousness and inclination to favor Eco certified products. Marketers should work on the labelling and certification of the green cosmetics which will indeed help in satisfying the consumers concern for the environment (as derived from the analysis). Government guidelines and environmental associations can also push eco and health friendly products particularly for the cities where pollution level is alarmingly high. Millennials are considered as cosmetic business's most

critical demographic, however these generation buyers are challenging and hard to board as they are informed, well equipped with digital tools and has a pursuit for authenticity. Business schools should work on including various green programs to the curriculum. It will bring the sense of responsibility among the youth. The young consumer need to know more than the other age categories and are more concerned for the environment. As age has more significant impact on the purchase of cosmetic products as compared to gender, the older group rely more on experience while the younger group prefer digital channel. Understanding this difference will help the marketers to target more strategically.

This study on India suggested that there is a need of buzz marketing. The young consumers are able to influence and share knowledge of the product through referral creation on the virtual and real media. The consumers need to be educated and made to understand the long term benefits of green marketing, they will surely be willing to pay an extra cost and achieve sustainability and environmental justice. It was understood from past research and the analysis that health consciousness is the foremost factor motivating consumers towards green cosmetics. It is followed by the advertising, proper labelling and certifications of the product. The regulatory bodies play a significant role in spreading awareness among consumers. Consumers prefer green cosmetics because they have understood that it is the right product for their skin. Reliable pricing, good quality and online presence of products will contribute in tapping the market and propagate the green concept.

This research framework has identified various factors such as a deep focus on the 4 P'S of product, reaching a wide diversified consumer base, creating environmental awareness and health concern among the consumers. Companies should work on building trust among the consumers. The earlier it is, the better it will be! Green cosmetics is undoubtedly a win- win proposal for the marketers. It has become prime responsibility of marketers to encash the opportunity and use mass media to create awareness among consumers. Satisfaction as observed from the findings is the least among the consumers. Marketers need to create an innovative mechanism so that a sustainable growth is witnessed towards the buying behaviour of consumers towards green cosmetics.

VII. LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

The present study will undoubtedly serve as a base for future studies. However, the present study has certain limitations. Firstly, the sample size of the study is limited. Secondly, it focuses only on the Delhi (NCR) sample population. It is representing the views expressed by young population of urban India. The study also used non probability based convenience sampling that restricts the generalization of findings. Last but not the least, this study can be done with the variation in statistical tools.

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